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## UNIVERSITY OF MOUNT UNION IDENTITY GUIDELINES



UNIVERSITY

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

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# GUIDE TO UNIVERSITY STYLE

All written communication promoting the University of Mount Union should follow the guidelines included in the *Associated Press Stylebook and Libel Manual*. All persons on campus who are responsible for preparing copy for print and electronic communications should purchase copies of this reference book.

In addition to the guidelines included in the *AP Stylebook*, the University of Mount Union has adopted certain guidelines specific to the institution. These guidelines should be followed when writing text to be used in a marketing capacity.

### **academic degrees**

Spell out the degree in lieu of abbreviations and capitalize. If the exact degree type is not known, an abbreviated form is acceptable and should be lower cased.

#### **Example**

Jane Doe earned a Bachelor of Arts degree in media studies from the University of Mount Union.

John Jones earned a bachelor's degree from Notre Dame University.

### **Academic Year**

Capitalize following a specific year and lowercase for general references.

#### **Example**

The University of Mount Union welcomed nearly 2,300 students to campus for the beginning of the 2002-2003 Academic Year.

Throughout the academic year, members of the Mount Union community participate in a number of service projects.

### **acronyms**

Spell out the entire name on the first reference followed by the acronym in parentheses. The acronym, generally without periods, can be used thereafter.

#### **Example**

Raider Programming Board (RPB)

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### address

Mount Union's return address should be written as follows:

Program, office or department  
University of Mount Union  
1972 Clark Ave.  
Alliance, OH 44601-3993

When listing the complete address of an individual or organization in text, an address should include the number and street, city, state, and zip code. If the text only includes the city of residency, it should be followed by the state if the location is outside of Ohio or if the publication will reach constituents outside of Ohio. If it is necessary to include the state in text, the state should be spelled out. *EXCEPTION:* In news writing, the abbreviation should be used. Abbreviations such as St., Ave., Rd., Pkwy., and Blvd. (among others) should be used. Compass directions also should be abbreviated and separated with periods, such a N.W. In text, the address sections should be separated by commas. If the address only includes the street and not the number, then Street, Avenue, Road, Parkway, and Boulevard (among others) should be spelled out.

#### Example

The University of Mount Union is located at 1972 Clark Ave., Alliance, Ohio 44601.

Parking will be available on Hartshorn Street.

Dr. John Doe, associate professor of education, is a native of Denver, Colorado.

### advisor

This is the preferred spelling as opposed to adviser.

### age

Always use a numeral.

#### Example

She is 3 years old.

### alma mater

Always lowercase.

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### alumni

Feminine and masculine forms exist – alumnus (masculine singular), alumni (masculine plural or mixed gender plural), alumna (feminine singular), and alumnae (feminine plural). Identify Mount Union alumni by their class year with an apostrophe before the year. The apostrophe should face left. Alumni listings should be formatted as follows:

Married or unmarried alumnus	John Jones '02
Unmarried alumna	Jane Doe '02
Married alumna	Jane (Doe '02) Jones
Married couple (alumnus only)	John '02 and Jane Doe
Married couple (alumna only)	Jane (Doe '02) and John Jones
Married couple (both alumni)	John '02 and Jane (Doe '02) Jones Jane (Doe '02) and John '02 Jones
Married alumna with a hyphenated last name	Jane Doe-Jones '02
Married couple (both alumni) with a hyphenated last name	Jane Doe-Jones '02 and John Jones '02

*Shortcut on Mac for the apostrophe when abbreviating the grad year:*  
' Shift + Option + ]

### Board of Trustees

Always capitalize and use the full name, the University of Mount Union Board of Trustees, upon first reference. Subsequent references should be abbreviated Board of Trustees or the Board, maintaining capitalization. When referring to an individual member of the Board, the title trustee should be used without capitalization, unless trustee is placed before the name, in which case it should be capitalized.

#### Example

John Doe is a member of the University of Mount Union Board of Trustees. The Board is made up of 40 members.

John Doe is a trustee of the University of Mount Union.

University of Mount Union Trustee John Doe was honored with the McKinley Fellow Award.

### buildings

Mount Union's campus is made up of numerous facilities (see Appendix C for listing and codes). Consult the *University Catalogue* for facility descriptions. When using the names of facilities in copy, the name should be capitalized. Building codes should not replace the full name of the facility but can be used for internal purposes and for mailing and identification purposes. Upon second reference, a facility's name should be shortened to define only what the facility represents.

#### Example

Kolenbrander-Harter Information Center should be shortened to KHIC.

Dewald Chapel should be shortened to the Chapel.

Gulling Training Center should be shortened to the Center.

Hoover-Price Campus Center should be shortened to the Campus Center.

Gartner Welcome Center should be shortened to the Welcome Center.

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Only a select group of facilities should ever be referenced on second reference by the abbreviated code:

Hoover-Price Campus Center	HPCC
Kolenbrander-Harter Information Center	KHIC
Engineering and Business Building	EBB
Tolerton-Hood Hall	T-H
MacPherson Academic and Athletic Complex	MAAC

When using facility names as venues for events, the complete name should be provided each time.

### Example

Registration	Information Desk, Hoover-Price Campus Center
Welcome	Main Lounge, Hoover-Price Campus Center

### campus

Always lowercase.

### Catalogue

When in reference to the official University Catalogue, the preferred spelling ends with -logue, not -log; always capitalize.

### chair

Use chair in references to heads of Mount Union departments and committees.

### class rank

All rank identifiers should be lowercase.

### Example

freshman  
sophomore  
junior  
senior

### classes of students

Class should be capitalized and followed by the year.

### Example

Class of 2002

### co-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status.

### Example

co-worker  
co-sponsor  
co-author

### co-curricular

Hyphenate the word.

### Commencement

Always capitalize when referring to the University of Mount Union event.

### course listings

List either by the format used by the Office of the Registrar or by the complete title of the course. Always capitalize the complete title of a course.

### Example

EH 100 or College Writing

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<b>coursework</b>	Use as one word.
<b>credit hours</b>	Use numerals. <b>Example</b> 4 credit hours
<b>dates</b>	Spell out names of days and months. Use numbers only. Include year if it is different from the current year. <b>Example</b> Thursday, October 3, 2003
<b>Dean's List</b>	Always capitalize and use the apostrophe.
<b>departments</b>	Department names should be capitalized and follow a standard format – Department of {Name of Department}. Upon second reference (and when only referring to one department), the name can be abbreviated to the department, lowercase. <b>Example</b> Department of Biology
<b>dollar amounts</b>	Use figures and the \$ sign in all references except casual references and amounts without a figure. Figures under one dollar should use the figure and the word cents. <b>Example</b> \$4 \$100,000 \$1 million Give me a dollar. 25 cents
<b>dorms</b>	Residence halls is the preferred term. Do not use dorm or dormitories.
<b>email</b>	Do no hyphenate or capitalize.
<b>emeriti</b>	Feminine and masculine forms exist – emeritus (masculine singular), emeriti (masculine or feminine plural) and emerita (feminine singular).
<b>extracurricular</b>	Write as one word.
<b>faculty and staff</b>	Faculty and staff listings appear in the online directory on the Mount Union website. Upon first reference, the official title of an individual member of the faculty and staff should be included. If the individual holds a doctoral degree or other identifier (such as the Rev.), then that title should preface the first reference. Other courtesy titles, such as Mr., Mrs. and Miss, should not be used in text. Upon subsequent references, the faculty or staff's first name may be used. <i>EXCEPTION:</i> Within news and magazine writing, subsequent references of the person within the copy should reflect the <i>AP Stylebook</i> standard of using only the last name of the individual.

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### Example

Dr. John Doe, assistant professor of biology, will speak at Mount Union's annual Faculty Forum on Thursday, November 7, 2002 in Room 100 of Tolerton and Hood Hall of Science. Doe's lecture will focus on environmental concerns in the State of Ohio.

### field house

Write as two words, as in Peterson Field House.

### Fiscal Year

Capitalize and follow by the year. Lowercase for general references.

### Example

Mount Union once again had a balanced budget for the 2001-2002 Fiscal Year. During each fiscal year, Mount Union identifies improvements needed on campus.

### foreign students

Use international students instead of foreign students.

### fractions

Spell out in text material. Hyphenate when they are used as adjectives or adverbs but not when used as nouns.

### Example

We are three fourths of the way through the semester.  
The paper is one-third written.

### fraternities and sororities

Use full names on first reference followed by sorority or fraternity in lowercase.

### Example

Alpha Chi Omega sorority  
Alpha Tau Omega fraternity

### fundraising

Use as one word when referring to the activity, an individual or when used as an adjective.

### Example

Fundraising helps support the University.

### grade point average (GPA)

Write as three separate words. Do not use hyphens. GPA should be set in all caps without periods.

### Graduate programs

The names of graduate programs should be capitalized.

Mount Union offers graduate programs in the following areas of study:

Doctor of Physical Therapy  
Master of Arts in Educational Leadership Studies Program  
Master of Science in Physician Assistant

### Homecoming

Capitalize when referring to Mount Union's Homecoming.

