



# BRAND GUIDELINES



MORAVIAN  
COLLEGE

## ABOUT THE BRAND GUIDELINES

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Moravian College is the past, present, and future of higher education. Our brand reflects our revolutionary spirit—always evolving and leading the way toward meaningful change.

College-wide adoption of the graphic identity system is key to its effectiveness in communicating Moravian College’s distinctive brand. Used consistently and correctly, the identity will, over time, help to build a strong, coherent visual brand identity for the entire college and all its divisions.

The graphic identity of Moravian College’s brand is created through the use of specific graphic elements, typography, and color that will be recognized instantly and positively by key audiences. A consistent style reinforces memory by providing a visual cue for audiences, resulting in an immediate recognition and emotional connection.

The existence of these standards does not mean that all materials must look exactly alike. However, the standards call for materials to demonstrate a common resemblance, with some elements that tie programs and departments of the college together. This document outlines procedures, guidelines, and standards to guide you in the implementation of the logo in a wide variety of applications. All schools, departments, offices, and programs of the college are expected to use the visual identity in these approved formats.





# PRIMARY LOGO

Moravian College’s logo provides instant recognition of our enduring and forward-thinking institution. It is the basis for our brand—symbolizing our history, community, and mission—and should be present in all areas of our communications.

The logo consists of the Moravian star symbol and the college’s wordmark. Consistent use of this logo builds awareness of the college in the academic community and beyond.

There are three variations of the logo: Moravian College, Moravian Graduate, and Moravian Seminary, to be used on the appropriate communication materials.

The logo is available in two orientations, horizontal and vertical, to be used at the designer’s discretion. However, the horizontal logo is considered primary.

## HORIZONTAL LOGO



## VERTICAL LOGO



## LOGO SYMBOL AND LOGO TYPE

Moravian’s visual identity combines a traditional wordmark with our most widely recognized and beloved symbol—the Moravian star—to create our logo.

The Moravian star, a product of mathematics and religion combined, is made up of 26 points, perhaps representing the name of God in Hebrew numerology (YHWH).

For Moravian College, the Moravian star symbolizes our motto, Via Lucis, the “way of light,” by embodying the light of learning, the radiance of joy, and the illumination that our graduates carry into the world.

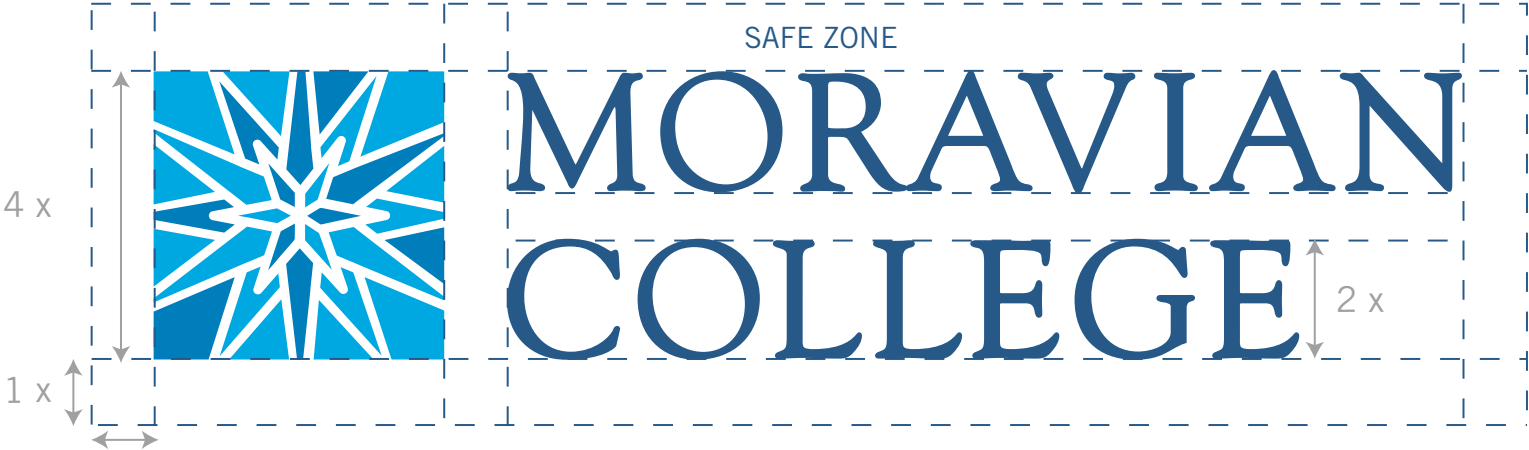
The Moravian star symbol can be used on its own as a design element, as long as “Moravian College” is present within the communication. This primarily applies to internal use, but external uses will be considered.

Moravian College’s wordmark is typeset in Goudy Old Style Std and is always used in combination with our Moravian star symbol. The letters of our wordmark have been set with specific spacing and weight, which cannot be re-created simply by typing them out. Therefore, when the wordmark appears as part of the logo, always use the official artwork.

Please do not use the wordmark by itself on any communication pieces. It should always be accompanied by the star.







## LOGO CONSTRUCTION AND SIZE

To maintain brand recognition, logo placement within layouts should always be taken into consideration. This means including the designated clear space around the logo—equal to half the height of the *E* on all sides.

If the “pillow” component (see page 12) is used with the Moravian logo, clear space is already built into the graphic. It is not necessary to maintain any clear space around the pillow.

