



# Brand Identity Guidelines

Brand guidelines are an essential part of creating a consistent, identifiable, and lasting brand identity for Gwynedd Mercy University. The Guidelines are not intended to curb your creativity. Rather, they are meant to provide a unifying context for creativity that ensures the University's identity remains strong. Please familiarize yourself with, and follow, these guidelines. If you have any questions about how to apply the guidelines, please contact [Marketing@gmercyyu.edu](mailto:Marketing@gmercyyu.edu).

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The Gwynedd  
Mercy University  
brand strategy has  
two components

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### **Brand Commitment:**

the aspirational promise the University brand will make to internal and external audiences

### **Brand Personality:**

the tone and attitude with which the promise gets delivered (3-5 personality traits)

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## Primary Visual and Verbal Assets: The foundational elements of the brand, and usage guidelines

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Visual assets are proprietary elements that signify the brand and help it deliver on its strategy. These include the logo, symbol, color palette, and typography. Verbal assets are phrases and/or a tag line, and serve the same purpose as the visual assets. Together, they are the foundational building blocks of the brand in a variety of media. Because they are so essential to the brand's identity, the guidelines around these elements are very specific, and not open to much interpretation.

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## Logo

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The Gwynedd Mercy University logo is the primary, invariable element that will consistently represent the brand in all contexts. The logo has been designed to represent the brand name and core symbol: the Griffin.

No other logo treatment is permitted. The Griffin is never to be used without the accompanying logo type. Finally, the logo should never be placed over an obstructed background to ensure legibility. To access these logo files, please contact the Marketing department.

Primary Logo



Alternative Secondary logo



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## Alternative Color Versions: Grayscale & Black & White

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Other color formats have been created for situations where color reproduction is limited. Use the logo shown here over white or over black for such situations. Comply with these guidelines to ensure proper legibility and quality reproduction.

These color combinations apply to all the logos.

Grayscale over white  
70% black



White over black



Black over white



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## Clear Space & Minimum Size

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Allowing the logo enough space on all sides ensures that it will be viewed quickly and consistently, and will not be compromised by competing elements (e.g. copy, photography) around it. For all logo placements, the clear space around the logo should be at least the cap height of the G in Gwynedd, as shown to the right. This rule applies to all logo options.

There is a point at which the logo cannot be further reduced without sacrificing legibility. Guidelines for minimum size are illustrated to the right.

