

GRAPHICS STANDARDS MANUAL

Mars Hill University is an equal opportunity provider and employer.

3 INTRODUCTION

- 4 Letter from the President
- 5 Oversight & Consistency

6 THE BRAND

- 6 Mars Hill University Lockup — Vertical and Horizontal
- 7 Mars Hill University Lockup — Vertical
- 8 Proper Logo Spacing — vertical lockup
- 8 Mars Hill University Lockup — Horizontal
- 10 Proper Logo Spacing — horizontal lockup
- 11 Mars Hill University Banner Logo
- 12 University Seal
- 13 The Cupola Symbol
- 14 University Color Palette
- 15 Color Options — Vertical
- 16 Color Options — Horizontal
- 17 Color Options — Banner
- 18 Appropriate Usage
- 19 Inappropriate Usage
- 20 Tagline
- 21 Program and Office Identifiers—Vertical
- 22 Program and Office Identifiers—Horizontal

23 ATHLETICS

- 23 Authorized Lion Logo
- 24 Athletics Color Palette

25 TYPOGRAPHY**26 STATIONERY**

- 26 Primary Stationery
- 27 Alternate Stationery #1
- 28 Alternate Stationery #2
- 29 Office of the President

30 Brochures & Flyers**31 Email**

- 31 Format Guidelines
- 31 Email Signature Standards

32 Non Discrimination Statement**33 COPYRIGHT**

Set against the backdrop of North Carolina's Blue Ridge Mountains, Mars Hill University is rich in history and aesthetic environment, encouraging the intellectual, spiritual, and personal development of the students. The community of students, professors, administration, and staff combined with the vigorous academic life, athletics, and religious presence make the Mars Hill campus unique. Opportunities abound for those willing and eager to seek them out. Students who pass through its halls, classrooms, the Renfro Library, and the religious center of Broyhill Chapel are influenced and inspired to achieve their potential.

LETTER FROM THE PRESIDENT

My Mars Hill University Colleagues:

Since 1856, those who have made a professional home at Mars Hill College have become part of the unfolding history of the place. As we turn a new page to become Mars Hill University, we not only strive to be true to the history that came before us, but we take on the challenges ahead by which Mars Hill University will be known.

This document has been developed to assist all of us in our new opportunities to communicate on behalf of Mars Hill. Each document, video, and posted message delivers a message about the institution that can enhance the view of the target audience about what Mars Hill is and does. This *Graphics Standards Manual* will provide guidance in order that there will be a consistency of message, while still having the unique characteristics and elements needed for the purpose and audience.

The intent of this document is not to reduce creativity or dampen the expressed personality of the writer. When respected and adhered to, these guidelines create cohesiveness in all internal and external publications through the simple applications of universal colors, word/format usage and choice, and logo placement. Through this process, the Mars Hill brand and quality will be enhanced and consistently recognized in the community.

Thank you for your support and work on behalf of Mars Hill—now, and in the future.



Sincerely,

Dan G. Lunsford, Ed.D., '62
President

A handwritten signature in black ink that reads "Dan G. Lunsford". The signature is written in a cursive style and is positioned over the printed name and title.

Advertising

To promote Mars Hill University's image, all advertising should share standard graphic elements that conform to the university style. This manual is designed to provide specific answers to most questions that arise regarding accepted color, font, and logo usage in advertising efforts. If at all possible, utilize the templates and files provided along with this manual. To ensure a unified look and message, Mike Thornhill (mthornhill@mhu.edu) is available to advise departments in their advertising campaigns and marketing projects.

Classified Advertising

Classified advertising for job openings is placed through the human resources office to ensure conformity to university and Equal Employment Opportunity Commission guidelines. Contact the human resources office for more information at (828) 689-1197.

Printing

Although PawPrints Copy Center has historically been used for smaller print jobs (and still should be considered the first option for most on-campus printing/copying needs), letterhead, envelopes, and business cards, among other materials, should be handled by an off-campus commercial printer. For assistance with printing arrangements, contact Mike Thornhill (mthornhill@mhu.edu). In all printing efforts, it is crucial to be mindful of color integrity and output quality. Mars Hill University has established working relationships with several area printers who are familiar with our needs and can ensure adherence to our quality standards.

Official Publications

Mars Hill University's official external publications support the mission of the institution. For more information about the guidelines outlined in this manual, contact mthornhill@mhu.edu.

The Mars Hill University lockup options—vertical and horizontal—are the primary logos of the university. Either of these can be the first choice in designing for print or web. When deciding between these two logos, consider the available space, other elements, and configuration of the page.



What's a lockup?

A lockup is a fancy term for a finished logo. All the individual elements that make up the logo are laid out in their proper places and the design is “locked up.” The elements of the lockup may not be disassembled and used separately; the lockup may only be used as a whole.



