Brand Identity Standards and Guidelines

August 2016
The comprehensive strategic planning process has helped Manhattanville define and articulate the essence of the institution – the core of our mission and values.

As Manhattanville College continues to benefit from our strategic planning and implementation, it is imperative that the entire College community communicate this identity clearly and consistently.

The most basic yet comprehensive component of a strong institutional image is a unified visual presentation. Collectively, all elements of Manhattanville College must present to the world a consistent image that reflects our mission, core values, and professionalism.

Every piece of communications from Manhattanville to the public shapes the College’s reputation. Public appearances, publications, social media, stationery, newsletters, advertisements, media interviews, promotional materials, website, signage, and other forms of communication represent not just the individual or program, but the entire College. Communication must reinforce to many diverse audiences, a definitive and distinct impression.

The Office of Communications has been charged with developing this Manhattanville College Brand Identity Standards and Guidelines.

It is their responsibility to help individuals and departments ensure that all communications vehicles contribute to the distinctive image of Manhattanville and meet the specific high standards set. They are available to offer the guidance and technical support needed to consistently reinforce the College’s image.

Please support Manhattanville College by applying these guidelines carefully and consistently.
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How to Use This Manual

This manual is organized in four sections. The first provides key information about Manhattanville College as well as frequently used editorial style guidelines. The second section provides detailed instructions on how to configure the elements of Manhattanville’s brand identity correctly and consistently. Section three presents examples of how the College’s brand can be applied—from business cards to campus signage. Lastly, section four serves as a quick reference, both for using this guide and for answering questions not addressed within it.
Over the past century, Manhattanville College has evolved as an educational institution with a unique set of values and messages. To preserve the integrity of our core brand as we present ourselves to the world, those who apply our graphic identity should be familiar with our institutional background and editorial preferences.
1.1 Our Mission

To educate students to be ethical and socially responsible leaders in a global community.

We are committed to:

• Ensuring the intellectual, ethical, and social development of each student within a community of engaged scholars and teachers;

• Encouraging each student to develop as an independent and creative thinker in pursuing career and personal goals; and

• Providing a diverse, inclusive, and nurturing environment which develops in each student a commitment to service and leadership within a global community.

Our History

In 1841 in a three-story house on Houston Street on Manhattan's Lower East Side, the Academy of the Sacred Heart, a Catholic boarding school for girls, was founded. The Academy relocated in 1847 to an area just north of New York City on a hill overlooking the village of Manhattanville. Destroyed by a fire in 1888, the Academy was rebuilt on the same foundation and continued to grow, both in curriculum and physical environment.

In March of 1917, seventy-six years after its founding as an academy, Manhattanville was chartered as a college by the New York State Board of Regents, empowering it to grant both undergraduate and graduate degrees. In September 1952, the college moved to Purchase to the former estate of Whitelaw Reid, publisher of the New York Herald Tribune and Ambassador to England.

Today, Manhattanville serves 1,700 undergraduate students and 1,200 graduate students from 53 countries and 31 states. Founded in 1841, the College offers more than 50 undergraduate areas of study in the arts and sciences and offers graduate programs in Education, Business, Writing, Liberal Studies, and Continuing Education.

Mother Dammann's widely published speech, "Principles vs. Prejudice," inspired other colleges to break down racial barriers. The long tradition of the school, which preceded the college charter, determined the character Manhattanville would have: a firm belief in the liberalizing effect of the liberal arts, a lively sense of tradition, a wide-ranging interest in the most humane manifestations of the human spirit, and a continuing effort to enhance the local community and to accept responsibility for this segment of human history.

Today, Manhattanville serves 1,700 undergraduate students and 1,200 graduate students from 53 countries and 31 states. Founded in 1841, the College offers more than 50 undergraduate areas of study in the arts and sciences and offers graduate programs in Education, Business, Writing, Liberal Studies, and Continuing Education.

Through the successful pursuit of our mission, we at Manhattanville believe that good human values will be fostered, respect for one's self and for others will be encouraged, and graduates, by virtue of their education and their vision, will be enabled to assist and improve the world.

Our Key Messages

The College seeks to communicate three main themes:

Academic Excellence: We are a global community of learners and educators dedicated to providing a nurturing environment for intellectual growth.

Social and Civic Action: We belong to a community committed to social action, civic engagement, and community service.

Place: Our home is a beautiful 100-acre campus close to New York City and all the benefits it offers.
1.2 Editorial Style and Images

Manhattanville College adheres to Associated Press style. The following guidelines address some matters of editorial style frequently encountered in our publications.

**Academic degrees:** If mention of degrees is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and use a phrase: John Jones, who has a doctorate in psychology.

Use an apostrophe in bachelor’s degree and master’s degree, but no possessive in Bachelor of Arts.

Use the abbreviations B.A., M.A., LL.D, and Ph.D. only when needed and only after a full name.

Always use periods with degrees.
- Ed.M.
- Ed.D.
- B.A.

**Academic departments:** Use lowercase except for words that are proper nouns or adjectives. Ex.: the department of history; the department of English.

When “department” is part of the official and formal name, capitalize: Manhattanville College Department of History.

