

# Maryville University

## Graphic Identity Standards

Cisneros Design  
October 2015



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## INTRODUCTION

The Graphic Identity Standards establish rules for the consistent implementation of Maryville's graphic identity.

These guidelines are managed by:

The Office of Integrated Marketing and Communications  
Maryville University  
314.529.9341  
[marketing@maryville.edu](mailto:marketing@maryville.edu)

# Using the Palette

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**MARYVILLE COLOR PALETTE**

**Primary Color**



CMYK C2 M100 Y85 K6  
RGB R200 G16 B46  
HEX c8102e

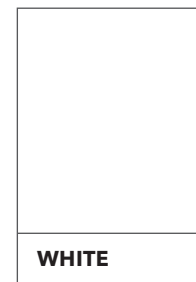
**Supporting Colors**



CMYK C0 M0 Y0 K80  
RGB R84 G88 B90  
HEX 54585a

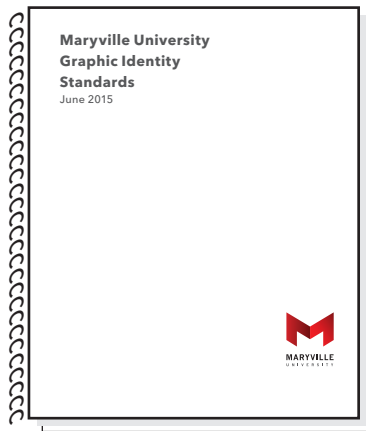


CMYK C0 M0 Y0 K100  
RGB R44 G42 B41  
HEX 2c2a29



RGB R255 G255 B255  
HEX ffffff

**CORRECT USAGE OF COLOR PALETTE**



A white background for Maryville materials is always correct. Second choices include gray and black. This allows the Maryville identity to stand out.

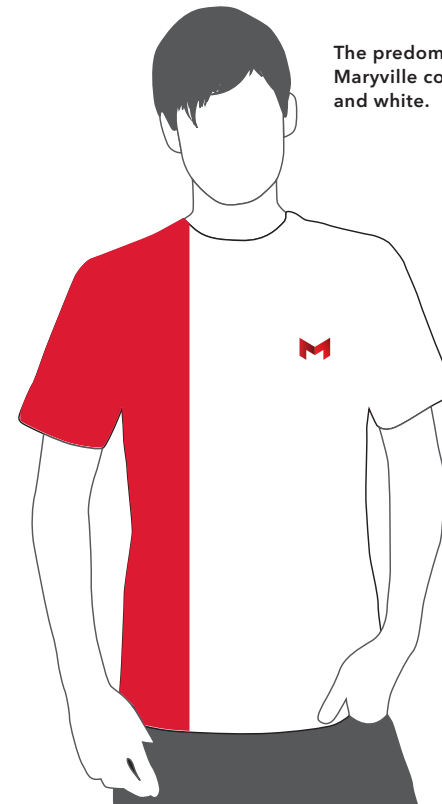


The predominant Maryville colors are red and white.

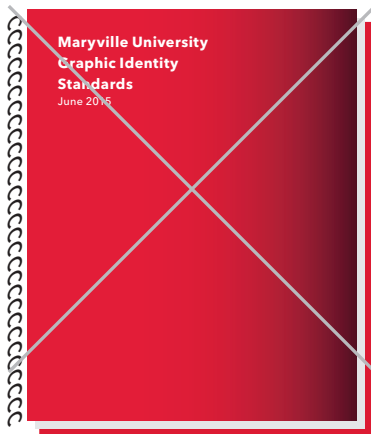


Logo may be placed against a white or black background, or a light tint of black.

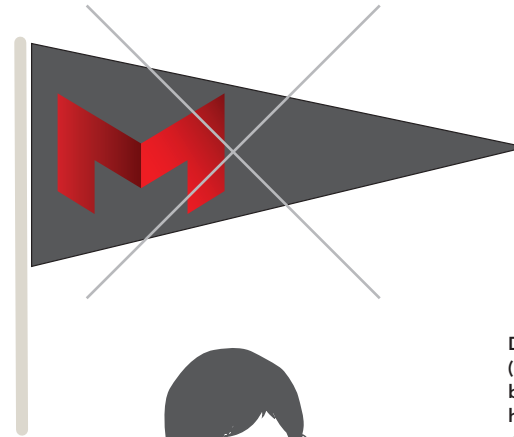
If logo is used against a red background, it should have a white rule around it.



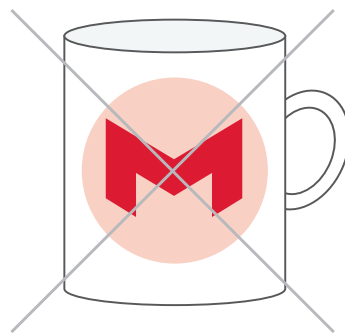
**INCORRECT USAGE OF COLOR PALETTE**



Do not use red gradient for a background color. This is reserved for the logo, and as an accent color only.



Do not use a dark gray (PMS 425) background behind the logo, as this has insufficient contrast to make the logo stand out. Most University materials should have a white background, with black or red used sparingly.



Avoid screen tints of red, which produce pinkish tones.



# Using the Logo

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## USING THE MARYVILLE LOGO

### Vertical Logo

---



**MARYVILLE**  
UNIVERSITY

### Horizontal Logo

---



### Core Logo

The vertical version of the Maryville logo is preferred.

If certain layouts require a horizontal configuration, the version below may be used in those situations.

## USING THE MARYVILLE LOGO

---

1" wide



1.85" wide



### Size Recommendations

These show the recommended sizes for the Maryville logo. The logo may be reduced down to the sizes shown below.

0.75" wide



1.4" wide



### Minimum Size

For situations where recommended sizes will not fit.

**USING THE MARYVILLE LOGO**



Live area is aligned and proportionate to the width of the M horizontally, and the height of the M vertically.

**Minimum Live Area**

The gray lines represent the clear, scalable live area built into the logo. Do not infringe upon this live area.

**Measurements**

The live area is based on the cap height of the M in Maryville.

