BRAND STANDARDS and VISUAL IDENTITY TOOL KIT
To the University of Mary Washington community:

As most of you know, my goal is to make our university one of the best public liberal arts universities in the nation. A strong and coherent identity is essential to fulfillment of that goal. All of our great minds need to work together to effectively communicate the excellence of UMW to the world.

Through consistent and thoughtful use of our identity standards, prospective students will know who we are in this competitive environment; our alumni will connect with their alma mater and with the success of our graduates; and the public will be made aware of the university's many achievements and opportunities.

I take seriously these guidelines, and I expect you to do the same. In addition to releasing these standards, I am appointing a Visual Identity Standards Committee. Members of the committee will enforce these standards and will regularly review and update them.

Please take the time to review these standards and share the information with anyone responsible for producing materials for UMW. Within these guidelines are the tools necessary to present the institution as one family with a consistent look and voice.

Sincerely,

Richard V. Hurley
President
Table of Contents

Introduction ......................... 3

Brand Platform ...................... 4

Visual Identity Elements
University of Mary Washington Logo .......... 5
Primary Logo ........................................... 6
Protected Area ............................................... 6
Minimum Reproduction Size ..................... 6
Tagline ......................................................... 7
Color Scheme .............................................. 8
External Use Requests ................................. 8
Dos and Don’ts ............................................ 9
Official University Colors ............................... 10
Secondary Palettes ..................................... 11
Typography .................................................. 12
Location Logos ............................................ 13
Monogram Logos ......................................... 14
The University Seal ....................................... 15
Brand Extentions ......................................... 16
Sub-brands ................................................... 17
Independent Brands ...................................... 18
Obsolete Logos and Graphics ....................... 19
Policy on Creating Secondary Logos ............ 20
Graphic Elements ........................................ 20
Event Logos .................................................. 21

What May Student Organizations Use? .......... 22
Product Resale and Other Commercial Use ........ 22

Stationery Guidelines
Generic Letterhead and Envelope .................. 23
Business Card .............................................. 24
Department/Office Letterhead ....................... 25
Letterhead for Brand Extentions .................. 26
Envelope for Brand Extentions ...................... 27
Business Card for Brand Extentions ............... 28

Web Guidelines .................. 29

Athletics
Mascot Graphic – Fighting Eagle .................. 30
Mascot Logo Protected Area ......................... 31
Mascot Logo Minimum Reproduction Size ....... 31
Mascot Logo Dos and Don’ts ......................... 32
Athletics and Mascot Logo Variations .......... 33
Obsolete Mascot Logos ................................. 34
Athletics Stationery Set ............................... 35

Brand Standards and Visual Identity Toolkit
For questions related to the University of Mary Washington Brand Standards and Visual Identity Toolkit, contact the Office of University Relations and Communications at 540/654-1055.
Introduction

An impression is made each time someone at the University of Mary Washington communicates with the public. Visual communications such as newsletters, brochures, websites and other published materials impact the University’s brand.

An institution’s visual identity externally reflects not only its style and character, but also its traditions, strengths, and values. Internally, the visual identity of an institution conveys a sense of pride and commitment to a common mission.

Conforming to comprehensive visual standards can unify and strengthen communications by projecting a message of order and consistency. The elements of such an initiative identified in this guide include the appropriate use of the logo, an established color palette, and preferred typefaces.

The guidelines that follow will help you apply visual elements within an established system to ensure consistency in style and message.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the University Brand Coordinator AJ Newell at 540/654-1934 or anewell@umw.edu. If you have suggestions on improving this guide, please send them to Anna Billingsley in the Office of University Relations, who chairs the Visual Identity Standards Committee.

Using this manual

(Updated July 2013)

The University of Mary Washington Brand Standards and Visual Identity Tool Kit establishes official policy and standards for the design and text of University of Mary Washington publications, stationery, signage, and other applications, including the web. The contents of this manual are protected by copyright. All restrictions apply. Design or color alterations to the specifications outlined in this manual are prohibited without the consent of the Office of University Relations. It is important that University of Mary Washington project an image of excellence and cohesiveness to all of our many audiences. The logos and official university names have registered trademark protection, and any use of the logos or official university names other than those prescribed in this manual is prohibited, regardless of funding sources. Questions concerning usage of the logos in publications should be directed to Office of University Relations.