**Academic titles:** Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere. Ex.: department Chairman Jerome Wiesner.

**Dates:** Always use Arabic figures without st, nd, rd or th: December 9, 2011, December 9, the ninth of December.

**Decades:** ’90s, 1920s

**State Abbreviations:** Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah are never abbreviated in text.
- Alabama: Ala.
- Arizona: Ariz.
- Arkansas: Ark.
- California: Calif.
- Colorado: Colo.
- Connecticut: Conn.
- Delaware: Del.
- Florida: Fla.
- Georgia: Ga.
- Illinois: Ill.
- Indiana: Ind.
- Kansas: Kan.
- Kentucky: Ky.
- Louisiana: La.
- Maryland: Md.
- Massachusetts: Mass.
- Minnesota: Minn.
- Mississippi: Miss.
- Missouri: Mo.
- Montana: Mont.
- Nebraska: Neb.
- New Hampshire: N.H.
- New Jersey: N.J.
- New Mexico: N.M.
- New York: N.Y.
- North Carolina: N.C.
- North Dakota: N.D.
- Oklahoma: Okla.

**Oregon:** Ore.
- Rhode Island: R.I.
- South Carolina: S.C.
- South Dakota: S.D.
- Tennessee: Tenn.
- Vermont: Vt.
- Virginia: Va.
- Washington: Wash.
- West Virginia: W.Va.
- Wisconsin: Wis.

**Times:** Use figures except for noon and midnight. Include a space between the number and the p.m./a.m. Use periods between p and m. Ex.: 1 p.m., 3:30 a.m.

**Titles:** Confine capitalization to formal titles used directly before an individual’s name.

**Trademark** names should be capitalized when used, but preferred style is to use a generic term whenever possible unless the brand/trademark adds to the story.

**Use of Italics and Quotes:**

Composition titles: apply the guidelines listed here to titles of: books, movies, operas, plays, poems, songs, television programs, lectures, speeches, and works of art.

Capitalize the principal words, including prepositions and conjunctions of more or more letters. Also, capitalize articles fewer than four letters if it is the first or last word in a title.

Put quotation marks around the names of all such works, except the Bible and books that are primarily catalogs of reference material.
Editorial Style and Images (cont.)

Specific Manhattanville Rules

Building Names
Barat House
Benziger Hall
Brownson Hall and Wing
Burnett House
Dammann Hall
Duchesne House
Ex Theatre
Faculty and Staff Housing
Founder’s Hall
GoValiants.com Field
Houston House
Kennedy Gymnasium
Library
Marissa A. Pagli House
Music Building
O’Byrne Chapel
Ohnell Environmental Center
Olmsted House
The Barbara Knowles Debs House (President’s Cottage)
PiusX Theatre
Reid Hall
Richard A. Berman Students’ Center
Spellman Hall
Tenney Hall

Images
College images (such as the examples below) are available for download. Please contact the manager of creative services for access to images.

References to the College
On first reference, the College should always be referenced as Manhattanville College.

Website
www.mville.edu.

Sample Manhattanville-Approved Images

Photo Credit: Don Pollard

Photo Credit: Silvana DiFrancis

Photo Credit: Mville Athletics

Photo Credit: Oriana Gonzalez ’14

Photo Credit: Jason Jones
1.3 Non-Discrimination Statement

Manhattanville College is committed to equality of educational opportunity, and is an equal opportunity employer. The College does not discriminate against current or prospective students and employees on the basis of race, color, sex, national and ethnic origin, religion, age, disability, or any other legally protected characteristic. This College policy is implemented in educational and admissions policies, scholarship and loan programs, athletic and other school-administered programs, and in employee-related programs. This is required on all official recruitment pieces. The disclaimer is always used and placed on the back or inside back cover. The disclaimer can also be placed on the mailing address panel.

Postal Indicia

Manhattanville College maintains a postal indicia that may be used for advertising, marketing, and College communications. Applications for use should be directed to the Office of Business Affairs prior to mailing.

Non-Profit Indicia

The Non-Profit Org indicia often referred to as the Bulk Mail indicia requires a minimum quantity of 200 pieces to qualify. Delivery time takes 3-10 business days. The mail must also be presorted by zip code.

Presorted First Class Indicia

The minimum quantity to mail is 500 pieces. Delivery time may take 1-3 business days. The mail must be sorted by zip code.
Manhattanville’s brand identity system is the visual expression of the College’s messages and personality. The consistent use of this system is essential in projecting a strong and unified impression of the College.

The elements of our visual identity—from the foundations of color and typography to the components of the logo—work together to build a recognizable brand. This chapter provides detailed instructions on how to use these elements, as well as what to avoid, to achieve a look that is distinctively and precisely our own.
2.1 The Brand Identity

Manhattanville College is a registered servicemark awarded to the College by the U.S. Patent and Trademark Office. To support and defend the brand identity as required by the Trademark Office, the use of the ® symbol must be included in connection with the College name in all advertising, marketing collateral, internal and external communications, products, and programs. Trademark law requires that we not only protect against improper use of the College mark, but also protect against the use of confusingly similar marks.

As the prime embodiment of our brand, the Manhattanville College brand identity should be used with careful attention to the guidelines on the following pages.

The logo consists of a castle brand mark—representing Reid Hall, a campus landmark constructed in the late 19th century—together with the words Manhattanville (upper and lowercase) and COLLEGE (all caps), both in Eason, a postmodern typeface with classical roots. The principal identity treatment aligns both words flush left just to the right of the icon. If the identity will appear by itself, or if it needs to be as large as possible where horizontal space is limited, the elements may be stacked and centered as shown below.
The primary logo is adaptable for both 4-color and 2-color printing. For 4-color printing, use the process color formula CMYK (5/100/55/28); for 2-color, use Pantone 1945 C (for coated stock) or 1945 U (for uncoated).

For grayscale printing, the sky in the castle icon should print as 30% black.

