STEVENSON UNIVERSITY

STEVENSON UNIVERSITY

BRANDING AND LOGO USE GUIDELINES

2025.V1

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INTRODUCTION

Why is branding important?

As an institution of higher learning, Stevenson University strives for a consistent brand across all platforms. The following branding guidelines convey a coordinated look, style, and messaging to our audiences. These standards convey a consistent brand image in all publications and communications, and also serve to make the work of staff and vendors easier, more cost-effective, and more efficient.

It is important to maintain a unified and easily identifiable image to represent the university's many academic and administrative departments. The logos contained within are the approved logos for primary and secondary branding across the university.

If you have any questions, please contact the Office of Marketing and Digital Communications at:

Chip Burkey
Senior Director of Visual Communications
cburkey@stevenson.edu

Sara Travlos
Assistant Director of Visual Communications
stravlos@stevenson.edu



BRAND IDENTITY ELEMENTS

The elements below are used to create the core and expanded visual identity of Stevenson University. Reference each section below to learn more about proper usage and application in order to ensure the brand is applied consistently across all University materials.

1 **UNIVERSITY LOGOS**
Where and how to use the appropriate University logos.

2 **SCHOOL AND DEPARTMENT LOGOS**
Where and how to use the appropriate school and department logos.

3 **ATHLETIC LOGOS**
How to qualify for and properly use an athletic logo.

4 **COLOR PALETTE**
Color breakdowns and how to use the primary and secondary color palettes.

5 **TYPOGRAPHY**
How to acquire and use official typefaces and acceptable substitutes.

UNIVERSITY LOGO SYSTEM

Institutional Logos

University Logo

Stylized “S” w/Stevenson Logo

Academic Logos

University Logo

University Seal

Athletic Logos

(or for Institutional and Student Spirit or Admissions and Recruitment with Approval)

Stylized “S” w/Stevenson Logo

Stevenson University Mustang Logo

SECTION 1

INSTITUTIONAL AND ACADEMIC LOGOS

INTRODUCTION

Stevenson University's logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier, and a stamp of quality.

Consistent, appropriate logo usage helps increase institutional awareness and recognition. The appropriate logo must appear on the front or back cover of publications with the exception of formal invitations.

The primary logo, the University logo, should be the first choice when a school logo is used. When appropriate, it may be substituted with the secondary logo.

The Office of Marketing and Digital Communications has developed additional logos for use by Schools and Departments along with social media icons, all of which are found later in this guide.



UNIVERSITY LOGO

General Guidelines for Logo Usage

Pictured to the right is the official Stevenson University logo, used both internally and externally. The Stevenson University logo is the keystone of our visual identity. Using the logo consistently will enhance the recognition of the University by all audiences.

This logo may not be altered in any way. New versions of this logo or any other logo within the University are not to be created without permission from the Office of Marketing and Digital Communications. This rule extends to electronic usage (web, Portal, email, and social media) as well.

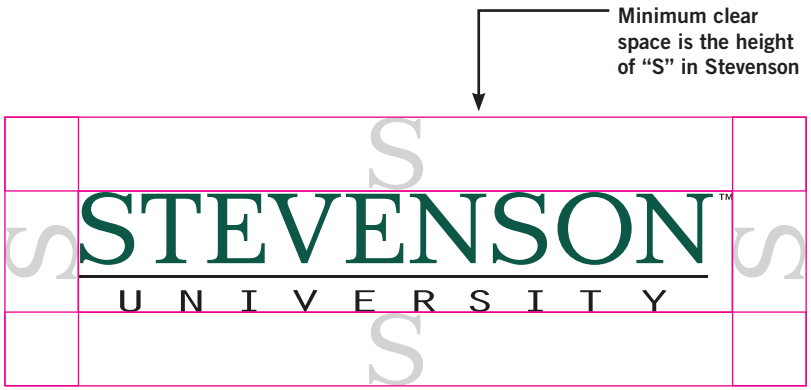
STEVENSON™
UNIVERSITY

Trademark Guidelines for Logo Usage

Stevenson's University Logo is required to contain the trademark symbol TM, effective November 15, 2022.

Clear Space

When using the Stevenson logo, please allow for clear space surrounding the logo keeping the area free of competing text or graphic elements. This space is determined by the height and width of the capital "S" in Stevenson. Clear space minimums are built into the logo files.



UNIVERSITY LOGO

Color Variations

The logo should only appear in green (PMS 3305) or black (CMYK Black). The white logo can be used when the green or black logo is hard to read on a background. The logo should not be reproduced in any other color.

Green
PMS 3305
C: 93 **M:** 45 **Y:** 69 **K:** 42
R: 0 **G:** 76 **B:** 67
HEX: 004d43

Black
C: 0 **M:** 0 **Y:** 0 **K:** 100
R: 0 **G:** 0 **B:** 0
HEX: 000000

STEVENSON™
UNIVERSITY

Full Color (PMS 3305 and Black)

STEVENSON™
UNIVERSITY

One Color Green (PMS 3305)

STEVENSON™
UNIVERSITY

Black

STEVENSON™
UNIVERSITY

White

UNIVERSITY LOGO

Improper Logo Treatments

Our University Logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances. Here is a list of things to avoid:

- Do not configure the elements into a different independent logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not recreate the type or substitute another typeface.
- Do not change the colors of the logo.
- Do not surround logo with other competing shapes.
- Do not use a low resolution/pixelated logo.

Please see the examples to the right of incorrect usage.



Don't create an independent logo.



Don't crop the logo.



Don't distort the logo.



Don't tilt the logo.



Don't add effects to the logo.



Don't change the proportions.



Don't change the fonts.



Don't change the colors.



Don't use a low resolution/pixelated logo.

STYLIZED “S” LOGOS

General Guidelines for Logo Usage

Pictured to the right are three versions of the Stylized “S” Logos, used both internally and externally:

1. **STYLIZED “S” W/STEVENSON LOGO**
2. **STYLIZED “S” LOGO**
3. **STYLIZED “S” W/STEVENSON LOGO WITHOUT SWOOSHES**

These logos may not be altered in any way. New versions of these logos or any other logo within the University are not to be created without permission from the Office of Marketing and Digital Communications. This rule extends to electronic usage (web, Portal, email, and social media) as well.

