

Brand Guidelines

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Contacts

THE OFFICE OF COMMUNICATIONS AND MARKETING

is responsible for maintaining the University's visual identity system, and is available to respond to inquiries regarding its use, including:

- Requests to create visual identity graphics
- Requests for brand marks or College-approved images
- Explanation of the contents of this manual

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DIGITAL PUBLICATIONS CENTER

handles all stationery services (business cards, letterhead, envelopes, memo pads, note cards, invitation cards, etc.) as well as in-house printing needs—including but not limited to postcards, newsletters, flyers, booklets, posters, and signage.

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ATHLETICS STYLE GUIDE AND RED FOX ICONS

The Marist Athletics Department has produced a separate Style Guide and Logo Library to govern all uses of the Athletics logos, Red Fox icons, Bookstore merchandise, as well as trademarks and licensing of apparel and merchandise items. The Athletics Style Guide applies to all athletics offices, as well as several student clubs and spirit groups.

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Brand Platform

Our Story: Marist brand positioning

This is the foundational messaging for how we tell the Marist story and should be used as a framework to build any University communications and marketing content. While it is not intended to be a script, this positioning guides the “highest order truths” and most distinctive qualities of the Marist experience that we want to consistently promote.

Our Signature Educational Approach

Marist’s signature educational approach is grounded in the principle of “and, not or.”

We blend liberal arts with pre-professional studies and integrate classroom instruction with hands-on training and real-world practice. This holistic framework allows students to gain valuable occupational expertise while pursuing diverse combinations of study, such as finance and philosophy or history and fashion.

By having the freedom to color outside traditional academic lines, our students graduate with the combination of critical thinking and technical skills needed to create dynamic career paths and engage the world from multiple perspectives.

Our Red Foxes thrive from the personal attention common of a small college and benefit from the scope, power, and connections associated with a large university. **Marist is uniquely the best of both worlds.**

Our 4 Message Pillars

We use real-life experiences to deepen the impact of academic study.

Combining immersive, hands-on activities with time for reflection develops students who are well-rounded, well-grounded, and driven to do good for others.

We are a portal to the world.

We bring Marist to the world, and the world to Marist. Vast industry connections and a global footprint expose students to a diversity of places, people, and perspectives.

Our friendliness and genuine care for one another builds a compassionate community of belonging.

We’re a place where doors are always opened. Our students, faculty, and staff go the extra mile to welcome all, creating a special culture of mentorship and support.

Marist’s iconic riverfront campus radiates unmatched beauty that promotes well-being and intellectual growth.

Our location, with its world-class facilities and stunning natural environment, inspires learning and distinctive experiences, while fostering relationships for life.

Brand Anthem

This conveys our brand positioning in a way that is intended to create an emotional connection with audiences while conveying energy and enthusiasm.

Choices, we face them every day.

Some are simple, but others have lifelong impact. That's why college should be a time for discovery, not trade-offs; A place powered by **"and,"** not the limitations of **"or."**

So go bold. Dare to choose *MORE*.

Because at Marist, **"more"** is not a measure of quantity, but rather a ***pursuit of quality***; In how we learn, the lifelong relationships we build, and the impact we have ...

In the classroom, on the field, and around the world.

Set big goals and set out on even bigger adventures. Do good for yourself – and for others.

Engage in serious learning and chase serious fun.

Improving the world around us will not happen through one area of study, one location, or just one experience. So go forward and explore, because this is our time ... and Marist is our place.

Marist – Inspired to do more.

“Inspired to Do More”

“Inspired to do More” is the tag line for our campaign and draws upon Marist’s roots, the unmatched beauty of its campus, and the nearly limitless opportunities available to students.

The word “Inspired” connects us to the founding Marist Brothers who inspired generations of youth to value the importance of education. It also was the most common word people use to express how they feel when they step foot on the Marist campus, given the natural beauty inspires students, faculty, staff, and alumni to be curious, to explore, and to do good for themselves and others.

The word “More” plays off the concept of “and” not “or” that is a central theme of our brand campaign and describes the many dimensions of a student’s Marist experience made possible because we are a university that promotes mixing and matching all forms of learning, living, and global discovery.

Usage and structural guidelines can be found on page 15.

INSPIRED TO DO MORE

Logo

Introduction

Our logo is the most prominent element of our visual identity, acting as a universal signature across all Marist University communications. Our logo is made up of three parts: Our shield, the Marist Nameplate, and the University Descriptor (when used).

The traditional, sharp design of our logo is both straightforward and impactful, delivering a powerful graphic statement. Although simplicity is one of its key strengths, it requires careful handling to help ensure it is always presented in its best light. Do not modify or use our logo outside of the guidelines provided in this document.

Shield Graphic and Marist Nameplate:
Red PMS 186

School/Office/Department Font:
Inter Semibold
Cool Grey 10

Primary logo, horizontal (preferred)

For use on all institutional communications and official business; this should be the most commonly used logo



Secondary Logo without the descriptor, horizontal

For use largely on apparel, merchandise, and some signage.



Logo without the shield, vertical

Limited use when other logo marks appear in the same design, such as the shield, seal, or athletic marks



Specialty use logos

Vertical configurations of our logos can be created for specialty use applications (e.g. apparel, promotional items, signage, etc.) when horizontal space is limited. Approval is required by the Brand team before use.

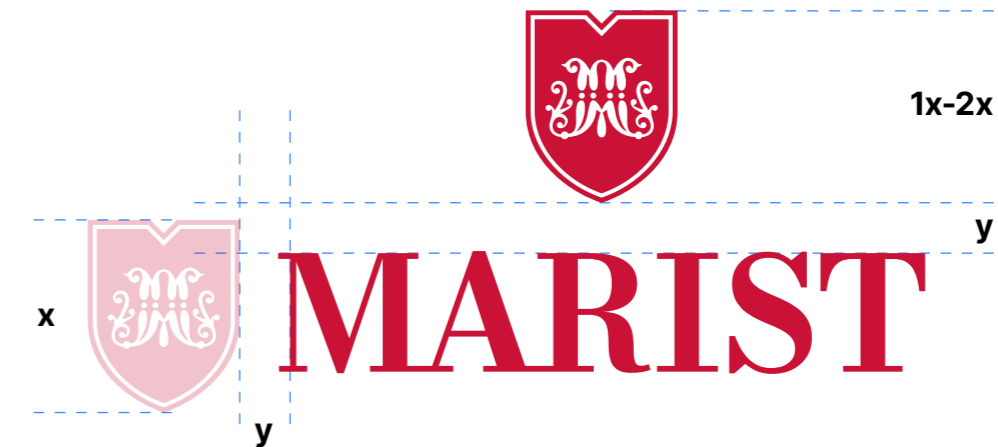
Principles relative to standard logos

- The shield is placed above the Marist Nameplate, using the same distance ratio as the standard logo formats.
- The shield can be increased proportionally, up to 200% (two times) its original size. It cannot be sized any smaller than the original size, and the approved distance ratio between the shield and the Marist nameplate must be maintained.
- The shield can be centered or left-aligned to the Marist nameplate as shown in these three examples. Only center the shield if the University descriptor is centered, or is omitted.

Primary logo, vertical
Use whenever possible



Logo without the descriptor, vertical
Limited use



LOGO

Formats and backgrounds

We have established multiple color formats and orientations of our logo to account for a variety of production methods and applications. Use the guidelines on this page to determine which format best suits your application.

Shield Graphic and Marist Nameplate:
Red PMS 186

School/Office/Department Font:
Inter Semibold
Cool Grey 10

3-color logo on white (preferred)

Use whenever possible



1-color white on Marist Red



2-color logo on dark neutral background



1 color black on white is only for photo copy use



Clear space

The clear space around our logo must remain free from any other elements, including text, images, graphic designs, or the edges of the surface where it's placed. This ensures the logo's legibility and visibility are not compromised. To define the clear space, measure the height of the "T" in "Marist" and create a perimeter around the logo equal to that height.

Primary logo clear space



Secondary logo clear space



Primary Lock-Ups

For use on all institutional communications and official business; this should be the most commonly used logo.

The names of departments, institutes, and offices across campus can be combined with the Marist University logo for business cards, letterhead, and promotional materials. This allows individual branding efforts to integrate with the College's communication efforts.

Shield Graphic and Marist Nameplate:
Red PMS 186

School/Office/Department Font:
Inter Semibold
Cool Grey 10

Primary Stacked
Use whenever possible



Center Stacked
Use with centered layouts



Primary Horizontal
Limited use



“Inspired to Do More” Tagline

INSPIRED TO DO: Inter Bold Italic

MORE: Inter Black Italic with an additional 10% skew

The top arm of the letter **E** in **MORE** should be used to gauge the size difference of the tagline.

When used in other graphic applications, the line **INSPIRED TO DO** remains Inter Bold Italic while the word **MORE** can be modified to reflect the messaging of a specific story or article.

A different font may be used, or the actual handwriting of a student, faculty, or alumni may be sampled to personalize the design.

When the tagline is animated, **MORE** cycles through several different font styles during the sequence, but Inter Black Italic always begins the sequence.



INSPIRED TO DO MORE

Inter Bold Italic
Greystone Grey

Inter Black Italic w/ 10% Skew
Marist Red

LOGO

Inspired to Do More Lock-Ups

The original tagline should be used as a lock-up with the Marist University logo.

When the tagline is centered vertically under the University lock-up, the distance between 'University' and 'Inspired to do...' should match the height of the Marist nameplate.

When the tagline is positioned horizontally, it should align with the bottom of the Marist nameplate.

Shield Graphic, Marist Nameplate, and 'More':
Red PMS 186

University and 'Inspired To Do':
Cool Grey 10



MARIST
UNIVERSITY®

*INSPIRED TO DO **MORE***



*INSPIRED TO DO **MORE***



Marist Nameplate Legacy Usage

The nameplate “MARIST” can still be seen on facades and engravings throughout campus, such as the main entrance, building plaques, and the dome above Student Center Rotunda.

Limited usage of the nameplate for print and other media is for use when space is limited or other special circumstances, pending approval from the Office of Communications and Marketing.

Marist Legacy Nameplate:
Red PMS 186



Additional Logo Assets

The University Seal

The official Marist Seal represents the University in formal display as a comprehensive unit. It has limited use, primarily by the Office of the President, on official university documents, and select items distributed by the Offices of the Registrar and Student Financial Services. It also is used on commencement-related items, such as academic diplomas, program certificates, as well as convocation and diploma covers.

The Seal can be used on merchandise items such as pennants, engraved items, or clothing. Designs must be approved through the Office of Communications and Marketing.

The Seal should never be distorted, obscured, or used with graphic elements other than the Marist Logo.

The Seal should never be used creatively within a design element as a watermark, or punch-out, email signature, or power point template/design.



The use of the University Seal provides a distinguished touch to documents and conveys a sense of academic tradition. With its symbols from the founders of the original College to the date of its charter, the appearance of the Seal evokes Marist's rich history of teaching excellence and commitment to service.

Although Marist University can trace its roots to 1905, the 1929 date on the Seal marks the first year in which college-level courses were offered.



Secondary usage for the seal as a K/O over photographs and solid color fields.



The black Seal should be only used in b&w photocopies.

The Marist Shield

Unlike the University Seal, the new Marist shield with Script M is an optional brand mark that offers placement options in locations that are not considered “official” or formal situations. When using the Shield, consider if the audience is familiar with Marist University, schools, departments, and clubs.

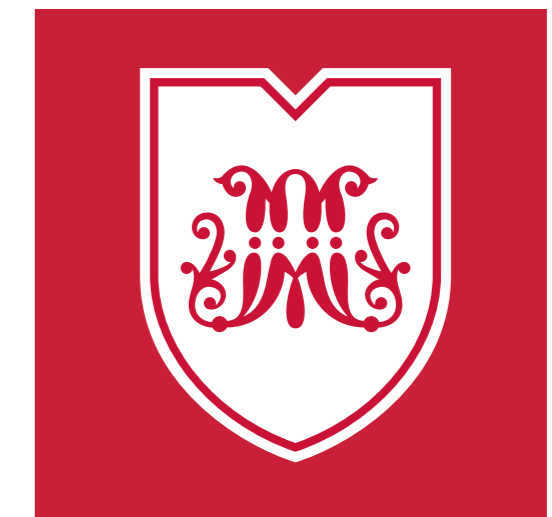
These are single-color marks to be used for print and web. Colors outside the primary color palette are not permitted. The Script M can be used creatively within a design element as a watermark or punch-out.