The logo may also print as one color (red or black) or knock out of black, red, or secondary-palette colors for 2-color printing as shown below.

**Primary 4-color and 2-color**

- Grayscale
  - One color: black
  - 2-color: Manhattanville Red knock out
  - 2-color: black knock out
  - One color: Manhattanville Red
  - 4-color: secondary color knock out
2.1 The Brand Identity (cont.)

The stacked version of the primary brand identity is adaptable for both 4-color and 2-color printing. For 4-color printing, use the process color formula CMYK (5/100/55/28); for 2-color, use Pantone 1945 C (for coated stock) or 1945 U (for uncoated).

For grayscale printing, the sky in the brand mark should print as 30% black.

The logo may also print as one color (red or black) or knock out of black, red, or secondary-palette colors for 2-color printing as shown below.
Brand Identity
Uses and Configurations

The proper proportional and space relationships between the word mark and the brand mark, as well as between elements of the word mark, are shown below. In addition, adequate staging (indicated by the light blue field) should be left around the logo to separate it from other design elements.
Incorrect Use and Configuration

Inconsistent application of the brand identity standards will compromise the quality and effectiveness of the Manhattanville brand. It is therefore important to avoid manipulating the brand identity in any way that alters the orientation, proportions, or relationships among its elements or that departs from acceptable colors, such as in the examples shown below.

The Logo, Left Justified

- Do not change color of type.
- Do not extend the brand identity horizontally.
- Do not change space between brand mark and type.
- Do not reposition the brand mark or type.
- Do not change type weight.
- Do not use the brand identity on an angle.
- Do not recreate any portions of the logo in alternative typefaces.
- Do not add effects, such as drop shadows.
- Do not use the brand identity on an unapproved color.
- Do not place brand mark and type on backgrounds of different colors.
Incorrect Use and Configuration (cont.)

The Logo, Centered

Do not change the size of the brand mark.

Do not change the space between brand mark and type.

Do not change the type weight.

Do not change the color of the brand identity.

Do not change the type size.

Do not reposition the brand mark or type.

Do not use the brand identity on an angle.

Do not place brand mark and type on backgrounds of different colors.
2.2 
Word Mark

If the brand mark appears elsewhere in a layout in proximity to where the brand identity must appear—or if the brand identity would compete with another visual element, such as a complicated, photo-dominant background—it is acceptable to use the brand word mark independently of the icon. Use of the word mark in these circumstances serves to achieve a simple, bold effect.

One Color

Manhattanville COLLEGE®  
Manhattanville COLLEGE®

Knock Out On a Solid Background

Manhattanville COLLEGE®  
Manhattanville COLLEGE®

Manhattanville COLLEGE®  
Manhattanville COLLEGE®
Word Mark
Uses and Configurations

The proper proportional and space relationships between the elements of the word mark are shown below. In addition, minimum staging or clear space (indicated by the light blue field) should be left around the word mark to ensure its integrity and impact.

Clear area: 100% of x-height around the entire word mark
Incorrect Use and Configuration

Inconsistent application of the word mark standards compromises the quality and effectiveness of the Manhattanville brand. The value of brand identity lies in its ability to communicate visual consistency and marketing presence. It is therefore important to avoid manipulating the word mark in any way that alters the orientation, proportions, or relationships among its elements or that departs from acceptable colors, such as in the examples shown below.

**Word Mark**

- Manhattanville COLLEGE®
  - Do not change color of type.
  - Do not change tracking of type.
  - Do not change type weight.

- Manhattanville COLLEGE®
  - Do not change space between words.

- Manhattanville COLLEGE®
  - Do not put a frame around the type.

- Manhattanville COLLEGE®
  - Do not extend the word mark vertically.
  - Do not extend the word mark horizontally.

- Manhattanville COLLEGE®
  - Do not use the word mark on an angle.
  - Do not change space between words.

- Manhattanville COLLEGE®
  - Do not place the word mark on different colored backgrounds.
2.3 The Brand Mark

The brand mark may also be reproduced as a design element in college publications, apparel, and signage where space is insufficient for the college identity, or where the word mark’s constrained size would affect readability. In addition, the mark may stand alone in social media applications or on official documents. The full name of the College must also appear as part of the document if space or reproduction restrictions limit the application of the full brand identity.

As with the brand identity, the mark is adaptable for both 4-color and 2-color printing. For 4-color printing, use the process color formula CMYK (5/100/55/28); for 2-color, use Pantone 1945 C (for coated stock) or 1945 U (for uncoated).

For grayscale printing, the sky in the brand mark should print as 30% black.

The mark may also print as one color (red or black) or with a knock out of black, red, or secondary-palette colors for 2-color printing as shown below.

Minimum reproduction size: 0.375 in.

---

One Color

---

Knock Out On a Solid Background

---
The College Seal

The College’s seal dates back to Manhattanville’s origins and is limited to the following:

- ceremonial purposes, such as on diplomas, or on alumni publications, where College history and tradition play a special role.
- official administrative communications originating from the President’s Office or the Board of Trustees
- official ceremonial functions and appear on approved plaques, flags, or furniture

It is not appropriate to use the seal on brochures or flyers, where institutional branding is the main objective.

The seal represents Manhattanville’s four core values: the book symbolizes academic excellence, the sun signifies enlightenment, the star represents our quest to build a caring community, and the mountain stands for our challenge to our students to make the world a better place through responsible social action.

