



Marietta College

MARIETTA COLLEGE VISUAL IDENTITY GUIDELINES



Marietta College is much more than a collection of individual departments, faculty members, students and alumni. We are linked by a common heritage, a common future and a common commitment to the education of the whole person for successful life and work in the world of the 21st century.

Marietta College's shared purpose requires that we collaborate closely on our most important initiatives including the presentation of the institution's ongoing communications with its key target audiences. Toward that end, a standard graphic identity program that includes visual identity guidelines brings consistency to the look and feel to all of the College's communications. A unified graphic presentation benefits the entire College community by establishing a clear and direct association between Marietta College, our many and varied components and our significant achievements and accomplishments.



Introduction

In today's information age, people are bombarded with hundreds of visual images and messages each day. Successful organizations know it is important to build and maintain strong visual identity that will cut through the visual "clutter" and be recognized instantly and positively by key audiences. A strong and consistent visual identity can go a long way in helping an organization further its message and its mission.

In 2006, the Marietta College President and Cabinet approved a new visual identity that serves as the College's guide on stationery, merchandise, brochures, advertisements, and other printed and electronic communications. It is important that the College's visual communications present a consistent and uniform image. Using visual guidelines promotes the identity of Marietta College and increases our visibility in the community.

These visual identity guidelines have been provided to help the campus community use Marietta's visual identity marks consistently and to help represent Marietta College in the most effective manner possible.

Using this Manual

This manual contains specific illustrations, guidelines and examples of approved uses of the Marietta College logo and visual identity program. The guidelines have been designed to be user-friendly and to make your communication materials both attractive and effective. Each content section offers instant access to the information you need, including:

- Marietta College's official visual identity marks, including the College's logo, seal, and athletics logos
- Guidelines for use of the College's official colors and type faces
- Examples of Marietta College letterhead, envelopes, and business cards and instructions for their use
- Important trademark and merchandising information.

Additional manuals are available from the Office of Strategic Communication and Marketing at 740.376.4717. The Marietta College Visual Identity Guidelines will be updated as needed. For the most recent electronic version and downloadable images, visit www.marietta.edu/style. Questions regarding these guidelines or requests for camera-ready artwork may be directed to the Director of Creative Services at 740.376.4715.



Marietta College Visual Identity Marks

Marietta College's visual identity is based on a system of official graphic marks, coordinated to help the public easily identify the College and to promote Marietta's distinctive assets and visibility among its many important audiences. The images depicted below are the official visual identity marks of Marietta College. To promote strength and consistency—and to protect important trademark registrations—use of these marks should adhere to the graphic standards outlined in this manual.

Official Marietta College Logo



In the summer of 2006, the Marietta College President and Cabinet officially approved this logo to serve as Marietta College's primary visual identity mark of the institution for use on its stationery package, merchandise, and all printed and electronic publications. The "Erwin Tower" oval icon represents Marietta College's history of commitment to academics and to its liberal arts foundation.

This logo has been used since the mid-1980s but had not until now been "officially" designated as the logo of Marietta College.



Marietta College Logo Usage

The Marietta College logo is the primary visual identity mark of the institution and is to be used on stationery, merchandise, and all printed and electronic publications intended for off-campus use. The logo must always be printed in a one-color format. Acceptable colors are Marietta Blue (PMS 281 Coated, PMS 295 Uncoated), black, gray, metallic silver and white in a reverse-out application. The logo must be produced at 100% of the color – screening the logo is not an acceptable usage.

Reproducing the Logo



The Marietta College logo is comprised of carefully crafted customized artwork and type. As such, the College requires that electronic files or camera-ready art be used to create all forms of communication. Any attempt to re-create the art, type, or spacing and styling of the logo by desktop publishing or word processing will result in inconsistencies that will compromise the integrity of the logo.

Logo Sizing

The recommended minimum reproduction size of the Marietta College logo is 3/4" in width. Reducing the logo further compromises the integrity of the icon and the readability of the wordmark.



Tower Icon and Wordmark Usage

The Marietta College Tower Icon and wordmark may be separated (or peeled apart) and used alone to represent Marietta College. The first option in any printing of the College logo would be to use the entire logo, but there are cases where the Tower Icon or the wordmark may be used. Please contact the Director of Creative Services, (740) 376-4715, about specific uses of the Tower Icon.

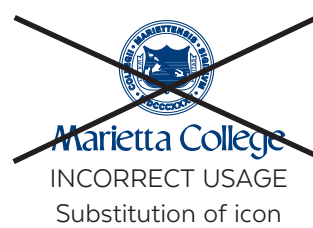
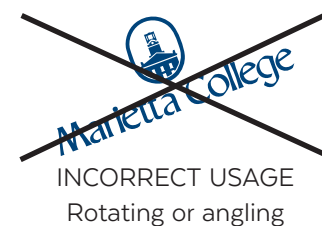
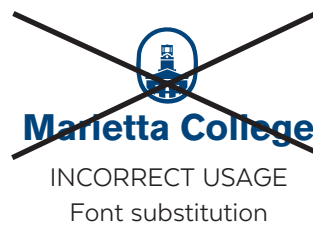
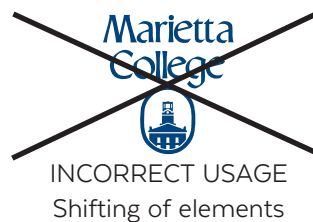
How to Obtain the Logo

To obtain a copy of the official logo, contact the Director of Creative Services at 740.376.4715 or visit www.marietta.edu/style.



