



University Brand

GUIDELINES

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This guide establishes Marshall University's branding, logo standards and procedures and is to be used by all university-affiliated departments and organizations. Contact University Communications at (304) 696-3958 or ucomm@marshall.edu if you have any questions or need additional information prior to starting a project.

- Any use of the Marshall University name or trademarks must follow established guidelines
- Materials in violation of these guidelines may not be distributed
- Electronic logo files will be provided by University Communications

WHY CONSISTENT VISUAL IDENTITY IS IMPORTANT

We are all caretakers of the Marshall University brand. By utilizing these guidelines, you are doing your part to strengthen our brand and unify the Marshall image.

As stewards of Marshall University, an important part of our job is to ensure our university is represented in a professional and consistent manner. We have developed this style guide to assist everyone in maintaining the Marshall brand according to established guidelines.

All materials need to follow the enclosed style guidelines and, if not produced by University Communications, must be approved by the university before they are produced. Publications that do not follow the style guidelines and are not a professional representation of the university may not be distributed. For more information on this process, I ask that you contact Mallory Jarrell at 304-696-3490 or haye1@marshall.edu. She serves as our marketing and branding coordinator and will work with you to achieve your goals. Thanks for doing your part to promote Marshall University and Go Herd!

Sincerely,

Ginny Painter
Senior Vice President for Communications and Marketing

MARSHALL UNIVERSITY BRAND

INTRODUCTION

A proud family and a distinctive university. As one of West Virginia's oldest public universities, our roots here run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world.

As stewards of Marshall University, an important part of our job is to ensure our university is represented in a professional and consistent manner. We have developed this style guide to assist everyone in maintaining the Marshall brand according to established guidelines.

We are all caretakers of the Marshall University brand. By utilizing these guidelines, you are doing your part to strengthen our brand and unify the Marshall image.

WHO GOVERNS THE LOGO USE?

The Marshall University logo is a registered trademark, may only be used for approved purposes and cannot be modified in any way without approval.

University Communications and the Collegiate Licensing Company work together to oversee the proper use of Marshall logos and to maintain the Marshall brand.

University Communications is responsible for materials produced at the university level.

If materials are found not to conform to the guidelines outlined in this manual, the department or program producing the piece will be expected to take corrective action. This includes ceasing distribution and producing a corrected version of the publication.

WHO ARE THE GUIDELINES FOR?

The Marshall institutional identity establishes a standardized graphic identity for administrative and academic units throughout the university. It is to be used according to the specific guidelines outlined in this manual.

All academic, research, outreach, student services and administrative units of Marshall University must follow the visual identity guidelines that are described in this guide. Outside agencies that create print or electronic materials for any Marshall University unit must also follow the guidelines.

These guidelines apply to all external and internal communications, including advertising, websites, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, case statements, posters, billboards, banners and other environmental graphics, video, DVD, CD, film, presentations and stationery.

REFERENCING THE UNIVERSITY

The university should always be known by its proper name — Marshall University — as a first reference. The full name Marshall University should appear prominently on the front cover of all marketing materials or publications, as well as in the credits of all videos and films. Marshall is acceptable for second and subsequent references. Marshall University should not be referred to as MU. There are other MUs, but only one Marshall University.

MARSHALL UNIVERSITY BRAND

WHAT IS THE MARSHALL BRAND?

TWG Plus was charged with developing an overall institutional identity. Given Marshall's communications demands, the new identity needs the flexibility to drive everything from recruitment marketing to advancement. The identity will be expected to introduce audiences to Marshall, shape perceptions of the institution as a whole, and promote Marshall's various departments and programs.

When we asked about the Marshall University brand, most respondents were unable to articulate it, or they talked about the brand as a reaction to other institutions — and acknowledged that this was a persistent issue.

"We have to stop perceiving ourselves as inferior."

"Collectively, we're not telling any story to the community at large. We just assume people know the history, or there is just a level of familiarity."

"We haven't crafted our own identity. Instead, we're reactive, and we've lost sight of being a midsize regional institution serving first-generation students of West Virginia."

WHAT MARSHALL DOES BEST

Despite the difficulty people had articulating the brand, the Marshall community had no trouble discussing its strengths. It clearly understands itself as an institution.

To develop a marketing concept that positions Marshall more advantageously, we asked the campus community what the university should be known for. Very quickly in our conversations, consistent themes emerged.

A NEW ERA FOR MARSHALL

The most effective institutional marketing tells a clear, compelling story that encourages further exploration. Every aspect of your marketing should inspire some connection to your constituencies.

THEME

The theme speaks to the student experience — having the resources and opportunities to define yourself and belonging to a community that embraces you. It is simultaneously aspirational and traditional: It positions Marshall as a place to be bold, and it hearkens to the tradition and history of the university. It leverages the sense of safety and support students find at Marshall. And it fits within the established institutional messaging of “We Are...Marshall.” but adds a new, individualized angle.