The seal was designed by Professor John Ross.
2.5 The Valiant

Only logos that appear on the official Manhattanville Athletics logo disc may be used on any apparel or equipment and may not be altered in any way (changing the color, adding a slogan, etc.) without first obtaining permission from the Director of Athletics. To obtain an athletics logo, please contact either the Director of Athletics or the Sports Information Director and include specifics regarding in what manner the logo will be used.

The athletics logo or word mark can not be substituted for the College identity.

---

Individual Sport Lockup with Primary Athletics Logo

---

Athletics Word Mark

---

Abbreviated Athletics Word Mark
2.6 Typography

Times New Roman is Manhattanville's only approved serif typeface for general use. Note: Serif type should not be used in Web applications. (Eason is approved for use in the brand identity exclusively.) The weights below provide a range of styles for text and headings and should not be modified (see p. 24).

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Manhattanville’s primary sans serif typeface is Helvetica. Secondary typefaces include Arial and Swiss.

For the Web, all type should be sans serif—preferably Helvetica, but Verdana or Arial may be used in addition if multiple fonts are necessary.

**Helvetica Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Helvetica Medium Condensed**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Helvetica Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Helvetica Medium Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
2.6 Typography (cont.)

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Typography Samples

Both serif and sans serif fonts (Times New Roman and Helvetica) may be used for body copy. However, with the exception of run-in heads—which may be Times New Roman—only sans serif is acceptable in headlines. Sample fonts with size, color, and spatial relationships appear below.

Manhattanville College®

Lignatem ant, unt faccus doluptat invel ilic tem rerectemquo eum senihic iisquas eos quassin commo consequatem qui ut quate ex ex et essendam videlis et latio. Nequamus, utescilitis rem sequae qui aces dolorru ptatem orebbequis eum fuga. Ut vellorpores non por asperat isinturios sin precim aximpor sim duntion sendamet at liquam nos nis que conseni tatemquia sitas ma aribus quoditas sequasaperum quidigenist rest ma dit anim inciens cuptatio te eos dollab idesto tem. Nam ratem que dem.

Header, Header, and Header

Lignatem ant, unt faccus doluptat invel ilic tem rerectemquo eum senihic iisquas eos quassin commo consequatem qui ut quate ex ex et essendam videlis et latio. Nequamus, utescilitis rem sequae qui aces dolorru ptatem orebbequis eum fuga. Ut vellorpores non por asperat isinturios sin precim aximpor sim duntion sendamet at liquam nos nis que conseni tatemquia sitas ma aribus quoditas sequasaperum quidigenist rest ma dit anim inciens cuptatio te eos dollab idesto tem. Nam ratem que dem nitiure npos sunt.

Enducia si blam quia volorum cus, consequat coreicto in ex eos mil etum nobis dolupti volorem denhiut utem serios inveniet pe doloria volris dctor sus, aborio cudsandante endelento ma ventessitis miillaut arum laborep udaest aut rerenis sintcem id magnate sinis sinis adi quatis sam si officit est officatem vendicia vendusa estemu quo atiore, to esciassequia na facilla borehenda sed quiam, voluptate cortiate exerchicatur atus mintior mod maion re elluptaqui arupta-

tius, sequas ipidit qui alis modignatem.

INTERNSHIPS For-credit internships with the world’s most influential corporations and nonprofits help students build professional experience and connections that launch careers.

A few of the sites where students held internships in the past year:

• Cosmo Magazine
• Lincoln Financial
• MasterCard Worldwide
• Meridian Global Services
• MTV Networks
• Museum of Modern Art
• New York Life
• Nickelodeon
• PepsiCo
• Rolling Stone Magazine
• Sirius XM
• WABC-TV
• Women’s Day Magazine
• World Wrestling Entertainment
Typography Samples (cont.)

Display type, for such uses as section heads and pull-out quotes, may be either serif or sans serif and may appear in a variety of weights and sizes, as shown here.

“Et estrum re, officate poreperibus earchilit, sam et quat odi dolores suntione num volorem. Nequi offictor atur.”

Programs of Study

Office of Student Affairs

IN THE WORLD WE WILL HELP SHAPE
Incorrect Use of Typography

Proper use of Manhattanville’s brand identity system will lead to a successful and effective communication of the College brand. No typeface other than those described on the previous pages may be used. As shown below, even approved typefaces should not be manually modified.

Not Manhattanville College Font (Use only fonts listed in this style guide)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Manually Modified (Do not stretch type horizontally)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Manually Modified (Do not stretch type vertically)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
## 2.7 Colors

The College's primary palette consists of two colors: Manhattanville Red (PMS 1945) and black. The former should always be used at 100% (not screened back) to avoid a pink appearance. For the logo, the black should be used at 100% strength except in one-color (grayscale) versions, in which the sky should print 30% black.

### Manhattanville Red
- Pantone 1945 C (1945 U)
- CMYK 5/100/55/28
- RGB 166/9/61
- HTML A6093D

### Manhattanville Black
- CMYK 0/0/0/100
- RGB 0/0/0
- HTML 000000
## Secondary Colors

Permissible colors in Manhattanville’s secondary palette appear below.

