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STYLE
GUIDE

MERCER
UNIVERSITY

Guidelines for
the Mercer
University brand.

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For more than

180

years Mercer University has provided distinctive educational experiences that equip and transform its students to achieve their life and vocational aspirations.

Mercer's uniqueness is found in how it integrates five defining components of its mission – liberal learning, professional knowledge, discovery, service to humankind and community. The Mercer brand is rooted in a commitment to serve and a mission that instills in its graduates a passion to use their knowledge and talents to shape a better world.

Undergirding the Mercer brand is the University's reputation for:

Educating men and women who go on to assume **leadership** positions in most every sector of society.

Valuing religious and **intellectual freedom**.

Integrating **research and service** to address some of the world's toughest problems and greatest needs.

Strengthening **communities** across the globe.

Equipping people to lead virtuous, **meaningful** and responsible lives.

Embracing **diversity** by recognizing the **dignity** and worth of every person.





The Mercer Style Guide

Communicating a consistent visual representation of the Mercer brand is essential to maintaining its strength, identity, and integrity in a manner that advances the University's mission. The Mercer Style Guide provides graphic standards and tools to ensure consistency in print and online communications that reinforce the Mercer brand.

The graphic standards extend to the use of all University symbols, including wordmarks, seals, signature colors, type fonts and other elements that make up Mercer's visual identity. While the standards provide flexibility for co-branding where justified and approved in advance, adherence to the Mercer Style Guide is an institutional expectation.

Questions about the style guide or University branding should be directed to the Office of Marketing Communications.



Typography

Mercer University has a flexible system of fonts to incorporate in every form of communications. Specific typeface options are recommended, but not required, for the following copy elements for print and web:

1

Headlines: PRINT

Aa ROCKWELL BOLD

Aa FUTURA BOOK
OR MEDIUM

Aa MINION DISPLAY

Body: PRINT

Aa SLIMBACH

Aa MINION

Aa HELVETICA
CONDENSED OR
CONDENSED LIGHT

Headlines: WEB

Aa CRIMSON TEXT

Body: WEB

Aa ROBOTO

Most fonts are standard fonts or available for free download at www.fontsquirrel.com. Please contact the Office of Marketing Communications if any assistance is needed.



2

Color Palette

The look and feel of Mercer University's publications are rich and varied. Characterized by a dynamic color palette, individual schools and programs are free to establish a unique set of communications utilizing a palette that reflects the characteristics and tone of their programs.

Official Colors

**Mercer Orange**

PMS 716 C
cb5307
r=203 g=83 b=7
c=0 m=65 y=100 k=4

**Black****Beige**

PMS 7500 C
ebdcb6
r=235 g=220 b=182
c=1 m=5 y=23 k=3

Secondary Colors

	Pantone	Web	RGB	CMYK
	PMS 1935 C	ac1d4e	r=172 g=29 b=78	c=1 m=100 y=55 k=6
	PMS 267 C	4e2c83	r=78 g=44 b=13	c=82 m=97 y=0 k=0
	PMS 2145 C	283883	r=40 g=56 b=131	c=98 m=62 y=0 k=14
	PMS 2925 C	3b8fcf	r=59 g=143 b=207	c=85 m=24 y=0 k=0
	PMS 327 C	148268	r=20 g=130 b=104	c=100 m=2 y=60 k=14
	PMS 362 C	6db644	r=109 g=182 b=68	c=78 m=0 y=100 k=2
	PMS 605 C	cbc02c	r=203 g=192 b=44	c=0 m=2 y=100 k=9
	PMS 104 C	b0a017	r=176 g=160 b=23	c=0 m=3 y=100 k=30



3

Mercer Wordmark

The Mercer wordmark serves as the University's primary logo and is considered the "master brand." It is to be used for all institutional branding, marketing, communications and promotional purposes.

When using the Mercer wordmark, always use an approved logo file. Never try to recreate the logo. The mark may be resized, but always constrain proportions by locking the aspect ratio, so the height and width are scaled together. The orange rule that appears under "Mercer University" is part of the mark and must not be cropped, drawn separately from the type, or left off the mark. It must be scaled in proportion to the rest of the wordmark.