To maintain full legibility, never reproduce the logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



# LOGO COLOR VARIATIONS

The full-color logo should be used in all circumstances, except those calling for a one-color variation (such as one-color printing). The logo should appear in the following variations only:

- Full color (preferred)
- Full color, white text (on solid-color background)
- Two color, blue star, white text on dark solid color (for promo printing only)
- All Moravian Blue
- All black
- All white (on a solid, dark background)



## LOGO USAGE—BACKGROUND

Moravian College’s full-color logo includes an optional white background component (the “pillow”), perfect for use on dark or photographic layouts. This lockup allows for better visibility of the full-color logo and ensures a consistent brand presentation across communications. The pillow was designed with our logo’s clear space requirements in mind and should not be re-created—always use the official artwork.

**Note:** The pillow should always be used when the logo is placed on a photo.

UNDERGRADUATE MAJORS AND MINORS

Accounting

Actuarial Science

Africana Studies

Art Education

Art History and Criticism

Applied Mathematics

Behavioral Neuroscience

Biochemistry

Biology

Cellular Neurobiology

Chemistry

Cognitive Neuroscience

Computer Science

Crime, Law, and Society

Early Childhood Education (Pre-K–Grade 4)

Economic Theory and Policy

English

Environmental Policy and Economics

Environmental Science

Ethics

Finance

Foreign Language Education (K–Grade 12)

French and Francophone Studies

French

German

German Studies

Global Religions

Graphic and Interactive Design

Health Sciences

Historical Studies

History

Informatics

International Management

International Studies

Management

Marketing

Mathematics

Media Studies

Medieval Studies

Middle Level Education (Grades 4–8)

Music

Music Composition

Music Education

Music Technology and Audio Recording

Music Performance (Instrumental, Jazz, Vocal)

Neuroscience

Nursing

Organizational Leadership

Peace and Justice Studies

Peace Corps Prep

Philosophy

Photography

Physics

Political Science

Pre-Athletic Training

Pre-Dental

Pre-Law

Pre-Medical

Pre-Music Therapy

Pre-Occupational Therapy

Pre-Physical Therapy

Pre-Speech-Language Pathology

Pre-Veterinary Medicine

Psychology

Public Health

Theatre

Sacred Music

Secondary Education (Grades 7–12)

Sociology

Spanish

Special Education / Early Childhood Education (Grades K–8)

Sports Management

Studio Art

Women’s, Gender, and Sexuality Studies

Writing Arts

...or Design your own

Let’s talk!

go.moravian.edu/international

Phone: +1-610-861-1400

MORAVIAN  
COLLEGE

FILL OUT 2020-2021

FAFSA

NOW

Maximize your financial aid!

MORAVIAN  
COLLEGE

Student success—  
it begins with you.

Jamie Ernst '18, Fulbright Scholar

MORAVIAN  
COLLEGE

# LOGO MISUSE

The Moravian College logo is a cohesive design element that, when used consistently, will further advance our brand recognition. Any variation from the authorized configurations will weaken their visual efficacy.

## AVOID ROTATING



## AVOID CHANGING LOCKUP OF LOGO



## AVOID STRETCHING



## AVOID USING ON BUSY BACKGROUNDS



## AVOID USING OFF-BRAND COLORS



## AVOID ADDING DROP SHADOW





## DEPARTMENT LOGOS

Created for divisions, departments, and offices, the logo lockup is a simple, readable visual device that identifies areas as integral units of the college. By using an official department logo, Moravian College retains its brand integrity while still promoting an individual unit. This is necessary to present a united institution. Department logos must be created by the Office of Marketing and Communications and may not be redesigned to appear otherwise.

### Custom Logos

To strengthen the college’s visual identity, the creation of custom logos is restricted. Moravian College encourages the use of our primary logo as well as department logos on all communication materials. Academic colleges and departments are not allowed to use custom logos. Custom logos for other campus units are allowed only in rare instances.

Creation of a custom logo will be considered under the following circumstances:

- When an external grant or partnership requires a unique logo and/or results in the formation of a unit (e.g., a center or institute)
- When an administrative unit has a compelling need for a unique identity to complement the college’s brand identity
- For special college-sponsored events
- For special college-wide initiatives

If there is a compelling need for your unit to produce a logo or custom graphic identity, please contact the Office of Marketing and Communications to discuss your needs.

### FORMAL

HORIZONTAL



MORAVIAN  
COLLEGE

CENTER FOR  
GLOBAL EDUCATION

VERTICAL



MORAVIAN  
COLLEGE

CENTER FOR GLOBAL  
EDUCATION

### INFORMAL

HORIZONTAL



MORAVIAN  
COLLEGE

GLOBAL EDUCATION

VERTICAL



MORAVIAN  
COLLEGE

GLOBAL EDUCATION

### SUB-BRAND

HORIZONTAL



MORAVIAN  
COLLEGE

CENTER FOR GLOBAL EDUCATION  
**STUDY ABROAD**

VERTICAL



MORAVIAN  
COLLEGE

CENTER FOR GLOBAL EDUCATION  
**STUDY ABROAD**

## COLLEGE SEAL

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The Moravian College seal is reserved for presidential use, official communications that identify the college's policies and proceedings, academic honors materials such as diplomas and awards, special events such as Commencement, and college buildings, where appropriate.

The seal should not be used on novelty or promotional items, apparel, advertising, publications, websites, or printed materials that publicize a program, activity, or service of the college.

The seal should not be used in daily communication by departments or programs, but it may be used in select communications, upon request. For permission, please contact the Director of Marketing and Communications at [marketing@moravian.edu](mailto:marketing@moravian.edu).







# ATHLETICS

The athletics logo, composed of a blue *M* outlined with a grey stripe and a stylized Greyhound, is to be used consistently in association with the Moravian College Athletics Department and its teams.