Although the campaign is an authentic reflection of Marshall’s culture, it cannot simply be imposed on the university community. It is something the Marshall family has to live.

TOPE

The tone of the copy is confident but friendly, direct but reassuring. Language should reflect the sense of belonging and family, such as “join,” “find your spot” and “welcoming.” It should balance this affirmative thread with action-oriented language, especially when describing academic programs.

VOICE

Marshall’s story is about finding a supportive community where students have the intimate relationships that give guidance and the breadth of resources that allows them to explore. Taken together, this is the perfect environment in which to realize their potential. Coming to Marshall means joining a family, and, like the best family environments, this means being pushed to go further and being accepted for who you are. Beyond giving students outstanding preparation for their chosen career, the Marshall experience gives them both confidence and momentum that are genuinely transformative.

To capture this sense of Marshall as a turning point in a student’s life, as the moment when opportunities for real progress present themselves, we have built the campaign around the theme:

I’M DESCRIPTOR.

I AM A DAUGHTER OF MARSHALL.

I’M DESCRIPTOR.

I AM A SON OF MARSHALL.

MESSAGING

MESSAGING: DESCRIPTORS

The descriptors that follow the “I’m _____” line should ideally be one word, three at the most. Avoid lengthy or overly modified phrasing.

Messaging should be tailored for each particular audience while retaining the “I’m _____” framework. The flexibility of the strategy comes in the use of images. The image might change to reflect the audience. For example, an ad targeting prospective faculty might feature a faculty member with the headline offering an attribute of Marshall professors (“I’m creating citizens” or “I’m changing lives”), or it might feature a student with descriptors that sell the strengths of Marshall students (“I’m driven”; “I’m unafraid”).

inspired
innovative
enterprising
doing my part
dedicated
devoted
compassionate
driven
motivated
ambitious

single-minded
tenacious
enthusiastic
committed
grateful
in demand
forward-thinking
confident
recognized
accepted

involved
connected
capable
skilled
accomplished
out in front
trailblazing
an original
tough

MESSAGING: JOHN MARSHALL

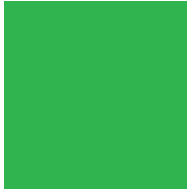
To maximize the effect of John Marshall, treatment should be simple and focused. The purpose of this treatment is to introduce the reader to Marshall and inform him or her of Marshall’s prestige. Rather than offering a lengthy institutional history, copy should highlight the figure of John Marshall, his historical significance and his influence on the United States’ legal system.

OUR COLORS

PRIMARY PALETTE

Marshall University kelly green is who we are. We wear it with pride. Our branding should wear it with pride, too. Marshall University is instantly recognizable by many of its audiences through kelly green.

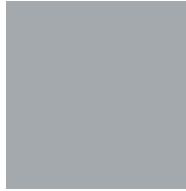
Kelly green (PMS 354) should always stand front and center in our branding of visual communications. We use black, gray and white to accent it and support it. These colors are to be used for all marketing materials of the university. Consistent use of our official colors helps us continue to build recognition with our audiences.



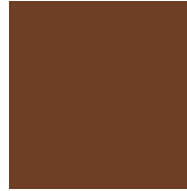
GREEN
PMS 354
CMYK 81.3.96.0
RGB 0.177.64
HEX 006140



BLACK
PMS PROCESS BLACK
CMYK 70.68.64.74
RGB 35.31.32
HEX 222222



GRAY
PMS 429
CMYK 32 21 20 0
RGB 162 170 173
HEX A2AAAD



BROWN
PMS 469
CMYK 36 69 100 36
RGB 105 63 35
HEX 693F23



LIGHT BROWN
PMS 4645
CMYK 23 49 80 5
RGB 173 124 89
HEX AD7C59

SECONDARY PALETTE

The colors in our secondary palette were chosen to complement our primary palette of green, black and white. When using one of the colors, remember that kelly green should always to be the dominant color in every piece.

All the colors should not be used within one piece. It's best to find a strong combination of three or four colors and use that color scheme consistently and creatively throughout a piece or series of pieces.

For additional information and samples of color combinations, contact the Printing Services design team.



BRIGHT GREEN
PMS 369
CMYK 48.0.100.14
RGB 127.176.46
HEX 009639



DARK GREEN
PMS 349
CMYK 100.0.41.58
RGB 0.107.63
HEX 006B3F



WARM GRAY
PMS WARM GRAY 4
CMYK 0.6.14.24
RGB 192.181.165
HEX 494C49



YELLOW
PMS 129
CMYK 1.16.77.0
RGB 243.208.62
HEX F3D03E



BEIGE
PMS 4545
CMYK 13.12.33.0
RGB 213.203.159
HEX D5CB9F



PURPLE
PMS 2425
CMYK 48.99.22.4
RGB 131.0.101
HEX 830065



BLUE
PMS 7459
CMYK 68.19.16 0
RGB 66.152.181
HEX 4298B5



ORANGE
PMS 158
CMYK 0.61.98.0
RGB 232.119.34
HEX E87722

UNIVERSITY TYPEFACE

HEADLINES

Sentinel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BODY TEXT

Myriad Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SUBHEADS

Myriad Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

If you are unable to access Sentinel Book, we have two recommended substitute fonts. For the primary substitute font, use Bookman Old Style Regular and Bookman Old Style Bold. A secondary substitute found on most systems is Times Regular and Times Semi Bold. It has a rounder, thinner serif versus the boxier serif on Sentinel, but letter shapes and weights are similar.

