

**Make**

**Your World**

**More**

Ursuline College 

**Brand  
Guidelines**

# Dear Campus Community,

**From our 1871 founding to the first day of each new semester, Ursuline College has been committed to the work of transforming students—and transforming ourselves in the process.**

As you know, throughout spring and summer 2018 we have worked with our partners at North Charles Street Design Organization to evaluate, research, and reconsider our brand. Together we have reached for the best ways to tell the story of Ursuline at this moment in our history.

Our work has led to the adoption of **Make Your World More**, a theme that will serve as a frame for our communications about the College. Carefully calibrated to align our mission and vision with today's market interests, our new brand is designed to resonate with our various prospective student audiences and help them recognize and discover the enticing possibilities of an Ursuline education.

This guide will provide direction to all of us in the use of our new brand. When consistently applied, the language, graphics, and storytelling recommendations outlined here will reinforce the impact of an Ursuline education, whether in formal communications or casual conversation. One item is unchanged: our *fleur-de-lis* identity remains a central piece of our communications toolbox. And while the “Values. Voice. Vision.” language that served us well for more than a decade will no longer be used as our tag line, you will recognize in these pages that we are no less committed to its underlying principles.

I hope you join me in embracing our new brand as an opportunity to tell our compelling story. By helping attract the next generation of students, faculty, and staff, it can support our mission and brighten our future.

Yours in St. Angela,

Sr. Chris  
Christine De Vinne, OSU, Ph.D.  
*President*

**Logo**

**and**

**Tagline**

The primary color option for our logo is Ursuline Blue (Pantone® 2727). It is intended to be used on lighter backgrounds to maintain legibility. When placed on a dark background or image, the logo should be white.

The tagline background bars may change color, using colors from the secondary palette, depending on application and background.



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## SIZE

To maintain full legibility, never reproduce the logo at widths smaller than 2 inches (for print) or 192 pixels (for screen).



## CLEARANCE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the lowercase "e" from the Ursuline logo as a measuring tool to help maintain clearance.



SCHOOLS AND DEPARTMENTS

Styrene B Light


SAMPLE LOCKUPS




## STATIONERY AND PAPER STOCK

Stationery is provided through the Marketing Department and is not to be ordered, produced or recreated outside of that department.

For stationery we use bright white uncoated paper stocks. For collateral and other printed materials the standard is a bright white dull, silk, or matte coated stock. We do not use glossy papers of any kind. Bright white, uncoated stocks may be used for covers matched with a coated stock in the same color.

<b>Name</b>	2550 Lander Road
Title 1	Pepper Pike, OH 44124
Title 2	ursuline.edu
Title 3	
Department	
emailaddress@ursuline.edu	
p	440 555 5555
c	440 555 5555
	

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 Office or Department Name  
 2550 Lander Road  
 Pepper Pike, OH 44124

*The letter should be positioned on the page and styled according to the specifications below. Top of letter should align with address 1.75 inches from top of page and align from the left edge 2.25 inches. Times New Roman should be used, with a type size of 12 points and a leading of 14 points.*

<p>2550 Lander Road Pepper Pike, OH 44124</p> <p>p 440.449.4203 f 440.449.4203</p> <p>ursuline.edu</p>	<p>August 1, 2018</p> <p>Jane Doe Vice President College University 123 Main Street Anywhere, OH 44308</p> <p>This is placeholder copy for text. This is meant to show font, size, style, and approximate quantity of type and is not intended to be read. The overall visual impression conveyed by this block of type will be apparent in this proof stage, but the content will not. Our writers will use this placeholder as a guide for fitting copy when composing actual text. This paragraph is not intended to be read; it is merely a visual guide. By showing font, size, style, and approximate quantity of type, it will help provide an accurate sense of overall page design.</p> <p>This is placeholder copy for text. This is meant to show font, size, style, and approximate quantity of type and is not intended to be read. The overall visual impression conveyed by this block of type will be apparent in this proof stage, but the content will not.</p> <p>Our writers will use this placeholder as a guide for fitting copy when composing actual text. This paragraph is not intended to be read; it is merely a visual guide. By showing font, size, style, and approximate quantity of type, it will help provide an accurate sense of overall page design.</p> <p>Sincerely,</p> <p>John Joe Vice President for Institutional Advancement</p>
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## EMAIL SIGNATURE

To ensure that our emails are consistent and represent the College and its brand, we have created an approved format. The font is **Helvetica** (regular, italic, bold) and should follow the examples at right. You may also include the address and other phone numbers if desired.

