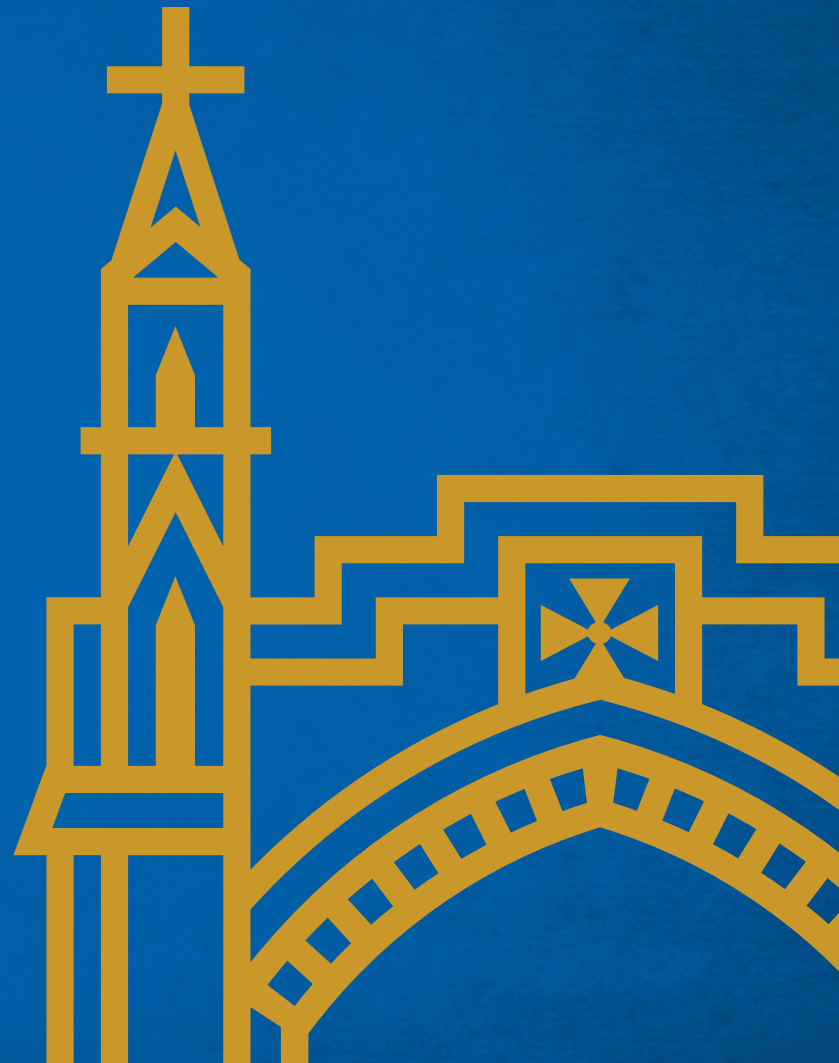


**MISERICORDIA
UNIVERSITY**
GRAPHIC AND BRAND IDENTITY
STANDARDS MANUAL



DRAFT March 2019

MISSION STATEMENT

Misericordia University, a Catholic liberal arts institution established in the tradition of the Sisters of Mercy, fosters intellectual curiosity, critical thinking, and respect for persons in an environment where all are welcome.

CORE VALUES

As a community, we are committed to integrity and the values of the Sisters of Mercy as the foundation of university life. Our values are:

Mercy through *Compassion* ♦ *Love* ♦ *Caring*

Service through *Selflessness* ♦ *Sacrifice* ♦ *Action*

Justice through *Fairness* ♦ *Acceptance* ♦ *Advocacy*

Hospitality with *Dignity* ♦ *Respect* ♦ *Openness*

VISION

Misericordia University, the premier Mercy university in the United States, will broaden its geographic reach while strengthening its reputation for superior liberal arts and professional programs at the undergraduate and graduate levels. Misericordia graduates will lead lives of consequence in their professions, their communities, and the world.

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A TRADEMARK IS A SYMBOL, WORD, OR WORDS LEGALLY REGISTERED OR ESTABLISHED BY USE AS REPRESENTING A COMPANY OR PRODUCT.

Misericordia University owns and protects its trademarks. Misericordia University graphic and brand identity standards, found in this guide, must be adhered to with the use of any of the logos or wordmarks mentioned in this guide and are subject to approval by Cougar Prints.

This graphic standards manual introduces and explains Misericordia's visual identity and institutional brand. The consistent use of these standards throughout all university communication—both in print and online—will build a stronger, more coherent, and more persuasive brand identity. A strong brand will help achieve our goal to increase awareness, interest, and enrollment, while also improving student quality. As we strive to become more well-known, we have an opportunity to reinforce our brand promise: *Misericordia University is where caring, motivated students receive the attention they deserve, the high-quality education they seek, and the opportunities they need to be successful.* For questions regarding the correct usage of graphics and brand identity, please contact Cougar Prints.

MISERICORDIA UNIVERSITY
ACADEMIC LOGO SYSTEM



THE ACADEMIC LOGOS

VERTICAL ORIENTATION

The logo is designed in two orientations (horizontal and vertical) to provide flexibility in layout and design. The vertical logo is seen below in the preferred color option for most applications.

Clear Space is essential around the logo to set it apart from the rest of the design. No other graphic element or text may encroach within the space of the “height of wordmark.”



HORIZONTAL ORIENTATION

Each logo consists of two components: the **icon** (a stylized rendering of the Misericordia Arch) and the **wordmark** (the University name set type). The Misericordia wordmark is set in the Minion typeface. To ensure legibility, use the wordmark in blue, black or knocked-out in white. Below is the preferred color option for printing the horizontal logo.



