

# MARIA COLLEGE BRAND STYLE GUIDE



TRANSFORMING CAREERS

MARIA  
COLLEGE



Visual Identity

# INDEX

- 01 VISUAL IDENTITY INDEX
- 02 THE MARIA DIFFERENCE
- 03 BRAND PLATFORM
- 04 BRAND PROMISE
- 05 BRAND ESSENCE
- 06 BRAND VALUES
- 07 BRAND EXPERIENCE
- 08 BRAND VOICE
- 09 LOGO-MARK
- 10 LOGO-MARK USAGE
- 11 LOGO MARK DO'S AND DONT'S
- 12 LOGO-MARK SAFE SPACE / MINIMUM SIZE
- 13 WORD-MARK
- 14 ICON-MARK
- 15 PRIMARY TYPOGRAPHY
- 16 WEB TYPOGRAPHY
- 17 FALL-BACK TYPOGRAPHY
- 18 BRAND COLOR PALETTE
- 19 PHOTOGRAPHY & VIDEO
- 20 BRAND POSITIONING PLATFORM USAGE
- 21 ADVERTISING EXAMPLES
- 22 CONTACT INFORMATION



Strategic Vision

## THE MARIA MISSION

Maria College is a leading provider in higher education in the region. Since our start in 1958, we have remained focused in being accessible because we keep tuition low and attractive because we offer career-relevant programs. Our students graduate with low-debt and secure professional jobs in their chosen fields.

We are a non-residential school that “sticks to its knitting” by investing in students through custom financial aid packages, individualized student support, and top-notch learning software and equipment. We are proud of our history of realizing balanced budgets while investing in smart growth. A significant reason we remain nimble is because Maria is without the pressure of too many programs and big expenses like residence halls and a rigorous sports program.

Maria is a school steeped in Mercy. Our values impact how we operate. This is most apparent when learning who our students are, how we support them, and ultimately the educational outcomes achieved. Maria believes in the value of humanities and social justice as well as the sciences and technical education. Our commitment is to the compassionate service of others, especially the poor, the uneducated, and the sick. When our students experience hardship, it may seem comparatively small, but it dramatically impacts their ability to stay in school. Maria provides a holistic education, attending to each student’s academic, personal, and spiritual support, and has an exceptional reputation for graduating highly prepared, compassionate healthcare professionals.



Strategic Position

# BRAND PLATFORM

## TRANSFORMING CAREERS

This platform drives home the value of compassion in the Maria brand of transformative, career-focused education.

Emphasizing the reputation Maria nurses are noted for, in particular - but not exclusively.

Demonstrating how Maria is both a practical, career choice and one rooted in greater fulfillment.

Driving home the bigger idea that there can be more to a life than simply going through the motions - that integrity, care, character, compassion and a sense of purpose - are integral to a full life.

**It's about the Maria difference - which is compassion.** And leading with it in your career, your future, your daily interactions. About finding yourself supporting a lifestyle that makes you proud to stand out from the crowd with recognizable, caring interactions - beyond simply a quest for financial gain.

It's about more than just sharing knowledge, but about instilling confidence in leading with compassion - every day. Inspiring us to focus on the caring in our careers.



Commitment To The Students

## **BRAND PROMISE**

Maria College prepares students for meaningful careers in healthcare and service to others.

### **CAREER-RELEVANT EDUCATION**

Curriculum geared towards career preparation for the region's fastest growing jobs. Day, evening, weekend and online options make it possible for students to work while getting a degree.

### **CARING & COMPASSIONATE**

Founded by the Sisters of Mercy, Maria is dedicated to the core values of service, scholarship, justice, hospitality and diversity.

### **HOLISTIC GUIDANCE & SUPPORT**

Maria provides a holistic education, attending to each student's academic, personal, and spiritual needs, supported by dedicated staff and faculty; 14:1 student/faculty ratio.

### **HEALTHCARE DRIVEN**

Maria has an exceptional reputation for graduating highly prepared, compassionate healthcare professionals. Maria helps its students so they will know the best way to help others in their careers.

