## 1892

## MALONE UNIVERSITY

### CHRIST'S KINGDOM FIRST

# VISUAL IDENTITY STANDARDS

Fall 2024

# *Contents*

# Introduction

This manual has been prepared to ensure the success of Malone's visual identity through consistency of use. The guidelines contained in this document describe the fundamental graphic elements of the brand along with basic instruction for how to use them. Included are diagrams, guidelines, and examples of the approved usage of the primary Malone University logo and Pioneer Athletics logos.

*Adherence to these guidelines will ensure the recognition of the Malone brand. This recognition will benefit the University and each of its programs and key segments moving forward.*

Malone's mission is "to provide students with an education based on biblical faith in order to develop men and women in intellectual maturity, wisdom, and Christian faith who are committed to serving the Church, community, and world." Its students benefit from faith integration in the classroom and engage in experiential learning so they be equipped as servant leaders in their chosen fields.

Malone is an unapologetically Christian institution — a proud member of the Council for Christian Colleges & Universities (CCCU) and the only CCCU institution in northeast Ohio. Our approach to faith-integrated education compels faculty and staff to walk alongside each student as they discern God's calling for their career and their life. Malone's liberal arts education equips students to consider a wide scope of disciplines in light of Christian principles, taught by professors who love Christ. We believe that our faith shapes how we understand the world around us and informs how we serve as leaders in the workplace, the Church, and our families.

And so, University Relations holds the responsibility for communicating Malone's mission to a variety of stakeholders. This is achieved through an integrated marketing and communications strategy that is supported by visual marks that are intentionally selected for their significance and symbolism. For more than 130 years, Malone has cultivated a brand of which we are proud, and the enclosed standards were created to ensure the long-term growth and management of the Malone brand for years to come.

*It should be noted that the elements and uses in this guide will be open to change as the visual identity standards will be reviewed and assessed annually to ensure there is always a single standard usage.*

## Marketing application

The following standards are the active brand authority for Malone's visual identity as approved by the president and the cabinet. **All external communication materials must meet the requirements set forth in this manual.** The Office of University Relations provides ongoing governance and implementation.

Marketing materials governed by this policy include:

> business stationery
> business cards
> email signatures
> presentation templates
> printed collateral
> clothing & gift items
> advertising
> signage

# Primary Logo

The Malone University logo is the primary visual identity mark of the institution and is to be used on all stationery, merchandise, and printed and electronic publications intended for external use. The logo must always contain both the wordmark and the icon. There are four versions of the logo: *stacked version*, *banner version*, *centered version*, and *square version*. Each version has a specific use, but the stacked version is considered the primary logo and should be used in the vast majority of instances.

ICON          WORDMARK

1892

**MALONE UNIVERSITY**
CHRIST'S KINGDOM FIRST

### Obtaining logo files

The primary logo will be available for Malone employees to download from the Employee Resources folder on MaloneXpress. File types include: vector .eps, high and low resolution .jpg, and transparent .png. Other requests should be directed to the Office of University Relations.

The logo is comprised of two elements: an *icon* and *wordmark*. These two elements are always to appear together.

## Icon

The logo icon holds significant connection to Malone's history and mission. The blue bar at the top contains the year of Malone's founding. The red flag contains a flame that ties to imagery of the *lamp of knowledge* found in Malone's seal. The shape of the flame is made from the form of Malone University initials, "MU."

## Wordmark

Malone's wordmark includes "Malone" and "University" set in specific and unchanging placements and typographic styling. This is a customized type treatment of the font *Exposition SSI Bold*. Below this is Malone's revered motto set in modified *Expo Book SSI Medium*.

# *Secondary Logo Arrangements*

In addition to the primary **stacked version**, there are three secondary versions of the Malone logo: **banner version**, **squared version**, and **centered version**. These versions may be used in circumstances that call for a specific size or usage requirement.

### *Banner*

The **banner version** is commonly used on larger envelopes and horizontal layouts.

### *Square*

The **square version** is useful for digital advertisements and social media placements that require specific dimensions.