SIZE AND APPEARANCE:

The Vertical Logo should appear no smaller than one-and-three-quarters of an inch wide on a standard 4” x 9” brochure, and larger on larger publications. The Horizontal Logo should appear no smaller than two-and-one-quarter of an inch wide on a standard 4” x 9” brochure, and larger on larger publications.

The only accepted modification to the logos is size, and it must be proportionately. As a registered trademark, the logo may be used only according to the guidelines described within this guide. Contact Cougar Prints for questions and project approval.



Sample of both logos on a 4x9 brochure

UNACCEPTABLE USAGE

Misericordia Logo artwork (All adaptations on pages 10 and 11) should never be manipulated. Do not insert other elements into the logo. Do not use any font to replace text. Never alter colors or place elements over any portion of the logo. Do not alter orientation or proportions of the logo.



UNACCEPTABLE: DO NOT replace with another font. Do not break-up or crop the artwork to create another version of the logo. Always use the approved logo artwork.



UNACCEPTABLE: Do not apply a horizontal or vertical scale that will alter the original proportions of the logo.



UNACCEPTABLE: Do not insert other elements into the logo.



UNACCEPTABLE: Do not alter the color of the arch or wordmark with any color other than which appears on page 10 and 11. It is always best practice never to adjust the logo artwork.



UNACCEPTABLE: Do not place logo over a color similar in value which decreases visibility.



UNACCEPTABLE: Do not alter the size or placement of the arch or wordmark independently from each other. Always use the approved logo artwork.

VERTICAL COLOR OPTIONS

The Misericordia logo has several color options. The **preferred option** is the blue wordmark with the gold icon (top left, below). There are two white versions of the logo for use over a photograph or dark color. Screening the black logo into a gray is acceptable. Use the logo with the blue and gold icon only over light colors. **All other color options or combinations are unacceptable.**



MISERICORDIA
UNIVERSITY.

med-vert-logo-Blue-with-Gold-Icon



MISERICORDIA
UNIVERSITY.

med-vert-logo-Blue



med-vert-logo-White-with-Gold-Icon



MISERICORDIA
UNIVERSITY.

med-vert-logo-Blue-and-Gold-Icon



MISERICORDIA
UNIVERSITY.

med-vert-logo-Black



med-vert-logo-White

HORIZONTAL COLOR OPTIONS

The horizontal logo has the same color combinations as the vertical logo. Contact Cougar Prints for official logos.



med-vert-logo-Blue-with-Gold-Icon



med-vert-logo-Blue



med-vert-logo-White-with-Gold-Icon



med-vert-logo-Blue-and-Gold-Icon



med-vert-logo-Black



med-vert-logo-White

LOGO USAGE WITH PHOTOGRAPHY



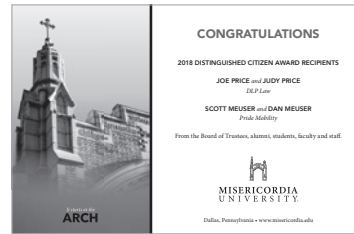
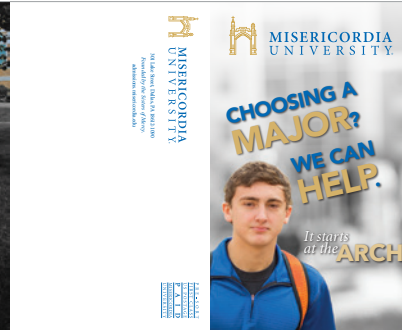
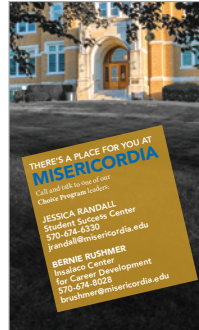
ACCEPTABLE: The logo may be knocked-out on a photograph. Place the logo in a contrasting area with little detail for legibility.



ACCEPTABLE: Place the logo on a color field if the photo does not have an area that will allow legibility.



UNACCEPTABLE: Do not place the logo on a photo that does not have an area of contrast; this makes the logo difficult to read.



Samples of pieces designed with proper logo usage.

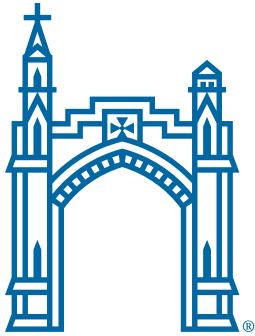
THE ARCH ICON



THE ARCH ICON

The Arch Icon reflects Misericordia's history and traditions, a stylized line graphic of the University's iconic archway. The icon may appear alone, but the full logo must appear once on all literature for both academic and athletic pieces.

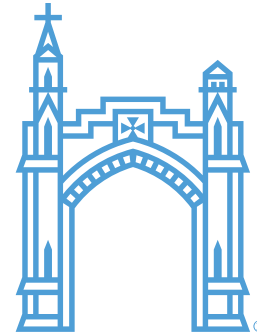
ARCH ICON COLOR OPTIONS



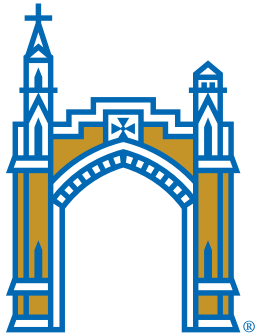
MU-Icon-Blue



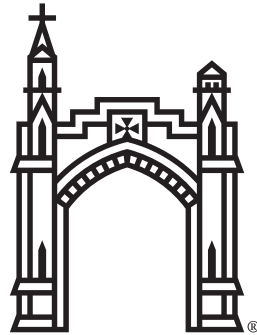
MU-Icon-Gold



MU-Icon-Lt-Blue



MU-Icon-Gold-Blue



MU-Icon-Black



MU-Icon-White

ARCH USAGE

The Arch when used alone has a unique set of rules apart from the full logos with wordmark. The arch can be stylized for designs to promote the university and its clubs and organizations as long as it is used in a tasteful manner. This is not to be confused with departmental lockup logos (see page 26). Contact Cougar Prints to develop a logo for your club and organization.