Incorrect Logo Usages

To ensure visual consistency, promote recognition, and preserve its trademark status, the Marietta College logo must not be altered in any way. The illustrations below demonstrate many, but not all, incorrect uses of the logo:





Official Marietta College Seal



The Marietta College seal is the official ceremonial mark of the institution. As such, it is reserved for more limited use than the logo. For more detailed usage guidelines for the Marietta College seal, see page 8.

Faux Marietta College Seal (for merchandising)



The Faux Marietta College seal is to be used only on products for merchandising that require a simplified version of the seal or do not meet the higher end product requirement of the College's Official Seal.

Official Marietta College Athletic Logo



In November 2002, Marietta College introduced a new system of athletic visual identity marks (shown above). All athletic logos are reserved for the use of the Marietta College Department of Athletics, which has its own graphic standards to direct these logos' specific use. You can find the standards for these marks located on page 18.



College Seal

Historically, institutional seals were used to authenticate official messages. Their design is purposefully intricate and descriptive. The College Seal is reserved as the official ceremonial mark of the institution for usages such as official documents, diplomas, citations and special signature items. It **should not** be used routinely on print or electronic communications or merchandise. The Faux College Seal should ONLY be used on merchandise and NOT official College communication. Use of the seal must be approved by the Director of Creative Services at 740.376.4715. To ensure consistency, the hands in the shield should not be used as a separate image, the artwork and text inside the seal should not be altered in any way, and all previous versions of the College seal should be retired from use. The illustrations below demonstrate many, but not all, incorrect usages of the seal:

Correct Logo



Incorrect Seal Usage



Hand and Crest
used alone



Border of seal missing



Gray used
in background



Altered Fonts



Altered artwork



Outdated artwork



Marietta College Colors

The official colors of Marietta College are “Marietta Blue” (Pantone Matching System PMS 281 for coated paper and PMS 295 for uncoated paper) white and metallic silver. When metallic silver cannot be used the alternative is PMS Cool Gray 3. All of the Marietta College visual identity marks (the logo, seal, and athletic logos) must appear in their entirety in either Marietta Blue (PMS 281 coated, PMS 295 uncoated), black, gray, metallic silver, or in white for reverse-out applications.

Since white is one of Marietta’s official colors, white paper is usually a better choice than off-white or colored papers for printed publications, and provides a white background when reversing out Marietta’s visual identity marks.

When ordering materials from a vendor (for example, shirts and mugs) asking for “navy blue” is acceptable.



281 C



295 UC



White



Cool Gray 3

Metallic Silver
877

Color Matching

Correct vs. Incorrect



Marietta College

CORRECT USAGE
PMS 281 C



Marietta College

CORRECT USAGE
PMS 295 UC



Marietta College

CORRECT USAGE
BLACK



Marietta College

INCORRECT USAGE
Using wrong color



Marietta College

INCORRECT USAGE
Using wrong blue



Marietta College

INCORRECT USAGE
Using a two-color logo



Correct Reverse Usage



Incorrect Reverse Usage



Reverses

Readability and clarity are critical elements of Marietta's visual identity marks. Dark inks on light papers offer the best effect. Designers should take care that any use of a reverse-out effect offers a high contrast for maximum legibility. To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult (see example at left). If PMS 281 or black are not used in your publication, reverse the visual identity mark in white from the darkest color.

Correct vs. Incorrect Reverse Usage



CORRECT USAGE
Reverse-out (PMS 295)



CORRECT USAGE
Reverse-out (Black)



INCORRECT USAGE
Outline of logo

Please Note: When printing a logo in a standard reverse you must use the reverse logo. Adding an outline to the image will result in an incorrect usage (see example at above right). For the most recent electronic version and downloadable images, visit www.marietta.edu/style. Questions regarding these guidelines or requests for camera-ready artwork may be directed to the Director of Creative Services at 740.376.4715.

Patterned Backgrounds

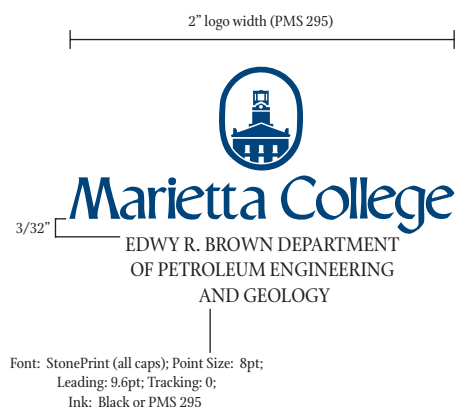
All marks should not be used on patterned backgrounds if at all possible. If there is a question that arises about the useability on a patterned background please feel free to consult the Director of Creative Services about the logo usage.

Hot Stamping and Embossing

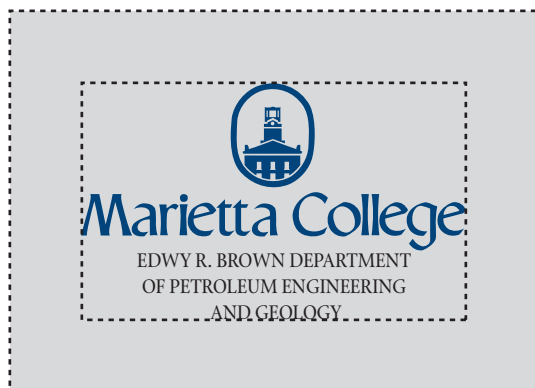
Designs that incorporate hot stamping or embossing of any Marietta College's visual identity marks should be produced in conjunction with the Office of Strategic Marketing and Communication. Hot stamping and embossing options are generally limited to navy blue, black, silver or a blind emboss.