BRAND COMPONENTS

PRIMARY LOGO

The Marshall University primary logo is the Bar M logo. It should appear on all communications, printed or electronic.



OFFICIAL COLORS OF THE LOGO

The preferred Marshall logo is the two-color version using the specified Marshall Green PMS 354 and Black. No other colors may be used for the two-color logo. When using the logo on a solid background, a solid white line should be around the logo for maximum visibility.

In instances where budgetary constraints are a factor, the one-color logo version may be printed in 100% black.

Preferred Logo

One-Color Logo



Bar M Logo
PMS 354 and Black



Bar M Logo
on a solid background



Bar M One-Color Logo
Black and White version



Bar M One-Color Logo
PMS 354 version

ATHLETIC LOGO

This logo should be used in sports-related publications for which it is deemed appropriate. Use of the athletics logo is limited to sports teams, athletics branding communications and trademarked merchandise. Additional athletic word and stylized buffalo logos are available; see the official logo sheet for samples.



PRESIDENTIAL SEAL

The Latin version of the seal is reserved for the use of the President's Office only.

The English version of the university seal may not be substituted for the Marshall logo. This version of the seal may be used only for merchandising and certain documents, such as commencement, diplomas, some invitations and certificates. It may not be used on letterheads or general publications, either printed or electronic.

The reversed version of the seal should be used on any dark background for print or merchandise. In general, the seal can appear in black or green PMS 354. The seal should never appear in two colors. When a black and white application of the seal is used, it must be printed as a solid black on a white field. At no time should it have other graphic devices, color and/or shapes added to it.

If the seal is to be foiled, embossed or reversed on a dark background, a reversed version of the seal is available from University Communications.

The university seal and Marshall University logo should never be combined.

The seal should be used at a size no smaller than 1 1/4" in diameter to prevent the details from filling in.

The university seal should never be positioned at an angle.



Latin Version



English Version



Reversed Version

INCORRECT USAGE

UNACCEPTABLE USES

In order to create a strong, unified Marshall brand identity, it is imperative to avoid improper uses of the logo. The logo is NOT to be altered in any way.

The stylized elements of the logo, the official Marshall green color, as well as the typography, are all integral elements of the logo. These elements should not be modified.

Do not:

- Stretch or condense the logo (in most software, hold down shift key to avoid this)
- Isolate the logo in a frame
- Display the logo at an angle or distort it
- Add a unit name in place of "MARSHALL" in the BAR M logo
- Alter the proportions of the words "Marshall University" or the stylized "M"
- Set the words "Marshall University" in another typeface and use them in the official logo
- Combine the official logo with another logo or add graphics to the logo



DO NOT STRETCH OR CONDENSE THE LOGO



DO NOT ADD ANY UNIT NAME ACROSS THE BAR "M"



DO NOT ANGLE THE LOGO
ON PRINTED PIECES



DO NOT ADD ANY GRAPHICS TO THE LOGO OR COMBINE WITH ANY OTHER LOGOS



UNIT NAMES AND CORRECT USAGE

UNIT IDENTIFIERS FOR SCHOOLS, COLLEGES AND OTHER CAMPUS UNITS

The unit name logo must be created and approved by University Communications.

UNIT NAME LOGO
Horizontal version



UNIT NAME LOGO
Vertical version



We realize that every Marshall University unit prefers its own branding, however, **every unit is a part of Marshall University and its brand. The preferred logo for most publications would be the stand-alone Bar M.**



NOT ACCEPTABLE

DO NOT COMBINE MORE THAN ONE UNIT LOGO



ACCEPTABLE

WHEN MORE THAN ONE CAMPUS UNIT IS REPRESENTED
USE THE PRIMARY BAR M LOGO WITH UNIT NAMES LISTED

DO NOT COMBINE more than one unit logo on any publication. When more than one school, college or other campus unit is represented in a single piece, use the primary university logo and list the affiliated unit names.

IDENTIFIERS FOR SPECIAL EVENTS

Special event identifiers such as Homecoming, Alumni Weekend or anniversary events that are university-wide in nature, temporary, etc., are acceptable **with approval by University Communications.**

JOAN C. EDWARDS SCHOOL OF MEDICINE AND AFFILIATES

The following affiliated organizations have been granted special permission to use the Marshall University Bar M logo as part of their identities.

MARSHALL HEALTH

Separate guidelines for Marshall Health and its brands are available. For details and guidance on Marshall Health items, e-mail info@marshallhealth.org.