Clear Space



Minimum width 1 inch



Minimum width .5 inches



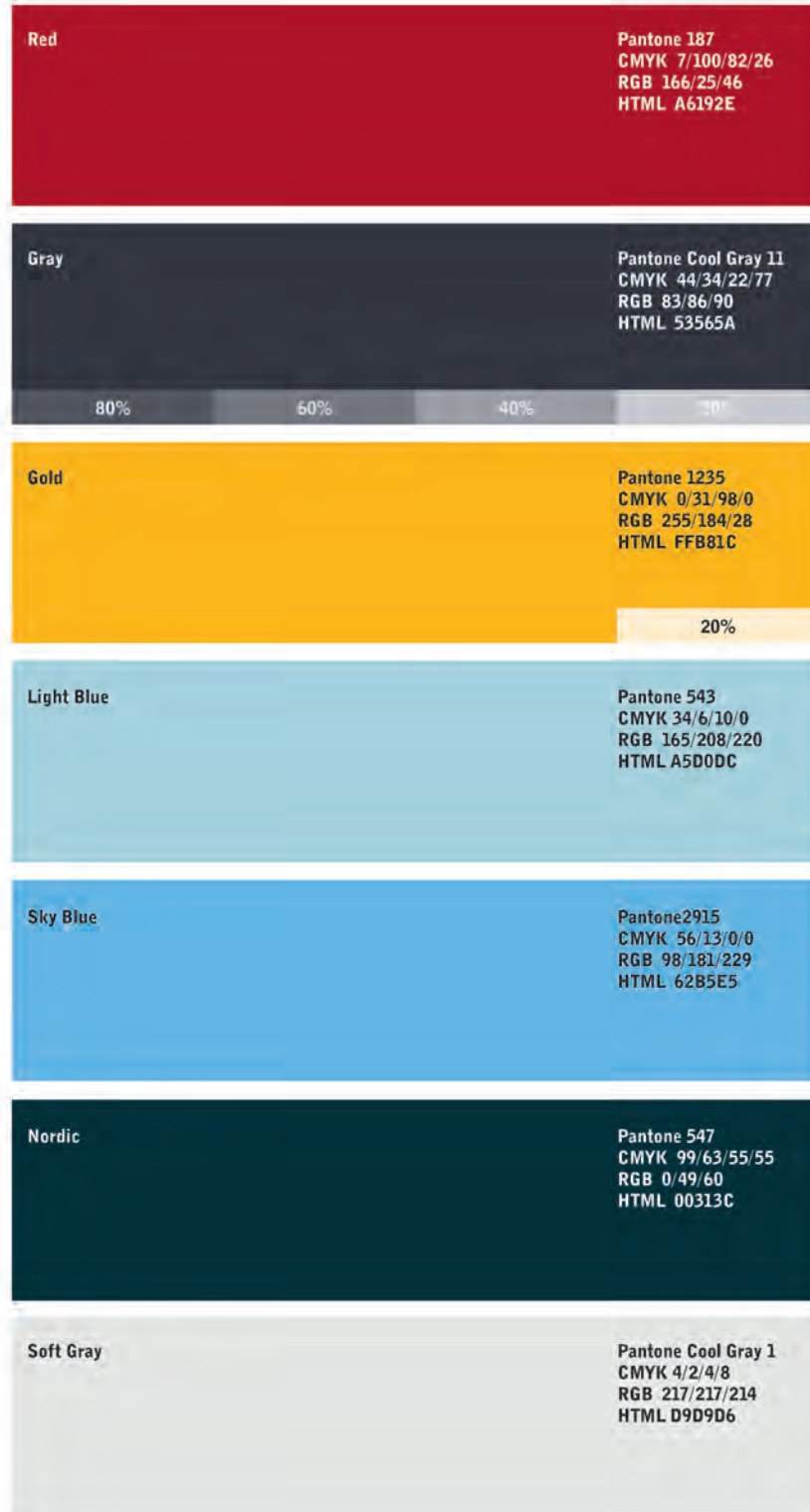
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## Color Palette

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Color is the first visual element that people notice when viewing a brand. Further, different colors signal different values. We have thoughtfully created a color palette for the Gwynedd Mercy University brand designed to differentiate it from competitors. **Red**, **Gray** and **Gold** are the primary colors in the palette, with **Light Blue**, **Sky Blue**, **Nordic** and **Soft Gray** as secondary or accent colors. Tints of the **Gray** and **Gold** colors may be used for further differentiation.

Refer to the color formulas shown here, as well as to the fixed tint percentages, to ensure proper reproduction of the Gwynedd Mercy University color palette.



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## Preferred Color Versions & Approved Backgrounds

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The Gwynedd Mercy University logo has been designed and tested to achieve great brand impact over the color combinations illustrated here. The top two versions, **Red** and **Gray**, are the primary and dominant backgrounds that should be used. If an extraordinary circumstance exists where these two color backgrounds are not feasible, the **Gold** background may then be used.

Comply with these guidelines to ensure proper legibility and quality reproduction.



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# Typography

Typography is another key to the individual look and feel of the Gwynedd Mercy University brand. We selected Kefa Regular and Bell Gothic Std. Light as the Gwynedd Mercy University brand fonts for their ability to render copy in a clear, straightforward manner, and—most importantly—to deliver on some of our brand personality traits. Kefa Regular has a classic serif font (Confident), but with modern, rounded edges (Progressive). Bell Gothic Std. Light complements the typography with a sans serif, approachable style (Engaging). No other type fonts are allowed in **printed** marketing materials and signage for Gwynedd Mercy University. Please see the next page for guidelines on contextual usage.