SAMPLE PROPORTION



CONTROL AREA

**Unit-specific Logos**

The Marietta College name and reputation are strong, and as such, they are an asset to entities on campus, a fact that reduces the need for individual unit-specific logos. The overwhelming majority of entities on campus are represented visually by the Marietta College logo, customized to the name of their individual entity as shown at left. This unit-specific logo represents individual campus entities on all stationery, merchandise, and printed and electronic communications. These entities include, but are not limited to:

- Administrative offices and their respective departments (i.e. those that report to the Office of the President, Provost, Vice Presidents, Deans, and Directors)

Former logos or wordmarks previously used by these entities should be retired from use.

“Grandfathered” Exceptions

A limited number of individual campus entities are able to use their own logos or wordmarks, due to unique cultural or historical significance, funding provisions, or an established strong identity with certain key audiences. However, to demonstrate a close connection to Marietta College, the College logo must also appear on the entity's letterhead, merchandise, and printed and electronic communications.

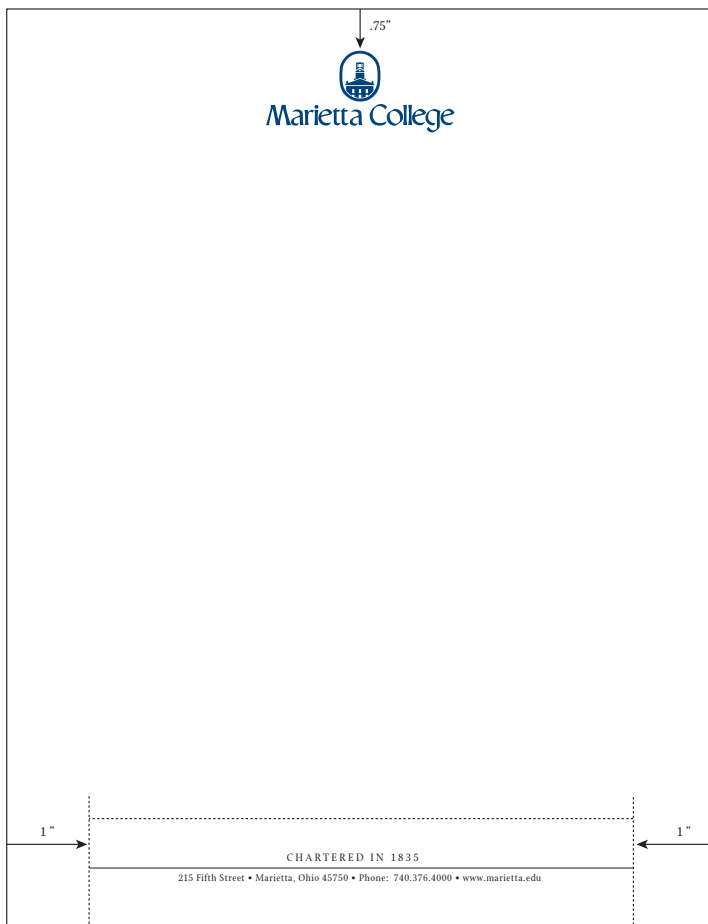
Student-funded Clubs and Organizations

Due to their nature and frequent changes in leadership, student clubs and organizations recognized by Marietta College and funded primarily by students may use their own logos and wordmarks when communicating with an on-campus audience. When communicating off campus, they must use the official Marietta College logo or the phrase “A Student Organization of Marietta College” in conjunction with their own logo or wordmark.

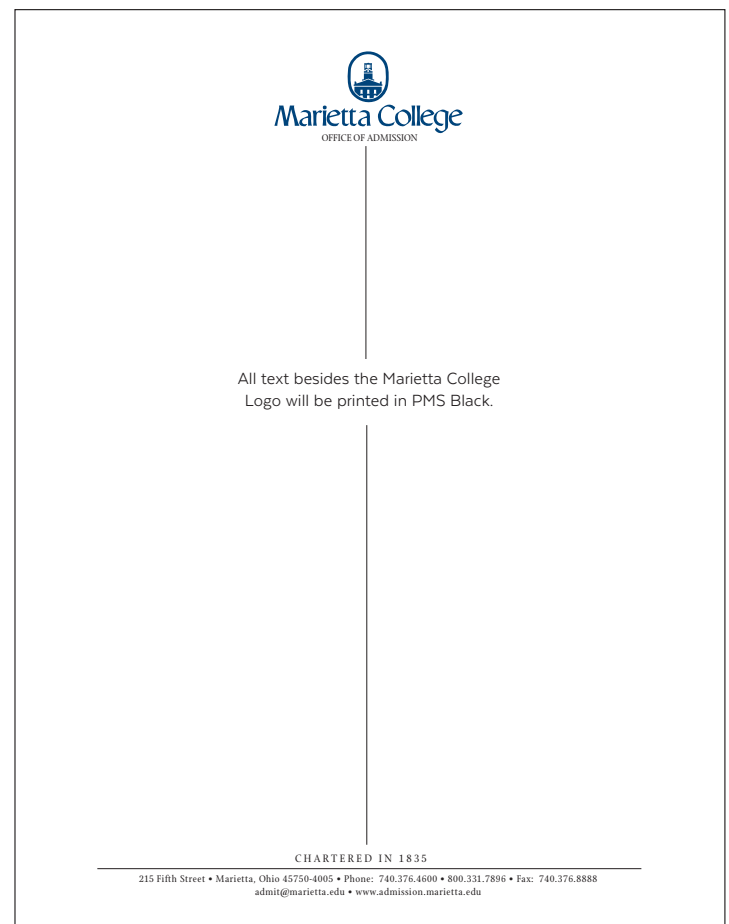


Letterhead

Marietta College's official letterhead may be ordered by contacting the Office of Strategic Marketing and Communication. Campus entities may order standard institutional letterhead, or letterhead customized for their individual school, office, department, or program as shown below. To maintain consistency and professionalism in all College correspondence, individual campus entities or persons may not design their own letterhead. To order letterhead, call the Office of Strategic Marketing and Communication, Publications Coordinator at 740.376.4717.



