



IMMACULATA UNIVERSITY

Brand Style Guide



IMMACULATA
UNIVERSITY

UPDATED 8-2023



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The **Immaculata Brand Style Guide** serves the essential function of maintaining a consistent imagery, look and feel for Immaculata University across all communication channels. These policies are an embodiment of Immaculata's core values, including its voice, mission and vision. We expect University personnel to read this Brand Style Guide carefully, as it outlines the guidelines and standards for representing Immaculata University in communications and marketing efforts.

All previously issued brand guides are superseded by this Brand Style Guide, as it represents the most up-to-date and extensive set of guidelines for the University brand. As such, this guide is subject to modifications as the University's priorities and goals evolve.

For any questions concerning the Brand Style Guide, including inquiries on its application in different work contexts, please contact the University Communications and Marketing Office at macmedia@immaculata.edu. The University Communications and Marketing Office is available to provide necessary guidance to ensure that all communication materials align with institutional standards and accurately reflect the University.



Logos

Primary

There are four variations of the Immaculata University logo: Stacked Logo, Horizontal Logo, Centered Wordmark, and Left-Justified Wordmark. The stacked logo (pictured right) is the preferred mark to use on all communications.

Use of the four variations of the University's primary brand are acceptable where appropriate. Institutional logos should not be altered or redrawn, and additional words or graphic elements should never be added.

The primary brand will always appear in PMS 534 C. This color can also be used in the CMYK and RGB equivalents for print or digital use. When this treatment is not possible, black or white coloring may be used. Instances of the logo can appear in silver metallic foil when on blue collateral. The University logo may be used on photos and multicolored backgrounds. Use discretion in colorization to assure that the logo is clearly legible on any chosen background.



Stacked Logo

Primary Alternates



Horizontal Logo

**IMMACULATA
UNIVERSITY**

Centered Wordmark

**IMMACULATA
UNIVERSITY**

Left-Justified Wordmark



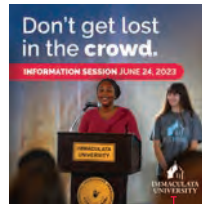
Black and White Versions

Example Projects:



BILLBOARDS AND LARGE-SCALE MARKETING:

Utilize the logo that will appear the largest for best legibility. In this case, given the size of the billboard, the horizontal mark was used.



CAMPAIGN MATERIALS: Stacked logo is the first choice. When using the brand on campaign materials, ensure consistency in placement, color and legibility. These digital ads are an example of all of these traits.



EVENT/RECRUITMENT MATERIALS: Stacked logo is the first choice and fits nicely in a designed space at the appropriate sizing.

Spacing and Sizing

The University logo should maintain the equivalent of the height of “MAC” around the mark on all sides, ensuring the logo is sized proportionally to the size of the collateral. The minimum width of the stacked logo should be no smaller than 0.8212”, while the minimum width of the horizontal logo should be no smaller than 1.75”. Contact University Communications with any questions regarding logo size, color, or placement.



0.8212 INCHES



1.125 INCHES



How Not to Use

When using the University's logos, and all approved variations, please adhere to the following guidelines:



IMMACULATA
UNIVERSITY

DO NOT squash or stretch the logo



IMMACULATA
UNIVERSITY

DO NOT put pictures inside the mark/logo or alter the logo's color (besides black or white when appropriate)



IMMACULATA
UNIVERSITY

DO NOT flip elements of the logo



IMMACULATA
UNIVERSITY

DO NOT remove or add elements to the logo



IMMACULATA

DO NOT delete or reposition logo text



IMMACULATA
UNIVERSITY

DO NOT alter size of logo elements

Retired Marks

Only use current logos and marks on University collateral. The following logos and marks are retired and should not be used. The top row differs from our current logo by being right-justified rather than centered. Below it are logos only used for the University's Centennial year. Refrain from saving brand images from the internet since they could be discontinued.



University Seal

The use of the official University seal is limited to materials for high-profile events (i.e. commencement, Corporate and Community Partners Breakfast, diploma, President's Dinner materials, etc.). Do not produce the University seal on apparel, giveaways, etc. Use of the seal on any official documents must be reviewed and approved by the Office of the President.