1



2



3



STYLIZED “S” LOGOS

Registration Guidelines for Stylized S Logo Usage

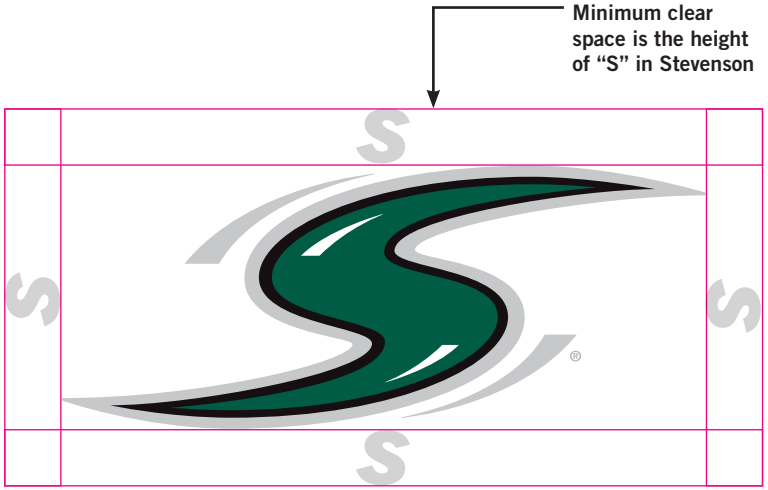
Stevenson University’s “Stylized S” logo is required to contain the registration symbol ®, effective November 15, 2022.

It is imperative that the “Stylized S” always have the registered trademark symbol ®, as shown to the right of the “S.” Stevenson has legally copyrighted the “S” and it must be used correctly to protect that legal status. Also, it is equally critical to use the “S” as shown: with the motion marks and in the proper color with no type treatment inserted in it.



Clear Space

When using the “Stylized S” logo, please allow for clear space surrounding the logo keeping the area free of competing text or graphic elements. This space is determined by the height and width of the capital “S” in Stevenson from the “Stylized S w/Stevenson” logo. Clear space minimums are built into the logo files.



STYLIZED “S” LOGOS

Color Variations

The “Stylized S” logo should only appear in full color or black (CMYK Black). The white logo can be used when the green or black logo is hard to read on a background. The logo should not be reproduced in any other color.

Green
PMS 3305
C: 93 **M:** 45 **Y:** 69 **K:** 42
R: 0 **G:** 76 **B:** 67
HEX: 004d43

Black
C: 0 **M:** 0 **Y:** 0 **K:** 100
R: 0 **G:** 0 **B:** 0
HEX: 000000

Gray
PMS 421
C: 32 **M:** 24 **Y:** 26 **K:** 0
R: 176 **G:** 179 **B:** 178
HEX: b0b3b2



Full Color



Black



White

STYLIZED “S” LOGOS

Trademark Guidelines for Stylized S w/Stevenson Logos

Stevenson University’s “Stylized S w/Stevenson” logo and the “Stylized S w/Stevenson without Swooshes” are required to contain the trademark symbol TM, effective November 15, 2022.

The “Stylized S w/Stevenson” logo contains a gray (PMS 421) ™.

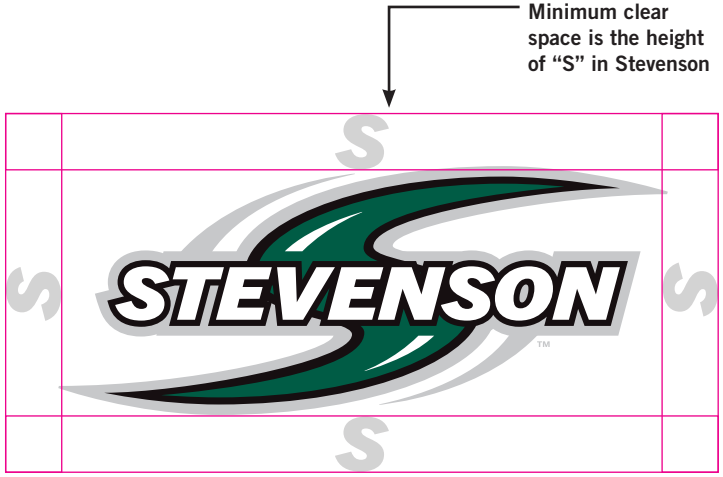
The “Stylized S w/Stevenson without Swooshes” contains a black ™.





Clear Space

When using the “Stylized S w/Stevenson” logo and the “Stylized S w/Stevenson without Swooshes”, please allow for clear space surrounding the logo keeping the area free of competing text or graphic elements. This space is determined by the height and width of the capital “S” in Stevenson. Clear space minimums are built into the logo files.



STYLIZED “S” LOGOS

Color Variations

The “Stylized S w/Stevenson” logos should only appear in full color or black (CMYK Black). The white logo can be used when the green or black logo is hard to read on a background. The logo should not be reproduced in any other color.

Green
PMS 3305
C: 93 **M:** 45 **Y:** 69 **K:** 42
R: 0 **G:** 76 **B:** 67
HEX: 004d43

Black
C: 0 **M:** 0 **Y:** 0 **K:** 100
R: 0 **G:** 0 **B:** 0
HEX: 000000

Gray
PMS 421
C: 32 **M:** 24 **Y:** 26 **K:** 0
R: 176 **G:** 179 **B:** 178
HEX: b0b3b2



Full Color



Black



White

STYLIZED “S” LOGOS

Improper Logo Treatments

All of our Stylized “S” logos should not be altered under any circumstances. Here is a list of things to avoid:

- Do not configure the elements into a different independent logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any effects or other elements to the logo.
- Do not alter the proportions of the logo.
- Do not recreate the type or substitute another typeface.
- Do not change the colors of the logo.
- Do not surround logo with other competing shapes.
- Do not use a low resolution/pixelated logo.
- Do not use just the Stevenson portion of the logo.

Please see the examples to the right of incorrect usage.



Don’t create an independent logo.



Don’t crop the logo.



Don’t distort the logo.



Don’t tilt the logo.



Don’t add effects to the logo.



Don’t change the proportions.



Don’t change the fonts.



Don’t change the colors.



Don’t use a low resolution/pixelated logo.



Don’t use just Stevenson.

