



UNIVERSITY OF
**DETROIT
MERCY**

Build A Boundless Future

**BRAND
STANDARDS
GUIDE**

TABLE OF CONTENTS

| | |
|---|-------|
| INTRODUCTION | 1 |
| IDENTIFIERS | 2 |
| CLEAR ZONE | 3 |
| MINIMUM SIZE | 4 |
| IMPROPER USAGE | 4 |
| TYPOGRAPHY: PRINT, WEB AND GENERAL APPLICATIONS | 5 |
| COLOR PALETTE | 6 |
| STATIONERY | 7-8 |
| UNIVERSITY SEAL /CREST | 9 |
| ATHLETICS LOGO | 9 |
| SUB-IDENTITIES | 10 |
| WRITING STYLE | 11-14 |
| INDEX | 15-30 |
| LOGO | 15 |
| LOGO + WORDMARK | 16-17 |
| SIGNATURE | 18-20 |
| WORDMARK + BRANDLINE | 21-24 |
| WORDMARK | 25-27 |
| BRANDLINE | 28 |
| UNIVERSITY SEAL /CREST | 29 |
| ATHLETICS LOGO | 30 |

Adobe Illustrator is a registered trademark of Adobe Systems Incorporated.

Microsoft, Office Suite, PowerPoint and Windows are registered trademarks of Microsoft Corporation.

PANTONE® Colors displayed here may not match PANTONE-identified standards. Refer to current PANTONE MATCHING SYSTEM® publications to view accurate PANTONE Color Standards. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2016.

© 2016 University of Detroit Mercy. All rights reserved.

INTRODUCTION

WHAT'S IN A NAME?

Our brand name—Detroit Mercy—serves as a specific and meaningful connection with our students, faculty, administration, alumni, donors, employers and Detroit-area residents. It differentiates the University from its competitors by owning what they cannot: the city of Detroit. Paying homage to the historic relevance of the institution and its proud Detroit heritage, Detroit Mercy also serves to honor the consolidation between the University of Detroit and Mercy College of Detroit by presenting a truly blended brand presence. As we continue to build brand equity across the University's various schools and departments, the Detroit Mercy name becomes an excellent umbrella for the undergraduate and graduate schools.

WHY IS A BRAND STANDARDS GUIDE NECESSARY?

As we progress, it is important that our brand identity align with the integrity of the school. This is achieved through consistency in every facet of visual communication. This guide is designed to support that effort and strengthen the Detroit Mercy brand perception in the community.

HOW IS THE NEW IDENTITY IMPLEMENTED?

This brand standards guide must be used by everyone who produces Detroit Mercy materials. While implementing Detroit Mercy's brand identity standards doesn't mean all materials must look exactly alike, it does mean they must look professional and look like they belong in the same family, with signatures, fonts, colors, and correct grammar and messaging used consistently. All materials must adhere to the standards contained in this guide in order to maintain a high-quality Detroit Mercy look and feel.

Materials governed by this brand standards guide include, but are not limited to, the following: letters, emails, viewbooks, catalogues, brochures, flyers, fact sheets, annual reports, publications, official websites, periodicals, newsletters, print and broadcast advertising, promotional videos, stationery and business cards, banners and posters, indoor and outdoor signage, promotional items, and merchandise.

WHO IS THE CONTACT IF THERE ARE QUESTIONS?

Questions should be directed to the Marketing & Communications Department at **313-993-1254** or **marcom@udmercy.edu**.

IDENTIFIERS

See pages 15-30 for more information about the university's logos.



LOGO

The logo can be used with the wordmark or stand alone, provided a wordmark also appears somewhere within the same layout.



LOGO + WORDMARK

The primary logo is composed of two components: the logo and the stacked flush left wordmark.

Build A Boundless Future

BRANDLINE

The brandline is designed to stand alone as a statement or be used with a wordmark or as part of the signature.



SIGNATURE

The signature—the logo, wordmark and brandline combined—must be used in external publications, advertising or anywhere “Build A Boundless Future” is not part of the headline, or not a major part of the message of the piece.



WORDMARK + BRANDLINE

Must be used in external publications, advertising or anywhere “Build A Boundless Future” is not part of the headline, or not a major part of the message of the piece.



WORDMARK

The wordmark can be used as part of the primary logo or can stand alone.

CLEAR ZONE

The immediate recognition and overall visibility of the Detroit Mercy logo, wordmark or signature can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the wordmark or signature. This area is referred to as the “clear zone.”



LOGO

LOGO + WORDMARK

SIGNATURE

WORDMARK + BRANDLINE

WORDMARK

To determine the appropriate amount of clear zone around the logo, use the width of the “DM” in “Detroit Mercy.” The clear zone must be equal to or greater than “DM.”