UNIT NAME LOGO
Horizontal version



UNIT NAME LOGO
Vertical version

JOAN C. EDWARDS SCHOOL OF MEDICINE

The Marshall University Joan C. Edwards School of Medicine maintains two visually distinct official logos as part of its identity.



This logo is the primary logo of the School of Medicine.



Horizontal Logo

This logo is the more traditional logo and is reserved for formal documents, such as letterhead, business cards, etc.

For details and guidance about logo usage for the School of Medicine, please contact the Office of Public Affairs at 304-691-1713 or edwardl@marshall.edu.

Additional information is available at <https://jcesom.marshall.edu/students/graphic-design-services/>.

PHOTOGRAPHY AND VIDEO GUIDELINES

Photography should be selected with the audience in mind — showing students, activities and locations that will resonate with each specific audience. Photography should appear authentic and candid, as opposed to staged and formal.

Photography and videography tell our stories visually and contribute to the Marshall brand image by demonstrating who we are and what we do.

University Communications can help you create new photographs or videos to complement your projects, website and marketing materials, or you can access the photo database to create official marketing materials. These photos are copyright protected and are not for personal use.

WHEN USING PHOTOS:

- All photos/images/graphics should be the property of the university or used with appropriate permissions from the owner(s)
- Photos taken by and property of Marshall University should always take preference, unless a situation warrants otherwise
- Avoid the use of stock photos and clip art. If you use stock images, ensure that you have legal permission as many images are copyrighted and may charge royalty fees for use
- If you need a photo, contact your University Communications representative

University images can be found at <http://muphotos.marshall.edu/>



FLAG ELEMENT

The green Marshall “flag” can be used with or without the Marshall Bar M logo. If the flag is created in InDesign, care should be taken to ensure that the “v” notch in the top edge of the flag retains the correct angle and depth.

The sides of the “v” notch should reflect a 57-degree angle. For a flag of 1.5 inches in width, the bottom of the v should be 0.18 inches in depth from the top edge of the flag. If the Bar M logo is used with a 1.5-inches-wide flag, the logo should be placed at 1.25 inches in width at its maximum (the width of the bar). The black outline on the top edge of the logo should align with the bottom point of the “v” notch.



Acceptable uses shown below.



FINANCIAL PLANNING AT MARSHALL UNIVERSITY

These days it's difficult to avoid the question "Is college worth it?" At Marshall the answer is a resounding "Yes!" At Marshall, our competitive tuition and financial aid program help ensure a Marshall education is as affordable as possible. Financial aid packages may include generous merit and need-based scholarships, loans, grants, and work-study opportunities. In 2018-2019, more than 72% of Marshall freshmen received financial aid. Learn more at marshall.edu/fin.

TUITION

2016-17 ESTIMATED ANNUAL COST OF ATTENDANCE FOR STUDENTS

	IN-STATE	OUT-STATE	NON-RESIDENT
TUITION (Does not include college fees)	\$7,154	\$12,556	\$16,382
ROOM AND BOARD (Does vary based on room type and meal plan)	\$10,126	\$10,126	\$10,126
TOTAL DIRECT COST (Other expenses may contribute financial aid eligibility)	\$17,280	\$22,682	\$26,508

*The above tuition rate is subject to increases of the following courses in Kentucky: Biol, Comp/Elect, Phys, Speech, Speech, Language, Health, and Phys. Other States, including: Louisiana, Maryland, Michigan, and Illinois.

SCHOLARSHIP OPPORTUNITIES

2016-17 INCOMING FRESHMEN MERIT-BASED SCHOLARSHIPS*

	WORTHINGTON	WELLS	WELLS DISTRICT
JOHN MARSHALL SCHOLARSHIP (1st year - 2.0 GPA ACT & 28 SAT equivalent)	\$4,000	\$3,000	\$4,000
JOHN LAIDLEY SCHOLARSHIP (1st year - 2.75 GPA ACT & 28 SAT equivalent)	\$3,000	\$3,000	\$4,000
BOARD OF GOVERNORS SCHOLARSHIP (1st year - 2.5 GPA ACT & 20 SAT equivalent)	\$2,000	\$2,500	\$5,000
PRESIDENTIAL SCHOLARSHIP (1st year - 3.25 GPA ACT & 30 SAT equivalent)	\$1,500	\$2,000	\$4,000
A. MICHAEL PERRY SCHOLARSHIP (1st year - 2.0 GPA ACT & 20 SAT equivalent)	\$1,000	\$1,500	\$4,000

*Based on income as declared on 2014-2015 tax return and subject to change.

\$11k

\$53M

\$11.5M AVERAGE NET PRICE

\$53.5M IN SCHOLARSHIPS & GRANTS AWARDED IN 2014-2015

STATISTICS

The distinctive look of Sentinel and oversized numbers are used to draw attention to facts and figures that underscore the strengths of Marshall. Stats can be used in vertical and horizontal formats.