MARS HILL UNIVERSITY LOCKUP—VERTICAL

The Mars Hill vertical lockup consists of the same elements as the horizontal lockup (shown on page 9); however, they are arranged differently. Instead of the “Mars Hill” separated by the cupola in the horizontal positioning, it is stacked. The establishment year is rotated vertically and placed after “Hill.” “University” falls underneath in a smaller typeface. This arrangement accommodates a more vertical

format—to prevent the horizontal brand mark from having to be dramatically reduced in size.

The Mars Hill University vertical lockup consists of two distinct parts: the cupola symbol and the wordmark. The vertical lockup and horizontal lockup are equally valid for use on all media. The decision to use one or the other should be dictated by the configuration

of the page, the space available, and the other elements on the page.

Never attempt to recreate the logo, and do not change the proportion of the cupola symbol or the wordmark. The lockup must not be combined with or used as part of another symbol. Authorized, master logos are available from Mike Thornhill (mthornhill@mhu.edu).



PROPER LOGO SPACING—VERTICAL LOCKUP

The vertical lockup has intentionally smaller spacing parameters than the horizontal lockup, but the clear space around this logo must still be maintained. The “T” from “UNIVERSITY” in the visual aid below defines a clear space where no text or graphics should ever violate (aside from a consistently light or consistently dark overall background).

Never attempt to recreate and do not change the proportion of the elements of the logo. Optimal legibility must be maintained, so careful consideration must be made in determining the placement, color, and sizing of the brand mark on product, print, or web designs. No portion of the lockup may be combined with or used as part of another symbol. Authorized, master logos are available from Mike Thornhill (mthornhill@mhu.edu).

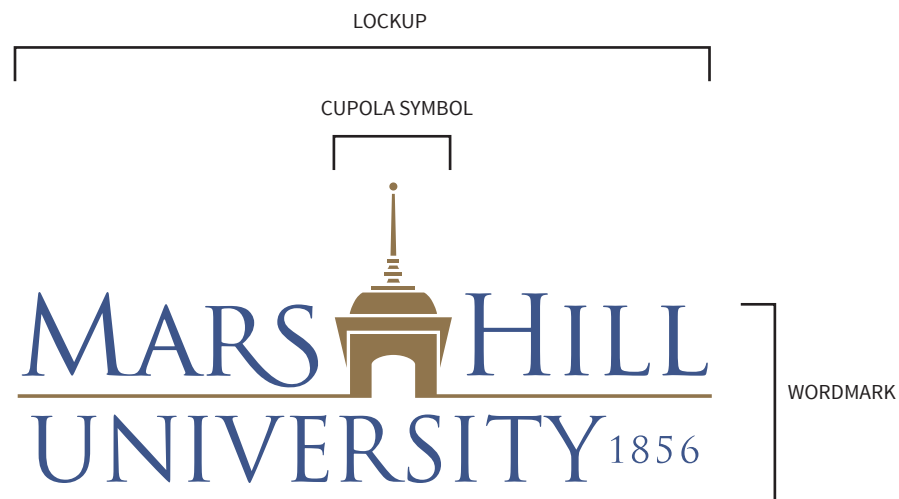


MARS HILL UNIVERSITY LOCKUP—HORIZONTAL

The Mars Hill horizontal lockup consists of the same elements as the vertical lockup (shown on page 7); however, they are arranged differently. Instead of the stacked cupola above “Mars Hill” and “University” below that, “Mars Hill” is separated horizontally by the cupola. The establishment year is placed right-reading on the same line as “University.” This arrangement accommodates a more horizontal format.

The Mars Hill University horizontal lockup consists of two distinct parts: the cupola symbol and the wordmark. The horizontal lockup and vertical lockup are equally valid for use on all media. The decision to use one or the other should be dictated by the configuration of the page, the space available, and the other elements on the page.

Never attempt to recreate the logo, and do not change the proportion of the cupola symbol or the wordmark. The lockup must not be combined with or used as part of another symbol. Authorized, master logos are available from Mike Thornhill (mthornhill@mhu.edu).



PROPER LOGO SPACING—HORIZONTAL LOCKUP

The horizontal lockup has intentionally larger spacing parameters than the vertical lockup. The “I” from “Hill” in the mock-up below defines a clear space where no text or graphics should ever violate (aside from a consistently light or consistently dark background).

Never attempt to recreate and do not change the proportion of the elements of the logo. Optimal legibility must be maintained, so careful consideration must be made in determining the placement, color, and sizing of the brand mark on product, print, or web designs. No portion of the lockup may be combined with or used as part of another symbol. Authorized, master logos are available from Mike Thornhill (mthornhill@mhu.edu).