**Name**

*Title*

**p:** xxx.xxx.xxxx

**f:** xxx.xxx.xxxx

emailaddress@ursuline.edu

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**Ursuline College** 



[www.ursuline.edu](http://www.ursuline.edu)

**Name**

*Title*

**Ursuline College**

2550 Lander Rd., Pepper Pike, OH 44124

**p:** xxx.xxx.xxxx

**f:** xxx.xxx.xxxx

emailaddress@ursuline.edu

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**Ursuline College** 



[www.ursuline.edu](http://www.ursuline.edu)

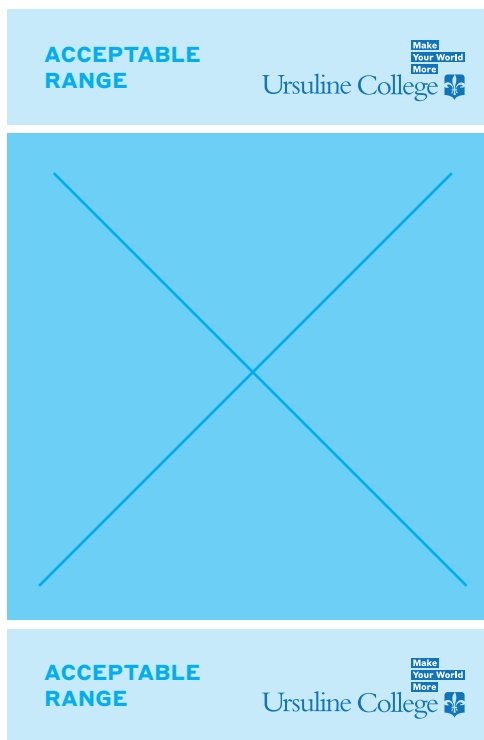
## PLACEMENT

The preferred placement for the logo is in the lower corner of communications. The logo acts a grounding element that appears consistently on all pieces.

If the lower portion is unsuitable, due to lack of negative space in the photography, it is also acceptable to place the logo in the corner in the upper portion of the piece.

There will be times when the tagline will be the dominant element of a communication, mostly for outdoor communications and advertisements.

In these cases follow the same placement rules and allow adequate space between the elements. The Ursuline College logo should be as wide as the tagline lock up and easy to read.



## LOGO DON'TS

Here are a few examples to avoid.



**DON'T** skew or bend the lockup.



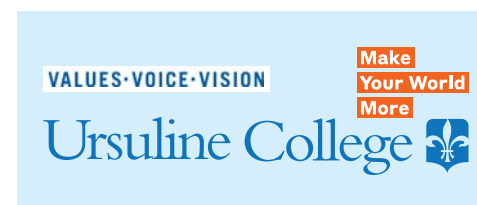
**DON'T** rearrange the placement of the type within the lockup.



**DON'T** stretch, condense or change the dimensions of the lockup.



**DON'T** alter the placement or scale of the elements.



**DON'T** add any extra elements to the lockup.



**DON'T** crop the lockup.



**DON'T** rotate the lockup.



**DON'T** use drop shadows, strokes or other visual effects.



**DON'T** alter or replace the typefaces of the tagline.



**DON'T** use more than one approved color for the tagline.



**DON'T** use colors other than those from the approved palette in this document.

**Color**

The primary color for the Ursuline brand logo is Pantone® 2727. A secondary palette has been introduced to be used in marketing communications materials.