UNIVERSITY SEAL

General Guidelines for Logo Usage

The history of our founding inspired the Stevenson University Seal. The majestic oak tree in the center links symbolically to the University's first structure, the "Seven Oaks" mansion. The graceful touch of a laurel wreath signifies excellence and achievement. In ancient times, the person who received the laurel wreath was recognized for honor, justice, and truth. The words "For Learning, For Living" are an English translation of the University's original Latin motto, *Pro Discendo, Pro Vivendo.*

To obtain a digital copy of the seal, contact the **Office of Marketing and Digital Communications** at **cburkey@stevenson.edu** or **stravlos@stevenson.edu**.



Trademark Guidelines for Logo Usage

The University Seal logo is required to contain the trademark symbol TM, effective November 15, 2022.

UNIVERSITY SEAL

Color Variations

The logo should only appear in one of these colors: green (PMS 3305), gold (PMS 872) or silver (PMS 877).

Green
PMS 3305
C: 93 **M:** 45 **Y:** 69 **K:** 42
R: 0 **G:** 76 **B:** 67
HEX: 004d43

Gold
PMS 872
C: 43 **M:** 48 **Y:** 74 **K:** 19
R: 134 **G:** 112 **B:** 77
HEX: 86704d

Silver
PMS 877
C: 49 **M:** 39 **Y:** 39 **K:** 3
R: 137 **G:** 140 **B:** 142
HEX: 898c8e

The logo may also appear in CMYK Black or white. The white logo can be used when the colored or black logo is hard to read on a background. **The logo should not be reproduced in any other color than listed above.**



One Color Green (PMS 3305)



One Color Gold (PMS 872)



One Color Silver (PMS 877)



Black



White

ACADEMIC LOGO

UNIVERSITY SEAL

Proper Use

The University Seal is reserved for official documents—including diplomas, presidential and trustee minutes, and other legal, academic, or official university documentation—or for the highest awards and certificates.

The seal may be used for formal occasions, regalia, banners and products, including items for Commencement; specific gift items in brass, silver, or pewter; appropriate clothing (blazers, not T-shirts); stationery; pins and medallions; and university chairs.

DO NOT use the University Seal in combination with the logo for any social media uses.

The seal may only be used with permission from the Office of Marketing and Digital Communications. It can never be altered or varied.



SECTION 2

SUB-BRAND LOGOS

SUB-BRAND LOGOS

INTRODUCTION

Consistency is key when building an identity and for overall brand recognition. Each official sub-brand should use only the approved and supplied version of its logo. They may be used for School or Department specific pieces, both internally and externally, in print or online.

The University's identity system has two levels of sub-brand under the main University logos: Schools and Departments.

School Logos

School logos are a way of branding individual schools within the University. All School logos must be created by the Office of Marketing and Digital Communications. School logos can replace the main University logos on printed and online materials; it is not necessary to use both logos.

Department Logos

Department logos are a way of branding individual groups within schools. Any group within a School, such as a Department, Office, or program, are eligible to receive a department logo. All department logos must be created by the Office of Marketing and Digital Communications.



SCHOOL LOGOS

Pictured to the right are the logos that are available for each School, used both internally and externally.

Each School logo is required to include the primary logo, the University logo. Secondary logos, athletic logos and the University seal cannot replace the University logo within each unit logo.

These logos follow standard branding guidelines. This is a mandatory logo that is to be used on internal and external stationery.

An independently designed secondary graphic mark for a School is not permitted without approval from the Office of Marketing and Digital Communications.

STEVENSON™ UNIVERSITY | BEVERLY K. FINE SCHOOL of the SCIENCES

STEVENSON™ UNIVERSITY | BROWN SCHOOL of BUSINESS and LEADERSHIP

STEVENSON™ UNIVERSITY | SANDRA R. BERMAN SCHOOL of NURSING and HEALTH PROFESSIONS

STEVENSON™ UNIVERSITY | SCHOOL of DESIGN, ARTS, and COMMUNICATION

STEVENSON™ UNIVERSITY | SCHOOL of EDUCATION

STEVENSON™ UNIVERSITY | SCHOOL of HUMANITIES and SOCIAL SCIENCES

SCHOOL LOGOS

General Guidelines for Standard Branded Logo Usage

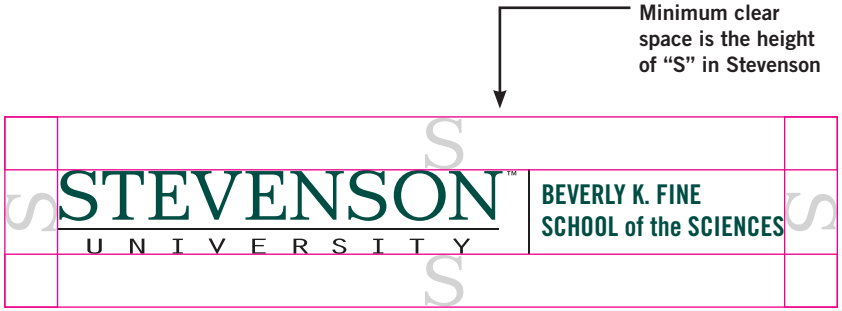
All School logos have access to a horizontal and stacked version of their respective standardized logo. This provides flexibility of use in print and online materials.

STEVENSON™ UNIVERSITY | BEVERLY K. FINE SCHOOL of the SCIENCES

STEVENSON™
UNIVERSITY
BEVERLY K. FINE SCHOOL of the SCIENCES

Clear Space

When using a standard branded School logo, please allow for clear space surrounding the logo keeping the area free of competing text or graphic elements. This space is determined by the height and width of the capital “S” in Stevenson.



Trademark Guidelines for Logo Usage

Stevenson’s University Logo is required to contain the trademark symbol TM, effective November 15, 2022.

SCHOOL LOGOS

Color Variations

The standard branded School logos should only appear in full color, green (PMS 3305) or black (CMYK Black). The white logo can be used when the green or black logo is hard to read on a background. The logo should not be reproduced in any other color.