If any of these colors are used as a background for the brand identity, contrast between colors should be considered. See application example in section 3.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manhattanville Gray</td>
<td>Warm Gray 9 C (Warm Gray 9 U)</td>
<td>23/32/34/51</td>
<td>131/120/111</td>
<td>83786F</td>
</tr>
<tr>
<td>Manhattanville Orange</td>
<td>103 C (103 U)</td>
<td>5/5/100/16</td>
<td>198/169/0</td>
<td>C6A900</td>
</tr>
<tr>
<td>Manhattanville Green</td>
<td>5757 C (5757 U)</td>
<td>34/12/91/54</td>
<td>109/113/46</td>
<td>6D712E</td>
</tr>
<tr>
<td>Manhattanville Teal</td>
<td>3135 C (3135 U)</td>
<td>100/0/28/20</td>
<td>0/136/169</td>
<td>0088A9</td>
</tr>
<tr>
<td>Manhattanville Purple</td>
<td>7652 C (7652 U)</td>
<td>42/92/0/50</td>
<td>95/38/79</td>
<td>5F264F</td>
</tr>
<tr>
<td>Manhattanville Dark Blue</td>
<td>7545 C (7545 U)</td>
<td>58/32/18/54</td>
<td>66/85/99</td>
<td>425563</td>
</tr>
<tr>
<td>Manhattanville Light Green</td>
<td>750 C (750 U)</td>
<td>57/0/36/0</td>
<td>107/202/186</td>
<td>6bcaba</td>
</tr>
<tr>
<td>Manhattanville Green</td>
<td>5757 C (5757 U)</td>
<td>34/12/91/54</td>
<td>109/113/46</td>
<td>6D712E</td>
</tr>
<tr>
<td>Manhattanville Teal</td>
<td>3135 C (3135 U)</td>
<td>100/0/28/20</td>
<td>0/136/169</td>
<td>0088A9</td>
</tr>
<tr>
<td>Manhattanville Purple</td>
<td>7652 C (7652 U)</td>
<td>42/92/0/50</td>
<td>95/38/79</td>
<td>5F264F</td>
</tr>
<tr>
<td>Manhattanville Dark Blue</td>
<td>7545 C (7545 U)</td>
<td>58/32/18/54</td>
<td>66/85/99</td>
<td>425563</td>
</tr>
<tr>
<td>Manhattanville Light Green</td>
<td>750 C (750 U)</td>
<td>57/0/36/0</td>
<td>107/202/186</td>
<td>6bcaba</td>
</tr>
</tbody>
</table>
Incorrect Use of Colors

The secondary palette is intended to be used without modification. Neither hue, saturation, nor tint should be changed for any reason. When Pantone colors are used, they should print at 100%.

Do not change hue.

Do not change saturation.

Do not change tint.

Do not change hue.

Do not change saturation.

Do not change tint.
2.8
Administrative, Academic Department, and Program Signatures

Sub-brand signatures endorse and organize the College’s academic, administrative, and consumer entities, along with sub-units and programs, under a single institutional umbrella. Use signatures on school- and college-specific brochure covers and website home pages to provide clear emphasis on the sub-brands while demonstrating their connection to the College.

Each sub-brand signature must be treated as a unit and should not be modified or changed. This includes the typographic size relationship between words, spacing, and capitalization structure.

Schools are listed above the Manhattanville College word mark.

Brand Identity with Office or Department Lockup

Manhattanville COLLEGE®
Office of Institutional Advancement

80% of x-height of word mark

Brand Identity with School

SCHOOL OF EDUCATION
MANHATTANVILLE COLLEGE®

40% of x-height of word mark
2.8
Administrative, Academic Department, and Program Signatures (cont.)

Brand Identity with Office or Department Lockup (Centered)

Manhattanville COLLEGE®
Office of Institutional Advancement

Brand Identity with School

SCHOOL OF EDUCATION
MANHATTANVILLE COLLEGE®
The examples shown here have been identified by the College as “marquee" properties for marketing the College. You may also use brand properties as a word mark on print collateral and websites. A word mark maintains a typographic alignment with the College brand identity and may not be modified or changed. Additionally, the College brand identity must also be included on all print- and web-based marketing collateral in a secondary position (e.g., the back cover).

### Duchesne Center Lockup

![The Duchesne Center](image)

<table>
<thead>
<tr>
<th>The Duchesne Center for Religion and Social Justice</th>
<th>MANHATTANVILLE COLLEGE®</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% of x-height of word mark</td>
<td></td>
</tr>
<tr>
<td>150% of x-height of word mark</td>
<td></td>
</tr>
<tr>
<td>80% of x-height</td>
<td></td>
</tr>
</tbody>
</table>

### The Connie Hogarth Center for Social Action Lockup

![The Connie Hogarth Center](image)

<table>
<thead>
<tr>
<th>The Connie Hogarth Center for Social Action</th>
<th>MANHATTANVILLE COLLEGE®</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% of x-height of word mark</td>
<td></td>
</tr>
<tr>
<td>150% of x-height of word mark</td>
<td></td>
</tr>
<tr>
<td>80% of x-height</td>
<td></td>
</tr>
</tbody>
</table>

### Changing Suburbs Institute Lockup

![Changing Suburbs Institute](image)

<table>
<thead>
<tr>
<th>Changing Suburbs Institute</th>
<th>MANHATTANVILLE COLLEGE®</th>
</tr>
</thead>
</table>

### Rose Institute for Learning and Literacy Lockup

![Rose Institute](image)

<table>
<thead>
<tr>
<th>THE ROSE INSTITUTE for LEARNING and LITERACY</th>
<th>MANHATTANVILLE COLLEGE®</th>
</tr>
</thead>
</table>
Manhattanville College’s brand is promoted through application of the College’s graphic identity to a range of print and online material aimed at both internal and external audiences.