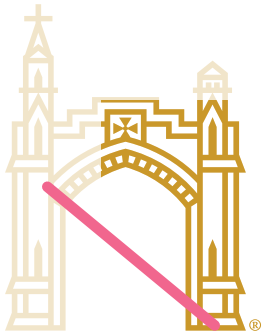
Sample logos developed using the arch as an element

EXAMPLES ACCEPTABLE OF USAGE

The two-color icon retains a white background when overprinting a color. Single color logos may be placed as a solid or a transparent over a color background or photograph, depending upon the contrast between the mark and background.



This is the smallest **acceptable** portion of the Arch Icon that may be cropped.



This is an **unacceptable** example of cropping the Arch Icon.

Placement of the entire Arch icon as a background element is acceptable. The upper left portion of the arch may be cropped, as shown above, and used to bleed off the right side of a field. **Do not crop out any other portion of the Arch.**



Shown here is a stylized contour of the Arch used as a subtle design element in the background as a pattern.





THE UNIVERSITY SEAL

The University Seal may be printed, embossed or foil-stamped on certificates, diplomas and diploma cases. The Seal should not be used in communications by colleges, departments or programs. It may be used in selected communications or marketing materials as a design element or ghosted in the background. Use of the seal on all non-official documents requires approval by Cougar Prints.




MISERICORDIA UNIVERSITY
ACADEMIC OFFICIAL COLORS



OFFICIAL ACADEMIC COLOR

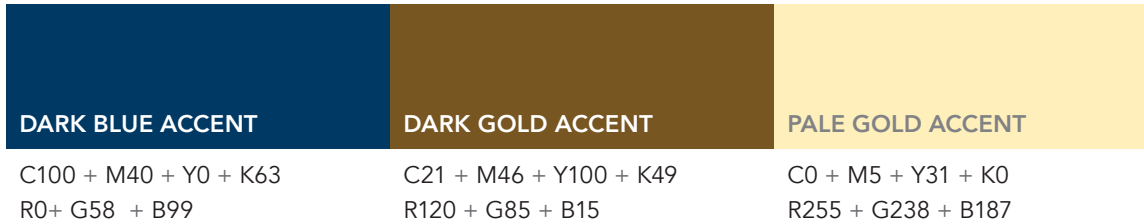
PRIMARY ACADEMIC COLOR PALETTE

Misericordia Blue (PMS 293) and Misericordia Gold (PMS 117) are the two primary colors for Misericordia University used on all academic material. Misericordia Blue is the primary color. Misericordia Gold is an accent or background color. Misericordia Gold may be screened down, but Misericordia Blue cannot as it becomes purple. Misericordia Blue Accent (PMS 284) is a simulated screened down blue and can be screened down further.

		
MISERICORDIA BLUE	MISERICORDIA GOLD	MISERICORDIA BLUE ACCENT
PMS 293 (Do not screen) C100 + M57 + Y0 + K2 R0 + G103 + B177	PMS 117 C21 + M40 + Y100 + K5 R196 + G147 + B42	PMS 284 C60 + M25 + Y0 + K0 R97 + G162 + B216

SECONDARY ACCENT PALETTE

The secondary accent colors are shades and tints of harmonious colors that may be used to enhance the design.



COLORS TO AVOID

Misericordia University is neighbors with seven other universities and colleges in northeastern Pennsylvania. Each school competes in the same pool for potential students, therefore it is strongly advised to avoid the following colors in design, garments, decoration, etc., so as not to create visual confusion.

PENN STATE UNIVERSITY



PMS 282

PMS 429

WILKES UNIVERSITY



PMS 295

PMS 116

KING'S COLLEGE



PMS 187

PMS 465

UNIVERSITY OF SCRANTON



PMS 282

MARYWOOD UNIVERSITY



PMS 357

PMS 130

LUZERNE COUNTY COMMUNITY COLLEGE



PMS 320

PMS 288

BLOOMSBURG UNIVERSITY



PMS 208

PMS 129

**MISERICORDIA UNIVERSITY
ACADEMIC IDENTITY SYSTEM**



IDENTITY SYSTEM

ACADEMIC DEPARTMENTAL LOCKUPS

Preferred horizontal format All proposed logo development will need prior approval from Misericordia University Cougar Prints. Specialized businesses or projects, such as Autism Center For Life Long Learning, will be considered for logo design. For the strength and consistency of the Misericordia Brand, all other departments are asked to use their customized departmental lockups logo; this strengthens the University brand.

Every University department is visually treated as an equal, using department name below an adjusted version of the horizontal logo. A heavy typeface is applied to the colleges' logos to create a hierarchy within the logo system; other University departments are set in a lighter weight font. The departmental logos share the same color options as the Misericordia logos.



ACADEMIC DEPARTMENTAL LOCKUPS

Secondary vertical format The horizontal format of the logo and department lockup is always preferred. The vertical logo lock up may be used in the event space is limited horizontally.