**NOTE:** Kefa and Bell Gothic Std. are licensed fonts. Please see the Digital Fonts page for alternative fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\* **Kefa Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\* **Bell Gothic Std Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\* **Bell Gothic Std Black**

Kefa Regular

The image shows the letters 'A' and 'a' in the Kefa Regular font. The uppercase 'A' is a classic serif font with a slightly rounded top and a horizontal bar. The lowercase 'a' is a rounded, bowl-shaped letter with a small tail.

Bell Gothic Std

The image shows the letters 'A' and 'a' in the Bell Gothic Std font. The uppercase 'A' is a simple, clean sans-serif font. The lowercase 'a' is a rounded, bowl-shaped letter with a small tail, similar to the Kefa Regular 'a' but with a different overall feel.

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## Typography Style and the Gwynedd Mercy Universtiy Brand Name

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When rendered consistently, our use of type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility and structure throughout written communications. The hierarchy of information guides the type sizes and weights (thickness) for different levels of information, illustrated here. Note the ability to highlight text by the use of horizontal lines.

# Headline is set in Kefa regular

## Subheads are set in Kefa in sentence case

Body copy is set in bell gothic std light in sentence case in Gwynedd Mercy University Gray. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin et mi orci. Morbi a nulla in leo dictum tincidunt. Etiam eu nisl sit amet ligula lobortis venenatis. Etiam congue arcu at tellu.

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**When a piece of text requires emphasis, it should be set in kefa light and locked up using horizontal lines**

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# Logo and Tag Line Lockups

A "lockup" is a term that defines how two or more elements must appear together. To the right are approved lockups for how the logo and the a tag line work together.



Tagline



Tagline

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## GMercyU

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To honor both integrity of our brand name, the name should be spelled out as Gwynedd Mercy University in copy and signage. Never use the abbreviation, GMU, as this is NOT a property of Gwynedd Mercy University as it is already claimed in the marketplace by another institution.

The official university nickname is GMercyU. This nickname is an integral part of the website URL, as well as the email suffixes. It may be represented in only one way in print promotion: GMercyU—initial capital letters for each different word in the Gwynedd Mercy University name, lower case letters for the remainder of the word “Mercy,” and with no spaces or periods in between. Please render the school name in promotional materials whenever possible using the official type fonts as shown to the right. See supplemental digital guidelines to view authorized fonts for online venues.



Incorrect representation in print:

~~GMU~~ lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Correct representation in print GMercyU set in Kefa and copy set in Bell Gothic:

**GMercyU** lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Correct representation in print, using the Kefa font:

**GMercyU** lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Correct representation in print, using the Bell Gothic font:

GMercyU lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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## Branding System and Implementation

### Secondary elements, and guidelines for how all elements can be properly integrated

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In order to effectively create a recognizable and distinctive brand, we should develop other elements that can support and enhance the ability of the primary elements to carry their weight. Even if you cover over the Gwynedd Mercy University logo, you should be able to see and feel the Gwynedd Mercy University experience manifested in the medium. Photographic style, proprietary shapes and patterns, and the ability to combine these elements provide for creativity in putting forth the comprehensive Gwynedd Mercy University brand without compromising its underlying integrity. While this section offers rules on the elements and how to combine them, there is great flexibility for many situations.

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# Photography Guidelines

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Quality photography is a crucial part of brand GMercyU. Our goal is to use interesting, compelling imagery which reflects GMercyU's dynamic environment and engages the audience.

Following are some guidelines to consider when taking photos:

- Take close and wide shots, and shoot both horizontally and vertically to allow for more flexibility in using your image.
- Ensure that subjects look engaged and happy. For example, candid photos of students and faculty who are involved in classroom or campus settings are preferred over staged images.
- Subjects should be dressed neatly and appropriately and wearing GMercyU branded clothing whenever possible. Avoid non-GMercyU collegiate wear; prominent display of national brands; revealing/ripped clothing; hats/caps and clothing with words or sayings (unless GMercyU-related).
- Take both candid and camera aware (subject looking into the lens) shots.
- Be mindful of diversity. When possible, include a mix of people of different genders and ethnicities.
- Strive to take campus photos filled with students. Empty campus spaces, while beautiful, do not convey the warmth and personality that are GMercyU.
- Be sure you have permission to photograph anyone not affiliated with GMercyU. This is especially important when traveling off campus for study abroad or Alternative Spring Break trips.