It is aligned and proportionate to the width of the M horizontally, and the height of the M vertically. The live area should be measured and scaled according to this rule.



**USING THE MARYVILLE LOGO**

**Full Color**



Full-color reverse

**Two Color**



**MARYVILLE**  
UNIVERSITY

Two-color positive

**One Color**



**MARYVILLE**  
UNIVERSITY

One-color black and white



Two-color reverse



**MARYVILLE**  
UNIVERSITY

One color



One-color reverse

**Other Logo Formats**

Depending on the printing or production options at hand, it may become necessary to use a reverse, one-color or two-color version of the logo.

The core logo, in full color, should be used whenever possible. These options should never be substituted for the full color option arbitrarily.

**USING THE MARYVILLE LOGO**

**Incorrect usage**

---



Do not change or manipulate fonts.



Do not rearrange order of graphic elements.



Do not distort graphics by horizontal or vertical scaling.



Do not change or manipulate color.



Do not use the Maryville M as part of a word.



Keep the background simple. Do not use an outline or drop shadow.

## USING THE MARYVILLE SPIRIT LOGO

### Vertical Logo

---



**MARYVILLE**  
U N I V E R S I T Y

### Horizontal Logo

---



### Spirit Logo

The Spirit logo replaces the core logo in all communications and items relating to Maryville Spirit. The vertical version of the logo is preferred.

If certain layouts require a horizontal configuration, the version below may be used in those situations.

**USING THE MARYVILLE SPIRIT LOGO**

1" wide



1.85" wide



**Size Recommendations**

These show the recommended sizes for the Maryville logo. The logo may be reduced down to the sizes shown below.

0.75" wide



1.4" wide



**Minimum Size**

For situations where recommended sizes will not fit.

**USING THE MARYVILLE SPIRIT LOGO**

**Full-Color**



Full-color reverse

**Two-Color**



Two-color positive

**One Color**



One-color black and white



Two-color reverse



One color



One-color reverse

**Other Formats**

Depending on the printing or production options at hand, it may become necessary to use a reverse, one-color or two-color version of the logo.

The full color Spirit logo should be used whenever possible. These options should never be substituted for the full color option arbitrarily.



# Signatures and Lock-Ups

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## SIGNATURES AND LOCK-UPS

Maryville logo  
with address  
and phone  
number



650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Maryville logo  
with address  
and URL



**maryville.edu**  
650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Logo with  
department  
name and  
address



**SCHOOL OF EDUCATION**  
650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9466  
**maryville.edu**

### General guidelines for Lock-Ups

Depending on the content, the last line of type or icons align with the bottom edge of logo.

All type and icons are gray (80% black).

**Missouri:** this is always spelled out when used as part of a Maryville signature.

**Phone number:** if not needed, it may simply be left out and the remaining lines shift down to align with the baseline of the Maryville logo.

Maryville logo  
with address, URL and  
social media icons



**maryville.edu**  
650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9466



Based on logo width of 1"

1p3 space between logo/rule  
and rule/address

.25 pt. rule 80% black

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

**SIGNATURES AND LOCK-UPS**

Maryville logo  
with address  
(vertical)



**MARYVILLE**  
UNIVERSITY

---

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Maryville logo  
with address  
and URL  
(vertical)



**MARYVILLE**  
UNIVERSITY

---

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300  
**maryville.edu**

Logo with  
department  
name and  
address  
(vertical)



**MARYVILLE**  
UNIVERSITY

---

**SCHOOL OF EDUCATION**  
650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9466  
**maryville.edu**

Maryville logo  
with address,  
URL and social  
media icons  
(vertical)



**MARYVILLE**  
UNIVERSITY

---

650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300  
**maryville.edu**



Based on logo width of 1"

1 pica space between logo/rule  
and rule/address

.25 pt. rule 80% black

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

Ends of rule  
align with  
widest line

## SIGNATURES AND LOCK-UPS

Maryville logo  
with address



650 Maryville University Drive  
St. Louis, Missouri 63141  
314.529.9300

Maryville logo  
with address,  
and URL



**maryville.edu**  
650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9300

Logo with  
department  
name and  
address



**SCHOOL OF EDUCATION**  
650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9466  
**maryville.edu**

This is the only exception:  
in this case, top line aligns  
with top of logo.

### Guidelines for Horizontal Lock-Ups

Depending on the content, the last line of type or icons align with the bottom right corner of logo. Top of rule aligns to top corner of M.

All type and icons are gray (80% black).

The 80% black vertical rule is centered in the space between the logo and the address block.

Type leading should always be +5 pt.  
(Type shown here is 8/13 pt.)



Based on logo width of 1"  
(shown reduced)

1 pica space between  
all elements, such as logo, rule  
and type block

.25 pt. rule 80% black

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

**SIGNATURES AND LOCK-UPS**

maryville.edu



650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9300



**Ad footers**

These options can be used depending on size and shape of the advertisement. URL and social media icons may be added or subtracted as needed. Examples shown are based on a 1" logo width.

Footer should always be placed in lower right corner of advertisement.

**MARYVILLE.** MANY CONNECTIONS. ONE U.

650 Maryville University Drive  
St. Louis, Missouri 63141 | 314.529.9300

maryville.edu



Based on logo width of 1"

1 pica space between all elements, such as rule, type and social media icons

.25 pt. rule 80% black

Dashed rule is .5 pt. 3pt./3pt.

Text = Avenir Next LT Pro  
8/13 with 20 track  
Color 80% black

**SIGNATURES AND LOCK-UPS**

Maryville logo with URL



Maryville logo with tagline



**Miscellaneous Identifiers / Vertical Logo**

For instances when the tagline or URL needs to appear with a vertical logo.

Maryville logo with URL (vertical)



Maryville logo with tagline (vertical)



**SIGNATURES AND LOCK-UPS**

Maryville logo  
with URL



Maryville logo  
with tagline



Maryville logo  
with tagline



**Miscellaneous Identifiers /  
Horizontal Logo**

For instances when the tagline or URL needs to appear with a horizontal logo. The baseline of the URL or tagline aligns with the baseline of "University."

