The Graphic Identity Standards establish rules for the consistent implementation of Maryville’s graphic identity.

These guidelines are managed by:

The Office of Integrated Marketing and Communications
Maryville University
314.529.9341
marketing@maryville.edu
Using the Palette
MARYVILLE COLOR PALETTE

Primary Color

PANTONE 186 C

CMYK C2 M100 Y85 K6
RGB R200 G16 B46
HEX c8102e

Supporting Colors

PANTONE 425 C

CMYK C0 M0 Y0 K80
RGB R84 G88 B90
HEX 54585a

BLACK C

CMYK C0 M0 Y0 K100
RGB R44 G42 B41
HEX 000000

WHITE

CMYK C0 M0 Y0 K100
RGB R255 G255 B255
HEX ffffff
A white background for Maryville materials is always correct. Second choices include gray and black. This allows the Maryville identity to stand out.

Logo may be placed against a white or black background, or a light tint of black.

If logo is used against a red background, it should have a white rule around it.
Do not use a dark gray (PMS 425) background behind the logo, as this has insufficient contrast to make the logo stand out. Most University materials should have a white background, with black or red used sparingly.

Avoid screen tints of red, which produce pinkish tones.
Do not use red gradient as a major design element. This is reserved for the logo, and as an accent color only.

For most University publications and products, the gradient should only be employed as an accent, as shown in these examples.
Using the Logo
USING THE MARYVILLE LOGO

Core Logo
The vertical version of the Maryville logo is preferred. If certain layouts require a horizontal configuration, the version below may be used in those situations. Because the core logo is trademarked, it should always appear with a registered trademark symbol ®.

Vertical Logo

Horizontal Logo
**Size Recommendations**

These show the recommended sizes for the Maryville logo. The logo may be reduced down to the sizes shown below.

**Minimum Size**

For situations where recommended sizes will not fit.
Minimum Live Area
The gray lines represent the clear, scalable live area built into the logo. Do not infringe upon this live area.

Measurements
The live area is based on the cap height of the M in Maryville.

It is aligned and proportionate to the width of the M horizontally, and the height of the M vertically. The live area should be measured and scaled according to this rule.
Depending on the printing or production options at hand, it may become necessary to use a reverse, one-color or two-color version of the logo. The core logo, in full color, should be used whenever possible. These options should never be substituted for the full color option arbitrarily.
LOGO AND BACKGROUND COLOR COMBINATIONS

Not all logo colorations work with all background colors.

**Black and white:** Most logo colorations will work on a solid black or white background.

**Red:** Sometimes there is insufficient contrast, such as when the solid red logo is placed on a red background. In those cases, solid black, grayscale or white will work best. The same applies to the red gradient background.

**Gray:** Most logo colors read well on a gray background, except for solid red or grayscale.
Maryville’s reputation and presence as a university depends on a clear and consistent presentation of the brand. As a general rule of thumb, one should not add to, distort or alter the mark.

Likewise, such tactics as adding the mark to a word or placing it on a busy background will confuse viewers as to the actual appearance of the brand.
USING THE MARYVILLE SPIRIT LOGO

Vertical Logo

Spirit Logo
The Spirit logo replaces the core logo in all communications and items relating to Maryville Spirit. The vertical version of the logo is preferred.

If certain layouts require a horizontal configuration, the version below may be used in those situations.

Horizontal Logo
USING THE MARYVILLE SPIRIT LOGO

Size Recommendations
These show the recommended sizes for the Maryville logo. The logo may be reduced down to the sizes shown below.

Minimum Size
For situations where recommended sizes will not fit.
USING THE MARYVILLE SPIRIT LOGO

Full-Color

- Full-color reverse

Two-Color

- Two-color positive
- Two-color reverse

One Color

- One-color black and white
- One color
- One-color reverse

Other Formats

Depending on the printing or production options at hand, it may become necessary to use a reverse, one-color or two-color version of the logo.