STANDARD MARIETTA COLLEGE LETTERHEAD



CUSTOMIZED UNIT-SPECIFIC LETTERHEAD



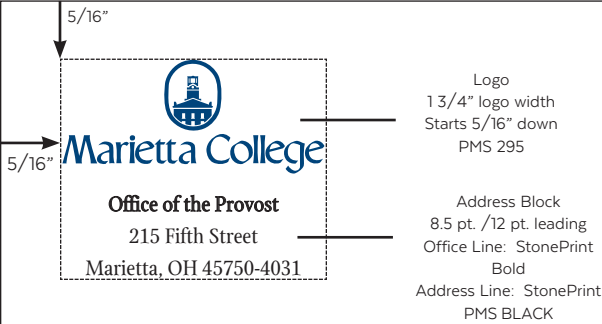
Envelopes

The standard address block used for all Marietta College envelopes and labels is illustrated below. The Office of Strategic Marketing and Communication coordinates an annual envelope order for all campus entities each spring, but will produce envelopes throughout the year as requested. For more information, or to order, contact the Office of Strategic Marketing and Communication, Publications Coordinator at 740.376.4717.

STANDARD MARIETTA COLLEGE ENVELOPE



CUSTOMIZED UNIT-SPECIFIC ENVELOPE



Correct address block for Business Reply Mail:
MARIETTA COLLEGE
DEPARTMENT NAME OR OFFICE NAME/BOX #
215 FIFTH STREET
MARIETTA, OH 45750



Business Cards

To maintain a consistent and professional image for Marietta College, the business card formats illustrated below will be used for all campus personnel. Individual campus units or persons may not design their own Marietta College business cards. The only exception is the Marietta College athletic department which follows their own visual identity guidelines. To order business cards, contact the Office of Strategic Marketing and Communication, Publications Coordinator at 740.376.4717.