Official Departmental Logos Lockups

Approved departments can have their official department title incorporated into the primary brand to create specialized logos called “departmental lockups.” All departmental lockups must be created by the University Communications office. These marks are extensions of the primary brand, indicating departments throughout the institution. This lockup can also be considered for Immaculata University clubs, organizations, funds, etc. upon request. Please contact the University Communications office for official departmental lockup files.

Departmental lockups follow the same color, spacing, and sizing guidelines outlined for the primary mark. *See “Spacing and Sizing” on page 8 for more details.*



Official College Logos

The college marks were created to define the three colleges within Immaculata University. Whenever possible, all college marks should appear in their primary forms. Where appropriate, alternate forms of the logo are acceptable, including the vertical orientations and wordmarks. Any alternate forms must be produced by the University Communications office. College lockups follow the same color guidelines outlined for the primary mark for Immaculata University. *See “Primary” on page 5 for more details.*



IMMACULATA UNIVERSITY
College of
Undergraduate Studies



IMMACULATA UNIVERSITY
College of Graduate
Studies and Research



IMMACULATA UNIVERSITY
College of Nursing
and Health Professions



The College of Undergraduate Studies

This logo is used for the undergraduate college housing traditional and nontraditional (i.e. adult learners) undergraduate students. This mark, in any of its forms, should only be used on official materials for undergraduate studies (excluding health care programs). Admissions materials, such as apparel or giveaways, may be created with approval from University Communications.

For all versions of this logo, a space equivalent to “college” from the mark should exist as padding between the mark and other project elements. The preferred version of this logo is the horizontal orientation. The minimum size this version should appear is 1.5”. The stacked alternative can be used where appropriate. The minimum size this version should appear is 1.25”.

Horizontal (Primary)



1.5 INCHES

Stacked



1.25 INCHES



The College of Graduate Studies and Research

This logo is used for the college wherein students participate in graduate programs (excluding health care programs) at Immaculata University. The mark, in any of its forms, should only be used on official materials for graduate studies. Admissions materials, such as apparel or giveaways, may be created with approval from University Communications.

For all versions of this logo, a space equivalent to “college” from the mark should exist as padding between the mark and other project elements. The preferred version of this logo is the horizontal orientation. The minimum size this version should appear is 1.5”. The stacked alternative can be used where appropriate. The minimum size this version should appear is 1.25”.

Horizontal (Primary)



1.5 INCHES

Stacked



1.25 INCHES



The College of Nursing and Health Professions

This logo is used for the college wherein students study health professions (undergraduate and graduate) at Immaculata University. The mark, in any of its forms, should only be used on official materials for health care and nursing studies. Admissions materials, such as apparel or giveaways, may be created with approval from University Communications.

For all versions of this logo, a space equivalent to “college” from the mark should exist as padding between the mark and other project elements. The preferred version of this logo is the horizontal orientation. The minimum size this version should appear is 1.5”. The stacked alternative can be used where appropriate. The minimum size this version should appear is 1.25”.

Horizontal (Primary)



IMMACULATA UNIVERSITY
**College of Nursing
and Health Professions**



IMMACULATA UNIVERSITY
**College of Nursing
and Health Professions**

1.5 INCHES

Stacked



IMMACULATA UNIVERSITY
**College of Nursing
and Health Professions**



IMMACULATA UNIVERSITY
**College of Nursing
and Health Professions**

1.25 INCHES

IU Logo

The Immaculata University IU logo is composed of the “IU” symbol and the words “Immaculata University.” This mark is used on athletics collateral, including sports uniforms, advertising, branded apparel, etc. The IU logo may also be used on internal apparel and print/digital collateral. Requests for usage must be made directly to University Communications.

The IU logo should only appear in the following formats:



Examples:



JOIN ESPORTS

Think you've got what it takes?
Immaculata University is recruiting
for all **Overwatch 2** roles for the
Fall of 2023 to compete against
universities across the country!

INTERESTED? Contact Coach Grimm at
cgrimm@immaculata.edu for more information!