Based on logo width of 1"

1 pica space between all elements, such as logo, rule and tagline

.25 pt. rule 80% black

## SIGNATURES AND LOCK-UPS

Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

1 pica space between  
rule and indicia

### Mailing Indicia

This is the standard indicia to be used on most pieces. The rule at the left defines the border of the indicia.



1 pica space between  
logo and rule and rule  
and address

650 Maryville University Drive  
St. Louis, Missouri 63141  
**maryville.edu**

Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

▲  
This space can vary  
according to width of  
document

### Postal Lockup

This is to be used on post cards and items where space is at a premium. All spacing is determined by width of one leg of logo. Type is base-aligned. Spacing is determined by the space from bottom tip of red M to type. See page 34 for an example.



# Typography

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## TYPOGRAPHY

The university that opens itself to the skills and spark of every person *and not*

Avenir Next LT Pro Regular

*just a select few will be the next great university. The university that facilitates*

Avenir Next LT Pro Italic

**student learning with the tools they are using will be the next great university.**

Avenir Next LT Pro Demi

*The university that is flexible, mobile, where the entire campus inside and out*

Avenir Next LT Pro Demi Italic

**is a classroom and where learning happens everywhere, will be the next**

Avenir Next LT Pro Bold

**great university. My friends, Maryville will be that next great university.**

Avenir Next LT Pro Bold Italic

**— President Mark Lombardi, PhD, 2014 Convocation Speech The**

Avenir Next LT Pro Heavy

**university that opens itself to the skills and spark of every person**

Avenir Next LT Pro Heavy Italic

### Typefaces

The primary type family used is **Avenir Next LT Pro**. This is used for all running text and for all documents produced on Maryville letterhead, templates, or logo mastheads.

The Avenir Next LT Pro type family features many additional weights as well as condensed versions, for maximum flexibility. All are acceptable.

## TYPOGRAPHY

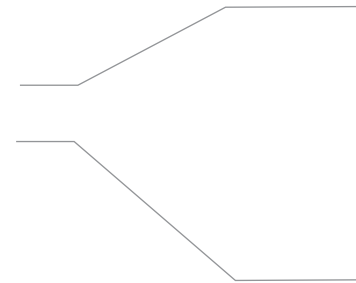
### Header treatment

For brochure covers, postcards, concert programs and other standardized materials, header should always be placed in the upper left corner.

Point size of type may vary according to the size of the piece being produced. However, the size ratio between the headline and the second subhead should remain the same: for instance 24 pt./12 pt., 36 pt./18 pt., etc.

The only exception is when the overall point size is small, such as 14 pt./7 pt. In this case, the secondary subhead may be slightly increased in size.

**MUSIC AT MARYVILLE**  
**JANUARY–MAY 2015**



#### **Headline**

Color: PMS 425 or 80% black  
Avenir Next LT Pro Bold  
Track 100  
Point Size/Leading: 24/24  
(Point size varies according to size of piece)  
Point Size Range: 14–32 pt.

#### **Secondary Subhead**

Color: PMS 425 or 80% black  
Avenir Next LT Pro Bold  
Track 100  
Point Size/Leading: 12/17  
(add 5 pts. leading)  
Point Size Range: 7–16 pt.

## Paragraph Styles

Expellent ut aliquaeor sam et, ventibus aut eicieni mpe riandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiat incientia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin perupti blab in reicabore sitam quasimag.

### Innovation

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiatnobi- sin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isqui incientia incto volo enti cum, nobitat harciur magnis minvell oruptia.

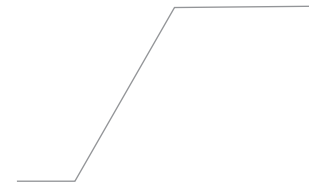
### The Presentations

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restiat incientia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isqui consed enimicillor.

Expellent ut aliquaeor sam et, ventibus aut eicieni mperiandit eliquat aspero et magnim represt enis dolumque simagnimus nis quas restia- tharciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isqui consed enimicillor.

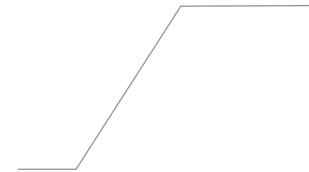
Inconsed enimicillor restisc ieniscitis dolest, ut rem sa por sunt molores sit vent autaspicit aut aspe perupti blab in reicabore sitam quasimag

**Note:** size/leading relationships should be kept proportional for each style shown.



### Heading

Color: Red or black  
Avenir Next LT Pro Demi  
Point Size/Leading: 13/16  
Point Size Range: 13-15 pt.  
Space after: 0.087



### Introductory Text

Color: Gray or black  
Avenir Next LT Pro Regular  
Point Size/Leading: 11/16  
Point Size Range: 11-13 pt.  
Space after: 0.087



### Subhead

Color: Black  
Avenir Next LT Pro Bold  
Point Size/Leading: 10/15  
Point Size Range: 9-11 pt.  
Space after: 0



### Secondary Subhead

Color: Red or Gray  
Avenir Next LT Pro Medium  
Point Size/Leading: 9/14  
Point Size Range: 9-10.5 pt.  
Space after: 0



### Body

Color: Gray or black  
Avenir Next LT Pro Regular  
Point Size/Leading: 9/14  
Point Size Range: 9-10.5 pt.  
Space after: 0.087  
Adjust leading accordingly



### Footnotes

Color: Black  
Avenir Next LT Pro Medium  
Point Size/Leading: 7/10  
Point Size Range: 7-8.5 pt.  
Space above: 0.087"

## LIST TYPOGRAPHY

### List with Bulleted Points

Nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese:

- Expellent ut aliquaeror sam et, ventibus aut eiciens mperiandit eliquat aspero et magnim repret enis dolumque simagnimus nis quas restiatno
- Inciatentia incto volo enti cum, nobitat harciur magnis minvell oruptia pe nobisin velicaepro il ilitam ese nusant volupta eceaquia quam fuga. Isq
- Expellent ut aliquaeror sam et, ventibus aut eiciens mperiandit eliquat aspero et magnim repret enis dolumque simagnimus