### Example

Homecoming 2002  
Homecoming queen  
Homecoming carnival

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<b>homepage</b>	Write as one word and lowercase.
<b>honoraries and honor societies</b>	<p>Use the full name upon first reference with descriptor of the type of honorary. Upon subsequent reference, abbreviated forms or acronyms are acceptable.</p> <p><b>Example</b> Jane Doe is a member of Alpha Lambda Delta academic honorary at the University of Mount Union. The honorary is for freshman or sophomore students with a cumulative GPA of 3.5.</p>
<b>honors</b>	When referring to a person who will graduate with honors, use the Latin designations of cum laude, magna cum laude, or summa cum laude, lowercased.
<b>Honors Program</b>	Always capitalize when referring to the University of Mount Union Honors Program.
<b>ID</b>	As in student ID, capitalize without periods.
<b>intercollegiate athletics</b>	The official nickname of all teams that represent Mount Union intercollegiate athletes in varsity competition is the Purple Raiders. See the <i>Guide to Visual Standards</i> for use of the Purple Raider logo. If used, the athletics logos and nickname should be used in conjunction with the Mount Union logo. They should not be the sole identifiers of the University.
<b>internet</b>	Write as one word and lowercase.
<b>intranet</b>	Write as one word and lowercase.
<b>job titles</b>	<p>Upon first reference, the official title of an individual should be included. If the individual holds a doctoral degree or other identifier (such as the Rev.), then that title should preface the first reference. Upon subsequent references, the faculty or staff's first name may be used. <i>EXCEPTION:</i> Within news and magazine writing, subsequent references of the person within the copy should reflect the <i>AP Stylebook</i> standard of using only the last name of the individual.</p> <p><b>Example</b> Dr. John Doe, assistant professor of biology, will speak at Mount Union's annual Faculty Forum on Thursday, November 7, 2002 in Room 100 of Tolerton and Hood Hall of Science. John's lecture will focus on environmental concerns in the State of Ohio.</p> <p>Titles can be placed before the individual's name, in which case the title should appear capitalized. However, the preferred format is placing the official title behind the name, separated by a comma and lowercase.</p>
<b>majors</b>	When using majors in copy, the name should not be capitalized unless it is a proper noun (i.e. English). Always use the correct and formal name of the major, not an abbreviated form. For instance, it should never be said that a student is majoring in education. Mount Union does not have an education major, but majors in early childhood education, intervention specialist, and middle childhood education.

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Mount Union offers 55 majors in the following disciplines:

accounting	intervention specialist
art	Japanese
biochemistry	management
biology	marketing
biomedical engineering	mathematics
chemistry	mechanical engineering
civil engineering	medical laboratory sciences
communication studies	middle childhood education
computer engineering	multi-platform software development
computer science	music
criminal justice	music education
early childhood education	national security and foreign intelligence
electrical engineering	economics analysis
English	neuroscience
environmental science	nursing
exercise science	philosophy
finance	physical education
financial mathematics	physics
French	political science
geology	psychology
German	public relations
health	religious studies
history	self-defined major
human development and family science	sociology
human resource management	Spanish
integrated media	sport business
international affairs and diplomacy	theatre
	writing

### minors

When using minors in copy, the name should not be capitalized unless it is a proper noun (i.e. English).

Mount Union offers minors in most major programs and in the following additional areas of study:

adolescence to young adult education	entrepreneurship
Africana studies	gender studies
astronomy	leadership
business administration	legal studies (pre-law)
Chinese	mathematics for education
coaching	multiage education
communication	peacebuilding and social justice
computer and network security	pre-ministry
database management	public service
earth science	web design
	world languages

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<b>MTU</b>	The University's acronym for athletic contest purposes. It should not be used for marketing purposes.
<b>nationalities and races</b>	Capitalize the proper names of nationalities, peoples, and races. Nationalities combining two classifications should be hyphenated and capitalized. <b>Example</b> African-American Native American
<b>numerals</b>	Follow all <i>AP Stylebook</i> recommendations for numerals.
<b>offices</b>	Office names should be capitalized and follow a standard format. Upon second reference (and when only referring to one office), the name can be abbreviated to <i>the office</i> , lowercase. <b>Example</b> Office of Marketing
<b>Ohio Athletic Conference</b>	This is the athletic conference of which Mount Union is a member. Use Ohio Athletic Conference on first reference and OAC or the conference upon subsequent references.
<b>online</b>	Write as one word with no hyphenation.
<b>organizations</b>	Capitalize the proper names of organizations. Use the full name upon first reference and a shortened version or the acronym upon subsequent references. <b>Example</b> The Raider Programming Board (RPB) at the University of Mount Union is planning its annual Springfest activities. RPB has been working hard to create a schedule of events that all students will enjoy. The Raider Programming Board at the University of Mount Union is planning its annual Springfest activities. The board has been working hard to create a schedule of events that all students will enjoy.
<b>Oxford comma</b>	Although the University normally adheres to AP style, the Oxford comma will be used in all official written items. The Oxford comma is an optional comma before the word 'and' at the end of a list. <i>EXCEPTION:</i> The Oxford comma will not be used in news writing as reporters adhere to AP style.
<b>percent</b>	Use the numeral and the percent symbol - % - with no space between the number and the symbol. <i>EXCEPTION:</i> In news and magazine writing, percent will be written out. <b>Example</b> 90% 2%

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### pre-professional programs

When using pre-professional programs in copy, the name should not be capitalized.

Mount Union offers pre-professional programs in the following areas of study:

pre-law

pre-medicine and pre-health

(Medicine, Dentistry, Optometry, Pharmacy,

Physician Assistant, Physical Therapy, Occupational Therapy, Podiatry,

Chiropractic Medicine, Veterinary)

pre-ministry

### programs

Names of formal University programs should be written out fully and capitalized upon first reference. Subsequent references should be abbreviated and written upper cased. Graduate programs

#### Example

University of Mount Union students can participate in the Dowling Mentor Program. The Program matches Mount Union students with students in area school districts.

### Purple Raiders

This is the official name of the Mount Union athletic teams, both men's and women's. For subsequent references, Raiders is acceptable.

### residence halls

Do not refer to residence halls as dorms or dormitories.

### rooms

Capitalize room names.

#### Example

North Reading Room

Room 110

### seasons

Capitalize when part of a formal title but lowercase in all other cases.

#### Example

The Office of Admission will be hosting a Fall Visitation Day.

Nearly 2,300 students returned to campus this fall.

### semester

Capitalize only when referring to an official term and following the year. Lowercase generic references.

#### Example

More than 600 freshmen came to campus in September for the beginning of the 2002 Fall Semester.

Each year during fall semester, Mount Union celebrates Homecoming.

### state names

In text, write out the full name of the state. *EXCEPTION:* In news writing, the abbreviation should be used. When only writing the address, use U.S. Postal Code abbreviations (see Appendix B for a list of state abbreviations).

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### Example

The University of Mount Union is located at 1972 Clark Ave., Alliance, Ohio 44601.  
Jane Doe, a senior political science major from Denver, Colorado, was elected president of the Pre-Law Society.

### telephone number

Begin with the area code in parentheses followed by the seven digit number with hyphenation. Extensions should be listed following the abbreviation *ext.* and separated from the phone number with a comma.

### Example

(800) 992-6682  
(330) 821-5320  
*ext.* 8595  
(800) 992-6682, *ext.* 8595

### theatre

University of Mount Union style uses the *-re* ending unless the *-er* ending is part of an official name.

### time

For time listings exactly on the hour, use just the hour number without :00. Always include a.m. and p.m. separated by periods, all lower cased. Events occurring at 12 p.m. and 12 a.m. should be listed as noon or midnight.

### Example

10 a.m.  
1:25 p.m.  
noon

### titles

Titles of major works such as books, movies, plays, TV shows, journals, newspapers, and magazines are italicized. Titles of shorter works such as short stories, lectures, articles, presentations, speeches, individual episodes of TV shows, songs, poems, and works of art are set in quotations.

### Example

An article by Dr. Jane Doe, assistant professor of communication at the University of Mount Union, has been published in the *Journal of Communication*. The article is titled "Interpersonal Communication in a Small College Classroom."

### University of Mount Union

The full name the University of Mount Union should be used as a first reference. Acceptable subsequent references include Mount, Mount Union, or the University (capitalized). Never abbreviate Mount to Mt., as in the University of Mt. Union.

### University, the

Appropriate for second reference to the University of Mount Union. Note the capitalization of the word

### Example

The University of Mount Union is a private, four-year institution located in Alliance, OH. The University offers 55 majors.

### vice president

Do not use hyphenation. See job titles for more information.

### website

Write as one word and lower cased. It may be abbreviated to web, lower-case.

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# UNIVERSITY STATEMENTS

### **Mission Statement**

Mount Union's mission is to prepare students for fulfilling lives, meaningful work, and responsible citizenship.

### **non-discrimination statement**

When using the non-discrimination statement in publications, the only acceptable version is:

The University of Mount Union prohibits discrimination on the basis of race, gender, gender identity or expression, sex, sexual orientation, religion, age, color, creed, national or ethnic origin, veteran status, marital or parental status, pregnancy, disability, or genetic information in student admissions, financial aid, educational or athletic programs, or employment as now or may hereafter be required by university policy and federal or state law. Inquiries regarding compliance may be directed to the Office of Human Resources, Beeghly Hall, (330) 829-6560, [humanresources@mountunion.edu](mailto:humanresources@mountunion.edu).

### **Vision Statement**

Mount Union's Vision Statement is:

In 2021, the University of Mount Union will be a vibrant, comprehensive Mid-western university of 2,700 students, including 2,200 undergraduates and 500 graduate students who will study on the Alliance campus, online, and potentially, at satellite sites. Technology will be imaginatively and flexibly deployed to enable effective teaching and learning, to bring the world into Mount Union classrooms, and to overcome obstacles of distance, time, and expense that often prevent students from achieving their educational goals.

To students and families seeking a personalized education combining breadth of knowledge and perspective with career-specific study and experiential learning, the University of Mount Union will offer an optimal combination of exceptional quality, reasonable cost, and preparation for career success. The University's scholarship and financial aid programs will allow the University's notably diverse student body to access an academic experience that inspires them for global engagement in the 21st century and prepares them to be valuable leaders for the world.

