

MADONNA UNIVERSITY

BRAND GUIDELINES

**An overview of Madonna University's
key brand elements**



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INTRODUCTION

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Madonna University's brand extends far beyond the logos, wordmarks, symbols, and images seen throughout our marketing materials.

A unified and consistent brand image allows for broader awareness of the institution and a stronger Madonna identity.

The mission of Madonna University, a Catholic institution of higher learning, is to instill in its students Christian humanistic values, intellectual inquiry, a respect for diversity, and a commitment to serving others through a liberal arts education, integrated with career preparation and based on the truths and principles recognized within a Felician Franciscan tradition.

Madonna's mission receives its spirit from these Franciscan Values:

Respect for the Dignity of Each Person
Peace and Justice
Reverence for Creation
Education for Truth and Service



Felician *Sponsored Ministries*



> BRAND ATTRIBUTES

Caring community

A close-knit, supportive environment that fosters the success and well-being of each student

Personalized education

Student-centered learning tailored to align with individual educational aspirations and career objectives

Values based experience

Grounded in Franciscan principles of respect, peace, justice, environmental stewardship, and the pursuit of truth through service. Students are empowered to develop holistically, both personally and professionally.

Service oriented career preparation

An integral component of the educational journey, with most degree programs designed to cultivate careers in service-oriented professions.

Accessible, Affordable Education

Commitment to providing high-quality education that is both financially accessible and inclusive to a diverse student population.

BRAND STATEMENT

Madonna University is a caring, service-oriented learning community dedicated to transforming students' lives through high-quality academic programs. Grounded in Franciscan values and backed by 80 years of excellence in education for helping professions, we offer personalized educational experiences that nurture both personal and professional growth. Our faculty bring real-world expertise into the classroom, inspiring students to become not just skilled professionals, but better individuals committed to making a positive impact on society. At Madonna University, we don't just educate; we empower our diverse student body to become compassionate leaders who will change the lives of others in their communities and beyond.

Questions contact the Marketing Department at marketing@madonna.edu

> APPROVAL PROCESS

Madonna University values the integrity of its brand and maintains oversight of its use. To ensure consistency and proper representation, we have established an approval process for external usage of our brand elements.

EXTERNAL USE OF UNIVERSITY BRANDING

All external uses of Madonna University's logo, name, or other brand elements must be submitted to the Marketing Department for review and approval prior to production or distribution.

This includes, but is not limited to: flyers or posters being advertised to the community, postcards or mailers, email blasts or other digital marketing materials, print or digital advertisements, banners or signage for off-campus use.

INTERNAL USE OF UNIVERSITY BRANDING

For internal university events and communications, departments and organizations are trusted to use the brand elements responsibly and in accordance with these guidelines. However, if you are unsure about proper usage, please don't hesitate to consult with the Marketing Department.

PROMOTIONAL PRODUCTS

Any promotional products featuring Madonna University's logo or other brand elements also require approval from the Marketing Department. This ensures that our brand is consistently and appropriately represented across all mediums. Detailed guidelines for promotional products can be found on page 20.

SUBMISSION PROCESS

To submit materials for approval:

1. Submit your designs or product mock-ups to the Marketing Department in Asset Essentials (detailed instructions available on page 27).
2. Allow 3-5 business days for review and feedback
3. Do not proceed with production or distribution until you have received written approval from the Marketing Department

Madonna University reserves the right to deny use of its brand elements if the proposed usage does not align with the university's values, quality standards, or brand guidelines.

> INSTITUTIONAL LOGOS

Our Identity and Signature

The Madonna University logo is placed on all publications and products. Displaying our logo not only strengthens our brands through a means of identification, but also establishes familiarity with people outside of the Madonna community.

PRIMARY LOGO



MARK



WORDMARK

MADONNA[™] UNIVERSITY

MADONNA[™]
UNIVERSITY

Our Identity and Signature

The Madonna University logo is placed on all publication and products. Displaying our logo not only strengthens our brand through a means of identification, but also establishes familiarity with people outside of the Madonna community.

Primary Logos



Horizontal Logo

Most commonly used logo. Works best for print and digital publications.



Stacked Logo

Used commonly when horizontal space is limited. Works best on products and physical deliverables.