Note that the clear zone will increase or decrease in proportion to the size of the logo.

BRANDLINE

Measure the height of the brandline(X).

A clear zone must be equal to or greater than 2X.



LOGO GUIDELINES

The logo is property of University of Detroit Mercy.

The logo is used only for official university communications.

The logo may not be modified.

The logo should be used in its entirety whenever possible.

The correct logo colors are UDM Red and UDM Blue.

The logo may be used as a knockout, reversed out of a dark color background.

MINIMUM SIZE



LOGO

When used on its own, the minimum size is 3/8-inch wide.



LOGO + WORDMARK

Minimum size is 1-1/4-inch wide.



SIGNATURE

Minimum size is 1-1/4-inch wide.



WORDMARK + BRANDLINE

Minimum size is 1-inch wide.



WORDMARK

Minimum size is 1-inch wide.

Build A Boundless Future

BRANDLINE

When used on its own, the minimum size is 1-1/4-inch wide.

IMPROPER USAGE



DO NOT

Use unapproved color combinations.



DO NOT

Improperly constrain the identifier.



DO NOT

Place on a low-contrast background.



DO NOT

Skew or rotate or crop the identifier.



DO NOT

Change the opacity of the identifier.



DO NOT

Attempt to edit, create a new version of the identifier or use any non-approved typefaces.

TYPOGRAPHY: *PRINT, WEB AND GENERAL APPLICATIONS*

Aa Baskerville

Regular ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Italic ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Aa

SemiBold ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

SemiBold Italic ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Aa Frutiger

55 Roman ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

56 *Italic* ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

Aa

65 **Bold** ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

66 **Bold Italic** ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890

BASKERVILLE and FRUTIGER—Detroit Mercy’s main type families—are used in the majority of communications applications, such as brochures, flyers, publications, newsletters, print and broadcast advertising, promotional videos, stationery and business cards, banners and posters, indoor and outdoor signage, and promotional items.

PREFERRED USE:

BASKERVILLE, a classic old-style serif typeface, is used for body text, but it can be used for headlines, initial caps and intro segments.

FRUTIGER, a clear and highly legible sans serif typeface, is used for headlines, initial caps and intro segments to text, but it can be used for body text as well.

MICROSOFT OFFICE SUITE APPLICATIONS:

It is recommended that Arial (for Frutiger) and Times Roman (for Baskerville) are used for Microsoft Office Suite applications. These fonts are universally available and will provide Detroit Mercy with a seamless transition as the brand is used and implemented.

COLOR PALETTE

It is permissible to use screens, or tints, of these colors to enhance readability or for aesthetic reasons.

PRIMARY COLORS

Our primary colors are the most significant identifier. It must be present throughout all brand collateral but both colors do not always have to be included. Utilize the UDM Red or UDM Blue, even if it's a small amount, to help visually tie back to Detroit Mercy as a brand.

UDM RED

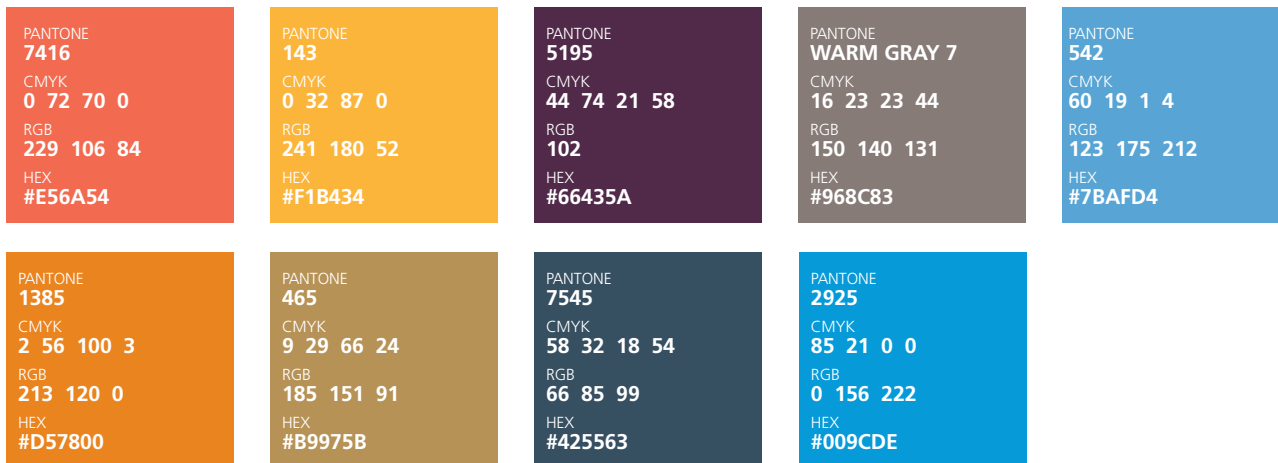
PANTONE
1945
CMYK
5 100 55 28
RGB
166 9 61
HEX
#A6093D

UDM BLUE

PANTONE
288
CMYK
100 80 6 32
RGB
0 45 114
HEX
#002D72

SECONDARY COLORS

The Secondary Color palette along with our Primary Color will greatly aid as a notable identifier to our brand in terms of color usage. Secondary colors should never be used in place of the primary color.