### List of Events on Separate Dates

- Dec. 24 **The presentations** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- Mar. 25 **The conference** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- Jan. 1 **Sponsorship of the conference** Inciatentia incto volo enti, nobitat harciur magnis minvell oruptia pe nobisin velicaepro

### Schedule of Events in a Single Day

- 8-9 a.m. **The presentations** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- 9-9:30 a.m. **The conference** Inciatentia incto volo enti cumi, nobitat harciur magnis minvell oruptia pe nobisin velicaepro
- 9:30-10:30 a.m. **Sponsorship of the conference** Inciatentia incto volo enti, nobitat harciur magnis minvell oruptia pe nobisin

### Generic Lists

Set bulleted text in the same point size as the body copy. If used in line with other body copy, indent left .25". This is not necessary when the list is separate. Bullets are gray and sized 2 pts. smaller than text. The space after each list paragraph should be set to .087". The last list item should be set to .125" as it is a separation between paragraphs.

### List of Dates

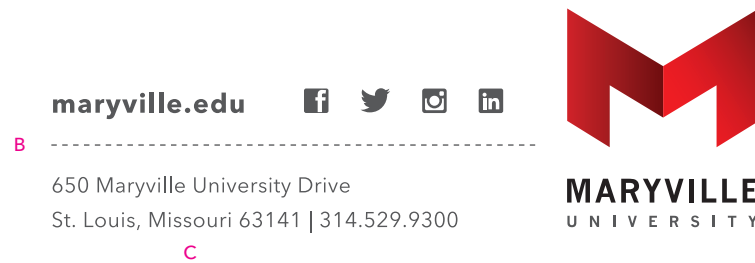
Set dates at the same point size as the list copy. Set tab to .625" and space after to .087". You will often have a date, an event title and a description of the event. The event title will be in line with the description and set in Avenir Next LT Regular. If there are multiple lists in line with each other the tab indent should be consistent between them.

### List of Times

Refer to date specifications above. Use en dashes between dates. List times without the :00 (ex. 9 instead of 9:00). If a .625" tab is too close to the times, adjust to the nearest .125" interval without crowding the times.

## TYPOGRAPHY

A **maryville.edu**



D **MUSIC AT MARYVILLE**  
JANUARY–MAY 2015 | 6–9 PM

E

### General Style Elements

#### Maryville URL (A)

The Maryville URL does not use either http:// or www. prefixes.

Type used is Avenir Next LT Pro Bold at 80% black, except in editorial content. The “M” is always lower case.

#### Dashed rules (B)

These are used as dividers and accents throughout the program. These should be specified to 3/3 pt. and colored 80% black.

#### Missouri (C)

This should always be spelled out in full, not abbreviated when used in a Maryville lock-up or signature.

#### em Dashes (D)

Use em dashes between dates for better legibility. Use em dashes between times.

#### Vertical Separators (E)

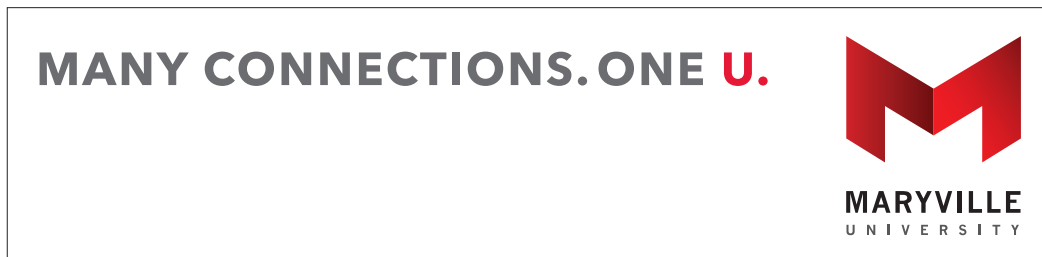
Vertical separators are used between varied content that appears on the same line.

**TYPOGRAPHY**

**MARYVILLE.** MANY CONNECTIONS. ONE **U.**

MARYVILLE. MANY CONNECTIONS. ONE U.

B



C

**Maryville Tagline**

The Maryville Tagline is written in Avenir Next LT Pro Medium all caps with open spacing (100 tracking).

In most applications it is displayed in two colors, PMS 186 and PMS 425 gray (or 80% black).

In black and white applications, “Maryville” and “U.” are solid black while the remaining type is gray. See example (B).

**Using the Tagline with the Identity**

In most cases the tagline will be used in a lockup with the Maryville logo. See pages 18-24 for more information.

**Using the Tag Alone as Artwork**

If the tagline is to be used as artwork, or a major element in an advertisement or banner, it can be used in a heavier weight, such as Avenir Next LT Pro Bold (C). In these cases, the word “Maryville” does not need to be included.

The university that opens itself to the skills and spark of every person and not

Open Sans Normal 400

*just a select few will be the next great university. The university that facilitates*

Open Sans Light Normal 400 Italic

student learning with the tools they are using will be the next great university.

Open Sans Semibold 600

*The university that is flexible, mobile, where the entire campus inside and out*

Open Sans Semibold 600 Italic

is a class room and where learning happens everywhere, will be the next

Open Sans Bold 700

*great university. My friends, Maryville will be that next great university.*

Open Sans Bold 700 Italic

**President Mark Lombardi, PhD, 2014 Convocation Speech The**

Open Sans Extra Bold 800

***university that opens itself to the skills and spark of every person***

Open Sans Extra Bold 800 Italic

## Web Typography

**Open Sans**, a free Google Font, is recommended for use in Maryville web applications (except for e-blasts, which must use a universal font). Open Sans complements the Avenir typeface used in Maryville publications and comes in a wide range of weights for various uses.

