



150TH ANNIVERSARY BRAND GUIDELINES

AUGUST 2026 – JUNE 2027

FROM THE PRESIDENT

Dear University Community,

This year we will celebrate our 150th anniversary. This milestone will be marked by dozens of events across a nine-month period, and we're excited to recognize it together.

Our Alumni Relations Department, under the direction of Peggy Pattison, has developed a comprehensive plan that has received approval from the President's Council and the Board of Trustees to celebrate our institutional birthday. To help unify these efforts, the University has also created a special anniversary logo for use in connection with these events.

This graphic identity is an important part of the celebration and plays a key role in maintaining a clear and consistent look throughout the anniversary year. To support that goal, and after much deliberation, the University established specific guidelines outlining when and how the logo may be used, including details about size, placement and coordination with other University logos.

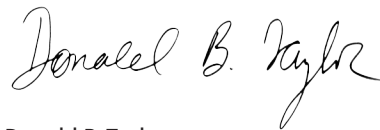
Please follow these guidelines carefully to preserve the integrity of the anniversary identity. Requests for variations cannot be accommodated. Materials that do not adhere to these standards cannot be made,

distributed, displayed or supported financially by institutional funding.

The University's Marketing & Communications department will oversee the implementation and use of these guidelines to ensure that our anniversary identity is used in a consistent way across all our celebratory events. If you have questions after reviewing these guidelines, please reach out to MarCom at marcom@udmercy.edu.

Thank you for your cooperation as we celebrate this historic occasion together.

Sincerely,



Donald B. Taylor

APPROVED ITEMS

- Mug/tumbler
- T-shirts/polo shirts
- Sweatshirts/hoodies
- Tote bag
- Journals
- Winter hat/baseball hat
- Stuffed animals with shirts
- Christmas ornaments
- Stemless wine glasses (etched)
- Pint glasses (etched)

If you are planning to create or print merchandise that is not featured on the list of approved items, you must reach out to MarCom first. We will work with you to ensure your design meets UDM's quality and brand standards.

ANNIVERSARY LOGO

The Detroit Mercy sesquicentennial logo, or the anniversary logo, should only be used during the university's sesquicentennial celebration—**August 2026 through June 2027**. The anniversary logo should not be included on materials after June 2027.

The 150th Anniversary logo is the property of University of Detroit Mercy.

Use only the digital artwork provided by Marketing & Communications. Do not alter the logo or create custom versions.

The only approved brand colors are UDM Red and UDM Blue. The full-color version of the anniversary logo should be used whenever possible.

Use the all-white version of the logo when placing it on dark colors or dark photos to ensure legibility.

Use the all-black version for black-and-white printing or when color use is restricted.



MINIMUM SIZE

The width of anniversary logo should never appear smaller than 1.5" wide when used in print materials.

CLEAR ZONE

To maximize visibility, the anniversary logo must be surrounded by a minimum amount of space, known as the clear zone. The clear zone indicates the area in which no other text or graphics may appear. Maintaining a consistent clear zone across all materials supports immediate recognition of the 150th Anniversary identity.

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



X is the height of the "150" in the anniversary logo.

LOCKUPS

The standalone 150th Anniversary logo is the preferred logo for most anniversary projects or materials. Additional lockups of the anniversary logo exist if a specific logo is needed. To maximize the 150th Anniversary legibility and impact, two secondary logos are available: the Stacked Tagline Lockup and the Co-Branded Anniversary Lockup.

These versions should only be used in limited instances where the primary 150th Anniversary logo is not the best fit for the project, specifically when the “Faith in Action” tagline or a direct visual link to the University’s “DM” logo is necessary for clarity.



FAITH IN ACTION

STACKED TAGLINE LOCKUP

This logo is the official 150th Anniversary logo paired with the “Faith in Action” tagline. It is presented in a vertical, stacked format, with the 150th icon positioned at the top and separated by a UDM Red horizontal divider from the tagline centered directly underneath.

This is a secondary alternative lockup intended for use only during the 150th Anniversary celebration.

“Faith in Action” is the only approved tagline for the 150th anniversary; no other taglines or slogans are permitted for use with the anniversary marks.

To maintain brand integrity, the ratio, spacing, and the UDM Red divider between the logo and text are fixed and must not be altered, rearranged, or separated.



CO-BRANDED ANNIVERSARY LOCKUP

The 150th Anniversary logo is locked to the right of the Detroit Mercy ‘DM’ logo in a horizontal format, separated by a vertical divider in UDM Blue.