The full color Spirit logo should be used whenever possible. These options should never be substituted for the full color option arbitrarily.
Signatures and Lock-Ups

Simplified Configurations  20
Vertical Configurations    22
Horizontal Configurations 24
Ad Footers                25
Miscellaneous Identifiers 26
Maryville Indicia         28
SIGNATURES AND LOCK-UPS

Recommended Lock-Up Treatment for Brand Awareness Advertising

This simplified treatment is best used in brand awareness advertising that does not require an immediate response.

In order to maximize the visibility of the Maryville logo, it is often preferable to let the mark stand alone with the url and social media icons placed as a unit off the side. The tagline unit can appear separately in the top left or right corner.

FROM PLAYING THE GAME TO MANAGING IT

Even if you’re no longer an athlete, you can still go pro. In the Rawlings Sport Business Management Program at Maryville University, you’ll study management, finance, marketing, operations, and communications. Everything needed to get you ready for the big game in the business of sports. To learn more, visit maryville.edu or call 800.627.9855.
SIGNATURES AND LOCK-UPS

Simplified Lock-Up for Advertising
The vast majority of viewers will simply go to the Maryville website or social media for more information. A good option, when space is at a premium, is the simplified lock-up. This consists of the Maryville logo, with a thin rule underneath. Below is placed the URL by itself, or in tandem with tagline and social media icons.

Besides logo, all type and icons are gray (80% black).
SIGNATURES AND LOCK-UPS

General guidelines for Vertical Lock-Ups

The full lock-up is useful in advertising that asks for a response, or on the back of brochures and printed materials.

Besides logo, all type and icons are gray (80% black).

Missouri: this is always spelled out when used as part of a Maryville signature.

Phone number: if not needed, it may simply be left out and the remaining lines shift down to align with the baseline of the Maryville logo.

Maryville logo
with address and phone number

Maryville logo
with address and URL

Logo with department name and address

Maryville logo
with address, URL and social media icons

Based on logo width of 1"
1p3 space between logo/rule and rule/address
.25 pt. rule 80% black
Text = Avenir Next LT Pro
8/13 with 20 track
Color 80% black
SIGNATURES AND LOCK-UPS

Maryville logo with address (vertical)

MARYVILLE UNIVERSITY

650 Maryville University Drive
St. Louis, Missouri 63141
314.529.9300

Maryville logo with address and URL (vertical)

MARYVILLE UNIVERSITY

650 Maryville University Drive
St. Louis, Missouri 63141
314.529.9300
maryville.edu

Logo with department name and address (vertical)

MARYVILLE UNIVERSITY

SCHOOL OF EDUCATION
650 Maryville University Drive
St. Louis, Missouri 63141
314.529.9466
maryville.edu

Maryville logo with address, URL and social media icons (vertical)

MARYVILLE UNIVERSITY

650 Maryville University Drive
St. Louis, Missouri 63141
314.529.9300
maryville.edu

Based on logo width of 1”

1 pica space between logo/rule and rule/address

.25 pt. rule 80% black

Text = Avenir Next LT Pro

8/13 with 20 track

Color 80% black
SIGNATURES AND LOCK-UPS

Guidelines for Horizontal Lock-Ups

Depending on the content, the last line of type or icons align with the bottom right corner of logo. Top of rule aligns to top corner of M.

All type and icons are gray (80% black).

The 80% black vertical rule is centered in the space between the logo and the address block.

Type leading should always be +5 pt. (Type shown here is 8/13 pt.)

Based on logo width of 1” (shown reduced)

1 pica space between all elements, such as logo, rule and type block

.25 pt. rule 80% black

Text = Avenir Next LT Pro

8/13 with 20 track

Color 80% black
SIGNATURES AND LOCK-UPS

Maryville.edu

650 Maryville University Drive
St. Louis, Missouri 63141 | 314.529.9300

MARYVILLE UNIVERSITY

Ad footers
These options can be used depending on size and shape of the advertisement. URL and social media icons may be added or subtracted as needed. Examples shown are based on a 1” logo width.
Footer should always be placed in lower right corner of advertisement.