MORE THAN

100+

DEGREE
PROGRAMS

19:1

STUDENT FACULTY RATIO

UNIVERSITY COMMUNICATIONS AND PRINTING SERVICES

In order to maintain the strong visual identity outlined in this guide, the University Communications and Printing Services staff will be helping offices edit and design publications intended to be seen by those outside of the university community, as well as publications that may present a first impression within the university campus. Publications that fall under these guidelines should follow university text, logo and design requirements in this branding guide.

Our graphic designers are located in the basement of Old Main, Room B24. Projects include, but are not limited to, the following: brochures, posters, postcards, ads, programs, university stationery/letterhead/envelopes, invitations, digital ads and newsletters.

HOW TO GET STARTED

STEP 1

Call or e-mail your University Communication representative to discuss your project. To find your University Communications representative, visit www.marshall.edu/ucomm and click on the "Contact" tab at the top of the page. He or she will start a job ticket for your project once the following information has been determined:

- Type of publication you are requesting
- Purpose of the publication
- Audience of publication
- Quantity
- Photos and/or graphics you would like to include

STEP 2

E-mail the publication text — Microsoft Word document format preferred — to your University Communication representative for editing after it has been approved by those involved in the project. Only the most basic of formatting should be done to the Word document (important words and headings in bold); do not spend time designing the document. University Communications will work with you to refine your message using grammar and style guidelines and can help to create text for your publications. Your University Communication representative can also suggest images for projects if needed.

STEP 3

After the text is finalized, your University Communications representative will send the document to Printing Services for design and production. Printing Services will provide proofs to the University Communications representative, and he or she will coordinate reviewing the document with the department contact that submitted the job, requesting changes or approval.

STEP 4

After the document is approved, the job will be sent to print. The final job can be delivered to the department/contact person who requested the job, or it can be delivered to Printing Services, Old Main 24, to be picked up.

For further questions contact: ucomm@marshall.edu

VIEWBOOK



As one of West Virginia's oldest public universities, Marshall University's roots run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world.

Here, you'll discover a commitment to teaching, high-level research, and professional training that will prepare you to thrive in the world. You'll join a community where you'll be part of something larger than your own ambitions. You'll find a sense of belonging and nurturance that will help you achieve your full potential. You'll discover what it means to be one of the Sons and Daughters of Marshall.

WE ARE... MARSHALL.

As Marshall University's anniversary of our founding, which began with the founding of Marshall Academy in 1837, the university was named in honor of John Marshall, the fourth chief justice of the U.S. Supreme Court (1801-1835).

As the longest serving chief justice in United States history, John Marshall helped establish the Constitution as the basis of the American legal system. Today the Sons and Daughters of Marshall proudly salute Marshall's values: independent thinking, achievement, ethical integrity, and commitment to community through education and service.

marshall.edu | 1

VIEWBOOK SPREADS



ALL YOU CAN ASK FOR

With more than 100 online degree majors and areas of emphasis — from Appalachian studies to medical integrative studies — Marshall gives you all the options you could want. But program offers are just the beginning. Whatever your major, you'll get your hands on one of our students in the medical department of the AICA Tour and with local dental companies. They teach English in India. They present papers at science research at international conferences and publish their work in major journals.

150+
UNEMPLOYED MAJORS AND AREAS OF EMPHASIS

19:1
STUDENT- FACULTY RATIO

STUDENT- FACULTY RATIO



FACULTY WHO PUT YOU FIRST
We have faculty who were in the trenches. You'll find highly respected scholars and researchers with degrees from world-class institutions. But their focus is your education. That means they take the time to know you and mentor you to collaborate with you on projects and to inspire you to do great things.

179
PEER TUTORING IN MORE THAN 170 COURSES

YOUR PLACE FOR SUPPORT

Academic resources, life skills training, academic advising, career counseling — our Office of Career Education can help you search into the career of your dreams. Need help in a subject? We provide peer tutoring or no additional cost. Need specialized assistance? Our Higher Education for Learning Institute Center (HELIC) and College Program for Students with Autism Spectrum Disorder are nationally recognized and support progress. Want to know more?

ALL THE HONORS
Our Honors College gives you the opportunity to learn with other high-achieving students through intensive teaching, engaging interdisciplinary coursework, mentorship and critical inquiry with talented faculty and leadership and service opportunities. As a student in the Honors College, you'll be eligible for a wide range of privileges. But not all. Honors housing, specialized services, and broad support for conferences or study abroad.



300+
STUDY ABROAD SITES IN 35 COUNTRIES

ACADEMICS

11

STUDENT LIFE & ATHLETICS

230
RECOGNIZED STUDENT ORGANIZATIONS



YOUR HERO AWAITS

There's almost a chance to get up early on the way to Marshall. Looking to hone your leadership skills? Learn more about the John Deere Energy Center Institute. Interested in animal health and disease with the Avian & Marine Association? Discover how to demonstrate. Make change happen with Democracy Matters. They, you'll find more than 200 student clubs and organizations, including 11 fraternities and Greek societies. Find your fit at marshall.edu/student-life.