IMMACULATA
UNIVERSITY

Clubs and Organizations

Use of Primary Branding in Additional Brands

Incorporation of the University's logo, or the elements therein, in the development of additional brands is only permitted in the form of the departmental lockup (*see page 12 for more details*). Any other requested usage must be reviewed and approved by University Communications.

Club Branding

New specialty or custom brands for clubs, organizations, funds, etc. must be approved by University Communications. University Communications reserves the right to reject any proposed brands that could negatively impact or interfere with the Immaculata University brand family.

Apparel

The campus bookstore is the primary retail source for Immaculata University merchandise. However, student clubs and organizations may sell IU-branded merchandise so long as the sale does not materially impact sales in the campus bookstore. The use of official Immaculata University marks and imagery must have the review and approval of University Communications prior to order or sale of any merchandise.

Immaculata University reserves the right for any of its student-athletes and coaches participating in NCAA-sanctioned sports teams to purchase and sell Immaculata University emblematic clothing, apparel or merchandise as may be available from any vendor or manufacturer of their choosing. This may be done once per year (per team) for the purposes of funding their team related needs.

Co-branding Logos with Immaculata University

Immaculata University may collaborate with outside entities, including nonprofits, colleges and universities, agencies, etc., in academic partnerships. When incorporating outside brands on University collateral, logos may appear side by side, but the **level of importance** must be easily perceived. The **level of importance** should be achieved through visually apparent size and order appearance with the Immaculata University logo appearing first and/or in a larger format in relation to other brands.

Outside entities that are eligible for co-branding will have a contract in place establishing the connection between itself and Immaculata University. Furthermore, any instances of or requests for co-branding must be reviewed and approved by University Communications.

Example:



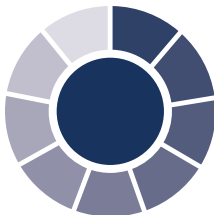


Color Palette

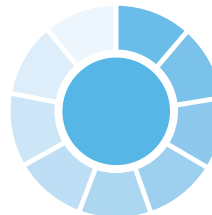
The Immaculata University **color palette** has been curated to best represent the University. The Immaculata Blue and Carolina Blue colors showcase our rich history and tradition, while the bright and modern colors of the secondary and neutrals palettes represent our lively and diverse student body. Combined, these colors are used to represent the institution in all print and digital media.

Primary Colors *(Immaculata Blues)*

There are two shades of Immaculata blue that represent the University and should not be altered: **PMS 534** and **PMS 292**.



PMS 534C
"Primary Immaculata Blue"
C-98 M-83 Y-37 K-28
R-27 G-54 B-93
#1b365d



PMS 292C
"Carolina Blue"
C-59 M-11 Y-0 K-0
R-105 G-179 B-231
#69b3e7

Secondary Colors

Use secondary colors as accents to elevate collateral pieces.



PMS 285C

C-83 M-47 Y-0 K-0
R-0 G-122 B-204 | #007acc



PMS 199C

C-0 M-100 Y-72 K-0
R-213 G-0 B-50 | #d50032



PMS 116C

C-0 M-14 Y-100 K-0
R-255 G-205 B-0 | #ffcd00



PMS 337C

C-39 M-0 Y-22 K-0
R-143 G-214 B-178 | #8fd6bd



PMS 1375C

C-0 M-45 Y-94 K-0
R-255 G-158 B-27 | #ff9e1b

Neutral Colors

Use neutral colors as tertiary accents to elevate collateral pieces.



Pantone 7506

C-0 M-7 Y-25 K-1
R-239 G-210 B-178 | #efdabb2



Pantone Cool Gray 3

C-8 M-5 Y-7 K-16
R-200 G-201 B-199 | #c8c9c7



Pantone Cool Gray 11

C-44 M-34 Y-22 K-77
R-83 G-86 B-90 | #53565a

Color Combinations

The following are accepted color combinations for text and backgrounds using the University color palette. Note the readability of the text with certain approved combinations varies based on text size. Any combinations marked with an asterisk (*) should not be used with small, thin, or unbolded text.

