

**MISERICORDIA
UNIVERSITY**
VISUAL BRAND IDENTITY
STANDARDS MANUAL



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.

VISUAL STANDARDS

Visual brand identity is the consistent use of elements, such as logos, fonts, colors, photo style, and graphics that create cohesive energy. The visual identity system is the set of graphic standards or rules to use with these design elements.

When a brand is consistent, strong, and repetitive, it creates recognition. Without visual brand identity standards, a brand becomes confusing and less identifiable. Without standards people incorporate their own vision and unintentionally create new elements that weaken the impact and familiarity of the message.

Our brand is the image and promise Misericordia University projects to the students and the community. Mercy. Justice. Service. Hospitality. These Charisms are the core of that promise. Our logos, colors, and imagery are all used in a consistent way to support these ideals.



TRADEMARK

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 visual brand identity standards, found in this guide, must be adhered to when using 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 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.

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**FOR INFORMATION CONTACT
COUGAR PRINTS AT (570) 674-6241**

MISERICORDIA UNIVERSITY
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, 10 point with 14 point leading, 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 LT STD BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR LT STD BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR LT STD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR LT STD MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR LT STD HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR LT STD HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AVENIR LT STD BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

AVENIR LT STD OBLIQUE BLACK

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

G B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz 0123456789

GREAT VIBES REGULAR

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

MISERICORDIA UNIVERSITY
COLORS



MISERICORDIA COLORS

MISERICORDIA BLUE

Misericordia Blue (PMS 293) is the primary color of the University, and is used in the academic and athletic color palette.

Misericordia utilizes the Pantone Matching System (PMS) for color management which is the premier system in the creative realm. PMS is a proprietary numbering system for colors in graphic design. While originally intended for the print industry Pantone now provides a universal language of color that enables color-critical decisions throughout a variety of industries. The system includes both solid and process colors.

Solid colors (sometimes call spot colors) are the truest representation of color intent in graphic arts. Solid color printing is the process by which a single color is formulated and then applied.

Process colors (also known as four color process) utilize cyan, magenta, yellow and black (CMYK), applied in different ratios to create a variety of colors

Because of their consistent nature, spot colors are commonly used in corporate logos and identity programs. Spot colors tend to be cleaner and brighter than if they were created in process color. There can be a significant difference in a PMS spot color as compared to the same color built in process. For this reason, the process version of Misericordia Blue is a custom formula which closely matches it spot color counterpart.



PMS 293 (Do not screen)
C100 + M57 + Y0 + K2 *
R0 + G103 + B177
Hex: 0067B1

*This color is a custom CMYK build of PMS 293 and does not match the PMS CMYK color match book.

MISERICORDIA GOLDS

Misericordia uses two versions of gold.

Misericordia Academic Gold (PMS 117) is used to represent Misericordia's iconic arch. It may be used as a main color or as an accent color. It can be used as a screen/tint or gradient.

Misericordia Athletic Gold (PMS 109) is the primary gold color used for Misericordia Athletics. It may be used as a main color or as an accent color. It can be used as a screen/tint or gradient.

MISERICORDIA ACADEMIC GOLD	75%
	60%
	45%
	25%
PMS 117 C21 + M40 + Y100 + K5 R196 + G147 + B42 Hex: C4932A	
MISERICORDIA ATHLETIC GOLD	75%
	60%
	45%
	25%
PMS 109 C0 + M16 + Y100 + K0 R255 + G210 + B0 Hex: C4932A	


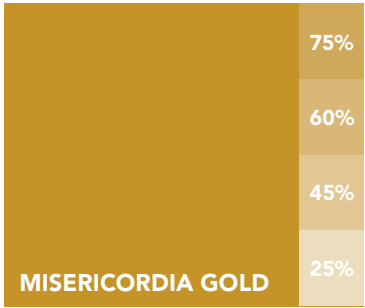
MISERICORDIA UNIVERSITY
OFFICIAL ACADEMIC COLORS



ACADEMIC COLOR

PRIMARY ACADEMIC COLOR PALETTE

Misericordia Blue (PMS 293) and Misericordia Gold (PMS 117) are the two primary colors for use on all academic material. They may be used as the main body of color or as an accent color. Screens of Misericordia Blue will result in a light purple hue and should be avoided.

 <p>MISERICORDIA BLUE</p> <p>PMS 293 (Do not screen) C100 + M57 + Y0 + K2 * R0 + G103 + B177 Hex: 0067B1</p>	 <p>MISERICORDIA GOLD</p> <p>PMS 117 C21 + M40 + Y100 + K5 R196 + G147 + B42 Hex: C4932A</p>
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*This color is a custom CMYK build of PMS 293 and does not match the PMS CMYK color match book.