The Shield is recommended for placement on apparel that already bears the Marist name using the primary logo mark or secondary logo marks in some fashion. For example, a Shield could be placed in a club logo.

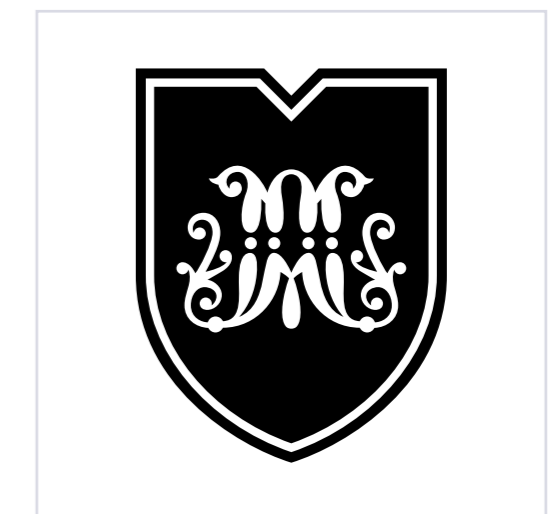
The Marist Shield should not be used or recreated in any other format without university approval.



Red shield on red bg. White border 1/2 width of inside line.



Limited use for the shield as a watermark over photography.



The black Shield should be only used in b&w photocopies.

Color



Formulas

Our color palette is a key element of our visual identity, making it instantly recognizable. To maintain consistency across all communications, please adhere to the color formulas outlined on this page.

PMS (Pantone Matching System) codes are provided to specify target colors for commercial printers, ensuring accurate color reproduction.

For printed materials, use the CMYK formulas, while RGB and HEX formulas can be used interchangeably for digital applications.

Primary palette

<p>Marist Red</p> <p>PMS: 186 C/U CMYK: 0, 100, 81, 4 RGB: 201, 18, 53 HTML: c91235</p>	<p>Greystone Gray</p> <p>PMS: Cool Gray 10 C/U CMYK: 57, 46, 40, 25 RGB: 99, 102, 111 HTML: 63666f</p>	<p>White</p>
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Secondary palette

<p>Reynard Red</p> <p>PMS: 1788 C/U CMYK: 0, 100, 52, 0 RGB: 255, 39, 69 HTML: ff2745</p>	<p>Dark Gray</p> <p>PMS: Cool Gray 7 C/U CMYK: 38, 29, 24, 5 RGB: 152, 154, 165 HTML: 989AA5</p>	<p>Medium Gray</p> <p>PMS: Cool Gray 5 C/U CMYK: 28, 18, 21, 1 RGB: 178, 180, 190 HTML: b2b4be</p>	<p>Light Gray</p> <p>PMS: Cool Gray 3 C/U CMYK: 15, 11, 11, 0 RGB: 201, 202, 212 HTML: c9cad4</p>	<p>Bright Gray</p> <p>PMS: Cool Gray 1 C/U CMYK: 7, 4, 3, 0 RGB: 217, 218, 228 HTML: d9dae4</p>
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Tertiary palette

<p>Fiorentina Purple</p> <p>PMS: 2645 C/U CMYK: 34, 41, 0, 0 RGB: 179, 144, 248 HTML: b390f8</p>	<p>Hudson River Blue</p> <p>PMS: 2727 C/U CMYK: 75, 45, 0, 0 RGB: 60, 140, 255 HTML: 3c8cff</p>	<p>Marist Sunset Orange</p> <p>PMS: 1575 C/U CMYK: 0, 59, 90, 0 RGB: 255, 120, 56 HTML: ff7838</p>	<p>Campus Green</p> <p>PMS: 2287 C/U CMYK: 58, 0, 100, 0 RGB: 55, 211, 52 HTML: 37d334</p>	<p>Rotunda Sky Blue</p> <p>PMS: 311 C/U CMYK: 65, 0, 6, 0 RGB: 9, 215, 255 HTML: 09d7ff</p>	<p>Sunrise Yellow</p> <p>PMS: 122 C/U CMYK: 0, 11, 100, 0 RGB: 254, 211, 76 HTML: fed34c</p>
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COLOR

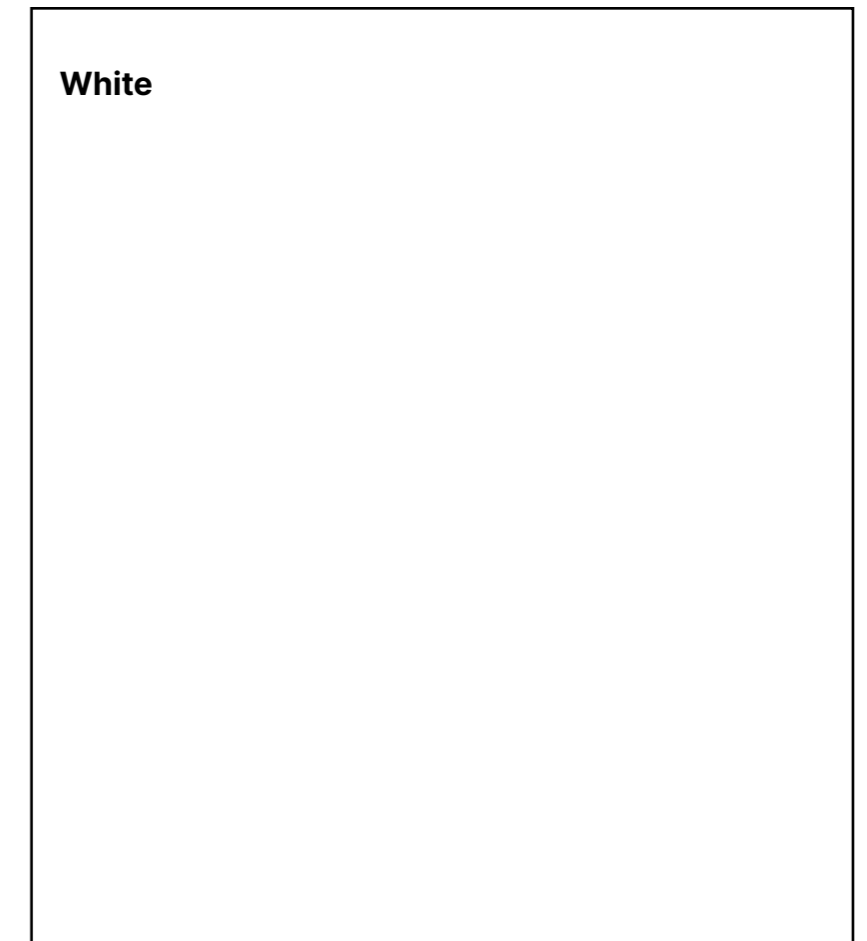
Proportions

Use the proportions on this page as a general guideline for applying color to layouts. While these exact ratios may not fit every situation, it's crucial to consider the relative impact of each color.

Primary palette: 75%

Use them for:

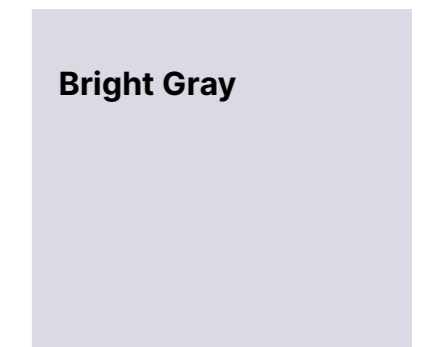
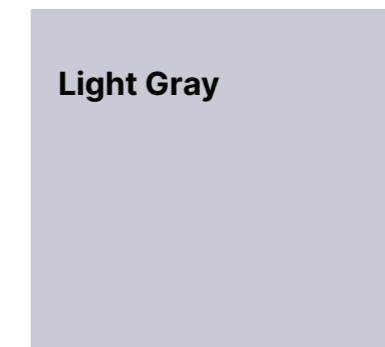
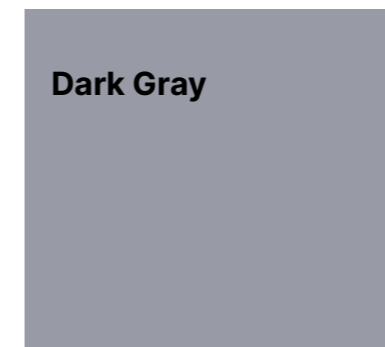
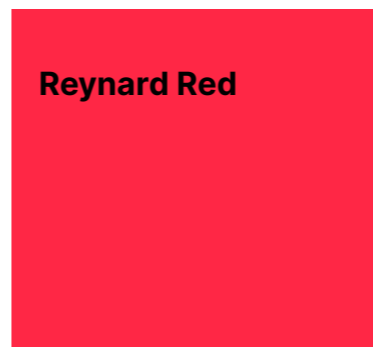
- Covers
- Graphic motif
- Backgrounds
- Illustrations
- Charts & graphs
- Infographics



Secondary palette: 25%

Use them for:

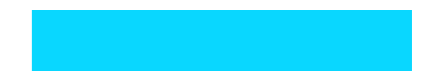
- Separating/staging content
- Illustrations
- Charts & graphs
- Infographics



Tertiary palette: 5%

Use them for:

- Separating/staging content
- Illustrations
- Charts & graphs
- Infographics



Accessibility

We comply with WCAG 2.0 guidelines for color and typography contrast to ensure our content is accessible to all audiences.

When using the tertiary palette in data visualization, we recommend conducting additional color testing to ensure that all graphic elements—such as text, icons, and other components of the infographic—have sufficient contrast against the background colors and remain legible.

The full WCAG matrix can be viewed [here](#).

Learn more about WCAG 2.0 and why it's important for us to follow it [here](#).

	Text	#FFFFFF	#000000	#C91235	#FF2745	#63666F	#989AA5	#B2B4BE	#C9CAD4	#D9DAE4
Background										
White #FFFFFF		Text	Text	Text	Text	Text	Text	Text	Text	Text
		AAA 21	AA 5.8	AA18 3.7	AA 5.7	DNP 2.8	DNP 2	DNP 1.6	DNP 1.3	
Black #000000	Text		Text	Text	Text	Text	Text	Text	Text	Text
	AAA 21		AA18 3.6	AA 5.6	AA18 3.6	AAA 7.5	AAA 10	AAA 12.8	AAA 15.1	
Marist Red #C91235	Text	Text		Text	Text	Text	Text	Text	Text	Text
	AA 5.8	AA18 3.6		DNP 1.5	DNP 1	DNP 2	DNP 2.8	AA18 3.5	AA18 4.1	
Reynard Red #FF2745	Text	Text	Text		Text	Text	Text	Text	Text	Text
	AA18 3.7	AA 5.6	DNP 1.5		DNP 1.5	DNP 1.3	DNP 1.8	DNP 2.2	DNP 2.6	
Greystone Gray #63666F	Text	Text	Text	Text			Text	Text	Text	Text
	AA 5.7	AA18 3.6	DNP 1	DNP 1.5		DNP 2	DNP 2.7	AA18 3.5	AA18 4.1	
Dark Gray #989AA5	Text	Text	Text	Text	Text			Text	Text	Text
	DNP 2.8	AAA 7.5	DNP 2	DNP 1.3	DNP 2		DNP 1.3	DNP 1.7	DNP 2	
Medium Gray #B2B4BE	Text	Text	Text	Text	Text	Text			Text	Text
	DNP 2	AAA 10	DNP 2.8	DNP 1.8	DNP 2.7	DNP 1.3		DNP 1.2	DNP 1.4	
Light Gray #C9CAD4	Text	Text	Text	Text	Text	Text	Text			Text
	DNP 1.6	AAA 12.8	AA18 3.5	DNP 2.2	AA18 3.5	DNP 1.7	DNP 1.2		DNP 1.1	
Bright Gray #D9DAE4	Text	Text	Text	Text	Text	Text	Text	Text		
	DNP 1.3	AAA 15.1	AA18 4.1	DNP 2.6	AA18 4.1	DNP 2	DNP 1.4	DNP 1.1		

AAA Pass, AAA (7+)
 AA18 Pass, Large Text Only (3+)
 DNP Does Not Pass

Typography

Design typefaces

Typography plays a crucial role in shaping our visual identity. When applied consistently, it becomes a distinctive element of our design. Our typographic approach integrates human touch, academic tradition, and practical functionality to enhance visual appeal and establish a clear information hierarchy for the reader.