PRIMARY

**Ursuline**  
**Bleu** Pantone® 2727

SECONDARY COLOR PALETTE



# Bleu

Pantone® 2727  
C | 85 M | 50 Y | 000 K | 000  
R | 27 G | 117 B | 188

# Saint

Pantone® 122  
C | 5 M | 30 Y | 100 K | 000  
R | 241 G | 181 B | 28

# Merici

Pantone® 3252  
C | 85 M | 000 Y | 50 K | 000  
R | 000 G | 177 B | 157

# Flame

Pantone® 158  
C | 000 M | 75 Y | 100 K | 000  
R | 242 G | 101 B | 34

# Pepper Pike

Pantone® 253  
C | 40 M | 100 Y | 000 K | 000  
R | 163 G | 35 B | 142

# Quiver

Pantone® 2119  
C | 90 M | 90 Y | 40 K | 30  
R | 50 G | 45 B | 85

## PALETTE USAGE

Highlight bars are used as a brand element and the palette may be used as the color for these bars. They may also be used as background colors.

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## PALETTE USAGE

Usage of highlight bars on a dark background.

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## PALETTE USAGE

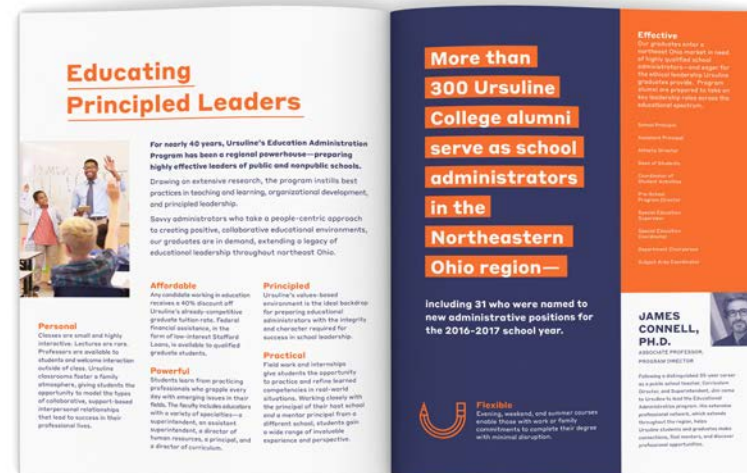
The secondary palette will be used differently depending on the audience for the materials.

### UNDERGRAD COLOR USAGE



**For an energetic tone**—Undergraduate materials will use the secondary palette with brighter fills of color and illustration overlays.

### UCAP AND GRAD COLOR USAGE



**For a serious tone**—UCAP and graduate materials will use Quiver blue as the grounding color for fills and the brighter colors will be used as accents.

# Typography

## STYRENE FAMILY

Designed by Berton Hasebe, Styrene B (the more narrow of the two versions in the Styrene Family) is an Open Type font that comes in six weights with italics. It features small capitals, old style figures, proportional and tabular lining features, fractions, and supports over 60 languages.

**When Styrene B is not available, Helvetica or Arial may used in its place.**

STYRENE B

# Ursuline

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

THIN

LIGHT

REGULAR

MEDIUM

BOLD

BLACK

CHARACTER SET 40 PT.

CAPITALS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

NUMERALS AND PUNCTUATION

0123456789  
!@#\$%&'()\*

LOWERCASE

abcdefghijklmn  
opqrstuvwxyz

SMALL CAPITALS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

# Lorem Ipsum.

## HEADLINE

Styrene bold  
Size: 56 pt.  
Leading: 67 pt.

## NAM ANTEST HILIBEARUPTI DOLORIT.

## SUBHEAD

Styrene regular  
Size: 18 pt.  
Leading: 20 pt.

**Dus et vite none vendes eumquas eaturibus  
imin es et anis sit et modianditat eumetur sum  
quam et qui andem comnihi llautatio estrum  
nam, suntem inerror re et quis endus il intur?**

## LEAD-IN

Styrene bold  
Size: 16 pt.  
Leading: 22 pt.