Statement on Ethnic Diversity in Publications

The University of Mary Washington is committed to building a community of ethnic diversity. To this end, each University of Mary Washington publication and image should, to the greatest extent possible, reflect that goal, both verbally and visually. All published material, website content, and broadcast segments emanating from the University of Mary Washington must meet this standard. Enforcement will be coordinated by the Associate Vice President for University Relations.

Adopted by the President’s Community Advisory Committee on Diversity
Brand Platform

Positioning Statement

The University of Mary Washington is a premier, selective, public liberal arts and sciences university in Virginia, providing an intensely personal and participatory educational experience. We attract talented, high-ability, and intellectually curious undergraduate and graduate students who want rigorous academics in a supportive campus community that values and instills honor and integrity. Our small, highly interactive classes motivate students to prepare for, participate in, and embrace new knowledge so that they get the most out of their educational investment.

Innovative and accessible master teachers inspire students to think critically, engage meaningfully, and communicate effectively. Outside of our classrooms, students experience a rich array of research, internship, leadership, and recreational opportunities that help them develop real-world skills and make college fun and exciting. Our civically, socially, and intellectually engaged community inspires individuals to define and act upon their beliefs. Our graduates are articulate critical thinkers who have the confidence to explore challenges as opportunities and adapt and thrive in a complex, fast-changing world.

Brand Promise

Rigorous academics in a supportive community of high integrity

Brand Drivers

- Small, challenging, highly interactive classes
- Innovative and accessible master teachers
- Rich array of research, internship, leadership, and recreational opportunities
- Civically, socially, and intellectually engaged community

Brand Personality Traits

- Intellectual
- Innovative
- Passionate
- Genuine

Tagline

Where great minds get to work
Visual Identity Elements

University of Mary Washington Logo

A logo is one visual element in the identity scheme. Though it is the cornerstone, only the consistent application of the logo, coupled with a family of colors and selected type styles, gives constituents a memorable vision of the university. Inconsistent messages are confusing, and can be damaging. Consistency, the core of effective communication, cannot be overdone.

Effective communication begins with the correct use of the logo. The University of Mary Washington’s primary logo is the appropriate symbol for all forms of visual communication. Visual communications include, but are not limited to:

- stationery (letterhead, envelopes, business cards, note pads, and fax cover sheets)
- publications (brochures, catalogs, invitations, newsletters, posters, etc.)
- presentations and displays
- promotional items and advertisements
- videotapes and CDs
- photocopied materials
- websites

The University of Mary Washington primary logo should be clearly and prominently displayed on all visual communications and may not be incorporated into or combined with any other mark, symbol, or graphic to create a new mark. In this reference, “prominently displayed” means placing the logo on the cover or at the beginning of visual communication, providing clear space around the logo to ensure readability, and ensuring the logo is not smaller than the minimum size allowed.
Visual Identity Elements

Primary Logo

The logo with the tagline (primary logo) consists of three parts: the column icon, the name “University of Mary Washington” in a customized Berthold Baskerville typeface, and the tagline “where great minds get to work” in Myriad Pro italic. The tagline is not to be unlocked from the primary logo and is never used as a stand-alone graphic.

The primary logo is required on:
- all print media (brochures, periodicals, etc.)
- all advertising
- websites
- all other media and external communications according to appropriate guidelines

The primary logo should appear on the front cover of periodicals and brochures, and in advertising (including print, broadcast, web, outdoor, and posters/flyers), except when using brand extension logos. If a brand extension logo is used, then the tagline should not appear.

The primary logo should also be used on such university media as podium signs, banners and displays, advertising, broadcast media, and websites. Exceptions are building and wayfinding signage, name tags, and business cards.

Protected Area

To allow for maximum legibility, the primary logo must be kept clear from conflicting visual elements. The protected area is the minimum amount of clear space that must surround the logo and tagline. No elements such as typography, other logos, or graphics should intrude into the protected area. This space is equivalent to the distance from the left edge of the graphic mark to the right edge of the second column. See diagram to the right.

Note: The protected area will change as the graphic is scaled.