MISERICORDIA
UNIVERSITY.
COLLEGE OF HEALTH SCIENCES
AND EDUCATION



MISERICORDIA
UNIVERSITY.
COLLEGE OF ARTS & SCIENCES



MISERICORDIA
UNIVERSITY.
COLLEGE OF BUSINESS



MISERICORDIA
UNIVERSITY.
HEALTH AND WELLNESS CENTER



MISERICORDIA
UNIVERSITY.
ADULT EDUCATION | EXPRESSWAY



MISERICORDIA
UNIVERSITY.
FACILITIES



MISERICORDIA
UNIVERSITY.
I.T. STUDENT HELPDESK

ACADEMIC DEPARTMENTAL LOCKUPS

Both logos will share the same clear space as the main Misericordia logos, using the height of the word marks as the area around the logo to keep clear (See pages 6 and 7). The Blue and Gold logo choice will be reserved for formal use with the main logo only. The logos' lockups share the same color options as the main logos. **All other color options or combinations are unacceptable.**





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David Pasquini
Coordinator of Enrollment Marketing

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Founded by the Sisters of Mercy
misericordia.edu



NEWS

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(570) 674-6172



NOTES

Mark Van Etten • Vice President, Finance and Administration



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These are samples of letterhead and envelope, business card, and a news release with departmental lockup. The essential numbers were made black for better legibility.



MISERICORDIA UNIVERSITY
ATHLETIC LOGO AND COLORS

ATHLETIC LOGOS

5 ATHLETIC LOGOS

The Misericordia Athletic department has 5 different logo designs; versions include Full Cougar, the Athletics Banner, the MU, MU with Cougar Head, and the Cougar Head. The Full Cougar is the primary or preferred logo. Always use the approved logo artwork.



FULL COUGAR ATHLETICS LOGO



ATHLETICS BANNER LOGO



MU LOGO



MU WITH COUGAR HEAD LOGO



COUGAR HEAD LOGO

ATHLETIC LOGOS

THE FULL COUGAR LOGO ELEMENTS

The Full Cougar logo consists of three elements that are repeated in the other variations of the Athletic logos. The “Cougar” is the full Cougar with tail and paws; the “banner” section includes both the wordmark and the contoured shape around the words and the whiskers or the sharp angles below.



ATHLETIC FULL COUGAR LOGOS

The word Misericordia in the banner portion of the logo does not change; the word beneath Misericordia can change to represent the University, Athletic Department, a specific sport or the mascot using only the letters provided from the artist. Do not insert words unrelated to athletics within the Athletic logo.



FULL COUGAR UNIVERSITY LOGO



FULL COUGAR COUGARS LOGO



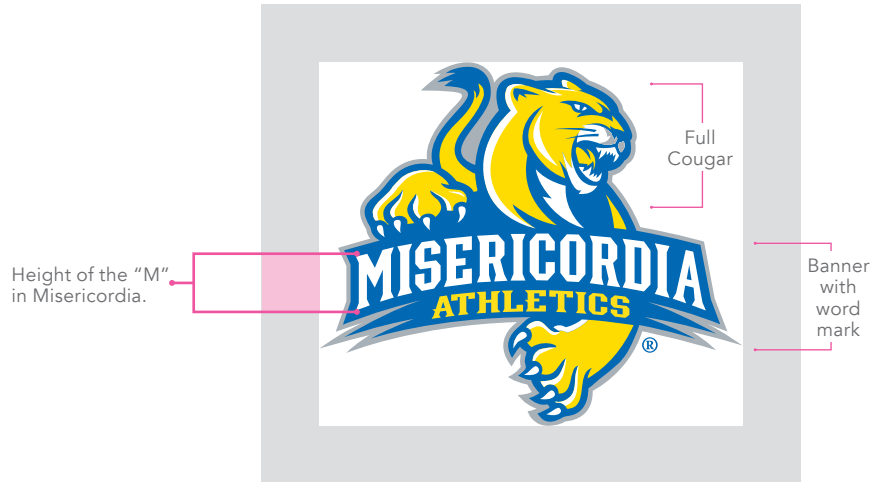
FULL COUGAR ATHLETICS LOGO



FULL COUGAR SPORTS SPECIFIC LOGO

THE FULL COUGAR LOGO CLEAR SPACE

Clear Space is essential around the logo to set it apart from the rest of the design. No other graphic element, including text, may encroach within the space of the “height of the letter ‘M’ in Misericordia.” The mark can be set on a photograph or a background texture, as long as it is not busy.



UNACCEPTABLE USAGE

The Logo artwork should never be manipulated. Do not insert other graphic elements into the logo. Do not use any font to replace wordmark. Never alter the colors or place elements over any portion of the logo. Do not change the orientation or proportions of the logo. Do not insert words unrelated to athletics within the Athletic logo.



UNACCEPTABLE: Do not replaced font, break-up or crop the artwork to create another version of the logo.



UNACCEPTABLE: Do not alter the color of the logo artwork.



UNACCEPTABLE: Do not insert other elements into the logo.



UNACCEPTABLE: Do not alter the size or placement the elements independently from each other.



UNACCEPTABLE: Do not use unapproved non-athletic words, departments titles, etc., in the logo



UNACCEPTABLE: Do not apply a horizontal or vertical scale that will alter the original proportions of the logo.

BANNER LOGO ELEMENTS

The Athletic Banner Logos consists of the banner, the blue and gray background, and wordmark taken from the Full Cougar logo for use as an independent element. The “banner” section includes the wordmark and is contoured around the shape of the wordmark with whiskers or the sharp angles below.



ATHLETIC BANNER LOGOS

The word Misericordia does not change; the word beneath Misericordia can change to represent the Athletic Department, a specific sport or the mascot using only the letters provided from the artist. Do not insert words unrelated to athletics within the Athletic logo.



