

# MARIA COLLEGE BRAND STYLE GUIDE



TRANSFORMING CAREERS

MARIA  
COLLEGE

Primary

## LOGO-MARK

This is the college's main visual identifier. The Maria College logo follows strict guidelines to ensure consistency.

The primary logo draws upon the historical architecture found within the walls of the College.

The Maria College primary logo-mark should never be physically altered unless otherwise stated in this style guide. It should always be shown in a single color.

The icon was inspired by the filigree found within the stain-glass windows in Maria College's iconic Marian Hall, Fitzgerald Court which houses the Office of the President.

The cross symbolizes both the Catholic religion and healthcare.

The arch symbolizes both the windows and arches found in Marian Hall.

The icons filigree is embedded with the letter "M" which pays tribute to the Maria College name.

MARIA  
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Both of the letter A's found in the Maria College word-mark reflects the stately architectural arches found in the arcade that encircles the courtyard that was awarded a designation by the Historic Albany Foundation in 1986.

Primary

## LOGO-MARK SUITE USAGE

The goal is to represent Maria College in a consistent manner regardless of the medium.

**Please work closely with the VP of Marketing to always ensure you have final approval before production.**

**Usage Rules:** The primary logo is required for all communications.  
See color palette breakdown on page 18.

**DO use the Primary Logo on:**

- All Corporate Communications
- College Website
- All Advertising
- Intranet
- Social Channels
- Contracts, Agreements, & Standard or Digital Forms
- Corporate Identity
- PowerPoint Presentations
- Product and marketing communications
- Merchandising
- Signage



WHITE MARK ON BLACK



BLACK MARK ON WHITE



REVERSED WHITED MARK ON PHOTOGRAPHY



WHITE MARK ON PRIMARY BRAND COLOR  
PMS 289C



PRIMARY BRAND COLOR 289C ON WHITE



PRIMARY BRAND COLOR 7667C ON WHITE



Primary

# LOGO-MARK DO'S AND DONT'S

Do not alter the Maria College logo-mark, word-mark or icon-mark in any way.

## Exceptions:

Please see logo-mark, word-mark, and icon-mark guidelines on pages 12-14.

If you should come across a scenario where an executional constraint exists but does not align with these standards, contact the VP of Marketing for approval.



**DO NOT**  
Change the typeface



**DO NOT**  
Stretch the logo



**DO NOT**  
Add a drop shadow



**DO NOT**  
Use a constraining shape



**DO NOT**  
Compress the logo



**DO NOT**  
Rotate the logo



**DO NOT**  
Adjust the type ratio



**DO NOT**  
Add information to the logo



**DO NOT**  
Adjust the icon ratio



**DO NOT**  
Remove the word "COLLEGE"



**DO NOT**  
Color break the logo



**DO NOT**  
Add elements to the logo

Primary

# LOGO-MARK SAFE SPACE AND MINIMUM SIZE

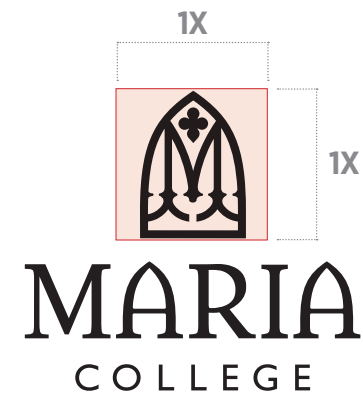
THE AREA AROUND THE LOGO IS AS IMPORTANT AS THE MARK RATIO ITSELF.

The minimum safe space is 1X the vertical measurement of the icon, that will extend out from the maximum height and width of the logo on all four sides.

This provides breathing room for the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with legibility and effectiveness of the logo.