Minimum Reproduction Size

The primary logo may not be reproduced any smaller than two inches in width. (Exempt from this requirement is special branded merchandise, such as pens and pencils.)
Visual Identity Elements

Tagline

The University of Mary Washington’s tagline, *where great minds get to work*, captures the spirit and personality of the university. The tagline is graphically interlocked with the university logo for use in various official media of the university. It is never used as a stand-alone element. *Where great minds get to work* is a registered trademark and may not be altered or combined with other logos, taglines, or mottos. Never use the tagline as the title of a publication or as the predominant feature of any page. The tagline should not be used as a headline but may be used in body copy.
Visual Identity Elements

Color Scheme
In terms of consistency and identity, color plays a key role in building recognition. Use of University of Mary Washington official colors is critical when reproducing the university logo. The preferred reproduction of the university logo is two-colors: Pantone® 648 and Pantone® Cool Gray 11.

For one-color applications, Pantone® 648 or Pantone® Cool Gray 11 can be used, or the logo can appear in solid black. For one-color applications when screening is also an option, the logo type should appear in black and the graphic mark should appear in 70% of black. Reversing the logo can be accomplished by using a solid color as the background and knocking out the logo in white.

External Use Requests
Requests to use the university logo for presentations, websites, or other communications are granted for one-time use on a case-by-case basis. Please use the Logo Request Form on the University Relations website. Logos may be used by external organizations to express the role of the University of Mary Washington as a partner. If permission is granted, all communications displaying the University of Mary Washington logo shall state, “Logo used with permission from the University of Mary Washington” and shall adhere to the identity standards and requirements set forth in this manual.
Visual Identity Elements

**Dos and Don’ts**

Using the primary logo correctly will maintain consistency and respect for the University of Mary Washington identity. Please follow these guidelines. These guidelines also apply to all versions of the University of Mary Washington logos.

**DO** use the primary form of the logo whenever possible.

**DO** maintain the minimum clear space and reproduction size specifications.

**DO** print the two-color version of the logo on a white background.

**DO** consult Design Services or University Relations when in doubt.

**DO NOT** recreate the logo – digital files are available from the Office of Design Services.

**DO NOT** print the logo on a patterned or speckled paper.

**DO NOT** alter the composition of the logo.

**DO NOT** apply special graphic effects to the logo.

**DO NOT** adjust the angle of the logo.

**DO NOT** place other graphics on or close to the logo.

**DO NOT** print the color version of the logo on colored paper in the PMS colors—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.

**DO NOT** print the logo on a patterned or speckled paper.

**DO NOT** position the logo on a photographic background where there is insufficient contrast between the photographic image and the logo and typography.

NEW LOOK!
Visual Identity Elements

Official University Colors

**Primary Palette**

The official University of Mary Washington blue and gray are key components of the Brand Standards, and they are the primary colors for use in principal print and electronic communications. Secondary palettes may be used in addition to blue and gray, but they cannot be used as primary, stand-alone colors. Consistent use and careful matching are essential in establishing and maintaining a unified image.

The Pantone® colors are preferred when printing one- and two-color publications (spot color). When full-color printing (four-color process) is used, the CMYK mix is applied. The RGB values are for screen display only and the HEX values are for web design.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 648</td>
<td>100-82-0-52</td>
<td>0-49-69</td>
<td>00305e</td>
</tr>
<tr>
<td>Cool Gray 11</td>
<td>0-2-0-68</td>
<td>102-102-102</td>
<td>686663</td>
</tr>
</tbody>
</table>

Pantone® and Pantone Matching System® (PMS) are registered trademarks of Pantone, Inc.

The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available from either the Office of Design Services or a commercial printer.
### Visual Identity Elements

#### Official University Colors, continued

**Secondary Palettes**
The secondary palettes were selected to compliment the primary palette of blue and gray. The secondary palettes provide complementary color options that may be used in combination with the primary palette, but should not be used as a substitute for the primary palette. Do not combine the Vibrant and Muted palettes.