For headlines, callouts, and quotes, we use Source Serif. This open-source serif font features a broad range of characters, supporting both Latin-based and Cyrillic languages.

For other text, we employ Inter, a geometric open-source sans serif font that ensures balance and clarity in our communications.

Both fonts can be activated through **Google**:

Source Serif

<https://fonts.google.com/specimen/Source+Serif+4>

Inter

<https://fonts.google.com/specimen/Inter>

Source Serif

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Inter

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Use Source Serif Pro Regular for

- H1 Headlines
- Callouts
- Quotes

Use Source Serif Pro Semibold for

- H2 Subheads

Use Inter Light for

- Body copy

Use Inter Regular for

- H3 Subheads
- Body copy
- Bullets
- Captions

Use Inter SemiBold for

- Numbers
- Intro

Use Inter Bold for

- Body copy subheads
- Eyebrows

Hierarchy considerations

Use these guiding principles when setting copy to ensure brand recognition and clear information hierarchy for readers.

EYEBROW INTER BOLD

H1 Headline in Source Serif Pro Regular

H2 Subhead in Source Serif Pro SemiBold

Intro copy in Inter SemiBold sit, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Body Subhead Inter Bold.

Body copy Inter Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. aUt wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in body selections in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore. Duis autem vel eum iriure dolor in body selections in hendrerit in vulputate velit esse molestie consequat, vel illum dolore.

H3 Subhead in Inter Regular

Body Subhead Inter Bold.

Body copy Inter Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam:

- Quis nostrud exerci tation
- Ullamcorper suscipit lobortis
- Nisl ut aliquip ex ea commodo

“

Quote in Source Serif Pro SemiBold
Italic Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

— Caption Subhead in Inter Bold
Caption body copy Inter Regular

Alt Body Copy Subhead in Inter Bold

Alt Body copy in Inter Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. aUt wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

78%

Caption Subhead in Inter Bold
Caption body copy Inter Regular

Photography

Introduction and basic principals in the photography

Our approach to photography is distinct and unmistakably our own, seamlessly aligning with our broader visual identity. When capturing the architecture and environments of our university campuses, we emphasize strong composition and natural light, highlighting the unique qualities and inherent beauty of our locations. Our landscape photography is designed to inspire a sense of wonder and intrigue, inviting viewers to explore further.

In selecting photos of our students and staff, we prioritize moments of genuine connection—scenes that depict collaboration, focus, and engagement in work, study, or other activities. We choose images that tell a clear story, evoking a sense of belonging and a strong desire to be part of our vibrant, enthusiastic community.

For photo requests please contact:
Carlo de Jesus, Director of Digital Storytelling
Carlo.deJesus@marist.edu



Patterns

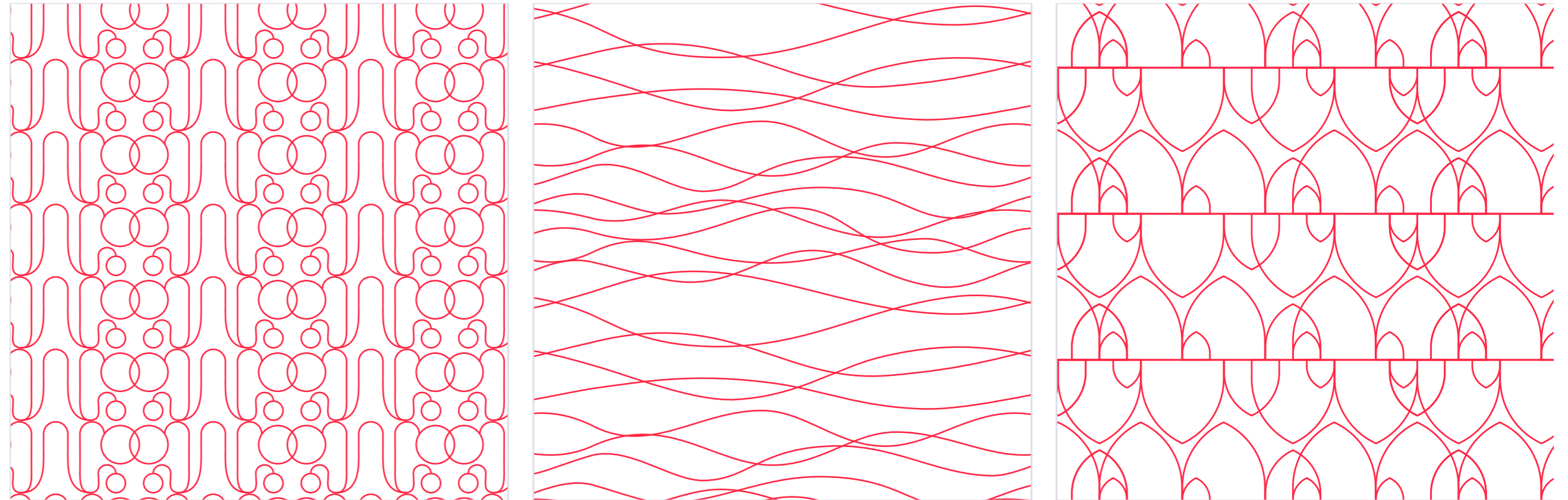


Introduction

Our patterns draw inspiration from the Marist Script M, the iconic shield shape, and the natural beauty of the Hudson River.

When designing for print or digital media, use these patterns to brand surfaces and panes effectively. Depending on the desired effect, you can apply Marist Red or Reynard Red color, with the option to incorporate gray neutrals for a more subdued look.

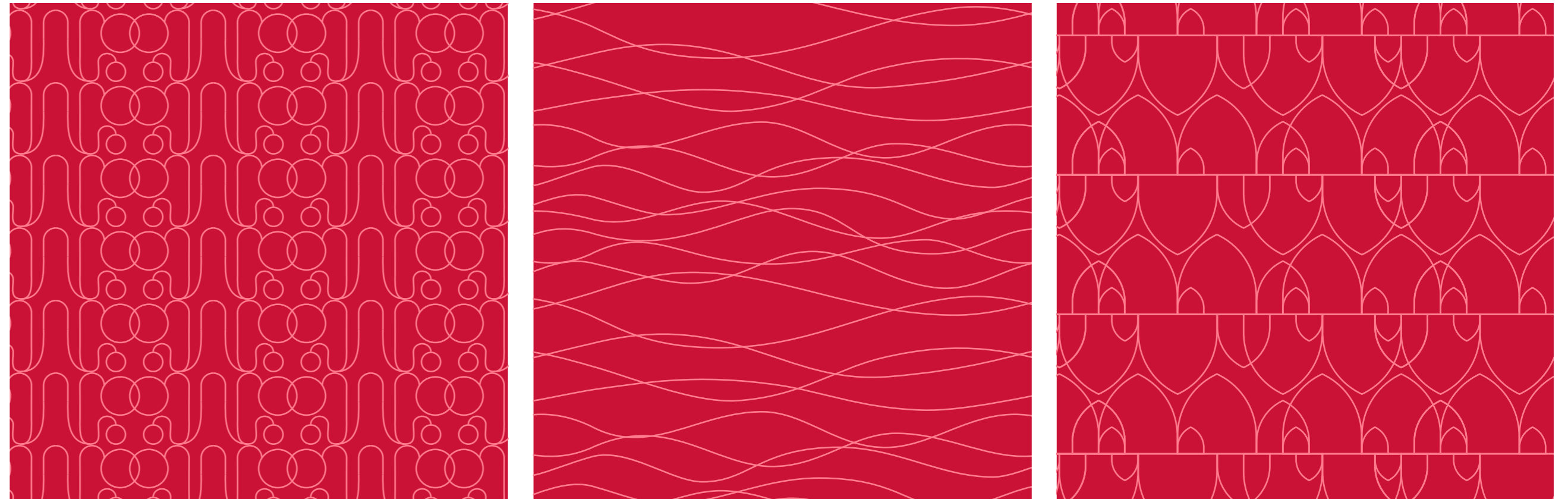
This approach allows for versatile branding that aligns with our visual identity while enhancing the overall aesthetic.



Inverse pattern

When creating an inverse version of the pattern, we ensure there is sufficient contrast between the background and the pattern lines.

For example, Marist Red as a background pairs well with a 60% opacity of Marist Reynard color, creating a harmonious and visually striking effect.



Charts and graphs

Main principles

When creating charts and graphs, we prioritize using our main color palette: Marist Red and Reynard Red. If additional colors are needed, we incorporate them in the sequence shown in the illustrations on the right, ensuring consistency and alignment with our visual identity.

Fig. 23 Subhead Inter Bold 10/15.
Body Copy Inter Regular 10/15. Lorem ipsum dolor sit amet, consectetur

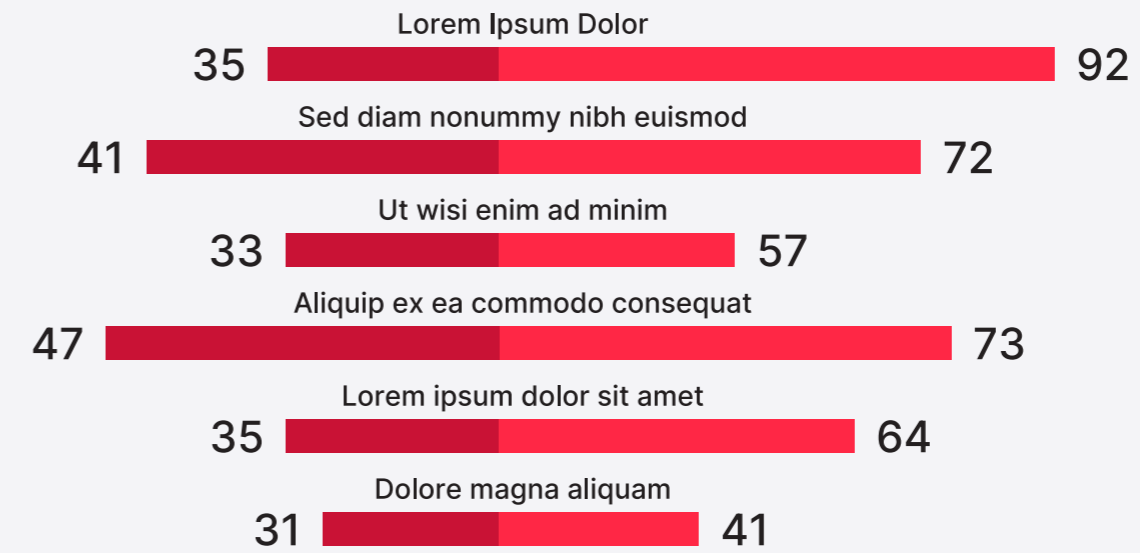
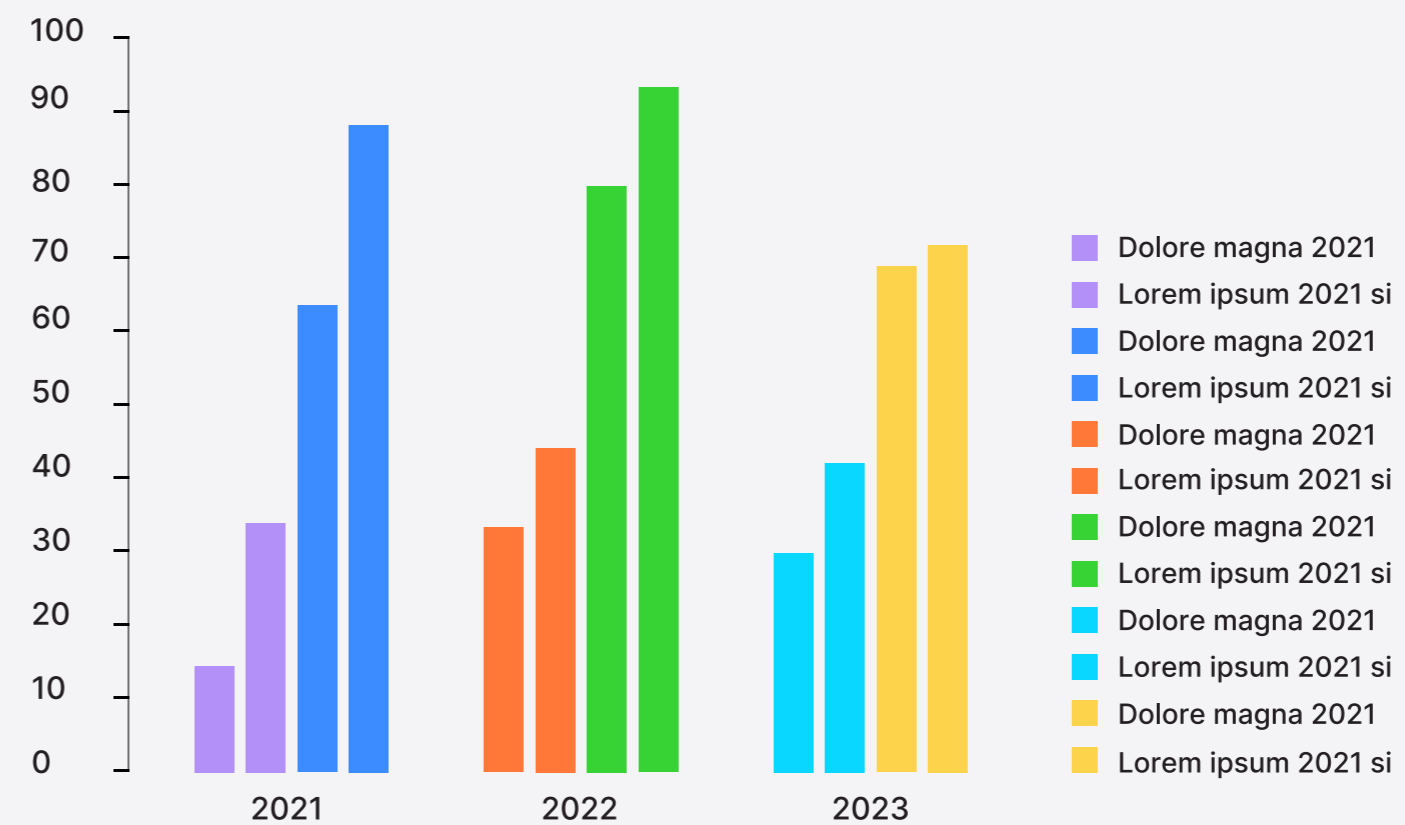