Our Identity and Signature

The logomarks below should only be used for internal publications or spaces where the full logo absolutely cannot fit. These may also be used on certain promotional/novelty items that are approved by Marketing.

Marks



Logo Mark “M with the Flame”

Should only be used as brandmark in places where the entire horizontal or stacked logo will not fit. Best on novelty items or internal communications

**MADONNATM
UNIVERSITY**

MADONNA UNIVERSITY

MADONNA UNIVERSITY

MADONNA UNIVERSITY

Wordmark

Should only be used where space is limited and/or in an extremely horizontal space

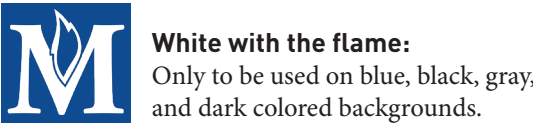
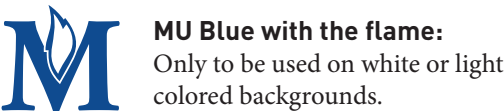
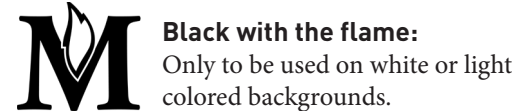
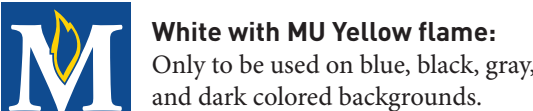
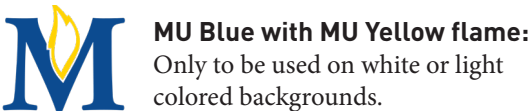
Logo Color Options

The Madonna University logos and marks should only be used in the following colors to maintain brand integrity.



LOGO COLOR COMBINATIONS:

The Madonna University logos and marks should only be utilized with these color combinations to maintain brand integrity.



Spacing and Size Requirements

Spacing around either logo should be, at a minimum, the width of the “M” in the logo, but no smaller than 1/2”

The horizontal logo width should never be smaller than 1”



MADONNA
UNIVERSITY

Minimum logo
width of 1"



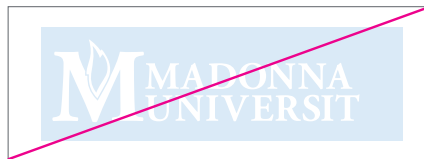
MADONNA
UNIVERSITY

Minimum logo
width of .75"

What NOT to do with our logo

DO NOT:

- Skew, warp, or stretch the logo's proportions in any way, shape, or form
- Rotate the logo
- Recreate the logo or any of its elements
- Use any colors other than what has been defined
- Crop the logo or use parts of it separately
- Place the logo against a background that does not allow enough contrast for all letters and elements to be clear and legible
- Use more than one logo in one place



> DEFINING THE BRAND

TAGLINE

Become You at MU.

- These are the only words to be used with the tagline.
- The tagline is always written in sentence case and ends in a period.
- The font should always be **DIN Pro Black**

Example of what **NOT** to do:

Become You at Madonna University.

Become You At MU.

Become You at MU.

Tagline Font: **DIN Pro Black**

Become You at MU.

Become You at MU.

MADONNA[™]
UNIVERSITY
Become You at MU.

M
MADONNA[™]
UNIVERSITY
Become You at MU.

VOICE

- Personable and conversational.
- Speaks directly to the reader in an understanding and informal tone meant to inspire and encourage.
- Conveys the benefits of helping and serving others.
- Highlights an education that helps solve real-world societal problems.
- Overall intent is to get the reader thinking about the benefits of a Madonna education.

OXFORD COMMA USAGE

- At Madonna University, we are committed to clear and consistent communication. As part of this commitment, we officially endorse the use of the Oxford comma (also known as the serial comma) in all university communications.

Policy

- The Oxford comma should be used in lists of three or more items
- This policy applies to all official university communications, including but not limited to: marketing materials, academic publications, official correspondence, website content and social media posts.

> UNIVERSITY SEAL

The Madonna University Seal serves as the official signature for the Office of the President and is reserved for formal, official, and ceremonial university communications.