This is a secondary institutional lockup for the 150th Anniversary. It should be used in instances where the University brand and the anniversary identity must be represented simultaneously.

The ratio and spacing between the logos and the divider are fixed and must not be altered.

COLOR VARIATIONS

Background	Primary Anniversary Logo	Stacked Tagline Lockup	Co-Branded Anniversary Lockup
On white and light colors	4-Color Process. The colors are PMS 1945 (UDM Red), PMS 288 (UDM Blue)		
	Black		
On black and dark colors	White		

Logos are available in JPEG, PNG and EPS formats.

WHICH FORMAT SHOULD I USE?

Use EPS* logo for printed items, including publications and brochures and for merchandise and apparel. Logos may be resized as needed.

Use JPG/PNG graphics for display on screens, including PowerPoint and videos. Logos should be scaled at 100% or less, never enlarge a JPG or PNG file.

* EPS files require specialized software, like Adobe Illustrator, to view.

INCORRECT LOGO USE

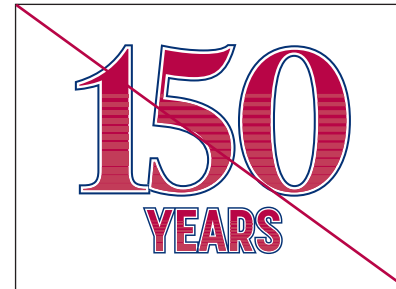
The 150th Anniversary logo is the finalized design and must be used exactly as provided by Marketing & Communications. No part of the logo should be changed, rearranged, or modified.

The following examples highlight incorrect treatments that are strictly prohibited. These rules apply to all approved lockups.

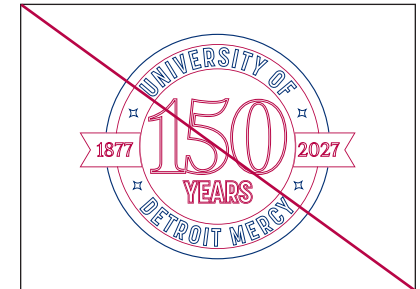
For applications not addressed in these guidelines, please contact Marketing & Communications for review and approval.



Do not change approved colors.



Do not rearrange or remove logo elements.



Do not outline the logo or any of its elements.



Do not stretch or distort.



Do not add custom text or slogans.



Do not place the full color logo on busy or dark backgrounds.



Do not change the opacity or use as a watermark.



Do not rotate or tilt.



Do not add drop shadows or effects.

APPROVED LOCKUPS

Official co-branded anniversary logos have been developed for a select group of academic units and divisions. These approved lockups are intended for use throughout the 150th Anniversary celebration.

The units and divisions listed below should utilize the approved lockups for all communications during the anniversary year. To maintain brand integrity, only the files supplied by Marketing & Communications may be used.

Once the anniversary year is concluded, all lockups must convert back to their standard logos.

Note: No program or department anniversary lockups will be created.

Academic Units

- College of Arts, Humanities & Social Sciences
- College of Business Administration
- College of Engineering & Science
- College of Health Professions
- School of Architecture & Community Development
- School of Dentistry
- School of Health & Rehabilitation Sciences
- School of Law
- School of Nursing
- School of Optometry

Other divisions:

- Alumni Relations
- Ministry
- Office of Mission Integration



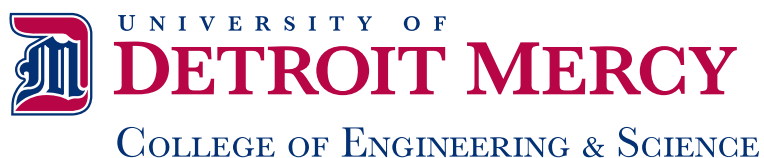
**COLLEGE OF HUMANITIES,
ARTS & SOCIAL SCIENCES**



**SCHOOL OF ARCHITECTURE
& COMMUNITY DEVELOPMENT**

ALTERNATIVE LOGO PAIRING

The anniversary logo may be paired with standard academic unit and division logos if a co-branded version does not exist. This configuration serves as the approved alternative for maintaining a consistent celebratory message across the University. Please refer to page 3 for the clear zone.



Note: The anniversary logo is not permitted to be integrated into custom logos or any other unofficial designs. It must appear only as a standalone element or within the specific lockups provided in these guidelines.