MARS HILL UNIVERSITY BANNER LOGO

The Mars Hill banner logo consists solely of the wordmark and the establishment date. As opposed to the horizontal and vertical lockups, the banner logo is exempt from the spacing rules. Legibility is important, but the acceptable clear space is a judgment call dependent upon the design of the display graphics.

This logo is approved for usage on signage, posters, or fliers displayed on the campus of Mars Hill University. Since this logo is only intended for use on campus, a second logo (horizontal or vertical lockup) is neither required nor recommended. Never attempt to recreate the banner logo and do not change the proportion of the wordmark. The wordmark must not be combined with or used as part of another symbol. Electronic logo files may be obtained from Mike Thornhill (mthornhill@mhu.edu).

1856 | MARS HILL

UNIVERSITY SEAL

The university seal is only permitted to be used for official documents from the president's and registrar's offices, and for limited use in the university bookstore. It should not be used for general university correspondence, marketing brochures, or other promotional materials. Any usage other than listed here must be approved by the director of communications (mthornhill@mhu.edu).

Featuring the Marshbanks Hall cupola against the majestic Bailey Mountain, the Mars Hill University seal displays both 1856, the year of establishment, and *Pro Christo Adolescentibusque*, the university's Latin motto. Historically, the official seal has been applied predominantly to legal documents and other ceremonial applications determined exclusively by the president.

The seal may not be modified in any way. The only colors permitted on the seal are black and white or the official university colors (see Official Color Palette on page 14). The authorized university seal may not be used in conjunction with the authorized institutional logo, nor may it be used as an element of another logo.



THE CUPOLA SYMBOL

While there are many landmarks for the students on campus, what may be the most widely recognized is the Marshbanks Hall cupola. Formerly known as the Robert Lee Moore Administration Building, Marshbanks Hall was designed by M.E. Parmalee and construction was completed in 1910. Marshbanks Hall stands at the symbolic center of the university as the emblem of knowledge, spiritualism, and identity development.

As the structural symbol of Mars Hill University, the Marshbanks cupola is presented on most branding and is often portrayed in combination with the famed Bailey Mountain as evident in the university seal.

The cupola symbol only may be used as a standalone graphic element when it is placed on campus signage or posters that will never be moved or taken off the campus grounds (e.g., not for clothing or bumper stickers, off-campus signage, or printed materials).

An exception can be made only if the cupola symbol is used as a dynamic background graphic, such as a watermark on stationery (even as a second sheet), and the complete lockup appears in conjunction with that dynamic graphic (on the first page of a stationery set). When used as a dynamic graphic, in which all or a portion of the logotype appears at an extremely large size and bleeds off the page (or the object it is printed on), the control area is optional.



UNIVERSITY COLOR PALETTE

Blue and gold have been designated as the official colors of the institution. These colors represent Mars Hill in both print and digital media as well as in marketing, apparel, and signage for the promotion of the university.

For all applications, the various formulas necessary for composition of the official Mars Hill University colors can be found on this page. Marketing communications materials and other promotional items should utilize these colors (with blue and/or gold always being the dominant colors apart from photography). The recognized official colors for Mars Hill University Athletics can be found on page 22.

Primary Color Palette



MARS HILL UNIVERSITY BLUE

Pantone Matching System (PMS): 288 C (Coated)
4-Color Process (CMYK): 100C, 87M, 27Y, 19K
RGB: 0/45/114
Web: #002D72



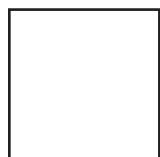
MARS HILL UNIVERSITY METALLIC GOLD

Pantone Matching System (PMS): 872 C (Coated Paper is preferred)
4-Color Process Printing (CMYK): 40C, 48M, 76Y, 15K
RGB: 144/117/77
Web: #90754d



BLACK

Pantone Matching System (PMS): Process Black
4-Color Process Printing (CMYK): 0C, 0M, 0Y, 100K
RGB: 0/0/0
Web: #000000



WHITE

CMYK: 0C, 0M, 0Y, 0K
RGB: 255/255/255
Web: #FFFFFF

Secondary Color Palette

The secondary color palette may be used to provide consistent accent colors within brochures, flyers, websites, and other printed and electronic materials. Official university lockups and other logos may NOT be rendered in these colors.



Pantone Matching System (PMS): 7409 C
4-Color Process (CMYK): 2C, 38M, 100Y, 0K
RGB: 247/169/26
Web: #f2ae00



Pantone Matching System (PMS): 129C
4-Color Process Printing (CMYK): 2C, 17M, 86Y, 0K
RGB: 249/207/65
Web: #f9cf41



Pantone Matching System (PMS): 7459C
4-Color Process Printing (CMYK): 81C, 34M, 21Y, 1K
RGB: 33/137/173
Web: #2189ad

COLOR OPTIONS—VERTICAL

Readability, as well as recognizability, of the Mars Hill University logos depends on proper and consistent color usage. In order to achieve the best results in all marketing efforts, certain color guidelines have been established for the vertical lockup.