### *Centered*

The **centered version** may be used on more formal publications where more space is available.

# Logo Sizing and Placement Requirements

Here are some guidelines for proper placement and usage of the Malone University logo.

## Safe Zone

A safe zone is the protected area around the logo – as indicated by the dotted perimeter margin. No other type or graphic element (including folds, trims, or edges) should fall within the safe zone. The safe zone of all institutional logos is equal to the height of the small cap letters in the wordmark.

## Minimum Sizing

The recommended minimum reproduction size of the logo is 1-1/4" for the stacked version, 2" for the banner version, 1" for the square version, and 1-3/4" for the centered version. Reducing the logos further would compromise the legibility and integrity of the logo.

**1-1/4"**

## Proportions

The Malone University logo is designed carefully with intentional dimensions. To preserve the integrity and quality of the logo, never alter the proportions, arrangement, rotation, or elements of the icon, wordmark, or logo in general.

**INCORRECT USAGE – DISTORTING PROPORTIONS**

# Color Palette

Malone University's official school colors are *red*, *white*, and ***blue***. Red represents the blood of Christ, white represents the purity of the Holy Spirit, and blue represents the regal dominion of Christ's kingdom. These colors should be used prominently in the overall ratio of a design. Neutral colors are essential to any visual identity system. Malone's neutral palette includes light gray and sky blue to complement the primary color palette. For more formal publications, Malone's palette includes metallic gold.

## Primary color palette

**PIONEER RED**
PANTONE 187
- 0
- 100
- 79
- 20
- 204
- 0
- 43
- # CC002B

**WHITE**
- 0
- 0
- 0
- 0
- 255
- 255
- 255
- # FFFFFF

**MALONE BLUE**
PANTONE 281
- 100
- 72
- 0
- 32
- 0
- 49
- 173
- # 0031AD

## Neutral and metallic colors

**LIGHT GRAY**
PANTONE 421
- 0
- 0
- 0
- 26
- 197
- 198
- 200
- # BFBAB5

**SKY BLUE**
PANTONE 283
- 35
- 9
- 0
- 0
- 159
- 203
- 237
- # 9FCBED

**METALLIC GOLD**
PANTONE 872
- 40
- 43
- 84
- 8
- 154
- 131
- 72
- # 9D8348

# *Typography*

An effective visual identity requires consistent typography to help communicate an organization's personality. Malone's visual identity standards includes a suite of typefaces which the University uses on a consistent basis. These have been selected for the clean academic look and versatility.

## *Official University Publications*

Typefaces for official external University communications (campus signage, commencement, major events, etc) include: *Avenir Next*, *Adobe Garamond Pro*, and *Georgia Italic*.

Admissions communications to prospective students (viewbook, college fair materials, mailings) include a separate but complementary suite of typefaces: *Roboto* and *Georgia Italic*. These typefaces will be evaluated each year.

## *Departmental Communications*

*Letterhead* – *When composing a letter, please use* **Garamond** *(serif) or* **Arial Regular** *(sans serif) in 10 or 11 point font size.*

*Presentations* – *The provided suite of templates include* **Georgia Italic** *for headings and* **Arial Regular** *for text. You may also use* **Garamond** *for text.*

*Email* – Because of limited options in Gmail, the preferred font for emails is *Verdana* (normal size).

*These typefaces were chosen from those that are readily available on PCs and in Google. Departments are advised to use these typefaces whenever possible.*

*Please see the athletics section of this booklet for Malone's official athletics typeface.*

## *Avenir Next*

Regular
Aa Bb Cc Dd Ee
Christ's Kingdom First

*Italic*
*Aa Bb Cc Dd Ee*
*Christ's Kingdom First*

**Demi Bold**
**Aa Bb Cc Dd Ee**
**Christ's Kingdom First**

**Bold**
**Aa Bb Cc Dd Ee**
**Christ's Kingdom First**

## *Adobe Garamond Pro*

Regular
Aa Bb Cc Dd Ee
Christ's Kingdom First

*Italic*
*Aa Bb Cc Dd Ee*
*Christ's Kingdom First*

**Semibold**
**Aa Bb Cc Dd Ee**
**Christ's Kingdom First**

**Bold**
**Aa Bb Cc Dd Ee**
**Christ's Kingdom First**

## *Georgia Italic*

*Italic*
*Aa Bb Cc Dd Ee*
*Christ's Kingdom First*

# *Logo Color Formats*

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the University logo. While the preferred format is full color reproduced over a light background as often as possible, there are also options for a dark background. When printing one color, the logo must be printed in **Malone Blue** (PMS 281). Black may be used as a substitute when necessary.



