

Maria College | The Style Guide | 2013

Maria College Logo

Logo - Color Wordmark



Logo - Wordmark and Tagline



Maria College Logo

Logo - Black and White Wordmark



Logo - Wordmark and Tagline



Maria College has two primary logos - the wordmark and wordmark with tagline. It is recommended that the wordmark with tagline is used when possible, however, if absolutely necessary, either can be used individually if directed by the college.

Logo

The logo consists of the wordmark and tagline together as one unit. All proportions formed in the relationship between the wordmark and tagline remain unaltered. A black and white option of the logo is available (seen above).

Wordmark

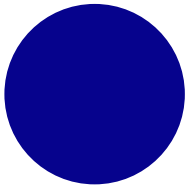
Maria College wordmark consists of the type "Maria College" and thin linear element. The proportions within the elements should not be altered in any way.

Tagline

The tagline consists of three words forming a single sentence. This sentence should be treated as one unit. The proportion and spacing of the elements in the tagline should not be altered in any way. The tagline should always remain paired with the wordmark when necessary.

Maria College Logo

Logo - Color Swatches

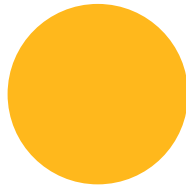


Pantone 2738 C

R: 6 G: 3 B: 141

C: 100 M: 92 Y: 0 K: 1

HTML: 06038D

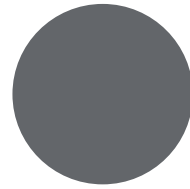


Pantone 1235 C

R: 255 G: 184 B: 28

C: 0 M: 31 Y: 98 K: 0

HTML: FFB81C



Pantone Cool Gray 10 C

R: 99 G: 102 B: 106

C: 40 M: 30 Y: 20 K: 66

HTML: 63666A

Tagline Tint: 40%

Maria College Logo

Publication

MARIA

COLLEGE

Aspire. Achieve. Become.

Fig. 01

MARIA

COLLEGE

Aspire. Achieve. Become.

Fig. 02

MARIA

COLLEGE

Aspire. Achieve. Become.

Fig. 03

Colors

The official logo colors are listed above. These colors should be used whenever possible in the primary format seen in **Figure 1**.

Printing

If printing is being done on alternate stock colors or background colors, there are suggested color alterations for optimal readability and image clarity. These can be seen in **Figure 2** and **Figure 3**.

Color swapping and alterations outside of those suggested should only be used if specifically directed and/or if brand expansion is occurring.

Example of incorrect use:

MARIA
COLLEGE
Aspire. Achieve. Become.

Maria College Logo

Size & Configuration



Display

There is a primary configuration that is available which emphasizes the wordmark and tagline as a cohesive unit.

Here is listed variables A,B, and C. Variable A is a set width. It encompasses both the wordmark and tagline as one with no alteration to spacing between the logo's elements. Variable B is a set height for the wordmark. If the wordmark is being used alone. Variable C is a set height for the wordmark and tagline. It's height and width is to essentially never be touched.

Logo Margin

A 1" inch margin is suggested to remain around the logo at all times, in all applications.

Minimum Size

The suggested minimum size the logo should be displayed at with tagline is 1.375" in width. Without tagline is 1.00" in width. Approximate example is shown below.



Maria College Logo

Typography - Baskerville

Baskerville - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baskerville - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baskerville - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baskerville - SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Baskerville - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maria College Logo

Typography - Baskerville (Cont.)

Baskerville - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Maria College Logo

Typography - Avenir

Avenir - 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir - 35 Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir - 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Maria College Logo

Typography - Avenir (Cont.)

Avenir - 45 Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir - 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir - 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir - 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir - 65 Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maria College Logo

Typography - Avenir (Cont.)

Avenir - 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir - 85 Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir - 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir - 95 Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maria College Logo

Similar Typeface

Georgia - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typefaces

Two typeface families have been chosen as primaries for Maria College - Baskerville and Avenir.

Two similar type families have been suggested: Georgia and Arial. These are suggested for use in web and related applications.