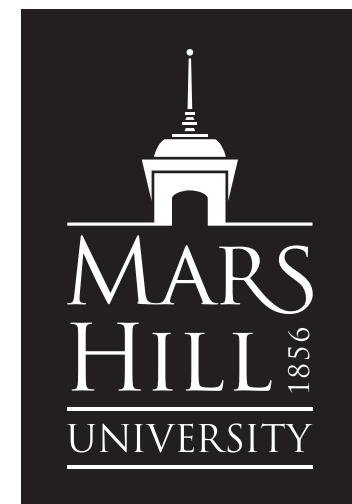
The Mars Hill University logos can only appear in pre-established colors. The optimum reproduction of the logos in the descending order of preference is:

1. four-color blue and PMS 872 (metallic gold—not shown);
2. four-color blue and four-color non-

metallic gold (shown below left);
3a. one-color PMS 288 (blue) on a white or consistently light background, OR 3b. one-color PMS 872 (metallic gold);
4a. all black on a white or consistently light background, OR 4b. reversed out in white on a consistently dark background.

In select situations the lockup may be printed in gold foil or blind embossed (raised image, no color). These applications should be reserved for, but not strictly limited to, special occasion invitations, stationery, or certificates.

When making the decision to reverse out (white) or print on a background or photo, make sure the logotype is legible. Presented below are the only logo colors approved for use by the university community. These vertical lockup logos, along with the horizontal lockup and banner logos supersede and replace all other logos. All marks or logos used to represent the university and/or its programs must be approved prior to use. Do not attempt to recreate Mars Hill University logos. Electronic logo files can be obtained from Mike Thornhill (mthornhill@mhu.edu).



COLOR OPTIONS—HORIZONTAL

Readability as well as recognizability of the Mars Hill University logos depend on proper and consistent color usage. In order to achieve the best results in all marketing efforts, certain color guidelines have been established for the horizontal lockup.

The Mars Hill University logos can only appear in pre-established colors. The optimum reproduction of the logos in the descending order of preference is:

1. four-color blue and PMS 872 (metallic

gold—not shown);

2. four-color blue and four-color non-metallic gold (shown below, top left);
- 3a. one-color PMS 288 (blue) on a white or consistently light background, OR 3b. one-color PMS 872 (metallic gold);
- 4a. all black on a white or consistently light background, OR 4b. reversed out in white on a consistently dark background.

In select situations the lockup may be printed in gold foil or blind embossed (raised image, no color). These

applications should be reserved for, but not strictly limited to, special occasion invitations, stationery, or certificates.

When making the decision to reverse out (white) or print on a background or photo, make sure the logotype is legible. Presented below are the only logo colors approved for use by the university community. These horizontal lockup logos, along with the vertical lockup and banner logos supersede and replace all other logos. All marks or logos used to represent the university and/or its programs must be approved prior to use. Do not attempt to recreate Mars Hill University logos. Electronic logo files can be obtained from Mike Thornhill (mthornhill@mhu.edu).



COLOR OPTIONS—BANNER

Readability as well as recognizability of the Mars Hill University logos depend on proper and consistent color usage. In order to achieve the best results in all marketing efforts, certain color guidelines have been established for the banner logo.

The Mars Hill University logos can only appear in pre-established colors. The optimum reproduction of the logos in the descending order of preference is:
1a. one-color PMS 288 (blue), OR 1b.

four-color blue (86C, 72M, 21Y, 5K) on a white or consistently light background;
2. one-color PMS 872 (metallic gold);
3. four-color (40C, 48M, 76Y, 15K) non-metallic gold; and finally
4. all black on a white or consistently light background, OR reversed out in white on a consistently dark background.

When making the decision to reverse out (white) or print on a background or photo, make sure the logotype is legible. Presented below are the only logo

colors approved for use by the university community. These banner logos, along with the vertical and horizontal lockups supersede and replace all other logos. All marks or logos used to represent the university and/or its programs must be approved prior to use. Do not attempt to recreate Mars Hill University logos. Electronic logo files can be obtained from Mike Thornhill (mthornhill@mhu.edu).



MARS HILL
1856



MARS HILL
1856



MARS HILL
1856



MARS HILL
1856

APPROPRIATE USAGE

In order to maintain the Mars Hill University brand and continuity of presentation, proper logo uses must be thoughtfully considered before printing. The applications shown below represent proper uses and treatments of the logo. While this manual is intended to provide a guideline for designers and other individuals working with Mars Hill University for marketing purposes, it is by no means exhaustive. Legibility and consistency should be the ultimate goals. Approved electronic logo files can be obtained from Mike Thornhill (mthornhill@mhu.edu).



