Make Your World More

Ursuline College Brand Guidelines
Dear Campus Community,

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

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

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

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

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

Yours in St. Angela,

Sr. Chris
Christine De Vinne, OSU, Ph.D.
*President*
The primary color option for our logo is Ursuline Blue (Pantone® 2727). It is intended to be used on lighter backgrounds to maintain legibility. When placed on a dark background or image, the logo should be white.

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

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

CLEARANCE

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

Use the lowercase “e” from the Ursuline logo as a measuring tool to help maintain clearance.
STATIONERY AND PAPER STOCK

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

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

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

To ensure that our emails are consistent and represent the College and its brand, we have created an approved format. The font is Helvetica (regular, italic, bold) and should follow the examples at right. You may also include the address and other phone numbers if desired.
The preferred placement for the logo is in the lower corner of communications. The logo acts as a grounding element that appears consistently on all pieces.

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

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

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

- **DON'T** skew or bend the lockup.
- **DON'T** crop the lockup.
- **DON'T** alter or replace the typefaces of the tagline.
- **DON'T** stretch, condense or change the dimensions of the lockup.
- **DON'T** alter the placement or scale of the elements.
- **DON'T** use more than one approved color for the tagline.
- **DON'T** rotate the lockup.
- **DON'T** alter the placement or scale of the elements.
- **DON'T** use drop shadows, strokes or other visual effects.
- **DON'T** use colors other than those from the approved palette in this document.
- **DON'T** rearrange the placement of the type within the lockup.
- **DON'T** add any extra elements to the lockup.
The primary color for the Ursuline brand logo is Pantone® 2727. A secondary palette has been introduced to be used in marketing communications materials.
Flame
Pantone® 158
C | 000 M | 75 Y | 100 K | 000
R | 242 G | 101 B | 34

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

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

Highlight bars are used as a brand element and the palette may be used as the color for these bars. They may also be used as background colors.
Usage of highlight bars on a dark background.
The secondary palette will be used differently depending on the audience for the materials.

**Undergraduate Color Usage**

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

**UCAP and Graduate Color Usage**

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

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

When Styrene B is not available, Helvetica or Arial may used in its place.
CHARACTER SET 40 PT.

CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

SMALL CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMERALS AND PUNCTUATION

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Lorem Ipsum.

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Photography
PHOTO STYLE

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

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

FORM

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

FUNCTION

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

CONTEXT

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

Illustration as a communication tool can add clarity to a complex idea, link concepts to the words and photographs, and capture the spirit of the brand. Illustration can shift the tone depending on the situation, and speak directly to the viewer.

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

Our Take

Her Take

Hers.
UCAP/GRADUATE APPLICATIONS

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

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

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