SECONDARY ACCENT PALETTE

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



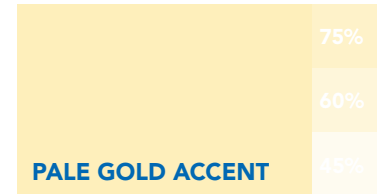
PMS 284
C60 + M18 + Y0 + K0
R97 + G162 + B216
Hex: 5BACDF



PMS 295 (Do not screen)
C100 + M40 + Y0 + K63
R0 + G58 + B99
Hex: 003A63



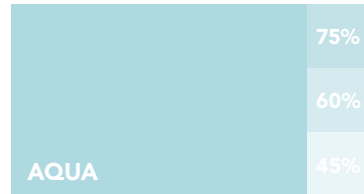
PMS 140
C21 + M46 + Y100 + K49
R120 + G85 + B15
Hex: 78550F



PMS 7499
C0 + M5 + Y31 + K0
R255 + G238 + B187
Hex: FFEEBB



PMS 5415
C35 + M13 + Y0 + K50
R94 + G117 + B140
Hex: 5E758C



PMS 628
C30 + M3 + Y10 + K0
R175 + G216 + B224
Hex: AFD8E0



WHITE
C0 + M0 + Y0 + K0
R255 + G255 + B255
Hex: FFFFFFFF



BLACK
C0 + M0 + Y0 + K100
R0 + G0 + B0
Hex: 000000

MISERICORDIA UNIVERSITY
ACADEMIC LOGO SYSTEM



ACADEMIC LOGOS

VERTICAL ORIENTATION

The academic logo consists of the arch and the wordmark, the traditional Misericordia Logo. It is used to identify the academic side of Misericordia University and is used on all marketing material promoting academics. The logo is designed in two orientations (vertical and horizontal) 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.”



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



MISERICORDIA
UNIVERSITY

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



MISERICORDIA
UNIVERSITY

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



MISERICORDIA
UNIVERSITY

med-vert-logo-Black



MISERICORDIA
UNIVERSITY

med-vert-logo-White

HORIZONTAL ORIENTATION

Each logo consists of two components: the **icon** (a stylized rendering of the Misericordia Arch) and the **wordmark** (Misericordia University). 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.



HORIZONTAL COLOR OPTIONS

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



med-horiz-logo-Blue-with-Gold-Icon



med-horiz-logo-Blue



med-horiz-logo-White-with-Gold-Icon



med-horiz-logo-Blue-and-Gold-Icon



med-horiz-logo-Black



med-horiz-logo-White

UNACCEPTABLE USAGE

Misericordia Logo artwork (All adaptations on pages 18 and 20) 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.



**MISERICORDIA
UNIVERSITY**

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.



**MISERICORDIA
UNIVERSITY**

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.



**MISERICORDIA
UNIVERSITY**

UNACCEPTABLE: DO NOT alter the color of the Arch or wordmark with any color other than which appears on page 18 and 20. 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.



**MISERICORDIA
UNIVERSITY**

UNACCEPTABLE: DO NOT alter the size or placement of the Arch or wordmark independently from each other. Always use the approved logo artwork.

LOGO USAGE WITH PHOTOGRAPHY



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

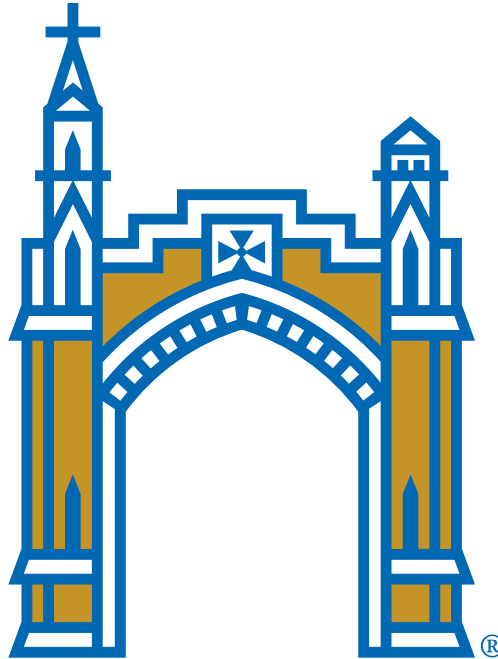


ACCEPTABLE: Place the logo on a color field if the photo does not have an area that will allow legibility.



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

THE ARCH ICON

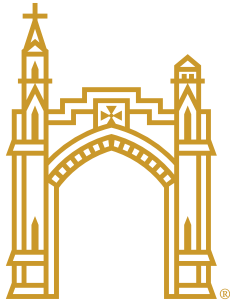


THE ARCH ICON

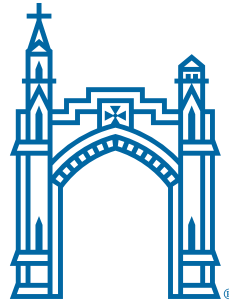
The Arch icon reflects Misericordia's history and traditions, a stylized line graphic of the University's iconic archway. The icon may appear alone, but the full logo must appear at least once on all literature.

ARCH ICON COLOR OPTIONS

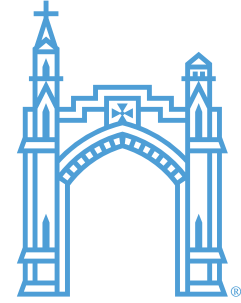
The Arch icon has the same color combinations as the vertical logo. Contact Cougar Prints for official logos with registration mark.



MU-Icon-Gold



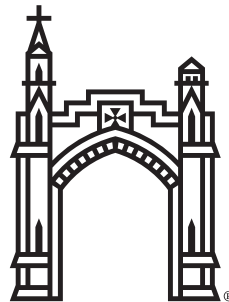
MU-Icon-Blue



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. This is not to be confused with departmental lockup logos (see page 30). Contact Cougar Prints to develop a logo for your club and organization.