Dolupti onsequi animped eaqui unt fugitinte andae rerepres unt fuga.  
Eque aliqui il maios modi conet dem arum dit del ilitiorero occab ium, cor aut  
ipiet arum id mos et moditas aut. Tor mossit laut occum nos volupta turios  
dolorit voluptas unt, quis doluptur apitint, cum velendae sit qui rector?

## BODY

Styrene regular  
Size: 10 pt.  
Leading: 14 pt.

Rio molorerum et eturion ectur, tem cus quaes earchita. Otas derion  
preptas earcienis mos eicatectas cor modit re cum et delendam, quas  
et et fugita de pres et fuga. Occumque nus aut dolo quundelit restian  
duciaepero ommolorest facera voluptaquo offic.

Cate nis inum quas doluption rem rerepedi  
bero tem debis sequiatent quassitaque vendit  
minverum **eos eatis etur saes nost, conem.**

*When using highlight bars to call out words in an embedded headline or a portion of a quote/callout, increase leading so the bar doesn't interfere with the other text. Highlighted text should be set centered vertically and horizontally within the bar.*

## CALLOUT

Styrene regular/bold  
Size: 12 pt.  
Leading: 20 pt.

# Photography

## PHOTO STYLE

Photographic style is rich in tone, color, and depth. Use natural light whenever possible. Light is also used as an active element in color photography.

Our photography can be broken down into three style categories: form, function, and context. Using these three styles in combination will create layered, energetic, visually interesting layouts.

### FORM



Images in this category are of isolated people placed on a color field from the approved palette or photographed in front of a sparse, textured wall. The subjects are engaged and active. The clean background of this style is ideal for illustration overlays.

### FUNCTION



Images in this category are halftones set in Quiver blue. Images from the FORM and CONTEXT categories may be converted to halftones and used in this style. Their function is to provide a clean background for illustration overlays or to give contrast to a layout with color photographs. Their serious tone can be used as primary images for UCAP and graduate materials. Images that show the beauty of the Ursuline campus should not be set in this style.

### CONTEXT



Images in this category are visual representations of what is being expressed in the content in which they appear. They are natural in setting and focus on a person or group of people engaged in actions. Natural lighting is ideal, and lighting effects like "golden hour" tones, lens flares, and light leaks may be shot or added for visual texture.





# Form

A woman with curly hair, wearing glasses and a headband, is looking down at a laptop. She is sitting on a set of stairs. The image has a blue tint. The word "Function" is written in large white letters across the center of the image.

# Function





# Context

**Graphic**

**Elements**



## ILLUSTRATION

Illustration as a communication tool can add clarity to a complex idea, link concepts to the words and photographs, and capture the spirit of the brand.

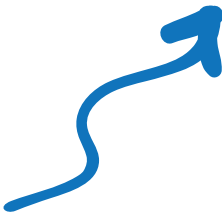
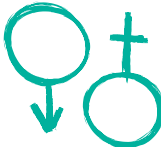
Illustration can shift the tone depending on the situation, and speak directly to the viewer.

The Ursuline style for undergraduate applications is a hand drawn style which evokes a genuine, trustworthy, confident, and enthusiastic tone. Icons, people, and textures should be consistent in style and look like they were drawn by the same person as part of the same brand. Colors should be in the same palette as the brand with some colors added for hair/skin tone. It should not reiterate the copy but help clarify complex ideas. Texture and icons in the same illustration style can be used as overlays to anchor photographs and unify a message.



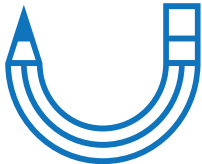
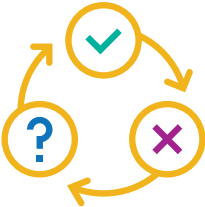
GRAPHIC ELEMENTS

Examples of illustrated icons that are used as overlays



# UCAP/GRADUATE APPLICATIONS

For UCAP and graduate applications, streamlined, vector icons are used for a serious tone. They should follow the same brand guidelines with color and tone and be a consistent stroke weight.



# Contact

**Please contact these people for a copy of this guide, logos, or guidance on how to apply these brand standards to your designs.**

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and Communication*

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