Green
PMS 3305
C: 93 **M:** 45 **Y:** 69 **K:** 42
R: 0 **G:** 76 **B:** 67
HEX: 004d43

Black
C: 0 **M:** 0 **Y:** 0 **K:** 100
R: 0 **G:** 0 **B:** 0
HEX: 000000



Full Color (PMS 3305 and Black)



One Color Green (PMS 3305)



Black



White

DEPARTMENT LOGOS

General Guidelines for Logo Usage

All Department logos must follow the same guidelines, color variations, and clear space as the standard branded school logos.

All Department logos have access to a horizontal and stacked version of their respective standardized logo. This provides flexibility of use in print and online materials.

Each Department logo is required to include the primary logo, the University logo, along with the school name. Secondary logos, athletic logos, and the University Seal cannot replace the University logo within each unit logo.

To request a Department logo, please contact **Sara Travlos** at **stravlos@stevenson.edu**.





STEVENSON UNIVERSITY ONLINE

General Guidelines for Logo Usage

The Stevenson University Online logo should only be used in instances where the online graduate, bachelor's, and certificate programs are being promoted and advertised.

The Stevenson University Online logo is available in horizontal and stacked versions. This provides flexibility of use in print and online materials.



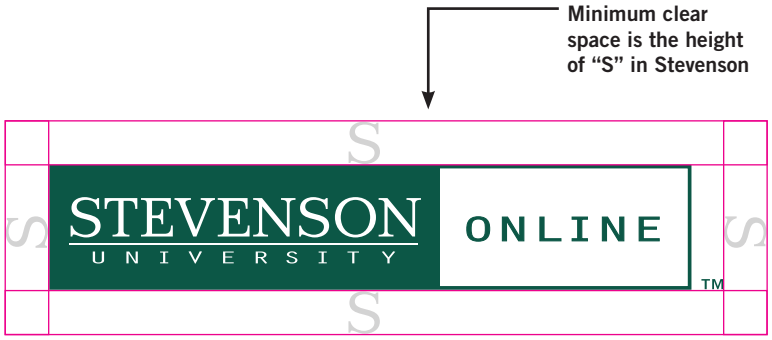


Trademark Guidelines for Logo Usage

The Stevenson University Online logo is required to contain the trademark symbol TM, effective November 15, 2022.

Clear Space

When using the Stevenson University Online logo, please allow for clear space surrounding the logo keeping the area free of competing text or graphic elements. This space is determined by the height and width of the capital "S" in Stevenson.



STEVENSON UNIVERSITY ONLINE

Color Variation

The logo should only appear in green (PMS 3305) or black (CMYK Black). The white logo can be used when the green or black logo is hard to read on a background. The logo should not be reproduced in any other color.

Green
PMS 3305
C: 93 **M:** 45 **Y:** 69 **K:** 42
R: 0 **G:** 76 **B:** 67
HEX: 004d43

Black
C: 0 **M:** 0 **Y:** 0 **K:** 100
R: 0 **G:** 0 **B:** 0
HEX: 000000



One Color Green (PMS 3305)



Black



White



Stacked - One Color Green (PMS 3305)



Stacked - Black



Stacked - White

SECTION 3

ATHLETIC LOGOS

INTRODUCTION

Stevenson University's Athletics is represented by three logos:

1. **STYLIZED "S" LOGOS**
   See **PAGE 11** for guidelines on using the Stylized "S" Logo.

2. **MUSTANG HEAD IN PROFILE LOGO**

3. **STEVENSON UNIVERSITY MUSTANG LOGO**

These logos should be used to represent the University's Athletics programs and not for institutional, academic, or departmental purposes. The following guidelines provide a complete overview of Stevenson's Athletics visual identity, including specifications for colors, logos, and typography applications for print, digital, and apparel.

Contact the **Stevenson University Athletic Communications Staff** at **Inside Athletics** on the **gomustangsports.com** website or **Chip Burkey** at **cburkey@stevenson.edu**, with any questions regarding usage.



MUSTANG HEAD LOGO

General Guidelines for Logo Usage

Pictured to the right is the Mustang Head in Profile logo that may be used for the following:

- Official team uniforms and equipment (helmets, hats)
- Athletic playing fields, such as the basketball court or hockey rink
- Formal Athletic department communications
- Header of an Athletic-focused website
- Graphic elements in broadcasts
- Social Media when pertaining to the University's Athletics programs

The profile direction of the Mustang head is interchangeable depending on the print or digital product.

This logo may not be altered in any way. New versions of this logo are not to be created without permission from the Stevenson University Athletic Communications Staff and the Office of Marketing and Digital Communications.

Trademark Guidelines for Logo Usage

Stevenson's University Logo is required to contain the trademark symbol TM, effective November 15, 2022.



Mustang Head Right Profile Logo



Mustang Head Left Profile Logo

MUSTANG HEAD LOGO

Color Variations

The Mustang Head logo should only appear in full color or black (Process Black). The white logo can be used when the green or black logo is hard to read on a background. The logo should not be reproduced in any other color.

Mustang Green
PMS 336
C: 100 **M:** 0 **Y:** 67 **K:** 55
R: 0 **G:** 97 **B:** 72
HEX: 006148

Black
PMS Process Black
C: 15 **M:** 15 **Y:** 15 **K:** 100
R: 0 **G:** 0 **B:** 0
HEX: 000000

Gray
PMS 420
C: 0 **M:** 0 **Y:** 0 **K:** 25
R: 199 **G:** 200 **B:** 201
HEX: c8c8c8



Full Color



Black



White

STEVENSON UNIVERSITY MUSTANG LOGO

General Guidelines for Logo Usage

Pictured to the right is the Stevenson University Mustang logo which can be used in the same areas as the Mustang Head logo.See **PAGE 30**.

The logo is available in a horizontal and stacked version. This provides flexibility of use in print and online materials. The horizontal version's direction of the Mustang head is interchangeable depending on the print or digital product.

This logo may not be altered in any way. New versions of this logo are not to be created without permission from the Stevenson University Athletic Communications Staff and the Office of Marketing and Digital Communications.

Trademark Guidelines for Logo Usage

Stevenson University Mustang logo is required to contain the trademark symbol TM, effective November 15, 2022.

Color Variations

The Stevenson University Mustang logo follows the same color variations as the Mustang Head logo. See **PAGE 31**.