10
RESIDENCE HALLS



A HOME OF YOUR OWN

As a freshman, you can make your home a space of comfort and convenience. We offer a variety of options for first-year students, with multiple living options available throughout campus. Our Living Learning Communities give you the option to live alongside students with similar academic interests. And while you're even more than a 10- to 15-minute walk from them, did we mention that all students can live with us on campus? Find out more at marshall.edu/housing.



ROOM TO MOVE

At over 120,000 square feet, the new Residence Center, you'll have more room to move than ever. There, you'll find a full suite of amenities, including a library, a study center, a lounge, and a multipurpose ballroom. It's the perfect place for a family, a study group, or a party.

15
NOVA'S ATHLETIC TEAMS

32
INTRAMURAL SPORTS

CLUB SPORTS



ROOM TO MOVE

At over 120,000 square feet, the new Residence Center, you'll have more room to move than ever. There, you'll find a full suite of amenities, including a library, a study center, a lounge, and a multipurpose ballroom. It's the perfect place for a family, a study group, or a party.

15
NOVA'S ATHLETIC TEAMS



A REASON TO CHEER

With 15 NCAA Division III sports, there's always a reason to cheer on the Mountaineers. Take a seat in the John C. Cowan Stadium with 18,000 other fans to cheer on a football game or catch a baseball game at the 5,000-seat Cain-Henderson Center.

MALE'S SPORTS

Football
Baseball
Cross Country
Hockey
Soccer
Tennis
Track and Field
Volleyball

WOMEN'S SPORTS

Basketball
Golf
Soccer
Tennis
Track and Field
Volleyball



POSTCARDS



I'M READY.

I AM A SON OF MARSHALL.

“Xernatem fugia derthen um, aspis eatis dellatus ut re volenes equibea rchicimodit eatur ser ios quatiam ullupta tatemp ossunt quis reptass edios ape rum sant et am que**”**

FELIX MARTINEZ '20
Major: Re optatin velemnuam, ulloro officinar. Cum apoles unditraq sauntur.
 • Vit ipsanda dolore quant qua ipsam is dus debis por sitate peligris berum quidebit
 • Or aut esciemem verundel et archil aborior er-ferencia cumquis dolore, nos ad eum que
 • Provit, ius exera dolorum quat aperibear faces lum rehent assin nihil is ut




Cus et molores sin et qui sit, id eossequo blab iusa vel es et allattem qui officius eossusam, quatem unto tae voluptatem Cus et molores sin sequo blab iusa.

CUS ET MOLORES



100
 MORE THAN DEGREE PROGRAMS

**Are you Ready?
 Are you a son or daughter of Marshall?
marshall.edu**



I'M INSPIRED.

I AM A DAUGHTER OF MARSHALL.

“Xernatem fugia derth en um, aspis eatis dellatus a ut re volenes equibea rchicimodit eatur ser ios quatiam ullupta tatemp ossunt quis reptass edios ape rum sant et am que**”**

MELODY SLOANE '17
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CUS ET MOLORES



19:1
 STUDENT FACULTY RATIO

**Are you Ready?
 Are you a son or daughter of Marshall?
marshall.edu**

BANNER ADS



A horizontal banner advertisement. On the left, a young man in a white lab coat is looking down at a microscope in a laboratory setting. The text "I'M CURIOUS." is written in large green letters, with "I AM A SON OF MARSHALL." in smaller green letters below it. To the right is the Marshall University logo (a green 'M' with 'MARSHALL' written across it). Further right is the text "APPLY TODAY" followed by a right-pointing arrow.



A square advertisement. The top half features a young man in a white lab coat looking at a microscope. The text "I'M CURIOUS." is in large white letters, with "I AM A SON OF MARSHALL." in smaller green letters below it. The Marshall University logo is in the bottom right corner. The bottom left corner contains the text "APPLY TODAY" followed by a right-pointing arrow.



A horizontal banner advertisement. On the left, a young woman is smiling at the camera, with another person in a green shirt visible in the background. The text "I'M PREPARED." is written in large green letters, with "I AM A DAUGHTER OF MARSHALL." in smaller green letters below it. To the right is the Marshall University logo. Further right is the text "LEARN MORE" followed by a right-pointing arrow.



A square advertisement. The top half features a young woman smiling at the camera. The text "I'M PREPARED." is in large white letters, with "I AM A DAUGHTER OF MARSHALL." in smaller green letters below it. The Marshall University logo is in the bottom right corner. The bottom left corner contains the text "LEARN MORE" followed by a right-pointing arrow.

BILLBOARDS



CAMPUS BANNERS



E-MAIL SIGNATURES

Every communication from Marshall University is part of our branding, including e-mail correspondence. An e-mail signature acts as an authorized correspondence from Marshall University. Therefore it is important to follow the e-mail signature guidelines for all external e-mails. Follow the signature configuration shown here.

