University *of*
MOUNT OLIVE

GRAPHIC STANDARDS GUIDE

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CONSISTENT GRAPHIC IDENTITY

The University of Mount Olive must have a consistent, cohesive graphic identity. In terms of marketing, repetition of an image is vitally important. In terms of credibility, an institution shows integrity, stability, and strength when all of its written communications have a similar, if not identical look. It is critical, therefore, that all administrators, faculty, and staff understand the importance of this principle and take ownership of the use of appropriate graphic identity.

All materials printed by the University of Mount Olive, or in the name of the University of Mount Olive, must follow this version of the University of Mount Olive Graphic Standards Guide.

At the University of Mount Olive, we want to present a clear, concise, and consistent image to our various constituencies. The quality and consistency of all graphic and print presentations should be recognizable because all University departments, units, and locations will use these guidelines. The Graphic Standards Guide of the University provides the focus for producing consistently high quality communications.

Quality and professionalism in communications depend upon the adherence to a standard and consistent style of print and graphic preparation.

As established by the President of the University, responsibility for maintaining the graphic identity and technical standards consistent with institutional goals rests with the Office of Public Relations and the Office of Marketing. Both offices should be involved during the planning and production of any publication—such as for student recruitment, public relations, advertising, or fundraising—directed to an external audience.

The Office of Public Relations and the Office of Marketing are directed to screen publications for consistency with University objectives and will apply University standards to writing style, photography, and printing procedures. The text and graphic presentation of all advertisements, informational brochures, and marketing materials is to be reviewed by the Director of Public Relations and the Director of Marketing.

Materials intended only for internal audiences —such as bulletins and internal newsletters need not be produced by the Office of Public Relations or the Office of Marketing, but they should follow policy standard guidelines.

Publications produced by students, and materials designed to promote specific events such as fine arts events—are exempt from the presentation and standard guidelines, except if they employ the University's authorized graphic representations, in which case they must be employed appropriately.

Use of clip art and photographs will be closely evaluated for appropriateness, good taste, and conformity with the graphic standards.

USE OF THE UNIVERSITY LOGO

The University Mark, known as the Lamp Shield, is an official representation of the University used on official stationery and printed materials designed for on and off-campus communication, including print and other media. As designed, the logo accomplishes several objectives; it presents a crisp, clean, professional appearance; it is appropriate to the academic institution and incorporates key elements of the University Seal (the Cross and the Lamp) in a clear, simple design that has market appeal and is easily reproduced. It invokes attention to the University's Christian mission and conveys impressions of high quality, achievement, transcendence, and tranquility, all hallmarks of the University of Mount Olive.

LOGO COLORS AND TYPEFACE

The Logo and Mark consists of "University of Mount Olive" green, gray, and yellow Pantones (see page 6 for Pantone values) on a white background (no shading) and must be reproduced as designed, since altering it in any way will compromise its effectiveness. Other versions of the logo, including one color, black and white, and reversed options, are located on page 4. Except for business cards, the minimum size at which the Mark may be reproduced is 5/8-inch wide and height-proportional. The typeface of the logo is Garamond Premier Pro.

For special assistance regarding the University Logo, Mark, or Seal, contact the Office of Public Relations.

FULL COLOR

BLACK & WHITE	1 COLOR	1 COLOR ALTERNATE	REVERSED

DEPARTMENT LOGOS

A variation of the University of Mount Olive logo is also available for departments as needed for promotional and marketing purposes. Full color, black and white, 1 color, 1 color alternate, and reverse color options are available.

OFFICIAL COLORS

The official colors of the University of Mount Olive are green, yellow, and gray. For purposes of print reproduction, Pantone 3425, Pantone 136, and Pantone 416 should be used. Coordinating ink colors may be used in conjunction with the University of Mount Olive logo colors. They are as follows: Pantone 540 (blue), Pantone 520 (purple), Pantone 3415 (light green), and black.

Pantone 3425
CMYK: 100 0 77 55
RGB: 0 95 62
HEX: 005F3E

Pantone 136
CMYK: 0 27 76 0
RGB: 254 192 87
HEX: FEC057

Pantone 416
CMYK: 0 0 16 50
RGB: 149 148 132
HEX: 959484

Pantone 540
CMYK: 100 55 0 55
RGB: 0 55 103
HEX: 003767

Pantone 520
CMYK: 64 100 12 0
RGB: 124 43 131
HEX: 7C2B83

Pantone 3415
CMYK: 100 26 86 14
RGB: 0 122 80
HEX: 007A50

TYPEFACES

On all correspondence materials (letterhead, envelopes, business cards, memos) the Garamond and Futura typefaces shall be used. (Times New Roman may be used if Garamond is not available).

FUTURA

Futura Book
Futura Light
Futura Medium
Futura Bold...

GARAMOND

Garamond
Garamond Italic
Garamond Bold
Garamond Bold Italic...

LETTERHEAD, ENVELOPE, AND BUSINESS CARD DESIGN

Shown below are approved designs for letterhead, envelope, and business cards. Locations and various departments have pre-approved letterhead. Please see MyUMO for more information and to place an order.

OFFICIAL TITLE RULES OF NOMENCLATURE IN TEXT WRITING

For purposes of public and private presentation, our name is University of Mount Olive, not just Mount Olive. "Mount" should never be abbreviated. The name should be used in complete form on first reference in any correspondence, in letterhead, business cards, brochures, etc.

When used as an adjective, to describe a person, program, or anything affiliated with the University, the adjective should include the complete name on first reference, e.g., the University of Mount Olive senior, the University of Mount Olive campus, the University of Mount Olive curriculum. The pronoun "it" may be used to refer to the University of Mount Olive, never "he" or "she." The University of Mount Olive may be referred to in writing as an "institution" but never as a "school."

UNIVERSITY SEAL

The University Seal is used on diplomas and other documents requiring insignia for official and legal purposes. Additionally, it is used on printed programs for Commencement and Founders Day. It is not to be used commonly to identify the University in printed materials, nor is it to be used as an identifying or decorative element on publications either for internal or external audiences. Uses of the Seal not outlined in this policy must be approved by the President.