**WHITE BACKGROUND
FULL COLOR**

**LIGHT BACKGROUND
FULL COLOR + KNOCK OUT**

**MEDIUM BACKGROUND
FULL COLOR + WHITE**

**WHITE BACKGROUND
MALONE BLUE**

**DARK BACKGROUND
WHITE + KNOCK OUT**

**DARK BACKGROUND
FULL COLOR + WHITE**

# *Department Signatures*

Malone is comprised of academic divisions and administrative departments, all of which are vital to the success of our institution. Therefore, specific signatures are available for use in communications that would benefit from a direct tie to the department or division. Acceptable uses include advertising specialty products and merchandise and collateral for department events (flyers, presentations, programs). Names should be typeset in Georgia Italic. **To obtain department signature artwork, contact the Office of University Relations.**

To protect the integrity of the University's overall identity, no individual department should use unique logos or marks.

**HORIZONTAL ARRANGEMENTS**



**VERTICAL ARRANGEMENTS**

# University Seal

The Malone University seal consists of visual elements which have great significance to the heritage and future of the University. In addition to our name and year of founding, elements include images of the Bible, the Holy Spirit dove, the lamp of knowledge, and the English translation of Malone's motto: "Christ's Kingdom First."

*It is important to note that the seal is not a substitute for the University logo.* It is the academic mark of the institution with the primary purpose of authenticating official documents. This is the most formal symbol for Malone University. Use is restricted to special documents including appointment certificates, diplomas, honorary degrees, transcripts, awards/citations from the Board of Trustees and the President, and publications that require a very formal appearance. Written permission must be obtained from the Office of University of Relations before the seal can be used.

**TWO COLOR**
**PMS 187, PMS 281**

**ONE COLOR**
**SHOWN IN METALLIC PMS 872**
*other options: PMS 281 or black*

**ONE COLOR INVERSE**
**SHOWN IN BLACK**
*other options: PMS 281 or PMS 872*

# *Stationery*

Malone's Visual Identity Standards include official formats for stationery including *business cards*, *letterhead*, *envelopes*, and *name badges*. The content of these items may be customized for departments or programs. Individual campus entities and departments may not design their own stationery. Examples of standard layouts are shown below.

For consistency and convenience, all stationery will be ordered from USA Quickprint at **www.usaqp.com/mu** unless prior arrangements have been made with the Office of University Relations. The ordering website includes instructions and visual references to the design templates in this booklet. You will need a Malone University account number to complete an order. Orders are delivered to the Mail Center.

**BUSINESS CARD**
**SIZE: 3.5" X 2"**
**VERTICAL & HORIZONTAL OPTIONS**
**COLORS: PMS 281 & PMS 187**

**LETTERHEAD**
**SIZE: 8.5" X 11"**
**COLORS: PMS 281 & PMS 187**
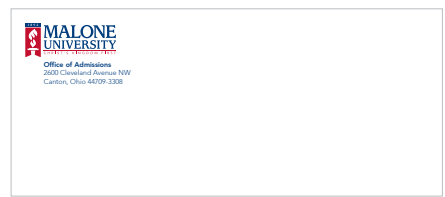
**#10 ENVELOPE**
**VARIOUS SIZES AVAILABLE**
**WINDOW FORMATS AVAILABLE**
**COLORS: PMS 281 & PMS 187**

**NAME BADGE**
**SIZE: 3" X 2.25"**
**COLORS: PMS 281 & PMS 187**

# *Pioneer Athletic Logos*

The Pioneer Athletics logos are the primary visual identity marks of Malone University's intercollegiate athletics program and are to be used on all uniforms, stationery, merchandise, and printed and electronic publications intended for external use. The suite of logos and marks are intended primarily for Athletic Department use. There are two **primary versions** of the Pioneer logo (below) and multiple **secondary marks** to provide coaches with a variety of approved options for uniforms and team gear.