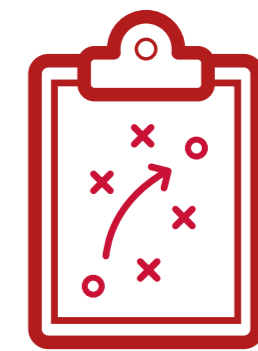
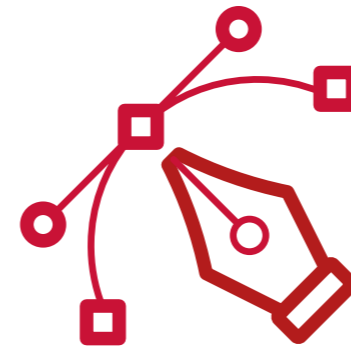
Fig. 24 Subhead Inter Bold 10/15.
Body Copy Inter Regular 10/15. Lorem ipsum dolor sit amet, consectetur



Iconography

Style

Our iconography style is inspired by the rounded curvature of the shield shape. The elements within each icon are divided into two color groups, adding an extra layer of recognition and visual interest. This approach enhances the distinctiveness of our icons while maintaining a cohesive look across our branding.



Graphic motif

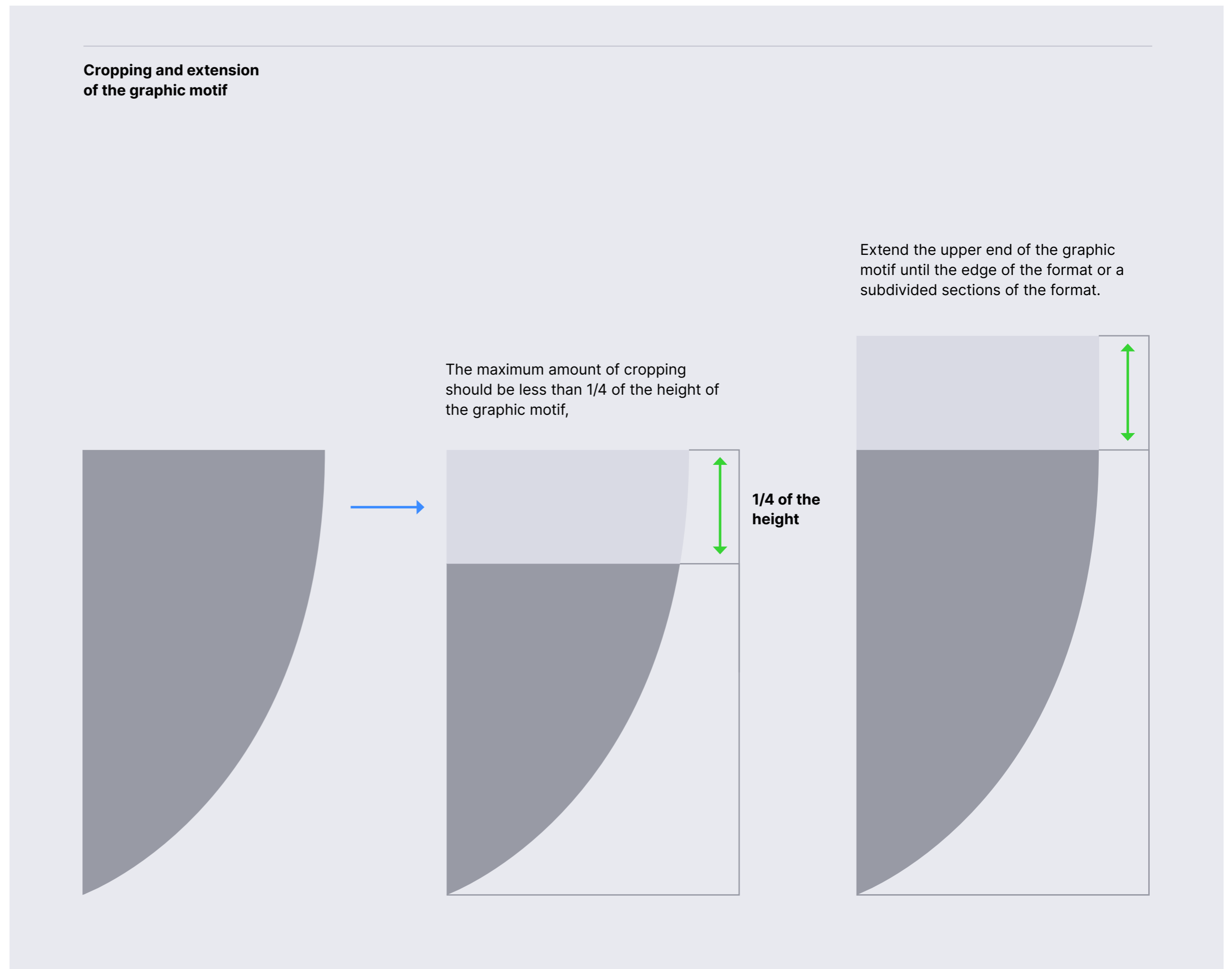


Introduction and cropping

The graphic motif is a powerful tool for creating recognition and consistency across our branding materials. Inspired by the shield shape in our logo, this motif is strategically used to reinforce brand identity. We apply it sparingly, reserving it for key elements such as covers, dividers, and focal points.

This selective use ensures that the motif remains impactful, drawing attention where it matters most while maintaining a cohesive and polished look throughout our materials. By integrating the motif thoughtfully, we enhance the overall visual harmony and reinforce the brand's identity across all touchpoints.

To ensure that the motif remains recognizable, we adhere to simple rules of cropping and extensions, as illustrated in the graphic on the left.



Using the Golden Ratio grid

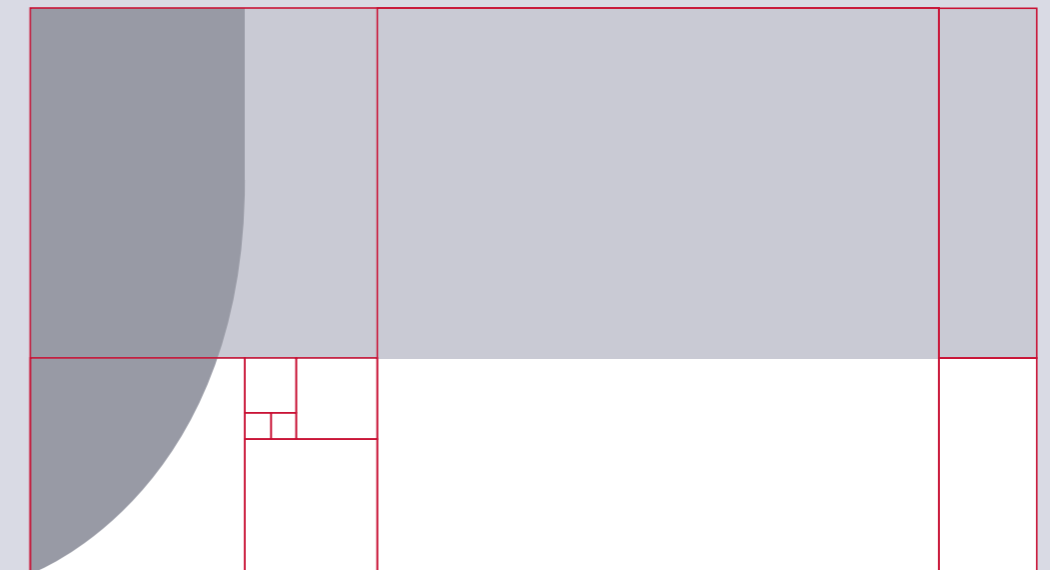
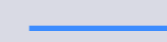
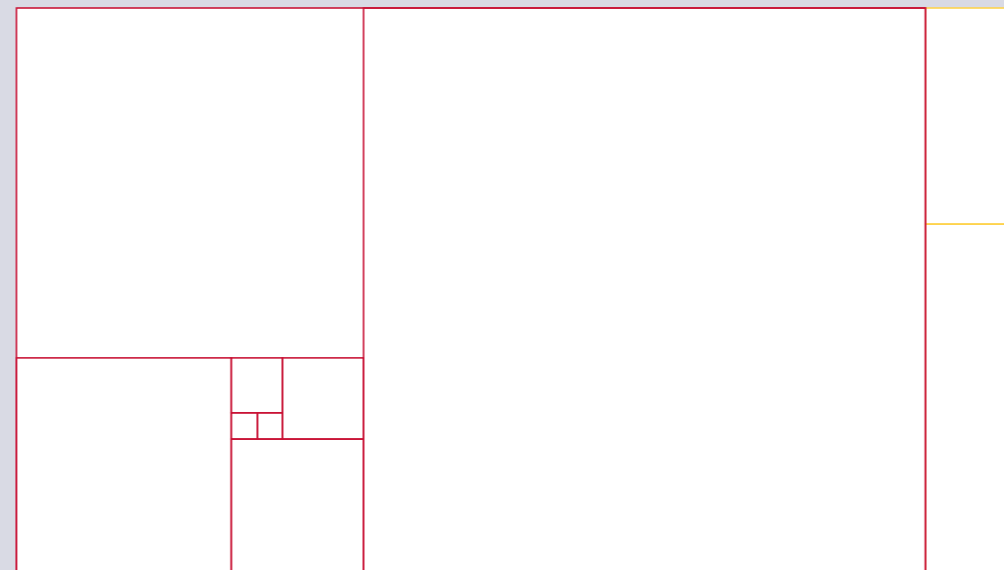
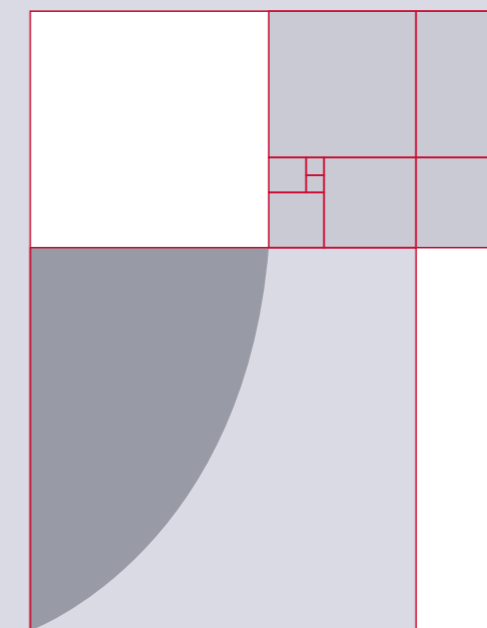
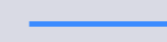
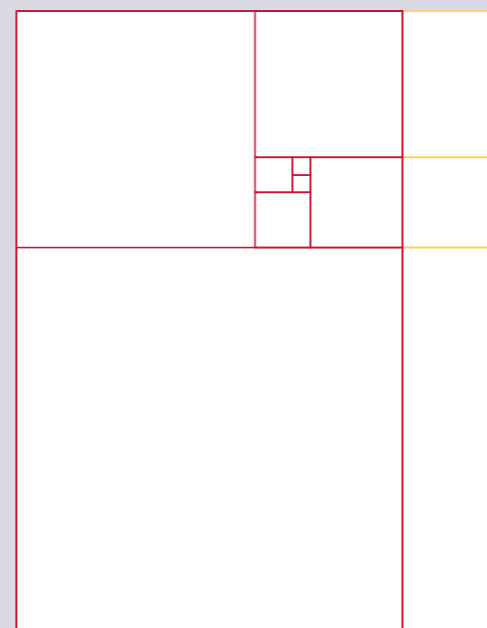
To emphasize academic tradition in our design, we utilize the Golden Ratio grid system. By subdividing the format according to this grid, we create a visually appealing structure that establishes a clear sense of hierarchy and order for the content.