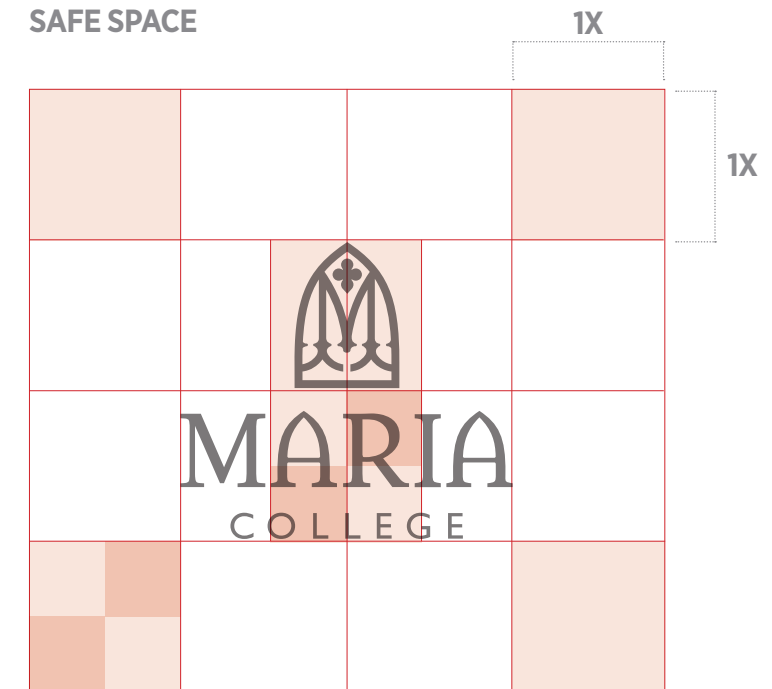
## BRAND RULES

- No other elements should be placed within the minimum clear space.
- The logo should never appear smaller than .75 inch/ 19.05 mm in print or less than 54 pixels when used digitally.



Print = .75 inch / 19.05 mm  
Web = 54 pixels

## SAFE SPACE



Deconstructed

# WORD-MARK

This is the college’s secondary visual identifier. The Maria College primary logo may be deconstructed into a word-mark following strict guidelines to ensure consistency.

You may physically remove the icon from the primary logo-mark in the following way, for design and application purposes.

The minimum safe space is 1X the vertical measurement from the tip of the “A” in the word Maria to the baseline of the word college, that will extend out from the maximum height and width of the word-mark on all four sides.

This provides breathing room for the word-mark and eliminates visual clutter (text, graphic elements or other logos) that can compete with legibility and effectiveness of the word-mark.

**BRAND RULES**

- Only the icon can be removed when using the deconstructed word-mark.
- The word-mark follows the same usage rules as outlined in the primary logo-mark suite usage section.

PRIMARY LOGO-MARK

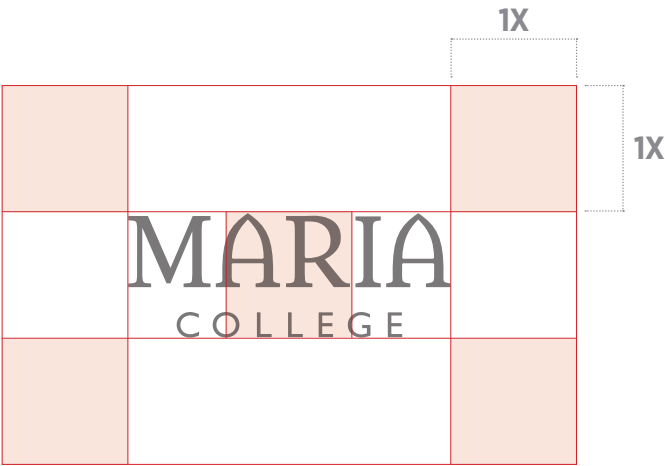


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Print = .75 inch / 19.05 mm  
Web = 54 pixels

DECONSTRUCTED WORD-MARK



Deconstructed

# ICON-MARK

This is the college’s tertiary visual identifier. The Maria College primary logo may be deconstructed into a icon-mark following strict guidelines to ensure consistency.

The icon can only be used in applications to enhance design aesthetics of the brand or to simplify the brand logo-mark for uses in extremely small reproduction areas.

It can also be used for things like pins, ornaments, pattern designs, merchandising, and highlighting the brand platform line.

The minimum safe space is 1X the vertical measurement from the top of the arch to the bottom of the arch, that will extend out from the maximum height and width of the icon-mark on all four sides.

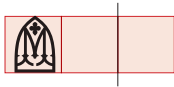
**BRAND RULES**

- The word-mark follows the same usage rules as outlined in the primary logo-mark suite usage section.
- When using the icon-mark with another element it must always be separated by a .25 stoke line.