ATHLETICS BANNER LOGO



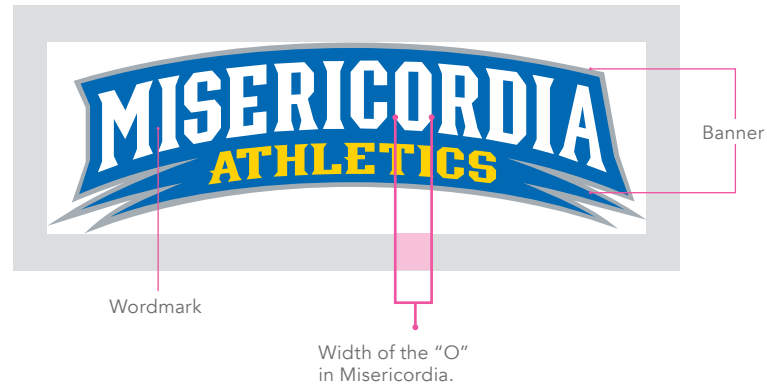
COUGARS BANNER LOGO TM



SPORTS SPECIFIC ATHLETICS BANNER LOGO

BANNER LOGO CLEAR SPACE

No other graphic element, including text, may encroach within the space of the “width of the letter ‘M’ in Misericordia.” The mark can be set on a photograph or a background texture, as long as it is not busy.



UNACCEPTABLE USAGE

The Logo artwork should never be manipulated. Do not insert other graphic elements into the logo. Do not use any font to replace wordmark. Never alter the colors or place elements over any portion of the logo. Do not change the orientation or proportions of the logo. Do not insert words unrelated to athletics within the Athletic logo.

These rules applies to all of the Athletic logos.



BANNER STYLE TEXT

The Athletic wordmark, without the banner can be uses independently on shirts and promotional products. It can only be produced in the colors on page 48 with addition of white and black to the palette. Do not insert words unrelated to athletics within the Athletic wordmark.

The logo features the word "MISERICORDIA" in a blue, bold, serif font, arched over the word "ATHLETICS" in a smaller, blue, sans-serif font.The logo features the word "MISERICORDIA" in a blue, bold, serif font, arched over the word "ATHLETICS" in a smaller, yellow, sans-serif font.The logo features the word "MISERICORDIA" in a blue, bold, serif font, arched over the word "COUGARS" in a smaller, blue, sans-serif font.The logo features the word "MISERICORDIA" in a blue, bold, serif font, arched over the word "COUGARS" in a smaller, yellow, sans-serif font.The logo features the word "MISERICORDIA" in a blue, bold, serif font, arched over the words "TRACK & FIELD" in a smaller, yellow, sans-serif font.The logo features the word "MISERICORDIA" in a blue, bold, serif font, arched.

UNACCEPTABLE USAGE

The Logo artwork should never be manipulated. Do not insert other graphic elements into the logo. Do not use any font to replace wordmark. Never alter the colors or place elements over any portion of the logo. Do not change the orientation or proportions of the logo. Do not insert words unrelated to athletics within the Athletic logo.

These rules applies to all of the Athletic logos.



THE COUGAR HEAD LOGO

The Cougar Head logo consists of the head portion of the Full Cougar Logo as an abbreviated version of the Athletics logo. This logo works well for uniforms and busier designs and designs where space is limited. The Cougar Head logo is designed to be used on its own with no text below or above it.

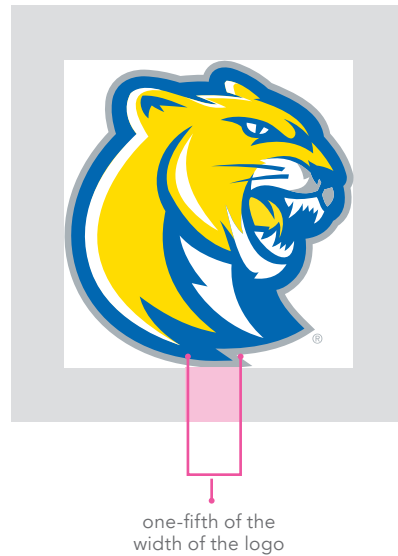


COUGAR HEAD LOGO

CLEAR SPACE AND USAGE

Use one-fifth of the width of the logo as clear space around the logo to set it apart from the rest of the design.

The Logo artwork should never be manipulated, as with the Full Cougar and Banner logos, the same usage rules apply.



THE MU LOGO

Another element for the Athletics identity system is the MU logo, which consists of a stylized and combined MU graphic. It can be used as a stand-alone mark or with Athletics or a specific sport below the logo, using only the letters provided from the artist. Do not insert words unrelated to athletics within the MU logo.



MU LOGO



MU LOGO WITH SPORT

CLEAR SPACE AND USAGE

Use the width of the top of the yellow portion of the top of the letter “M” as clear space around the logo to set it apart from the rest of the design.

The Logo artwork should never be manipulated, as with the Full Cougar and Banner logos, the same usage rules apply.



THE MU LOGO

In this version the MU logo is combined with a flopped version of the Cougar Head logo to create the MU with Cougar head logo. It can be used as a stand-alone mark or with Athletics or a specific sport below the logo, using only the letters provided from the artist. Do not insert words unrelated to athletics within the MU with Cougar head logo.



MU WITH COUGAR HEAD LOGO



MU WITH COUGAR HEAD LOGO WITH SPORT

CLEAR SPACE AND USAGE

Use the width of the top portion of the yellow portion of the top of the letter “M” as clear space around the logo to set it apart from the rest of the design.





The Logo artwork should never be manipulated, as with the Full Cougar and Banner logos, the same usage rules apply.



width of the top of the
yellow portion of the
bottom of the letter “U”


PRIMARY ATHLETIC COLOR PALETTE

Misericordia Blue (PMS 293) and Misericordia Athletic Yellow (PMS 109) are the primary colors for all materials for Misericordia Athletics. Misericordia Athletic Yellow replaces Misericordia Gold because it is a more vibrant yellow. Misericordia Athletic Gray (PMS 429) is used as an accent color for Athletic material. Misericordia Blue Accent (PMS 284) can be used and screened for Athletic Material.