If you are considering applying the graphic identity to a product not described in this section, please consult with the Office of Communications (p. 52) for guidance.
3.1 Stationery

Manhattanville's suite of stationery material includes letterhead, a business card, a letter envelope, a booklet envelope, and a notecard, designed as a system to communicate a clear, professional, and uniform look. In each piece, with the exception of the notecard, the primary version of the brand identity appears in the upper left corner. Specifications for exact positioning of page elements are outlined on the following pages.
Letterhead

The general letterhead consists of the Manhattanville brand identity and address block as shown below. The address should always include (in this order): the name or office, mailing address, phone and fax numbers, and Web address.

Template shown is 55% of actual size.

Dimensions
8.5” x 11”

Institutional Letterhead Stock
Mohawk Superfine Writing
White, Eggshell

Color
Name of Department: Manhattanville Red
(Pantone 1945)
All Other Typography: Black

Typography
Name or Department: Eason Pro Regular,
All Caps, 8 pt.
Address: Eason Pro Regular, 7 pt.
Degree: Eason Pro Regular, 7 pt.
Title: Eason Pro Regular, 7 pt.
Office: Eason Pro Regular, 7 pt.
Letterhead (cont.)

The letterhead for individual offices or departments consists of the signature logo lockup (see examples on pp. 30 and 31) and address block as shown below. The address should always include (in this order): mailing address, phone and fax numbers, and Web address.

Letterhead with Sub-Brand Lockup Examples
Consistent typographical guidelines should be followed in the composition of a letter on Manhattanville letterhead. The letter should be positioned on the page and styled according to specifications below. Times New Roman should be used, with a type size of 12 points and a leading of 14 points.

Template shown is 55% of actual size.

August 26, 2016

Beau Roquicy
Bureau of Departments
222 S. Office Street NE
Baltimore, MD 21201-9876

Dear Mr. Roquicy:

This is the typing format for the official Manhattanville College campaign letterhead. The date starts at 12 picas (2 inches) from the top of the page. Insert three line spaces and type the outgoing address. Leave one line space before the salutation. Insert another line space before starting the body of the letter. The left margin is 6 picas (1 inch), and the right margin is 6 picas (1 inch). The bottom margin is 6 picas (1 inch).

Insert one line space between paragraphs with no paragraph indents, flush left/ragged right. When available, you may use 12-point Times New Roman with 14 points of leading. Secondary paragraphs should be handled as follows:

Indent secondary paragraphs 1 pica from both the left and right margins. Insert one line space between paragraphs with no paragraph indents, flush-left/ragged right. When available, use 10-point Goudy with 12 points of leading.

The complimentary closing should follow after one line space, with three line spaces between closing and name. Applicable personal information for the sender—title, personal phone, fax, or e-mail address—should be typed below the name.

Sincerely,

Nancy Esdio
Coordinator of Titles
Phone: 781-888-1234
Fax: 781-888-5678
E-mail: nancy.esdio@yourcollege.edu

P.S. Insert two line spaces between the correspondent’s personal contact information and the postscript. Any codes or typist’s initials should follow after an additional two line spaces.
#10 Envelope

Manhattanville’s #10 envelope stock should match our letterhead paper in both color and texture. Specifications for positioning the College brand identity (for general use) or sub-brand signature lockup (for specific offices or departments) and address appear below. See page 40 for examples of sub-brand signature lockup applied on envelopes.

Template shown is 70% of actual size.

**Dimensions**

4.25” x 9.5”

**Institutional Envelope Stock**

- Mohawk Superfine Writing
- White, Eggshell

**Typography**

- Address: Eason Pro Regular, All Caps, 8 pt.
- Addressee: Times New Roman Regular, 12 pt
Manhattanville’s booklet envelope stock should match our letterhead paper in both color and texture. Specifications for positioning the College brand identity (for general use) or sub-brand signature lockup (for specific offices or departments) and address appear below. See page 40 for examples of sub-brand signature lockup applied on envelopes.

Template shown is 55% of actual size.

Dimensions
9” x 12”

Booklet Envelope Stock
28 lb. White Booklet

Color
All Typography: Black

Typography
Address: Eason Pro Regular, All Caps, 8 pt.
Addressee: Times New Roman Regular, 12 pt
Envelope (cont.)

#10 or Booklet Envelope with Sub-Brand Lockup Examples

# Brand Identity with Office or Undergraduate Department Lockup

![Manhattanville College](image1)

Office of the President
2900 PURCHASE STREET
PURCHASE, NEW YORK 10577

# Brand Identity with Graduate School and Office or Department Lockup

![Manhattanville College](image2)

SCHOOL OF EDUCATION
2900 PURCHASE STREET
PURCHASE, NEW YORK 10577
Business Card

Manhattanville’s business card stock should match our letterhead paper in both color and texture. A card weight of 80# Cover should be used. Specifications for positioning the College brand identity and name, title, office, and address information appear below.

Business cards may be ordered at www.mville.edu/mymville/faculty-staff/human-resources/forms/business-card-order.html

Template shown is 100% of actual size.

Institutional Business Card Stock
Mohawk Superfine White, Eggshell
80# Cover

Color
Name: Manhattanville Red
(Pantone 1945)
Website: Manhattanville Red
(Pantone 1945)
“P” and “F”: Manhattanville Red
(Pantone 1945)
All Other Typography: Black

Typography
Name: Eason Pro Regular,
All Caps, 8 pt.
Title: Eason Pro Regular Italic, 8 pt.
Office: Eason Pro Regular, 8 pt.
Phone, Fax, E-mail and Website: Univers
55 Roman, 7 pt.
Address: Eason Pro Regular,
All Caps, 6 pt.