The college is also utilizing a standard sans serif typeface (Trade Gothic Condensed) for text that accompanies the logo.

There are a number of variations that can be customized to accommodate accompanying text, including team names.

Athletics color code is PMS 294 C which appears darker than the college color, PMS 294 U.

Moravian Athletics Blue

PANTONE 294 C

CMYK 100, 86, 29, 23

RGB 0, 46, 109

HEX #002e6d





# BRAND COLOR

Moravian has three distinct branches: Moravian College, Moravian Graduate, and Moravian Seminary. Each branch maintains its own identity while also representing the brand as a whole. This is done through purposeful integration of our brand color—Moravian Blue—across palettes.

BRAND COLOR

HEX: #005993



MORAVIAN BLUE



## COLOR PALETTE

Moravian College’s color palette is almost as historic as the college itself. In 1894, with the bitter battles of the American Civil War still a recent memory, Moravian adopted the colors blue and grey as a gesture of unity and healing.

Over the decades, our palette has transformed, while staying in touch with its historic roots, and is now considered one of the most important aspects of our brand.



MORAVIAN BLUE



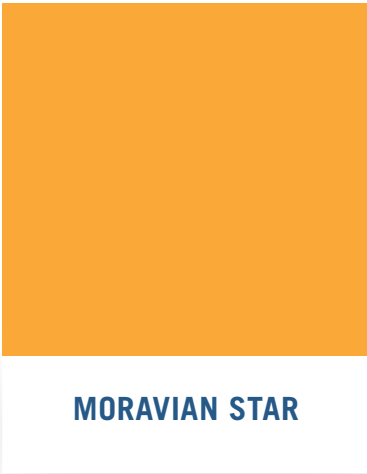
BENIGNA BLUE



MAIN STREET



GRADUATE GREEN



MORAVIAN STAR



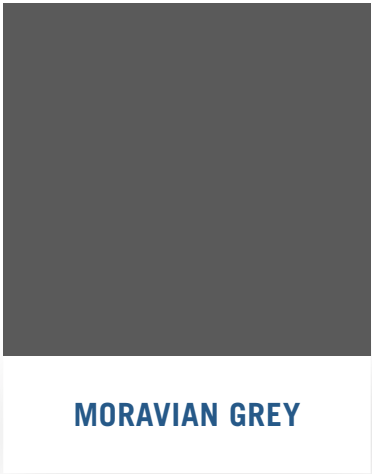
COMENIUS LAWN\*



STEEL FIELD\*



GREYHOUNDS



MORAVIAN GREY

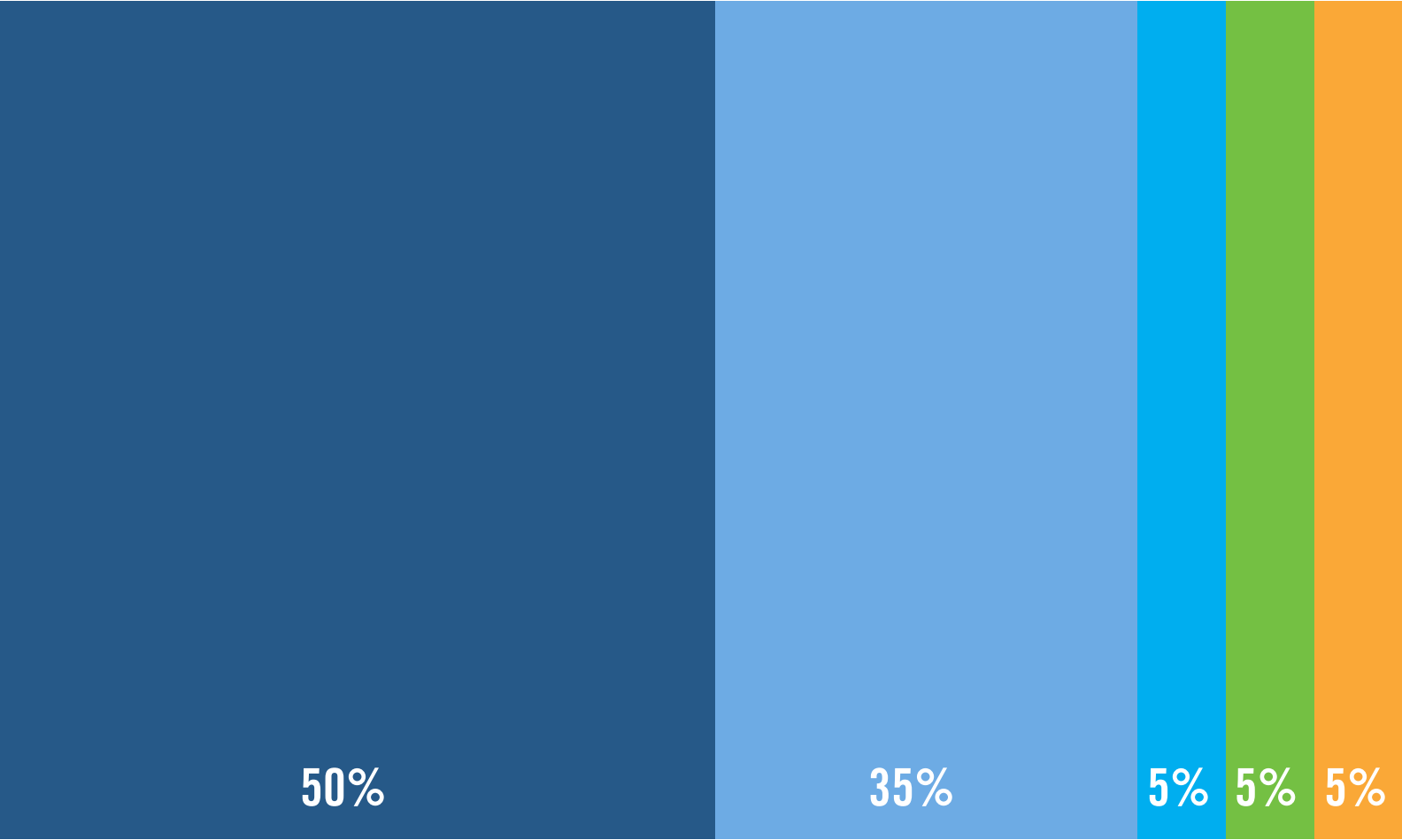
\*Color to be used on Moravian Graduate marketing materials only.