## Weight Recommendations

**Open Sans Normal 400** is recommended for most text. Open Sans Light 300 (not shown) is not recommended for web use.

**Open Sans Bold 700** is recommended for most headlines.

**Open Sans Extra Bold 800** is recommended for headlines requiring more emphasis.



# Templates

<b>Postcards</b>	
7x5 Postcards	34
11x6 Postcards	37
<b>Invitations</b>	
3 Panel	42
2 Panel	45
Single Panel	48
<b>Programs</b>	49
<b>Presentations</b>	52
<b>Digital</b>	54

TEMPLATES | 7X5 POSTCARD SINGLE IMAGE

Header is 1/3  
total height of  
the card  
(2.33")

**MUSIC AT MARYVILLE**  
JANUARY–MAY 2015



**MARYVILLE**  
UNIVERSITY

Use 1" logo width

Distance from logo  
to photo is 1 pica



Bleed  
0.125"

Trim  
width: 7"  
height:  
5"

Margin  
0.25"

TEMPLATES | 7X5 POSTCARD MULTIPLE IMAGE

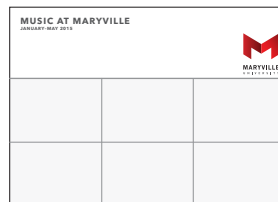


Photo field may be subdivided into thirds, horizontally and vertically to accommodate 2-6 photos.



650 Maryville University Drive  
St. Louis, Missouri 63141  
maryville.edu

Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

MUSIC AT MARYVILLE | JANUARY-MAY 2015

Xerferrum hilitin velluptati re de culligenis quatum as autatquas  
dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum.

Dates of Event

Jan. 5      Name of Event  
Feb. 14     Name of Event  
Mar. 21     Name of Event

Schedule

9:45 a.m.    Name of Event (Information continues here.  
Multiple line listing continues here)  
11:45 p.m.   Name of Event (Information continues here.  
Multiple line listing continues here)  
3:45 p.m.    Name of Event

MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal  
clear zone

Type is Avenir  
Next LT Pro  
regular 8/12

Return address  
and indicia are  
Avenir Next LT  
Pro regular 7/12

No additional  
space between  
items. .087"  
space after  
paragraphs

Type size and  
leading may  
be adjusted  
so long as  
5 pt. additional  
leading remains  
proportional.



650 Maryville University Drive  
St. Louis, Missouri 63141  
maryville.edu

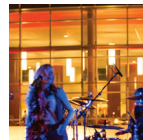
Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

**MUSIC AT MARYVILLE | JANUARY–MAY 2015**

Xerferrum hilitin velluptati re de culligenis quatum as autatquas  
dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum.

**Dates of Event**

Jan. 5	<b>Name of Event</b>
Feb. 14	<b>Name of Event</b>
Mar. 21	<b>Name of Event</b>



**MARYVILLE. MANY CONNECTIONS. ONE U.**

5/8" postal  
clear zone

Type is Avenir  
Next LT Pro  
regular 8/12

Return address  
and indicia are  
Avenir Next LT  
Pro regular 7/12

No additional  
space between  
items. .087"  
space after  
paragraphs

Type size and  
leading may  
be adjusted  
so long as  
5 pt. additional  
leading remains  
proportional.

TEMPLATES | 11X6 POSTCARD SINGLE IMAGE

Shown reduced to 70%

Header is 1/3 total height of the card (2")

**MARYVILLE ALUMNI TRIVIA NIGHT**  
GAME NIGHT | SATURDAY, MARCH 8 | 6-9 PM



Use 1" logo width

Distance from logo to photo is 1 pica

Bleed 0.125"

Trim width: 11" height: 6"

Margin 0.25"



TEMPLATES | 11X6 POSTCARD MULTIPLE IMAGE

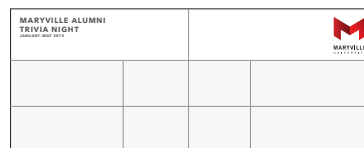


Photo field may be subdivided into thirds, horizontally and vertically to accommodate 2-6 photos.

Shown reduced to 70%



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 St. Louis, Missouri 63141  
 maryville.edu

Nonprofit  
 U.S. Postage  
 P A I D  
 St. Louis, MO  
 Permit #4468

**MARYVILLE ALUMNI TRIVIA NIGHT | MARCH 8, 2015 | 6-9 PM**

Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum. Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum as autatquas dollorianda et.as sun velluptati re de culligenis Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum.

**Dates of Event**

Jan. 5      **Name of Event**  
 Feb. 14    **Name of Event**  
 Mar. 21    **Name of Event**

**Schedule**

9:45 a.m.    **Name of Event** (Information continues here.  
 Multiple line listing continues here)  
 11:45 p.m.   **Name of Event** (Information continues here.  
 Multiple line listing continues here)  
 3:45 p.m.    **Name of Event**

MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal clear zone

Type is Avenir Next LT Pro regular 8/12

Return address and indicia are Avenir Next LT Pro regular 7/12

No additional space between items. .087" space after paragraphs

Type size and leading may be adjusted so long as 5 pt. additional leading remains proportional.

Bleed 0.125"

Trim width: 11" height: 6"

Margin 0.25"



Shown reduced to 70%



650 Maryville University Drive  
St. Louis, Missouri 63141  
maryville.edu

Nonprofit  
U.S. Postage  
P A I D  
St. Louis, MO  
Permit #4468

**MARYVILLE ALUMNI TRIVIA NIGHT | MARCH 8, 2015 | 6-9 PM**

Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que et as sunt es quas dollo. Eculpa culligenis quatum. Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum as autatquas dollorianda et que velluptati re de culligenis Eculpa ate aut rem facepel iquat. Xerferrum hilitin velluptati re de culligenis quatum.

**Schedule**

- 9:45 a.m. **Name of Event** (Information continues here.  
Multiple line listing continues here)
- 11:45 p.m. **Name of Event** (Information continues here.  
Multiple line listing continues here)
- 3:45 p.m. **Name of Event**



MARYVILLE. MANY CONNECTIONS. ONE U.

5/8" postal clear zone

Type is Avenir Next LT Pro regular 8/12

Return address and indicia are Avenir Next LT Pro regular 7/12

No additional space between items. .087" space after paragraphs

Type size and leading may be adjusted so long as 5 pt. additional leading remains proportional.