Usage Guidelines

1. Official Communications: The seal is primarily used for communications originating from the President's Office and other high-level, official university documents.
2. Ceremonial Documents: The seal appears on formal documents such as diplomas, certificates, and official awards.
3. Architectural Elements: The seal may be incorporated into permanent building décor and flooring designs, subject to approval.
4. Year Designation: The seal must always display the year 1937, representing the university's founding date. Any variation from this year is strictly prohibited and goes against brand guidelines.

Approval Process

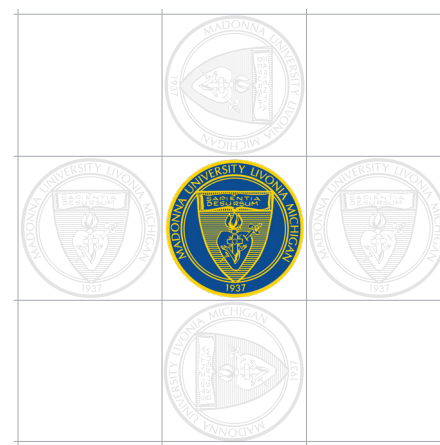
Any department or individual seeking to use the University Seal must obtain prior approval from the University Marketing Department. Designs should be submitted through Asset Essentials (*detailed instructions available on page 27*), and materials should not be distributed until written approval has been obtained from the Marketing Department. This ensures consistent and appropriate use across all applications.

Historical Significance

As the original logo created at the institution's founding, the University Seal carries significant historical importance. Its use is carefully managed to maintain its prestige and official nature.

SPACING / MINIMUM SIZE

Spacing around seal should be at a minimum width of the seal.



SEAL COLOR OPTIONS



Minimum logo
width of 1/2"

> ATHLETICS

Madonna University’s Athletics department has its own set of brand standards. Below are the primary logos and marks used by Madonna University’s Athletic department.



> SUB-BRAND LOGOS

Extensions of primary Madonna University logo

University College Lock-ups

Use of College names with logo

- College of Arts & Sciences
- College of Education & Human Development
- College of Nursing & Health
- School of Business
- Graduate School



Academic Programs and Departments: Use name of department or office



> PRIMARY FONTS

These fonts are used as headers and body copy for internal and external University materials.

Adobe Garamond

Used for Madonna University logo

Adobe Garamond Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Adobe Garamond Italic

Adobe Garamond Semibold

Adobe Garamond Semibold Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

DIN Pro

Headers and Body

DIN Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

DIN Pro Light

DIN Pro Light Italic

DIN Pro Regular

DIN Pro Regular Italic

DIN Pro Medium

DIN Pro Medium Italic

DIN Pro Bold

DIN Pro Bold Italic

DIN Pro Black

DIN Pro Black Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

DIN Pro Condensed Light Italic

Merriweather

Headers, Body and “degrees” in Tagline

Merriweather Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Merriweather Light

Merriweather Light Italic

Merriweather Regular

Merriweather Italic

Merriweather Bold

Merriweather Bold Italic

Merriweather Ultrabold

Merriweather Ultrabold Italic

Marketing has the authority to over ride and add fonts, colors and elements when necessary to enhance the brand.

> SECONDARY FONTS

These fonts are to be used sparingly or for the specific purposes listed.

Dancing Script

Used sparingly when a script font is appropriate for a header. This font should replace BlackJack in older marketing materials. It should not be used in the logo or tagline.

Dancing Script Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Dancing Script Regular

Dancing Script Medium

Dancing Script Semibold

Dancing Script Bold

Tangerine

Used for Art, Music, Dance, and Performing Arts. This font should be used for headlines only.

Tangerine Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Tangerine Bold

Betterworks

Used sparingly when a script font is appropriate for a header. It should not be used in the logo or tagline.

Betterworks Regular

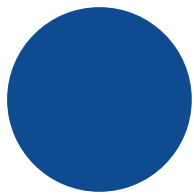
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Marketing has the authority to over ride and add fonts, colors and elements when necessary to enhance the brand.