We will be known for offering an undergraduate curriculum that is integrative, encouraging students to gain the breadth of knowledge and perspective fostered by a liberal arts education, to understand the multiple means by which academic disciplines create knowledge and find meaning, and to prepare for career success and leadership in service to others. New academic offerings and active revision and updating of extant programs will help ensure that our students receive an education that is valuable and relevant. Experiential learning that leads to career success will continue to be strongly emphasized across the curriculum.

Graduate program offerings will build on the University's strengths in health and medical sciences, explore new opportunities in data and computer sciences, and continue the University's outreach – begun with

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its MAEL program - to part-time graduate students with programs in the social sciences and business and management. All Mount Union students will study in an environment that features personal attention, small class sizes, active and experiential learning, and an emphasis on leadership development.

The University's diverse student body will live and learn in an inclusive environment that values, supports, and celebrates students of varied ages and cultural backgrounds. These students will participate in curricular and co-curricular programs that foster a global mindset and develop intercultural competence that will permit them to excel after graduation. Our efforts to attract and serve American students from a wider geographic area, more transfer and commuter students, more international students, and more part-time and full-time graduate students, will help diversify the University's sources of tuition revenue, strengthening the University's finances.

The University's historical commitment to accessibility will be undergirded by a capital campaign focused on significantly increasing the University's endowment for scholarship support and financial aid.

Mount Union's employees will have appealing opportunities for personal development, continuing education, and career advancement. They will jointly create a work culture that features effective communication, fosters cooperation and innovation, and that is nimble and inventive in responding to opportunities and challenges.

The main purpose of the University's strategic plan is to continue Mount Union's planned transition into a comprehensive university that offers our students an integrative liberal arts education while also providing pre-professional and professional education at the undergraduate and graduate levels. The plan honors the University's traditional strengths and commitments while positioning Mount Union to thrive in an environment that requires leadership, collaboration, and innovation.

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# GUIDE TO VISUAL STANDARDS

The name *University of Mount Union* and its accompanying logos, logotypes and marks are the primary elements of the Mount Union Identity Program. In addition, the words *Purple Raiders* and the accompanying athletic logo are the identifiers of Mount Union's athletic program. These names and logos provide distinctive visual symbols, which when used properly with other elements of the Identity Program, establish consistency and continuity among marketing efforts.

Each logo – whether the University logo, athletic logo, or official seal – should be used for specific purposes. The following guidelines thoroughly explain how to appropriately use logos, logotypes, and marks. By following these guidelines, you can help assure that Mount Union's identity will be supported by a consistent use of visual standards.

## Name

The legal and communicative name of the institution is *University of Mount Union*. Upon second reference, it is acceptable to refer to the institution as *Mount Union*, *Mount*, or *the University* (note the capitalization of *University*). It is never acceptable to refer to the University of Mount Union as *MTU*, *MU*, or *the Mount*. Never refer to the University as *Mt. Union*.

## Mount Union Purple

The spot color for Mount Union purple is PMS 526 of the Pantone Matching System. This is the PMS color that should be used for one-, two- or three-color print jobs.

For full-color process printing, Mount Union purple is made up of cyan, magenta, yellow and black (CMYK). The process match formula for Mount Union purple for full-color printing is C=79, M=94, Y=11, K=0. For an exact Mount Union purple match, a five-color print job is suggested, using CMYK combinations for all colors except purple, which would be created by the addition of the spot color PMS 526.

Other important colors include **PMS Cool Gray 11** (C=62, M=54, Y=53, K=25) and Teal, **PMS 320** (C=100, M=11, Y=38, K=0).

## Mount Union Logos

In 2010, the Office of Marketing announced the creation of a new logo in conjunction with the transition to the University of Mount Union name. The University also modified the tagline to "Be Exceptional" in 2016-2017 Academic Year. This is the only approved logo for the University. With the exception of the University seal and the approved athletic logo, previously existing logos used by the University, departments, offices, and other programs should not be used. Logos for individual departments, offices, programs, and individuals will not be created or approved.

WRMU, Nature Center, Spectrum, Incubox, and M Club are separate entities and will be permitted to maintain their own identity programs. The Office of the President and the University Marshall each have their own seal that will continue to be used only by the individual office, department or program. Additional logos may be warranted in specific instances, and is up to the discretion of the Office of Marketing to determine when appropriate.

## Mount Union Purple

Spot Color  
PMS 526

Four-Color Process  
C = 79; M = 94; Y = 11; K = 0

RGB Process  
R = 216; G = 194; B = 215

Hex #  
752f8a

## Mount Union Teal

Spot Color  
PMS 320

Four-Color Process  
C = 100; M = 11; Y = 38; K = 0

RGB Process  
R = 0; G = 156; B = 167

Hex #  
009ca7

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The following versions of the Mount Union logo are the only versions that are acceptable for use and should be used on all marketing communication efforts coming from the institution. When it is not possible to use the logo, it is acceptable to use the University of Mount Union logotype. The University mark (the cupola) also can be used as a graphic element but should not serve as the sole identifier of the institution.

**The logo should always be accompanied by the tagline “Be Exceptional” below it, unless the removal of the tagline is first approved by the Office of Marketing.**

Specified colors for printing the logo in two colors are PMS 526 and PMS Cool Gray 11 (C=62, M=54, Y=53, K=25) on both coated and uncoated stock.

*2-color, 3-color and 4-color*



For one-color printing, the logo may be produced in solid purple (PMS 526), metallic gold (PMS 871), or solid black. For four-color publications, the CMYK formula for Mount Union purple should be used (see Mount Union purple section above). When using both PMS 526 and PMS Cool Gray 11 for the logo, Mount Union is always in PMS 526 with all other elements in PMS Cool Gray 11.

*PMS 526*



*Black*



*PMS 871*



The logo also may be produced as a gold foil stamp or it may be reversed out to all white on a dark background. The reversed logo should be used when required for visibility on a dark background as opposed to other color combinations or outlining a darker logo with a white line.

*Reversed in White*



These are the only acceptable color combinations for the Mount Union logos.

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## IDENTITY GUIDELINES

The Mount Union logo should not be altered in design or color. The logo should never be printed as a screen of a color or placed in the background of text. It should never appear smaller than one-inch across. Exceptions may be granted by the Office of Marketing for special situations. These, and other unacceptable practices, will weaken the visual effectiveness of the logo and adversely affect the identity of the institution. See the section titled “Unacceptable Practices” for more information.

### Logotype

In certain situations, it is not possible or aesthetically pleasing to use the Mount Union logo in its entirety. For example, sometimes the logo looks odd with a cover shot of Chapman Hall because of the duplication of the cupola (in the logo and in the photo). Or, when using the logo in combination with another – such as the logo and the seal on the cover of a program – a publication may look too graphics-heavy. In such situations, the Mount Union logotype can be used in lieu of the logo. However, this should only be done when it is absolutely necessary. **Use of the logotype instead of the logo should be approved by the Office of Marketing.**

The logotype should be printed as one solid color – either black, purple (PMS 526), or metallic gold (PMS 871) – or stamped in gold foil. It also may be reversed out to all white on a solid dark background.

The logotype should never be altered in design or color. It must never be printed as a screen of a color or placed in the background of text. See the section titled “Unacceptable Practices” for more information.



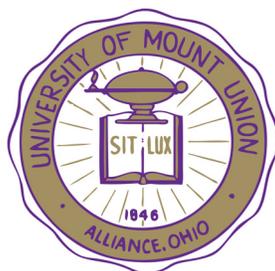
### University Seal

The official Latin seal of the University of Mount Union has been in use by the institution since 1905 and is the most carefully reserved component in the Identity Program. Reserved for formal use, the seal should be utilized in a limited capacity – official documents and functions only. Examples of such events include Commencement and Baccalaureate, Matriculation Convocation, diplomas, academic certificates, etc.

The Latin seal should not be used for marketing the University of Mount Union at large. Although distinct in certain aspects, all seals tend to lend themselves to a similar design; therefore they do not provide the instant recognition that the Mount Union logo allows. **Permission to use the Latin seal should be requested from the Office of Marketing.**

If permission is granted for use of the Latin seal, specified colors for printing the seal in two colors are PMS 526 and PMS 871 on both coated and uncoated stock.

*2-color, 3-color and 4-color*



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

For one-color print jobs, the Latin seal also may be printed in solid black, purple (PMS 526), or metallic gold (PMS 871), or can be stamped in gold foil.

*PMS 526*



*Black*

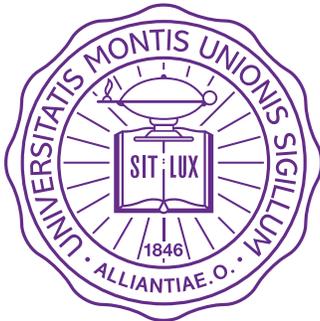


*PMS 871*

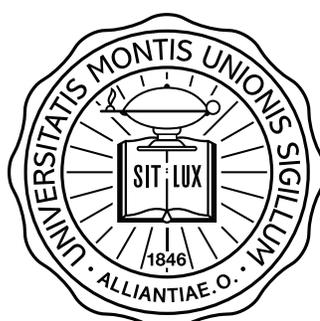


For special uses, the Latin seal may need to be reversed out in white or utilized as a simple line art file. Such cases may include embroidery and embossing. In such situations, the following versions of the Latin seal should be printed as one solid color – either black, purple (PMS 526), or metallic gold (PMS 871) – or stamped in gold foil. It also may be reversed out to all white on a solid dark background.