PRIMARY LOGO:
PIONEER MASCOT
& WORDMARK



FULL VERSION

HORIZONTAL LOGO:
PIONEER HEAD &
WORDMARK

HORIZONTAL
VERSION

## *Pioneer Mascot*

When Malone moved to Canton in the late 1950s, the school did not yet have a mascot. In 1960, the student body voted to become the "Pioneers" in relation to the theme "building the wagon while on the journey."

The current Pioneer mascot icon was introduced in 2008 when Malone transitioned from college to university. The design of the character references the pioneers who settled Ohio in the late 1700s.

## *Colors*

Colors used in the Pioneer Athletics logo are from the University logo color palette. **Pioneer Red** (PMS 187), **Malone Blue** (PMS 281), and **Light Gray** (PMS 421). The logos should be printed in these three colors when possible. Two- and one-color options are available when necessary. See page 7 for color specifics and breakdowns.

# Secondary Athletic Marks

Shown below, the secondary athletic marks are to be used in circumstances that call for a specific usage. Instances include gear and uniforms, signage, social media, and other digital and multimedia uses. These logos adhere to the same colors and standards as the primary Athletics logo.

## Obtaining Athletics logos and marks

Designated Athletics marks are available to download in a variety of formats from the Employee Resources folder on MaloneXpress. Other requests should be directed to the **Sports Information Director**.

All Athletics marks are comprised of customized graphics and type. To maintain consistency, marks must not be altered from how they appear in this guide.

## Logo sizing

The recommended minimum size of the Athletics marks is 1" in width. No other artwork or text may appear within 1/4" of any Athletic mark.

## Typography

The primary typeface used with Pioneer Athletic logos is Berthold City Bold Italic.

**Bold Italic**
**Aa Bb Cc Dd Ee**
**MALONE PIONEERS**

# *Athletic Logos Color Formats*

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the Athletics logo and marks. While the preferred format is full color reproduced over a light background as often as possible, there are also options for a dark background. When printing one color, the logo must be printed in **Malone Blue** (PMS 281), **Pioneer Red** (PMS 187), or black.



WHITE BACKGROUND
FULL COLOR

DARK BACKGROUND
TWO COLOR + WHITE

WHITE BACKGROUND
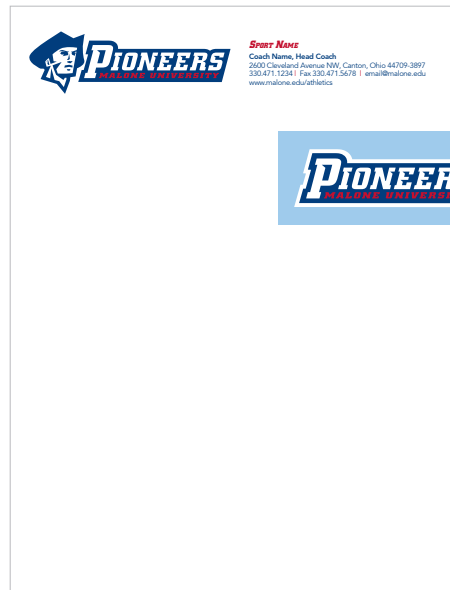ONE COLOR

DARK BACKGROUND
ONE COLOR + WHITE

# Athletic Stationery

Malone's Visual Identity Standards include official formats for Athletic stationery including *business cards*, *letterhead*, and *envelopes*. The content of these items may be customized with contact information for teams and coaches. Individual campus entities and departments may not design their own stationery. Examples of standard layouts are shown below.