Sample logos developed using the Arch as an element

EXAMPLES OF ACCEPTABLE USAGE

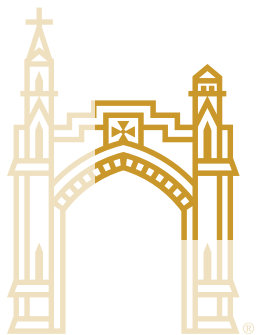
The two-color icon retains a white background when overprinting a color. Single color logos may be placed as a solid or a transparent over a color background or photograph, depending upon the contrast between the mark and background.



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



Placement of the entire Arch icon as a background design element is acceptable. If text is placed over the arch, the text must be legible. 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.**



UNACCEPTABLE: This is an unacceptable example of cropping the Arch Icon.

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 unofficial documents requires approval by Cougar Prints.

The Seal is not the logo and should never be substituted for the Misericordia University logo.

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 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; 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 names of the Colleges' in the University to create a hierarchy within the identity 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 vertical logo lock up may be used in the event space is limited horizontally.



**MISERICORDIA
UNIVERSITY.**
COLLEGE OF ARTS AND SCIENCES



**MISERICORDIA
UNIVERSITY.**
COLLEGE OF BUSINESS



**MISERICORDIA
UNIVERSITY.**
COLLEGE OF HEALTH SCIENCES
AND EDUCATION



**MISERICORDIA
UNIVERSITY.**
ALUMNI RELATIONS



**MISERICORDIA
UNIVERSITY.**
ADMISSIONS



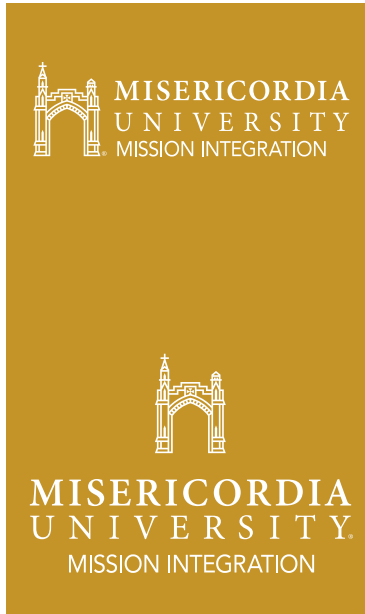
**MISERICORDIA
UNIVERSITY.**
CHEMISTRY

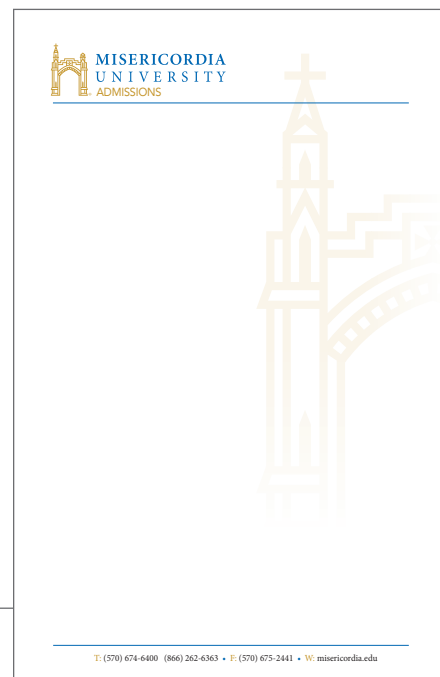
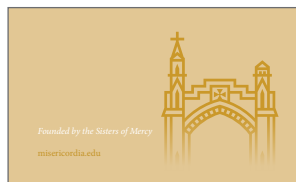
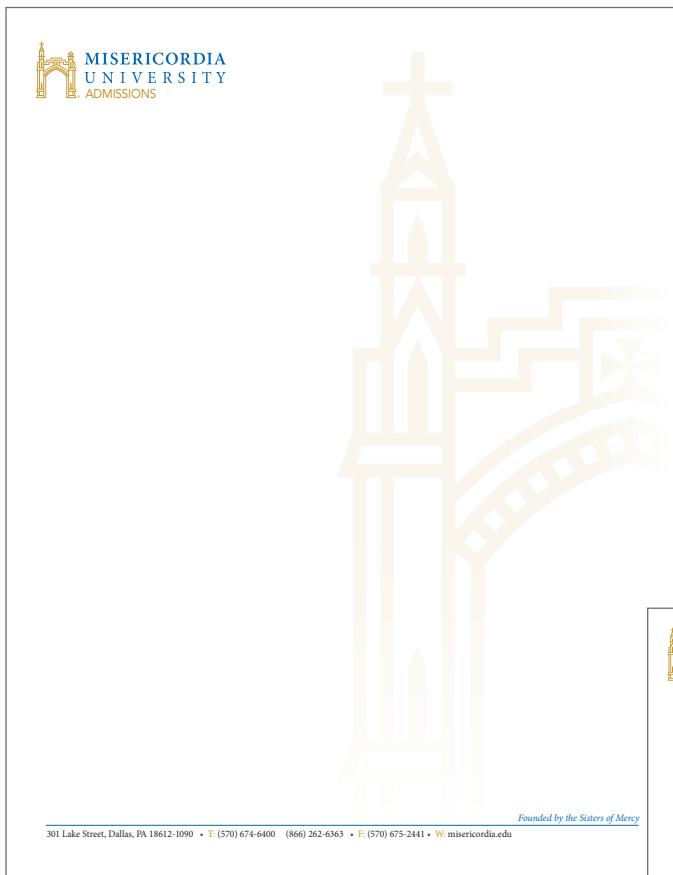


**MISERICORDIA
UNIVERSITY.**
FINANCIAL AID

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 18 and 20). 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.**






Sample of Academic stationary with departmental lockup. The essential numbers were made black for better legibility.