Dimensions
3.5" x 2"

Brand Identity with Office or Undergraduate Department Lockup

JOHN M. DOE
Director

Manhattanville COLLEGE®
Office of Institutional Advancement
john.doe@mville.edu
P 914-694-2200 F 914-694-2386 www.mville.edu
2900 PURCHASE STREET ● PURCHASE, NEW YORK 10577

Brand Identity with Graduate School and Office or Department Lockup

JANE S. SMITH
Director

Manhattanville COLLEGE®
SCHOOL OF EDUCATION
jane.smith@mville.edu
P 914-694-2200 F 914-694-2386 www.mville.edu
2900 PURCHASE STREET ● PURCHASE, NEW YORK 10577
Note Card

Manhattanville’s note card stock should match our letterhead paper in both color and texture. The centered version of the College logo (see p. 9) should be centered horizontally in the lower half of the card. Specifications for positioning appear below.

Template shown is 100% of actual size.

Dimensions
3” x 5”

Institutional Note Card Stock
Mohawk Superfine
White, Eggshell
80# Cover
3.2
Forms and ID Card

Forms for Manhattanville's internal use include fax sheets and memos, as well as covers and secondary pages for reports. Department-specific address blocks should be printed in the upper right corners of fax and memo sheets. (See page 44 for additional examples of signature logo lockups applied to forms.) A footer with the College's address appears at the base of report pages.
Forms with Sub-Brand Lockup Examples

FAX: Brand Identity with Graduate School and Office or Department Lockup

MEMO: Brand Identity with Graduate School and Office or Department Lockup
3.3 Marketing and Advertising

Manhattanville uses both print and online communications to advance our brand. In each case, it is important to adhere closely to graphic identity guidelines, as these materials create first impressions and serve to build an awareness of the College in those who might not have encountered us before.
The design of Manhattanville's print communications strives for a clean, organized, uncluttered—and therefore reader-friendly—appearance. Liberal use of white space is encouraged on both cover and interior page layout. Samples of both 4-color and 2-color designs appear below.

4-Color Brochure Samples

2-Color Brochure Samples
Print Communications (cont.)

Print ads and flyers (both 4-color and 2-color) should adhere to typographic and color guidelines presented previously (pp. 21–29). As with all of the College’s print communications, the layout should strive for a well-organized, reader-friendly effect.

“Sponsored by:” Lock-Up with Signature Logos: Place at bottom, left corner of all fliers.

Print Communications (cont.)

Print ads and flyers (both 4-color and 2-color) should adhere to typographic and color guidelines presented previously (pp. 21–29). As with all of the College’s print communications, the layout should strive for a well-organized, reader-friendly effect.

“Sponsored by:” Lock-Up with Signature Logos: Place at bottom, left corner of all fliers.

Print ads and flyers (both 4-color and 2-color) should adhere to typographic and color guidelines presented previously (pp. 21–29). As with all of the College’s print communications, the layout should strive for a well-organized, reader-friendly effect.

“Sponsored by:” Lock-Up with Signature Logos: Place at bottom, left corner of all fliers.
Social media plays an important role as extensions of the Manhattanville brand. With the exception of the College brand identity, fonts should be exclusively sans serif, and Manhattanville Red and black should be the primary text colors—resulting in a consistent look and feel among Manhattanville’s Facebook, Twitter, and YouTube pages.
Online Communications (cont.)

Web banner advertising examples for common sizes appear below. All banners are embedded with a URL for linking to content on the College website for more information, registration, or follow-up and tracking. Size restrictions on web-based ads provide limited space for content.

Web Banner Sample #1

Graduate Education And Business Programs
• Teacher Education
• Graduate Business Programs
• Accelerated Undergrad Programs

OPEN HOUSE
October 15 & November 24

OPEN HOUSE
October 15 & November 24

Manhattanville COLLEGE®

OPEN HOUSE
Oct. 15 & Nov. 24

Manhattanville COLLEGE®

Web Banner Sample #2

Web Banner Sample #3

Web Banner Sample #1
PowerPoint Template

For PowerPoint presentations, every slide should contain the Manhattanville logo in the upper right corner. Title and divider slides should reverse display copy out of a horizontal band of Manhattanville Red. Body slides should use positive red and black type on a white background.

Program Overview

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Praesent felis ipsum, viverra sit amet, placerat in, adipiscing quis, magna.
- Quisque id nisi nec sapien lacinia sagittis. Quisque tincidunt.

Special Events – Career Fair
Apparel and Gifts

On apparel and gift items, the Manhattanville brand identity will frequently appear in a 1-color treatment to keep production costs to a minimum. The College’s primary palette of Manhattanville Red and black, along with white, should be applied in most cases.

Branded apparel and gifts must comply with the College’s Brand Licensing Agreement. The agreement may be requested by contacting the Manager of Purchasing.
3.4 Website

Typefaces on Manhattanville’s website should be limited to sans serif—preferably Helvetica. Verdana or Arial may be used in addition if multiple fonts are necessary. Colors should consist of those from the primary and secondary palettes on pp. 27-28. See “Web Content Policy and Guidelines” on www.mville.edu/mymville/faculty-aamp-staff/technology-resources/policies-and-terms-of-use.html for full web guidelines.
3.5 Campus Applications

Signage that adheres to our graphic identity standards helps create a positive, unified impression for visitors to Manhattanville’s campus. It also contributes to clarity and simplifies the navigation process, both by vehicle and on foot, thereby promoting campus safety.
This guide covers most—but perhaps not all—of what you might need to know to configure and use Manhat- tanville’s graphic identity so as to consistently reinforce the College’s brand.