MARYVILLE MANY CONNECTIONS. ONE U.
650 Maryville University Drive
St. Louis, Missouri 63141 | 314.529.9300

maryville.edu

MARYVILLE UNIVERSITY

Based on logo width of 1”
1 pica space between all elements, such as rule, type and social media icons
.25 pt. rule 80% black
Dashed rule is .5 pt. 3pt./3pt.
Text = Avenir Next LT Pro 8/13 with 20 track
Color 80% black
SIGNATURES AND LOCK-UPS

Miscellaneous Identifiers / Vertical Logo
For instances when the tagline or URL needs to appear with a vertical logo.

Based on logo width of 1"
1 pica space between all elements, such as rule, type and tagline
.25 pt. rule 80% black
Text = Avenir Next LT Pro 8/13 with 20 track
Color 80% black

URL is 9 pt. Avenir Next LT Pro Bold
Miscellaneous Identifiers / Horizontal Logo

For instances when the tagline or URL needs to appear with a horizontal logo. The baseline of the URL or tagline aligns with the baseline of “University.”

Based on logo width of 1”

1 pica space between all elements, such as logo, rule and tagline

.25 pt. rule 80% black
SIGNATURES AND LOCK-UPS

Mailing Indicia
This is the standard indicia to be used on most pieces. The rule at the left defines the border of the indicia.

Postal Lockup
This is to be used on post cards and items where space is at a premium. All spacing is determined by width of one leg of logo. Type is base-aligned. Spacing is determined by the space from bottom tip of red M to type. See page 34 for an example.
Typography

Typefaces 29
Header Treatment 30
Paragraph Styles 31
Lists and Schedules 32
General Style Elements 33
The Tagline 34
Web Typography 35
The university that opens itself to the skills and spark of every person and not just a select few will be the next great university. The university that facilitates student learning with the tools they are using will be the next great university. The university that is flexible, mobile, where the entire campus inside and out is a classroom and where learning happens everywhere, will be the next great university. My friends, Maryville will be that next great university.

— President Mark Lombardi, PhD, 2014 Convocation Speech

Typefaces

The primary type family used is Avenir Next LT Pro. This is used for all running text and for all documents produced on Maryville letterhead, templates, or logo mastheads. The Avenir Next LT Pro type family features many additional weights as well as condensed versions, for maximum flexibility. All are acceptable.

Avenir Next LT Pro Regular
Avenir Next LT Pro Italic
Avenir Next LT Pro Demi
Avenir Next LT Pro Demi Italic
Avenir Next LT Pro Bold
Avenir Next LT Pro Bold Italic
Avenir Next LT Pro Heavy
Avenir Next LT Pro Heavy Italic
Header treatment

For brochure covers, postcards, concert programs and other standardized materials, header should always be placed in the upper left corner.

Point size of type may vary according to the size of the piece being produced. However, the size ratio between the headline and the second subhead should remain the same: for instance 24 pt./12 pt., 36 pt./18 pt., etc.

The only exception is when the overall point size is small, such as 14 pt./7 pt. In this case, the secondary subhead may be slightly increased in size.

**MUSIC AT MARYVILLE**
**JANUARY–MAY 2018**

**Headline**
- Color: PMS 425 or 80% black
- Avenir Next LT Pro Bold
- Track 100
- Point Size/Leading: 24/24
  (Point size varies according to size of piece)

**Secondary Subhead**
- Color: PMS 425 or 80% black
- Avenir Next LT Pro Bold
- Track 100
- Point Size/Leading: 12/17
  (add 5 pts. leading)
- Point Size Range: 7–16 pt.
Paragraph Styles

Expellent ut aliquaeor sam et, ventibus aut eicieni mpe riandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiat inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin perupti blab in reicabore sitam quasimag.

Innovation

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiatnobi-sin velicaepro il iltam ese nusant vulupta eceaquia quam fuga. Isqui inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia.

The Presentations

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiat inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin velicaepro il iltam ese nusant vulupta eceaquia quam fuga. Isqui consed enimincillor.

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restia-tharcui magnis minvell oruptia pe nobisin velicaepro il iltam ese nusant vulupta eceaquia quam fuga. Isqui consed enimincillor.