For consistency and convenience, all stationery will be ordered from USA Quickprint at **www.usaqp.com/mu** unless prior arrangements have been made with the Office of University Relations. The ordering website includes instructions and visual references to the design templates in this booklet. You will need a Malone University account number to complete an order. Orders are delivered to the Mail Center.

**BUSINESS CARD OPTIONS**
**SIZE: 3.5" X 2"**
**COLORS: PMS 281 & PMS 187**

**LETTERHEAD OPTIONS**
**SIZE: 8.5" X 11"**
**COLORS: PMS 281 & PMS 187**
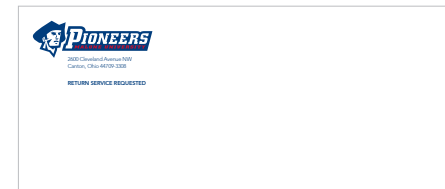
**#10 ENVELOPE OPTIONS**
**VARIOUS SIZES AVAILABLE**
**WINDOW FORMATS AVAILABLE**
**COLORS: PMS 281 & PMS 187**

# University Marketing Policies

University Relations holds the responsibility for communicating Malone's mission to a variety of stakeholders. This is achieved through an integrated marketing and communications strategy that is supported by branding that is intentionally selected for its significance and symbolism. For more than 130 years, Malone has cultivated a brand of which we are proud, and the following policies were created to facilitate the long-term growth and management of the Malone brand for years to come.

*These policies have been developed to ensure consistency in written and visual communication across divisions and departments.*

## Merchandise and Promotional Items

Approval is required for use of Malone's name and marks on merchandise and promotional items such as pens, apparel (embroidered and screen-printed), stickers, and other giveaways, given first by departmental vice president with final approval from University Relations. Faculty, staff, students, alumni, and vendors should submit in writing a proof of artwork to University Relations, noting the intended use and keeping in mind our primary branded colors. Other colors may be considered with just cause.

The sale of merchandise with Malone's name, image, and likeness is strictly forbidden unless it is through the Malone University Campus Store or upon approval from a vice president to be used as fundraising or for charitable purposes. Licensed vendors should adhere to the standards included within this guide. Artwork can be requested from University Relations. It is Malone University's right to pursue disciplinary action, civil, or other legal action for violations of this use of name guidelines.

## University Mascot and Spirit Character

Malone University's mascot, the Pioneer (J.W. Scout), and spirit character, Maximoose, are both associated with rich traditions and history at Malone. In an official capacity as the Malone Pioneers, only the likeness of J.W. Scout can be used on external marketing materials or in costume at public events. Maximoose is permitted for use with internal initiatives—specifically student life initiatives—but not permitted at official University events or displayed on print materials outside of internal flyers. For these purposes, if you have a question about whether your publication or event is considered internal or external, please contact University Relations.

## Website Design and Maintenance

University Relations serves as the primary coordinator of the Malone University marketing website (www.malone.edu). Any updates to the website should be submitted to the Webmaster, keeping in mind that the content team will give final approval to the requested copy and/or photography. This is to ensure that it is relevant, in keeping with the Malone voice, appropriate for optimal SEO performance, web-friendly (photo file size, etc.), and is ADA compliant. More information can be found on the University Relations section of the website.

## Media Relations Policy

University Relations serves as the primary contact and source of information for all print, online, and broadcast news media and media-related organizations. All media inquiries and engagements must be directed to the Director of University Relations, who will advise faculty and administration on an appropriate response or secure approval for interviews and/or release information.

The University Relations staff welcomes the opportunity to work with faculty, staff, and students to publicize events, achievements, initiatives, and general news of the Malone community. Per University policy, the Director of University Relations should be contacted before any information is released to the media concerning internal or external matters that affect the public perception of Malone University. Through the coordination of strategic media relations efforts, this University-wide policy is designed to help enhance Malone's brand and protect the reputation of the University and its employees in the community.

If an employee is contacted by the news media directly, please refer the representative to the Director of University Relations.

## Social Media Policy

Individual departments wishing to develop a social media presence should contact University Relations before creating pages/accounts. General Malone University logos are only permitted for use on the University's official accounts (operated by University Relations). For further social media guidelines and authorization, contact the Digital Content Manager.