We use a single graphic motif per view, which spans the entire height of the format or the height of the subdivided area.

Use golden ratio grid to subdivide the format

Extend the golden ratio grid to cover the upper edge of both the horizontal and vertical formats. For any areas of the format not covered by the grid, subdivide these sections following the grid's proportions.

Use the subdivided areas to create distinctive panes for displaying the logo, messages, photography, or patterns.

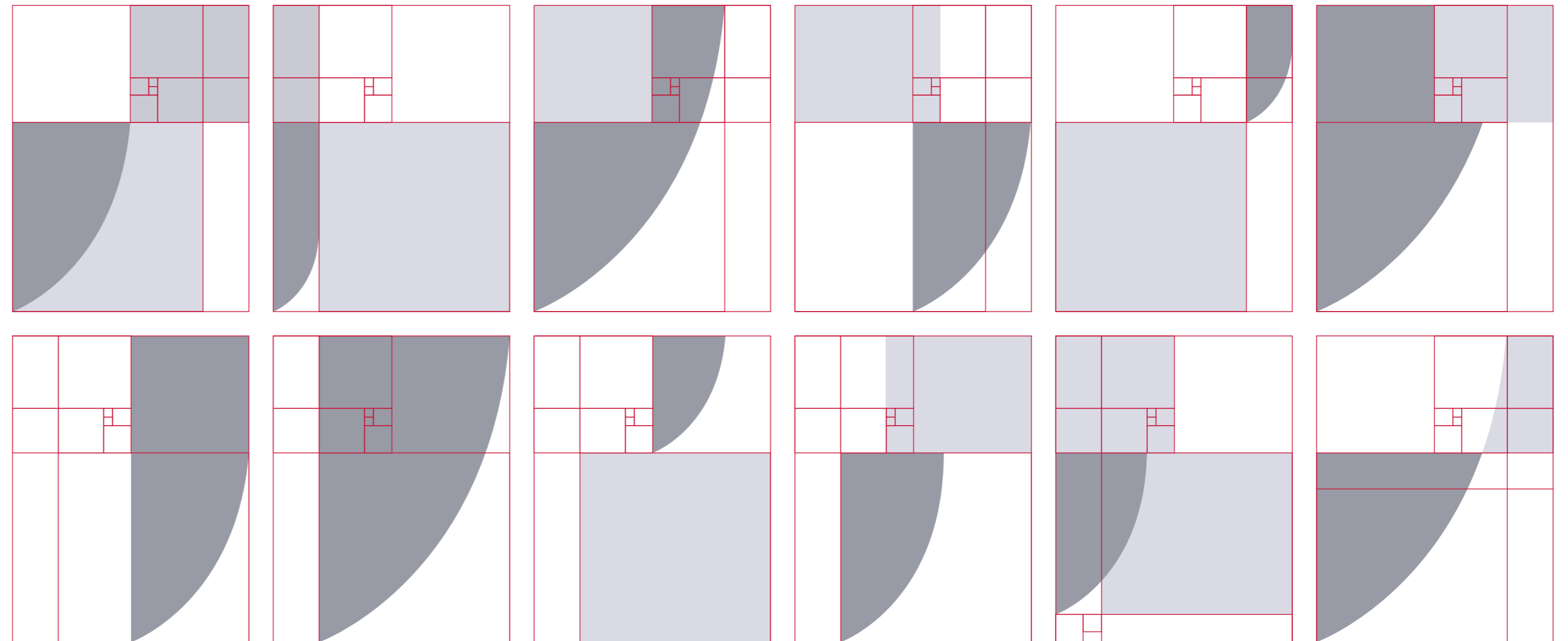


Applying the Golden Ratio grid to vertical layouts

The Golden Ratio grid is a versatile and flexible tool for creating structured and systematic layout systems. When applying this grid to a format, the goal is to match the document's grid as closely as possible to the Golden Ratio.

By mirroring the Golden Ratio grid, additional layout variations can be created. This approach allows for pre-planning the placement of elements like logos, headlines, and photography.

Using primary colors further enhances visual distinction between the subdivided areas of the format.

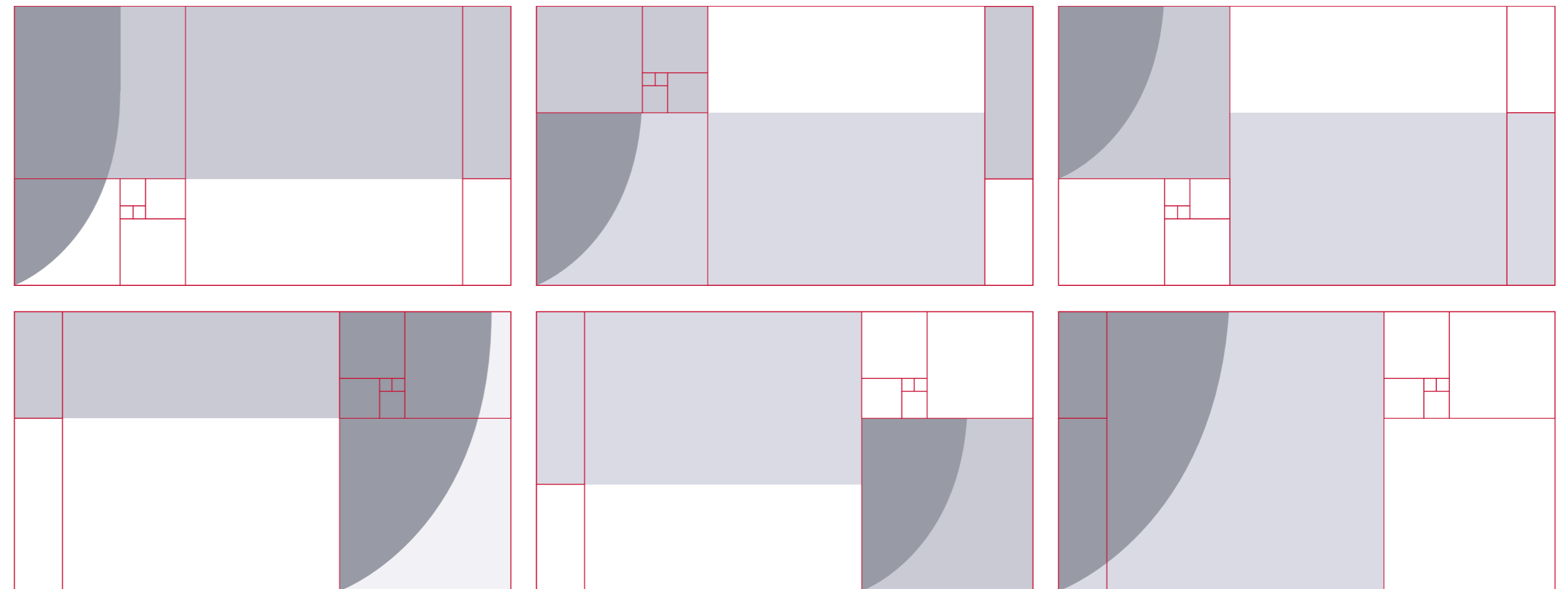


Applying the Golden Ratio grid to horizontal layouts

The Golden Ratio grid is a versatile and flexible tool for creating structured and systematic layout systems. When applying this grid to a format, the goal is to match the document's grid as closely as possible to the Golden Ratio.

By mirroring the Golden Ratio grid, additional layout variations can be created. This approach allows for pre-planning the placement of elements like logos, headlines, and photography.

Using primary colors further enhances visual distinction between the subdivided areas of the format.



Stationary

STATIONARY

Standard Letterhead

Letterhead for official college use.

The primary logo is .5" high, centered on the page, and .1/2" from the top.

SIZE: 8.5" x 11" Letter

PAPER: Strathmore Writing, Ultimate White

WEIGHT: 24 lb. Writing. 25% Cotton

HEADER/FOOTER: PMS 186c/Cool Grey 10c

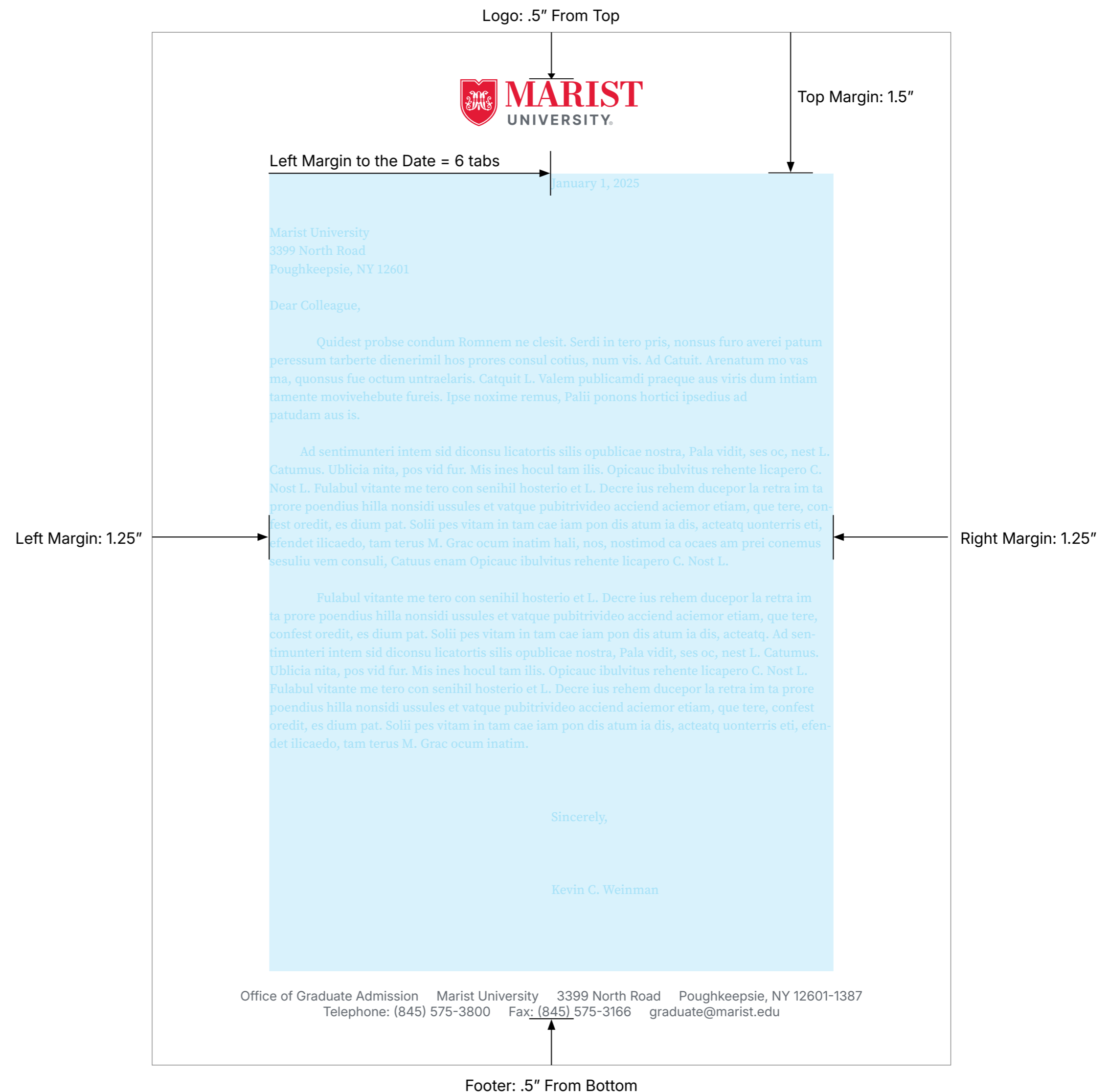
FOOTER TEXT: 10pt Inter Regular

LEADING: 14pt

Recommended body text placement in blue shaded area as per margin notes.