Inciconsed enimincillor restisc ieniscitis dolest, ut rem sa por sunt molores sit vent autaspicit aut aspe perupti blab in reicabore sitam quasimag

Note: size/leading relationships should be kept proportional for each style shown.
List with Bulleted Points

Nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese:

- Expellent ut aliquaeror sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiatno
- Inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese nusant volupta ecequia quam fuga. Isq
- Expellent ut aliquaeror sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus

List of Events on Separate Dates

Dec. 24  The presentations Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
Mar. 25  The conference Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
Jan. 1  Sponsorship of the conference Inciatentia incto volo enti, nobitat harciur magnis minvell oruptia pe nobisin velicaepro

Schedule of Events in a Single Day

8–9 a.m.  The presentations Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
9–9:30 a.m.  The conference Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
9:30–10:30 a.m.  Sponsorship of the conference Inciatentia incto volo enti, nobitat harciur magnis minvell oruptia pe nobisin

Generic Lists

Set bulleted text in the same point size as the body copy. If used in line with other body copy, indent left .25”. This is not necessary when the list is separate. Bullets are gray and sized 2 pts. smaller than text. The space after each list paragraph should be set to .087”. The last list item should be set to .125” as it is a separation between paragraphs.

List of Dates

Set dates at the same point size as the list copy. Set tab to .625” and space after to .087”. You will often have a date, an event title and a description of the event. The event title will be in line with the description and set in Avenir Next LT Regular. If there are multiple lists in line with each other the tab indent should be consistent between them.

List of Times

Refer to date specifications above. Use en dashes between dates. List times without the :00 (ex. 9 instead of 9:00). If a .625” tab is too close to the times, adjust to the nearest .125” interval without crowding the times.
General Style Elements

Maryville URL (A)
The Maryville URL does not use either http:// or www. prefixes.
Type used is Avenir Next LT Pro Bold at 80% black, except in editorial content.
The “M” is always lower case.

Dashed rules (B)
These are used as dividers and accents throughout the program. These should be specified to 3/3 pt. and colored 80% black.

Missouri (C)
This should always be spelled out in full, not abbreviated when used in a Maryville lock-up or signature.

em Dashes (D)
Use em dashes between dates for better legibility. Use em dashes between times.

Vertical Separators (E)
Vertical separators are used between varied content that appears on the same line.
MARYVILLE. MANY CONNECTIONS. ONE U.

Maryville Tagline

The Maryville Tagline is written in Avenir Next LT Pro Medium all caps with open spacing (100 tracking).

In most applications it is displayed in two colors, PMS 186 and PMS 425 gray (or 80% black).

In black and white applications, “Maryville” and “U.” are solid black while the remaining type is gray. See example (B).

Using the Tagline with the Identity

In most cases the tagline will be used in a lockup with the Maryville logo. See pages 18–24 for more information.

Using the Tag Alone as Artwork

If the tagline is to be used as artwork, or a major element in an advertisement or banner, it can be used in a heavier weight, such as Avenir Next LT Pro Bold (C). In these cases, the word “Maryville” does not need to be included.
URL Guidelines

When adding URLs to advertisements or other University communications, the above form is preferred, where the specific page follows the maryville URL after the backslash.

Consistency makes URLs easier to remember and format.
Web Typography

Open Sans, a free Google Font, is recommended for use in Maryville web applications (except for e-blasts, which must use a universal font). Open Sans complements the Avenir typeface used in Maryville publications and comes in a wide range of weights for various uses.

Weight Recommendations

Open Sans Normal 400 is recommended for most text. Open Sans Light 300 (not shown) is not recommended for web use.

Open Sans Bold 700 is recommended for most headlines.

Open Sans Extra Bold 800 is recommended for headlines requiring more emphasis.

The university that opens itself to the skills and spark of every person and not just a select few will be the next great university. The university that facilitates student learning with the tools they are using will be the next great university. The university that is flexible, mobile, where the entire campus inside and out is a class room and where learning happens everywhere, will be the next great university. My friends, Maryville will be that next great university.

President Mark Lombardi, PhD, 2014 Convocation Speech

The university that opens itself to the skills and spark of every person

Ope Open Sans Extra Bold 800
Digital Signage  40
E-blasts  41
Presentations  43
Programs  45
Postcards
  7x5 Postcards  48
Invitations
  2 Panel  52
  Single Panel  55
Merchandising  56
Congrats!