UNDERGRADUATE TEACHER EDUCATION

The Misericordia University Department of Teacher Education was one of 16 undergraduate and graduate programs in Pennsylvania and the only one in Northeastern Pennsylvania to earn an A from the National Council on Teacher Quality (NCTQ) for demonstrating excellence in preparing new teachers to teach reading.



PROGRAM OPTIONS
Preparing teaching professionals who effectively educate children in technology-rich, diverse classrooms, stepped in the values of the Sisters of Mercy, the Teacher Education Department offers the following undergraduate programs:

- Early Childhood Education (Pre-K to Grade 4) is designed to qualify graduates for PA Instructional I certificates
- Early Childhood/Special Education Program, which emphasizes in two new state certifications (Pre-K to Grade 4 and Special Education)
- Middle Level Education Program (Grades 4-8) with a selection of five content area concentrations including Math/Science, Math/English, Math/Social Studies, Science/English, and Science/Social Studies
- Five areas of Secondary Education (Grades 7-12) with Biology/Chemistry, English, History (Citizenship), and Mathematics.

HIGHLIGHTS

- Combined Early Childhood and Special Education program option
- Focus on diversity, ensuring that our program completers are prepared for the realities of our nation's classrooms
- Start field experiences in freshman year (7th & 8th)
- Directly address teaching and learning with technology
- Small class sizes – personal attention

CONTACT
Dr. Colleen Duffy
Chairperson and Assistant Professor
(570) 674-6338
cduffy@misericordia.edu

MISERICORDIA UNIVERSITY
misericordia.edu/education



ACCREDITATION
All of the University's teacher education programs have been reviewed and approved by the Middle States Association of Colleges and Schools and the Pennsylvania Department of Education. Our program completers are candidates for Pennsylvania's Instructional I Certification.



TRANSFER IN STYLE

OUR GOAL ...
is to make this transition as easy and worry free as possible so you can focus on what matters the most... completing your degree.

Over 35 MAJORS for Transfer students
Up to 90 CREDITS accepted
DEDICATED academic advisor
ARTICULATION AGREEMENTS with local community colleges
Special Transfer SCHOLARSHIPS

THE VALUE OF A MISERICORDIA EDUCATION

- Small class sizes – average class size is 17
- 100% Student faculty ratio
- Over 70% full-time transfer graduation rate (higher than all peer institutions)
- 99% of students receive financial aid, both merit and need-based
- Overall 2019-2020 Retention Rate – 89%
- Average 2019-2020 GPA – 3.36
- More than 40 clubs and organizations
- Internship & experiential learning opportunities
- DIII Athletics & Esports

NATIONAL RECOGNITION

- Ranked among the Best National Universities in U.S. News & World Report's 2021 edition of Best Colleges
- Princeton Review – Best Northeastern College 2021
- Money Magazine – Best Colleges 2020-2021
- College Consensus – #17 Best Regional Universities – North 2019
- The Chronicle of Higher Education, August 2019 – Misericordia's 4-year graduation rate ranks 9th in the nation for residential private colleges

WELCOME WEEK: HOMECOMING CELEBRATION ALUMNI PIE & GSA CARNIVAL HALLOWEEN IN THE HALLS 30 NIGHTS MR. MISERICORDIA RELAY FOR LIFE MIDNIGHT BREAKFAST THE GREAT HUNT COLOR RUN

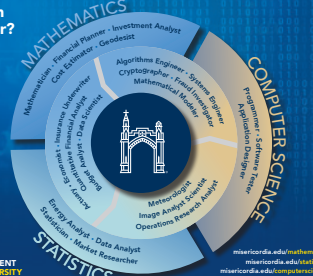
127 ACRES 1,724 FULL-TIME UNDERGRADUATE STUDENTS (PL 2020)

GET IN TOUCH
Christine Marks, Assistant Director of Transfer Admissions,
at (570) 674-6462, toll free at 866-262-6363, or e-mail cmarks@misericordia.edu

MISERICORDIA UNIVERSITY
misericordia.edu/transfer




Looking for an exciting career?



LET THE MATH DEPARTMENT AT MISERICORDIA UNIVERSITY HELP YOU FIND THE RIGHT PATH.

misericordia.edu/mathematics
misericordia.edu/statistics
mathinfo@misericordia.edu
Follow MisericordiaMath on YouTube!

Sister Mary Glenmon '62 SCHOLARSHIPS
Full-tuition scholarships for qualified first-time, first-year students

APPLY NOW!

MISERICORDIA UNIVERSITY

STUDENTS NEED TO BE ACCEPTED BY DECEMBER 15, 2020 TO QUALIFY TO PARTICIPATE. APPLY NOW AT MISERICORDIA.EDU/APPLY.