To maintain graphic continuity, all official letterhead, envelopes, name tags, and business cards are to be ordered through the Digital Publications Center.

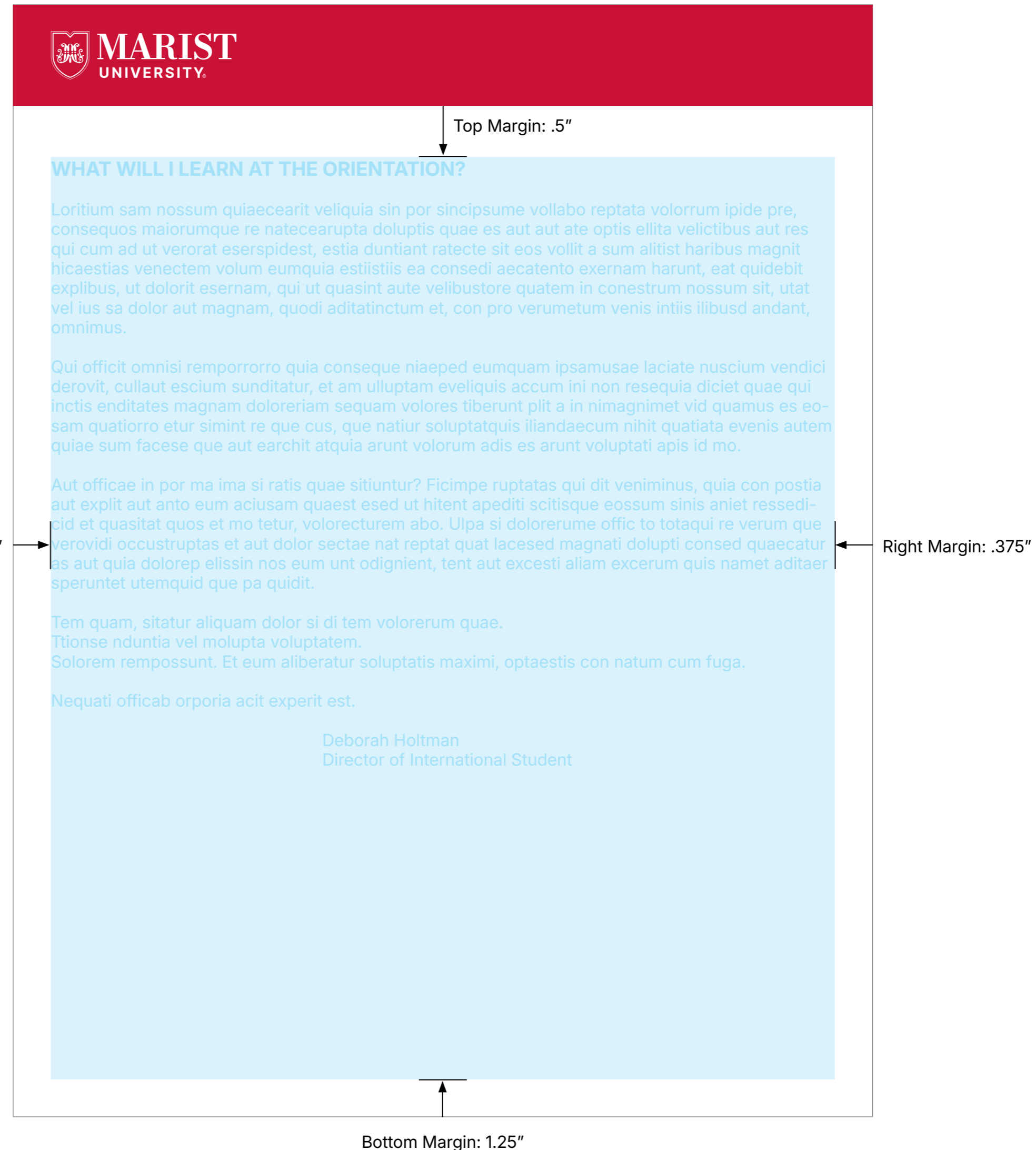
The school, office, or department name should be included along the bottom of the page, along with the address and other contact information.



Secondary Letterhead

The secondary letterhead is not used for mailings, but for information/fact sheets or other information items usually on office display or for distribution at events. The red (PMS 186 C) banner at top, and the white “MARIST” logo, are pre-printed. No other white type is possible in the red panel if this style is to be printed: the type must be black.

For printing purposes, the red panel at top is a fixed item (it has been pre-printed, as noted above), and cannot be extended downward to accommodate a larger headline. As such, any text/heading included alongside the white logo must fit within the top and bottom alignment of the logo (baseline and cap height of the logo).

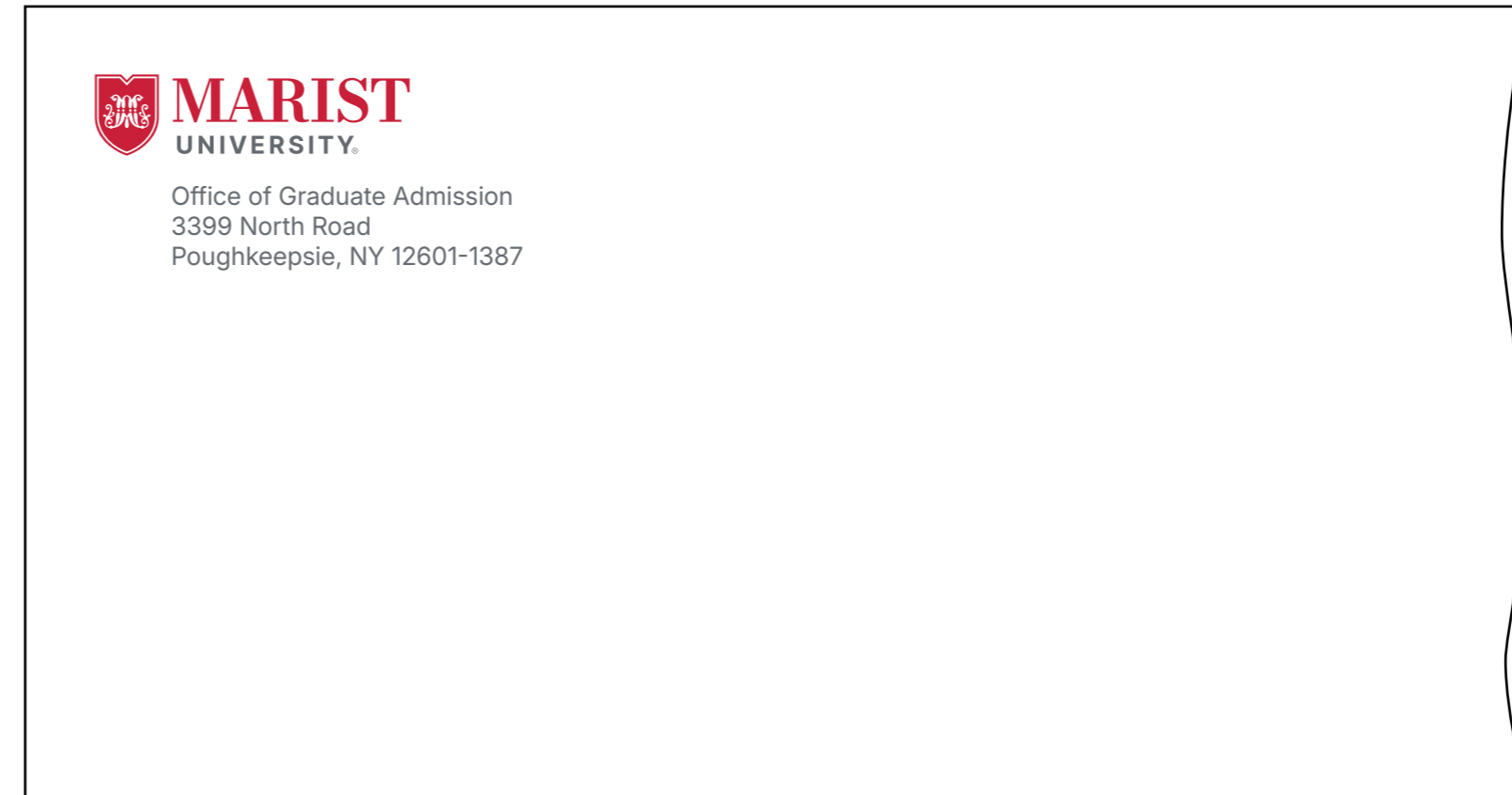


Envelopes

The #10 envelope (regular and window)

Logo and return address on front (flush left) are required by the Post Office to ensure return mail.

#10



The executive envelope

Used exclusively by the President's Office and select executive-level offices, the Executive envelope uses an engraved MARIST UNIVERSITY logo centered vertically on the left side. The office return address is placed at top left, flush left orientation.

Return addresses for both #10 and Executive envelopes are set in 10pt Inter Regular font (12pt leading), flush left, upper/lower case.

- MARGINS: .375" from upper left corner
- LOGO: 1.75"w
- ENVELOPE SIZE: 9.5" x 4.125"
- PAPER: Strathmore Writing, Ultimate White.
- WEIGHT: 24/60lb. 25% Cotton.
- PRINTING: PMS 186c, cool grey 10c

EXECUTIVE



For executive mailing: 24lb. white

For general mailing: white wove commercial

Name Tags

The College's name tags have at most three lines, usually name and title, but they sometimes include department name below the title.

The Marist 'M' | Marist Logo is 1/4" high and separated by a 0.5" line. The paired icons are centered 1/4" from the top of the name tag.

Name tag specifications

- 3.0" x 1.5" with rounded corners
- FINISH: Brushed metallic
- NAME: 18 pt. Inter Semibold, centered
- TITLE: 12 pt. Inter Semibold, centered
- SCHOOL/DEPT: 12 pt. Inter Semibold, centered
- 16pt Leading Between Title and School/Dept

Note:

If the name tag requires a third line for a school or office, the text block should be re-centered between the logo and the bottom of the tag. The font size of the school or office is 10pt Myriad Regular with 12pt leading.



Business Cards

Marist business cards use an engraved logo. No other logo or language should be used on the Marist business card.

Specifications

- 3.5" x 2.0"
- 1/4" Margins
- PAPER: Strathmore Bristol, Ultimate White
- WEIGHT: 88 lb.
- PRINTING: 3 Colors. PMS 186 C, Cool Grey 10, Black
- Font: Inter
- "Name/Grad Year" is Bold
- "Title" is Italic
- Font: 9pt
- Leading 12pt

Department/Office: Primary logo above, department/office listed below name/title/pronouns



School: Primary logo with horizontal lock-up above, program(s) listed below name/title/pronouns



Note: this logo-lockup option is reserved for use by the academic schools; departments should not use this option and should use the template above

Email Signatures

The Marist logotype (or Athletics logotype, if it applies to that particular department) should be the only icon added below names.

- Names appear in bold.
- Grad year if applicable.
- Titles appear in italic.
- Choice of pronoun(s) is optional. When used, they should appear below the title line.
- Everything else should be set in roman.
- Marist logo links to the Marist website.
- Social media icons link to their respective Marist pages.
- Disclaimers should appear below the social media icons.