BACKGROUND COLORS

Please note that these colors are not for web use. The website uses only red, blue and gray as indicated by their HTML hexcode listed. Background colors should be used very sparingly—that is, in less than 10 percent of the color palette for one piece.



STATIONERY

ONE- OR TWO-SIDED *Second side is optional.*



UNIVERSITY OF
**DETROIT
MERCY**
Build A Boundless Future

John A. Doe, Ph.D.
Title Line 1
Title Line 2
Title Line 3

doejohna@udmercy.edu
udmercy.edu

Tel. 313-000-0000
Cel. 313-000-0000
Fax 313-000-0000

4001 W. McNichols Road
Detroit, Michigan 48221-3038

University of Detroit Mercy Mission

University of Detroit Mercy, a Catholic university in the Jesuit and Mercy traditions, exists to provide excellent student-centered undergraduate and graduate education in an urban context. A Detroit Mercy education seeks to integrate the intellectual, spiritual, ethical and social development of students.

TWO-SIDED



UNIVERSITY OF
**DETROIT
MERCY**
Build A Boundless Future

John A. Doe, Ph.D.
Title Line 1
Title Line 2
Title Line 3

doejohna@udmercy.edu
udmercy.edu

Tel. 313-000-0000
Cel. 313-000-0000
Fax 313-000-0000

4001 W. McNichols Road
Detroit, Michigan 48221-3038

Build A Boundless Future

BUSINESS CARDS

There are optional configurations for Detroit Mercy's official business cards—a one-sided option, a two-sided option with the University's mission statement on the second side, and a two-sided option with the brandline on the second side.

PAPER

Stock: 80# Cover, Classic Crest, Avon Brilliant White, Classic Linen

TYPESETTING

Name: *Baskerville Semibold 8.5pt*

Title: *Baskerville Italic 8.5pt*

Contact Info: *Frutiger 55 normal, Size 7pt, Leading 10pt*

COLOR BREAKS

Logo and Type: *PMS 288 (blue) and PMS 1945 (red)*

Back of Card: *PMS 288 (blue)*

LETTERHEAD *Shown on next page.*

Detroit Mercy's letterhead is standard size (8-1/2" x 11").

PAPER

Stock: 24# Text, Classic Crest, Avon Brilliant White, Classic Linen or 24# Text, Cougar, Bright White

TYPESETTING

Address Block: *Frutiger 55 normal, Size 7.5pt, Leading 11pt*

Department: *Baskerville Regular, Size 10pt*

COLOR BREAKS

Logo, Address Block and Department: *PMS 288 (blue) and PMS 1945 (red)*

ENVELOPES *Shown on next page.*

Detroit Mercy uses several different types and sizes of envelopes. However, for each, the University logo is positioned in the upper left-hand corner with the address block to the right of the logo.

#10 ENVELOPE

Stock: 24# Text, Classic Crest, Avon Brilliant White, Classic Linen or 24# Text, White Wove, Bright White