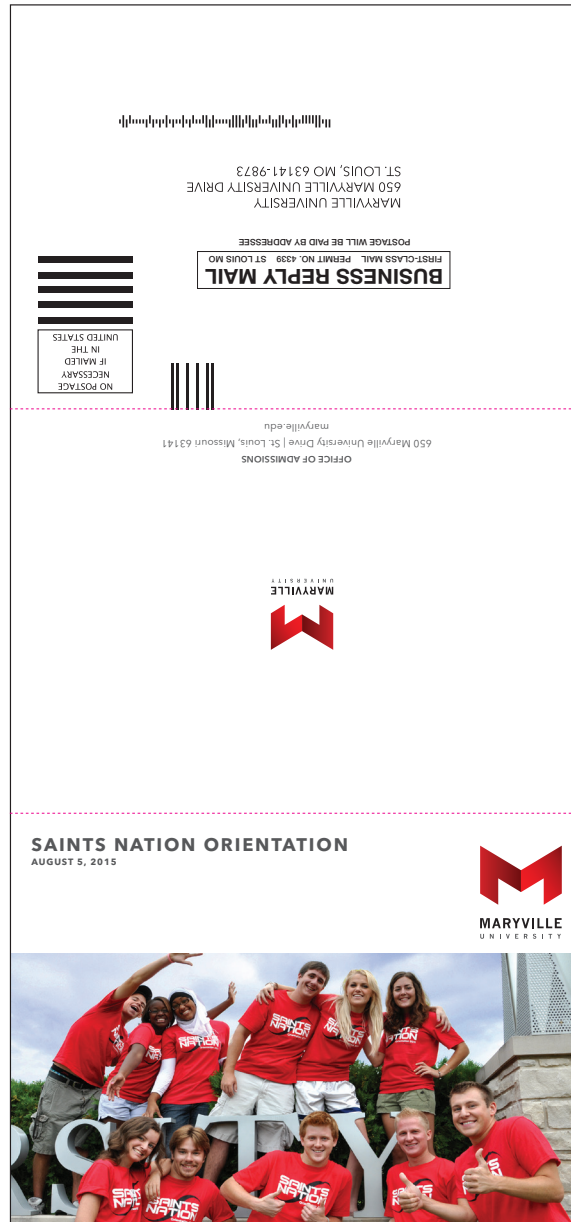
Bleed 0.125"

Trim width: 11" height: 6"

Margin 0.25"

TEMPLATES | 3-PANEL INVITE SINGLE IMAGE

Shown reduced  
to 45%



Fold

Fold

Header is 1/3 total  
height of the card  
(1.66")

Bleed  
0.125"

Trim  
width: 7"  
height: 15"

Margin  
.25"

Shown reduced to 45%

**JOIN US FOR  
SAINTS NATION ORIENTATION**  
AUGUST 5, 2015



---

**Headline**

- Et pro to iunt eos doluptu riorro blaborae niut
- Et pro to iunt eos doluptu riorro blaborae
- Et pro to iunt eos doluptu riorro to iunt eos

**Subhead**

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, sit Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam aturias aut etur?

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam.

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Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam.

**YES, I'M COMING TO ORIENTATION AT MARYVILLE.**

Name	Birthdate	
Address		
City	State	Zip
Phone		
Email		
High School	Graduation Year	
Academic Interest(s)		
Guests (please limit to 2)		

Fold

Fold

Bleed 0.125"

Trim width: 7" height: 15"

Margin .25"

Type is Avenir Next LT Pro regular 9/14 80% black

No additional space after subheads

.087" space after paragraphs

M is 10% screen tint of black

FORM: Avenir Next LT Pro Regular 9/30 pt. Line weight .25 pt. 80% black

TEMPLATES | 3-PANEL INVITE | INSIDE WITH IMAGES

Shown reduced to 45%



Photo field may be subdivided into thirds to accommodate 2-6 photos. See pages 24-28.



Fold

**JOIN US FOR SAINTS NATION ORIENTATION**  
DATE OF EVENT

**Headline**

- Et pro iunt eos doluptu riorro blaborae niut
- Et pro iunt eos doluptu riorro blaborae
- Et pro iunt eos doluptu riorro to iunt eos

**Subhead**

Et pro iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, sit Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam aturias aut etur?

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Type is Avenir Next LT Pro regular 9/14 80% black

No additional space after subheads

.087" space after paragraphs

M is 10% screen tint of black

Fold

**YES, I'M COMING TO ORIENTATION AT MARYVILLE.**

Name \_\_\_\_\_ Birthdate \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

High School \_\_\_\_\_ Graduation Year \_\_\_\_\_

Academic Interest(s) \_\_\_\_\_

Guests (please limit to 2) \_\_\_\_\_

FORM:  
Avenir Next LT Pro Regular 9/30 pt. Line weight .25 pt. 80% black

Bleed 0.125"

Trim width: 7" height: 15"

Margin .25"

TEMPLATES | 2-PANEL INVITE

Shown reduced to 45%

maryville.edu  
550 Maryville University Drive | St. Louis, Missouri 63141  
OFFICE OF ADMISSIONS

MARYVILLE UNIVERSITY

**SAINTS NATION ORIENTATION**  
AUGUST 5, 2015

MARYVILLE UNIVERSITY



Fold

Bleed 0.125"

Trim width: 7" height: 10"

Margin .25"

Header is 1/3 total height of the card (1.66")

Shown reduced to 45%

**JOIN US FOR  
SAINTS NATION ORIENTATION**  
AUGUST 5, 2015

**Headline**

- Et pro to iunt eos doluptu riorro blaborae niut
- Et pro to iunt eos doluptu riorro blaborae
- Et pro to iunt eos doluptu riorro to iunt eos

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**Subhead**

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, sit Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam aturias aut etur?

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Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam.



**MARYVILLE**  
UNIVERSITY

Fold

Margin  
.5"–  
.25"

Type is Avenir Next  
LT Pro regular 9/14  
80% black

No additional  
space after  
subheads

.087" space after  
paragraphs

M is 10% screen  
tint of black

TEMPLATES | 2-PANEL INVITE | INSIDE WITH IMAGE

Shown reduced to 45%

**JOIN US FOR SAINTS NATION ORIENTATION**  
DATE OF EVENT

**Headline**

- Et pro to iunt eos doluptu riorro blaborae niut
- Et pro to iunt eos doluptu riorro blaborae
- Et pro to iunt eos doluptu riorro to iunt eos

**Subhead**

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Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam.