Academic samples with proper color, typography, and logo usage



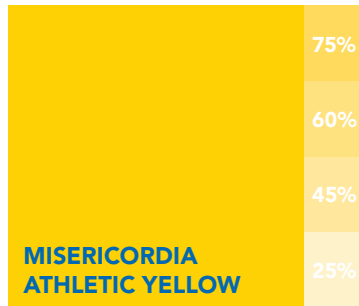
MISERICORDIA UNIVERSITY
OFFICIAL ATHLETIC COLORS

PRIMARY ATHLETIC COLOR PALETTE

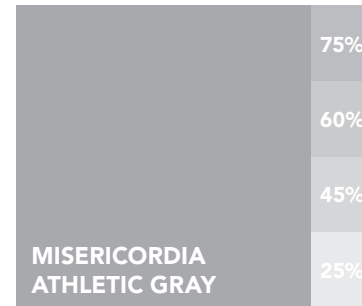
Misericordia Blue (PMS 293) and Misericordia Athletic Yellow (PMS 109) are the primary colors for all materials for Misericordia Athletics. Misericordia Athletic Gray (PMS 429) is used as an accent color for Athletic material. Misericordia Blue Accent (PMS 284) can be used and screened for Athletic Material.



PMS 293 (Do not screen)
C100 + M57 + Y0 + K2
R0 + G103 + B177
Hex: 0067B1



PMS 109
C0 + M16 + Y100 + K0
R255 + G210 + B0
Hex: C4932A



PMS 429
C0 + M0 + Y0 + K40
R167 + G169 + B172
Hex: A7A9AC

SECONDARY ACCENT PALETTE

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



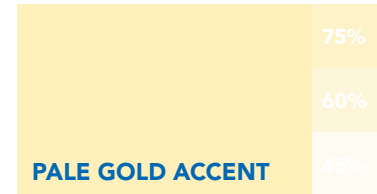
PMS 284
C60 + M18 + Y0 + K0
R97 + G162 + B216
Hex: 5BACDF



PMS 295 (Do not screen)
C100 + M40 + Y0 + K63
R0 + G58 + B99
Hex: 003A63



PMS 140
C21 + M46 + Y100 + K49
R120 + G85 + B15
Hex: 78550F



PMS 7499
C0 + M5 + Y31 + K0
R255 + G238 + B187
Hex: FFEEBB



WHITE
C0 + M0 + Y0 + K0
R255 + G255 + B255
Hex: FFFFFFFF



BLACK
C0 + M0 + Y0 + K100
R0 + G0 + B0
Hex: 000000



MISERICORDIA UNIVERSITY
ATHLETIC LOGO

ATHLETICS LOGOS

ATHLETICS LOGOS

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



ATHLETICS BANNER LOGO



MU LOGO



PRIMARY ATHLETICS LOGO



MU WITH CAT HEAD LOGO



CAT HEAD LOGO

ATHLETICS LOGOS ONE-COLOR VERSIONS

The one-color version of the athletic logos can be reproduced in Misericordia Blue, Black and knocked out in white. **Always use the approved logo artwork.**



ATHLETICS BANNER LOGO



PRIMARY ATHLETICS LOGO



MU LOGO



MU WITH CAT HEAD LOGO



CAT HEAD LOGO

THE FULL COUGAR LOGO ELEMENTS

The Primary logo consists of three elements that are repeated in the other variations of the Athletics logos. The Primary 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.



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 legible.

ATHLETICS 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.



PRIMARY UNIVERSITY LOGO



PRIMARY COUGARS LOGO



PRIMARY ATHLETICS LOGO



PRIMARY SPORTS SPECIFIC LOGO

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 replace 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.



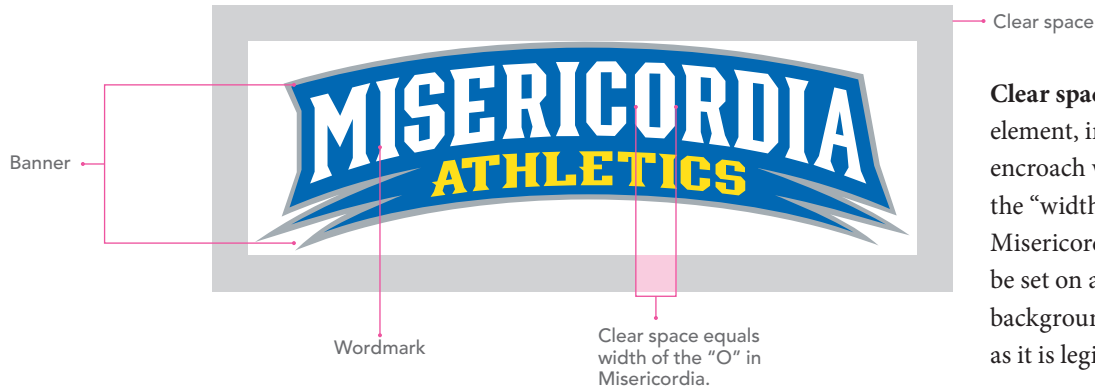
UNACCEPTABLE: Do not use unapproved non-athletic words, departments titles, etc., in the logo artwork.



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

BANNER LOGO ELEMENTS

The Athletics Banner Logos consists of the banner, the blue and gray background, and wordmark taken from the Primary 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.



Clear space No other graphic element, including text, may encroach within the space of the “width of the letter ‘O’ in Misericordia.” The mark can be set on a photograph or a background texture, as long as it is legible.