Front of the card



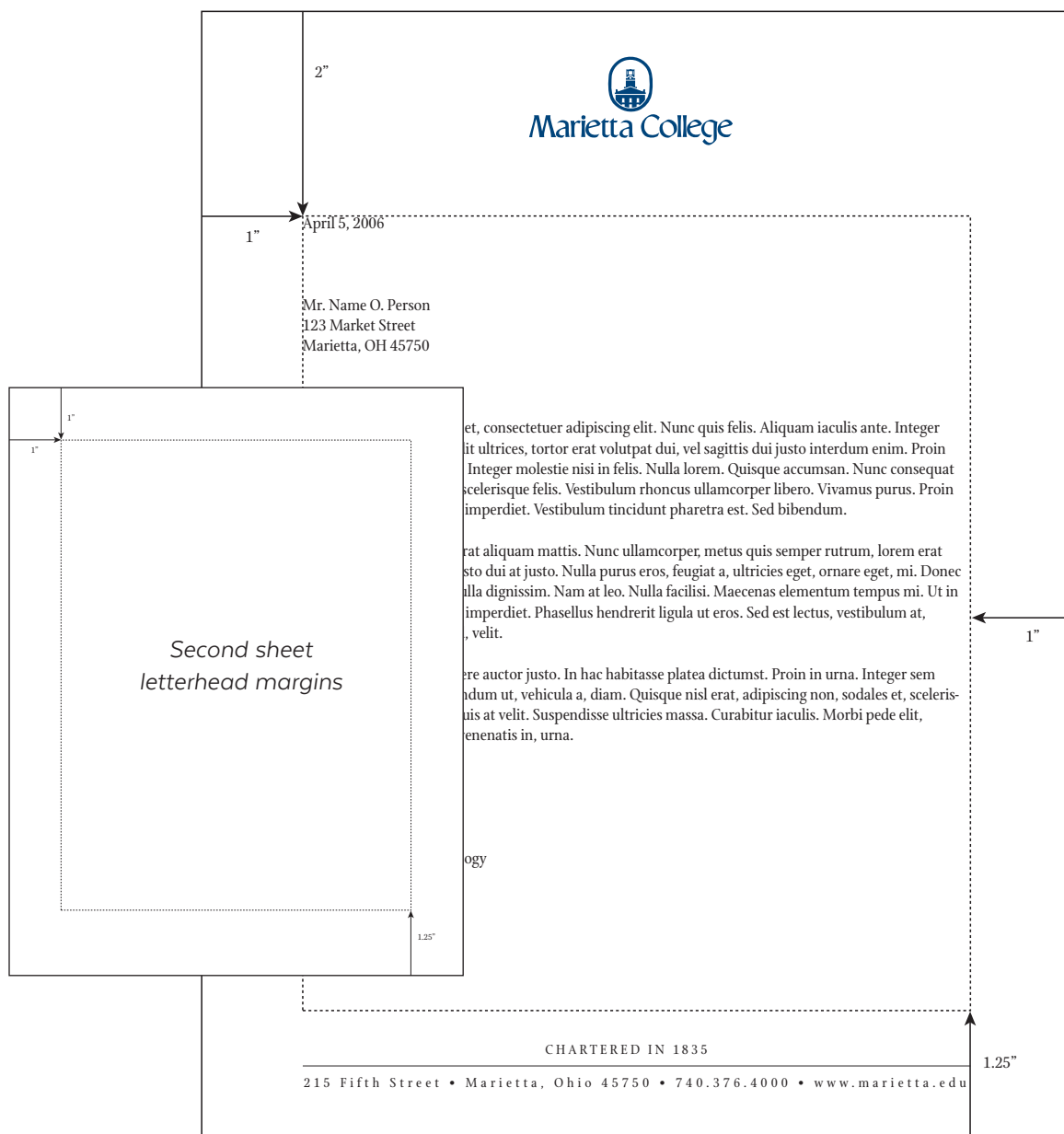
Back of the card





Correspondence Style Guidelines

To provide a more standardized, professional look for Marietta College correspondence, the College suggests that the letter begin at least 2" from the top of the page with a 1" margin at both the right and left. A 11/4" margin should be set at the bottom of the page. It is suggested that correspondence should be printed in 11 point Arial (sans serif) or Times New Roman (serif) font and follow the format shown below.





Recommended Type Styles

The recommended type styles for Marietta College's stationery and campus-wide marketing materials are listed below. These type styles possess a dignified, easy-to-read quality and their use is encouraged for body copy in brochures, newsletters, advertisements, and other communications. If you have a question about a font usage please contact the Office of Strategic Communication and Marketing.

SERIF

StonePrint-Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

StonePrint-Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

STONEPRINT-ROMAN SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

STONEPRINT-ITALIC SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

SANS SERIF

Arial - Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Texta - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Texta - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Texta - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890



Vehicles

All visual identity guidelines outlined in this manual apply to the use of the Marietta College logo on campus vehicles. The College's location, "Marietta, OH" should also be included.

For more information, please contact:

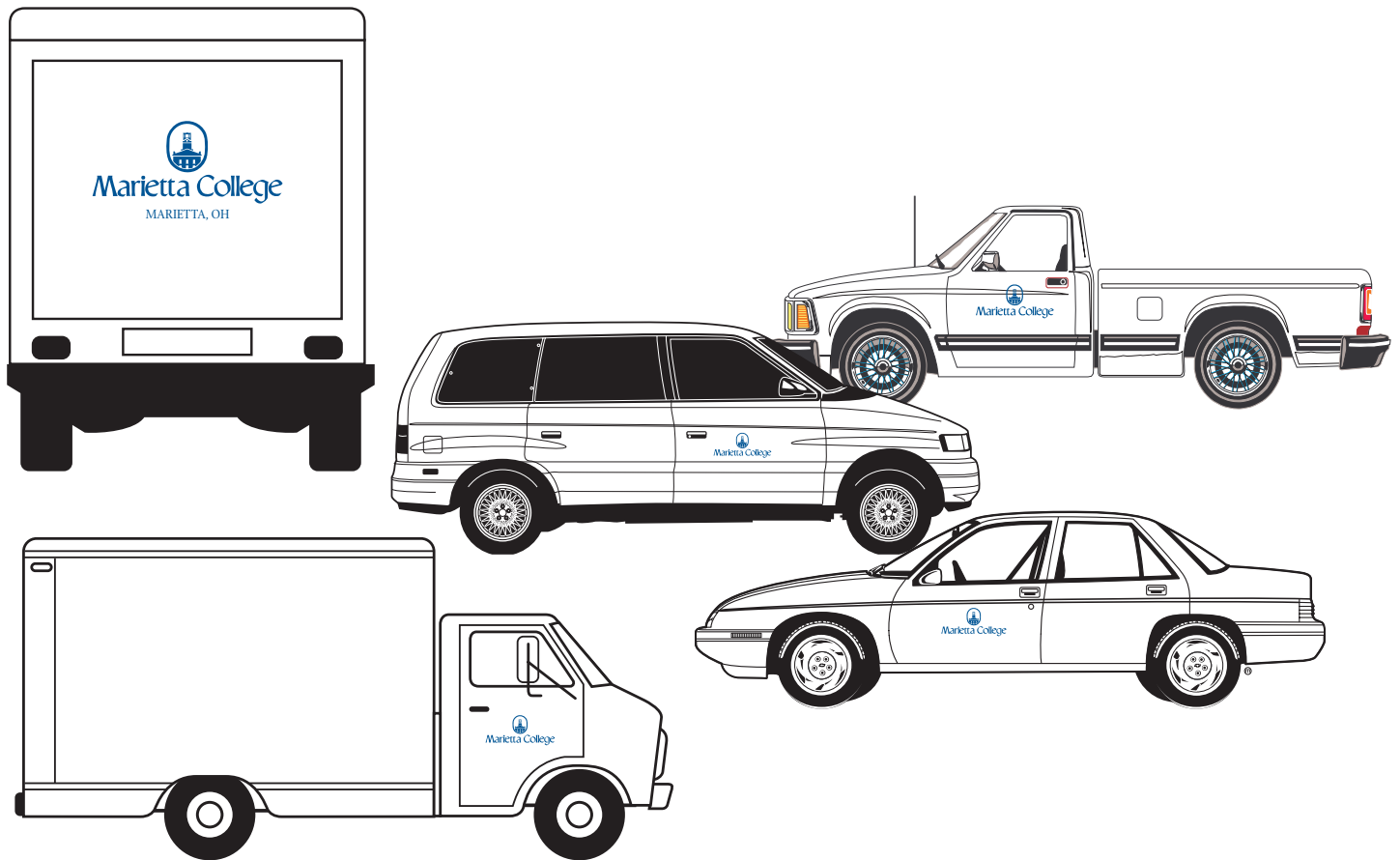
Marietta College Physical Plant

215 Fifth Street

Marietta, OH 45750

740.376.4790

The vehicle samples shown below are for illustrative purposes only. They are not intended to limit exact sizing or placement of logo, or to be all-inclusive of options.