### **VALUE – ECONOMIC & PERSONAL**

Maria's value expands beyond its reasonable private education tuition, to the individual focus and support provided to ensure each student's success, and the outcomes of our graduates. Tuition is less than half the national average for private colleges.

### **INCLUSIVE – ECONOMIC & PERSONAL**

Maria is an inclusive and supportive community made stronger by the diversity of its students. Maria helps students who are academically or financially challenged to succeed.



Distilled Brand Position

## **BRAND ESSENCE**

The mission is driven by caring, compassion  
kindness, and purpose.

HOW we teach matters as much as, WHAT we teach.  
Maria instills caring compassion, and kindness in both.

**SMALL**  
**+ COMPASSION**  
**+ INCLUSIVE**  
**+ PRACTICAL =**

## **CAREER READY**



Belief & Behavior

## BRAND VALUES

Maria is a Catholic college sponsored by the Sisters of Mercy and animated by the Mercy charism. It provides career-relevant, opportunity education in the context of the Catholic Intellectual Tradition to all who can benefit from it.

Maria is committed to outstanding and holistic student support services, financial sustainability and the purposive use of evidence to drive institutional renewal and student success. Maria seeks to foster graduates who recognize and respect the dignity of every human person and who will transform their knowledge and skill into caring and compassionate service to others.



### SERVICE

Caring and compassionate service to others, in the Mercy Tradition, is offered to all, especially to those in need, both on campus and in the wider community.



### SCHOLARSHIP

Scholarship is nurtured in the relationships that arouse and nourish the spiritual gift of justice and belief in integrity, not primarily for one's own sake, but for the service of others.



### JUSTICE

Maria College is committed to opportunity education; a belief in fair and transparent practices; and a respect of the rights and duties of each individual. We educate and advocate for social justice, focusing on the Critical Concerns of the Sisters of Mercy.



### DIVERSITY

Diversity aims to create and support an inter-cultural environment that is strengthened by the development of each individual, the recognition of unique backgrounds, and respect for diverging perspectives.



### HOSPITALITY

Maria College is marked by a dedication to diversity and inclusion and a warm and generous welcome to all, as well as compassionate outreach to both campus and community members and groups.

Points That Delivers On The Brand Promise

## **BRAND EXPERIENCE**

1. Maria provides a holistic education, attending to each student's academic, personal, and spiritual support.
2. Maria's value expands beyond its reasonable private education tuition, to the individual focus and support provided to ensure each student's success, and the outcomes of our graduates. (Placement rates, job placement, career satisfaction)
3. Maria is an inclusive and supportive community made stronger by the diversity of its students.
4. Maria has an exceptional reputation for graduating highly prepared, compassionate healthcare professionals.
5. Maria's advanced healthcare technologies are taught by professionals with working expertise.
6. Maria's flexibility enables students to engage in the learning approach best suited to their needs.
7. Maria helps its students so they will know the best way to help others in their careers.



How You Talk About The Brand

## **BRAND VOICE**

The Maria College voice will always create a cohesive blend of caring, compassion, and kindness that is balanced with smart compelling headlines, body copy, content or stories. The dialog should be genuine and authentic in it's nature, while feeling friendly, direct and clear, without feeling institutional.

All content should have relevance and be linked to a direct persona with a strong call to action.