The two-color wordmark – black type with the Mercer orange rule – is the preferred version, but it may also be printed in all black or reversed out of any other color.



There should always be a buffer zone of at least half the height of the "E" in "Mercer" surrounding the Mercer wordmark – most importantly around the rule – with no type nor graphics appearing in the zone. No part of the wordmark should bleed off the page or touch any other element.

[Download Wordmark](#)



The Mercer wordmark in various digital formats may be downloaded here. Users will need their Mercer log-in and password (same as your email log-in and password) to access the files. For assistance with downloading logo files, contact the Office of Marketing Communications.



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Mercer Wordmark: Improper Usage

Please do not:

- Replace the words “Mercer University” in the wordmark with any other words.
- Redesign, redraw, modify, distort or alter the proportions of the mark.
- Rotate or render the mark three-dimensionally.
- Add images or any other new elements to the mark.
- Replace the approved typeface with any other typeface.
- Enclose the mark in a shape or combine it with other design elements or effects.
- Modify the size or position relationship of any element within the mark.



Buffer Zone

There should always be a buffer zone surrounding the Mercer wordmark – most importantly around the rule – with no type nor graphics appearing in the zone. No part of the wordmark should bleed off the page or touch any other element.





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College and School Nameplates

Each of Mercer's 12 schools and colleges has a nameplate incorporating the University wordmark. The nameplates, which feature consistent typography, should be used by academic units for branding, marketing, communications and promotional purposes, including stationery.

[Download Wordmark](#)

Scroll to see all Mercer Nameplates. Click on one to download. >>



EUGENE W. STETSON SCHOOL OF
BUSINESS AND ECONOMICS



PENFIELD COLLEGE



GEORGIA BAPTIST COLLEGE
OF NURSING



The University Seal

The University seal is not to be used for general branding, marketing, communications and promotional purposes. Its use is restricted to official documents, publications and materials associated with the Office of the President and Board of Trustees, or for purposes approved by the President or the Board of Trustees. Examples of approved uses include:

- Diplomas, transcripts, official certificates.
- Printed programs, banners and other materials associated with commencements and convocations.
- University catalogs.
- Campus and building identification signage (not interior signage).
- Architectural features (i.e., Jesse Mercer Plaza).
- Certain jewelry and merchandise that is licensed through the University.
- Award plaques presented on behalf of the Board of Trustees or Office of the President.

If you have questions about use of the University seal, please contact the Office of Marketing Communications.

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College and School Seals

Most, but not all, of Mercer's 12 academic units have seals. As with the University seal, these marks are not to be used for general branding, marketing, communications and promotional purposes. Their use is restricted to official documents, publications and materials associated with the Office of the Dean or for purposes approved by the President. Examples of approved uses include:

- Diplomas, transcripts, official certificates.
- Printed programs, banners and other materials associated with commencements and convocations.
- University catalogs.
- Campus and building identification signage (not interior signage).
- Architectural features (i.e., Jesse Mercer Plaza).
- Certain jewelry and merchandise that is licensed through the University.
- Award plaques presented on behalf of the Board of Trustees or Office of the President.

If you have questions about use of the academic unit seals, please contact the Office of Marketing Communications.



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Athletic and Spirit Marks

Mercer University athletics identity elements – or “spirit marks” – are for use by the University’s Athletics Department and University-sanctioned teams, spirit and student organizations. Mercer’s athletics spirit marks include the Block M logo, the Mercer spirit wordmarks, the interlocking MU, and the bear head.

As with the University wordmark, the spirit marks may not be altered in any way. They may only be used in the manner displayed in the Style Guide.

BE THE BEAR[®]

MERCER



MERCER
BEARS



MERCER
ALUMNI

[Download Logos](#)

The Mercer athletics spirit marks in various digital formats may be downloaded here. Users will need their Mercer log-in and password (same as your email log-in and password) to access the files. For assistance with downloading logo files, contact the Office of Marketing Communications.