DO use the provided logos and colors described, using adequate spacing around them.



DO use the reversed out white logo against dark colors in brand pieces for clarity.



DO use the logo on a photo in a non-busy area in a contrasting color.



DO use the logo on a textured background as long as the texture is low contrast, not distracting, and doesn't diminish legibility.

INAPPROPRIATE USAGE

In order to maintain the Mars Hill University brand and continuity of presentation, there are improper logo uses that should be avoided. The logo applications shown at right represent improper uses, manipulations, or treatments of the logo. While this list is by no means exhaustive, it is intended to provide additional guidelines. Approved electronic logo files can be obtained from Mike Thornhill (mthornhill@mhu.edu).



DO NOT try to redraw or recreate the logo. Contact Mike Thornhill (mthornhill@mhu.edu) for the approved electronic files.



DO NOT print the logo in any color other than one of the approved choices shown on pages 14–17.



DO NOT print a color version of the logo on a busy colored background as it will reduce the readability of the logo.



DO NOT alter the composition, the typeface or distort the proportions of the logo.



DO NOT place the logo in a busy or high contrast area of a photograph.



DO NOT add an outline or stroke to any logo. Doing so will dramatically alter its integrity. Official logos in all electronic formats are available from Mike Thornhill (mthornhill@mhu.edu)..



DO NOT crop any portion of the logo.



DO NOT tilt or distort the logo in any way.

TAGLINE

Education That Moves Mountains.

The Mars Hill University tagline is “Education That Moves Mountains.” With a nod to its unique geography within sight of Bailey Mountain, the university is a place where students become men and women of the highest caliber in terms of character, service, and values. Stakeholders on all levels appreciate the university’s longevity. Mars Hill has been educating students for over 150 years—unsurpassed by any other institution in the region. Throughout those 150-plus years, the college has become a community in which faith is nurtured and developed alongside critical thinking, moral decision-making, and intellectual honesty. Mars Hill continues to provide the necessary tools for students, first-generation and legacy alike, to build their futures, unlock their dreams, and change lives. Mars Hill University gives students the ability, education, and incentive to make a difference and “move mountains” in their present and future lives.

The tagline is an optional design element, and is not required to appear on promotional materials. A designer may choose to include it, but should abide by these minimal requirements: the tagline may accompany the Mars Hill University logo in print or on the web, or it may stand alone. If used in conjunction with the logo, it should be placed directly below and horizontally centered to the logo, and contained horizontally within the width of the lockup. When used with the horizontal lockup, the tagline should be rendered in one line; with the vertical lockup, it should be rendered in two lines, as shown. Whenever possible, it should be typed in one of the approved fonts (see page 24), and it always must be in Source Sans Pro when used as an element of the logo. Always reproduce the tagline with one of the official colors in the university color palette (see page 14). Try to achieve optimum readability. It is preferable to honor the example of capital and lower case letters.



Education That
Moves Mountains



Education That Moves Mountains

PROGRAM AND OFFICE IDENTIFIERS—VERTICAL

Every program and major provided to our students is a valuable asset of the overall university. As each of these distinct academic entities strives to attract the most talented students for enrollment, a need has arisen for consistent co-branding. The university has established a series of logos to represent the various offices and programs that comprise the Mars Hill University community. Each logo consists of a combination of the institutional logo and the name of

the program in a specific arrangement designed for optimum readability and recognizability. Several color combinations and stacking options have been created to alleviate confusion and promote ease of use.

Below are a few examples of vertical program identifier logos in the approved color and stacking options. Each program identifier logo can be used in any of the configurations shown on this page but not as other, unauthorized designs.

The logos have been designed as vector images (.eps files) and also have been saved as several other file formats as well, some specifically for print applications and others for web use. Do not attempt to redraw, retype, or in any way recreate any program logo. The university's goal in making these logos available is to present a consistent and professional image in all marketing endeavors. Contact Mike Thornhill (mthornhill@mhu.edu) for a set of logos for your particular office, department, or program.



Every program and major provided to our students is a valuable asset of the overall university. As each of these distinct academic entities strives to attract the most talented students for enrollment, a need has arisen for consistent co-branding. The university has established a series of logos to represent the various offices and programs that comprise the Mars Hill University community. Each logo consists of a combination of the institutional logo and the name of the program in a specific

arrangement designed for optimum readability and recognizability. Several color combinations and stacking options have been created to alleviate confusion and promote ease of use.

Below are a few examples of horizontal program identifier logos in the approved color and stacking options. Each program Identifier logo can be used in any of the configurations shown on this page but not as other, unauthorized designs.

The logos have been designed as vector images (.eps files) and also have been saved as several other file formats as well, some specifically for print applications and others for web use. Do not attempt to redraw, retype, or in any way recreate any program logo. The university's goal in making these logos available is to present a consistent and professional image in all marketing endeavors. Contact Mike Thornhill (mthornhill@mhu.edu) for a set of logos for your particular office, department, or program.