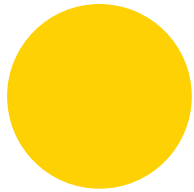
BRANDING COLORS

18

Primary Colors

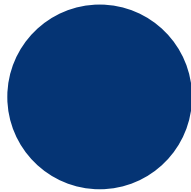


MU Blue
PMS 293
CMYK 100 / 80 / 12 / 3
RGB 14 / 76 / 144
HEX #0E4C90

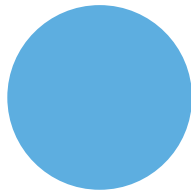


MU Yellow
PMS 116
CMYK 0 / 16 / 100 / 0
RGB 255 / 210 / 0
HEX #FFD200

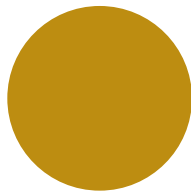
Secondary Colors



PMS 288
CMYK 100 / 80 / 6 / 32
RGB 0 / 45 / 114
HEX #02D72

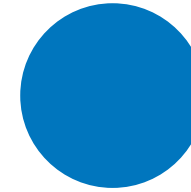


PMS 284
CMYK 59 / 17 / 0 / 0
RGB 108 / 172 / 228
HEX #6CACE4

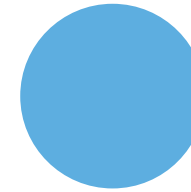


PMS 125
CMYK 6 / 32 / 100 / 24
RGB 181 / 133 / 0
HEX #B58500

Tertiary Colors

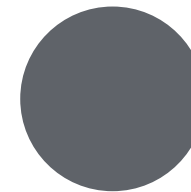


PMS 285
CMYK 90 / 48 / 0 / 0
RGB 0 / 114 / 206
HEX #0072CE



PMS 283
CMYK 42 / 9 / 0 / 0
RGB 146 / 193 / 233
HEX #92C1E9

Neutral Colors



PMS Cool Gray 9
CMYK 30 / 22 / 17 / 57
RGB 95 / 99 / 105
HEX 5F6369

Marketing has the authority to over ride and add fonts, colors and elements when necessary to enhance the brand.

> LOGO USAGE IN PRINT

The official Madonna University logos must be used on the front side of all printed materials and is to be applied as a second reference. Be sure to use the full University name on first reference. We encourage the use of an official primary logo on ALL materials and printed on a background of white, black, MU Blue, and MU Yellow (refer to page 9 for the color combinations). Preferred placement of the official logos is on any of corners of the document.

DESIGN REQUIREMENTS:

- The front of all printed communication must display an official primary logo (refer to page 7 for the MU Primary logo options).
- The official logo is almost always on the back and front of all printed communications.
- The official logo should be reproduced no smaller than 1-inch wide, or being at a 10% proportion if creating large format printing (refer to page 10 for the MU logo spacing and sizing requirements).
- There must be some space around the official University logos and any other logo alternative so that nothing is touching or overlapping the graphic (refer to page 10 for the MU logo spacing and sizing requirements).

DO NOT:

- Skew, warp, or stretch the logo's proportions in any way, shape, or form
- Rotate the logo
- Recreate the logo or any of its elements
- Use any colors other than what has been defined
- Crop the logo or use parts of it separately
- Place the logo against a background that does not allow enough contrast for all letters and elements to be clear and legible



> PROMOTIONAL ITEMS

Every individual within the Madonna University community is a brand ambassador, and the best way to show pride in your school is to maintain the brand! That means colors, styles and logos. Make sure to always include the official Madonna University logos on all materials, no matter what the situation.

DO NOT:

- Put similar colors on top of each other *(refer to page 9 for color combination options)*.
- Create your own styles or patterns using the logo. It's better just to keep it simple.
- Deviate from the Madonna University color palette *(refer to 18 page for the official branding colors)*.
- Produce any promotional items without including the Madonna University logos, and abiding by its rules *(pages 7-14)*

THIS APPLIES TO:

- Clothing
- Accessories (Hats, umbrellas, bags & backpacks)
- Signage
- Water Bottles, cups and mugs
- Pens
- Etc.

There are times when you may want to create promotional items. Whether it be for a program, club organization, event or activity, please use this brand guidelines as a reference. If you plan to create anything related to the Madonna University brand, please contact the Marketing Department with any questions concerns about the proper usage of our brand.



> Email Signatures

Madonna University's email signatures should reflect consistency throughout faculty and staff with minor exceptions.