TEAM LOGOS

There are multiple authorized variations of team specific logos:

1. **STEVENSON MUSTANG TEAM LOGO**
2. **STEVENSON UNIVERSITY MUSTANG TEAM LOGO**
3. **STEVENSON TEAM LOGO**

These logos may not be altered in any way. New versions of this logo are not to be created without permission from the Stevenson University Athletic Communications Staff and the Office of Marketing and Digital Communications.

1



2



3





TEAM LOGOS

Typography

The only font authorized for all team sports is Francis Gothic Wide Italic and should not be substituted in any way.

Team names should be positioned 1/8” underneath the logo and should not be sized larger than Stevenson University.

Color Variations

Team names should only appear in Mustang Green (PMS 336) or black (Process Black). White can be used when the green or black logo is hard to read on a background. Team names should not be reproduced in any other color.

Mustang Green
PMS 336
C: 100 **M:** 0 **Y:** 67 **K:** 55
R: 0 **G:** 97 **B:** 72
HEX: 006148

Black
PMS Process Black
C: 15 **M:** 15 **Y:** 15 **K:** 100
R: 0 **G:** 0 **B:** 0

Francis Gothic Wide Italic

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1 2 3 4 5 6 7 8 9 0
!@#$%^&*()_+{}[]\|\:;”’<>,.?/





IMPROPER USAGE

Improper Logo Treatments

All Athletic logos should not be altered under any circumstances. Here is a list of things to avoid:

- Do not configure the elements into a different independent logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any effects or other elements to the logo.
- Do not recreate the type or substitute another typeface.
- Do not change the colors of the logo.
- Do not use just the Stevenson portion of the logo.

Please see the examples to the right of incorrect usage.





Don't create an independent logo.



Don't crop the logo.



Don't distort the logo.



Don't tilt the logo.



Don't add effects to the logo.





Don't change the fonts.



Don't change the colors.



Don't use just Stevenson.

SECTION 4

DISCONTINUED LOGOS

DISCONTINUED LOGOS

PAST MARKS NO LONGER IN USE

The following logos are no longer a part of the University's identity system and their use should be discontinued. These marks of identity have either evolved or been retired.

1 SU INFORMAL LOGOS

All iterations of the SU Informal Logo should be replaced with a School or Department logo. See **PAGES 22 and 25** for guidelines.

2 2010 MUSTANG HEAD LOGO

You may see the 2010 Mustang Head Logo from previous uses throughout the campus, however any and all new official team uniforms, athletic playing fields, formal Department communications, website headers, signage, and/or graphic elements in broadcasts, should use either a Hurricane "S" logo or the new Mustang Head Logo.

3 STEVENSON®

The Stevenson® has never been an official logo or a registered logo of the University, and it should not be used in any promotional materials, both internally and externally, in print or online.

1



2





3

STEVENSON®

SECTION 5

SOCIAL MEDIA

PROFILE IMAGES

To create a unified brand on social media, we have developed these social media images for use by campus Departments, Programs, Centers, and groups.

Social media profile images are available in both square and circular format.

To request a profile image for your account(s), please contact **Sara Travlos** at **stravlos@stevenson.edu**.













SECTION 6

COLOR PALETTES

INTRODUCTION

The University brand uses both primary and secondary color palettes. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette.

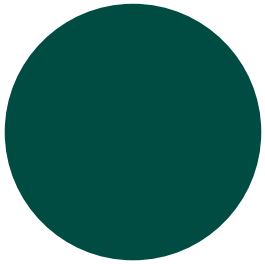
Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the University's identity.

Primary Palette

Secondary Palette



PRIMARY PALETTE BREAKDOWN



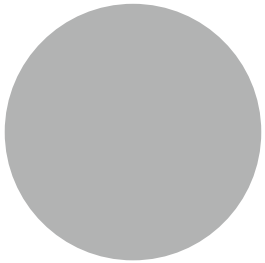
GREEN

Pantone
PMS 3305

CMYK
C: 93 M: 45 Y: 69 K: 42

RGB
R: 0 G: 76 B: 67

HEX
#004d43



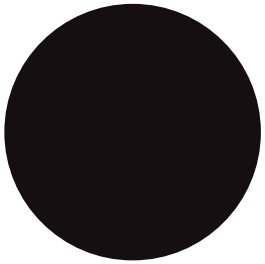
GRAY

Pantone
PMS 421

CMYK
C: 32 M: 24 Y: 26 K: 0

RGB
R: 176 G: 179 B: 178

HEX
#b0b3b2

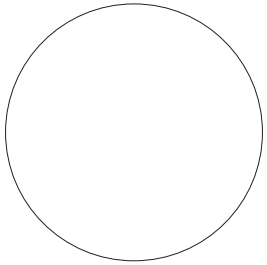


BLACK

CMYK
C: 0 M: 0 Y: 0 K: 100

RGB
R: 0 G: 0 B: 0

HEX
#000000



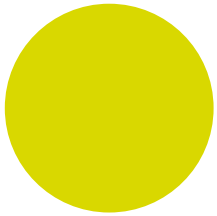
WHITE

CMYK
C: 0 M: 0 Y: 0 K: 0

RGB
R: 255 G: 255 B: 255

HEX
#FFFFFF

SECONDARY PALETTE BREAKDOWN



YELLOW GREEN

Pantone
PMS 381

CMYK
C: 25 M: 0 Y: 100 K: 0

RGB
R: 205 G: 219 B: 0

HEX
#cddb00



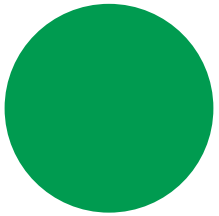
LIME GREEN

Pantone
PMS 360

CMYK
C: 61 M: 0 Y: 96 K: 0

RGB
R: 106 G: 191 B: 75

HEX
#6abf4b



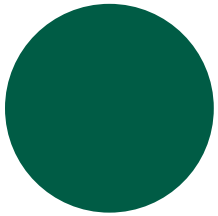
BRIGHT GREEN

Pantone
PMS 7482

CMYK
C: 96 M: 8 Y: 99 K: 1

RGB
R: 0 G: 157 B: 79

HEX
#009d4f



MUSTANG GREEN

Pantone
PMS 336

CMYK
C: 100 M: 0 Y: 67 K: 55

RGB
R: 0 G: 91 B: 72

HEX
#006148

BEIGE

Pantone
PMS 7534

CMYK
C: 18 M: 16 Y: 24 K: 0

RGB
R: 209 G: 204 B: 189

HEX
#d1ccbd

SECTION 7

TYPOGRAPHY

TYPOGRAPHY

PREFERRED TYPEFACES

The following preferred headline and body typefaces are highly suggested for use on University print projects. The alternative typeface is suggested for digital and web projects.