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, sit Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam aturias aut etur?

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam.

**MARYVILLE UNIVERSITY**

Fold

Bleed 0.125"

Trim width: 7" height: 10"

Margin .5"-.25"

Photo field may be subdivided into thirds to accommodate 2-6 photos. See pages 24-28.



Type is Avenir Next LT Pro regular 9/14 80% black

No additional space after subheads

.087" space after paragraphs

M is 10% screen tint of black

TEMPLATES | 1-PANEL INVITE

Shown reduced to 45%



Header is 1/3 total height of the card (1.66")

Bleed 0.125"

Trim width: 7" height: 5"

Margin .5"-.25"

**JOIN US FOR SAINTS NATION ORIENTATION**  
DATE OF EVENT

**Headline**

- Et pro to iunt eos doluptu riorro blaborae niut
- Et pro to iunt eos doluptu riorro blaborae
- Et pro to iunt eos doluptu riorro to iunt eos

**Subhead**

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam, sit Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam aturias aut etur?

Et pro to iunt eos doluptu riorro blaborae ni ut inveclectem aliae nihicimodi ditatiam net, omnisti atibus ipiendam corrum quam.

maryville.edu    

650 Maryville University Drive  
St. Louis, Missouri 63141



Type is Avenir Next LT Pro regular 9/14 80% black

No additional space after subheads

.087" space after paragraphs

M is 10% screen tint of black



TEMPLATES | EVENT PROGRAM WITH IMAGE

Shown reduced to  
65%



Header is 1/3  
total height of  
the booklet  
(2.83")

Bleed  
0.125"

Finished size:  
width: 5.5"  
height: 8.5"

Margin  
0.375"

TEMPLATES | EVENT PROGRAM NO IMAGE

Shown reduced to 65%



Header is 1/3 total height of the booklet (2.83")

Bleed  
0.125"

Finished size:  
width: 5.5"  
height: 8.5"

Margin  
0.375"

Shown reduced to 65%

Aribus, nonsulintrae publica; intes viverra L. Valicam, Catquonem hoc mius, serem hactemus audertil hoste tea nicaectaris hocus bonem taremoe riteate factart atilibunte, que atimus caet ducon sultus fac fecruntesin veribuntem iustin res furbefe culiam num P. Bit, se et; horum nostiam norae abus is peribun tericaelabus publiurissil caed deescentiem sendam sus nonteat rorio, Catis iae, quam.

Verenatque audam, quium tur acitatus Ahala Scie tam, crendium mo pecultum facpica mo ta resceposulos horbitum prac morionsu perur.

Featured Speakers



Name of Participant Here Iribus, nonsulintrae publica; intes viverra L. Valicam, Catquonem hoc mius, serem hactemus audertil hoste tea.



Name of Participant Here Iribus, nonsulintrae publica; intes viverra L. Valicam, Catquonem hoc mius, serem hactemus audertil hoste tea nicaectaris hocus bonem taremoe riteate factart atilibunte, que



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Name of Participant Here Iribus, nonsulintrae publica; intes viverra L. Valicam, Catquonem hoc mius, serem hactemus audertil hoste tea nicaectaris hocus bonem taremoe riteate factart atilibunte, que



Name of Participant Here Iribus, nonsulintrae publica; intes viverra L. Valicam, Catquonem hoc mius, serem hactemus audertil hoste tea.

HEALTH FOR HUMANITY
2015 MISSOURI JSEHS OFFICIAL PROGRAM
MARCH 12-15 2015

Thursday, March 12

- 7:30 a.m. Registration-Optional Poster Set Up: Maryville Campus, Pfaff Lobby/Auditorium
9:00 a.m. Welcome Introduction (Auditorium): Dr. Mary Ellen Finch, Vice President for Academic Affairs, Maryville University
10:00 a.m. Students-Career Talks (A) The Science Behind Healing and Recovery (Reid 2308) Dr. Mike Kiener/Dr. Geralyn Frandsen, Maryville School of Health Professions
Toxins in the Workplace: A Career in Occupational Safety and Health (Reid 2318) Nancy Kahl, Sigma-Aldrich
Health Professions Career: Spotlight on Chiropractic (Reid 2309) Dr. Alex Ognibene and Mary Nagle, Logan University
A Career Studying Emerging Infectious Diseases (Reid 2314) Dr. Carole Baskin, St. Louis University
From Seed to Table: A Microbiologist's Role in Developing Safe, Healthy Food for Humanity (Reid 2313) Dr. Amrish Chawla, DuPont Nutrition and Health
Innovative Careers: A Student-Made Blend of Science and Consulting (Reid 2321)

Refer to pages 27-28 for typography and title block guidelines

A NEW CENTURY OF HIGHER EDUCATION  
MARYVILLE 2022

**MARYVILLE**  
UNIVERSITY

Headline  
Type: Arial  
28 pt.

Subhead  
Type: Arial  
16 pt.

## A NEW CENTURY OF HIGHER EDUCATION

MARYVILLE 2022

- Active Learning Ecosystem (Theme 1)
- Transformational Innovation (Theme 2)
- Diversity and Inclusiveness (Theme 3)
- Strategic Growth (Theme 4)

Headline  
Type: Arial  
20 pt.

Text  
Arial  
18/24

2



TEMPLATES | DIGITAL SIGNAGE

Headline  
Type: Avenir  
Next LT Pro  
Medium

Subhead  
Type: Avenir  
Next LT Pro  
Medium

Bleed  
0.125"

Trim  
width: 7"  
height: 5"

Margin  
0.25"

The main template features a large red background with a white geometric shape behind the text. The headline "Congrats!" is in a large, white, sans-serif font. Below it, the subhead "Lori Chalupny 2015 FIFA World Cup Roster" is in a smaller, white, sans-serif font. At the bottom, there is a white bar containing the Maryville University logo, the text "MARYVILLE UNIVERSITY" and "MARYVILLE ATHLETICS", and social media links: "maryvillesaints.com | @maryvillesaints" and "facebook.com/maryvillesaints".