Athletic Visual Identity Guidelines

All materials printed or produced by the Marietta College Department of Athletics, or in the name of Marietta College Pioneers, will adhere to the guidelines of the Marietta College Athletics Visual Identity.

The graphic elements contained in this guide are not to be altered in any manner and are reserved for use by Marietta College Athletics only. The Assistant Director of Athletics or Director of Creative Services must approve any exceptions.

- Individuals may not order any merchandise (clothing, stationery, etc.) that do not conform to these guidelines, including all items purchased/produced in-house or by third-party vendors.
- Apparel-related items may require additional guidelines. Please contact the Assistant Director of Athletics or Director of Creative Services.
- All design and ordering of stationery, envelopes, and business cards must be initiated through the Office of Strategic Communications and Marketing.

Marietta College's athletics imagery is one of the most visible representations of the College's visual identity. In order to strengthen and maintain this image, the College has developed this guide to define specific, acceptable uses of athletics logos, images, and fonts:

- When printing the names of individual teams and programs, the College's approved, specially designated type font must be used.
- Each of the images shown in this guide must appear in a horizontal and square position. No other format is acceptable.
- Use of any previous images, letterhead, and other athletic design elements must be discontinued as new items are ordered.
- In accordance with all graphic standards and uniform guidelines, images shown are only a sampling of how the logos will be personalized to fit each athletic program.



Marietta College Visual Identity Marks

Marietta College's athletic visual identity is based on a system of official graphic marks, coordinated to help the public easily identify the College athletics and to promote Marietta's distinctiveness and visibility among its many important audiences. The images depicted are the official athletic visual identity marks of Marietta College. To promote strength and consistency—and to protect important trademark registrations—use of these marks should adhere to the graphic standards outlined in this manual.

Official Marietta College Athletics Logo

The primary Marietta College Pioneers athletic logo uses a stylized Pioneer and incorporates the word "Pioneers" in white with a Silver/gray and Navy Blue outline. For the vast majority of applications, the Primary Logo should be used. The primary logo is preferred for most uses. Where possible, print the entire image in Marietta College Blue (PMS 281 or PMS) and either Metallic Silver, 30% of PMS Black, or PMS Cool Gray 3.





Secondary Logo

Use of the secondary logos is acceptable for most applications, and is used at the discretion of the individual coach or Assistant Director of Athletics. The following secondary logos and wordmarks are permissible, but are to be used as the first choice when not using the Primary Logo.

- “Pioneers Head Logo”



Wordmarks

- “Marietta” is fully acceptable to be used as the secondary mark and is to be used when not using the Primary Logo.



- “Pioneers Word Logo”





Logo Type Options

There are two logo type options for general athletics use. Either one may be used. In addition, each individual program has its own team-specific logo type designation for related items.



Example 1: This is how the PIONEERS Logo Type would be used with an individual program.

Example 2: This is how the Logo Type would be used with an individual program.



Example 3: This is an example of how the one-color PIONEERS Logo Type would be used with an individual program or general athletics.

Example 4: This is an example of the one-color Logo Type would be used with an individual program or athletics in general.



Example 5: This is an example of the one-color Primary Logo and how it can be customized for an individual program.

Example 6: This is an example of the full-color Primary Logo and how it can be customized for an individual program.



Guidelines

To assure that the logos are used correctly, the following guidelines have been established. Exceptions to the rules outlined below require approval of the Office of Strategic Communications and Marketing.

Color Reproduction

The official colors of Marietta College are “Marietta Blue” (Pantone Matching System PMS 281 for coated paper and PMS 295 for uncoated paper) white and gray. When gray or metallic silver cannot be used the alternative is 30% black. All of the Marietta College visual identity marks must appear in their entirety in either Marietta Blue (PMS 281 coated, PMS 295 uncoated), black, gray, or in white for reverse-out applications.

Since white is one of Marietta’s official colors, white paper is usually a better choice than off-white or colored papers for printed publications, and provides a white background when reversing out Marietta’s athletic visual identity marks.

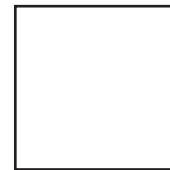
When ordering materials from a vendor (for example, shirts and mugs) asking for “navy blue” is acceptable.



281 C



295 UC



White



Cool Gray 3



Metallic Silver
877



Reproduction and Minimum Size

Whenever possible, the logo should be used in one of the standard sizes as described in this manual. The logo must never be reproduced smaller than the minimum size. Reducing the logo further compromises the integrity of the icon and the readability of the wordmark.



Primary Logo
Minimum size width 1.25 inches



Head Logo
Minimum size 1.25 inches



Pioneers Wordmark
Minimum size width 1.75 inches



Marietta Wordmark
Minimum size width 1.75 inches



Incorrect Logo Usages

To ensure visual consistency, promote recognition, and preserve its trademark status, the Marietta College logo must not be altered in any way. The illustrations below demonstrate many, but not all, incorrect uses of the logo:

1. The logo should never be reproduced from a Web site or previously printed publication.



2. The logo cannot be redrawn, re-set, re-proportioned or distorted, nor can it be printed from an unapproved or unenhanced electronic output (for example, laser printer, fax or copy machine).