TYPESETTING

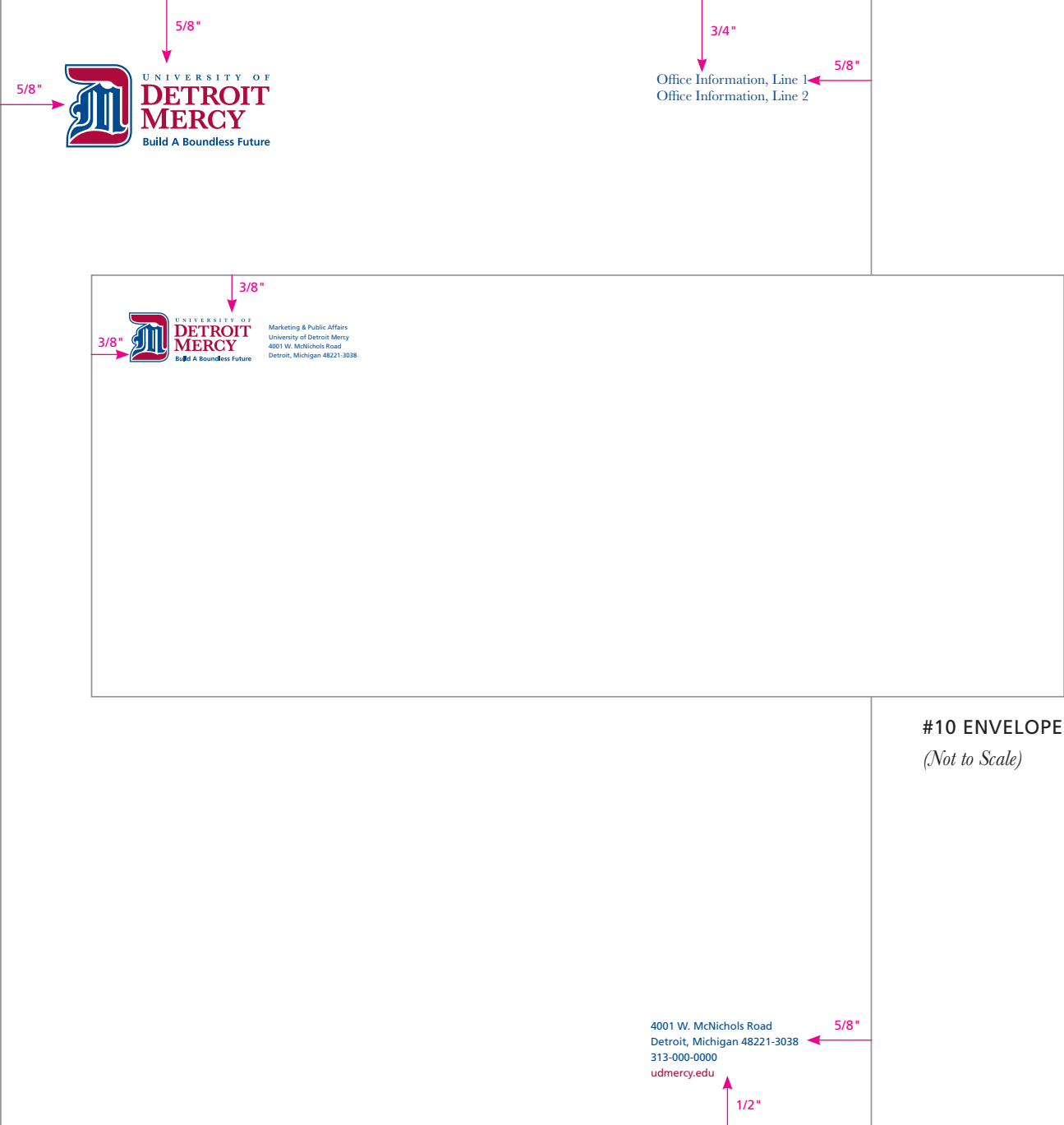
Address Block: *Frutiger 55 normal, Size 7.5pt, Leading 11pt*

COLOR BREAKS

Logo: *PMS 288 (blue) and PMS 1945 (red)*

Address Block: *PMS 288 (blue) and PMS 1945 (red)*

STATIONERY



LETTERHEAD
(Not to Scale)

UNIVERSITY SEAL/CREST



The Detroit Mercy crest is a unique and honored symbol of the University's identity. It is not intended for use as a graphic or a design element, and it should not be used in publications or materials in which use of the Detroit Mercy logo is appropriate as the University's identifier.

The Detroit Mercy crest is to be used only on official institutional documents, such as formal proclamations, diplomas, certificates, invitations, etc., issued from the offices of the President or the Provost and Vice President for Academic Affairs. Any other use of the crest is limited and should always be referred to the Marketing & Communications Department before publication.

MINIMUM SIZE

1-1/8-inch wide

Origins: Detroit Mercy's crest includes design elements representing both the Jesuit and Mercy traditions. The left side of the crest portrays two wolves at a pot, symbolizing the generosity of the Loyola family (Ignatius Loyola was the founder of the Society of Jesus). After all the family and the workers were fed, even the wild animals had the pot to lick. The motto of the Jesuits, "Ad Majorem Dei Gloriam" (For the Greater Glory of God), is located above the wolves and pot. The date 1877 refers to the founding of University of Detroit by the Jesuits.

On the right side of the crest is a white cross, which is the symbol of the Religious Sisters of Mercy, who founded Mercy College of Detroit in 1941. The three canettes are taken from the coat of arms of the Archdiocese and the City. The open book is the traditional symbol for a college. Upon the open pages is inscribed Mercy College's motto: Maria, Sedes Sapientiae (Mary, Seat of Wisdom).