PMS 534 on PMS 292	Yes*
PMS 292 on PMS 534	Yes*

White text on PMS 534	Yes	PMS 116 text on PMS 534	Yes
White text on PMS 292	Yes*	PMS 116 text on White	No
White text on PMS 116	No	PMS 337 text on PMS 534	Yes
White text on PMS 199	Yes*	PMS 337 text on White	No
Black text on PMS 534	No	PMS 1375 text on PMS 534	Yes*
Black text on PMS 292	Yes*	PMS 1375 text on White	No
Black text on PMS 116	Yes	PMS 750 text on PMS 534	Yes
Black text on PMS 199	Yes*	PMS 750 text on White	No
PMS 285 text on PMS 534	No	PMS Cool Gray 3 text on PMS 534	Yes
PMS 285 text on White	Yes*	PMS Cool Gray 3 text on White	No
PMS 199 text on PMS 534	No	PMS Cool Gray 11 text on PMS 534	No
PMS 199 text on White	Yes	PMS Cool Gray 11 text on White	Yes

ACADEMICS

Immaculata University Introduces THE COLLEGE OF NURSING AND HEALTH PROFESSIONS



90.48%
NCLEX first-time pass
rate for 2021-2022

ACADEMICS



Mary Powell, Ph.D., CRNP, CDECS
Founding Dean of the College of Nursing and Health Professions

Mary Powell, Ph.D., CRNP, CDECS has been named the founding dean of the new College of Nursing and Health Professions. She began her role on January 1, 2023.

"I will strive to serve students and faculty to ensure that they have the resources needed to succeed," stated Powell.

As a registered nurse with over 40 years' experience in nursing and teaching, Powell came to Immaculata during the fall 2022 semester to teach graduate-level nursing students. Currently, she is collaborating with faculty to develop a family care practitioner program in response to the health care needs.

She began her career at Taylor Hospital in Taylor, Pa., Pennsylvania after graduation from the Park, Pennsylvania area graduation from the Chester County Hospital & School of Nursing. Her clinical experience includes medical-surgical clinical expertise, pediatric primary care, hospital and long-term care, and most recently primary care palliative care, and most recently primary care with a focus on working with patients with type 2 diabetes. Powell has also taught at multiple colleges and universities in Eastern State College, University of Scranton, Susquehanna University, Duquesne University and St. Bonaventure University School of Nursing Classes.

Powell earned her Bachelor of Science in Nursing from Eastern College, her Master of Science in Nursing from the University of Scranton, her Ed.S. from the University of Scranton, Knoxville, and her Ph.D. with concentrations in nursing research and chronic disease from the Catholic University of America, where she received the Dean Award for Excellence in Nursing Studies and Research.



CONFERENCE COMMUNITY CE NEWS
21,450 VIEWS



How to Engage in the Classroom: Online Edition
15,834 VIEWS



Professionalism in Healthcare: From 1990-2022
15,640 VIEWS



Active Learning in the Classroom
14,278 VIEWS

Typefaces

Building upon 90+ years of health care education, Immaculata University has established the College of Nursing and Health Professions to meet the needs of today's healthcare professionals. Our graduates will be equipped with the skills and knowledge to excel in their careers and make a difference in the lives of others.

IMMACULATA UNIVERSITY

IMMACULATA UNIVERSITY

Immaculata University utilizes a series of specially chosen **typefaces** to represent it's brand and messaging. Each of the following typefaces should be used as directed in print and digital marketing materials.

Raleway

The primary typeface used in the IU brand is Raleway, which is a a a sans-serif font family intended for headings, call-outs and body copy usage. All weights are available for use but should be used with discretion.

** Note: Numbers must be manually altered to their baseline forms. Additionally, the letter "w" can be used in two formats "W" or "W".*

Aa

1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

Bodoni

Bodoni is a secondary typeface in the Immaculata brand. It consists of a serif font family and is used as a supporting style for headlines and call-outs. The Bodoni font family is not intended to be used in a primary placement, but as accent design elements in select creative applications.

Aa

1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

Barlow

Barow is a secondary typeface used in the Immaculata brand. It consists of a sans serif font family and should be used primarily for headlines and callouts. It can also be used for short-form content, but not long-form. It can also be used in its regular or condensed form as needed.