<table>
<thead>
<tr>
<th>Vibrant Palette (for print and web)</th>
<th>Neutrals</th>
<th>Muted Palette (for print and web)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PANTONE</strong></td>
<td><strong>PANTONE</strong></td>
<td><strong>PANTONE</strong></td>
</tr>
<tr>
<td>458</td>
<td>413</td>
<td>4535</td>
</tr>
<tr>
<td>CMYK 10, 91, 0, 73</td>
<td>CMYK 0, 9, 20</td>
<td>CMYK C, 4, 30, 11</td>
</tr>
<tr>
<td>RGB 245-207-71</td>
<td>RGB 198-198-198</td>
<td>RGB 211-200-57</td>
</tr>
<tr>
<td>HEX f5d47</td>
<td>HEX c6c6cb</td>
<td>HEX d3e89d</td>
</tr>
</tbody>
</table>

| **PANTONE**                        | **PANTONE** | **PANTONE**                   |
| 1805                               | 5493       | 618                             |
| CMYK 0, 44, 100, 7                 | CMYK 0, 14, 21 | CMYK 0, 3, 87, 30           |
| RGB 209-38-39                      | RGB 61-184-211 | RGB 176-163-69            |
| HEX d12627                         | HEX 3d68d3 | HEX b6a345                     |

| **PANTONE**                        | **PANTONE** | **PANTONE**                   |
| 138                                | Black 4    | 202                             |
| CMYK 60, 80, 0, 7                  | CMYK 0, 22, 100, 89 | CMYK 0, 100, 61, 43          |
| RGB 120-192-67                     | RGB 0-0     | RGB 86-118-50                   |
| HEX 7850d43                        | HEX 000000  | HEX 83-129-173                 |

| **PANTONE**                        | **PANTONE** | **PANTONE**                   |
| 128                                |            | 575                             |
| CMYK 40, 60, 7                     | CMYK 0, 14, 21 | CMYK 65, 30, 0, 11          |
| RGB 61-184-211                     | RGB 61-184-211 | RGB 176-163-69            |
| HEX 3d68d3                         | HEX 000000  | HEX 000000                     |

| **PANTONE**                        | **PANTONE** | **PANTONE**                   |
| 7499                               |            | 646                             |
| CMYK 43, 0, 14, 21                 | CMYK 0, 22, 100, 89 | CMYK 65, 30, 0, 11          |
| RGB 61-184-211                     | RGB 0-0     | RGB 176-163-69                   |
| HEX 3d68d3                         | HEX 000000  | HEX 000000                     |

| **PANTONE**                        | **PANTONE** | **PANTONE**                   |
| 5493                               |            | 575                             |
| CMYK 43, 0, 14, 21                 | CMYK 0, 22, 100, 89 | CMYK 65, 30, 0, 11          |
| RGB 61-184-211                     | RGB 0-0     | RGB 176-163-69                   |
| HEX 3d68d3                         | HEX 000000  | HEX 000000                     |

| **PANTONE**                        | **PANTONE** | **PANTONE**                   |
| 513                                |            | 575                             |
| CMYK 43, 0, 14, 21                 | CMYK 0, 22, 100, 89 | CMYK 65, 30, 0, 11          |
| RGB 61-184-211                     | RGB 0-0     | RGB 176-163-69                   |
| HEX 3d68d3                         | HEX 000000  | HEX 000000                     |

| **PANTONE**                        | **PANTONE** | **PANTONE**                   |
| 5493                               |            | 575                             |
| CMYK 43, 0, 14, 21                 | CMYK 0, 22, 100, 89 | CMYK 65, 30, 0, 11          |
| RGB 61-184-211                     | RGB 0-0     | RGB 176-163-69                   |
| HEX 3d68d3                         | HEX 000000  | HEX 000000                     |
Visual Identity Elements

Typography

Museo Slab, Museo Sans, and Minion are the suggested typefaces for advertising and print materials. When used for headlines or body copy, they are versatile, with different weights and italics. To maintain a consistent image, select one of these fonts and use it as the standard text whenever possible.

Alternate typeface for correspondence

Times New Roman, standard on most computers, is acceptable when letters or memos are created in word-processing software and laser printed on official stationery.

12-POINT Typography is architecture, and the typographer is the architect. The building bricks used are the typefaces, and the mortar is the space used for composition.
Visual Identity Elements

Location Logos

Stafford Campus
Stafford Campus is the physical reference to the site at 121 University Boulevard in Stafford County, and the logo shown can be used to indicate that campus on signage and directional markers. This logo shall not be used as a substitute for the primary logo.