ATHLETICS LOGO



The Detroit Mercy Titans Athletics logo is authorized for use only by Titan Athletics. The logo's colors are PMS 1945 (red), PMS 288 (blue) and PMS WGRAY 1.

Call **313-993-1745** for information about the graphic guidelines for Detroit Mercy Titans Athletics logos.

MINIMUM SIZE

1-1/8-inch wide

SUB-IDENTITY OPTIONS

SUB-IDENTITY WITH LOGO AND UNIVERSITY WORDMARK

Each School, College, department or office may have its own identity. Displayed below are six examples where the department is combined with the Detroit Mercy logo and full University name. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Detroit Mercy through the logo and full University name. Longer department names such as “Institute for Advanced Continuing Dental Education” requires a two-line structure. Similarly, a School or College may require a two-line structure followed by a one-line department name, as seen in the “College of Liberal Arts & Education, Department of Psychology” example.



In some cases, the development of other sub-identities may appear awkward or wrong — due to line length of multiple words in the program name, for example — it is recommended that development of sub-identities be

coordinated with and approved by the Office of Marketing. The proper use will ensure that the sub-identity coordinates with the look of the University’s graphic identity.

WRITING STYLE

All materials must use the brand name, DETROIT MERCY.

The Marketing & Communications Department follows *The Associated Press Stylebook* for general style and grammar. The following guidelines relate specifically to Detroit Mercy references or other common style uses. For more style guidance, call the Marketing & Communications Department at **313-993-1254** or **marcom@udmercy.edu**.

DETROIT MERCY

Upon first reference in copy, use “University of Detroit Mercy.” On second reference, use “Detroit Mercy” or “the University.”

The University name can only be identified by “Detroit Mercy” or “the University.” When using “the University,” always capitalize “U” if referring directly to Detroit Mercy. “The,” however, is never used as part of the formal name of the University and is not capitalized unless it is the start of a sentence.

CAMPUS

Capitalize “campus” when it is used as a formal name, e.g., “McNichols Campus.” Capitalize campus also on second reference when it is referring directly to a specific campus. Do not capitalize campus when it is being used generically, e.g., “Detroit Mercy’s campuses retain much of their historic charm,” or in reference to more than one campus, e.g., “The McNichols and Riverfront campuses will soon undergo significant changes.”

DETROIT MERCY DOES NOT HAVE A MAIN CAMPUS. THE UNIVERSITY’S THREE CAMPUSES ARE:

- Corktown Campus (School of Dentistry)
- McNichols Campus
- Riverfront Campus (School of Law)

SCHOOLS/COLLEGES

Capitalize when referring directly to a specific school or college (with or without the college or school name). Don’t capitalize when using generically, e.g., “Enrollment in the schools and colleges increased significantly.”

The name of the college or school should always be capitalized even if it is not preceded by “school” or “college.” For example, Engineering & Science is celebrating its centennial in 2011.

College names that have the word “and” in them should use the “&,” e.g., Liberal Arts & Education. However, with the College of Health Professions and McAuley School of Nursing, the word “and” is used because it is recognizing two academic entities within the College.

Professional Schools

Capitalize the names of the professional schools when using the formal name, e.g., “School of Law” or “School of Dentistry.” On second reference or when referencing less formally, use the lowercase law school or dental school. Other second reference options for the professional schools include: “Detroit Mercy Law” and “Detroit Mercy Dental,” and “the School,” with school capitalized.

PROGRAM/DEPARTMENT NAMES

Capitalize the name of a program or department, e.g., “Marketing & Communications Department.” Marketing & Communications would also be correct, as would Digital Media Studies Program. If using “department” or “program” on second reference, do not capitalize.

SUBJECTS

Except for “English,” subjects should not be capitalized. For example, “The student excelled in mathematics and the sciences, but he proved less successful in English literature.”

COURSE NAMES

Capitalize the full name of a course, but if a course is referenced generically, it should not be capitalized. For example, “Freshman John Jones will take Accounting 101 in the fall semester and another accounting course in the winter.”

WRITING STYLE

All materials must use the brand name, DETROIT MERCY.