 MISERICORDIA BLUE	 MISERICORDIA ATHLETIC YELLOW	 MISERICORDIA ATHLETIC GRAY	 MISERICORDIA BLUE ACCENT
PMS 293 (Do not screen) C100 + M57 + Y0 + K2 R0+ G103 + B177	PMS 109 C0 + M16 + Y100 + K0 R255 + G210 + B0	PMS 429 C0 + M0 + Y0 + K40 R167 + G169 + B172	PMS 284 C60 + M25 + Y0 + K0 R97 + G162 + B216

SECONDARY ACCENT PALETTE

The secondary accent colors are shades and tints of harmonious colors that may be used to enhance the design.

 <p>DARK BLUE ACCENT</p> <p>C100 + M40 + Y0 + K63 R0 + G58 + B99</p>	 <p>PALE YELLOW ACCENT</p> <p>C0 + M5 + Y49 + K0 R255 + G235 + B151</p>
 <p>WHITE</p> <p>C0 + M0 + Y0 + K0 R255 + G255 + B255</p>	 <p>BLACK</p> <p>C0 + M0 + Y0 + K100 R0 + G0 + B0</p>

IDENTITY SYSTEM

ATHLETIC DEPARTMENTAL LOCKUPS

The Athletic Department is the exception to the identity system explained on page 26.

The use of the wordmark with the Cougar Head Logo creates visual cohesiveness between Misericordia's academics and athletics branding. Simplifying the logo for marketing use will create less confusion in initial contact with prospective students.

The Full Cougar, the Athletic Banner, the MU, MU with Cougar Head logos can still be used on all other material such as programs, apparel, inside of brochures, etc. This version appears on the outside of all Misericordia athletic material in place of the academic logo.





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NEWS

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T: (570) 674-6397 • C: (570) 000-0000 • E: cedkins@misericordia.edu

These are samples of letterhead and envelope, business card, and a news release with athletic lockup. The essential numbers were made black for better legibility.



2017 SEASON RECAP

The 2017 season marked Andy Longhann's second season at the helm of the Misericordia University Men's Soccer program. Following a successful inaugural year that saw the Cougars earn the top seed in the MAC, President Confidence investment, including a new kit to the championship game, Coach Longhann built one of the most difficult schedules across all Division III Men's Soccer Programs. The opening weekend featured matchups against 2016 Region 9 Champions St. John Fisher and 2017 NCAA National Champions Wake Forest University of Rochester. Next up was Lake Erie Valley, the 2016 and

2017 ECAC Division III National Tournament Champions. The Cougars closed out September with a season against 2017 NCAA National Division III Regular Season, 2017 NCAA National Champions Messiah and Locomotive College, ranked in the 2018 National Division III Rankings.

With a young team comprised of 14 first-years, 6 sophomores, 5 juniors and 7 seniors, the Cougars managed to get a result throughout September but headed into conference play having gained great experience competing against some of the best programs in the country. After posting losses against King's College and Eastern University to start the MAC Freedom Conference campaign, the Cougars responded with back to back wins against Misericordia College and Villanova University. Coach Longhann's side closed out the season with an emphatic win against Lake Erie Valley that saw the offense explode for 8 goals on the afternoon.

The Cougars finished tied for the 4th playoff spot in the MAC Freedom Conference Tournament, and ultimately just ran out as a playoff berth in a hard-fought matchup pitting the Cougars against Franklin & Marshall University. However, a trio of Cougars were recognized by the MAC: President and awarded all conference distinction. Senior captain **Nikol Amity** was a second team selection and a second team selection after recording a team-high 10 shots on goal throughout the season, with 2 of those finding the back of the net. Sophomore defender **Leo Babiarz** earned honorable mention honors for the 2nd consecutive season after earning Backs of the Year honors in 2016. The program is heading into the fall 2018 season coming off the back of a very successful spring training season and plenty of experience gained in 2017.

THE COUGARS AMASS A 18-5-3 RECORD IN 2016



MU BASEBALL

THE TIME

"THE DIFFERENCE BETWEEN THE IMPOSSIBLE AND THE POSSIBLE LIES IN A PERSON'S DETERMINATION."

~ TOMMY LASORDA

INSURANCE
INITIATIVE
COMMUNICATE
COMPLETE
CHARACTER
APPROACH
OWNERSHIP
ACCURACY
ACCOUNTABILITY

COUGARS BASEBALL

COLE HILLER

MISERICORDIA FOOTBALL

athletics.misericordia.edu

MISERICORDIA SOFTBALL

athletics.misericordia.edu

FIELD HOCKEY

DATE	OPPONENT	SCORE
Sept 1	Gettysburg	1-0
Sept 2	Gettysburg	1-0
Sept 3	Gettysburg	1-0
Sept 4	Gettysburg	1-0
Sept 5	Gettysburg	1-0
Sept 6	Gettysburg	1-0
Sept 7	Gettysburg	1-0
Sept 8	Gettysburg	1-0
Sept 9	Gettysburg	1-0
Sept 10	Gettysburg	1-0
Sept 11	Gettysburg	1-0
Sept 12	Gettysburg	1-0
Sept 13	Gettysburg	1-0
Sept 14	Gettysburg	1-0
Sept 15	Gettysburg	1-0
Sept 16	Gettysburg	1-0
Sept 17	Gettysburg	1-0
Sept 18	Gettysburg	1-0
Sept 19	Gettysburg	1-0
Sept 20	Gettysburg	1-0
Sept 21	Gettysburg	1-0
Sept 22	Gettysburg	1-0
Sept 23	Gettysburg	1-0
Sept 24	Gettysburg	1-0
Sept 25	Gettysburg	1-0
Sept 26	Gettysburg	1-0
Sept 27	Gettysburg	1-0
Sept 28	Gettysburg	1-0
Sept 29	Gettysburg	1-0
Sept 30	Gettysburg	1-0