Lengthy titles that are several letters longer than the address line should be split at logical points into two or more lines. If web addresses or links are added to the email signature, blue underline of hyperlink is acceptable. Please do not use alternate colors.

For questions concerning proper pronoun usage and abbreviations visit www.pronouns.org.

Note: Please do not include additional quotes, artwork, emojis, etc.

Standard Signature

Name Grad Year

Title
Pronoun(s)
Marist University
3399 North Road, Poughkeepsie, NY 12601
(845) 575-0000 x1234
(845) 575-0000 cell
email@marist.edu



Basic Signature

Name Grad Year

Title
Marist University
(845) 575-0000 x1234
(845) 575-0000 cell
email@marist.edu



Departmental Signature

Name Grad Year

Director of Media & Instruction Technology
Media Center/ LT205
Marist University
3399 North Road, Poughkeepsie, NY 12601
(845) 575-0000 x1234
(845) 575-0000 cell
email@marist.edu



School Signature

Name Academic Credential Grad Year

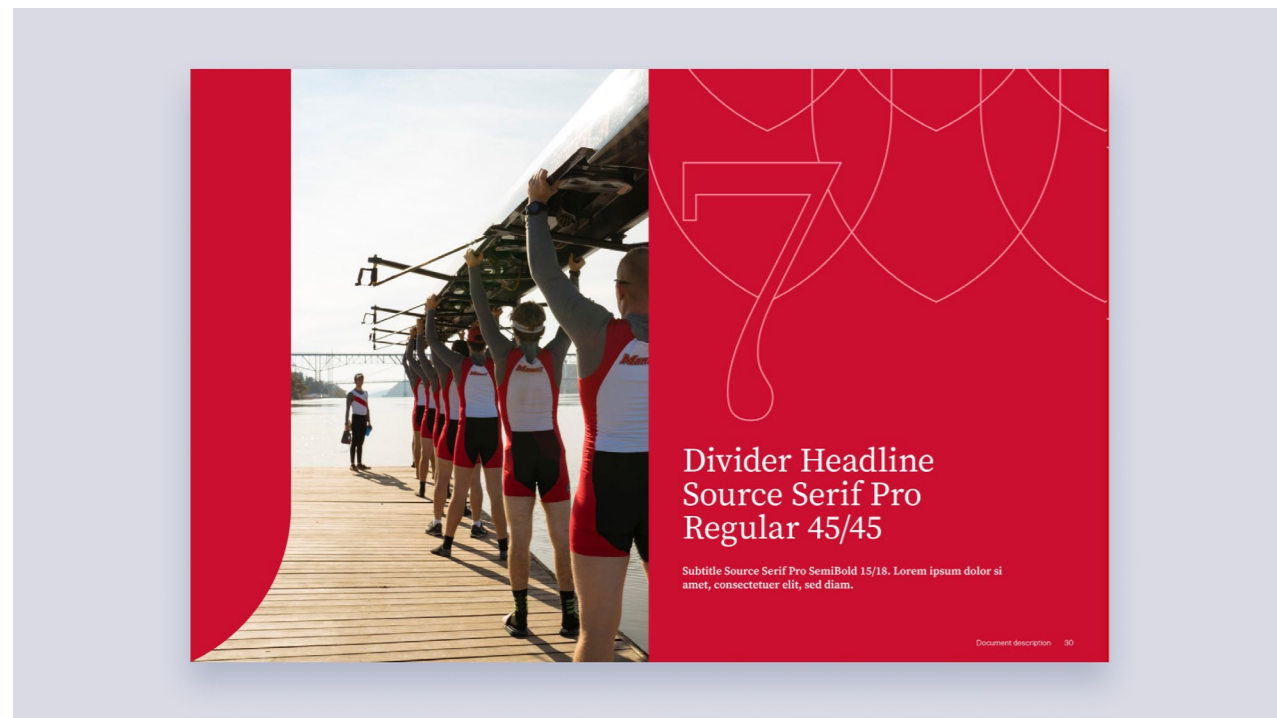
Dean
School of Management
Marist University
3399 North Road, Poughkeepsie, NY 12601
(845) 575-3225
email@marist.edu
som.marist.edu



Applications

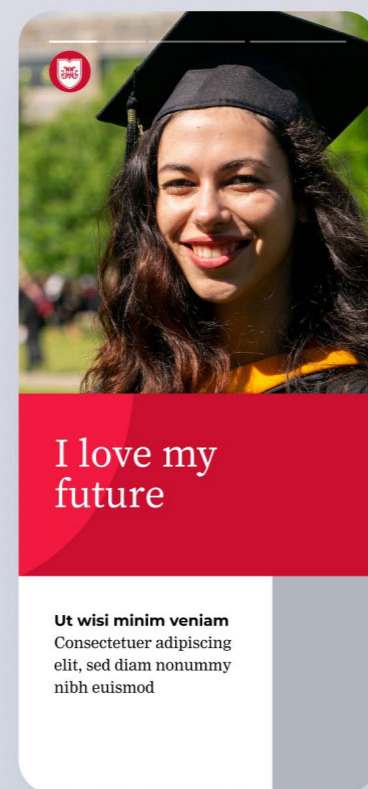
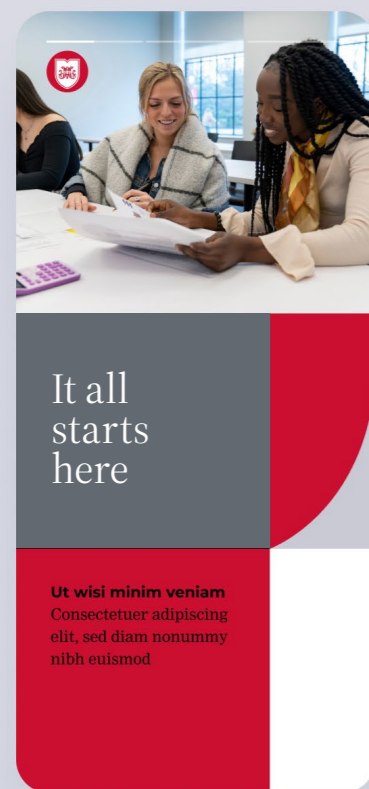
Print inspiration gallery

Use these inspirational layouts as guiding principles for all future print design projects.



Digital inspiration gallery

Use these inspirational layouts as guiding principles for all future digital design projects.



Editorial Styles

Editorial Styles

There are many style manuals governing standards for grammar, capitalization, and punctuation—academics, technicians, and writers all have specialized citation/style guides. Please be consistent in the use of any one of these sources.

Marist’s written materials generally follow The Associated Press Stylebook (AP) guidelines and the spellings in Merriam–Webster’s Collegiate Dictionary. Exceptions are noted below.

A

abbreviations

If the name represented by an abbreviation may be unknown to some readers, always write out the full name on first reference. Use abbreviations in running text only when part of official names. See acronyms, academic degrees, and time.

academic courses

Capitalize the main words in titles of specific courses, but not names used in a general sense. Do not use quotes.

Economics 200

Science 101

economics class

Capitalize all nouns and adjectives referring to languages, countries, and nationalities.

A French course

An English major

Black culture

academic degrees

Capitalize the main words in the names of degrees when they are spelled out and capitalize abbreviations of degrees. There are no spaces between elements and no periods between abbreviated letters.

Bachelor of Arts–BA

Bachelor of Science–BS

Master of Arts–MA

Master of Science–MS

Doctor of Philosophy–PhD

The capitalization of names of degrees should match the registrar’s official degree list, **also found on marist.edu**. Do not capitalize academic degrees used in a general sense. Note that bachelor’s and master’s end in ‘s.

an associate degree

a bachelor’s degree

a master’s degree

a doctoral degree or a doctorate

In references to degrees, the word “degree” is never capitalized.

She earned her Master of Business Administration degree.

Make plural abbreviations of degrees – and do not use periods between letters.

MAAs, PhDs, MBAs

Capitalize names or abbreviations of academic degrees and honors following a personal name.

John Doe, DPT

James Trillburn, Woodrow Wilson Fellow

Abbreviate degrees when used following a name, but spell them out in the first reference in the text.

Her daughter received a Bachelor of Arts.

Christopher Jones, PhD

academic majors and minors

Do not capitalize names of fields of study, options, curricula, major areas, minors, major subjects, or programs unless a specific course is being referred to or if using names of countries, nationalities, historical periods, and languages.

a student majoring in political science

a student majoring in criminal justice

a student majoring in English

academic programs

The term “program” should be used to refer to approved academic majors, minors, certificates, graduate fields of study, or degrees. It should not be capitalized unless used as an official part of a title.

The science program offers a specialization in biotechnology.

The Honors Program was implemented in 2000.

acronyms

Avoid on first reference. Job titles and names of organizations, centers, buildings, forms, tests, and other objects are generally spelled without periods. See AP Stylebook.

CEO, SAT, GRE

Make acronyms plural without apostrophes

CEOs, GREs, IDs

addresses

In running text, spell out addresses and state names. Note: States following cities are parenthetical and require commas before and after. Spell out the names of numbered streets from first through ninth.

They visited Fifth Street in Poughkeepsie, New York, on their last trip.

alma mater

Do not italicize or capitalize unless referencing the formal song.

alumnus, alumni

Alumnus is the singular, masculine form. Alumna (singular) and alumnae (plural) are for feminine forms. Alumni is plural for a group of graduates. Alum is a singular, gender-neutral option and is also OK for informal uses.

When referring to alumni use a graduation year. Include name, a back quote with the grad year, and “M” for master’s degree or “DPT” for doctorate in physical therapy when applicable. Do not use MBA, MPA, or PA, or any less commonly known degrees when you can spell out degree type in running text. In a list, MPA and MBA are acceptable uses.

John Doe '06
John Doe '06DPT
John Doe '06M

Marist uses a “P” to indicate when someone is a parent. For more than one degree use a “/” and no spaces. If a person has multiple degrees from Marist, use the most recent two degrees unless space allows for more.

John Doe '06/'09M/'20P
Joe Doe '22M/'25DPT

ampersands (&)

Use ampersand if it is part of the brand or formal name, e.g., U.S. News & World Report. Use “and” not ampersands, including in dates and the names of Marist schools and departments.

The School of Communication and the Arts
The Department of Housing and Residential Life
Sept. 25 and Sept. 26

apostrophes

Avoid use for multiple capitals, numerals, but use for plurals of a single letter.

RNs
x's and y's
A's and B's
1990s, 1980s (see decades)

B

Board of Trustees

Capitalize Board of Trustees, Board, and Trustees when referring to the Marist University Board of Trustees, even when the terms are used as standalones. Do not capitalize when referring generically to a board or trustees.

The Marist University Board of Trustees
The Board voted Friday at Marist.
Trustees met at Marist Wednesday.
Groups of college trustees from around the country gathered.

broadcasting stations

Abbreviate the names of broadcasting stations, but omit periods and spaces.

WPDH-FM WRGB-AM

buildings

The names of institutions and buildings are capitalized, and when formal, use the full name. The generic form is lowercase when used alone.

The Murray Student Center; the student center

The James A. Cannavino Library; the library

Official names of rooms are capitalized.

The Cabaret

The Margaret Mair Room

bulleted lists

Capitalize the first word following the dash or bullet. Use periods at the end of each sentence in a bulleted list. Use no punctuation at the end of a single word or single phrase in each section of a list. Do not use semicolons.

Examples:

There are many ways a student can excel at Marist:

- *They can study abroad.*
- *They can choose combinations of majors and minors.*
- *There are many immersive and experiential learning opportunities.*
- *Internships are also available.*

The student has already taken:

- *A general math course*
- *An advanced physics course*
- *Three language courses*

C

campus

Do not capitalize the word “campus” in terms such as main campus, east campus, Florence campus, etc.

capitalization

Uppercase the word “University” when referring to Marist.

Marist University is located in the Hudson River Valley.

The University offers several majors.

Lowercase the word “college” when it refers to another institution without their formal name, or when it is used in a generic sense.

Vassar College is also located in Poughkeepsie.

The college is nationally recognized.

A general rule is that official names are capitalized; unofficial, informal, shortened, or generic names aren’t. This rule applies to names of offices, buildings, schools, departments, programs, centers, institutes, etc. Phrases such as “the center,” “the institute,” or “the museum” are not capitalized.