The purpose of this section is to answer questions that might arise as you use the guide, and to direct you to further resources where additional answers and assistance can be found.
4.1 FAQs

Some of the more common questions asked by people working with graphic identity projects include the following:

**Q: Who are the Branding Guidelines designed for?**

**A:** The Manhattanville College Brand Identity Standards were developed to support an integrated look and feel for all official Manhattanville College communications, including all school, division, department, and administrative offices. Manhattanville faculty, and student organizations are encouraged to use these guidelines to help promote a consistent visual identity for the college.

**Q: Do I have to follow the Branding Guidelines?**

**A:** Yes, while Manhattanville College is made up of many seemingly disparate divisions, departments, and organizational units, to the outside world, we are all part of the Manhattanville family. The Branding Guidelines are meant to provide a consistent look, feel and reader-experience across all the school, division, department and administrative offices at Manhattanville. Keeping a consistent look and feel across college communications makes finding information much easier and delivers information in a concise and effective way.

**Q: Why are these guidelines important?**

**A:** These guidelines are a critical tool for achieving a consistent brand identity across all official Manhattanville communications. This is important in reaching our readers effectively in a crowded marketplace with many choices for higher education consumers and providers. If properly implemented, readers will be able to quickly recognize Manhattanville College content and message.

**Q: I want to include the college logo on my flyer. Where can I get the graphics for that?**

**A:** You may contact the Manager of Communications for the logo. Before using the Manhattanville logo/word mark, make sure you are familiar with its proper uses and frequent misuse.

**Q: I want to download and use the Manhattanville seal. How can I get it?**

**A:** Use of the official Manhattanville seal is limited to formal documents, i.e., on diplomas or other official administrative communications originating from the President’s Office or the Board of Trustees. The seal may also be used for official ceremonial functions and appear on approved plaques, flags, or furniture and is not available for download.

The official Manhattanville seal should never be used on print or web marketing materials in lieu of the Manhattanville logo.

**Q: Where do I get the Manhattanville fonts? I don’t have them on my computer.**

**A:** You will need to purchase the fonts or contract with a designer who has the fonts. There is no “site license” for the approved Manhattanville fonts.

**Q: I’m printing a very small number of flyers. Do I have to follow these guidelines, since not many people will see them?**

**A:** Yes, it is still important to follow this identity manual—even for a small print run of what might seem like an ephemeral piece. Every graphic expression contributes to the College’s overall branding effort, and there is no telling how long a single item will circulate or remain visible.

**Q: What is the rule governing the use of the registered symbol?**

**A:** Yes, it is still important to follow this identity manual—even for a small print run of what might seem like an ephemeral piece. Every graphic expression contributes to the College’s overall branding effort, and there is no telling how long a single item will circulate or remain visible.

The registered symbol ® should be used the first time Manhattanville College appears in communications—advertising, website, flyers, letters—without claim to any particular font, style, size, or color.

**Q: How can I add the registered symbol?**

**A:** On a Mac, press OPT plus R key immediately after Manhattanville College. On a PC, press ALT plus 0174 on the numeric keyboard.

**Q: How about brand standards for Student Clubs and Organizations?**

- The Manhattanville College (MC) logo is not required but can be included
- Whenever the MC logo is used it must meet our Standards and Guidelines specifications
- Graphics can not be offensive to viewers as determined by the Office of Student Affairs
- Designs must be approved by the Office of Communications before printing
- Include the ® symbol with the full name of the college; required in a single entry when typeset;
- Credit and incorporate Manhattanville College® signature whenever possible

**Q: Are there any guidelines for an email signature?**

**A:** The signature on emails coming from mville.edu should be standardized to reflect the College’s logo, department name or office, and contact information. Personalized sayings or quotes should not be included.


4.2

Glossary of Terms

You might find the following definitions helpful in understanding and making use of this guide.

**Brand Mark:** A simplified rendering of the towers of Reid Hall, inscribed in a circle and forming part of Manhattanville’s logo when combined with the word mark “Manhattanville College.”

**Clearance Area:** Otherwise known as staging, the area around a graphic element, such as a logo, that must remain free of other typography or graphics.

**CMYK:** A color model used for print work that describes colors based on their percentage of cyan, magenta, yellow, and black.

**Manhattanville Red:** One of the colors in the College’s primary palette, along with black. Can be achieved in print by using either Pantone 1945 C or 1945 U (for 2-color printing) or CMYK 5/100/55/28 (for 4-color printing).

**RGB:** A color model used for online work that describes color by assigning a value between 0 and 255 to each of the colors red, green, and blue.

**Word Mark:** A typographic treatment of one or more words using a specific typeface and style, and in a specific configuration. In Manhattanville’s logo, the words “Manhattanville College,” set in Eason, with “Manhattanville” upper and lowercase above, and “College” in all caps below.
4.3 Appendix

This appendix includes additional reference listings and contact information to help you produce graphic material that is both useful to you and in keeping with College-wide identity standards.

General Questions
For clarification of anything in this manual or answers to questions of graphic identity not addressed here, please contact:

Office of Communications
Manager of Creative Services

Logo and Image Download
To ensure consistent quality of the College's brand identity and graphic system, do not recreate, use photocopies or scans, manipulate, or modify the College brand identity. Please contact the Manager of Creative Services for the logo.

For more information regarding proper usage for print and digital media, contact:

Manhattanville College
Office of Communications
2900 Purchase Street
Purchase, NY 10577
P: (914) 323-5175
E: communications@mville.edu
W: mville.edu