ATHLETICS BANNER LOGOS

The word Misericordia does not change; the word beneath Misericordia can change to represent the Athletic Department, a specific sport or Cougars 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



SPORTS SPECIFIC ATHLETICS BANNER LOGO

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 Athletics logo.

These rules apply to all of the Athletics logos.



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.



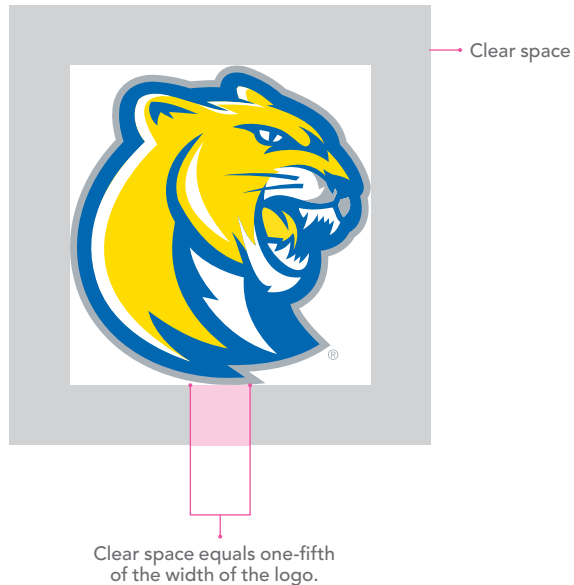
UNACCEPTABLE: DO NOT alter the color of the logo.



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

THE CAT HEAD LOGO

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



Clear space equals 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 Primary 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 the word Athletics or a specific sport below the logo, using the stylized letters shown below. Do not insert words unrelated to athletics within the MU logo.



MU LOGO

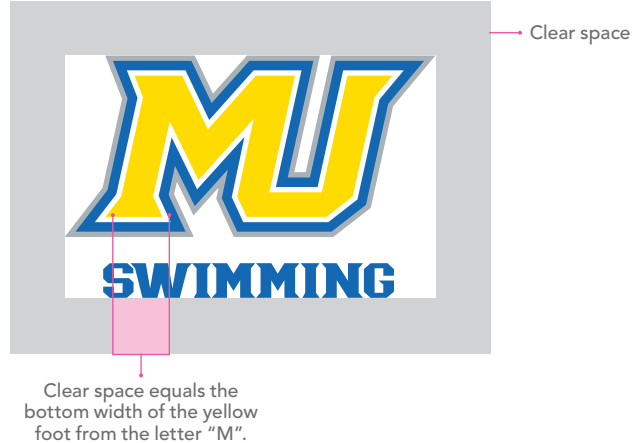


MU LOGO WITH SPORT

CLEAR SPACE AND USAGE

For the MU and the MU with sports name logos, use the bottom width of the yellow foot from 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 Primary and Banner logos, the same usage rules apply.



THE MU LOGO

In this version the MU logo is combined with the Cat Head logo to create the MU with Cat 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 Cat head logo.



MU WITH COUGAR HEAD LOGO

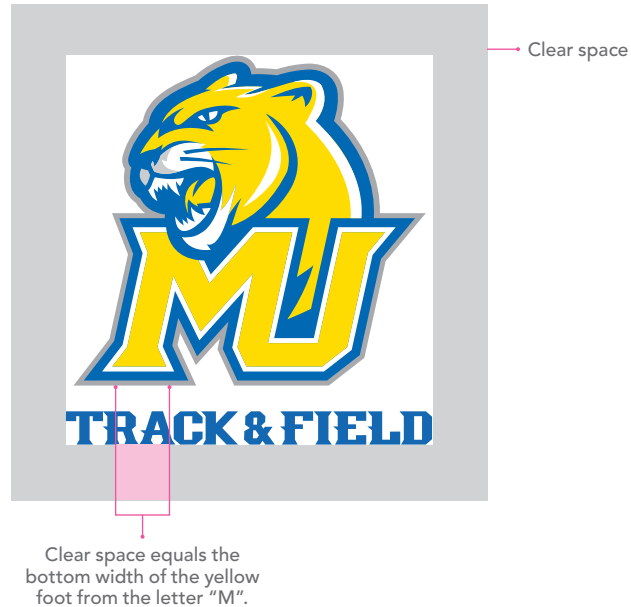


MU WITH COUGAR HEAD LOGO
WITH SPORT

CLEAR SPACE AND USAGE

Cat Head logo and the MU with Cat Head logo with sport, use the bottom width of the yellow foot from 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 Primary and Banner logos, the same usage rules apply.



IDENTITY SYSTEM

ATHLETIC DEPARTMENTAL LOCKUPS

The Athletic Department is the exception to the identity system explained on page 30 and 31.

The use of the wordmark with the Cat 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 Primary, the Athletics Banner, the MU, MU with Cat Head logos can still be used on all other material such as programs, apparel, inside of brochures, etc.



MISERICORDIA
UNIVERSITY
ATHLETICS

Logo lock-ups can be used for all Athletic Departments. Limited usage by non academic departments with approval from Cougar Prints.



MISERICORDIA
UNIVERSITY
FACILITIES



Jack Monick

Head Men's/Women's Tennis Coach

jmonick@misericordia.edu

301 Lake Street, Dallas, PA 18612-1090

T: (570) 647-8010 F: (570) 674-3024

W: athletics.misericordia.edu



301 Lake Street, Dallas, PA 18612-1090

Founded by the Sisters of Mercy

301 Lake Street, Dallas, PA 18612-1090 • T: (570) 674-6471 • W: athletics.misericordia.edu

Sample of Athletic stationary with Athletic lockup. The essential numbers were made black for better legibility.