## Obtaining Artwork

High and low resolution versions of the University logo in a variety of formats are available for download on MaloneXpress for use by Malone employees only. If you are contacted by an external entity requesting use of Malone logos, please direct those inquiries to the Director of University Relations.

## Video and Photography Requests

All promotional videos require authorization from University Relations, and photography coverage of events or professional head shots are available upon request. Please contact the Videographer/Photographer and provide ample lead time to ensure the department is able to accommodate the request.

## Publication and Graphic Design Requests

In order to maintain an organized and efficient workflow for publications, the Office of University Relations has established a publication planning guide and a publication request form. Each of these documents can be found on the University Relations section of the Malone website. These guidelines include information on turnaround times, communicating with University Relations, preparing content, proofing, and approving drafts.

Departments requesting publications are responsible for budget information (including an account number) as well as providing mailing lists and communicating with the Mail Center, as necessary.

## Style Guide

Malone University follows the *AP Style Guide*. A quick reference guide is included on the University Relations section of the Malone website. Questions should be directed to the Director of University Relations.

# *Presentation Templates*

All University personnel should use one of the approved PowerPoint templates located in "University Relations" under the Employee tab on MaloneXpress for presentations on and off campus which represent Malone in any way. Templates are available in standard (4:3) and widescreen (16:9) formats. Fonts used include **Georgia Italic** and **Arial**, which are standard on most computers.

## *Standard (4:3 printable)*

| | | | | |
|---|---|---|---|---|
| **Standard Template 1** | **Standard Template 2** | **Standard Template 3** | **Standard Template 4** | **Standard Template for Athletics** |

## *Widescreen (16:9)*

| | | | | |
|---|---|---|---|---|
| **Widescreen Template 1** | **Widescreen Template 2** | **Widescreen Template 3** | **Widescreen Template 4** | **Widescreen Template for Athletics** |

# *Email Signature Template*

Malone University has adopted a branded and uniform email signature policy for all faculty and staff. Every email is an important opportunity to market the University and it's important to do so in a uniform manner; employees are prohibited from adding any elements, statements, images, or links to their email signatures that are not part of the approved template (including quotes/Scripture references, external promotions, social media icons, or any other non-essential content). To that end, please choose from the email signature that suits your role: for athletics personnel or non-athletics personnel. Because of limited options in Gmail, the preferred font for either signature type is ***Verdana*** (normal size). Logos should not be resized or distorted. Email signatures are distributed and maintained by the ***Office of Information Technologies***.

### NON-ATHLETIC EMPLOYEES

**Name**
Title
2600 Cleveland Avenue NW | Canton, Ohio 44709
(P) xxx-xxx-xxxx
www.malone.edu



*This message and any attachments are intended for the individual or entity named above. If you are not the intended recipient, please do not forward, copy, print, or disclose this communication to others. Please notify sender by replying to this message, then delete it from your system.*

### ATHLETIC EMPLOYEES

**Name**
Title
2600 Cleveland Avenue NW | Canton, Ohio 44709
(P) xxx-xxx-xxxx
www.malonepioneers.com



*This message and any attachments are intended for the individual or entity named above. If you are not the intended recipient, please do not forward, copy, print, or disclose this communication to others. Please notify sender by replying to this message, then delete it from your system.*

# *University Relations Contacts*

University Relations can provide copywriting, design, and production services for campus partners as it aligns with the strategic goals of the Enrollment Management division. With many projects in the works at any one time, we request as much lead time as possible to ensure that your project is completed in a timely manner. Contact the Director of University Relations to begin a discussion about initiating your project.

**Connie Brannon Boring**
*Director of University Relations*
cboring@malone.edu

**Dave Yakley**
*Creative Director*
dyakley@malone.edu

**Joshua McManaway**
*Webmaster; Videographer/
Photographer; Technical Director*
jmcmanaway@malone.edu

**Michael Collins**
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**Eric Young**
*Vice President for Enrollment
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