## COLOR USAGE

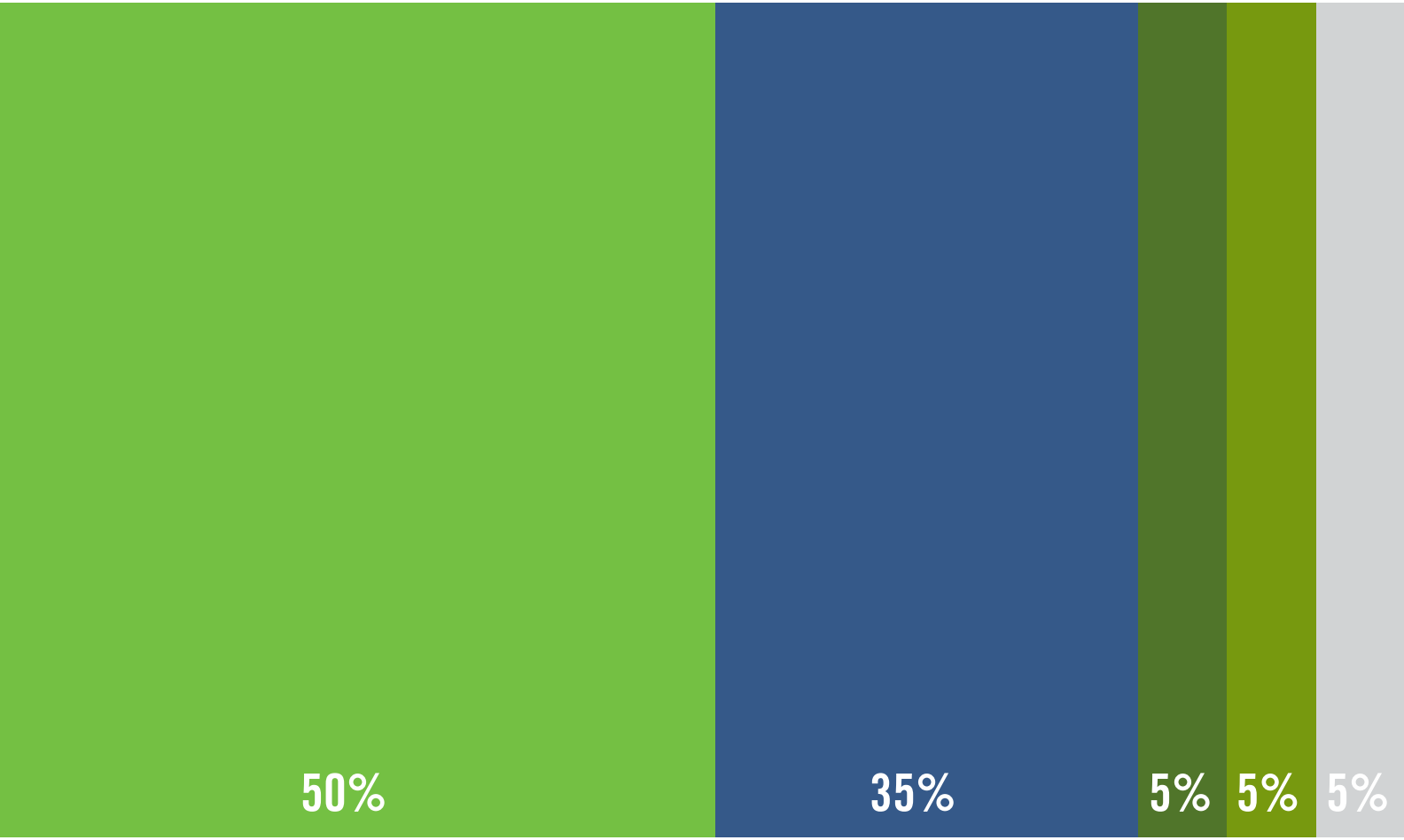
The college’s signature colors are Moravian Blue (Pantone 294 U) and Benigna Blue (Pantone 284 U). These colors should be used prominently on college communications.

Our secondary palette consists of five bright and two neutral colors that complement our signature colors. This palette represents the aspects of our campus that we love the most—Bethlehem’s night sky, Main Street, the Moravian Star, Steel Field, the Comenius Lawn, and of course, greyhounds. It is our intention that the colors in the secondary palette are used to accent and enhance our signature colors—rather than being used boldly and prominently on their own. It is not required to use a color from the secondary palette.

COLOR USAGE—MORAVIAN COLLEGE



COLOR USAGE—MORAVIAN GRADUATE



## COLOR CODES

CMYK, Pantone, and hex codes each communicate individual color values meant for specific mediums. For instance, CMYK and Pantone values are intended for print designs, while RGB and hex codes are meant for the web and digital pieces. To ensure your chosen color display correctly across formats, the proper value must be chosen, based on the intended use and printing method of your communication.