BUILDING NAMES

Capitalize the names of buildings, e.g., “Warren Loranger Architecture Building.” Do not capitalize “building” when it is used alone, even in direct reference to a Detroit Mercy building. Below are the formal names of Detroit Mercy buildings:

CORKTOWN CAMPUS:

- Corktown Dental Clinic
- Corktown Classroom Building
- dental clinic building (informal reference)
- classroom building (informal reference)

MCNICHOLS CAMPUS:

- Calihan Hall (Athletics)
- Buysse Ballpark
- Chemistry Building
- Commerce & Finance Building (Business Administration)
- Padilla Family Student Lounge
- St. Ignatius Chapel
- Engineering Building
- Fisher Administration Center
- Ford Life Sciences Building
- Gardella Honors House
- Health Professions Facility
- Holden Hall
- Jane & Walter O. Briggs Building (Liberal Arts & Education)
- Lansing–Reilly Hall
- Lillie B. Kassab Mall
- McNichols Campus Library
- Cafe a La Carte
- Quad Commons—the collective reference for the four buildings that comprise these student residence halls. “Quads” may be used as a second or casual reference. (Add “Commons” to East, West, North, South when referring to a specific building.)
- Reno Hall
- Sacred Heart Square
- Shiple Hall
- Student Center
- Ballroom

- Fountain Lounge
- Grounds Coffeehaus
- Presidents Dining Room
- Student Fitness Center
- Titan Athletics Field & Track
- Warren Loranger Architecture Building
- Genevieve Fisk Loranger Architecture Center

RIVERFRONT CAMPUS:

- Dowling Hall (law school building)
- Walter B. Buhl Ford Hall
- George J. Asher Law Clinic Center

DEGREES

Only capitalize when using the name formally, e.g., “Bachelor of Science in Business Administration.” Try to avoid using Bachelor of Science degree in Business Administration. Other examples of proper degree designation are B.S. in Business Administration or bachelor’s degree in Business Administration.

DEGREE ABBREVIATIONS

Always put periods between the letters, e.g., B.A., M.A., Ph.D., D.D.S., J.D., R.N., with the exception of MBA.

RELIGIOUS REFERENCES

Put periods between S.J., but not RSM. Sister or Father can be abbreviated to Sr. and Fr. on first reference, unless they are being used in a salutation on a letter or other formal purposes like certificates or awards. When using an individual’s name on first reference, use John Staudenmaier, S.J. On second reference, use Fr. Staudenmaier. It is unnecessary to duplicate the religious reference by using Fr. John Staudenmaier, S.J. or the Rev. John Staudenmaier, S.J., except in a letter salutation or other formal document.

A comma should follow the religious reference in a sentence. For example, “John Staudenmaier, S.J., leads the University’s Mission Retreats.”

WRITING STYLE

All materials must use the brand name, DETROIT MERCY.

IDENTIFICATION (ON SECOND REFERENCE)

Use a person's full name on first reference. On second reference, use the person's last name, except in the case of religious designations. Always use "Fr." or "Sr." before these names on second reference.

INDIVIDUALS' TITLES

Capitalize a person's title if it precedes his/her name. If it follows, do not capitalize. For example, "President Antoine M. Garibaldi delivered the convocation speech" or "Antoine M. Garibaldi, president of the University, delivered the convocation speech." In the second example, though the individual's title is not capitalized, his or her department name should be capitalized, e.g., "John Doe, vice president for Business and Finance." However, if the person's title contains a description of his/her role rather than a department name, do not capitalize, e.g., "Jane Doe, administrative assistant."

PROFESSIONAL CREDENTIALS

For University publications, do not use professional or academic credentials, e.g., "John Doe, Ph.D." Also, do not use "Dr." before a name for those with Ph.D.s. Instead, use "John Doe, professor of Chemistry, earned his Ph.D. from Detroit Mercy." Academic credentials, however, may be used for formal/special purposes such as the Commencement program and for press releases.

For those with medical or dental professional degrees, however, M.D. or D.D.S. can follow their names, or their names can be preceded by "Dr." but not both. Religious designations should also follow those individuals' names; see Religious References.

ALUMNI

"Alumni" should be used for a plural reference; "alumnus" should be used for an individual male or "alumna" for a female. Never use the slang, "alum." "Alumnus" is also an acceptable generic reference for any individual.

ALUMNI CLASS YEAR

In all alumni publications, an alumnus' class year should be included with his/her name with the following style: "Jane Doe '89 was active as a student." Class year information is available in Raiser's Edge or from the Alumni Relations Office.

ATTRIBUTION (QUOTING A SOURCE)

When attributing the source of a quote in Detroit Mercy publications, use the past tense "said." For example, "Enrollment forecasts look positive," said Deborah Stiefel, vice president for Enrollment Management and Student Affairs."

PUBLICATION/ARTICLE TITLES

Italicize the names of books, magazines, journals and other publications. Use quote marks around the titles of articles, chapter names, etc.

HEADLINE STYLE

Headlines should always contain an active verb and be a complete thought. Except for the first word, headlines, as a rule, should be lowercase.