*PMS 526*



*Black*



*PMS 871*



*Reversed White*



For other, more informal uses, an English-translated version of the Latin seal is available for use. This seal was approved to be used for formal, high-end merchandise including glassware and diploma frames, as well as for items of recognition including plaques and certificates. **Questions regarding appropriate uses of the Latin seal and the English seal should be directed to the Office of Marketing.**

Specified colors for printing the English seal in two colors are PMS 526 and PMS 871 on both coated and uncoated stock.

*2-color, 3-color and 4-color*



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

The University seal – whether the Latin version or the English version – should never be altered in design or color. It should never appear smaller than one-inch across. It must never be printed as a screen of a color or placed in the background of text. Exceptions can be granted by the Office of Marketing for special situations. See the section titled “Unacceptable Practices” for more information.

### Mark

The University of Mount Union mark, the cupola, can be separated from the logo and used as a stand-alone graphic element. When doing so, it is necessary to maintain the color standards of the Identity Program. The cupola may be produced in solid gray (PMS Cool Gray 11), solid black and solid purple (PMS 526). Gold foil stamping of the cupola and reversing the mark out in white on a solid dark background also are acceptable, in which case the line art version of the mark should be used. Gradients of the mark are permissible.

However, the mark should not be used as the sole identifier of the institution, replacing the Mount Union logo or logotype.



### Raider Logo

The Raider logo is reserved for the promotion of Mount Union’s athletic programs and should not be used to market the University of Mount Union as a whole. Individuals outside of the Office of Athletics should request permission to use the logo from the Office and Marketing with the understanding that it will only be granted if its use is promoting athletics at Mount Union.

When printing in two colors, the Purple Raider logo should be printed in PMS 526 and black. For full-color process printing, the CMYK formula for Mount Union purple should be used.

For one-color printing, the logo may be produced in solid PMS 526 or solid black. It also may be reversed out to all white on a solid dark background.

The Purple Raider logo should never be altered in design or color. It should never appear smaller than one-inch across. Exceptions can be granted by the Office of Marketing for special situations. It must never be printed as a screen of a color or placed in the background of text. See the section entitled “Unacceptable Practices” for more information.

PMS 526

Black

PMS 871

Reversed White



PMS 526

Black

Purple/Gray

**RAIDERS**

**RAIDERS**

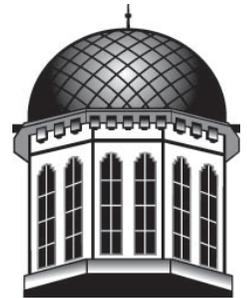
**RAIDERS**

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Unacceptable Logos and Marks

The following logos and marks as well as the name Mount Union College, in any color combination, should no longer be used to represent the University of Mount Union.



MOUNT UNION  
COLLEGE

### Unacceptable Practices

The Mount Union logo and logotype, University seal, and athletic logos are cohesive design elements used consistently to further advance the Identity Program at Mount Union. Any variation from the authorized configurations will weaken their visual effectiveness.

The Mount Union logos and logotype, University seal, and athletic logos should not be:

- Recreated – electronic files and camera-ready artwork are available from the Office of Marketing
- Altered in shape or proportion
- Altered by removing components or making additions to the art
- Distorted with special effects
- Altered by the replacement of fonts
- Reconfigured by changing the relationship between elements
- Altered by using colors other than those approved
- Screened in the background of text
- Made smaller than one-inch across
- Rotated at any angle other than its original placement
- Photocopied and used as camera-ready art
- Printed at a low-resolution – **files that are downloaded from the website ARE NOT a high enough resolution for print purposes.**
- Used as part of a headline or sentence
- Used in a manner that crops a portion of the art



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Alternative Typefaces

Other serif fonts are acceptable alternatives for body text for those who do not have access to the Myriad typeface. They include Times, Times New Roman, Cambria, and Garamond.

<b>Times</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789
<b>Times New Roman</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789
<b>Cambria</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789
<b>Garamond</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	0123456789

### Letterhead and Envelopes

Letterhead and envelopes are perhaps two of the most visible means of communicating the University of Mount Union's identity, since they are used so frequently and reach so many people. Therefore, it is extremely important to ensure that letterhead and envelopes are consistent campus-wide and produced with high quality.

Letterhead and envelopes are ordered through and produced by the Office of Marketing and printed at either Document Concepts or another contracted printer. Letterhead and envelopes are printed in two colors – PMS 526 and black.

No individual names will be printed on letterhead or envelopes. There will be one standard format for letterhead and envelopes for all departments, offices, and programs of the University.

Letterhead paper will be white and laser compatible with a smooth surface. The preferred stock is Classic Crest, brilliant white, 24# weight. Envelopes are also printed on Classic Crest or another similar stock (depending on size) and can be ordered in various sizes including #10 (business size), 6 x 9, 9 x 12, and 10 x 13, among others.

All letterhead will include the University logo, tagline, and website address at the top. The bottom should include the name of the department, office, or program; the address of the University; telephone number and fax number. Additional information, including an email address, may be included. All envelopes also will include the University logo, tagline, and website address as well as the name of the department, office, or program and the address of the University.

These are the only acceptable formats of letterhead and envelopes for general use for departments, offices, and programs representing the institution.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES



**Office of Alumni Engagement**  
University of Mount Union  
1972 Clark Ave.  
Alliance, OH 44601-3993

**Office of Marketing**

1972 Clark Ave. • Alliance, OH 44601 • (800) 992-6682, ext. 6063 • (330) 823-6063 • Fax (330) 821-0425



**John Doe**  
Admission Representative

1972 Clark Ave., Alliance, OH 44601-3993  
(330) 829-1111 • fax (330) 823-2222  
doejo@mountunion.edu

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Business Cards

Business cards also present an excellent opportunity to further the identity of the University through consistency and continuity. Business cards are ordered through the Office of Marketing and printed at a contracted printer.

The format shown below is for standard business cards. Business cards are printed in PMS 526 and black on brilliant white paper of a heavier stock. All business cards will include the University logo, tagline, and website address on the top, followed by personal information, which should include the name and title of the individual, the University address, the phone and fax numbers of the individual, and his/her email address. Other information can be included, space permitting.

This is the only acceptable format of business cards for individuals representing the institution.

### Nametags

The Office of Marketing also places orders for permanent nametags for members of the faculty, administration, and staff. The standard format is shown below. Nametags are made of white plastic with a purple University logo and tagline and black engraved lettering. Magnetic fastenings are included. All nametags include the name of the individual and his/her title. Titles may have to be abbreviated due to space constraints.

This is the only acceptable format of nametags for individuals representing the institution.



In addition to permanent nametags, there also is a standard format for temporary nametags with an adhesive back. Such nametags should be used for special events and meetings where visitors to the campus will be present. The nametags are a standard size and formatted to be compatible with laser jet printers. There are eight nametags to a 8 1/2 x 11 sheet.

Temporary nametags can be ordered through the Office of Marketing.



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Publications

All Mount Union publications created for marketing to an external audience should be created by the Office of Marketing to ensure that the integrity of the institution's identity program is maintained and that appropriate key marketing messages are included. One of the fundamental responsibilities of the Office of Marketing is the creation of publications, and the office would be more than happy to assist you in writing, editing, designing, and printing any marketing materials you need. Please contact the office at (330) 823-6063 for assistance.

Materials can be printed internally through the Print Shop or at an external printer. Mount Union works regularly with a number of local and regional printers, and the Office of Marketing can work with these various companies to collect competitive estimates, completion dates, and print suggestions.

Printed materials for the internal Mount Union community should follow all the guidelines presented in this guide. It is suggested that internal documents be approved by the Office of Marketing, and staff members are on hand to provide assistance with writing, editing, designing, and printing.

### Forms

Forms that will reach external constituents must be created and/or approved by the Office of Marketing before being printed or published electronically.

### Notepads and Other Paper Materials

Personalized notepads can be ordered through the Office of Marketing and printed in the Print Shop. A number of design options are available. Notepads are generally printed on white paper with purple ink.

### Banners and Displays

The Mount Union logo should be the prominent graphic image on banners and displays. The Office of Marketing assists with the design and ordering of banners and displays, or provides artwork for their production. Please consult the Office of Marketing if you are in need of ordering a banner or display. Mount Union works regularly with a number of local and regional printers, and the Office of Marketing can work with these various companies to collect competitive estimates, completion dates, and print suggestions.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Temporary Signage

The Office of Marketing is available to assist in the creation of temporary signage of all sizes. In addition, other types of temporary signage, such as special event parking signage or directional signage, also can be ordered through the Office of Marketing.

### Signage Guidelines

Architectural complexes such as the University of Mount Union require an effective system of visual communication, and the information generally will be in a non-verbal form such as signage.

The University of Mount Union signage program is unique to the institution. The architectural graphics and signage aid the University in creating a unique visual identity, provide pertinent information and direction with the appearance of permanence, and assist in the integration of present and future campus facilities and environments.

The overall goal of a signage program is to provide a harmonious and integrated resolution in the following three areas of design:

- **Communication:** Maximize usefulness and effectiveness of message to viewer. Achieved through choice messages, format, sign placement, and empathy for user.
- **Graphic Design:** Overall graphic format/style fulfilling functional and aesthetic needs. Includes: typography/spacing, color, size, relationship of sign to setting.
- **Hardware Design:** Achieve highest level of durability within economic restraints. Concerns include: vandalism, fabrication, installation, maintenance, and repair.

All signage must adhere to the guidelines of the Americans with Disabilities Act.