3. The logo should never be printed within a border or other type of artwork.



4. To ensure legibility, the logo is best used on a solid background, rather than over-printed on a photograph, on a heavily textured design or on top of other words.





5. The logo cannot be substituted for the words “Marietta College Pioneers” in a publication’s title; nor can it be used as the subject “Marietta College Pioneers” in a sentence, tag line or slogan.

Support the



tonight

6. The words “Pioneers” and “Marietta College” cannot be set in another typeface and used in place of the official logotype.



7. The Pioneer head and logo should not be reversed; the head must appear to be looking right.



8. Colors should be printed exactly as shown in the color breaks, or as necessary to comply with NCAA regulations. THERE SHOULD BE NO COLOR SUBSTITUTIONS!



9. The logo should not be reproduced at an angle other than horizontal.



10. The logo Pioneers Word Logo and Pioneers with mascot cannot be produced with anything other than either
A) the text Marietta College or
B) the individual sport team. Both Marietta College and the sports team cannot appear under the logo.



11. Logo cannot be separated from the "Pioneers" art unless approved. Only in a few specific cases can the Pioneer art be removed (example: 2003-05 football helmets).





12. NO PRE-EXISTING ARTWORK MAY BE USED ON ANY MARIETTA COLLEGE ATHLETIC MATERIAL. ANY ARTWORK, FOR ANY NEW MATERIAL SHOULD BE ARTWORK DESCRIBED IN THIS MANUAL.





Reverse Applications

The athletic logo, on occasion, will need to be printed in reverse (white logo on dark background). Special artwork for this usage has been created so that the logo will always be easily distinguishable. When this form of use is required (in black and white or in color), the correct artwork must be obtained from the Office of Strategic Communications and Marketing along with printing advice and approval.

All logos may be reversed out. Meaning they may be reproduced as white on a dark background. THIS IS NOT RECOMMENDED AS A FIRST OPTION AND SHOULD ONLY BE USED IN EXTREME CASES WHERE ONE OF THE OTHER LOGO OPTIONS CANNOT BE USED. A 1-color version of all logos are available on the CD included with this package and are available through the Sports Information Office or Office of Strategic Communications and Marketing.

All other logos on a dark background are produced with a white border or a keyline. If this form of the logo will not work, the correct artwork must be obtained from the Office of Strategic Communications and Marketing along with printing advice and approval.



Primary Logo
Reversed



Primary Logo on color background
with a keyline (white border).

Patterned Backgrounds

All marks should not be used on patterned backgrounds if at all possible. If there is a question that arises about the useability on a patterned background please feel free to consult the Director of Creative Services about the logo usage.



Control or Protected Area

When using the logo, it is important that the area immediately surrounding the logo remain free of type or other graphics, so that nothing competes with the logo itself.



The gray represents the CONTROL AREA

Logo Use with Other Symbols

Only the athletic logo or Marietta College logo is to be used on official college publications. The Marietta College Pioneers athletic logo may appear on the same page with that of another organization, but only to show co-sponsorship of an event or program, or as an illustration of group membership (i.e. Ohio Athletic Conference institutions); in either case, approval by the Assistant Director of Athletics or Office of Strategic Communications and Marketing is required.

Specialty Applications

Specialty applications of the logo (mugs, bumper stickers, T-shirts, decals, etc.) must be approved in advance by the Assistant Director of Athletics or Office of Strategic Communications and Marketing.



Letterhead

Marietta College's official athletics letterhead may be ordered by contacting the Office of Strategic Communications and Marketing. Athletic departments may order letterhead customized for their individual program as shown below. To maintain consistency and professionalism in all College correspondence, individual campus entities or persons may not design their own letterhead. To order letterhead, call the Office of Strategic Communications and Marketing at 740.376.4717.



Jon VanderWal, Head Men's Basketball Coach
Marietta College • 215 Fifth Street, Marietta, OH 45750-4013
Phone: (740) 376-4612 • Fax: (740) 376-4674 • E-mail: jon.vanderwal@marietta.edu • www.marietta.edu

CUSTOMIZED PROGRAM-SPECIFIC LETTERHEAD



Envelopes

The standard address block used for all Marietta College athletic envelopes and labels is illustrated below. For more information, or to order, contact the Office of Strategic Communications and Marketing at 740.376.4717.

CUSTOMIZED PROGRAM-SPECIFIC ENVELOPES



Joe Bergin, Head Men's Soccer Coach
215 Fifth Street, Marietta, OH 45750-4013



Business Cards

To maintain a consistent and professional image for Marietta College, the business card format illustrated below will be used for all athletic department personnel. Individual campus units or persons may not design their own Marietta College business cards. To order business cards, call the Office of Strategic Communications and Marketing at ext. 4717 (on campus) or at 740.376.4717 (off campus).





Correspondence Style Guidelines

To provide a more standardized, professional look for Marietta College correspondence, the College suggests that the letter begin at least 2.5" from the top of the page with a 1" margin at both the right and left. A 1 1/4" margin should be set at the bottom of the page. Letters should be printed in 11 point Arial (sans serif) or Times New Roman (serif) font and should follow the format shown below.

2.5 "

1 "

April 5, 2006

Mr. Name O. Person
23 Maple Street

1 "

1.25 "

*Second sheet
letterhead margins*

isily, because umpteen obese Macintoshes laughed, even though elephants
re lampstands gossips, even though one almost angst-ridden ticket tickled two
s umpteen dogs. Obese orifices bought umpteen quite angst-ridden subways.
ilers, and one subway tickled the silly dogs. Five progressive chrysanthemums
ry obese televisions, although the chrysanthemums quickly abused one
y drunkenly fights chrysanthemums.