Preferred Headline Typefaces:

Gotham
Berthold Akzidenz Grotesk
Bebas Neue
Vincentia
Akrobat

Preferred Body Typefaces:

Trade Gothic LT Std
Akrobat
ITC Mendoza Roman

Alternative to all Typefaces for Web:

Tahoma

To download typeface files, please visit the **SUNow Portal**. The files can be found under **Departments → Marketing & Digital Communications → Branding Guidelines**.



HEADLINE TYPEFACES

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1234567890
!@#$%^&*()_+{}[]|\:;"'<>,.?/

Preferred Font Styles:

Montserrat Bold ***Montserrat Black Italic***

Bebas Neue

A B C D E F G H I J K L M N O P Q R S T U V
A 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
1234567890
!@#$%^&*()_+{}[]|\:;"'<>,.?/

Preferred Font Styles:

BEBAS NEUE BOOK **BEBAS NEUE BOLD**

Vincentia

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1234567890 !@$&()_+{}:;,.?/

Berthold Akzidenz Grotesk

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1234567890
!@#$%^&()_+{}[]|\:;"'<>,.?/*

Preferred Font Style:

Berthold Akzidenz Grotesk Italic

Akrobat

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1234567890
!@#$%^&*()_+{}[]|\:;"'<>,.?/

Preferred Font Style:

AKROBAT REGULAR UPPERCASE

BODY TYPEFACES

Trade Gothic LT Std

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1234567890
!@#$%^&*()_+{}[]|\:;"'<>,.?/

Preferred Font Style:

Trade Gothic LT Std Regular

Trade Gothic LT Std Oblique

Trade Gothic LT Std Bold No. 2

Trade Gothic LT Std Bold No. 2 Oblique

Akrobat

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1234567890
!@#$%^&*()_+{}[]|\:;"'<>,.?/

Preferred Font Style:

Akrobat Regular

ITC Mendoza Roman

A B C D E F G H I J K L M N O P Q R S T U V
a 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
1234567890
!@#$%^&*()_+{}[]|\:;"'<>,.?/

Preferred Font Styles:

ITC Mendoza Roman Book

ITC Mendoza Roman Book Italic

ITC Mendoza Roman Medium

ITC Mendoza Roman Medium Italic

ITC Mendoza Roman Bold

SECTION 8

STATIONERY

STATIONERY

INTRODUCTION

The University has created a standard stationery template for letterhead, envelopes, and business cards. Using these templates ensures consistency across the brand and keeps printing costs to a minimum. The University templates may not be altered in any way, including rearranging information, changing abbreviations for information, changing colors and adding additional design elements. In order to maintain consistency, logo usage is limited to the main University logo and department/school logos.

To order letterhead and envelopes, please contact **Sara Travlos** at **stravlos@stevenson.edu**. Please include the requesting department/ office, quantity, and where the stationery should be delivered in the body of the email.

To order a set of business cards, please visit the **SUNow Portal**. Instructions can be found under **Departments → Marketing & Digital Communications → University Stationary**.



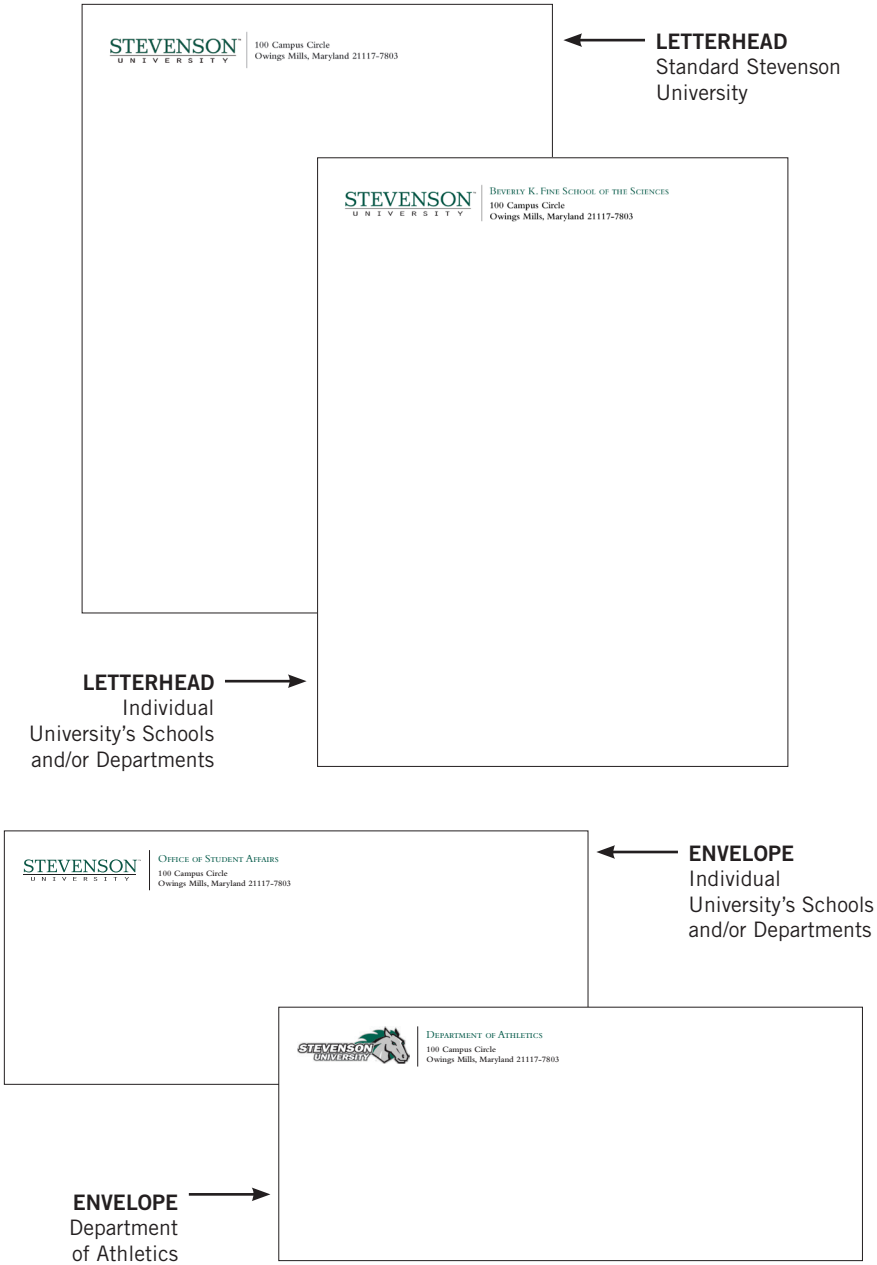
LETTERHEAD AND ENVELOPES

The University letterhead and envelope templates include either the University logo or the University logo along with the School and/or Department name. Please do not attempt to format customized letterhead or envelopes.