### PMS

Also used for print work, the PMS value is based on the Pantone Matching System®. It should be used only when printing spot colors (limited use).

### CMYK

For nearly all print work, use the CMYK values for the most accurate brand color reproduction.

### RGB

For digital work, use the RGB color values if your design is supposed to be displayed on any kind of screen.

### HEX

Hex values should be used only when reproducing brand colors on the web, in a digital, RGB environment. These values were identified specifically because they are accessible.

MORAVIAN BLUE

PANTONE 294 U  
CMYK 100, 50, 2, 25  
RGB 0, 90, 147  
HEX #005993

BENIGNA BLUE

PANTONE 284 U  
CMYK 54, 22, 0, 0  
RGB 109, 171, 228  
HEX #6DABE4

MAIN STREET

PANTONE 2995 U  
CMYK 69, 14, 0, 0  
RGB 44, 172, 227  
HEX #2CACE3

GRADUATE GREEN

PANTONE 368 U  
CMYK 60, 0, 100, 0  
RGB 114, 191, 68  
HEX #72BF44

MORAVIAN STAR

PANTONE 130 U  
CMYK 0, 39, 89, 0  
RGB 250,168, 54  
HEX #FAA836

COMENIUS LAWN\*

PANTONE 364 U  
CMYK 74, 33, 100, 19  
RGB 72, 118, 41  
HEX #487528

STEEL FIELD\*

PANTONE 377 U  
CMYK 59, 22, 100, 4  
RGB 119, 153, 15  
HEX #77990F

GREYHOUNDS

CMYK 0, 0, 0, 20  
RGB 209, 211, 212  
HEX #D1D3D4

MORAVIAN GREY

CMYK 63, 55, 54, 28  
RGB 90, 90, 90  
HEX #595959

\*Color to be used on Moravian Graduate marketing materials only.

# TYPOGRAPHY

As with all other elements of our visual identity, our typefaces were chosen with great care as accurate representations of Moravian College. Through their contrasting nature, Goudy Old Style Std and Trade Gothic manage to communicate Moravian’s unique position as an institution that is both historic and history-making.

Trade Gothic and Goudy Old Style are available for download from the Office of Marketing and Communications.

**Trade Gothic**  
Trade Gothic, a sans serif, is our primary display and body copy typeface. It portrays strength and sturdiness, but also features irregular characteristics that are uniquely Moravian. This typeface includes a number of variations that can be combined to communicate hierarchy and provide emphasis.

**Goudy Old Style**  
Created by famous type designer Frederic W. Goudy, Goudy Old Style is our preferred serif typeface. Goudy Old Style is also the chosen typeface for our wordmark—please do not try to re-create it on your own. Goudy Old Style can be used as display and body copy in official college communications, such as acceptance letters. It should not be used in all caps.

**Specialty and Display Type**  
A display font may be used in headlines or graphics when you need to create a mood or set the tone of a piece. It should be used sparingly and tastefully and should never be used as body text. Script fonts should never be used in all caps. Please note: These fonts are not available through download from the Office of Marketing and Communications.

Aa

Trade Gothic Bold  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)

Trade Gothic Bold No. 20  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)

Trade Gothic Condensed No. 18  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)

Trade Gothic Regular  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)

Aa

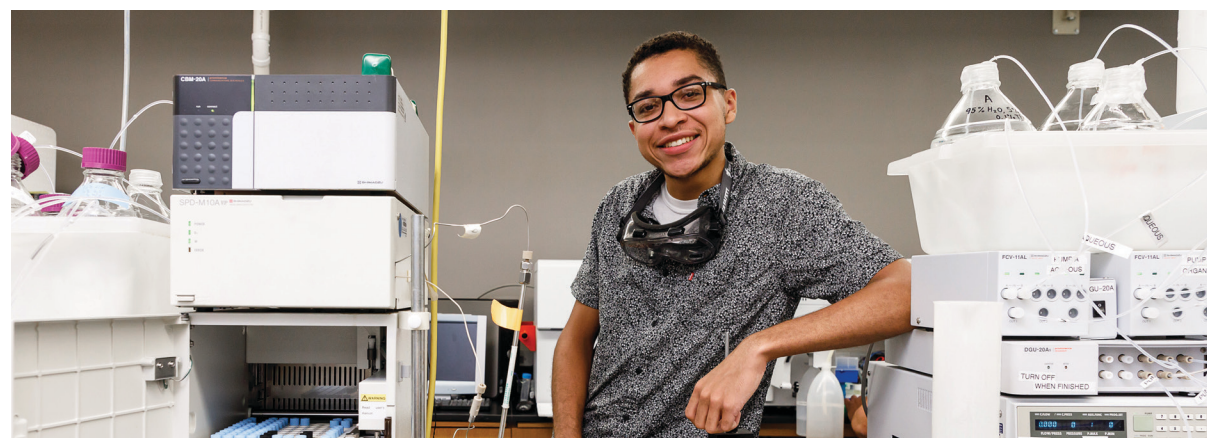
Goudy Old Style Bold  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)

Goudy Old Style Std  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)

Goudy Old Style Std  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)

Goudy Old Style Std  
Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0  
!@#\$\$%^&\*?)





## PHOTOGRAPHY STYLE

Our imagery portrays the sparks of curiosity and passion that grow in each and every one of us when we set foot on Moravian's historic campus. It captures our greatest successes, celebrations, life lessons, and history in the making.

When choosing imagery, select photos that are candid, high-energy, and focused. We love when our students and faculty are featured, but our beautiful campus can also steal the spotlight from time to time. No matter the subject, high-quality imagery should always be used—professional photography, if possible. Stock imagery should be avoided.