Lori Chalupny
2015 FIFA World Cup Roster

The main field may employ an expanded palette (colors to be determined).
E-BLASTS

Eblast width: 600px
Header Image (logo with dotted line): 564px x 160px
Main Image: 564px width

Typographic Style | Typeface | Size | Line Height | Color | Weight
--- | --- | --- | --- | --- | ---
Title | Verdana | 40px | 130% | #333333 | Bold
Sub Title | Verdana | 24px | 150% | #333333 | Bold
Text | Verdana | 24px | 150% | #333333 | Normal
Text highlights | Verdana | 24px | 150% | #333333 | Bold
Links | Verdana | 19px | | #cd0000 | Normal
Footer | Verdana | 11px | 18px | #333333 | Normal
Footer URL | Verdana | 21px | 30px | #333333 | Bold
Sign Off | Verdana | 8px | 11px | #333333 | Bold

Footer Lockup

Image Size: 564px x 133px
URL: Avenir Next LT Pro Medium, 18.85pt

Social Media Icons

MARYVILLE. MANY CONNECTIONS. ONE U.
E-BLASTS

**Eblast on mobile devices:** It will scale to the width of the device.

<table>
<thead>
<tr>
<th>Typographic Style</th>
<th>Typeface</th>
<th>Size</th>
<th>Line Height</th>
<th>Color</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Verdana</td>
<td>30px</td>
<td>130%</td>
<td>#333333</td>
<td>Bold</td>
</tr>
<tr>
<td>Sub Title</td>
<td>Verdana</td>
<td>18px</td>
<td>150%</td>
<td>#333333</td>
<td>Bold</td>
</tr>
<tr>
<td>Text</td>
<td>Verdana</td>
<td>18px</td>
<td>150%</td>
<td>#333333</td>
<td>Normal</td>
</tr>
<tr>
<td>Text highlights</td>
<td>Verdana</td>
<td>18px</td>
<td>150%</td>
<td>#333333</td>
<td>Bold</td>
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<tr>
<td>Links</td>
<td>Verdana</td>
<td>18px</td>
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<td>#cd0000</td>
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<td>Footer</td>
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<td>Normal</td>
</tr>
<tr>
<td>Footer URL</td>
<td>Verdana</td>
<td>21px</td>
<td>30px</td>
<td>#333333</td>
<td>Bold</td>
</tr>
<tr>
<td>Sign Off</td>
<td>Verdana</td>
<td>8px</td>
<td>11px</td>
<td>#333333</td>
<td>Normal</td>
</tr>
</tbody>
</table>
POWERPOINT AND KEYNOTE TITLE SLIDE

TITLE OF SLIDE DECK
SUBTITLE OR PRESENTER

Headline
Type: Arial
28 pt.

Subhead
Type: Arial
16 pt.
SLIDE TITLE

- Active Learning Ecosystem (Theme 1)
- Transformational Innovation (Theme 2)
- Diversity and Inclusiveness (Theme 3)
- Strategic Growth (Theme 4)
EVENT PROGRAM NO IMAGE

HEALTH FOR HUMANITY
2018 MISSOURI JSEHS OFFICIAL PROGRAM
MARCH 12-15 2018

Bleed 0.125"

Finished size:
width: 5.5"
height: 8.5"

Margin 0.375"
Thursday, March 12

7:30 a.m.  Registration—Optional Poster Set Up:
Maryville Campus, Pfaff Lobby/Auditorium

9:00 a.m.  Welcome Introduction (Auditorium):
Dr. Mary Ellen Finch, Vice President for Academic Affairs, Maryville University
Dr. Kyra Krakos, Co-Director JSEHS
Dr. Christopher O’Connor, Co-Director JSEHS
Ms. Sue Arnott, Program Manager JSEHS