Dahlgren Campus, Center for Education and Research
Dahlgren Campus is the University of Mary Washington-related facility located adjacent to The Naval Surface Warfare Center Dahlgren Division, and the logo shown can be used to indicate that on signage and directional markers. This logo shall not be used as a substitute for the primary logo.
Visual Identity Elements

Monogram Logos

The monogram logos are designed for secondary graphic applications such as campus banners, bags, branded merchandise, and social media avatars. The monogram logos should not be used for print media or web banners.

Stacked monogram logo

Linear monogram logo
Visual Identity Elements

The University Seal

The formal University seal is used to authenticate the highest official university documents and to communicate the official significance of certain special occasions and events. As such, its use is as determined exclusively by the President or a designated representative.
Visual Identity Elements

Brand Extensions

These major, high-profile divisions of the core brand are integral components of the University of Mary Washington brand and directly support the university’s mission. These entities have a brand extension logo specific to their organization but directly tied to the university’s visual identity system for use on letterheads and other publications.

Brand Extension Logos

[Logos for College of Arts and Sciences, College of Business, College of Education]
Visual Identity Elements

Sub-brands

Sub-brands have distinctive personalities and missions and are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services. These sub-brands have distinct logos.

- UMW Arts for the Community
- UMW Athletics
- UMW Conferences
- UMW Philharmonic Orchestra
- UMW Theatre
Visual Identity Elements

Independent Brands

These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to the University of Mary Washington. These independent brands have unique logos.

• Center for Economic Development
• Gari Melchers Home and Museum
• James Monroe Museum and Memorial Library
• Jepson Executive Alumni Center at UMW
• Fredericksburg Regional Alliance at UMW
• Gari Melchers Home and Museum
• Small Business Development Center
• UMW Alumni Association
• UMW Foundation

Examples of Independent Brand Logos
Visual Identity Elements

Obsolete Logos and Graphics

As the university sustains its brand identity, it is imperative that all communications tools carry the approved University of Mary Washington primary logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate many previously accepted logos and graphics. Those no longer in use include (but are not limited to) the following:
Visual Identity Elements

Policy on creating secondary logos

Other than sub-brands and independent brands, the creation of secondary logos to identify, represent, advertise, or promote a department, unit, college, office, center, or other university entity is prohibited. A secondary logo is a graphic, image, mark, stylized text, or symbol other than the University of Mary Washington primary logo. Excluded from this definition are event logos as defined on page 21 of this publication. No name or logo or other branding element designed outside of the parameters identified in this manual will be endorsed and/or approved by the University of Mary Washington. Secondary logos already in existence are subject to review – and possible retirement – by the President’s Visual Identity Standards Committee. All existing logos deemed inappropriate will be phased out by July 1, 2014.

Building brand-name recognition can be difficult and costly, therefore other logos created for university units may add to identity confusion in the marketplace. Reputation is embedded in name recognition. A consistent visual element will resonate with the university’s diverse audiences and provide instant public recognition that an organization is part of the University of Mary Washington community.

Graphic Elements

Those responsible for protecting the university’s brand understand the motivation to adopt a unique visual style for a particular unit. Approval may be considered for a “graphic element” that works within the university brand guidelines for unit communications. Graphic elements allow branding of your unit while remaining a part of the University of Mary Washington core brand. A graphic element is not a new logo but an artistic style established by a graphic designer for consistent use with unit communication pieces. Graphic elements are usually composed of images, lines, shapes, icons, colors, fonts, and/or textures that characterize a particular unit within the larger University of Mary Washington brand. These elements should always be secondary to and never combined with the University of Mary Washington primary logo. The University of Mary Washington primary logo or brand extension logo must always be a dominant identifying element of any advertising, poster, display, brochure, website, or signage for any university unit. Please contact the Office of Design Services for assistance with your graphic element design.

Example of graphic element created for UMW Sustainability and incorporated into posters, show below
Visual Identity Elements

Event Logos

As explained on page 20 of this publication, the use of logos other than the University of Mary Washington primary wordmark (often called secondary logos) is prohibited. There are instances, however, when university departments would like to use a symbol, mark, picture, custom text, or design to promote an event, initiated within the University and of limited duration. In these instances, these departments are allowed to use an event logo. An event logo is any symbol, mark, picture, custom text, or design that is used to promote an event of limited duration.

Restrictions

To be considered an event logo and not a prohibited secondary logo, the logo must adhere to the following rules:

• The event logo must include a word or phrase that conveys to the audience that it is of limited duration. This would include, but is not limited to, words like “series, symposium, festival, conference, party, open house, or meeting.”