The Office of the Registrar

the registrar’s office

the registrar

Capitalize official names of bulletins, forms, conventions, conferences, symposia, etc.

Student Handbook

Financial Aid Transcript

EDITORIAL STYLES

Capitalize official course titles (except for articles, prepositions, and conjunctions), whether or not the course number is used.

E201 Intro to Microeconomics

S250 Graphic Design I

Professor Fitzgerald is teaching Chemistry of the Hudson River this spring.

Names of seasons, academic periods, and one-time events are generally not capitalized.

summer session

spring semester

orientation registration

spring break

the 2024 fall semester

chair

Use in all cases (not chairman, chairwoman, or chairperson).

commas

Use the serial (Oxford) comma (the final comma before "and," "or," or "nor") in a list of three or more items.

red, white, and blue flags

If items in the series contain commas themselves, use semicolons between all items.

The letters she wrote are dated August 7, 1918; May 12, 1935; and January 4, 1965.

When following a person's name, qualifiers such as PhD and MD are preceded by a comma. A second comma follows the qualifier in running text.

Richard Lewis, PhD

The opening remarks by Richard Lewis, PhD, set the tone for the conference.

However, qualifiers such as Jr., Sr., and III are not set off by commas.

Martin Luther King Jr.

Charles Smith III

Set off the year when using dates with commas on both sides only if a day of the month precedes it.

January 29, 2027, is the deadline.

January 2026 is the deadline.

Set off a parenthetical (nonrestrictive) expression with commas on both sides.

Note that states following cities are parenthetical and require commas before and after.

The study, it was believed, had been falsified.

The members of the class, generally speaking, were happy to be there.

They visited Hyde Park, New York, on their last trip.

Commas appear after, not before, an expression in parentheses (like this), and they always go inside quotation marks.

Correct: Frankie (our mascot), who is a fox, used to be Shooter.

Incorrect: Franking (our mascot,) who is a fox, use to be Shooter.

Correct: "This is the best falafel," Professor Smith said.

Incorrect: "This is the best falafel", Professor Smith said.

commencement

When referring to the formal name of the ceremony, use the full title and capitalize.

Otherwise, lowercase.

The 79th Marist University Commencement Ceremony was well attended.

Each year, commencement celebrates our graduates.

course listings/titles

Each course has a course number and course title, which is always capitalized (even if the course is referred to without the number). There is no punctuation between the course number and course title.

S101 Elementary Composition I

coursework

One word.

curriculum/curricula

Curriculum is singular. Curricula is plural.

D

dashes, em (—)

Use an em dash to relay a break in thought or to separate an idea or phrase in a sentence. Use spaces on either side of the em dash. The em dash is the longer dash (“—”) as compared to the shorter en dash (“–”).

Correct: The ceremony — held on the green — was a huge success.

Incorrect: The ceremony--held on the green--was a huge success.

Incorrect: The ceremony-held on the green-was a huge success.

Use an em dash followed by a space for the source of a quote.

Correct: “Marist is a wonderful place.” — Daryl Jones ‘15

Incorrect: “Sacred Heart is a wonderful place.” -- Daryl Jones ‘04

dashes, en

Use an en dash (the shorter dash) to indicate sequential order or a number range. Do not use spaces on either side of an en dash. Do not use a single or double hyphen in place of an en dash.

May 16–17

1,200–1,400 students

4–5:30 p.m.

2026–27

dates

Only abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when used with a date. Do not abbreviate March, April, May, June, or July. Use numerals for years. Use no punctuation if listing just the month and the year, but set the year off with commas if using the day of the month. Do not shorten the days of the week unless in a list.

May 1990

Feb. 5, 1995

Join us Wednesday, Jan. 17, for a celebration.

Decades may be referred to in any of the following ways:

the 1990s

the ‘90s

the nineties

division I or DI

When referring to Division I athletic teams, do not use the numeral 1. Use the a capital I. Do not use a hyphen between D and I when shortening. Spell out on first use.

E

ellipsis

Use the three dot sequence with no spaces to indicate that something has been left out of a sentence or passage.

Correct: The prerequisite class ... is required for all students.

Incorrect: The prerequisite class . . . is required for all students.

email

Lowercase the e of email. In the email address, do not use capital letters in the name and in the "M" in @marist.edu

emeritus

Emeritus is the singular, masculine form. For references to women, use emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group that is composed of men only or of more than one gender. Emeritus is lowercase, unless used before a name as a formal title.

professor emerita of art

professors emeriti

faculty emeriti

Dennis Murray, president emeritus

President Emeritus Dennis Murray

entitled

Use it when you mean a privilege to do something; do not use it in replace of titled.

Esports

Use capital E. Do not follow AP style.

F

federal, federal government, federal agencies

Lowercase except in proper name, like Federal Bureau of Investigation.

first-year student

Avoid the terms freshman and freshmen, and use first-year student/s.

Hyphenate when modifying, unless it is a formal program title.

First Year Seminar vs. first-year housing.

fraternal groups

Capitalize the names of fraternities and sororities but not the words "fraternity," "sorority," or "chapter."

Marist chapter of Phi Beta Kappa fraternity

full time/full-time

Hyphenate as an adjective before the noun; otherwise use two words.

fundraising/fund-raising/fundraiser

Hyphenate as an adjective before the noun; otherwise, use one word. Fundraiser is one word.

Fundraising helped pay for the statue.

The fund-raising team excelled at the fundraiser.

G

grade point average (GPA)

Do not hyphenate. Do not use periods in abbreviation (GPA). Use all caps.

graduates with honors

Do not italicize nor capitalize commonly used Latin words.

cum laude

summa cum laude

magna cum laude

groundbreaking

One word as adjective or noun.

H

health care

Our style — aligned with AP Style and the Webster dictionary — is to use two words, and there is no hyphen (neither the noun nor the adjective).

Health care costs, (not health-care costs)

An exception is made when healthcare is in the company name, program, or building.

Hudson River Valley vs. Hudson Valley

Both are acceptable, but Hudson River Valley is preferred in marketing materials.

Poughkeepsie is in the mid-Hudson Valley (lowercase “mid” with a hyphen).

hyphens

Use hyphens in compound adjectives to prevent misreading.

The state-level review panel decided.

He is a well-known professor.

I

Inc., Ltd., Corp.

Commas are not required around such elements as part of a company's name.

The president of Acme Products Inc. was the first speaker

Institutions

A “the” preceding the name, if not part of an official title, is lowercase in running text.

If it is in the title, use uppercase.

the Bank of New York

the Princeton Review

Note exception: *The New York Times*

L

Liberty Partnerships Program

Note partnerships is plural. Program is singular.

M

mascot

The official name of our mascot is Frankie. See below for preferred uses

Red Fox family, Red Fox pride, Red Foxes

multicultural

One word.

N

Nelly Goletti Theatre

Use theatre only in proper name. In all generic references, use theater.

nonprofit

One word. Do not use not-for-profit.

numbers

Spell out numbers one through nine. Use numerals for 10 or more and for fractions; spell out numbers that begin a sentence, or rewrite the sentence.

Exceptions: Spell out numbers 10 and above if required to maintain consistency.

Last year, two of four students participated.

In 2004, more than 45 students received presidential awards.

Between six and eleven students would go to the interview.

In running text, when referring to dollar amounts in millions or billions, use the numeral and million, rather than zeros.

\$6 million (not \$6,000,000)

For ordinals, write out first through ninth. Use numerals for 10th or more (11th, 53rd).

O

off campus/on campus

Two words, but hyphenate as an adjective before a noun.

Ed lives off campus.

Ed has an off-campus apartment.

Sylvia works on camps.

Sylvia has an on-campus job.

P

percent

Use a % when paired with numerals, unless starting a sentence or a casual reference.

They asked 50% of the students, a 0.5% increase from last year.

One percent of the faculty attended.

He has a zero percent chance of passing.

phone numbers

Use parentheses around the area code in running text and addresses.

(614) 292-3980

pronouns

Growing numbers of people, including some transgender, nonbinary, agender or gender-fluid people, use they/them/their as a gender-neutral singular personal pronoun.

As much as possible, use they/them/their as a way of accurately describing and representing a person who uses those pronouns for themselves.

photo credits

Photo credit goes primarily to the photographer. If the photographer is unknown, provide the photo source. Contact the Marist digital media team for additional guidelines.

Marketing and Communication staff: Photo by Name/Marist University or Photo by Name 'year/Marist University

- *Photo by Nelson Echeverria/Marist University*
- *Photo by Yasir Olenja '24/Marist University*

Athletics Staff or Student Photographers: Photo by Name/Marist University Athletics

- *Photo by Nicholas Skidmore/Marist University Athletics*
- *Photo by John Doe '25/Marist University Athletics*

Photos by other members of the Marist Community: Photo by Name, Office/Year

- *Photo by John Doe '24*
- *Photo by Mary Jones, Center for Career Services*

For an unconfirmed photographer, reference the photo source:

Photo courtesy of Office/Organization or Name, Title/Year

- *Photo courtesy of Marist University Athletics*
- *Photo courtesy of John Doe '24 (e.g., a feature on John Doe and he shared photos but it is unconfirmed who took the photo)*
- *Photo courtesy of Mary Jones, Center for Career Services*

Q

quotation marks

In regular text, commas and periods always go inside the end quotation mark. Colons and semicolons always go outside the end quotation mark. Exclamation marks and question marks can go inside or outside the quotation mark depending on usage; place inside if it

applies to the quoted matter, outside if it applies to the whole sentence.

Who wrote "The Raven"?

He asked, "How long will it take?"

R

residence halls

Use the term residence hall to refer to first-year residences. Use apartment or townhouses to refer to upperclass housing, depending on housing type (e.g. Foy and Fulton townhouses and North End apartments). Do not use the terms "dorm" or "dormitory."

S

Saxbys

When referring to the cafe in Dyson, Saxbys is not a singular possessive (e.g. of the error: Saxby's). Cafe is not part of the company's name, but you can refer to the location as Saxbys cafe (lower case "c").

spacing

One space, not two, follows any mark of punctuation that ends a sentence.

states

See addresses.

Use New York state when necessary to distinguish the state from New York City.

student-athlete

Use to refer to students in athletic programs. Include a hyphen.

T

time

Use numerals in all cases and omit the zeros for on-the-hour times.

Use periods for a.m. and p.m. To avoid confusion, use noon and midnight instead of 12 p.m. and 12 a.m.

11 a.m. to 3 p.m.

8:30 a.m. to 5 p.m.

8 a.m. to noon

titles of people

Capitalize titles when they immediately precede a personal name. Titles following a personal name or used alone in place of a name are lowercase.

President Kevin C. Weinman

Kevin C. Weinman, president,

Professor Tom Lynch

Tom Lynch, professor,

Tom Lynch is a professor.

When preparing lists of faculty names with titles, spell out and capitalize the titles unless the list is long and space is at a premium.

titles of work

Italicize the proper titles of books, magazines, periodicals, movies, plays, albums, television programs, radio programs, and works of art.

In paragraphs of text, italicize the titles of major works of music, but do not italicize the individual movements/sections of the work.

Use quotation marks around titles of articles, songs, speeches, sermons, television episodes, radio episodes, and lectures.

Never italicize the Princeton Review as it is not a newspaper, magazine, or publication. However, its guidebook name is italicized.

The Princeton Review just released *The Best 389 Colleges* guidebook.

Always Italicize *Marist 100*.

U

United States, U.S.

Use United States as the proper noun, U.S. as the adjective. America refers to the continent, North or South.

V

W

Web addresses

The preferred way to share web addresses is to create a hyperlink over the text. Select the text, right click, click link, and type the URL in the address bar.

Correct: Visit Marist Housing and Residential Life

Incorrect: Visit www.marist.edu/student-life/campus/housing-residential-life

If you must use the URL, rewrite a sentence to avoid ending with Web address and avoid using punctuation that is not part of the URL.

Correct: Go to www.marist.edu to learn more.

Incorrect: Learn more at www.marist.edu.

website

One word.

well-being

Two words with a hyphen. Not well being or wellbeing.

Y

year

Use numerals and the closed single quotation when abbreviating to indicate class year. Don't use opening single quotation mark with abbreviations for years.

Class of '63 (note capital C)

Joe Smith '80

Z