Aa

1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

Avenir OR Proxima Nova

For paragraph form content, the typefaces Proxima Nova or Avenir should be used. Both Proxima Nova and Avenir consist of robust sans serif font families that allow for the best readability of text on materials. Neither of these fonts should appear smaller than 8.5 point font size on print materials.

** Note: The Proxima Nova typeface in its many forms is accessed through Adobe Fonts license.*

Aa

1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

Aa

1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

FRESHMAN

Freshman is a tertiary typeface in the Immaculata brand. It is a slab-serif, all-capitals typeface used primarily in athletics-related materials for headlines and call-outs.

AA

1234567890

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

How to Use

The following lockups are some examples of how the aforementioned typefaces can be used in the design of text for marketing and internal materials.

Define Your

Raleway Bold | 12pt.

FUTURE

Bodoni Bold | 27pt.

Re pos am re dolorum
 ratisque por magnihillas et
 labo. Faccaernam lautate
 pe velectem velis dolorpore
 plabo. Reic te praecerchil
 modis aut venet odictat
 emperia volendunt faccum
 ipidus quam consequo
 tem doluptio vel ipsanienis
 dolutatur, quibus sed ut ut
 autestecere sundes sum
 rescia natis esequiae nitas
 quas alis as essit ad es.

Proxima Nova Regular | 8.5pt.

Main Heading

Raleway Medium | 17pt.

Re pos am re dolorum ratisque por magnihilias et labo. Faccaernam lautate pe velectem velis dolorpore plabo. Reic te praecerchil modis aut venet odictat emperia volendunt faccum ipidus quam consequo tem doluptio vel ipsanienis dolutatur, quibus sed ut ut autestecere sundes sum rescia natis esequiaie nitas quas alis as essit ad es.

Avenir Book | 10pt.

SUBHEADING 1

Raleway ExtraBold | 9pt.

Re pos am re dolorum ratisque por magnihilias et labo. Faccaernam lautate pe velectem velis dolorpore plabo.

Avenir Book | 8.5pt.

Subheading 2

Avenir Heavy | 8.5pt.

Re pos am re dolorum ratisque por magnihilias et labo. Faccaernam lautate pe velectem velis dolorpore plabo.

Avenir Book | 8.5pt.



Pull Quotes and Testimonials!

JOHN SMITH

Bodoni Medium Italic | 21pt.

Raleway Medium | 9pt.

Barlow Condensed Bold | 8.5pt.

Barlow Condensed | 8.5pt.

▲ **PICTURED:** Itatus. Cae corisimus de dolorum culloratur? Bor aut aliam velliqui rerciaassusa aditius repraepro beaqui officiis dest, qui adis aut poremus et landa assit, sinverfernam rate eicideruptam qui imusam, inctat.

The image shows the upper portion of a building facade with a gabled roof. The roofline is white, and the gable contains a blue 'IU' logo and the text 'IHM STUDENT CENTER' in grey, three-dimensional block letters. Below the gable, there are large glass windows with white frames. The entire image has a yellow gradient overlay at the bottom.

IU

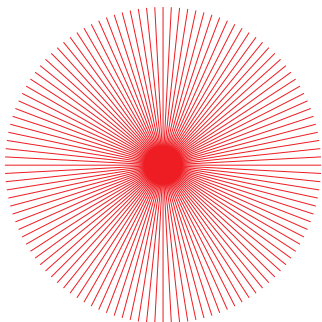
IHM
STUDENT CENTER

Design Elements

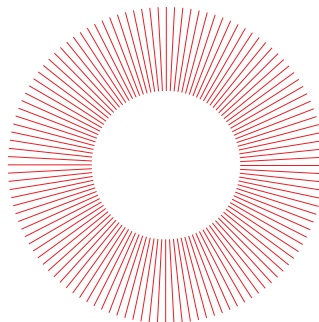
Immaculata University utilizes the following **design elements** to represent the University, elevate visual design and create consistency throughout all marketing materials.