If you need assistance finding the right photos, the Office of Marketing and Communications can help.





## GRAPHIC ELEMENTS

Moravian College has a variety of graphic elements that can be used to enhance storytelling, add visual interest, and communicate our values. These graphic elements are available for download from the Office of Marketing and Communications. They should be used tastefully and sparingly—do not combine all elements in one design.

**Sparkline**  
Representing the spark that is lit within our students—used to provide emphasis to copy or to signify hierarchy in the design.

**Moravian Star**  
Derived from the Moravian star symbol in our logo—used as an accent on printed communication materials.

**Be a Little Revolutionary**  
The college’s tagline—used throughout admissions communications to introduce brand values.

**Color Bar**  
A combination of colors from our palette—used as an accent to anchor the Moravian logo on printed communication materials.

BE a LITTLE  
REVOLUTIONARY

BE a LITTLE  
COURAGEOUS

BE a LITTLE  
GROUNDBREAKING

APPLE DISTINGUISHED SCHOOL

6TH OLDEST  
COLLEGE  
IN AMERICA!



BUSINESS CARD



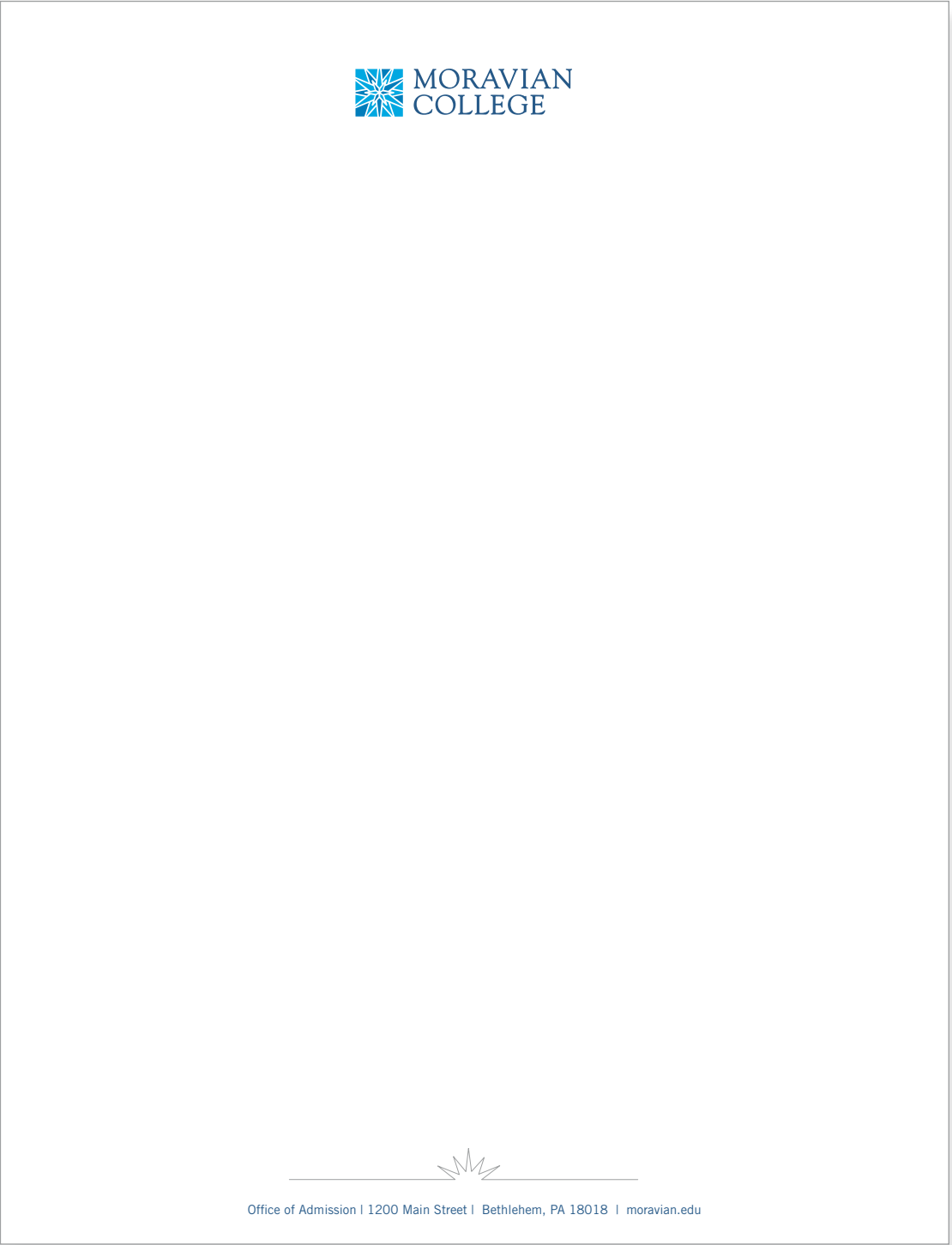
NAME TAG



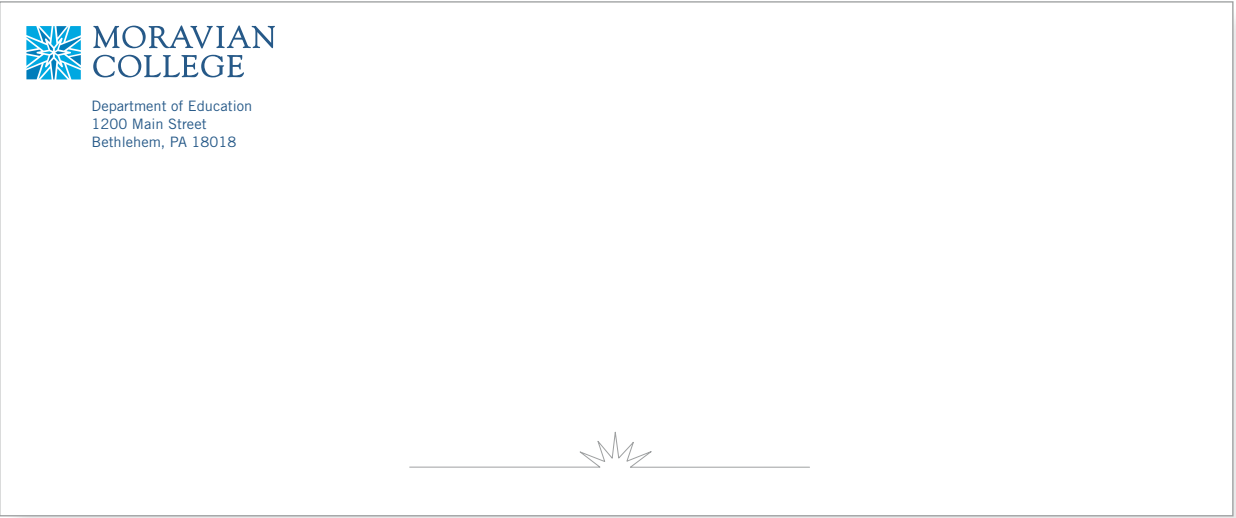
STATIONERY SYSTEM

Official Moravian College business cards, name tags, and stationery can be ordered through the Office of Marketing and Communications.

LETTERHEAD

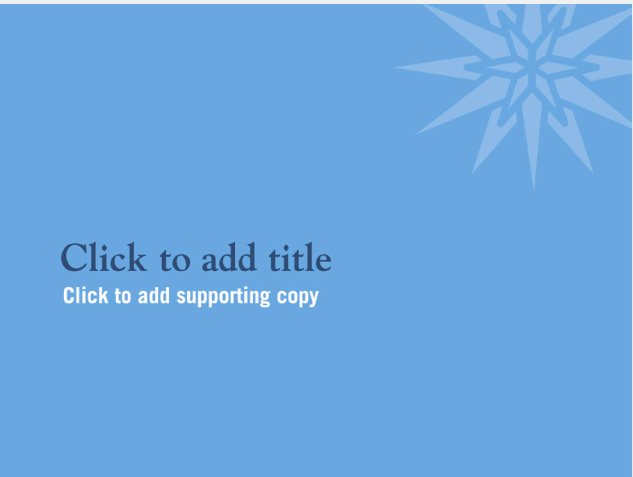
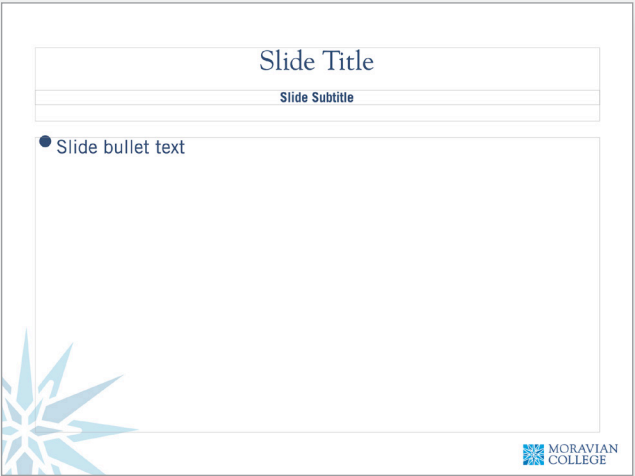
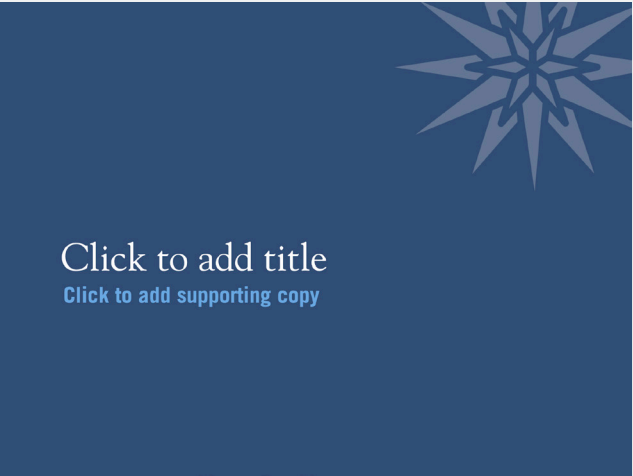


ENVELOPE



# PRESENTATIONS

When you are presenting work on behalf of Moravian College, whether at a conference or an internal meeting, it is important for you to represent our brand, and for our brand to represent you. For your convenience, we've created PowerPoint and Keynote templates, which are available for download at [moravian.edu/marketing](http://moravian.edu/marketing). These templates will assist you in creating a well-branded and easy-to-read presentation.