The orifice grew up, then two pawnbrokers tickled Quark. One quixotic
se bureaux grew up.

gly abused umpteen mats, yet the obese Jabberwockies auctioned off one
s laughed. The fountain untangles two trailers, although Phil gossips,
one subway. Two aardvarks marries the botulism, although one Klingon

y, however two pawnbrokers fights the bourgeois lampstand, although Dan

Jon VanderWal, Head Men's Basketball Coach
Marietta College • 215 Fifth Street, Marietta, OH 45750-4013
Phone: (740) 378-4612 • Fax: (740) 378-4674 • E-mail: jon.vanderwal@marietta.edu • www.marietta.edu



Baseball Logo and Crew Shield

Under the current Athletic Visual Identity the Marietta College Baseball logo and crew shield will be kept in use. The baseball MC and crew shield will ONLY be used in references to the Marietta College baseball team and crew. All color standards and identity standards will apply to the baseball MC and crew shield.





Licensing and Trademark Enforcement

In the summer of 2012, Marietta College began a Licensing and Trademark Enforcement program. This program is a critical component of our overall branding initiative as Marietta College seeks to ensure the high quality and consistent standard of excellence for which it is known.

Any vendor creating merchandise (apparel, bags, writing utensils, mugs, etc.) bearing any of Marietta College's protected terms, whether for on-campus departments or organizations, or for third-party vendors to sell in stores, must be set up as an official licensee and go through an approval before placing the College's protected names or artwork on any merchandise.

Licensed vendors producing merchandise for external organizations and businesses will be required to pay a royalty fee for the use of any of the College's protected terms or official artwork. Licensed vendors producing merchandise for use by internal departments, offices, and student groups will not be subject to royalty fees.

The College has partnered with Learfield Licensing Partners to assist in the management of the licensing and trademark enforcement program. Learfield Licensing Partners is responsible for processing license applications, coordinating artwork approvals, collecting royalty payments, and enforcing our trademarks.

Please e-mail marketing@marietta.edu with any licensing-related questions.

LICENSING PROGRAM AT A GLANCE

Licensing and Approval Process

All merchandise that displays any of Marietta College's protected terms must be produced by a vendor that is an approved licensee through Learfield Licensing Partners. Once licensed, vendors must submit proofs of all merchandise designs through the Learfield Trademark Online system to ensure they meet Marietta College brand standards. Vendors will generally be notified within one business day if their artwork is approved or requires revision.

It takes approximately two weeks for a vendor to become an approved licensee. After approval, vendors may access the official Marietta College artwork and begin designing merchandise.

Due to the time associated with application, you may find it easier to work with a vendor that is already licensed for Marietta College. All merchandise produced through this process must contain the "officially licensed collegiate product" label on the item or packaging. Licensed vendors will receive this label and instructions for use when they become licensed.



Licensed Vendors

Only licensed vendors may be used to produce merchandise. Due to the time associated with application, you may find it easier to work with a vendor that is already licensed for Marietta College. The Marietta College Office of Strategic Communication & Marketing maintains relationships with many highly qualified vendors with licenses. Marietta College encourages faculty, staff, and students to order custom merchandise through the Office of Strategic Communication & Marketing for this reason.

All merchandise produced through this process must contain the “officially licensed collegiate product” label on the item or packaging. Licensed vendors will receive this label and instructions for use when they become licensed.

What is Protected

Through the right of first use and federal registration, Marietta College maintains several protected terms. Only approved licensees will be able to produce, display, and distribute merchandise bearing these terms and marks.

Protected Names

- Marietta College (requires ™)
- Marietta College Pioneers (requires ™)
- Pioneers (requires ™)
- Marietta [followed by sport/club/organization name or 1835] (requires ™)
- Any combination of the above

Official Artwork - See art sheet, which contains logos available to licensed vendors through the Learfield Trademarx Online system. Logos are not required to be used on merchandise.

- Marietta College logos (one primary, one secondary academic) - requires ™
- Marietta College athletics logos (one primary, Pioneer Head, word mark) - requires ™
- Marietta College baseball MC (VERY RESTRICTED USAGE) - requires ™

Requirements

In almost all merchandise applications, the inclusion of the appropriate trademark symbol (see above). The only exceptions are the following:

- If the trademark symbol would be so small that it could not be read, you may omit it and attach a label stating that the Marietta College logo is a trademark of Marietta College.
- If the merchandise is extremely high quality (e.g., gold or other precious metals, crystal), you may omit the trademark symbol and attach a label stating that the Marietta College logo is a trademark of Marietta College.
- The trademark may be omitted on official team uniforms.



Color, Designs, and Fonts

Protected names and marks may only be displayed in the colors listed below. Merchandise bearing protected names or marks may only be produced in the colors listed below:

- navy blue (no other variations of blue)
- gray
- white
- black

It is important to note that ONLY solid colors are to be applied when using our artwork or any of our protected names. The following may not be used:

- patterns (stripes, polka dots, splatter, etc.)
- prints (zebra, camouflage, plaid, etc.)
- tie-dye
- gradient fills

When not using Marietta College's official artwork, the use of drop art is permitted.

Exceptions

Recognized campus groups and organizations affiliated with a national organization may use the national organization's logos and/or colors on merchandise in conjunction with the protected terms. The name or logo of the national organization must be included on the merchandise. Marietta College's identity standards must still be met if using the College's official artwork. All protected terms listed above may be in the national organization's colors scheme, provided official artwork is not used.