AUTHORIZED MOUNTAIN LION LOGO

Mars Hill University Athletics, with its games, meets, matches, and tournaments, is a community-building component of campus life that draws students, staff, faculty, and alumni together in a common venue. The athletics logo is intended to raise and encourage school spirit, providing a visual representation of the MHU mountain lion mascot, “Cosmo.” This logo is intended for non-academic (athletic) usage. It may be displayed on spirit signage and apparel for Mars Hill University. For access to the electronic files of this logo, contact Rick Baker, sports information director (rbaker@mhu.edu); or Mike Thornhill (mthornhill@mhu.edu).



ATHLETICS COLOR PALETTE

The Mars Hill University athletics colors consist of Mars Hill Blue and Mars Hill Yellow. Mars Hill athletics teams choose to use the same blue color as the academic side of the university, but prefer a brighter, more vibrant yellow as the secondary accent color. The athletic yellow may never be used with the official “Mars Hill University” logos.

Athletics logo color formulas for print (Pantone and CMYK), and web (Web and RGB) can be found on this page. These colors should be used consistently for marketing and promotional materials for Mars Hill University athletics. Mars Hill Blue should always be the dominant color regardless of media. The athletics

logo is reserved for athletic marketing pieces—including the athletics department stationery. The recognized official Mars Hill University non-athletics colors can be found on page 14 of this *Graphic Standards Manual*.



MARS HILL UNIVERSITY BLUE
Pantone Matching System (PMS): 288 C (Coated) or U (Uncoated)
4-Color Process (CMYK): 86C, 72M, 21Y, 5K
RGB: 62/85/138
Web: #002D72



MARS HILL UNIVERSITY YELLOW
Pantone Matching System (PMS): 109 C (Coated) or U (Uncoated)
4-Color Process Printing (CMYK): 0C, 16M, 100Y, 0K
RGB: 255/221/0
Web: #FFDD00



BLACK
Pantone Matching System (PMS): Process Black
4-Color Process Printing (CMYK): 0C, 0M, 0Y, 100K
RGB: 0/0/0
Web: #000000



WHITE
CMYK: 0C, 0M, 0Y, 0K
RGB: 255/255/255
Web: #FFFFFF

Excellent typography is a craft. Consistent use of typography reinforces and enhances the Mars Hill University identity. Adhering to these basic typographic standards will help you to develop a satisfactory design solution.

Mars Hill University has two preferred typeface families, Trajan Pro and Source Sans Pro. Trajan Pro is a serif typeface. It was chosen as one of the faces for the Mars Hill identity system because its forms are classic and elegant. Use Trajan Pro for headlines and titles.

Source Sans Pro Light is a sans serif typeface. It was chosen as one of the faces for the Mars Hill identity system because of its clean look and readability. Use Source Sans Pro Light for body copy (if slightly more weight is desirable in body copy, Source Sans Pro Regular may be used). Use Source Sans Pro Light Italic for captions. If a situation presents itself where a block of text must be reversed out of a dark background, use Source Sans Pro Regular instead of Light. Source Sans Pro Bold should be used for subheads within running text.

In general, typography should be set in upper and lower case letters except for headlines and standalone subheads. Use of all uppercase is specified for headlines. Specify all body copy aligned left, ragged right. Justified type is not preferred as it often results in inconsistent word spacing. Do not hyphenate a word at the end of a line unless the word itself is always hyphenated. Avoid using a single word (widow) on a line by itself at the end of a paragraph.

TRAJAN PRO REGULAR
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

Source Sans Pro Light
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 1 2 3 4 5 6 7 8 9 0

Source Sans Pro 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 1 2 3 4 5 6 7 8 9 0

Source Sans Pro (Regular) Italic
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 1 2 3 4 5 6 7 8 9 0

Source Sans 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 1 2 3 4 5 6 7 8 9 0

HEADLINE

Photo captions keep the reader involved.

PRIMARY SUBHEADS

Secondary Headings

body copy

Reversed out body copy needs to be just a little bit bolder.

HEADLINES: all caps Trajan Pro Regular, 30 pt font on 36 pt leading

PHOTO CAPTIONS: Source Sans Pro (Regular) Italic, 10 pt font on 12 pt. leading

PRIMARY SUBHEADS: all caps Source Sans Pro Regular, 12 pt font on 16 pt leading

SECONDARY HEADINGS: Source Sans Pro Bold, 10 pt font on 14 pt leading

BODY COPY: Source Sans Pro Light, 10 pt font on 14 pt leading (for situations in which there is limited text on a page, 11 pt font on 15 pt leading is acceptable)

Reversed out BODY COPY: Same size as the body copy, except use Source Sans Pro Regular instead of Source Sans Pro Light

PRIMARY STATIONERY

A unified system of university stationery is a key component of a consistent image. All official university business cards, letterhead, and envelopes are printed by off-campus commercial printers. The following pages contain select examples of approved stationery sets and guidelines. The letterhead with the authorized institutional logo is typically used by most campus constituents. Departments and offices may purchase letterhead and #10 envelopes via charge-to-budget. If needed, custom sets for individual programs, departments, divisions, or offices, are available by contacting the director of communications, Mike Thornhill, at mthornhill@mhu.edu.