MISSION STATEMENT

THE MISERICORDIA MEN'S SOCCER PROGRAM STRIVES TO DEVELOP MATURITY, UNDERSTANDING, AND SOUND DECISION-MAKING IN YOUNG MEN, THOSE WHO COMMIT TO AND PLAY FOR OUR TEAM UNDERSTAND AND EMBODY THE VALUES OF BROTHERHOOD, ACCOUNTABILITY, RESPECT, PERSEVERANCE, AND BEING BOLD IN THE FACE OF ADVERSITY. THROUGH THESE CORE BELIEFS, MEMBERS OF THE MISERICORDIA MEN'S SOCCER PROGRAM HELP THEMSELVES AND ONE ANOTHER "LEARN TO SUCCEED" IN ATHLETICS, ACADEMICS, AND IN LIFE.

OUR CORE VALUES...

Act as ideals which shape our thoughts, words, and actions while members of the men's soccer program at Misericordia. We center ourselves with regular reflection on the meaning of these values in an effort to live with perspective, maturity, and understanding. It is our belief that through these core values, we are continually striving to "learn to succeed" here at Misericordia University.

BROTHERHOOD

We commit to collectively living and acting with honor for those who came before us in the Men's Soccer Program and those standing next to us now.

ACCOUNTABILITY

Holding yourself and your teammates to the standards of the men's soccer program on and off the field, in success and failure.

RESPECT

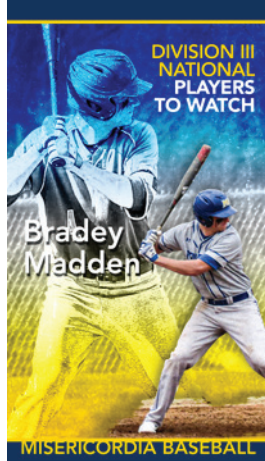
Members of the Misericordia Men's Soccer Program earn respect by giving respect.

PERSEVERANCE

As a team, we are resilient in our pursuit of success even when faced with adversity.

BOLDNESS

We as members of the men's soccer program do not shy away from our identity. We choose to courageously and confidently strive for greatness.



MISERICORDIA VOLLEYBALL

Facebook: MisericordiaVB
Instagram: misericordiabvb
Twitter: MisericordiaVB
Email: misericordia@misericordia.edu
301 Latta Street
Dallastown, Pennsylvania 17512-1090

MISERICORDIA UNIVERSITY VOLLEYBALL ID CLINIC

MARCH 22, 2020
FOR STUDENTS ENTERING 9th-12 GRADES
ANDERSON SPORTS COMPLEX

10 REASONS: WHY IS MISERICORDIA UNIVERSITY THE RIGHT CHOICE FOR YOU?

- 1. LOCATION:** Misericordia University's location is one of the most beautiful in the world. The campus is a gem of the world.
- 2. CAMPUS:** Misericordia University's campus is one of the most beautiful in the world. The campus is a gem of the world.
- 3. ACADEMIC SUCCESS:** Misericordia University's academic success is one of the most impressive in the world. The university is a gem of the world.
- 4. ACADEMIC RELATIONSHIPS:** Misericordia University's academic relationships are one of the most impressive in the world. The university is a gem of the world.
- 5. OPPORTUNITIES:** Misericordia University provides opportunities for growth, experience, and development. The university is a gem of the world.
- 6. ADJUSTMENT:** Misericordia University provides opportunities for growth, experience, and development. The university is a gem of the world.
- 7. PERSONAL GROWTH:** Misericordia University provides opportunities for growth, experience, and development. The university is a gem of the world.
- 8. PERSONAL GROWTH:** Misericordia University provides opportunities for growth, experience, and development. The university is a gem of the world.
- 9. PERSONAL GROWTH:** Misericordia University provides opportunities for growth, experience, and development. The university is a gem of the world.
- 10. PERSONAL GROWTH:** Misericordia University provides opportunities for growth, experience, and development. The university is a gem of the world.

MISERICORDIA COUGARS

2020-2021 DIVISION III ATHLETICS



MISERICORDIA UNIVERSITY
MASCOT



MU MASCOT ILLUSTRATION

Archibald “Archie” McGrowl has been the official mascot of Misericordia University since 1986. He has evolved over the years and now is illustrated for use in official Misericordia marketing material.

Archie can be used in digital, print, social media, and giveaways. Mascot art can not be altered in any way.



NO references to alcohol, drugs or tobacco related products may be used in conjunction with any university marks including the mascot.

NO degrading, offensive or vulgar language may be used in conjunction any university marks including the mascot.

For a custom illustration contact Cougar Prints.

MISERICORDIA UNIVERSITY
REGISTERED STUDENT
ORGANIZATIONS



STUDENT ORGANIZATIONS

Official student organizations registered with **Student Engagement** may use the university logos for digital, print, social media, and promotional items.

- **No** references to alcohol, drugs, or tobacco-related products may be used in conjunction with any of the university logos including the mascot.
- **No** degrading, offensive, or vulgar language may be used in conjunction with any of the university logos including the mascot.