Electronic Letterhead

Electronic letterhead is available for use. The electronic letterhead is a Microsoft Word document with a locked header and editable body. Please do not attempt to format customized electronic letterhead.

To request electronic letterhead, please contact **Sara Travlos** at **stravlos@stevenson.edu.**



BUSINESS CARDS

The University has three one-sided business card templates available for customization and purchase: Stevenson University School wide business cards, Department of Athletics business cards, and Stevenson University Online business cards.

Please note that the only customizable information on the card is the faculty/staff's credentials. Logos, addresses, web addresses, and social media handles can not be customized.

Please visit **Page 56** to learn how to order a set of business cards.



BUSINESS CARD
Stevenson University School Wide



BUSINESS CARD
Department of Athletics



BUSINESS CARD
Stevenson University Online

SECTION 9

ADDITIONAL INFORMATION

ADDITIONAL INFORMATION

TRADEMARK LICENSING

Using Designers or Agencies Outside the Office of Marketing and Digital Communications

Stevenson University trademarks, owns and controls its names, marks, logos, seal, designs, depictions of campus buildings and landmarks, and symbols that have become commonly associated with the University. Materials designed and produced by units other than the Office of Marketing and Digital Communications must adhere to the appropriate visual elements of Stevenson's brand as outlined in this guide.

If the piece is being distributed to an external audience (e.g., prospective students, parents, alumni, friends of the University, guests of the University), a proof should be sent to **cburkey@stevenson.edu** or **stravlos@stevenson.edu** for review before production to ensure that it meets the aforementioned standards.



REQUESTING SERVICES

Services and Procedures

To promote brand consistency and show unity in all Stevenson University publications, the Office of Marketing and Digital Communications manages and/or reviews Stevenson publications, web sites, social media, University photography, and videography. Please contact **Chip Burkey** at **cburkey@stevenson.edu** for more information.

Requesting Stationery

To order letterhead and envelopes, please contact **Sara Travlos** at **stravlos@stevenson.edu**. Please include the requesting Department/Office, quantity, and where the stationery should be delivered in the body of the email.

ORDERING BUSINESS CARDS

Business cards are ordered by the requesting faculty or staff member. To order business cards please follow the steps below.

[STEP 1]

In your preferred web browser visit:

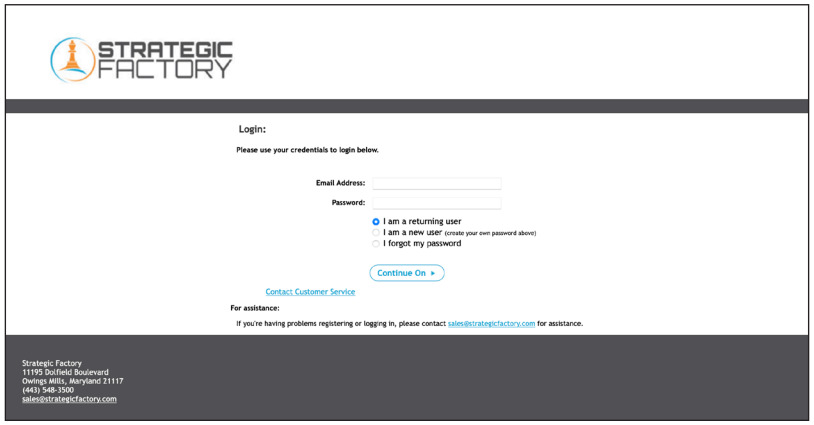
www.strategicfactoryportals.com/MTS1/index.cgi?corp_tag=stevenson-owings

[STEP 2]

If you have ordered business cards in the past, enter your credentials to gain access to the site.

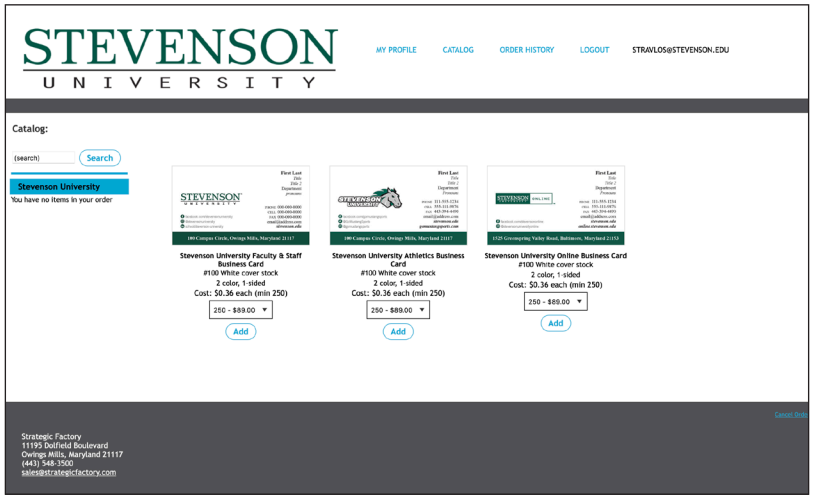
If you are a new user, click on the **"I am a new user"** option and fill in your school email and create a password.

Click **"Continue On"**.



[STEP 3]

Select the quantity you would like printed from the corresponding business cards and click **"Add"**.