Health Sciences Center Logo

The School of Medicine, College of Pharmacy, Georgia Baptist College of Nursing and the College of Health Professions comprise the Mercer Health Sciences Center, established by the Board of Trustees in 2012. A Mercer Health Sciences Center logo, incorporating a four-leaf icon with distinct typography, was designed to brand the unit. Use of the Mercer Health Sciences Center logo falls under the University's co-branding policy, and a companion style guide that is available through the Health Sciences Center website outlines approved uses of the mark.





Other Logos

Many of Mercer's academic and administrative units over the years have developed logos, seals and marks to promote their programs. They are considered "sub-brands" and are subject to the University's co-branding policy. After a branding review completed under the direction of the Board of Trustees in 2014-15, the Office of Marketing Communications implemented a moratorium on the development of new logos for academic and administrative units. Use of existing "sub-brands" must comply with the University co-branding policy, which stipulates prior approval by the Office of Marketing Communications.

CENTER FOR
COLLABORATIVE JOURNALISM
MERCER UNIVERSITY

CENTER FOR
THEOLOGY
& PUBLIC LIFE
MERCER UNIVERSITY

ROBERT McDUFFIE
CENTER FOR STRINGS
TOWNSEND SCHOOL OF MUSIC
MERCER UNIVERSITY
AMY SCHWARTZ MORETTI, Director

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Co-Branding Policy

The Mercer University brand has been established through nearly two centuries of leadership in higher education, and continues to grow stronger. Consistent and coordinated use of Mercer marks is essential to maintaining a clear and compelling brand. The University's graphic standards are established around the mantra "Lead with Mercer." The institutional master brand – the Mercer wordmark – is the primary logo used in University marketing, communications and promotional materials.

Co-branding effectively means "sharing the brand." When properly executed, co-branding is synergistic – the power of the master brand and the sub-brand is bigger than the brands individually. For Mercer schools, colleges, centers, departments and units that have their own University-approved logos, co-branding is allowed on a case-by-case basis with prior authorization from the Office of Marketing Communications. Authorized uses of school and college seals are outlined in the logos section of this manual.

Co-branded marketing, communications and promotional materials must be approved prior to production by the University's Office of Marketing Communications. Please contact Steve Mosley, assistant vice president for creative services, for co-branding approval or if you have questions regarding proper use of marks.

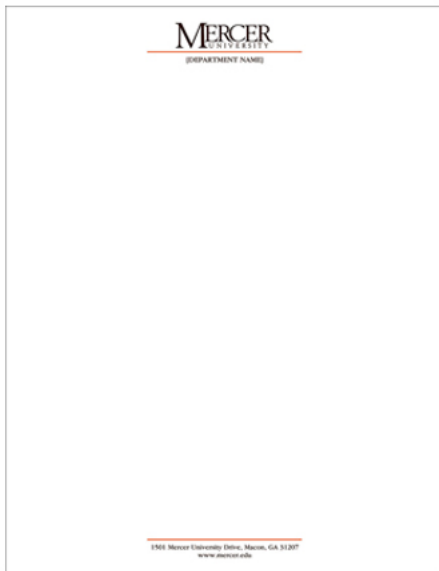




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Stationery

All stationery (business cards, letterhead, and envelopes) can be ordered through Marketing Communications by completing a simple order form. A standardized digital letterhead is available for each campus and must not be modified in any way. Individual schools or centers that wish to create a co-branded stationery system must receive explicit approval from Marketing Communications who will also coordinate setting up an ordering system.

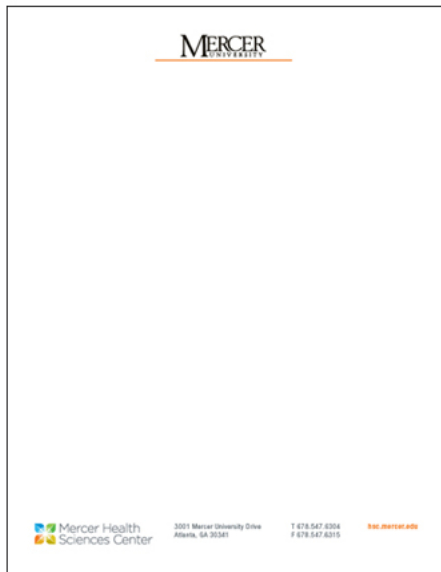
[Stationery Request Form](#)[Download Digital Letterhead](#)[>> PRIMARY LETTERHEAD](#)[>> SEE CO-BRANDED LETTERHEAD](#)



12

Stationery

All stationery (business cards, letterhead, and envelopes) can be ordered through Marketing Communications by completing a simple order form. A standardized digital letterhead is available for each campus and must not be modified in any way. Individual schools or centers that wish to create a co-branded stationery system must receive explicit approval from Marketing Communications who will also coordinate setting up an ordering system.