Examples of imagery to avoid:



Too staged

To far away and unengaging

Empty campus

Posed group, no activity

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## Holding Shapes and Ownable Elements

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A holding shape—a unique space that can act as a frame for copy or graphics—is another visual asset that can help create diversity of execution, yet stay within the brand identity. To the right, we introduce **three** sets of holding shape options: the Primary Holding Shapes, a rectangle, and next to it, what we will call the Large Bookmark; the Forward Holding Shape, which utilizes the forward arrow introduced earlier as a tag line analogue; and the Small Bookmark Holding Shape. These shapes are designed in both horizontal and vertical format.

Guidelines and suggestions for implementation are on the following pages.

Primary Holding Shape: rectangle and large Bookmark holding shapes



Forward Holding Shape



Small Bookmark Holding Shape

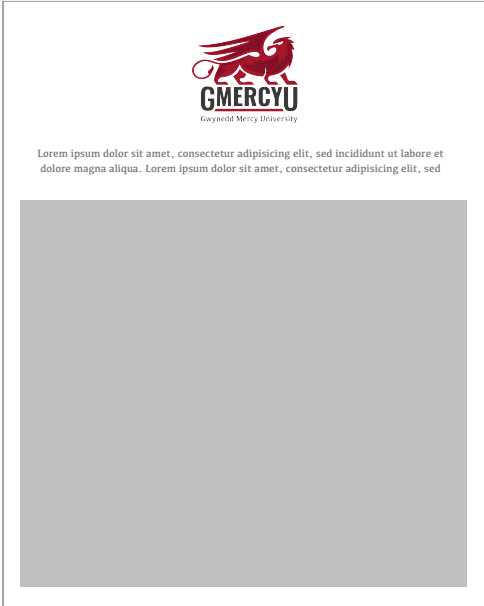
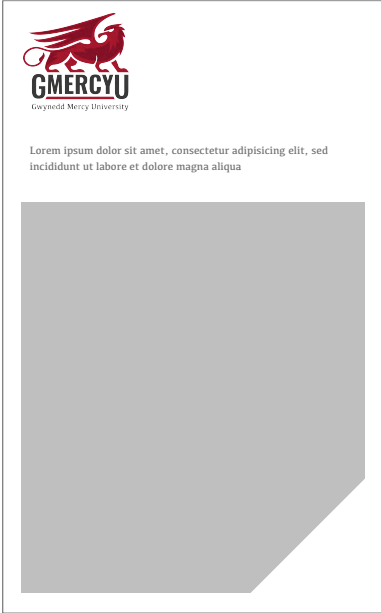


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# Primary and Holding Shape Usage

At right, we see how well-branded the page can be, even without photography.

The Large Bookmark Holding Shape



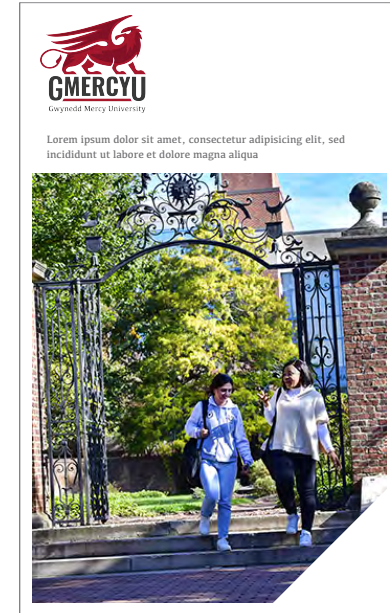
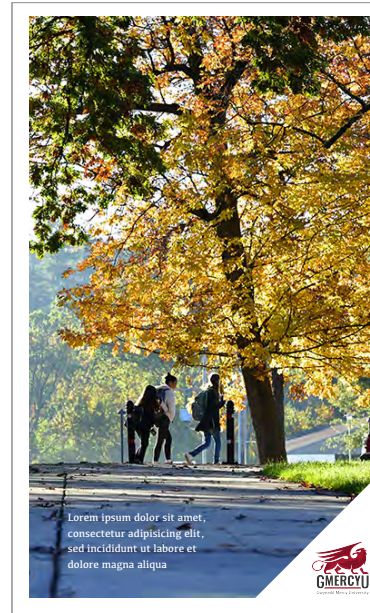
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## Further Applications of The Large Bookmark Rules