TITAN ATHLETICS

The single form Titan should be used when describing the sport, e.g., "Titan basketball," "Titan golf." When describing the team or players, use Titans, e.g., "The Titans won the conference title." "Detroit Mercy Titans" is also an acceptable reference for the Titans.

TIME

When providing a specific time, the proper style is 6 p.m. or 6:30 p.m. Instead of 12 a.m. or 12 p.m., use "noon" or "midnight."

FIRST-YEAR, SECOND-YEAR, ETC.

When using first-year, second-year, third-year or fourth-year as a modifier, always hyphenate. For example, "Jones is a first-year Architecture student." or "First-year Architecture student John Jones spent hours in the studio perfecting

WRITING STYLE

All materials must use the brand name, DETROIT MERCY.

his project.” However, it is not correct to hyphenate when saying, “Jones is in his first year of the Architecture program.”

GENERAL TERMS

cooperative education—When abbreviated, use the hyphenated “co-op.”

fundraising—One word, both as a noun and as an adjective.

health care—Two words, but one word if used to modify.

master’s/bachelor’s—Always use the apostrophe.

student-athlete—Always hyphenate.

GENERAL WEB CONTENT GUIDELINES

Keep copy to a minimum, as most people scan headlines and online news and information quickly. Use short, bulleted lists of information or tables. Put the most important information first.

Keep websites updated regularly. Visitors will lose interest in a website that remains stagnant.

Keep all website pages as consistent in style and navigation as possible, so visitors always know they are still on a particular website and can find their way around.

TECHNOLOGY AND SOCIAL MEDIA TERMS

Bluetooth—Uppercase, one word

download/upload—One word

cellphone—Lowercase, one word

click-throughs—Lowercase, hyphenated

cyberspace—Lowercase, one word

domain name—Lowercase, two words

email—Lowercase, one word

e-book—Lowercase, hyphenated

e-reader—Lowercase, hyphenated

end user/end-user—Two words as noun, hyphenate as adjective

fan/follow/friend—Acceptable as both nouns and verbs

handheld/hand-held—One word if used as noun, hyphenate as adjective

home page—Lowercase, two words

hyperlink/hypertext—Lowercase, one word

internet—Lowercase, one word

intranet—Lowercase, one word

iPad—One word, begins with lowercase “i”

iPhone—One word, begins with lowercase “i”

IP address—(Internet protocol address)
Uppercase acronym

JPEG/JPG—Uppercase acronym

login, logon, logoff (when used as a noun)—Lowercase, no hyphen

liveblog—Lowercase, one word

microsite—Lowercase, one word

online—No hyphen

password—Lowercase, one word

PDF—Uppercase acronym

plug-in—Hyphenate

search engine—Lowercase, two words

sign in/sign on/sign off—Lowercase, two words

smartphone—Lowercase, one word

unfriend—Lowercase, one word

URL—Uppercase acronym, capitalize when spelling out or use “web address”

username—Lowercase, one word

World Wide Web or Web—Always capitalize

website—Lowercase, one word

INDEX: LOGO



Pantone 1945 + Pantone 288
File name: LOGO_SC



Pantone 1945 + Pantone 288 + White
File name: LOGO_SC_WHT



4-Color Process
File name: LOGO_4C



4-Color + White
File name: LOGO_4C_WHT



Black
File name: LOGO_BLK



White
File name: LOGO_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: LOGO + WORDMARK

HORIZONTAL STACKED



Pantone 1945 + Pantone 288
File name: LOGO_DM_ST_SC



Pantone 1945 + Pantone 288 + White
File name: LOGO_DM_ST_SC_WHT



4-Color Process
File name: LOGO_DM_ST_4C



4-Color Process + White
File name: LOGO_DM_ST_4C_WHT



Black
File name: LOGO_DM_ST_BLK



White
File name: LOGO_DM_ST_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: LOGO + WORDMARK

HORIZONTAL



Pantone 1945 + Pantone 288
File name: LOGO_DM_H_SC



Pantone 1945 + Pantone 288 + White
File name: LOGO_DM_H_SC_WHT



4-Color Process
File name: LOGO_DM_H_4C



4-Color Process + White
File name: LOGO_DM_H_4C_WHT



Black
File name: LOGO_DM_H_BLK



White
File name: LOGO_DM_H_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: SIGNATURE

HORIZONTAL STACKED



Pantone 1945 + Pantone 288
File name: LOGO_DM_BL_ST_SC



Pantone 1945 + Pantone 288 + White
File name: LOGO_DM_BL_ST_SC_WHT



4-Color Process
File name: LOGO_DM_BL_ST_4C



4-Color Process + White
File name: LOGO_DM_BL_ST_4C_WHT



Black
File name: LOGO_DM_BL_ST_BLK



White
File name: LOGO_DM_BL_ST_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: SIGNATURE