[Stationery Request Form](#)[Download Digital Letterhead](#)[>> SEE PRIMARY LETTERHEAD](#)[>> CO-BRANDED LETTERHEAD](#)



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Collateral Design

Mercer University collateral is developed within schools, departments and organizations. From the most basic tri-fold brochure to a complex magazine, each publication must represent a consistent quality and style that reflects the character of our institution. There is no University-wide prescription for publication design, but each school or department should create its own family of collateral that adheres to a clear set of guidelines regarding font usage, color palette, and artwork within the parameters of the University Style Guide.

For assistance in producing a new publication, complete one of the following forms.

[Direct-Submit Project Request Form \(PDF\)](#)

Completed form may be submitted directly from within application. (requires Adobe Acrobat or Adobe Reader)

[Standard-Submit Project Request Form \(PDF\)](#)

Completed form may be delivered to Marketing Communications by fax (478-301-2684), email, campus mail, or in person.



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Photo Gallery

The University has a significant library of images documenting the people and events of the institution. To access a gallery of approved photos by Marketing Communications for your publications, go to GALLERY.MERCER.EDU.

MERCER

Mercer University Photo Gallery

[Gallery Home](#) [Full Gallery](#)

Welcome to the Mercer University Photo Gallery. The images featured below are available for Mercer faculty and staff to download and use for university business only. To view the full gallery, please use the navigation link above. These images are not to be used for professional or commercial purposes without prior written permission from the [Office of Marketing](#).

Featured Images for General Use



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Website Standards

Websites can serve as important marketing tools for the University. The many websites hosted by the University require significant resources, and they are a reflection of the mission and character of the University's students, faculty, staff, alumni and others.

Consistent and coordinated use of Mercer marks on University websites is a vital part of preserving and enhancing the value of the institutional brand. All University departments and University-sanctioned organizations should use Mercer's visual identity elements in accordance with the graphic standards presented in preceding sections of this guide.

Additionally, Mercer provides facilities and resources for websites. In order to effectively manage available resources, work within various legal requirements, and to provide an environment where the University's constituents are portrayed in a way that reflects our mission, this policy has been established.





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Scope of Websites Allowed and Governed by this Policy

1. Mercer may provide resources to host a website for the following individuals and organizations:
 - a. Colleges, schools, departments, centers, institutes and other entities that make up the University;
 - b. Current faculty, staff, and emeriti faculty;
 - c. Currently enrolled students;
 - d. Student organizations recognized and in good standing with the University with the endorsement of the organization's adviser;
 - e. Third-party organizations directly affiliated with and sponsored by the University;
 - f. Professional societies and other non-profit organizations that have a substantial relationship to Mercer's mission. Further, for these organizations, a current member of the Mercer faculty or staff will be responsible for working with the organization and managing its website.
2. Colleges, schools, departments, centers, institutes and other organizational entities within the University must receive approval from the Department of Information Technology's Web Management staff before contracting with third parties for Mercer-related websites. Web Management staff must be included in all planning, design, and development phases of the project. All Mercer-related websites, including those hosted or created by third parties, are governed by this policy and the related policies listed above.
3. All websites must be actively sponsored and managed by a current faculty or staff member or current student. Website owners are responsible for reviewing and ensuring that their website(s) are kept current. Web Management and Marketing Communications staff will occasionally review website content to ensure accuracy, timeliness, and appropriateness.
4. Approval of a website may be denied based on the lack of necessary resources whether those resources are technical, personnel, or of another classification.