### External Signage Components

Signage elements for the University of Mount Union are separated into two basic categories according to the function of the information they provide:

- **Directional Signs:** These signs indicate directions for vehicular and/or pedestrian traffic.
- **Building Identification Signs:** These signs identify a place, facility, or structure.

### User Considerations

The signage system for the University of Mount Union is to provide the viewer/user with efficient concise building identification, directional and informational assistance, and regulatory notice. The signage system will create an easily discernible sequence from the campus entry to a final destination anywhere on campus. The interests of public safety are prime considerations. All signage is to comply with existing codes and currently accepted practices and recommendations. Consideration is to be given to the needs of the disabled and visually impaired whenever feasible. Signage information should be clear and concise.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Signage Design

To maintain the visual integrity of the University of Mount Union signage system, the following mandatory graphic standards have been established. Any deviation from these standards must be approved by the Office of Marketing and Physical Plant.

All graphics and typography shall be photographically and mechanically reproduced. Hand-drawn or hand-cut images are not acceptable.

### Typeface/ Typographic Elements

Times is the type face for the Mount Union signage system. Typographical specifications are included for various sign components. All signs are to maintain upper and lower case with initial capitalization of each word (excluding artwork). This letterform was selected for its high legibility-distance factor based on available human-factor studies. In no case should more than 50 percent of any sign face be occupied by messages.

#### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

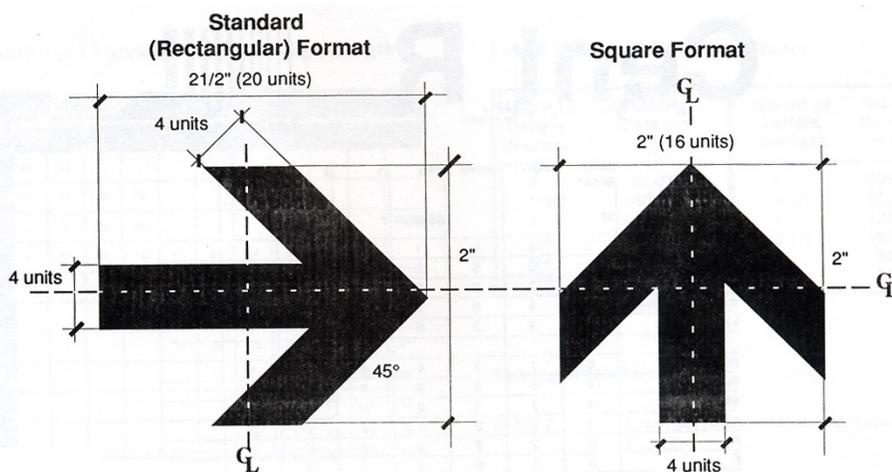
0123456789

### Graphic Symbols and Pictograms

Where appropriate, non-verbal symbols should be employed in the signage system. A single standard directional arrow has been selected and should be used throughout the system. (See below). The use of graphic symbols as the only form of information should be avoided, especially when their use would be confusing to people with visual impairments. Where appropriate, symbols of the Department of Transportation should be used.

### Standard Arrow

Whenever an arrow form is specified, the following arrow formats are to be used. Note that the standard format is to be used when arrows are oriented horizontally; the square format is to be used when arrows are oriented vertically. Centerlines of arrows are to align with the centerline of lettering and the centerline of the arrow field.



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Signature

The signature is a primary University identifier. It is a single unit of identification to be found on all signage types. The signature is composed of the University logo. Where color is employed, official Mount Union PMS colorations are to be used. Please consult the Office of Marketing for more information.

### Letter Spacing

Normal letter spacing is utilized when the readability ratio factor (capital letter height in inches to maximum readable viewing distance in feet) is 1:25 for a word using upper and lower case letters. Word spacing shall be equivalent to the width of a lowercase "v".

The table to the left is a guide for inter-letter spacing. The characters in the left column are the fixed characters. The unit distance between the fixed character and the subsequent one is found by reading to the right of the desired column.

### Viewing Distance and Sizing Graph

The selection of letter size involves many functional and aesthetic factors. These factors include visual character, architectural scale, available area, amount and nature of information to be communicated, viewing distance, and letter spacing requirements.

Letter size is always designated by the height of straight capital letter form: E, F, H, etc.

The following tables present guidelines for minimum letter height at particular viewing distances as well as indicating the average number of characters accommodated within the sign plaque's length.

**Normal Letter Spacing**

**Cent R**

	acde goqs	bhijkl	lmpru	vwy	ft	x	z
	12			356890	7		4
adghijmnu	5	6	6	1	3	2	5
bceops	2	5	5	0	0	0	2
vwyr	0	2	2	2	2	1	1
ftz	2356890	2	3	5	2	1	2
kx	0	2	2	0	1	1	1
GHIJMN	1	6	7	7	4	4	3
BCDOQRS	2	6	6	3	2	2	3
VW	-1	2	1	0	0	0	0
KX	-1	2	2	-2	-2	2	2
A	0	2	2	-3	-2	2	2
E	3	6	6	1	1	2	4
F	4	0	2	2	0	0	2
L	2	3	3	-2	0	2	4
P	7	0	5	5	0	2	-2
T	-3	3	0	-2	0	-2	0
Y	-3	2	-1	-1	-1	-1	-1
Z	2	3	2	0	0	1	2

### Quantity of Letters Per Height & Sign Length

Letter Height (Inches)	SIGN LENGTH (INCHES)										
	6	9	10	12	14	16	18	20	24	30	36
1/2	15	25									
5/8	13	21	22	25							
3/4	11	18	18	22							
1	8	12	14	18	21	24	26	28	35		
1 1/8				14	17	20	22	24	28		
1 1/2					14	16	18	20	22	28	32
1 3/4						11	13	15	17	19	23
2							11	12	14	16	19
2 1/2								9	11	13	15
3									8	9	10

### Letter Height & Viewing Distance

Height of Letters (Inches)	Viewing Distance (Feet)	Height of Letters (Inches)	Viewing Distance (Feet)
2	60-75	5	200-250
1-1/2	40-60	4-1/2	150-200
1	30-40	4	120-150
3/4	20-30	3-1/2	105-120
1/2	10-20	3	90-105
1/4	Less than 10	2-1/2	75-90

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Letter Height and Line Spacing

Line-to-line spacing is necessary whenever the design of the sign face requires a message be placed on more than one line. The measurement of the type is based on the height of the capital letters. The tables below show the relationship between letters and vertical line-to-line spacing. Interline spacing between letters of similar heights is equivalent to 3/4 the capital letter height.

Capital Letter Height	Line to Line Spacing
1"	1 1/2"
1 1/2"	2 1/4"
2"	3"
2 1/2"	3 3/4"
3"	4 1/2"
3 1/2"	5 1/4"
4"	6"
5"	7 1/2"
6"	9"
8"	12"
10"	15"
12"	18"
etc.	etc.

Note: Interline spacing between letters of different heights is equivalent to three fourths the capital letter height of the larger letter.

### Typographical Layout Standards

#### Exterior Copy Placement

Center - centered copy is standard. Flush left may be used in the following exceptions: Directional Signs- Double Post and Panel.

#### Margin Criteria

The following establishes a consistent minimum left margin. For a centered format, use the following dimensions as the minimum left/right margin:

Plaque or Panel Width	Left Margin
Up to 6"	1/2"
6 1/8" - 9"	3/4"
9 1/8" - 12"	1"
12 1/8" - 18"	1 1/4"
18 1/8" - 24"	1 1/2"
24 1/8" - 36"	2"
36 1/8" - 60"	2 1/2"
60 1/8" - 72"	3"
72 1/8" - 96"	3 1/2"
96 1/8" - 120"	4"

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Directional Signage Components

#### Function

Vehicular and/or pedestrian direction to various buildings and areas.

#### Size

Copy Panel- 6" width; 5' 2" length, height varies- 1' 7" minimum; 2' 5 1/2" maximum

Logo Panel- 6" width, 5' 2" length; 1' 0" height

Posts- 6" diameter half round (base copy panel to grade)

#### Copy Size

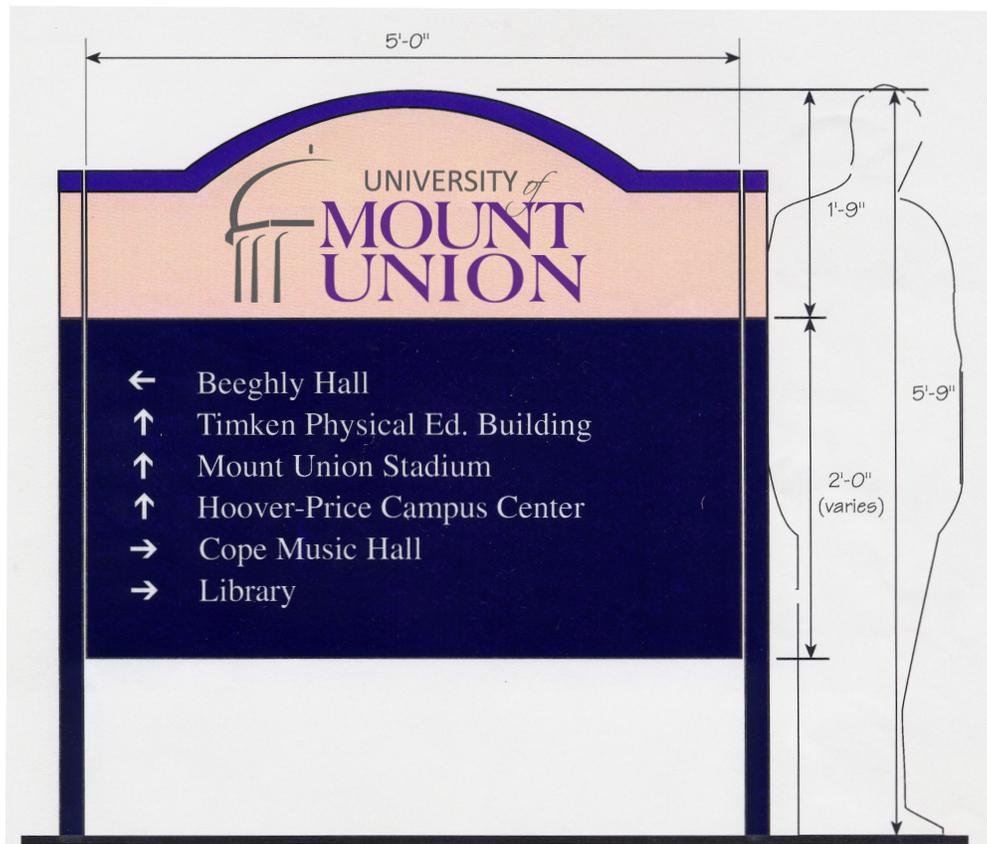
2" minimum; up to 2 (two) lines per item;