• The item or media on which the event logo is placed must include a specific date, month, or year to convey to the audience that it is of limited duration.

• The event logo must include the University of Mary Washington wordmark or monogram to convey to the audience that it is a UMW event.

• If the event logo appears in a printed advertisement, publication, poster, postcard, or any form of offset or web press printing, the UMW primary logo must also be present.

In the case of contracted services that have external event logos (for example: musical concerts, theater performances, circus shows, and others), the UMW primary logo must be present somewhere on the promotional media.

Inquiries concerning these guidelines should be directed to the Office of University Relations. All event logos must be created by or pre-approved by the Office of University Relations.
Visual Identity Elements

What May Student Organizations Use?

Student creativity is encouraged; however, the office of University Relations should monitor production of any student-generated material that is distributed to an outside audience, including t-shirts, flyers, invitations, and posters. All such material, as well as requests for logo usage, should be sent to the Office of University Relations with ample time for review before desired publication or production date.

Product Resale and Other Commercial Use

Any use of the University of Mary Washington primary logo and all other registered logos on t-shirts, baseball hats, bumper stickers, and other specialty items is prohibited without prior approval by the Office of University Relations. Outside entities must request usage in writing.
Stationery Guidelines

Stationery plays an important role in representing the university. It is the largest, most frequent use of the University of Mary Washington identity. Consistent and coordinated use of the university’s identity elements on letterhead provides an opportunity to visibly solidify the University of Mary Washington brand and is a vital part of preserving and enhancing the value of the brand.

All University of Mary Washington letterhead is printed on 8 1/2 x 11 inch, watermarked 24-pound Royal paper with a 25% cotton content. Standard #10 business envelopes are produced on white wove stock and may not match the color and brightness of the letterhead.

Order stationery through the Office of Design Services.

Generic Letterhead and Envelope

The primary University of Mary Washington logo is to be positioned as shown and printed in two colors, PMS 648 and Cool Gray 11. Any copy or address line should line up as specified. It is not permissible to personalize the University of Mary Washington letterhead. Under no circumstances shall the name of an office or person from whom the letter is sent appear anywhere other than the signature block.
Stationery Guidelines

Business Card

The standard University of Mary Washington business card is 3.5 inches by 2 inches in a horizontal orientation. The University of Mary Washington logo without tagline is to be positioned as shown and printed in two colors. The individual name and related information will be printed in PMS 648.

Order business cards through the Virginia Correctional Enterprise’s eVA punch-out catalog. If you need assistance with this, please see your department buyer.

Inclusion of degrees, year of graduation, and licensure abbreviations are permitted following individual names.
Stationery Guidelines

Department/Office Letterhead

The primary University of Mary Washington logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified.

NOTE: Electronic letterhead may be ordered through the Office of Design Services. The product is a Microsoft Word file that looks like the department’s printed letterhead. Text can be entered directly into the Word file and sent, or the file can be converted into a PDF. Please restrict use of this product to official correspondence that must be sent electronically.

<Insert Department or Office Here>
<Insert Address Here>
<Insert City, State and Zip Here>
Email: <Insert Email Here>
www.umw.edu
Telephone: <Insert # Here>
Toll-free: <Insert # Here>
Fax: <Insert # Here>
TTY: <Insert # Here>
Stationery Guidelines

Letterhead for Brand Extentions
The brand extention logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified below. It is not permissible to personalize the University of Mary Washington letterhead. Under no circumstances shall the name of an office or person from whom the letter is sent appear anywhere other than the signature block.

NOTE: Logos for this letterhead style may only be one of the following:

Address will change accordingly. Note: Location logos (Stafford and Dahlgren) are not to be used on letterhead.
Stationery Guidelines

Envelope for Brand Extentions
The brand extension logo is to be positioned as shown and printed in two colors: PMS 648 and PMS Cool Gray 11. Any copy or address line should line up as specified.