The Immaculata Burst

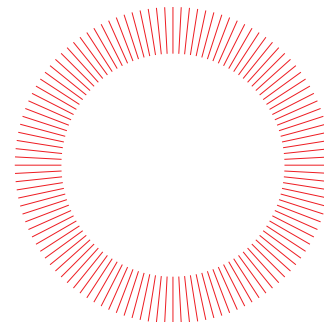
The Immaculata Burst was developed to represent the University dome as well as intellectual and spiritual light. This complementary element can be used in the following forms. Typically used as a background element, the burst can be used in any University color but should not be the primary element of a design.



Full Burst



Partial Burst V1



Partial Burst V2



Example: Full Burst

Example: Partial Burst V2



The Dome

The dome icon from the primary brand can be used as an accent in marketing collateral, as well as in event branding and materials with review and approval from University Communications. The dome should never be stretched, changed to any color other than white, Immaculata Blue or black or rearranged.

Example: Event Design



Example: Club/Organization Pin



Example: Stationary





The “IU”

The “IU” icon from the athletics brand can be used as an accent in marketing collateral, as well as in event branding and materials with review and approval from University Communications. The “IU” should never be stretched, changed to any color other than the versions noted on **page 20** or rearranged.

Example: University signage



Resources

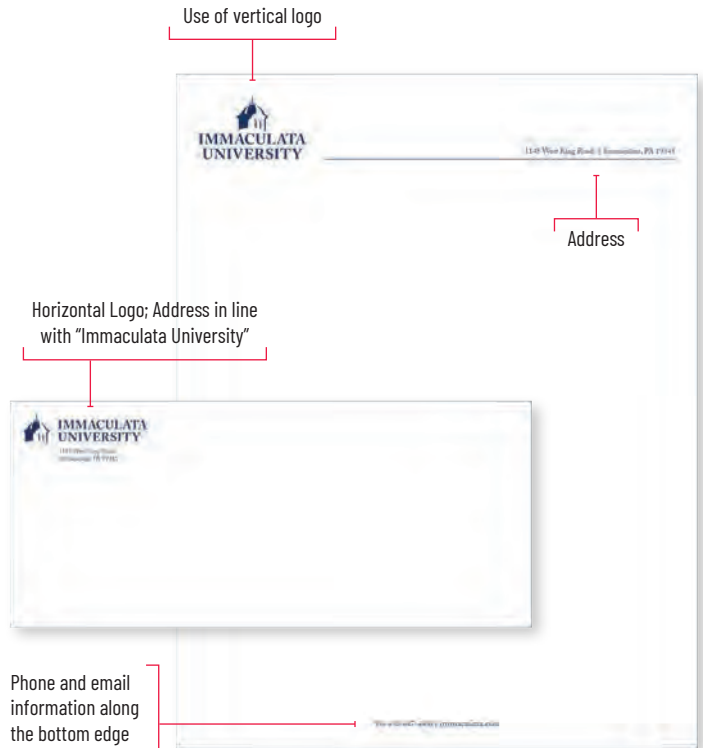
Stationery and Communication

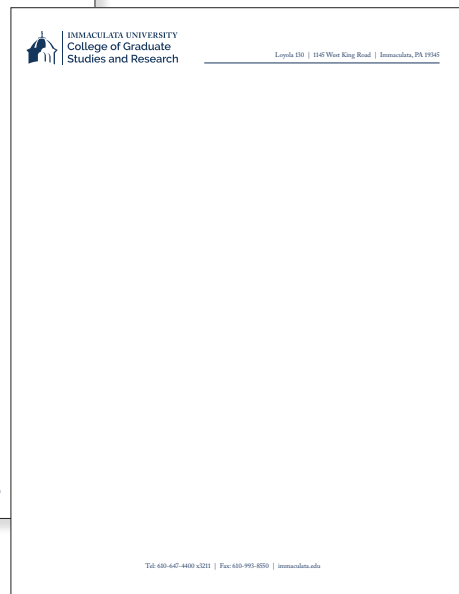
Letterhead

Pictured right is an example of Immaculata letterhead. Letterhead will always have the stacked primary logo in the top left corner, while the department and address will appear in the top right corner. General contact information will appear along the bottom. All content within the letterhead should be flush left with ragged right (non-justified) margins and standard system font (Minion Pro). The example on the following page is the format suggested.