3 lines (minimum); 6 lines (maximum)

#### Special Data

Overall post and sign height are to be determined by site conditions. Logo panel non-Illuminated. Top 1' 0" of sign post painted to match logo panel background color (bone). Double-face option (copy and logo panel).

*Directional Sign*



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Building Identification Signage Components

#### Function

Identification of buildings, special area, or facility. Auxiliary copy panel may be used for additional information.

#### Size

Copy Panel- 10" width; 2' 10" length; 1' 6" height;  
Optional copy panel-6" height

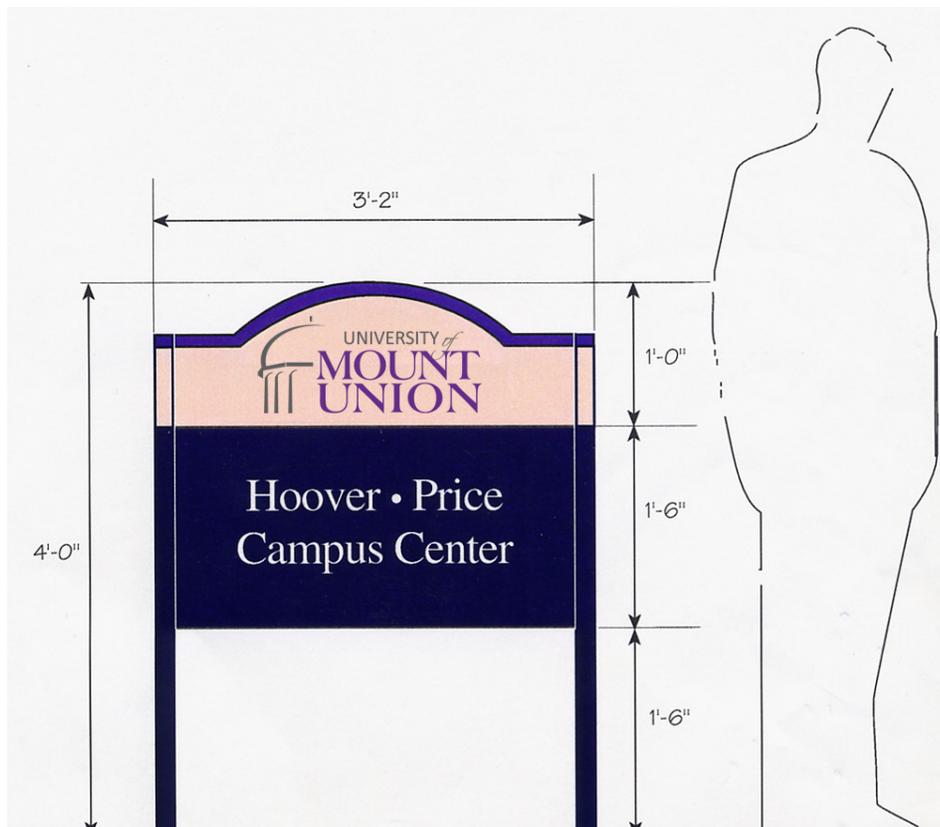
#### Copy Size

2" minimum; (optional copy panel- 2" minimum)

#### Special Data

Double-face option (copy and logo panels).

### Building Sign



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Color

#### Directional and Building Identification Signage

##### Copy Panel

- Background - dark bronze
- Copy and arrows - white
- Exceptions - international graphic symbols if used shall be in their appropriate color

##### Logo Panel

- Background - bone
- Copy - purple (PMS 526)
- Insignia - dark bronze to match copy panel background
- Top trim - teal blue (PMS 321)

##### Post

- Dark bronze

### Additional Signage Design Considerations

1. Final signage location to be approved by Physical Plant.
2. In all cases, signage text is to be read horizontally rather than vertically.
3. Signage shall be designed for minimum joints, seams, and visible fasteners, and shall use vandal resistant fasteners. Where fasteners are visible, the exposed surface is to be painted so as to match the background.
4. Panels (Directional/Building ID) should match support posts or frame in color. Panels should be interchangeable to allow for future changes.
5. In the final selection of a signage system, it is very important to consider the following points:
  - a. Components should be readily available locally.
  - b. Construction should be of durable materials.
  - c. Signage should be easily repaired if damaged.
  - d. Sign faces and panels must be easily changed.

### Installation

- All signs shall be installed at their proper height, plumb, and level.
- The installer shall be responsible for an actual field inspection and verification of all locations specified. Coordination with local utilities should be undertaken to avoid any interference with underground utility lines. Climatic characteristics such as frost lines and snowfall must be considered to determine post length requirements.
- Post and panel types of signs should be installed per manufacturer specifications at a depth no less than 36" below grade. All exterior installation hardware must be non-corrosive, and all materials used near grass or planted areas shall not be affected by fertilizer or garden chemicals in ordinary use. All materials used in paved areas shall be resistant to salt.
- Final design locations and quantities shall be approved by Physical Plant prior to installation.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Interior signage

All interior signage is ordered through Innerface Architectural Signage, Inc. and should be consistent campus-wide. Some buildings may have not yet been converted to the new signage system and will be as budgets and schedules allow.

The color of interior signage may vary and will be selected to coordinate with the color scheme of the facility. Helvetica medium will be the font used for interior signage, using both uppercase and lowercase letters with the first letter of a word being capitalized.

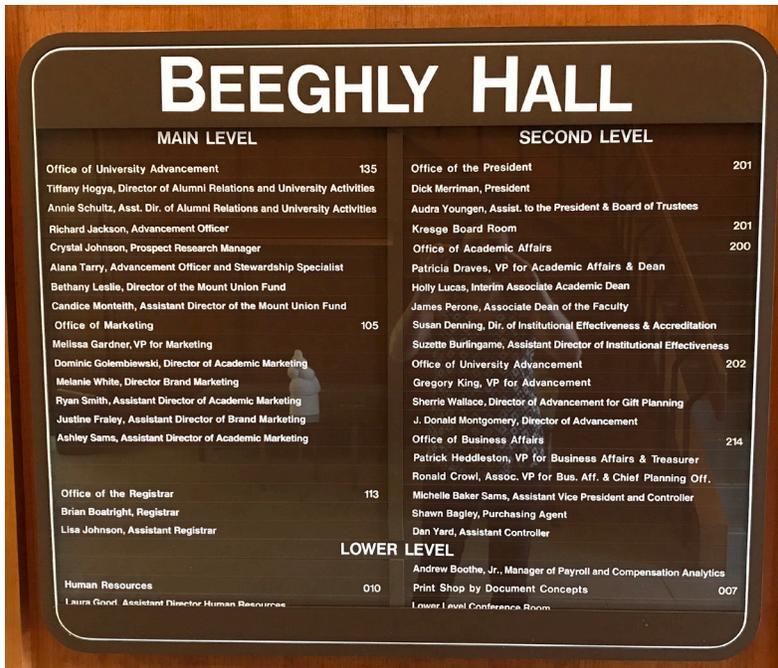
**Helvetica Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789

Interior signage consists of four different types of signage: a main directory, sectional directory, directional signage, and room signage. The main directory indicates the offices and rooms that exist in the entire building, and sectional directories list offices and rooms in certain areas of the facility. Directional signage provides assistance for navigating the building. The sizes for main and sectional directories and directional signage will be determined by the amount of information on each. The Innerface Architectural Signage, Inc. catalog categorizes the various types of signage by module number, with many options available for main and sectional directories and directional signage.

*Main Directory Signage*



*Sectional Directory Signage*



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

Room identification signage is a standard size, 4 1/2" x 8 3/4" (Module 5.5 in the Innerface Architectural Signage, Inc. catalog), and is made of up three components: the name of the room, and the room number with raised letters and tactile Braille for people with visual impairments.

Room identification signage for restrooms and other special areas requiring a symbol are 8 3/4" x 8 3/4" (Module 6.0 in the Innerface Architectural Signage, Inc. catalog). A symbol directory is available in the Innerface Architectural Signage, Inc. catalog, available in the Physical Plant. Symbol G32 should be used as the symbol for men's restrooms and symbol G58 for women's restrooms. These signs are made up of three components also: the symbol, type of room in raised letters (i.e. "women" for the women's restroom), and tactile Braille for people with visual impairments.