1. *Caring*

2. *Compassionate*

3. *Understanding*

4. *Personal*

4. *Holistic*

6. *Kind*

7. *Career-Relevant*

8. *Genuine*

9. *Authentic*

10. *Open-minded*

11. *Competent*

12. *Comprehensive*

13. *Welcoming*

14. *Friendly*

15. *Approachable*

16. *Trustworthy*

17. *Safe*

18. *Purposeful*

19. *Inclusive*

20. *Inviting*

21. *Close-Knit*

22. *Comfortable*

23. *Family-Like*

24. *Resourceful*

25. *Versatile*

26. *Unassuming*

27. *Supportive*

28. *Flexible*

29. *Diverse*

30. *Value-Based*

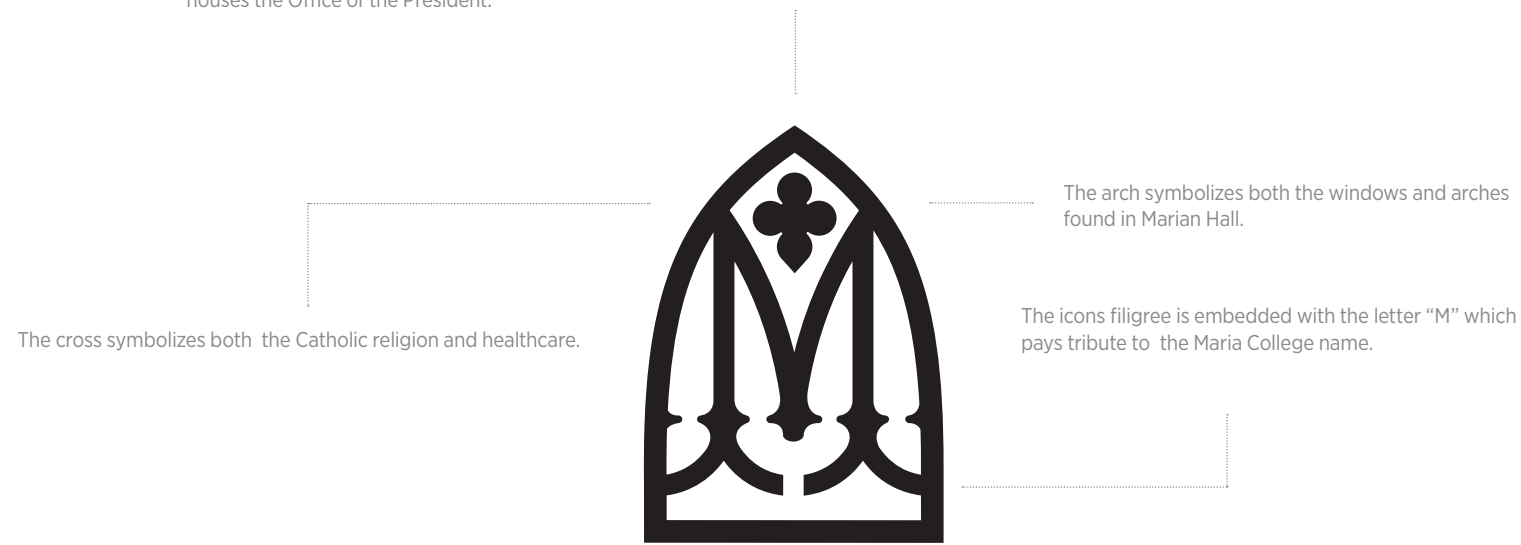
Primary  
**LOGO-MARK**

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.



**MARIA**  
COLLEGE

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 guide-lines 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.

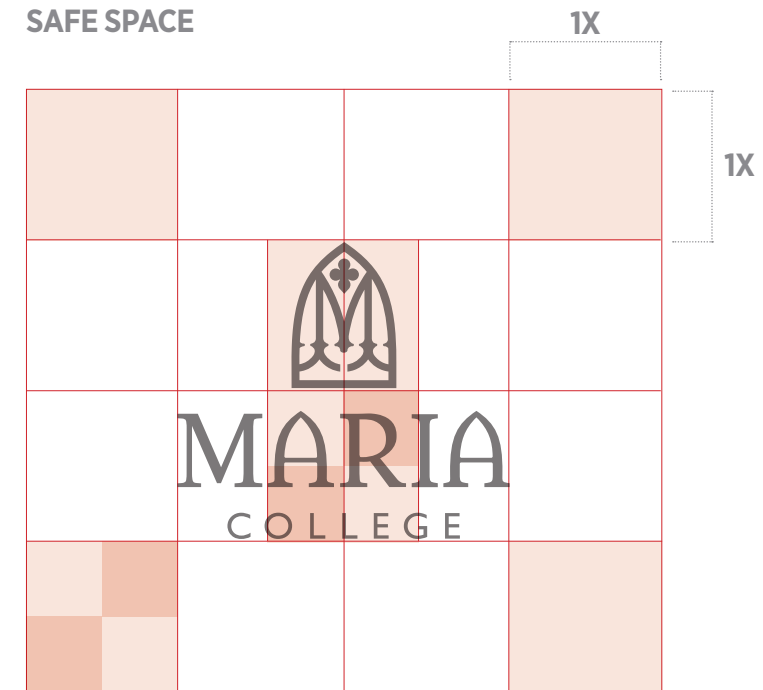
## BRAND RULES

- 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.