FOOTBALL

DATE	OPPONENT	SCORE
Sept 1	Gettysburg	1-0
Sept 2	Gettysburg	1-0
Sept 3	Gettysburg	1-0
Sept 4	Gettysburg	1-0
Sept 5	Gettysburg	1-0
Sept 6	Gettysburg	1-0
Sept 7	Gettysburg	1-0
Sept 8	Gettysburg	1-0
Sept 9	Gettysburg	1-0
Sept 10	Gettysburg	1-0
Sept 11	Gettysburg	1-0
Sept 12	Gettysburg	1-0
Sept 13	Gettysburg	1-0
Sept 14	Gettysburg	1-0
Sept 15	Gettysburg	1-0
Sept 16	Gettysburg	1-0
Sept 17	Gettysburg	1-0
Sept 18	Gettysburg	1-0
Sept 19	Gettysburg	1-0
Sept 20	Gettysburg	1-0
Sept 21	Gettysburg	1-0
Sept 22	Gettysburg	1-0
Sept 23	Gettysburg	1-0
Sept 24	Gettysburg	1-0
Sept 25	Gettysburg	1-0
Sept 26	Gettysburg	1-0
Sept 27	Gettysburg	1-0
Sept 28	Gettysburg	1-0
Sept 29	Gettysburg	1-0
Sept 30	Gettysburg	1-0

MEN'S/WOMEN'S GOLF

DATE	OPPONENT	SCORE
Sept 1	Gettysburg	1-0
Sept 2	Gettysburg	1-0
Sept 3	Gettysburg	1-0
Sept 4	Gettysburg	1-0
Sept 5	Gettysburg	1-0
Sept 6	Gettysburg	1-0
Sept 7	Gettysburg	1-0
Sept 8	Gettysburg	1-0
Sept 9	Gettysburg	1-0
Sept 10	Gettysburg	1-0
Sept 11	Gettysburg	1-0
Sept 12	Gettysburg	1-0
Sept 13	Gettysburg	1-0
Sept 14	Gettysburg	1-0
Sept 15	Gettysburg	1-0
Sept 16	Gettysburg	1-0
Sept 17	Gettysburg	1-0
Sept 18	Gettysburg	1-0
Sept 19	Gettysburg	1-0
Sept 20	Gettysburg	1-0
Sept 21	Gettysburg	1-0
Sept 22	Gettysburg	1-0
Sept 23	Gettysburg	1-0
Sept 24	Gettysburg	1-0
Sept 25	Gettysburg	1-0
Sept 26	Gettysburg	1-0
Sept 27	Gettysburg	1-0
Sept 28	Gettysburg	1-0
Sept 29	Gettysburg	1-0
Sept 30	Gettysburg	1-0

MISERICORDIA UNIVERSITY

MISERICORDIA ATHLETICS

2018-2019 DIVISION III ATHLETICS

MISERICORDIA COUGARS

MISERICORDIA UNIVERSITY'S WOMEN'S LACROSSE

YOU'RE INVITED TO AN OVERNIGHT VISIT!