*Room Signage*



*Restroom Signage*



*Special Area Signage*



## Vehicle Signage

The color-version of the University of Mount Union logo is presented on University vehicles, followed by the words *Alli-ance, Ohio*. Vehicle signage decals are ordered and maintained by the Physical Plant.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Trademarking and Licensing

All University of Mount Union logos and identities are registered trademarks of the University of Mount Union. Use of the University of Mount Union logo, seal, or athletic logo or of a number of phrases by an external individual, organization, or company is subject to approval by the Office of Marketing. The appropriate symbols must be used in conjunction with the logo when displayed on merchandise (whether for sale or promotional).

The following words should be followed by the ®:

- University of Mount Union®
- Purple Raiders®
- MUcaw®
- Be Exceptional®
- UMU®
- Universitatis Mountis Unionis Sigillum Alliantiae, O. Sit Lux 1846 & Design®

The following marks and words should be followed by a TM:



The following words also should be followed by a TM.

- Raiders<sub>TM</sub>
- Mount Union<sub>TM</sub>

Use of logos and word marks for resale purposes can only be done after the signing of a licensing agreement. Any vendor wanting to utilize the logos for public distribution needs to be a licensed vendor and work with Learfield Licensing Partners, a trademark and licensing management company, to go through the approval process. Once the process is complete, the Office of Marketing will review submissions of artwork that will be used in the promotion of the Mount Union name and trademarks.

The first step in becoming a licensed vendor is the submission of an application. Learfield's application packet provides a comprehensive overview of the licensing process and the application itself as well as a list of all of the accounts the company manages. You can receive the application and additional information at [http://learfieldlicensing.com/essential\\_grid/mount-union-university-of/](http://learfieldlicensing.com/essential_grid/mount-union-university-of/).

You may also contact the company directly by mail at Learfield Licensing, 442 Century Ln., Suite 100, Holland, MI 49423, by telephone at (616) 395-0676, or by fax at (616) 395-2517.

No logo, mark, or word mark should be used in a manner that implies endorsement, approval, or underwriting of any organization, product, activity, service, or contract without permission of the Office of Marketing. Alcohol, tobacco, or illegal substance graphics or descriptions, or unauthorized use of other trademarks is prohibited in conjunction with the University's wordmarks or trademarks.



# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Television Advertising

All television ads should adhere to the following standards:

- Upon first reference, the University should be referred to as the University of Mount Union.
- The Mount Union logo and tagline should be included.
- Content should reflect the brand of Mount Union and the key messages identified.
- Narrators should be selected from a pre-approved list compiled by the Office of Marketing.
- Any photographs or footage should actually represent Mount Union, featuring real campus facilities, members of the alumni, faculty, staff, and student body, and events.
- Any testimonials should actually represent Mount Union, featuring real members of the alumni, faculty, staff, and student body.
- Music and other auditory effects should be free from obscene and vulgar content and foul language. Permission to use copyrighted material must be secured.
- The ad should adhere to the visual identity standards previously mentioned in this manual.
- Contact information for the University including the website address should be included.
- All content must be truthful and in good taste.

### Digital Manipulation of Photographs or Video

The digital manipulation of photographs or video footage for use in materials marketing Mount Union will only be permitted if necessary for corrective measures. For example, corrections of color balance, lightness/darkness contrasting, and sound, among other techniques, are often necessary to ensure that quality photographs or video footage are being used. However, photographs or video footage should not be manipulated to the point where the alterations change the meaning of the imagery. Removing individuals from or placing them in photographs or video footage, changing the appearance of individuals in photographs or video footage or any other manipulation that changes the meaning of what actually happened in the photograph or video footage are unacceptable practices. Please contact the Office of Marketing at (330) 823-6063 if you have questions or concerns.

### Public Service Announcements for WRMU

WRMU 91.1 FM, Mount Union's student-operated radio station, is a non-commercial station, so advertisements cannot be part of its programming.

The station does accept sponsored hours of programming. For more information on sponsorships, contact the station's grants director by telephone at (330) 823-3777 or email at [wrmu@mountunion.edu](mailto:wrmu@mountunion.edu).

The station also broadcasts free public service announcements detailing upcoming events and programs, and its student staff is available to assist members of the campus community in the creation of such spots. Contact the promotions director at the station by telephone at (330) 823-3777 or email at [wrmu@mountunion.edu](mailto:wrmu@mountunion.edu).

All public service announcements must be approved by WRMU and follow Federal Communications Commission (FCC) standards and non-commercial station rules.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Website Standards

The University of Mount Union website ([www.mountunion.edu](http://www.mountunion.edu)), designed by a third-party vendor and supported by a content management system, offers a creative design and layout, efficient navigation, and necessary information. The marketing-oriented site, created specifically for external audiences (prospective students, parents, and the general public) is intended to be very audience-targeted and serves as a “one stop shop” for Mount Union’s constituent groups. The site is interactive and includes student outcomes, student blogs, access to social media platforms, photo galleries and videos.

The official site of the University also provides access to a number of sub-sites targeted toward specific audiences. The iRaider internal intranet site ([portal.mountunion.edu](http://portal.mountunion.edu)) provides detailed information, forms, and other content targeted toward Mount Union’s faculty, staff, and student body. The Purple Raiders Central alumni site ([alumni.mountunion.edu](http://alumni.mountunion.edu)) provides information specific to alumni and allows graduates to update and share personal information by creating an account. The athletics site ([athletics.mountunion.edu](http://athletics.mountunion.edu)) houses news, rosters, and other information related to Mount Union’s intercollegiate athletic program.

### Official Information

Official Mount Union web pages include those published on [www.mountunion.edu](http://www.mountunion.edu) by the Office of Marketing, on [athletics.mountunion.edu](http://athletics.mountunion.edu) by the Office of Athletics, and on [alumni.mountunion.edu](http://alumni.mountunion.edu) by the Office of Alumni. These sites utilize varying yet complementary designs and elements.

In addition, the iRaider site is maintained jointly by the Office of Information Technology and the Office of Marketing. Members of the faculty and staff can be given permission to add content to iRaider.

Academic departments are able to produce sites that will be housed on the Raider server. However, it is preferable that these sites be transitioned to the official external site so that they may properly reflect the brand and identity of the institution while also being trackable through the institution’s website analytic system. Those departments continuing to maintain their own web pages should adhere to the following guidelines. Please note that these pages will be linked from the academic program sites created by the Office of Marketing and from the portal when requested.

#### **The University reserves the right to determine the appropriateness of any posting accessed through its servers.**

- Design your pages to communicate with both internal and external audiences unless it will be posted only to the Intranet site.
- Any clickable images must be accompanied by a version readable with a text-only client.
- Be careful not to overuse animations. They can be distracting from the message of the page.
- Keep the size and number of images to a reasonable level so that all visitors can access information, despite the speed of their Internet access.
- You may use the Mount Union logo on your pages. However, the University seal should never be used as a graphic element in marketing materials.
- You should not include a self-created logo or graphic that might be misinterpreted as being an official logo.
- Web pages should not contain links to unfinished pages. Please do not use the label “under construction” or other similar phrases indicating that a page is not yet completed.
- Content should be updated on a regular basis. **Departmental sites that have not been updated appropriately are subject to removal at the discretion of the Office of Marketing and Office of Information Technology.**

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Typical Contents

- Department, office of program name, and mission statement.
- Contact information
- Staff/faculty within the department
- Department functions, services provided, courses, and programs offered
- Upcoming events
- Awards, staff accomplishments, alumni news, etc.

### Unofficial Information

Unofficial information and personal home pages include sites published by students, student organizations, and by individual faculty and staff. These pages should not include the Mount Union logo without first receiving permission from the Office of Marketing.

Unofficial authors are solely responsible for the content and organization of the information posted on their sites and should be certain to ensure that information is accurate and links remain active. Contact the Office of Information Technology for policy information.

### Other Guidelines for Unofficial Pages

- Post nothing of an inappropriate or insensitive nature, including, but not limited to, the following:
  - Racial, ethnic, or gender slurs or other language considered inappropriate.
  - Links to off-campus sites containing obscenity, pornography, or any other material considered indecent.

**The University reserves the right to determine the appropriateness of any posting accessed through its servers.**

- Do not use the Mount Union logo or University seal without permission of the Office of Marketing.

The University of Mount Union does not actively monitor, edit or censor personal home pages or those of student organizations but will provide guidelines that the campus community is responsible for upholding. The Office of Marketing and Office of Information Technology review sites as necessary in response to site visitor comments and to ensure continued interconnectivity.

Social media policies and procedures is available at <https://portal.mountunion.edu/policies/Documents/Media/Social%20Media%20Policy.pdf#search=social%20media%20policies>

### Removal by Website Administrators

Website administrators may immediately break the links with the Mount Union website or remove publications and pages found to be unlawful, operating a commercial business or a for-profit activity, or in flagrant violation of either Mount Union guidelines or copyright laws and regulations. Website administrators may remove publications or pages that:

- Show little or no activity
- Fail to maintain current information
- Fail to maintain current links
- Fail to respond to necessary changes in overall website policies.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Prepared Files

#### Logo Artwork

Electronic versions of the Mount Union logo, the athletic logo, and the official seal are available in the Office of Marketing in various image formats, including eps and jpeg. For licensed promotional items, electronic files of the Mount Union logo, athletic logo, and official seal with their appropriate trademark identifier are available for download on Learfield's website at [http://learfieldlicensing.com/essential\\_grid/mount-union-university-of/](http://learfieldlicensing.com/essential_grid/mount-union-university-of/).

#### Templates

The Office of Marketing has created template files for memos, fax cover sheets, flyers, brochures, posters, certificates, agendas, and Power Point presentations that are available for use by the members of the Mount Union community. Templates can be delivered via email or downloaded from Mount Union's iRaider site at [portal.mountunion.edu](http://portal.mountunion.edu).

