

STYLE GUIDE





This guide provides an overview of the Mercy College of Ohio (Mercy College) brand. This guide does not authorize third party use of the College logo. All marketing materials and public-facing use of the Mercy College of Ohio logo are the responsibility of the Office of Communication.

For marketing, public-facing items, college branding and materials, or further information, please contact Denise Hudgin, Director of Communication or Lori Edgeworth, Vice President for Strategic Planning and Enrollment.

LOGO

PRIMARY LOGO



PRIMARY LOGO

The official Mercy College of Ohio logo consists of the two-color arched “M” mark with an accompanying logotype. The primary logo has two versions, horizontal or vertical, that can be utilized appropriately, depending on the application.

LOGO VARIATIONS

There are a few variations of the official Mercy College logo that can be used for specific situations and applications as outlined below.

One-Color

A one-color version of the logo is available, but should only be used in one-color applications.

Reverse

A reverse version of the logo is available for use in certain applications. It should only be used with Mercy College-approved color backgrounds, or sparingly over photos. If placed over a photo, the photo must not be too light or busy—maintaining legibility is imperative.

VARIATIONS



SIZE & POSITIONING



PROTECTION

It is recommended to have ample spacing around the Mercy logo. This reduces complicated visual alignment and instability. The width of the “M” within the Mercy College logotype was selected as a constant measurement. It makes up $\frac{1}{7}$ of the width of the Vertical logo, and $\frac{1}{9}$ of the width of the horizontal logo. When applied to the outside of the mark, it leaves room to reduce negative interaction with other elements and typography. The minimum space around the logo is to be $\frac{1}{4}$ ”, even when the “M” width doesn’t meet that size.

SIZE & POSITIONING

VIOLATIONS

The following are examples of logo treatment violations. Do not use or reproduce any of the treatments below or any variation of them.



Do not change the color.



Do not change the color.



Do not stretch or distort.



Do not add effects or distortions.



Do not rotate.



Do not add a drop shadow.



Do not add effects or distortions.



Do not add an opacity.



Do not add gradients or change color.

Mercy Blue

C 100, M 48, Y 0, K 0

HEX #0074BE

PMS 300

Light Blue

C 65, M 8, Y 0, K 0

HEX #39B7EA

Green

C 65, M 0, Y 100, K 0

HEX #62BB46

Navy

C 83, M 42, Y 0, K 64

HEX #003A61

Orange

C 0, M 61, Y 100, K 0

HEX #F58020

Maroon

C 14, M 100, Y 55, K 9

HEX #C11A50

COLORS

OVERVIEW

The full Mercy color palette is comprised of primary, secondary, and accent palettes; each must be used according to the guidelines outlined below. The value and composition of each color is listed to the left and must always be reproduced exactly.

PRIMARY

Mercy Blue and Light Blue

The main color palette should always be dominant in any Mercy brand application.

SECONDARY

Navy and Green

The secondary palette should be used only as a compliment to the primary palette. These colors should never be used without colors from the primary palette.

ACCENT

Orange and Maroon

The accent palette should be used very sparingly, and should never account for more than 25% of a design. The accent palette should always be paired with colors from the primary palette.

EXCEPTIONS TO COLOR USAGE RULES

Brand materials that are intended for **internal use only** may break the color usage percentage rules. This means the secondary and accent palettes can make up a larger percentage of the application, but the primary palette must still always be included (even if less prominent).

COLORS

PROGRAM-LEVEL COLOR SYSTEM

Each program-level has a specific “main” color assigned to it, as outlined on the left, so the materials can be quickly discerned from one another.

Associate of Science Degrees



Bachelor of Science Degrees



Certificates



Graduate Degrees



Pre-major Academics



TYPOGRAPHY

PRIMARY TYPEFACE

Gotham Thin
Gotham Thin Italic
Gotham XLight
Gotham XLight Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic

Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

SECONDARY TYPEFACE

Sentinel Light
Sentinel Light Italic
Sentinel Book
Sentinel Book Italic
Sentinel Medium
Sentinel Medium Italic

Sentinel Semibold
Sentinel Semibold Italic
Sentinel Bold
Sentinel Bold Italic
Sentinel Black
Sentinel Black Italic

BRAND TYPEFACES

The Mercy College brand uses two fonts: Gotham and Sentinel. Sentinel is preferred for body copy and select headlines. Gotham, in all caps, is preferred for headlines.

Fonts can be purchased for use at:

- **Gotham:** <http://www.typography.com/fonts/gotham>
- **Sentinel:** <http://www.typography.com/fonts/sentinel>

Thank you