PRIMARY LOGO-MARK

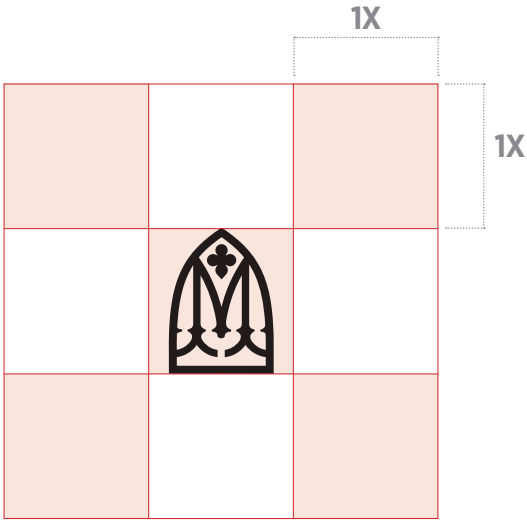


Print = .25 inch / 6.35 mm  
Web = 18 pixels



SECONDARY ELEMENT HERE

DECONSTRUCTED ICON-MARK



Primary

# TYPOGRAPHY

Gotham Narrow is a widely used geometric sans-serif typeface designed by American type designer Tobias Frere-Jones in 2000. Gotham’s letter forms are inspired by architectural signage that achieved popularity in the mid-twentieth century.

**DOWNLOADS**

The Gotham Narrow font family is not available for free. Agencies and/or graphic design resources should purchase the required fonts as needed.

**WHEN TO USE:  
GOTHAM NARROW FAMILY**

Use on advertising & marketing except for website, emails, and digital.

**WHEN TO USE:  
GOTHIC 13 (OPTIONAL)**

Use on advertising & marketing when you are using the platform line as a headline.

**HEADLINE: Gotham Narrow Bold – Upper Case Only**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**BODY COPY: Gotham Narrow Book – Upper Case & Sentence Case**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**SECONDARY HEADLINE OPTION: Gothic 13 – Upper Case Only / Use only when you are using the platform line as a headline.**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0



Web/Google Font

# TYPOGRAPHY

Web typography refers to use of fonts on the World Wide Web. To keep a consistent look with our chosen typefaces, Montserrat is the best match for Gotham Narrow.

## DOWNLOADS

The Montserrat font family is free to download through Google Web Fonts:  
[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

**MONTSERRAT NEEDS TO BE COMPRESSED 85% TO MATCH CLOSER TO GOTHAM NARROW.**

## WHEN TO USE:

Website  
Email Campaigns  
Digital Advertising

**HEADLINE: Montserrat Bold (Compressed 85%) – Upper Case Only**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

BODY COPY: Montserrat Medium (Compressed 85%) – Upper Case & Sentence Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

BODY COPY (OPTION): Montserrat Regular (Compressed 85%) – Upper Case & Sentence Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Fallback / Pre-Loaded PC & Mac Font

# TYPOGRAPHY

Helvetica is a common font loaded on all MACs and PCs. To avoid a compatibility issue when working with other users, please use Helvetica. Helvetica is considered a fallback font, which means if the specified font does not load properly, the user would see the specified fallback font.

HEADLINE: Helvetica Bold – Upper Case Only

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

BODY COPY: Helvetica Regular – Upper Case & Sentence Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

BODY COPY (OPTION): Helvetica Regular – Upper Case & Sentence Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Brand

# COLOR PALETTE

The color palette maintains consistency for the Maria College brand.

The CMYK color model (4-color process) used for color printing, also describes the printing process itself.

The RGB color model is an additive color model in which red, green and blue light are added together in various ways to reproduce a broad array of colors. This is used for video.

HTML colors are defined using a hexadecimal notation (HEX) for the combination of red, green and blue color values.

Primary colors are to be utilized in the majority of your color representation for the overall brand integrity. The secondary and tertiary colors are to be used sparingly in accenting minimal design elements.

					
PRIMARY			SECONDARY	TERTIARY	TYPE
					
PANTONE 289C	PANTONE 425C	PANTONE 7667C	PANTONE 570C	PANTONE 142C	PANTONE Cool Gray 8C
C 98 M 84 Y 45 K 51	C 66 M 55 Y 53 K 28	C 63 M 50 Y 19 K 1	C 56 M 0 Y 34 K 0	C 5 M 26 Y 84 K 0	C 49 M 41 Y 38 K 4
R 11 G 34 B 64	R 83 G 88 B 90	R 110 G 123 B 161	R 105 G 199 B 184	R 241 G 189 B 72	R 136 G 137 B 141
HEX 0b2240	HEX 53585a	HEX 6e7ba1	HEX 69c7b8	HEX f1bd48	HEX 88898d

# Brand QUESTIONS

Please work closely with the VP of Marketing & Design on all project to always ensure you have final approval before production.

## MARIA COLLEGE MARKETING DEPARTMENT CONTACT:

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