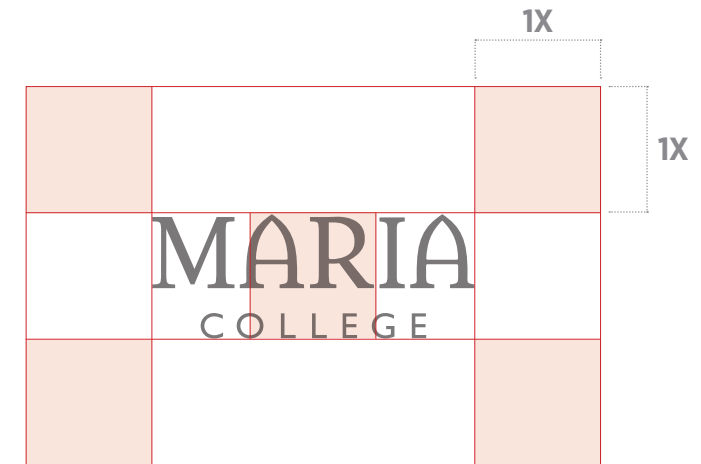
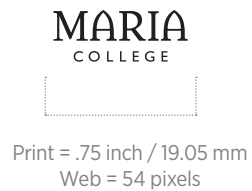
## BRAND RULES

- 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-suite usage section.

## PRIMARY LOGO-MARK



## 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**



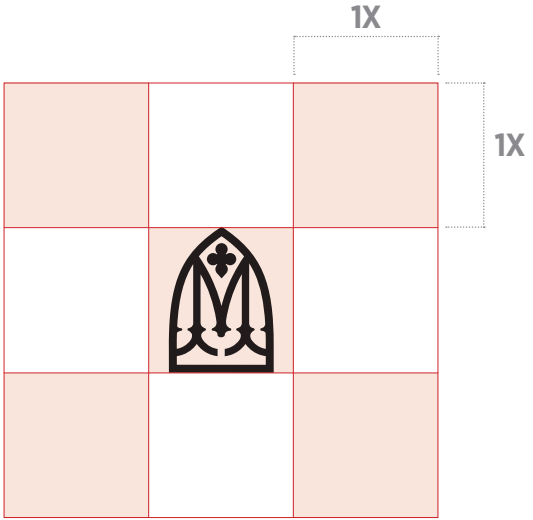
**DECONSTRUCTED ICON-MARK**



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



**SECONDARY ELEMENT HERE**



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

# POSITIONING PLATFORM LINE USAGE

The goal is to represent Maria College in a consistent manner regardless of the medium. The “platform line” will primarily be used as a signature to all advertising, or occasionally be used as the primary headline.

## BRAND RULES

- The primary “Platform Line” is required for all communications.
- The “Platform Line” follows the same usage rules as outlined in the primary logo-mark suite usage section.
- When using the “Platform Line” in advertising & marketing the type must always be translucent, with the majority of the letters being 75% of the designated color, and the word “care” must always be 100% of the brand color or white.
- When using over 4-color images you may adjust the percentage slightly for better readability.



TRANSFORMING CAREERS

75% vs 100% WHITE TYPE ON BLACK



TRANSFORMING CAREERS

75% vs 100% BLACK TYPE ON WHITE



TRANSFORMING CAREERS

75% vs 100% WHITE TYPE ON BRAND COLOR



TRANSFORMING CAREERS

75% vs 100% BRAND COLOR TYPE ON WHITE



TRANSFORMING CAREERS

75% vs 100% WHITE TYPE ON PHOTOGRAPHY



Brand

# PHOTOGRAPHY AND VIDEO TECHNIQUE

The photography and video should reflect the personas of the Maria College brand. All the images should have an emotive feeling to reflect the brands strengths. (ie...Caring, Kind, Happy, Determined, Focused, Proud, Strong, Helpful, Service, Compassion...)