Business cards may be ordered in sets of 250 and 500 by completing the business card order form in the Faculty/ Staff section of the myMHU college intranet.

The diagram illustrates three pieces of stationery for Mars Hill University:

- Letterhead:** Features the Mars Hill University logo (a building icon above the text "MARS HILL UNIVERSITY 1856") and contact information: "Office of Xxxxxxxx", "P.O. Box XXX", "Mars Hill, NC 28754", and "828-689-XXXX".
- Business Card:** Features the Mars Hill University logo and contact information for Mike Thornhill: "MIKE THORNHILL", "Director of Communications", "P.O. Box 6765", "Mars Hill, NC 28754", "Office: 828-689-1298", "Mobile: 828-778-1298", and "Email: mthornhill@mhu.edu".
- Envelope:** Features the Mars Hill University logo and contact information: "P.O. Box 370", "Mars Hill, NC 28754".

The letterhead also includes a date "April 9, 2013", a recipient "Dear Mr. & Mrs. Smith,", and a body of Latin placeholder text. The business card and envelope also include a recipient address: "Mr. & Mrs. Smith", "2734 Old Mountain Way", "Glenview, NC 10002-1234".

 <p>April 9, 2013</p> <p>Dear Mr. & Mrs. Smith,</p> <p>Os dolorepuda qui quibusam qui vid ut as ommodi berferc iduciment labores modit</p> <p>Everit aut dis pres dolent facimod igenduc pelene dicaten ihilige ntium, cumenia nob reicienis sitaqui consequas diasperio es re id enditestis dolupid eliquam fugit il maxir explab is nim fugitior rem rem fugitatur au</p> <p>Nam quiaspidest, num iusti ima dolupta d verum, nulleseque quis dolut laborio culla quist, asitatur aliti nosse sim num dolupta res remque enditia vollesci cus rem quam aperum fugit lita quidellantur senistr untinul volloressinus solupta tiaepratem nonsequi ne di officim pelestisim et lam ipid et voles</p> <p>Utescime nissita quiscaie volupta tecatinv ipsa dollenti simaxim eatem ipsam vendar sequi vendempero dolendis cus, sum volu doluptatur, qui vendit plaut parum consec</p> <p>Sincerely,</p>  <p>Mike Thornhill '88 Director of Communications, Mars Hill Uni</p>	 <p>P.O. Box 370 Mars Hill, NC 28754</p> <p>Mr. & Mrs. Smith 2734 Old Mountain Way Glenview, NC 10002-1234</p>
<p>Office of Xxxxxxxxxx P.O. Box XXX Mars Hill, NC 28754 828-689-XXXX</p> <p><i>Mars Hill University is an equal opportunity provider and employer.</i></p>	 <p>P.O. Box 370 Mars Hill, NC 28754</p> 

 <p>April 9, 2013</p> <p>Dear Mr. & Mrs. Smith,</p> <p>Os dolorepuda qui quibusam qui vid ut asperum et a qui b berferc iduciment labores modit adit doluptionet aperum</p> <p>Everit aut dis pres dolent facimod igenduciur, conseqd que ihilige ntium, cumenia nobis ma intiam alitiist laccull upidi diasperio es reptati ut la verit voluptatem fugia con cus id e maximin tionse exerio berumquo eribus, sam explab is nim</p> <p>Nam quiaspidest, num iusti ima dolupta dis adi aribea dita quis dolut laborio cullaniassit arum iur alit erum ut harciur num dolupta tqiustis ditibus vent pre omni saectem res re consequerem sitio beruptam, occum aperum fugit lita quiddellantur senistr untinul luptaspe velecepratum et, sunt rectume voloressinus solupta tiaep et lam ipid et voles nos es illacia dolum expe placea a</p> <p>Utescime nissita quisclae volupta tecatinvenda volorionse dollenti simaxim eatem ipsam vendandel ipsapiendae del dolendis cus, sum volupta dis explisimo odit iderumqui rat parum consecto quas solupta nus</p> <p>Sincerely,</p>  <p>Mike Thornhill '88 Director of Communications, Mars Hill University</p>	 <p>P.O. Box 370 Mars Hill, NC 28754</p> <p>Mr. & Mrs. Smith 2734 Old Mountain Way Glenview, NC 10002-1234</p>
	 <p>P.O. Box 370 Mars Hill, NC 28754</p> 

Stationery reserved specifically for the Office of the President uses the official seal of Mars Hill University as its primary graphic element. You must have special permission or authorization to utilize this letterhead package.