NOTE: Logos for this envelope style may only be one of the following:

![University of Mary Washington Collegiate Arts and Sciences Logo]

![University of Mary Washington Collegiate Business Logo]

![University of Mary Washington Collegiate Education Logo]

Address will change accordingly. Note: Campus logos (Stafford and Dahlgren) are not to be used on letterhead.
Stationery Guidelines

Business Card for Brand Extentions
The standard business card for all University of Mary Washington entities is 3.5 inches by 2 inches in a horizontal orientation. The University of Mary Washington logo without tagline is the only logo permissible to use on business cards for brand extensions. The logo is to be positioned as shown and printed in two colors. The individual name and related information will be printed in PMS 648.

Order business cards through the Procurement Services Department.
The goal of a great university website is to leave a strong, positive first impression with visitors, including current and prospective students, their families, institutional partners, faculty, staff, and the many others seeking information from or about the university. For many, the website serves as their first introduction to the university. Therefore it must communicate in a clear and consistent manner the university’s mission, vision, and defining characteristics.

The university’s website is an official publication of the University of Mary Washington. As our print publications utilize a consistent style and adhere to well-defined identity standards, our website should follow similar guidelines.

Guidelines governing website design are necessary and based on industry best practices for web navigation and accessibility. These guidelines support the University of Mary Washington’s visual identity standards, which protect and project our unique brand. The University of Mary Washington homepages, as well as all sub-level pages, will utilize branded templates provided by the Office or University Relations.
Athletics

Mascot Graphic – Fighting Eagle

The University of Mary Washington is proud of its eagle mascot. Athletic activities have special needs, and representations of the eagle combined with the university name and other variations are provided for those applications. Other units throughout the institution may from time to time wish to use the eagle graphic. These uses of the eagle logo are to be approved on a case-by-case basis by the Office of University Relations.

This graphic was designed to work as part of the athletics logo or as a stand-alone graphic. For guidelines regarding its use with the logo, please review the general mascot logo standards.

When used as a stand-alone graphic, the eagle can appear only in the following specified colors: PMS 648, PMS Cool Gray 11, black, or white (knock out). If the PMS colors are not an option, the process color conversions are always acceptable (see logo colors on page 10).
Athletics

Mascot Logo Protected Area

When the Mascot Logo is used in materials together with photography, illustration, or other typography, a minimum amount of protected space must surround the logotype. This space is equivalent to the width of the word “OF” in the name.

Mascot Logo Minimum Reproduction Size

The Mascot Logo may not be reproduced any smaller than 1.75” in width.
Athletics

Mascot Logo Dos and Don’ts

Using the official eagle logo correctly will maintain consistency and respect for the university’s identity. Please follow these guidelines:

**DO** use the eagle logo in PMS 648 blue and PMS Cool Gray 11 whenever possible.

**DO** print the mark on the preferred white background.

**DO** maintain the protected clear space and reproduction size specifications. (see page 31)

**DO** consult the Office of Design Services when in doubt.

**DO NOT** change the color of the logo (see page 10 for official colors).

**DO NOT** alter the composition of the logo.

**DO NOT** place other graphics on or close to the logo.

**DO NOT** recreate the logo; digital files are available from the Office of Design Services.

**DO NOT** set the logo on an angle.

**DO NOT** combine eagle logo with primary logo.

**DO NOT** distort the proportion of the logo.

**DO NOT** reverse the direction of the eagle.
Athletics

Athletics and Mascot Logo Variations

The following versions of the eagle logo are acceptable for athletic uniforms and branded merchandise, as well as printed schedules and similar documents supporting the University of Mary Washington’s athletics program.
Unsafe Graphics

As the university sustains its identity standards, it is imperative that all communications tools carry the approved University of Mary Washington mascot logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate many previously accepted logos and graphics. Those no longer in use include (but are not limited to) those shown at right.
Athletics

Athletics Stationery Set

All stationery for Intercollegiate Athletics is designed to complement the overall University Visual Identity program. The athletics stationery uses the University of Mary Washington typography with the eagle graphic.

Letterhead and Envelope

The logo is to be positioned as shown and printed in PMS 648. Any copy or address line should line up as specified at right. Order letterhead and envelopes through the Office of Design Services.

Athletics Business Card

The University of Mary Washington Athletics business card is 3.5 inches by 2 inches in a horizontal orientation. The logo is to be positioned as shown. The individual name and related information will be printed in PMS 648. Order business cards through the Procurement Services Department.

(Inclusion of degrees, year of graduation, and licensure abbreviations are permitted following individual names on business cards.)