Text Option:

First and Last Name, Madonna University Degree abbreviation (Bold)
Title, Department
email@madonna.edu (Hyperlink)
Madonna University | 36600 Schoolcraft Rd., Livonia, MI 48150
Building and Room number
(O) XXX-XXX-XXXX (C) XXX-XXX-XXXX

Madonna University 2 Color Horizontal Logo

For Example:

Nadia Troiani, BA '23, MBA '25
Marketing Coordinator, Marketing
nbtroiani@madonna.edu
Madonna University | 36600 Schoolcraft Rd., Livonia, MI 48150
Welcome Center, Room 206F
(O) 734-432-5445 (C) XXX-XXX-XXXX



Image Option:



For Example:



Questions contact the Marketing Department at marketing@madonna.edu

> PHOTOGRAPHY GUIDE

The photography style should illustrate a dynamic and vibrant setting, with beautiful composition highlighting students, faculty members, facilities, events, or other aspects of our campus.

- Use high-resolution photos (Minimum 300 DPI for print, 72 DPI for digital.) so your final marketing piece is clear and of the highest possible quality, especially when used in print. If you use a low-resolution photo it can look pixilated and unprofessional.
- It is Madonna University policy that, except in rare cases as deemed by the Marketing department, only photos taken by a professional Madonna University photographer or member of the marketing team are to be used in all print and web external publications.
- Always make sure you have permission to use the photo. When selecting images of participants in MU programs or members of the community, be considerate to people's privacy, especially minors.
- Keep the photography editing style to a minimum, avoiding heavy filters that alter the photo's authenticity.
- Contact the marketing department for all photography-related inquiries, including requests for professional images and guidance on photography standards.



Questions contact the Marketing Department at marketing@madonna.edu

> SOCIAL MEDIA GUIDE

Madonna University's social media guide will help the users understand the protocols of the university's social handles which are defined as any online tools for social interaction and promotion such as Facebook, Instagram and Twitter. We encourage users to prioritize reporting content that violates a social media platform's code of conduct using the official procedures of the platform.

Posts and other content specifically added by administrators to any of Madonna University's Social Media pages are official Madonna University content. Madonna University reserves the right, at its sole discretion, to screen and remove any content it deems inappropriate. This includes commercial content whose primary purpose is to sell a product, service, or other such practices via the Madonna University page, as well as content that harasses, abuses, threatens, or in any way violates the rights of others. Although it may screen and remove content, Madonna University is not responsible for the content posted by others on any Madonna University social media pages. Madonna University also reserves the right to remove posts containing all links.

It is important to remember that what you say, and post online has real world ramifications. Faculty, staff and students at Madonna University are expected to conduct themselves in the same manner online that they do in person, always keeping in mind the core values and teachings of this Franciscan University.

SOCIAL MEDIA PLATFORMS

The official social media platforms of Madonna University include:



@madonnauniversity



@madonnauniversity



@madonnauniversity



@madonnauniversity



@madonnauniversity



@madonnau



@madonnauadmissions



@madonnauniversity

> SOCIAL MEDIA ACCOUNT GUIDELINES

Social media pages affiliated with Madonna University individual colleges, departments, student organizations, sports teams, etc., should adhere to the following:

- Adhere to confidentiality and privacy standards: Do not post or disclose any confidential or proprietary information regarding Madonna University, its students, or employees.
- Respect intellectual property rights and laws: Significant ramifications may be presented to those who post copyrighted, trademarked, or patented material without permission. These laws exist to protect creators, and when broken by official or affiliated Madonna University pages, put the University at risk for financial and reputational risk.
- Do not express political opinions or engage in political activities on Madonna University's behalf. While students, faculty and staff are welcome to engage in political discourse on their personal accounts, any language that may indicate one is speaking on behalf of the University is explicitly prohibited
- Use good judgement: University affiliated pages still reflect publicly on Madonna University. Be conscious of posts that may be taken out of context, replicated, or used in ways that could negatively affect the University.
- Moderate comments and other interactions. Comments made on posts affiliated with the University in any way that expose confidential data, contain commercial solicitations, are off topic, or obscene should be removed promptly. Any threatening or abusive comments should be reported to the appropriate campus officials.
- Do not maintain dormant accounts with the Madonna name, brand or logo on any social media platforms. Steps should be taken to remove any dormant accounts as quickly as possible.