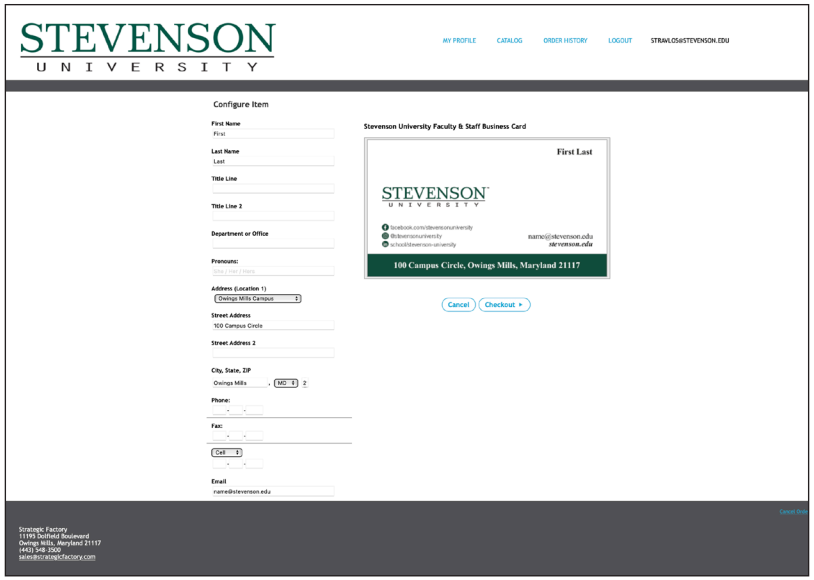
PLEASE NOTE: Make sure to select the correct business card.

Department of Athletics business cards should only be selected if you are a staff member of the Athletics Department. Stevenson University Online (SUO) business cards should only be selected if you are a faculty or staff member of SUO.

These business cards contain information that is directly related to either the Department of Athletics or Stevenson University Online and cannot be changed.

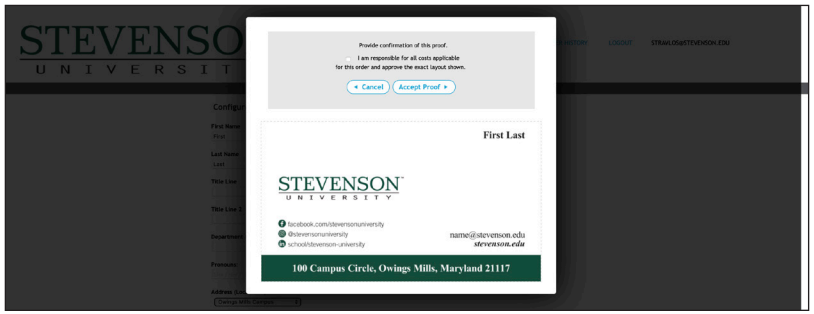
[STEP 4]

Fill in your credentials. ***Not all lines are required to be filled in.*** The business card template on the screen will update to let you preview your card. Once finished, click **“Checkout”**.



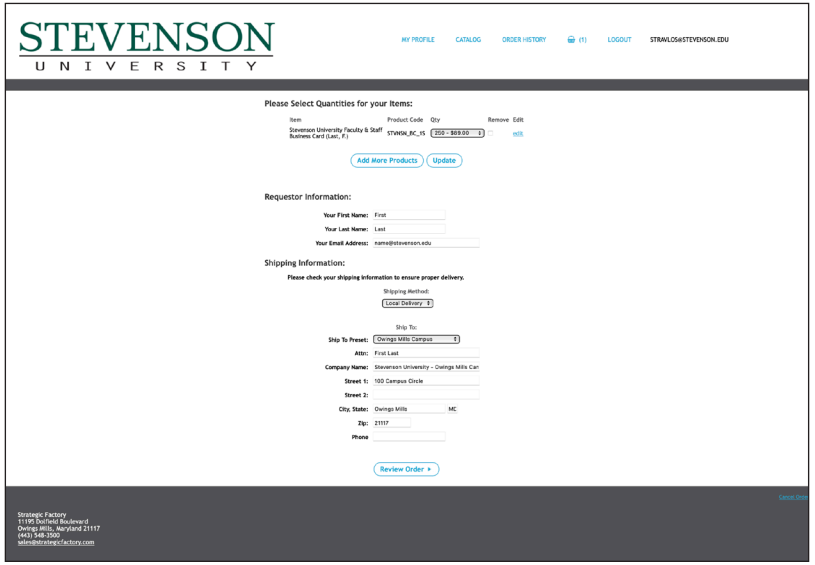
[STEP 5]

In the pop-up box, review the proof of your business card. If everything is correct, click the **“I am responsible for all costs applicable for this order and approve the exact layout show”** and then click **“Accept Proof”**. If you need to make changes, click **“Cancel”** and follow **Step 4** again.



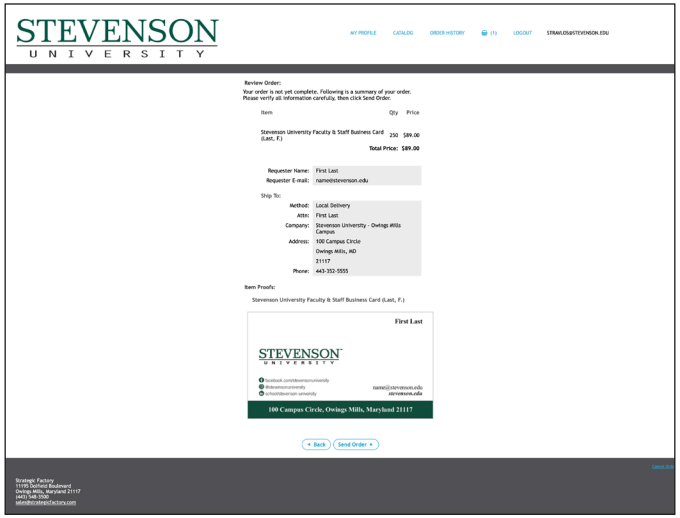
[STEP 6]

Fill in all required delivery information and click **“Review Order”.**



[STEP 7]

Review the summary of the order and if approved click **“Send Order”.**



OFFICE OF MARKETING & DIGITAL COMMUNICATIONS
Garrison Student Union, Room 245
100 Campus Circle
Owings Mills, Maryland 21117

STEVENSON™
UNIVERSITY