Logos and mascot art can not be altered in any way. All rules apply to logo usage and approval by **Cougar Prints** must be granted before use.

POSTING MATERIAL

Printed material for official student organizations may be posted on bulletin boards around campus **only** and must be marked with the University approval mark including the date (seen at right). Posters **can not** be posted on walls or glass.

All posted material must be approved by **Student Engagement** and **Cougar Prints**. For more information on posting see University Policy on Posting Flyers, Banners, or Other Printed Material.



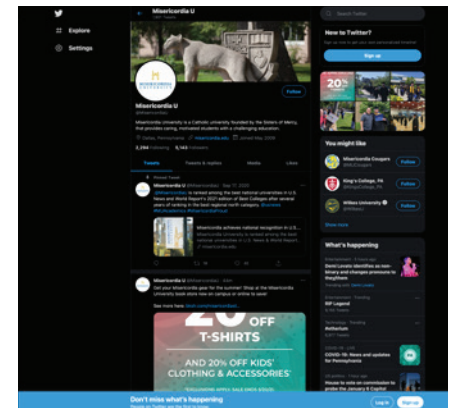
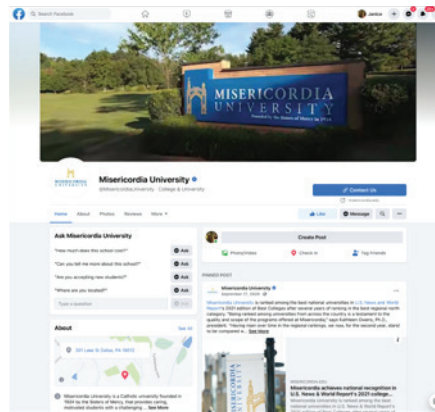
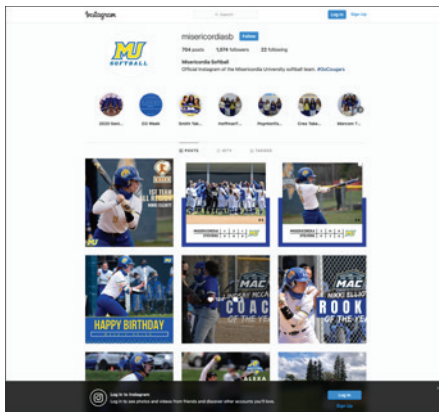
**MISERICORDIA UNIVERSITY
SOCIAL MEDIA**



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 the Web Content Coordinator. All pages must comply with University branding, standards, and procedures.



MISERICORDIA UNIVERSITY
APPAREL AND
PROMOTIONAL ITEMS

COUGARPRINTSPROMO.COM



PROMOTIONAL ITEMS AND APPAREL

Promotional items and apparel (lanyards, pens, USB drives, mugs, stress balls, t-shirts, Polo's, etc.) should adhere to Misericordia's visual brand. However, promotional items often present challenges due to the uniqueness of the product itself, small image areas, limited ink options, and varying imprint methods.

To promote Misericordia as one strong identity, items should be purchased through the Cougar Prints online store at **cougarprints promo.com**. The store has over 800,000 products, including apparel, in all price ranges. In most instances there is a significant savings compared to purchasing these items from outside vendors.

Cougar Prints will ensure that the highest quality artwork that best suits the parameters of the item is used while adhering to the Misericordia visual brand. For more information contact Cougar Prints.

PROMOTIONAL ITEMS AND APPAREL COLOR PALETTE

Since color is one of the strongest identifiers of a university it is recommended that general apparel (shirts, Polos, jackets, vests, caps, etc.) match closely to Misericordia Blue and the Misericordia Golds on pages 11 and 12. Also the colors on page 63 should be avoided. Represented below is an extended palette of colors for general apparel. Many subtle color shades exist within the palette.

Apparel colors outside the palette e.g., pink shirts for Breast Cancer Awareness, must be approved by Cougar Prints.

Usually apparel is decorated by silk screening, embroidering, sublimating etc. It is best to contact Cougar Prints to assure the best, most cost effective method is used.

Note: All athletic uniforms must be approved by the Director of Athletics.



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 identity confusion.

PENN STATE UNIVERSITY



PSU BLUE

PMS 282



PSU GRAY

PMS 424

WILKES UNIVERSITY



WILKES BLUE

PMS 295



WILKES GOLD

PMS 116

KING'S COLLEGE



KINGS RED

PMS 187



KINGS GOLD

PMS 465

UNIVERSITY OF SCRANTON



SCRANTON
PURPLE

PMS 269



SCRANTON
WHITE

MARYWOOD UNIVERSITY



MARYWOOD
GREEN

PMS 357



MARYWOOD
GOLD

PMS 130

LUZERNE COUNTY COMMUNITY COLLEGE



LCCC TEAL

PMS 320



LCCC BLUE

PMS 288

BLOOMSBURG UNIVERSITY



BLOOMSBURG
RED

PMS 1955



BLOOMSBURG
GOLD

PMS Yellow C

As always, please feel free to contact Cougar Prints with visual branding questions, comments, and/or concerns. By working together we can ensure a strong, consistent visual brand for Misericordia University.

(570) 674-6241 | cougarprints@misericordia.edu | cougarprintspromo.com



MISERICORDIA
UNIVERSITY®

301 Lake Street
Dallas, Pennsylvania 18612-1090

misericordia.edu