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Content

1. Websites are to be in accordance with all applicable Mercer policies.
2. Websites may not contain or display fraudulent, harassing or obscene messages and/or materials. Further, materials of this type may not be stored on University websites or other information technology systems, even if they are not displayed.
3. Mercer resources may be used to create websites about an individual or an individual's interests, but may not be used for personal business, personal gain, or partisan political purposes, except as permitted by other University policies.
4. As a general rule, commercial advertising is not permitted on websites. This includes banner advertisements as well as graphic images that promote a commercial service or text links of a commercial nature. No graphic or text may imply Mercer endorsement of commercial products or services. Any exceptions to this policy must be granted in writing by the Office of Marketing Communications and Office of General Counsel.
5. Copyright laws apply to electronic publishing as well as to print publishing. Website owners are required to conform to the University's copyright and intellectual use policies, which may be found [here](#).
6. Mercer graphics and images are owned by the University and may not be altered in any way. All use of Mercer graphics and images must conform to Graphic Standards.
7. Mercer reserves the right to add or require specific information to each web page or website, including, but not limited to:
 - a. a link to Mercer's home page;
 - b. a page owner's e-mail address;
 - c. legal information and disclaimers;
 - d. the date of last update for that page; and
 - e. the URL for that page.



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Domain Names

The use of "mercer" within a domain name such as www.mercer.edu in relation to the University is a trademark owned by the University. Therefore, the use of "mercer" within a domain name is specifically controlled. Anyone wanting to register "mercer" in a domain name must have permission from the Department of Information Technology.

Mercer websites generally will have the form www.mercer.edu/xyz (where xyz is a unique name or identifier for a department, organization, individual, event or other appropriate entity requiring a domain name). For technical reasons, Information Technology may establish additional servers and names such as www1, www2, etc. in place of www listed above, but for marketing purposes www.mercer.edu/xyz will be used when publicizing the site. There may be times when establishing a special name such as xyz.mercer.edu or www.mercerxyz.com is appropriate. Information Technology must approve these exceptions in advance.

Sanctions

Sanctions may include but are not limited to suspension of technology privileges, referral to Student Judicial Services, termination of employment, and/or criminal prosecution. For additional information, please reference the Information Technology Access and Use Policy.



Trademark Policy

1. Purpose and Definitions

PURPOSE:

The Office of General Counsel, on behalf of Mercer University, has registered the names, logos, and trademarks of the University with the Patent and Trademark Office of the United States and with the State of Georgia.

Registration establishes the University's ownership of the Mercer marks and its exclusive right to use the marks throughout the United States and Georgia. Registration enables the University to prevent others from using the Mercer marks in an unauthorized manner. The University has delegated the responsibility for this program to the Office of Marketing Communications.

This policy is designed to assist Mercer's Office of Marketing Communications to accomplish its missions of: (1) protecting the University's reputation, good name and image by ensuring proper use of all of Mercer marks; (2) generating unrestricted income to support the operational goals of the University; and (3) assuring that only quality products bear Mercer marks.

DEFINITIONS:

Mercer Marks:

Any and all names, logos, trademarks, service marks, wordmarks, insignias or other images, whether or not registered, utilized by Mercer University.

Officially Licensed Vendor:

Any vendor who obtains from Learfield Licensing Partners Inc., a license to sell merchandise bearing Mercer marks.



Trademark Policy

2. Authority

State and federal law require all trademark holders to exercise control over the use and quality of its marks. Further, the University has delegated the responsibility for all Mercer marks to the Office of Marketing Communications.

3. Applicability

This policy applies to all individuals, campus organizations, Mercer University departments, businesses, and advertisers wishing to sell, market and/or give away merchandise bearing any Mercer mark.

4. Policy

No Mercer mark may be used without the prior, written authorization of Mercer University. All products bearing Mercer marks and distributed for resale or other promotional purposes are subject to the licensing policies of the University.

The University requires that any custom imprinted product produced for the University (including departments and recognized clubs and organizations) be manufactured by only those companies appropriately licensed to use Mercer marks, and are in compliance with Learfield Licensing Partners Inc. policies.

Only an Officially Licensed Vendor is approved to produce emblematic merchandise bearing Mercer marks. The Office of Marketing Communications shall maintain a list of all Officially Licensed Vendors.