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The Large Bookmark holding shape can contain imagery and/or copy; or you may leave it blank to create a branded space on a page that would otherwise have a plain white background. The examples at right are for illustrative purposes. As with the Small Bookmark holding shape, you can employ the Gwynedd Mercy University color palette for creativity and legibility.

The Large Bookmark Holding Shape



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## Small Bookmark Holding Shape

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The Small Bookmark holding shape is very versatile: it can work in horizontal or vertical formats. Use the Small Bookmark to highlight copy over a background that contains artwork. The Small use of the Bookmark (about a third of the page) should descend from the top of the page, and can be positioned off the top edge across the page to accommodate different layouts. You can employ the Gwynedd Mercy University color palette for creativity and legibility. Shown here in Gold.

Small Bookmark Holding Shape



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## University Signs and Banners, Vertical Format

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With our new identity, it is imperative that we establish the primary foundational elements in banners. The only choices for school banners should be either the Red/Gray logo on white, or the white logo on a Red background.



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## Faculty/Staff Signage

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Since these signs are within the school's buildings, it is not necessary to represent the Gwynedd Mercy University logo. Further, the principal subject featured on the sign is a person with a title, so this information should be highlighted. To effectively brand these signs, employ the Forward Holding Shape and feature white type on the **Gray** background. See illustration to the right.

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## Directional Signage

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For signs that help people navigate the campus, they should look different than the School Signs and Banners to make it easier to recognize them. To effectively brand these signs and remain consistent with informational signage, such as the Faculty/Staff signs, employ the Forward Holding Shape and feature white type on the **Gray** background. See illustrations here that allow directional guidance to the right or left, as needed.

Faculty Signage

A dark gray rectangular sign with a white chevron shape on the left side pointing to the right. The text "Jane Doe, PhD" and "Title Goes Here" is written in white on the right side of the sign.

**Jane Doe, PhD**  
Title Goes Here

Signage

A dark gray rectangular sign with a white chevron shape on the left side pointing to the right. The text "→ Library" is written in white on the right side of the sign.

→ **Library**

A dark gray rectangular sign with a white chevron shape on the left side pointing to the left. The text "← Dining Hall" is written in white on the right side of the sign.

← **Dining Hall**

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## Commemorative Signage

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Signs that commemorate an event or a donation by a group or individual should maintain the elevated status currently seen in the metal plaques on campus. However, to be consistent with our branding, instead of a brass plaque, make the plaque out of brushed aluminum or steel, and have them pick up the **Gray** hue. Further, render the type in our primary headline font, Kefa Regular. See illustration to the right.



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## Vehicle Signage

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For vehicles, which represent the university as a moving billboard, we should employ the same principles as we do for our University Signs and Banners: limit the options, and use foundational elements. The illustration shows the simplest way to brand vehicles, placing the priority logo on the side and/or rear door.



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## Letterhead and Envelopes

Letterhead and envelopes should use the primary logo. They should be printed on white stock only to fully showcase the identity elements. See the illustrations at right for letterhead and business envelopes. Also, rather than printing large envelopes and other mailer formats, there should be stickers so that copy and information can be customized. See illustration to the right.

**NOTE:** Letterhead should be printed in-house, either from a follow-me printer or via the Copy Center, depending on quality and quality of paper needed.