The composition should have a strong sense of negative space and should always have a sense of place. The images should reflect a genuine and authentic experience.

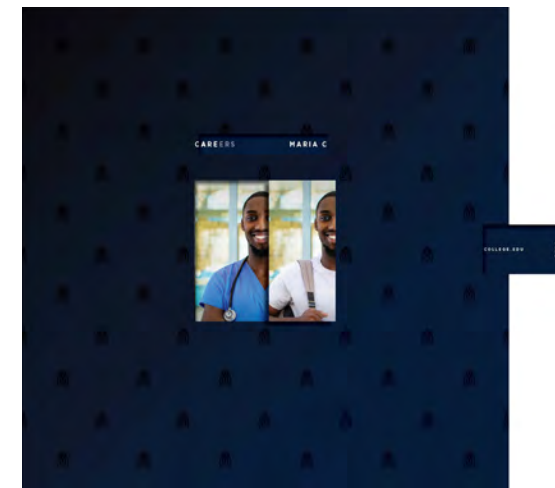
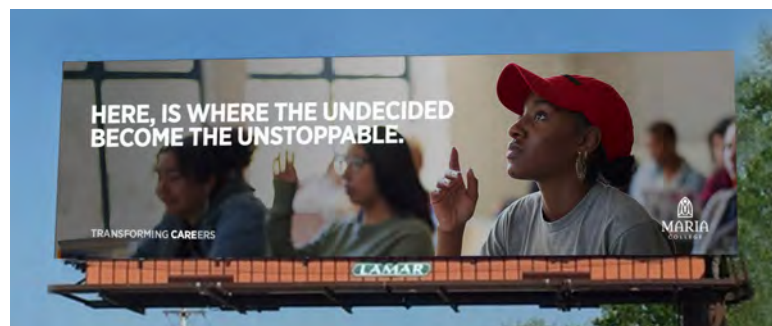
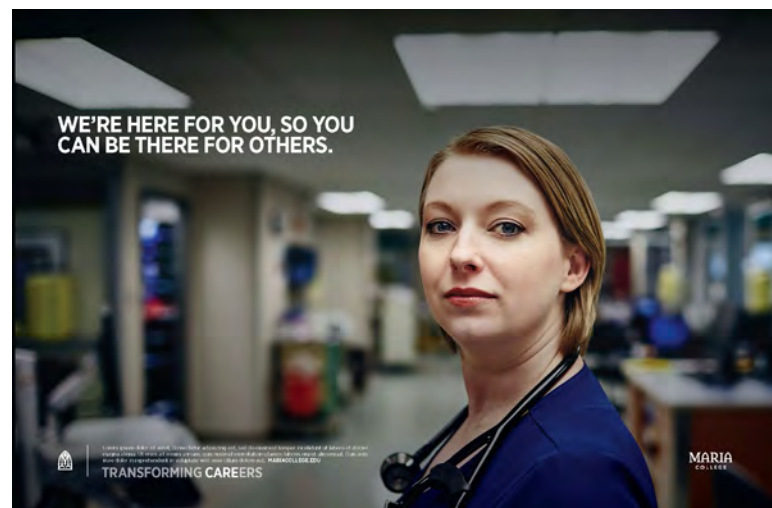
The depth of field should be shallow to allow the students to become the focal point of the photograph or video.

Images should be lifestyle like in their essence, with an feeling that the person doesn't even know they're having their picture taken.





Brand  
**ADVERTISING  
 EXAMPLES**





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:

Assistant Vice President of Marketing & Design  
Maria College  
700 New Scotland Avenue  
Albany, NY 12208  
518-861-2577 Office

[communication@mariacollege.edu](mailto:communication@mariacollege.edu)



**TRANSFORMING CAREERS**

MARIA  
COLLEGE