Madonna University's Marketing and Communications Department reserves the right to restrict access to pages and groups as necessary.

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If you need assistance regarding an official or affiliated Madonna University social media page, please contact the Madonna University Marketing Department by submitting a work order through Asset Essentials.

O

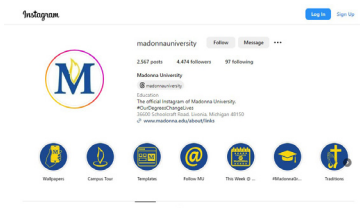
Madonna University's Marketing and Communications Department reserves the right to restrict access to pages and groups as necessary.

> MARKETING DEPARTMENT RESPONSIBILITIES

The Madonna University Marketing Department plays a pivotal role in shaping the institution's identity, enhancing its visibility, and fostering campus engagement. Our dynamic team is responsible for a wide array of functions, all aimed at promoting the Madonna University mission, values, and academic offerings.

MARKETING DEPARTMENT RESPONSIBILITIES:

- Brand Management
- Graphic Design Requests
- Advertisement
- Event Promotion
- Social Media Management
- Photography Requests
- Student, Faculty, and Staff Headshot Requests
- Website Management
- Promotional Materials
- Video Production
- Campus Signage
- Content Creation
- News Releases
- Licensing
- Etc.



REQUESTING A PROFESSIONAL HEADSHOT

To book your professional headshot session with the Marketing Department visit madonna.edu/headshot.



Questions contact the Marketing Department at marketing@madonna.edu

>

Please submit all Madonna University brand requests to the Marketing Department through Asset Essentials.

HOW TO SUBMIT AN ASSET ESSENTIALS REQUEST

STEP 1: Open the Asset Essentials dashboard by clicking on the house icon to the left of your screen, then navigate to Quick Links and click “Create Request”.

STEP 2: Make sure that the “Marketing Request” is selected in the Site drop down menu before adding all your marketing request details including:

- > *Work Category (design, digital boards, promotional giveaways, social media, video/photo, or website)*
- > *Problem (assistance, flyer, invitation, promotional video, large update, etc.)*
- > *Work Type (external, internal, graduate, undergraduate)*
- > *Area/Room #*
- > *Contact Phone #*
- > *Work Requested*
- > *Priority (critical, high, medium, low, spare time)*

STEP 3: Please upload any attachments or supporting documents to further explain your marketing request.

Asset Essentials
DASHBOARD

Quick Links

Create Work Order
Create Request
Create PM
Create Asset

Step 1: Create Request

On the Asset Essentials dashboard, at the top under Quick Links, click "Create Request".

If you are looking to get to the dashboard, the left-hand column has a house icon that is titled "dashboard".

Asset Essentials
REQUESTS

Step 2: Add Request Details

"Work Category" involves what work you are requesting.

"Area/Room Number" refers to the department you are requesting from (example: Admissions/Room 2200).

"Problem" requires you to select the work you are requesting.

Your phone # is required for requests to be further communicated if needed.

In the "Work Requested" box, you must enter a description of the project, including any relevant details.

"Work Type" requires you to select which type of work you are requesting.

"Priority" refers to the level of urgency for your request to be completed.

▼ REQUEST DETAILS
▼

Work Category: * --Select--

Work Type: --Select--

Contact Phone #: *

Problem: * --Select--

Area/Room #: *

Work requested:

B I U

Priority: * --Select--

Asset Essentials
REQUESTS

Step 3: Adding Attachments

"Attachments" are not required, but allows you to add supporting documents that may be helpful in your request.

▼ UPLOAD DOCUMENTS/IMAGE
▼

Documents/Images:

Drag & Drop file(s) here to upload

Browse

assetessentials.dudesolutions.com/MadonnaUniversity

> THANK YOU!

Thank you for supporting Madonna University's institutional goals in your communications materials and outreach. Together we can help increase the University's image and branding efforts.

This edition of the Brand Guidelines published
October 2024.

MARKETING DEPARTMENT

36600 Schoolcraft
Livonia, MI 48150
734-432-5624
marketing@madonna.edu