Mercer marks may be used to endorse or promote a private group or business only if authorized by a written contract or sponsorship agreement signed by Mercer. Companies and individuals wishing to extend congratulatory messages or statements of support, may receive authorization to use prescribed verbiage containing Mercer marks. Such messages must be clearly separate from the sale, or promotion of any products not specifically licensed by Mercer University.



Trademark Policy

Mercer marks shall not be used in the promotion of alcohol, tobacco, or “recreational” drug products. All uses of Mercer marks are subject to approval by the University. The University’s approval of the use of Mercer marks shall not be unreasonably withheld, and shall be based on the University’s sole discretion.

Mercer marks shall be used as registered, include the appropriate trademark designation, and may not be otherwise altered without the written authorization of the Office of Marketing Communications.

5. Procedure

REQUEST SUBMISSION:

All requests for use of Mercer marks shall be submitted in writing to the Office of Marketing Communications. An “art approval form” must be completed and submitted with design work when seeking approval.

Processing Request: The Office of Marketing Communications shall respond to all requests for use of Mercer marks within 7 days.

LICENSING:

If the party seeking permission to utilize a Mercer mark is an entity outside of the University, whether an individual or a business, the party must sign a license authorizing its use of the requested Mercer marks.

Official Publications, Letterhead and Business Cards: Departments requesting authorization for use of Mercer marks within official University publications, letterhead and business cards should direct their requests to the Office of Marketing Communications.



Trademark Policy

6. Responsibilities

MARKETING COMMUNICATIONS:

The Office of Marketing Communications has the responsibility of reviewing all requests for use of Mercer marks. The Office of Marketing Communications also has the responsibility of working with Learfield Licensing Partners Inc., or any other outside licensing company hired by the University, to ensure proper use, maintenance, and license of Mercer marks.

THE OFFICE OF GENERAL COUNSEL:

The Office of General Counsel has the responsibility to assist the Office of Marketing Communications in the preparation of all licenses and in reviewing and evaluating any extraordinary requests for use of Mercer marks.

7. Labor Practices/Code of Conduct

Mercer University is committed to the concept that all merchandise bearing reference to the University (including each department and recognized student organization affiliated with the University) will be manufactured by companies whose labor policies ensure their employees are safe from abusive labor conditions including, but not restricted to physical abuse, sexual discrimination and harassment, child labor, and environmental contamination. In order to ensure the broadest interpretation of this policy the University requires that any custom imprinted product produced for the University (including department and recognized clubs and organizations) be manufactured by those companies that are appropriately licensed to use University trademarks (licensees), and are in compliance with Learfield Licensing Partners Inc. policies.



Trademark Policy

8. Sanctions

Merchandise produced without written authorization may be considered “counterfeit” and subject to all available legal remedies, including seizure of the merchandise.

9. Exclusions

In order to maintain consistency in the use of Mercer marks, this policy is applicable to all who wish to use Mercer marks, including, but not limited to, all University departments, recognized clubs and organizations, campus operated stores, off-campus retail establishments, corporate sponsors, businesses and individuals.



Licensing

Our Goal

The purpose of Mercer's licensing program is to positively promote the University's image while protecting its trademark rights. All official logos and wordmarks of Mercer University are protected under this program. Creating and maintaining positive relationships with manufacturers and retailers is an integral part of the program's overall success and helps to ensure that products bearing the marks of the University are of the highest quality and help to satisfy consumer demand.



The Licensing Process

Any manufacturer wishing to produce products bearing Mercer University marks should become licensed by:

- Contacting Learfield Licensing Partners Inc., Mercer's trademark management company, at (616) 395-0676 or download an application at www.learfieldlicensing.com. Send it to Learfield Licensing to be approved.
- Sign and return the Standard Licensing Agreement issued by Learfield Licensing Partners.
- Maintain a current certificate of product liability insurance.
- Submit all products to Learfield Licensing for review and approval.
- Forward administration fee and applicable royalty advances to Learfield Licensing Partners.

To Learn More

To learn more about becoming licensed to use Mercer University marks, please contact Steve Mosley, assistant vice president for creative services in Mercer's Marketing Communications Office, at mosley_sl@mercer.edu. He will connect you with a Learfield Licensing Partners representative.