Office of the President



Office of the President
P.O. Box 6701
Mars Hill, NC 28754

April 9, 2013

Dear Mr. & Mrs. Smith,

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Sincerely,



Dan G. Lunsford, Ed.D., '69
President

Mr. & Mrs. Smith
2734 Old Mountain Way
Glenview, NC 10002-1234



Office of the President
P.O. Box 6701
Mars Hill, NC 28754

P.O. Box 6701 | Mars Hill, NC 28754 | 828-689-1111
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Brochures and flyers should follow a consistent style in order to maintain the integrated look of Mars Hill University branded materials. Note that this says “consistent,” not “identical.” Several templates are available from the office of communications. Please contact Mike Thornhill (mthornhill@mhu.edu) to discuss your needs and obtain the proper template files for your brochure or flyer project.

Poster/Flyer



Tri-fold brochure - outside

Tri-fold brochure - inside



EMAIL FORMAT GUIDELINES

Consistent formatting of email communications presents a professional image while still providing brand consistency across departments, divisions, and offices. It is important to remember that your @mhu.edu email account is a piece of university communications and not a personal account. For that reason, all users should follow these general guidelines:

Font: Source Sans Pro, 11 pt. (or your email client's default sans serif font (e.g., Calibri, Arial, Verdana) at 11pt)

Background: White (no background colors, images, or email "stationery")

Email Signature Standards

Email signatures exist to inform the recipient of your email communication about who you are, where you work, and how she/he can reach you. They are not the place to share funny or inspirational quotes, advertise your non-MHU business or service, or practice graphic design. Your email communication is a representation of Mars Hill University and it is important to avoid the potential confusion of external audiences assuming a particular quotation or advertisement represents the university's official slogan, ideology, or brand promise. Your email signature, generally, should not be longer than the email itself. E-mail signatures ideally should be four to six lines, and not longer than 10 lines. Go wider rather than longer, and use pipes (|) to separate components. Use two spaces between content and pipes.

In general, do not use images or logos within the email signature. Images can come across as attachments and may not be properly formatted by your recipient's email client. Many email clients and mobile devices block the appearance of images by default. If you feel the need to include an image, it only may be one of the authorized university logos designated for such purposes (available for download from the myMHU university intranet). As with the general logo usage guidelines, only the athletics department and the athletic training program may use the MHU athletics logo; all other campus users should use either the vertical or horizontal lockup format.

Examples of Acceptable Email Signatures

Mike Thornhill '88 | Director of Communications

Mars Hill University
PO Box 6765
Mars Hill, NC 28754-0370

t 828-689-1298 | c 828-778-1298 | f 828-689-1105 | e mthornhill@mhu.edu

Mike Thornhill
Director of Communications
Mars Hill University
Mars Hill, NC 28754

828.689.1298
mthornhill@mhu.edu

Examples of Non-Acceptable Email Signatures

Mike Thornhill
Director of Communications, Mars Hill University
Mars Hill, NC 28754-0370

828.689.1298 | mthornhill@mhu.edu
Thornhill Photography | www.thornhillphoto.com

Mike Thornhill, Director of Communications
Mars Hill University

828-689-1298 | mthornhill@mhu.edu

"Time is a companion that goes with us on a journey. It reminds us to cherish each moment, because it will never come again. What we leave behind is not as important as how we have lived." ~ Jean-Luc Picard

NON
DISCRIMINATION
STATEMENT

Because Mars Hill University is a recipient of funding financed through the United States Department of Agriculture, we are required to include a non-discrimination statement “on all materials regarding such recipients’ programs that are produced by the recipients for public information, public education, and public distribution.”

In many instances, space limitations will prohibit inclusion of the full text (see below). In such instances, this wording must be included, in type no smaller than the text:

This institution is an equal opportunity provider and employer.

The full text of the statement is as follows, and should be used when space allows:

In accordance with federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race color, national origin, age, disability, religion, sex, familial status, sexual orientation, and reprisal.

To file a complaint of discrimination, write to:

USDA, Assistant Secretary for Civil Rights
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, S.W., Stop 9410
Washington DC 20250-9410

Or call toll-free at (866) 632-9992 (English) or (800) 877-8339 (TDD) or (866) 377-8642 (English Federal-relay) or (800) 845-6136 (Spanish Federal-relay). USDA is an equal opportunity provider and employer.

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A proper copyright notice contains three elements:

1. Copyright symbol ©
2. Year of publication
3. Copyright owner (in most cases, the owner is Mars Hill University).

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