Manhattan University Brand Guidelines



Introduction



Introduction

Manhattan University established its brand positioning to more effectively communicate the University's core values and benefits to current and prospective students, parents, faculty, staff, alumni, and the wider Manhattan University community.

These guidelines demonstrate exactly how the logo and its associated elements (i.e., typography, colors, etc.) can be used in a wide variety of situations. At manhattan.edu/branding, you can download logos for creating simple, internal communications, such as flyers. If you need new brochures, newsletters, posters or other external communications, please submit a project request at manhattan.edu/publications. This will begin the editorial and design production process for your project. Please continue to work with the office of Marketing and Communications on all publications that are intended for external audiences.

We look forward to your cooperation regarding this process and appreciate your help in making the Manhattan University brand the best it can be.

Manhattan University Logo



The "Manhattan University" logotype is always used with the shield insignia. In the logotype, the word "Manhattan" is always used with the word "University."



Primary logo – Vertical

File name: MUVertical_Green



Secondary logo – Horizontal

File name: MUHorizontal_Green



Secondary logo – Stacked

File name: MUStacked_Green

The Logo

As a distinctive visual identity, the Manhattan University logo is the most immediate representation of our institution and our community. It is a brand — a stamp of quality — that unites us, from the courses we teach to the exceptional student experience we provide, both on and off campus. Therefore, the logo should be used in all situations that call for the official mark of the university.

Establishing and communicating a clear and compelling brand helps people associate the Manhattan name with credibility and caliber. Using the brand marks in a consistent manner helps to distinguish Manhattan University from other institutions and establish a strong, substantial and distinctive identity for the Manhattan.

The use of secondary logos — including a stacked and horizontal version of the Manhattan University logo — is confined to appropriate applications where logo space is limited to a specific proportion or scale.

Web: Use the JPG format on a white background, PNG format for dark background or photos.

Print: EPS formats for offset printing and OOH projects. JPGs and PNGs are best used on Microsoft-based programs and but can also be used for print.

Logo files can be downloaded from the Manhattan University Brand Center at manhattan.edu/branding

The logo can only be used in non-Manhattan publications or displays with the approval of Robert Cole, Executive Director of Marketing, Marketing and Communications or Fran Hernandez, Design Assistant.

Logo Size & Space





Minimum size
3/4 inch (.75)
56 pixels

CLEAR SPACE: For legibility and prominence, the minimum clear space area that should be left around the logo mark is .25 in around the perimeter.

Logo Size & Space

There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs or illustrations should never be closer to the logo than half the width of the logo shield.

In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean, legible lettering and art detail. There is no maximum size limit, but use discretion when sizing the logo. In most cases the minimum size for the Manhattan logo should be no less than 3/4 inch in total size for print and 225 pixels high/wide for digital (web, mobile, video, presentations).

The logo can only be used in non-Manhattan publications or displays with the approval of Robert Cole, Executive Director of Marketing, Marketing and Communications.

Correct/Incorrect Logo Use

CORRECT







Correct usage on a dark background or photograph.

File name: MUVertical_White Green



Correct usage on a light background.

File name: MUVertical_Green

INCORRECT



Do not separate the shield from the logotype



Do not move the logotype above the shield



Do not use another color besides MU Green



Do not add another color in addition to MU Green



Do not use a different font or capitalize the logotype



Do not stretch or distort in any way

Correct/Incorrect Logo Use

The green Manhattan logo should be used when there is a light background (MUVertical_Green). If using a background color that is dark, the Manhattan logo must appear in the white version (MUVertical_White Green).

The logo may be printed against or dropped out of a photographic image only if it remains highly visible and legible. Never print it against or dropped out of a "busy" background that compromises its visibility.

- Do not attempt to create/recreate, add other graphics or manipulate any part of the logo for any application.
- Do not attempt to recreate the mark for a program using the Manhattan University logo and text.

Always download and use the logo files from the Manhattan University Brand Center, manhattan.edu/branding.

Departmental Logo Lockups



Vertical



Horizontal





Correct usage on a dark background.

Departmental Logo Lockups

School-, program- and department-specific wordmarks are the approved mark for use in formal and informal communications when identification of a program or department is desired.

Both vertical and horizontal versions of the marks are available for use. The vertical version should be the default choice for the majority of applications. The use of the secondary horizontal version is confined to applications where logo space is limited to a specific proportion or scale.

- Do not attempt to recreate the mark for a program using the Manhattan University logo and text.

If you cannot find your department's lockup in Manhattan University's Brand Center, contact the marketing department for help to create one for your department.

The University Seal







The University Seal

The Manhattan University seal is an official symbol of the school. Its use is limited to Commencement, special awards, and on behalf of the Office of the President.

The University seal can be used only as a stand-alone image and should not be paired with any other mark or words. It should not be used in place of, or in conjunction with, the Manhattan University shield logo.

Please reach out to the Marketing and Communications department directly for use of this logo.



Correct usage on a dark background.



The opacity on the seal can be adjusted to be used on official document or certificate and serve as a watermark

Colors

PRIMARY COLORS	PANTONE	C M Y K	R G B	WEB
Manhattan Green	PMS 349	90 12 95 40	4 106 56	#046A38
White	—	0 0 0 0	255 255 255	#FFFFFF

SECONDARY COLORS	PANTONE	C M Y K	R G B	WEB
Secondary Green	PMS 7490	57 6 92 19	113 153 73	#A3D032
Gold	PMS 130	2 38 100 0	244 168 0	#F5A800
Metallic Gold	PMS 871	44 45 75 1	134 118 78	#86764E
Gray	PMS Warm Gray 1	3 3 6 7	215 210 203	#D7D2CB

Colors

Manhattan green is a key branding element and, whenever possible, this green should appear prominently in all communications created by the University.

Secondary colors should be used as complimentary colors to Manhattan green and used as accents as opposed to using them as a primary colors.

University Fonts

Primary Fonts

MINION PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SCALA SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Fonts

TRADE GOTHIC REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRADE GOTHIC CONDENSED No.20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Microsoft Alternative fonts

GEORGIA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

University Fonts

The Manhattan University typography system helps express the brand voice. It consists of two typefaces: Minion Pro and Scala Sans.

Both typefaces come in a variety of weights and styles that are used throughout the branding, allowing versatility and flexibility. These fonts can be bold and strong, but can also be quieter, more restrained and classic, depending on the selected weight and use of italics, caps, small caps and swashes. Choose according to what best suits the message.

Alternative Fonts

If you are creating projects from your desktop computer, the University fonts may not be available to you. In that case, Georgia (replacing Minion) and Arial (replacing Scala Sans) may be used as alternative typefaces.

The consistent use of these typefaces on print, digital and other applications will make for a recognizable and consistent identity.