Department Name



1325 Summeytown Pike,  
P.O. Box 901  
Gwynedd Valley, PA 19437



1325 Summeytown Pike,  
P.O. Box 901  
Gwynedd Valley, PA 19437

Letterhead

Envelope

Mailing label

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## System Business Cards

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Business cards should use the primary logo and should be printed on white stock only.

Printed Business Cards should be reserved for employees who regularly meet with outside people who will benefit from having your business card (e.g., Admissions Counselors who meet with students and families off campus).



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## Folders

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For distributing sets of documents, we recommend two options: The Red/Gray logo on white. On this second option, logo in white on a red background.



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## Styles for Rugs and Mats

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The primary purpose of rugs and mats is to brand surfaces that are heavily trafficked. The rugs or mats are to be black with the primary logo appearing in either Red and Gray or just Gray.



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## Supplemental Guidelines for Digital Application

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For the most part, guidelines contained in the first three sections of this document should apply for all venues, including digital venues. However, digital venues present some situations that call for a separate set of rules. Please implement all of the guidelines contained in the first three sections of this document for digital venues, with the exception of the typography guidelines contained in the following pages.

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## Digital Web Fonts

It is important to maintain the individual look and feel of the Gwynedd Mercy University in digital venues. Unlike venues in the brand's control, such as print and television, venues such as web browsers and email may not translate the official print typography. So for digital venues, we selected Georgia and Verdana.

Georgia, with its classic features, makes a harmonic and legible typeface for titles. Verdana compliments this typography with a sans serif, and makes for a more natural reading rhythm and approachable style (Engaging). Please see the next page for guidelines on contextual usage.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\* **Georgia Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\* **Verdana Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\* **Verdana Bold**

Georgia Regular

Aa

Verdana Regular

Aa

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## Website Fonts

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It is important to maintain the individual look and feel of Gwynedd Mercy University in digital venues. The selected fonts for digital venues is Museo Slab and Proxima Nova.

Museo Slab is used for headlines and Proxima Nova for all other text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\* Museo Slab 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\* Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\* Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\* Proxima Nova Bold

Museo Slab

Aa

Proxima Nova

Aa

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## Online Typography Style

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When rendered consistently, our use of type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility and structure throughout written communications. The hierarchy of information guides the type sizes and weights (thickness) for different levels of information, illustrated here. Note the ability to highlight text by the use of horizontal lines.

Headline is set  
in Verdana

Subheads are set in verdana  
in sentence case

Body copy is set in verdana in sentence case in Gwynedd Mercy University Gray. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin et mi orci. Morbi a nulla in leo dictum tincidunt. Etiam eu nisl sit amet ligula lobortis venenatis. Etiam congue arcu at tellu.

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**When a piece of text requires emphasis,  
it should be set in Georgia and locked  
up using horizontal lines**

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## E-Mail Signature

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Use this email signature template to personalize and brand your own e-correspondence. E-Mail body text should be set in verdana. Signature should be set in the established web fonts: Georgia regular for the name and title, and verdana for the contact information. You should make every effort to use these fonts in email communications. Drop-down menus on your email software should allow you access to these fonts. However, in the event that your email cannot accommodate either Georgia or Verdana, please use as similar a typeface as possible.

New Message

To:

Cc:

Subject:

From:

Dear John,

E-Mail body text is set in verdana, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

  
**GMERCYU**  
Gwynedd Mercy University

M.E.R.V the Griffin  
Vice President for School Spirit and Fun

T: 215-646-7300 F: 215-641-5509

Gwynedd Mercy University  
1325 Sumneytown Pike, P.O. Box 901  
Gwynedd Valley, PA 19437

gmercyu.edu

Please rely on this Guide to ensure you are creating materials that are consistent with the University's brand. If you are working with outside vendors, please make sure they have a copy of these guidelines and are capable of and willing to follow them. If you have questions or need assistance in creating branded merchandise or other materials, please contact the Marketing department.

All branded materials must be approved by the Marketing department prior to use. Contact [Marketing@gmercyu.edu](mailto:Marketing@gmercyu.edu) for approval.