

## **Branding Apparel Guidelines for Student Organizations**

Gwynedd Mercy University encourages student groups to have fun while being creative in representing your University. However, to maintain the integrity of the Gwynedd Mercy University brand, organizations are permitted to design and purchase apparel using the Gwynedd Mercy University guidelines provided below.

### **Guidelines:**

1. Taglines must be approved;
2. All colors for paraphernalia are approved as long as the Gwynedd Mercy University is used;
3. The institution name **must** be on the front of the shirt;
4. University name is **not** permitted to be on the rear end;
5. **Never** use “GMU.” GMercyU must be in **Kefa** or **Bell Gothic** font

### **We don't want:**

6. Any logo that is reconfigured and not the GMercyU logo;
7. The Athletic Griffin is **only** to be used by Athletics unless it pertains to an Athletic event such as Griffin Madness;
8. No logo is to be added in addition to the University logo; and
9. University logos are for the sole use of Creative Services and Marketing. Please contact either office if you wish to use logo.

### **Additional Guidelines:**

- Font size should be at least 30 point;
- All Caps (E.g. GMERCYU) is not permitted;
- No offensive language or innuendo;
- No branding elements of any sort

### **Student Organization Logos:**

Student organization logos are acceptable as long as the Griffin is not used. Any time the University name is used, it must be represented in **Kefa** or **Bell Gothic**.

### **Posters/Flyers:**

- No branding elements allowed;
- If event is promoted off campus, poster or flyer must be approved by Creative Services (Ext. 21599);
- Flyers/posters must adhere to posting guidelines.

## Permitted



The University name must be on the front of the shirt

## Gwynedd Mercy University

The University name must be at least 30 pt.



The Athletics logo is only for Athletics or for an event pertaining to Athletics

# Not Permitted



Never use GMU



The University name or logo is not permitted to be printed on the rear end of shorts or pants



No other logo allowed to be used with the GMercyU logo