athletics.misericordia.edu

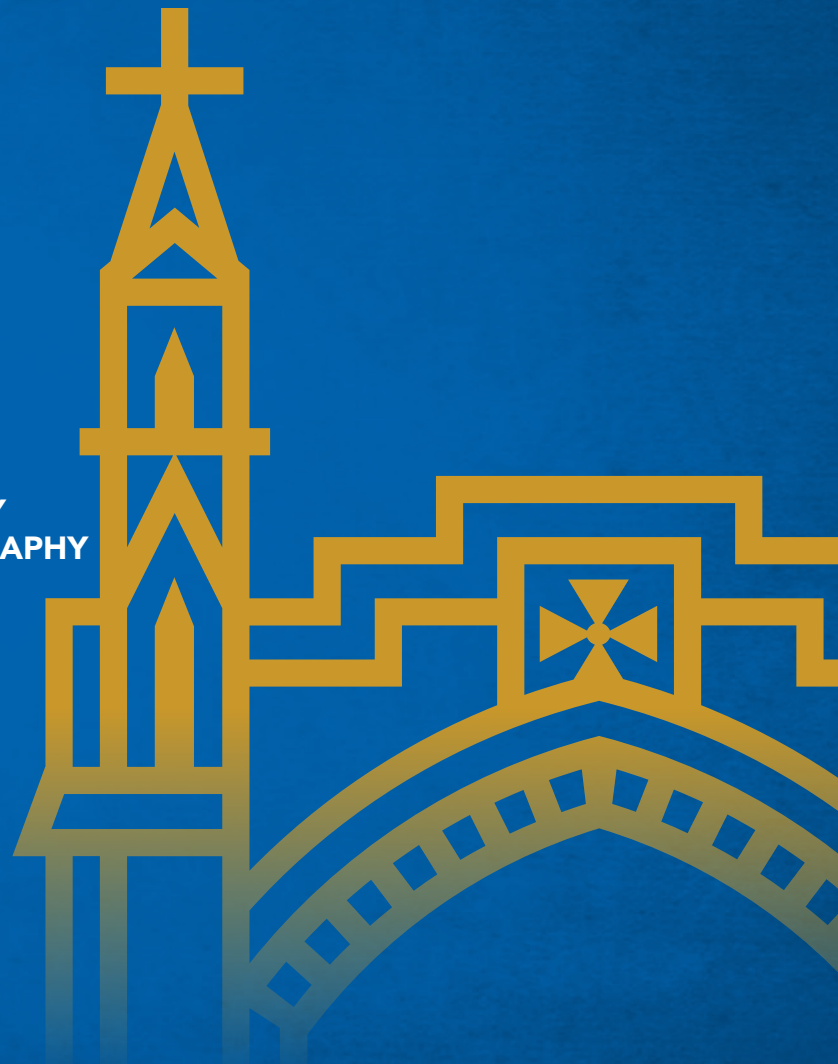
MISERICORDIA COUGARS

FALL 2018 SPORTS SCHEDULE

MISERICORDIA UNIVERSITY

Samples of pieces designed for athletics

MISERICORDIA UNIVERSITY
ACADEMIC & ATHLETIC TYPOGRAPHY



TYPOGRAPHY

PRIMARY FONTS

Consistent use of typography maintains a strong brand identity. Minion Pro, Avenir, and Avenir Next font families are chosen for Misericordia's academic and athletic material. Minion Pro is the primary font used for body copy, and Avenir is the font used for headers and titles and subtitles.

MINION PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION PRO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION PRO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

MINION PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR OBLIQUE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR NEXT HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR NEXT CONDENSED DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR NEXT CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789



SECONDARY FONTS

Specialty projects such as posters for student activities, announcements, and entertainment advertisements may require different fonts to create the character of the piece. The designer may use a suitable licensed font from Typekit, as long as Minion or Avenir is used as the main font.

Freshman Normal may be used as titles for Athletic pieces to mimic the type style in the Athletic logos. Some secondary fonts examples are seen below.

FRESHMAN NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

AL FRESCO REGULAR

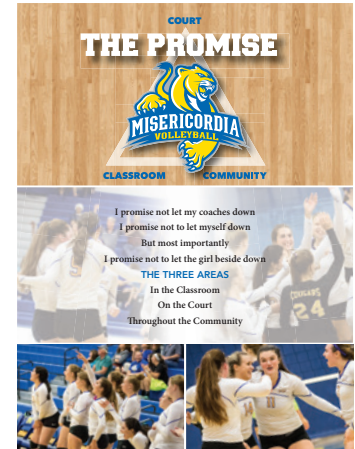
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GRAND HOTEL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GREAT VIBES REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789



Samples of a posters using secondary fonts

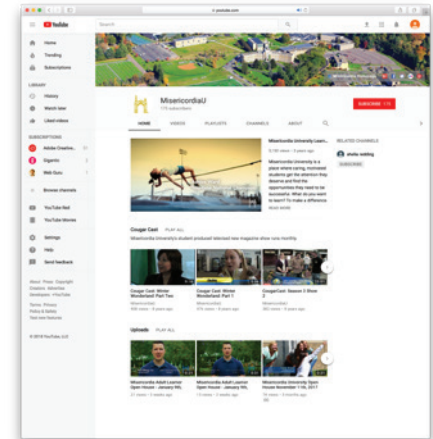
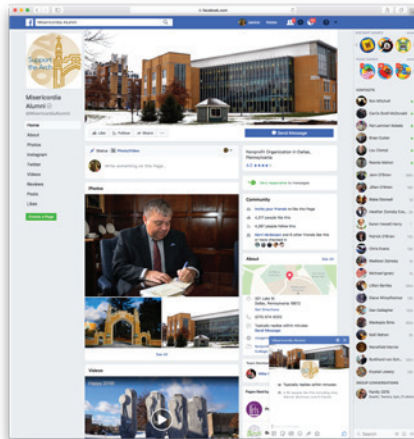
**MISERICORDIA UNIVERSITY
SOCIAL MEDIA**



SOCIAL MEDIA

Misericordia University uses and encourages the official use of the following social networks: Facebook, Twitter, YouTube, Instagram, LinkedIn, Pinterest, Snapchat, and Flickr.

Social media accounts that represent Misericordia University must be officially requested and be approved by Stephen Filipiak. All pages must comply with University branding, standards, and procedures.



**MISERICORDIA UNIVERSITY
APPAREL AND GIVEAWAYS**



APPAREL AND PROMOTIONAL ITEMS COLOR PALLET

Designing graphics and ordering apparel and giveaway items for your department bearing the Misericordia University name or marks, **MUST** be created through Cougar Prints.

Color choices for apparel, products, giveaways, and merchandise are restricted to the approved Misericordia and athletics color pallets. This applies to both internal/campus and approved external vendors.

Products or apparel using any blue and gold color combination **MUST** use the official Misericordia color palette with values shown below. In some cases, black or white must be used and are acceptable. **Refer to page 24 for colors to avoid.**

				
MISERICORDIA BLUE	MISERICORDIA GOLD	MISERICORDIA ATHLETIC YELLOW	MISERICORDIA ATHLETIC GRAY	MISERICORDIA BLUE ACCENT
No PMS match C100 + M57 + Y0 + K2 R0+ G103 + B177	PMS 117 C21 + M40 + Y100 + K5 R196 + G147 + B42	PMS 109 C0 + M16 + Y100 + K0 R255 + G210 + B0	PMS 429 C0 + M0 + Y0 + K40 R167 + G169 + B172	PMS 284 C60 + M25 + Y0 + K0 R97 + G162 + B216

MATERIAL COLOR PALLET

The official University-approved color palette for garment material and giveaways is represented below. These colors can be solid, heather, tie-dyed or striped. Any other color choices (i.e., pink shirts for Breast Cancer Awareness Month) will be considered on a job-by-job basis, but may result in more time for approval. The best practice is to stay within the approved palette and stay true to the Misericordia brand. **Refer to page 24 for colors to avoid.**

Light Blue, Royal Blue, Navy Blue, White, Stone, Light Gray, Dark Gray, Black, Gold, Yellow, Light Yellow, Natural





MISERICORDIA
UNIVERSITY®

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