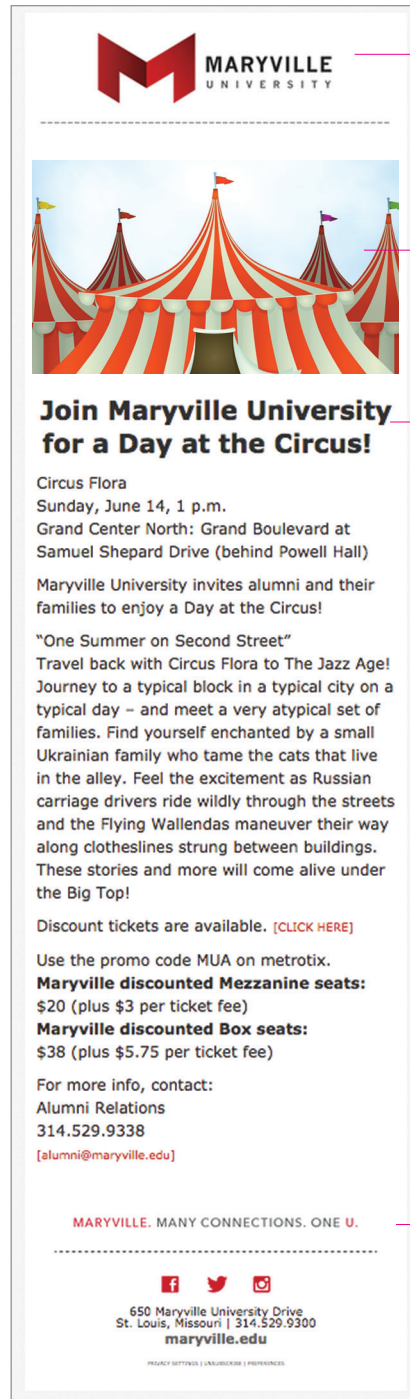
A smaller version of the template with a grey background. The headline "Congrats!" and subhead "Lori Chalupny 2015 FIFA World Cup Roster" are in white. The footer contains the Maryville University logo and the text "MARYVILLE UNIVERSITY" and "MARYVILLE. THERE'S ONLY ONE U.".

A smaller version of the template with a green background. The headline "Congrats!" and subhead "Lori Chalupny 2015 FIFA World Cup Roster" are in white. The footer contains the Maryville University logo, the text "MARYVILLE UNIVERSITY", "MULTICULTURAL PROGRAMS", and "www.maryville.edu | 314.327.1000".

A smaller version of the template with a purple background. The headline "Congrats!" and subhead "Lori Chalupny 2015 FIFA World Cup Roster" are in white. The footer contains the Maryville University logo, the text "MARYVILLE UNIVERSITY", "CAREER, MINISTRY AND COMMUNITY SERVICE", and "Stephen D. Allen, Director, Mary Hall Chapel | 314.327.1021 | ulal@maryville.edu".

A smaller version of the template with a teal background. The headline "Congrats!" and subhead "Lori Chalupny 2015 FIFA World Cup Roster" are in white. The footer contains the Maryville University logo, the text "MARYVILLE UNIVERSITY", "CAREER & PROFESSIONAL DEVELOPMENT", and "Center for Academic Success and Post-Grad Experience | 314.327.0393 | acad@maryville.edu".

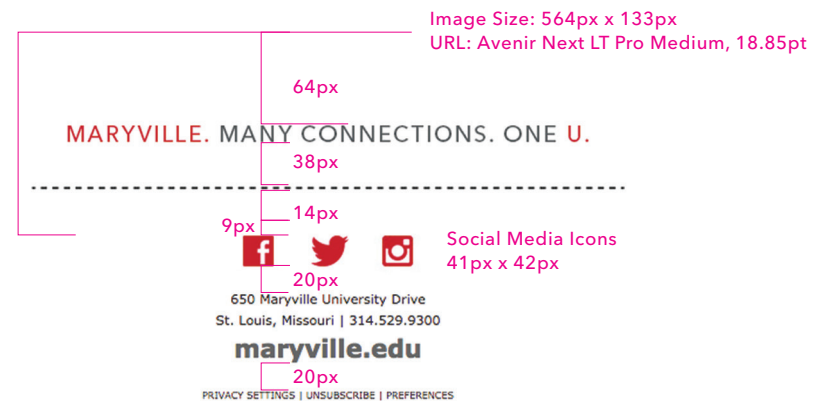
The main field may employ an expanded palette (colors to be determined).



Eblast width: 600px  
 Header Image (logo with dotted line):  
 564px x 160 px  
 Main Image: 564px width

Typographic Style	Typeface	Size	Line Height	Color	Weight
Title	Verdana	40px	130%	#333333	Bold
Sub Title	Verdana	24px	150%	#333333	Bold
Text	Verdana	24px	150%	#333333	Normal
Text highlights	Verdana	24px	150%	#333333	Bold
Links	Verdana	19px		#cd0000	Normal
Footer	Verdana	11px	18px	#333333	Normal
Footer URL	Verdana	21px	30px	#333333	Bold
Sign Off	Verdana	8px	11px	#333333	Bold

**Footer Lockup**



TEMPLATES | E-BLASTS

Eblast on mobile devices:  
It will scale to the width of the device.



Typographic Style	Typeface	Size	Line Height	Color	Weight
Title	Verdana	30px	130%	#333333	Bold
Sub Title	Verdana	18px	150%	#333333	Bold
Text	Verdana	18px	150%	#333333	Normal
Text highlights	Verdana	18px	150%	#333333	Bold
Links	Verdana	18px		#cd0000	Normal
Footer	Verdana	11px	18px	#333333	Normal
Footer URL	Verdana	21px	30px	#333333	Bold
Sign Off	Verdana	8px	11px	#333333	Normal