VERTICAL



Pantone 1945 + Pantone 288
File name: LOGO_DM_BL_V_SC



Pantone 1945 + Pantone 288 + White
File name: LOGO_DM_BL_V_SC_WHT



4-Color Process
File name: LOGO_DM_BL_V_4C



4-Color + White
File name: LOGO_DM_BL_V_4C_WHT



White
File name: LOGO_DM_BL_V_WHT



Black
File name: LOGO_DM_BL_V_BLK

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: SIGNATURE

HORIZONTAL



Pantone 1945 + Pantone 288
File name: LOGO_DM_BL_H_SC



Pantone 1945 + Pantone 288 + White
File name: LOGO_DM_BL_H_SC_WHT



4-Color Process
File name: LOGO_DM_BL_H_4C



4-Color Process + White
File name: LOGO_DM_BL_H_4C_WHT



Black
File name: LOGO_DM_BL_H_BLK



White
File name: LOGO_DM_BL_H_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: WORDMARK + BRANDLINE

STACKED CENTERED



Pantone 1945 + Pantone 288
File name: DM_BL_ST_C_SC



4-Color Process
File name: DM_BL_ST_C_4C



Black
File name: DM_BL_ST_C_BLK



White
File name: DM_BL_ST_C_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: WORDMARK + BRANDLINE

STACKED FLUSH LEFT



Pantone 1945 + Pantone 288
File name: DM_BL_ST_FL_SC



4-Color Process
File name: DM_BL_ST_FL_4C



Black
File name: DM_BL_ST_FL_BLK



White
File name: DM_BL_ST_FL_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: WORDMARK + BRANDLINE

HORIZONTAL CENTERED



Pantone 1945 + Pantone 288
File name: DM_BL_H_C_SC



4-Color Process
File name: DM_BL_H_C_4C



Black
File name: DM_BL_H_C_BLK



White
File name: DM_BL_H_C_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: WORDMARK + BRANDLINE

HORIZONTAL FLUSH LEFT



Pantone 1945 + Pantone 288
File name: DM_BL_H_FL_SC

4-Color Process
File name: DM_BL_H_FL_4C



Black
File name: DM_BL_H_FL_BLK

White
File name: DM_BL_H_FL_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: WORDMARK

STACKED CENTERED



Pantone 1945 + Pantone 288
File name: DM_ST_C_SC



4-Color Process
File name: DM_ST_C_4C



Black
File name: DM_ST_C_BLK



White
File name: DM_ST_C_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: WORDMARK

STACKED FLUSH LEFT

UNIVERSITY OF
**DETROIT
MERCY**

Pantone 1945 + Pantone 288
File name: DM_ST_FL_SC

UNIVERSITY OF
**DETROIT
MERCY**

4-Color Process
File name: DM_ST_FL_4C

UNIVERSITY OF
**DETROIT
MERCY**

Black
File name: DM_ST_FL_BLK

UNIVERSITY OF
**DETROIT
MERCY**

White
File name: DM_ST_FL_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: WORDMARK

HORIZONTAL



Pantone 1945 + Pantone 288
File name: DM_H_SC



4-Color Process
File name: DM_H_4C



Black
File name: DM_H_BLK



White
File name: DM_H_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: BRANDLINE

Build A Boundless Future

Pantone 288
File name: BL_H_SC

Build A Boundless Future

4-Color Process
File name: BL_H_BLUE

Build A Boundless Future

Black
File name: BL_H_BLK



White
File name: BL_H_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: UNIVERSITY SEAL/CREST



Pantone 1945 + Pantone 288
File name: DM_Seal_SC



4-Color Process
File name: DM_Seal_4C



Black
File name: DM_Seal_BLK



Greyscale
File name: DM_Seal_GS

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: ATHLETICS LOGO



Pantone 1945 + Pantone 288 + PMS WGRAY 1 + White
File name: DM_TITANS_SC



4-Color Process
File name: DM_TITANS_4C



Pantone 1945 + White
File name: DM_TITANS_1945



Pantone 288 + White
File name: DM_TITANS_288



Black + White
File name: DM_TITANS_BLK



Greyscale
File name: DM_TITANS_GS

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.
eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.
jpg, png Use in Microsoft® Office Suite and digital applications.
JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.



UNIVERSITY OF
**DETROIT
MERCY**

Build A Boundless Future

Marketing & Communications
University of Detroit Mercy
4001 W. McNichols Road
Detroit, Michigan 48221-3038
313-993-1254
marcom@udmercy.edu
udmercy.edu