Envelope

To ensure consistency, use the format on the following page for envelopes. All envelopes should be ordered through and approved by University Communications.





Individual college-specific stationery to be used following admission to IU in one of these colleges.



Business Card

Pictured below is the format used for business cards for all departments. All cards must be approved by and ordered through University Communications.

Email Signature

Use the format pictured left for University email signatures. Email signatures should include name, title, department, “Immaculata University,” phone number (with extension if applicable) and the primary University logo.

Please contact University Communications if you need the appropriate logo for your signatures. No retired marks should be used for email signatures.

See page 16 for details on retired marks.



Presentations and Graphics

Powerpoint presentations

For general University presentation needs, University Communications has developed a branded PowerPoint for faculty and staff use. This file is available for download through [immaculata.edu/brand](https://www.immaculata.edu/brand).

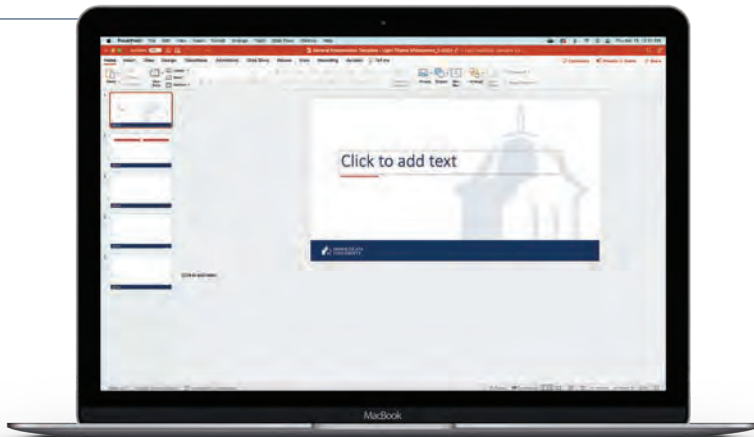
All other presentation styles should be reviewed and approved through University Communications for brand consistency.

Virtual Meeting Backgrounds

For digital meeting needs, University Communications has developed the following branded background. This can be uploaded into to any virtual meeting platform including:

- » Zoom
- » Google Meet
- » Microsoft Teams

This file is available for download through [immaculata.edu/brand](https://www.immaculata.edu/brand).





Mascot

As the official mascot for Immaculata University, **Mac** is a symbol of the University's pride and spirit and serves as a brand ambassador.

The following are brand guidelines on how Mac should be visually depicted and referenced in written format.

- » Mac is a Scottie dog and is gender neutral. Describing Mac as “it” is acceptable.
- » When writing about Mac, capitalize the name and specify that Mac is the official University mascot.
- » Mac is fun-loving, full of campus spirit, and has a positive outlook.
- » Mac should never represent negativity, bullying, prejudice, or other uncharacteristic behaviors or sentiments.

Appropriate usage for Mac:

- » Think school spirit, student audiences or youth community events
- » In informal communication
- » Sporting events

If using an image/graphic or photo of Mac, please obtain permission from University Communications.



Photography

Imagery sourced for Immaculata University is chosen to support marketing efforts, promote positive external visibility and provide effective communication of high-impact University news, events and campaigns.

To initiate a photography request for an event or specific purpose, individuals are required to complete a form accessible through the ticketing system. For all other photography requirements, the Communications office can provide a roster of approved photographers who can be readily contacted and booked. Upon submission, the requester will be promptly contacted by the Communications team, providing further guidance.

Note: Booking and image retrieval is contingent upon factors such as the scope of the event, lead time provided, and the availability of the photographer.



Photography & Image Style

Imagery and photography should exude a sense of distinction, showcasing an aesthetic characterized by compelling visuals and masterful composition.



A photograph featuring individuals donning university apparel, accompanied by strategically blurred objects in the foreground and meticulous composition creates a captivating image that promotes a sense of university pride.



Subjects who authentically portray the joy and camaraderie experienced within Immaculata communicate the vibrant and welcoming atmosphere of the university.



Varying perspectives of classic campus landmarks evoke nostalgia and appreciation for the architectural splendor and inviting atmosphere at Immaculata.





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