Please don't use watermarked, colored or photographic backgrounds in your e-mails. They make your message difficult to read and do not render correctly in every e-mail program. White is the only admissible background color. Do not customize or personalize an e-mail signature. Do not include any logos or social media icons.

The recommended font is Helvetica. If it is not available on your operating system, use Arial or Calibri.

E-MAIL TEMPLATE SPECIFICATIONS

YOUR NAME (all caps, bold font size 12 pt)

Your title (font size 11 pt)

Your department (font size 11 pt)

Marshall University (font size 12 pt)

Your building (font size 12 pt)

Your building street (font size 12 pt)

City, State, ZIP (font size 12 pt)

000-000-0000 / fax 000-000-0000 (font size 12 pt)

e-mail@marshall.edu / www.marshall.edu (bold, font size 12 pt)

Recommended color specification for name, etc. (located under the Gray Scale Slider): 35% brightness (65% tint)

JOHN DOE

Director

University Communications

Marshall University

Old Main 000

One John Marshall Drive

Huntington, WV 25755

000-000-0000 / fax 000-000-0000

abcdefg@marshall.edu / www.marshall.edu

SOCIAL MEDIA LINKS IN E-MAIL SIGNATURES

If you would like to include a social media link/s, we recommend linking text in lieu of a social media icon. When a signature contains an embedded image, Outlook will show the paperclip icon or the image as a separate attachment in the e-mail. Place the linked social media text at the end of your signature in the same size and color as the other e-mail signature text.

Example (link the social media names): (bold, font size 12 pt)

Follow Us: Facebook | Twitter | LinkedIn

SOCIAL MEDIA

University-affiliated social media accounts are an extension of our brand and reflect directly on the university's reputation. Please keep this in mind before you post, comment or share on an associated university account.

All Marshall University-affiliated social media accounts must be registered through University Communications. This includes usernames, passwords and account administrators. Learn more at www.marshall.edu/connected or contact socialmedia@marshall.edu.

Before creating a new account, please check with your college or department to ensure other accounts do not already exist that could be used to better serve your audience. If another account does not exist, contact University Communications at socialmedia@marshall.edu for assistance in creating an account that is compliant with our brand guidelines.

USERNAMES AND DESCRIPTIONS

- Usernames should clearly identify the department, organization or college you are representing.
- If possible, the account name or profile page should include Marshall University or MarshallU.
- Avoid using "MU" as it could be confused as being affiliated with many other universities.
- Try to be consistent with your usernames across all social media platforms. Doing so will make your accounts easier to find by your followers and easier for you to promote.

Example: official university accounts

URL

facebook.com/marshallu
twitter.com/marshallu
instagram.com/marshallu
pinterest.com/marshallu

USERNAME

Marshall University
@MarshallU
@MarshallU
MarshallU

Account descriptions should include your affiliation with Marshall University and a link to your website or the college/department you are associated with, i.e., student organizations should link to marshall.edu/student-activities.

PROFILE PICTURES

Profile pictures should be sized properly for each social media platform to avoid unintended cropping of logos and images.

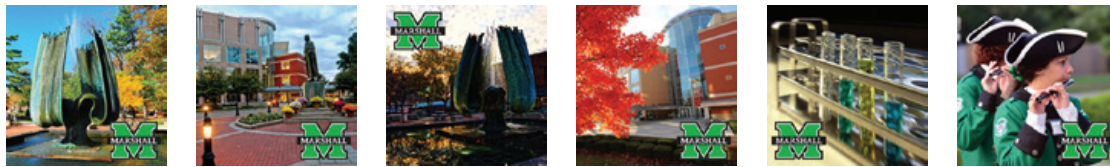
Profile picture size guide (2016):

- Facebook 180 x 180 pixels
- Twitter 400 x 400 pixels
- Instagram 110 x 110 pixels
- Pinterest 165 x 165 pixels

Use of the stand-alone Bar M logo as a profile image is reserved for the official Marshall University accounts managed by University Communications.

In order to prevent followers from being confused by multiple accounts using the same profile image, a template is available to use the Bar M logo with an additional university image. The template will give your online presence a unique look while maintaining a consistent university brand across social media with the bar M logo. This template can be used by any department or organization related to Marshall University.

- A Bar M graphic is placed within a university image. This allows the use of a photo or graphic that characterizes the personality and purpose of the group or organization
- Do not use departmental or organizational logos in this template
- The department should be clearly identified in the profile name
- The account name or profile page should include Marshall University or MarshallU when using this template



Another option is to simply use an identifiable university image without a logo.

- The department should be clearly identified in the profile name so that followers can determine which department is posting from the newsfeed.



If you do not want to use an image, the other option is to use your official department or organization logo. This will help your page to be easily identified in the newsfeed and represent the Marshall University brand. Department and organization logos may only be used by the department or organization they represent.



Remember: profile cover photos will still allow flexibility for departments to stand out from one another.

IMAGES AND PHOTOS

The most popular content on all social media platforms is visual. From infographics to photos and videos, create content that can be shared by followers.