Social Media

Overview: Social Media and Existing University Policy

The Social Media Guidelines at Mercer University are designed to be a seamless integration with existing University policies that help govern campus life at Mercer. With 12 schools and colleges on major campuses in Macon, Atlanta and Savannah and at three regional academic centers across the state, Mercer University has multiple policy handbooks that directly relate to the unique environments in which they exist. The Social Media Guidelines provide guidance for using different social media platforms within the context of these policies established by the University to govern student and staff (non-faculty) behavior. With regard to University faculty, and in keeping with the principle of academic freedom, the Social Media Guidelines are consistent with the Faculty Handbook.

The various policy handbooks can be found online at <http://provost.mercer.edu/handbooks>.

To view the University's social media accounts go to <http://socialmedia.mercer.edu>.

[Download Complete Social Media Guidelines](#)



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FAQs

- ▶ Why shouldn't my school logo be the dominate logo on our school's publications?
- ▶ What are the official marks of Mercer University?
- ▶ What are the official colors for University visual identity elements?
- ▶ Who makes decisions relating to graphic standards?
- ▶ How may the University's identity elements be used and by whom?
- ▶ Can I use a graphic that represents my department, office or program?
- ▶ What is co-branding?
- ▶ May I create my own departmental graphic and can it incorporate approved University visual identity elements?
- ▶ May I alter University graphics for my own projects?
- ▶ May I create my own University graphic?
- ▶ Where can I obtain the approved University visual identity elements?



FAQs

▼ Why shouldn't my school logo be the dominate logo on our school's publications?

To the external world, we are first and foremost Mercer University. To avoid any confusion we must always lead with the Mercer wordmark so that we maintain a clear and consistent brand. The institutional master brand – the Mercer wordmark – is the primary logo used in University marketing, communications and promotional materials.

▶ What are the official marks of Mercer University?

▶ What are the official colors for University visual identity elements?

▶ Who makes decisions relating to graphic standards?

▶ How may the University's identity elements be used and by whom?

▶ Can I use a graphic that represents my department, office or program?

▶ What is co-branding?

▶ May I create my own departmental graphic and can it incorporate approved University visual identity elements?

▶ May I alter University graphics for my own projects?



Contact

If you have questions about Mercer's graphic standards, the Style Guide, or University branding, please contact Steve Mosley, assistant vice president for creative services, at (478) 301-2002, or mosley_sl@mercer.edu.



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Quick Reference Guide

PRINT FONTS:
Headline**Aa**

ROCKWELL BOLD

AaFUTURA BOOK
OR MEDIUM**Aa**

MINION DISPLAY

PRINT FONTS:
Body**Aa**

SLIMBACH

Aa

MINION

AaHELVETICA CONDENSED
OR CONDENSED LIGHT

WEB FONTS:

AaHEADLINE
CRIMSON TEXT**Aa**BODY:
ROBOTO**Mercer Orange**PMS 716 C | cb5307
r=203 g=83 b=7
c=0 m=65 y=100 k=4**Black****Beige**PMS 7500 C | ebdcb6
r=235 g=220 b=182
c=1 m=5 y=23 k=3

	Pantone	Web	RGB	CMYK
	PMS 1935 C	ac1d4e	r=172 g=29 b=78	c=1 m=100 y=55 k=6
	PMS 267 C	4e2c83	r=78 g=44 b=13	c=82 m=97 y=0 k=0
	PMS 2145 C	283883	r=40 g=56 b=131	c=98 m=62 y=0 k=14
	PMS 2925 C	3b8fcf	r=59 g=143 b=207	c=85 m=24 y=0 k=0
	PMS 327 C	148268	r=20 g=130 b=104	c=100 m=2 y=60 k=14
	PMS 362 C	6db644	r=109 g=182 b=68	c=78 m=0 y=100 k=2
	PMS 605 C	cbc02c	r=203 g=192 b=44	c=0 m=2 y=100 k=9
	PMS 104 C	b0a017	r=176 g=160 b=23	c=0 m=3 y=100 k=30

[Download Wordmark](#)