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Appendix A

#### Frequently Asked Questions

**Q Will the Office of Marketing monitor everything produced at the University?**

A Departments and individuals that choose to create their own marketing materials for **internal use only as opposed** to using the services of the Office of Marketing are expected to review their own work to ensure that it adheres with University standards and policies. Contact the Office of Marketing at (330) 823-6063 for questions or guidance.

**Q Where can I get artwork of the Mount Union logo, athletic logos, and seal?**

A The Office of Marketing can provide electronic files of the logo, seal, or athletic logos. To request electronic files, call the office at (330) 823-6063.

Electronic files of the logo, seal, or athletic logos are available as jpeg and eps files and, depending on the required file type, may be able to be converted to fit individual needs. Electronic art can be requested of the Office of Marketing by calling (330) 823-6063 or emailing [information@mountunion.edu](mailto:information@mountunion.edu). The files can be provided via email.

For licensed promotional items, electronic files of the Mount Union logo, athletic logos, and official seal with their appropriate trademark identifier are available for download on Learfield's website at [http://learfieldlicensing.com/essential\\_grid/mount-union-university-of/](http://learfieldlicensing.com/essential_grid/mount-union-university-of/).

**Q Where do I order new letterhead, envelopes, and business cards?**

A Order forms are available on iRaider at [portal.mountunion.edu](http://portal.mountunion.edu) on the marketing site that can be located under the Campus Offices tab. Contact the Office of Marketing at (330) 823-6063 for assistance.

**Q Are there variations in the layout of letterhead, envelopes, and business cards?**

A The layout of letterhead, envelopes, and business cards is standardized in an effort to create cohesion and consistency and maintain a strong institutional identity. See the section titled "Visual Standards" of this manual for more information on the design of these materials.

**Q What colors can I use for the logo?**

A The Mount Union logo may be reproduced in:

- Two color - PMS 526 and PMS Cool Gray 11
- All black
- All purple (PMS 526)
- Metallic gold (PMS 871)
- White
- Gold foil

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

For one-color printing, the logo may be produced in solid purple (PMS 526), metallic gold (PMS 871), or solid black. For four-color publications, the CMYK formula for Mount Union purple should be used (see “Guide to Visual Standards” for formula).

When using both PMS 526 and PMS Cool Gray 11 for the logo, Mount Union should always be in PMS 526 with all other elements PMS Cool Gray 11.

For special publications or events, the logo may be produced as a gold foil stamp, or it may be reversed out to all white on a solid dark background.

### **Q Why should I visit the Office of Marketing for assistance with the production of marketing materials?**

**A** All marketing materials, whether printed or electronic, represent the University of Mount Union and contribute to the institution’s image. Therefore, all communications bearing Mount Union’s name and visual identity must reflect the standards and guidelines set forth in this manual. This will help to ensure that all the University’s constituents are receiving consistent and cohesive materials that represent Mount Union’s identity, key messages, and standards of quality.

### **Q How should I produce copy for a publication?**

**A** When updating an existing publication, there is no need to retype all the copy. Minor changes can simply be made by marking up a hardcopy of the publication. For major changes, please mark where text should be inserted or replaced, and provide the text in electronic format via email. A proof will be provided of a publication if changes are made.

When preparing copy for a new publication, please send it in complete and approved format to the Office of Marketing via email. Formatting of the text is not necessary. Providing copy in a final format helps to ensure a more prompt turnaround time. Revising copy once a communication has been edited and designed always results in delays and, sometimes, added costs.

The Office of Marketing is also available to assist in the development of copy.

### **Q How do I come up with a design?**

**A** The Office of Marketing has staff members with expertise in publication design who will work with the client to create a piece that supports the objectives of the initiative and is aesthetically pleasing. The designer will recommend format, size, number of pages, typeface, paper, ink, printing specifications, and graphics, all adhering to the standards and guidelines of the Identity Program. Good design can turn the simplest of publications into a professional piece that enhances the image of the University.

### **Q Who is responsible for editing and proofreading?**

**A** A member of the marketing staff will edit copy to ensure that it meets the standards of the University and adheres to style guidelines provided in the *Associated Press Style Book* and this manual. Spelling, punctuation, grammar, and usage will be checked for accuracy, and text may need to be adjusted to fit within space constraints. In addition, text may be edited to include one or more of the University’s key messages.

Everyone involved in the creation of a publication shares in the responsibility for proofreading for errors.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

If changes need to be made to copy, all efforts should be made to ensure that they are done on the initial proof. Changes after this stage often delay production and result in late delivery. Proofs of publications should be returned to the Office of Marketing in a timely fashion to ensure that the publication remains on schedule. Keeping proofs for long period of times will most likely extend the delivery date.

### **Q When can I get delivery?**

**A** The length of time needed for a publication is based on several factors. First and foremost, the time commitment is dependent upon where the publication is printed. Publications printed in-house generally take less time than those sent to an outside printer. You will want to discuss printing options with the Office of Marketing and set the schedule for the publication accordingly.

The time commitment for print jobs done in-house at the Print Shop is dependent upon the number of projects currently being worked on and the size of your individual project. Smaller projects usually can be completed within a few days. Larger projects may take more time. Be sure to contact the Print Shop before printing to ensure that the paper you prefer to use is in stock.

Exact reprints of previous publications usually require five to seven days for delivery from an outside printer. Those previous publications requiring changes and new publications can take anywhere from one to three weeks after the printer's initial date of receipt, depending upon the number of changes, complexity of the publication, amount being ordered, and number of edits and proofs required after the initial proof.

### **Q Does the Office of Marketing design web pages?**

**A** Yes. The web manager is on hand to help with the creation of official web pages that reside on [www.moununion.edu](http://www.moununion.edu) and adhere to a standard format. For those in need of assistance in creating personal web pages, contact the Office of Information Technology.

### **Q Why should I produce a news release through the Office of Marketing as opposed to writing and sending it myself?**

**A** The Office of Marketing is responsible for media relations for the University and maintains media lists of area newspapers, radio stations, and television stations. In addition, the office works diligently to build and maintain relationships with the individual members of local media organizations.

You will benefit in a number of ways by releasing information through the Office of Marketing.

- Ensuring that the information being sent out is consistent with Associated Press style guidelines that can be quickly recognized and utilized by the media
- Keeping the Office of Marketing up-to-date with information on your organization, office, or department since the office is the first media contact at the University
- Using the Office of Marketing's extensive media contact list for distribution
- Presenting your information in a standard format that is easily recognizable by media outlets as official news from the University

### **Q When should I begin the process of producing a news release?**

**A** The earlier, the better. For best results, the Office of Marketing should be made aware of pending news three weeks prior to the event. This ensures that the release can be written and edited and arrive at media outlets one week before the scheduled date of the event. Press releases can be turned over in less time if necessary, but the possibility of placement in local media outlets is greatly reduced.

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Appendix B

#### States and U.S. Post Office Abbreviations

Alabama	AL	Nebraska	NE
Alaska	AK	Nevada	NV
Arizona	AZ	New Hampshire	NH
Arkansas	AR	New Jersey	NJ
California	CA	New Mexico	NM
Colorado	CO	New York	NY
Connecticut	CT	North Carolina	NC
Delaware	DE	North Dakota	ND
District of Columbia	DC	Ohio	OH
Florida	FL	Oklahoma	OK
Georgia	GA	Oregon	OR
Hawaii	HI	Pennsylvania	PA
Idaho	ID	Puerto Rico	PR
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC
Iowa	IA	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Maryland	MD	Virginia	VA
Massachusetts	MA	Virgin Islands	VI
Michigan	MI	Washington	WA
Minnesota	MN	West Virginia	WV
Mississippi	MS	Wisconsin	WI
Missouri	MO	Wyoming	WY
Montana	MT		

# UNIVERSITY OF MOUNT UNION

## IDENTITY GUIDELINES

### Appendix C

#### Buildings and Codes

Beeghly Hall	BH
Bica-Ross Residence Hall	B-R
Bracy Hall of Science	
Brush Performance Hall	
Campus Security	
Chapman Hall	CHAP
Cope Music Hall	COPE
Clark Astronomical Observatory	
Cunningham Residence Hall	CUNN
Dewald Chapel	CHAPEL
Eells Art Center	EAC
Elliott Residence Hall	ELLIOT
Engineering and Business Building	EBB
Fred J. Haupt President's House	
Gartner Welcome Center	GWC
Gallaher Hall	
Gallaher Theatre	
Giese Center for the Performing Arts	GCPA
Gulling Training Center	GTC
Hartshorn Street Townhouses	
Hoiles-Peterson Residence Hall	H-P
Hoover-Price Campus Center	HPCC
Keener House	
Ketcham Residence Hall	KET
King Residence Hall	KING
Kolenbrander-Harter Information Center	KHIC
McCready Residence Hall	MCCREA
McMaster Residence Hall	MCMAST
McPherson Academic and Athletic Complex	MAAC
McPherson Center for Human Health and Well-Being	MCPHR
Miller Residence Hall	MILLER
Multi-Cultural Center	
Nature Center	NC
Peterson Field House	PFH
Physical Plant	PP
Presser Recital Hall	
Sally Otto Art Gallery	
Shields Residence Hall	SH
Structural and Geotechnical Engineering and Projects Lab	SAGE P LAB
Tolerton & Hood Hall	T-H
Timken Physical Education Building	TIMKEN
van den Eynden Hall	VDEH
Wable-Harter Building	W-H
Union Avenue Townhouses	