University images can be found at <http://muphotos.marshall.edu/>

Cover photos can be found at www.marshall.edu/brand/social-media-photos/

- Including a logo will help viewers know the content originated from the university after it has been shared.
- While most social users prefer visual content, they still need to understand what the content is about. Find ways to tell quick, simple stories to accompany the visual content.
- Include a hashtag, web address or a way for followers to learn more

Shared image sizes (2016):

- Facebook 1200 x 630 pixels
- Twitter 1024 x 512 pixels
- Instagram 1080 x 1080 pixels
- Pinterest 222 x 150 pixels

Cover photo sizes (2016):

- Facebook 851 x 315 pixels
- Twitter 1500 x 500 pixels

UNIVERSITY HASHTAGS

Visit marshall.edu/brand/socialmedia to view a current list of university-sponsored hashtags. Contact socialmedia@marshall.edu to make changes to this list.

CAMPUS COMMUNICATIONS

Contact your University Communications representative for assistance with designing, approving and scheduling your content for digital signage. If you aren't sure who your UComm representative is, contact ucomm@marshall.edu.

HERD HAPPENINGS: A GUIDE TO WHAT'S GOING ON AT MARSHALL UNIVERSITY

Herd Happenings is the newsletter designed to give **students** information on events taking place in the Marshall University community.

- *Herd Happenings* will be emailed on Fridays during the semester, and less frequently during the summer and when classes are not in session.
- Mass emails will not be sent as a substitute for an item in *Herd Happenings*.
- Items must be submitted by Marshall University departments or recognized student organizations.
- Please submit your item by noon the Wednesday before the Friday the item is to appear.
- Preferred image size is 1280 pixels wide by 720 pixels high. For all sizes, keep in mind that the item will appear approximately 600 pixels wide in the newsletter, and type should be readable at that size.

To view the current issue of *Herd Happenings*, please visit www.marshall.edu/herdhappenings.

WE ARE MARSHALL: THE NEWSLETTER FOR MARSHALL UNIVERSITY

The Office of University Communications publishes the online newsletter, *We Are...Marshall*, for the **university community**.

- The *We Are Marshall* newsletter is emailed to faculty and staff on Wednesdays during the semester, and bi-weekly during the summer and when classes are not in session.
- Items for consideration must be submitted by 5 p.m. the Monday before the Wednesday the item will appear.

To view current and past issues of the *We Are Marshall* newsletter visit www.marshall.edu/wamnewsletter.

DIGITAL SIGNAGE

In an effort for university departments and registered student organizations to increase publicity for on-campus events, Digital Media Services and University Communications has established a process by which groups can advertise their events on the digital signs around campus.

Guidelines:

- Slide size is 1280 pixels wide by 720 pixels high. Keep in mind that type should be readable at that size
- All submissions must prominently display the name and contact information of the sponsoring university department or registered student organization
- Postings must contain correct event date, time and location
- View full guidelines at www.marshall.edu/it/digital-image/

Correct logo use

Use the primary logo (page 11) or the unit identifier mark (page 14). **DO NOT ADD more than one unit logo** on signage. When more than one school, college or other campus unit is represented in a single marketing communication piece, list the school, college or other campus unit names in text in the appropriate space.

WEB PRACTICES

Online content has now become the primary way in which a lot of users obtain information about Marshall University. As an online content creator, one of your responsibilities is to represent the university in a consistent and professional way.

Because not all units have the same level of technical expertise, tools are being provided within the Marshall University content management system (WordPress) that make it very easy for your unit to utilize the same consistent theme that sites developed outside of this system will use.

The web guide is designed to provide creators of online content a framework that allows content to be presented on behalf of the university in a consistent way, and in a way that preserves appearance across multiple devices. As more of our users begin to explore content with a mobile first experience, it is more important than ever to present your content in a way that ensures the best compatibility for the site visitor.

By following the guidelines found at: www.marshall.edu/webguide and using the tools provided in the web guide, your site will be compliant with University Branding Standards for online content and additionally will meet the needs of users on a variety of devices, from desktop to smart phone.

FOR MORE INFORMATION

Visit www.marshall.edu/webguide.

MERCHANDISE

Every year the Marshall University logo and Marshall University name are placed on a wide variety of merchandise — apparel, gift items and sporting goods — found around the world. Adherence to the university's identity program is extremely important to the Marshall brand.

Marshall University requires that businesses producing its merchandise be licensed. The licensing process (administered by the Collegiate Licensing Company in Atlanta, Georgia) ensures that the Marshall University name and logo are used appropriately, and that merchandise is manufactured under a code of conduct designed to reinforce fair-labor practices and prohibit sweatshop conditions.

For specific information regarding the trademark licensing program, including obtaining a license, visit www.marshall.edu/brand or contact Mallory Jarrell at 304-696-3490 or hay1@marshall.edu.



UNIVERSITY COMMUNICATIONS • OLD MAIN 213 • HUNTINGTON