10:00 a.m.  Students—Career Talks (A)
The Science Behind Healing and Recovery (Reid 2308)
Dr. Mike Kiener/Dr. Geralyn Frandsen, Maryville School of Health Professions
Toxins in the Workplace: A Career in Occupational Safety and Health (Reid 2318) Nancy Kahl, Sigma-Aldrich
Health Professions Career: Spotlight on Chiropractic (Reid 2309) Dr. Alex Ognibene and Mary Nagle, Logan University
A Career Studying Emerging Infectious Diseases (Reid 2314) Dr. Carole Baskin, St. Louis University
From Seed to Table: A Microbiologist’s Role in Developing Safe, Healthy Food for Humanity (Reid 2313)
Dr. Amrish Chawla, DuPont Nutrition and Health
Innovative Careers: A Student-Made Blend of Science and Consulting (Reid 2321)
7X5 POSTCARD SINGLE IMAGE

MUSIC AT MARYVILLE
JANUARY–MAY 2018

Header is 1/3 total height of the card (2.33")

Bleed 0.125"
Trim width: 7"
Margin 0.25"

Distance from logo to photo is 1 pica

Use 1" logo width
Photo field may be subdivided into thirds, horizontally and vertically to accommodate 2-6 photos.
Xerferrum hilitin velluptati re de culligenis quatum as autatquas dolloriana et que et as sunt es quas dollo. Eculpa culligenis quatum.

**Dates of Event**
Jan. 5  Name of Event  
Feb. 14 Name of Event  
Mar. 21 Name of Event

**Schedule**
9:45 a.m.  Name of Event (Information continues here. Multiple line listing continues here)  
11:45 p.m. Name of Event (Information continues here. Multiple line listing continues here)  
3:45 p.m. Name of Event

MARYVILLE. MANY CONNECTIONS. ONE U.
MARYVILLE UNIVERSITY | JANUARY–MAY 2018

Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum.

Dates of Event
Jan. 5   Name of Event
Feb. 14  Name of Event
Mar. 21  Name of Event

MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal clear zone
2-PANEL INVITE

Header is 1/3 total height of the card (1.66")

Fold

Show reduced to 45%

Bleed 0.125"

Trim width: 7" height: 10"

Margin .25"
JOIN US FOR SAINTS NATION ORIENTATION

DATE OF EVENT

Headline
• Et pro to iunt eos doluptu riorro blaborae rust
• Et pro to iunt eos doluptu riorro blaborae
• Et pro to iunt eos doluptu riorro to iunt eos

Subhead
Et pro to iunt eos doluptu riorro blaborae ni ut invelectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, sit Et pro to iunt eos doluptu riorro blaborae ni ut invelectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam aturias aut etur?

Photo field may be subdivided into thirds to accommodate 2–6 photos. See page 38.
SAINTS NATION ORIENTATION
AUGUST 5, 2018

JOIN US FOR SAINTS NATION ORIENTATION
DATE OF EVENT

Headline
• Et pro to sunt eos doluptu riorro blaborae niut
• Et pro to sunt eos doluptu riorro blaborae
• Et pro to sunt eos doluptu riorro to sunt eos

Subhead
Et pro to sunt eos doluptu riorro blaborae ni ut inelectem alae
nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, ut Et
pro to sunt eos doluptu riorro blaborae ni ut inelectem alae nihicimodi
ditatiam net, omnisti atibus ipiendam corrum quam sturias aut ete?

Type is Avenir Next
LT Pro regular 9/14
80% black

No additional
space after
subheads

.087" space after
paragraphs

M is 10% screen
tint of black

maryville.edu twitter facebook
460 Maryville University Drive
St. Louis, Missouri 63141
BI-DIRECTIONAL LOGO
is a special version of the logo designed for limited use. It should be used when the logo must appear vertically, such as on a water bottle, or on a pant leg.

DO NOT reconfigure the official Maryville logo or its proportions, as shown here.

DO NOT print the bi-directional logo horizontally.

Special situations when imprinting.
The official Maryville logo should be used whenever possible. However, there may be times when the official logo will not work—especially when the logo must be printed vertically.

In these cases, the bi-directional version of the logo is recommended. The bi-directional logo is a special version designed for limited use—when the logo must appear vertically. However, it should never be used horizontally or substituted for the official Maryville logo without good reason.