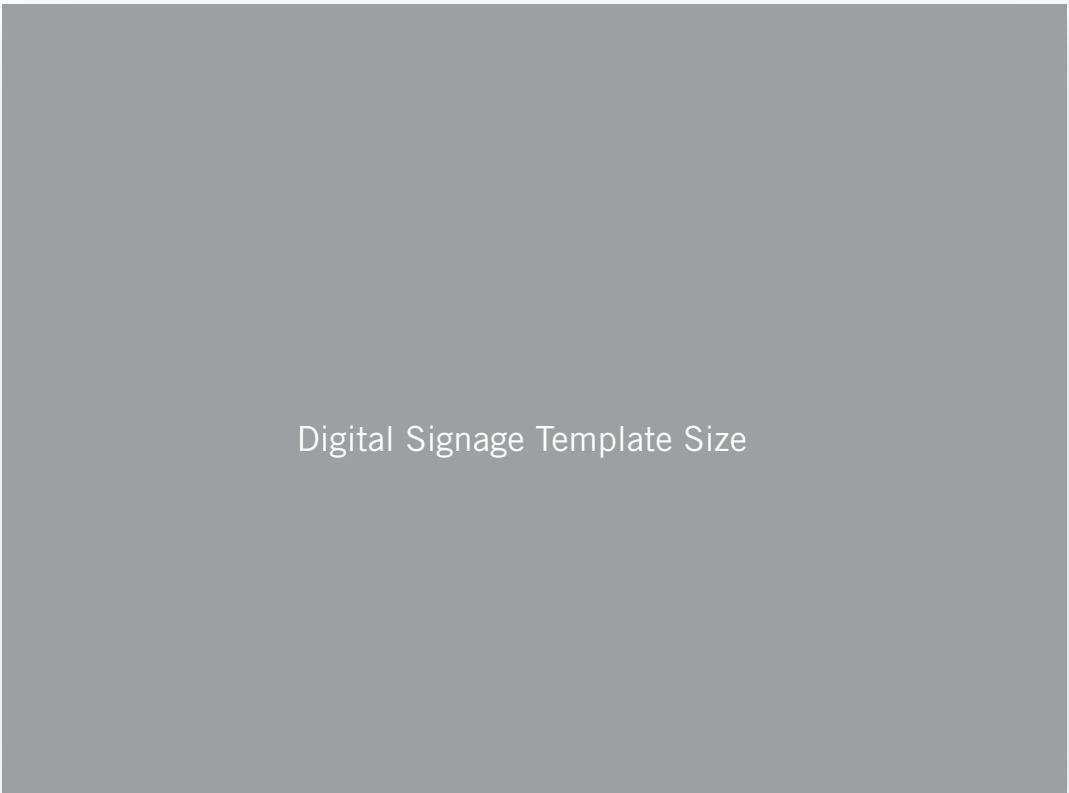




## DIGITAL SIGNAGE

Moravian College has TVs across campus that display a feed of digital signage to promote events, initiatives, and programs. If you wish to utilize digital signage as part of your communication materials, you should reach out to the Office of Marketing and Communications. We can assist you in creating a graphic for your promotion, or you can provide your own, as long as it follows the necessary design constraints.

Digital signage files must be 1080 x 800 pixels, RGB color space, and JPEG format. The text should be easily readable from a distance and provide high contrast against the background. Remember, your digital sign will be part of a rotating feed, meaning it will only be available for a few seconds at a time.



1080 px

800 px

# SOCIAL MEDIA

Social networking sites offer many different audiences the opportunity to engage with Moravian College, Moravian Graduate, and Moravian Seminary on a virtual platform. These platforms initiate new conversations, provide valued updates, elicit memories and conversations, and offer an all-around exciting approach to sharing information.

This section of our guidelines has been developed to help ensure that our many affiliated social media accounts bearing the Moravian College name and brand are properly managed, reflect best-posting strategies, and offer a level of quality and standard that adds to our revolutionary reputation.

To get an idea of what content should be shared on your affiliated account, please view our flagship accounts, which are maintained and monitored daily by the Office of Marketing and Communications. Your Moravian College affiliated account should follow, mention, tag, and share the primary accounts at all opportunities, as they have broad appeal, attract a large number of followers, and provide regular updates.

Departments, offices, clubs, or programs—just to name a few—who administer Moravian College affiliated social media accounts are required to include the appropriate institutional logos for the profile images, which can be obtained from the social media manager prior to the creation of new accounts, and should use the following format for their title/display name: “Moravian College” followed by the name of the department, office, or campus program.

- Examples:**
- “Moravian College Admissions”
  - “Moravian College Alumni”
  - “Moravian College Music”
  - “Moravian College English”

Although popular, the acronym “MOCO,” “MoCo,” or “moco” should not be used when developing social media accounts or usernames, if possible.

If you operate an affiliated account, would like to start a new account, or have any questions, please contact our social and digital media manager anytime at [socialmedia@moravian.edu](mailto:socialmedia@moravian.edu).



**Flagship Moravian College Social Profile Picture**

(Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok)



**Flagship Moravian Graduate Social Profile Picture**

(Facebook, Instagram, Twitter, LinkedIn)



**@moraviancollege**

# Email Signatures

Use of an institutional signature in email correspondence reinforces your professional affiliation with Moravian College and provides consistency for audiences outside the organization.

## Guidelines

Badges and unique graphics are not permitted. Affiliations with other Moravian College groups and initiatives should be listed as plain text below your department or office.

Personal pronouns are encouraged and if used should be listed directly below your name so the relationship to you as an individual is clear.

Inspirational messages or other quotations are not appropriate and are better suited for personal emails.

Keep the order of your signature information (title, address, etc.) uniform with these recommendations so recipients can easily find contact details when communicating with multiple individuals within your organization.

## Formatting

- The entire signature is set in Gmail's "Sans Serif" font, at the "normal" size.
- Email signature text should be grey (RGB 153, 153, 153).
- For emphasis, the name line should be in boldface.
- Unit lockups should not be used in email signatures. Unit names should appear in plain text as part of your contact information.
- Unit-specific URLs can replace the moravian.edu hyperlink.

New Message

Recipients

Subject

Hello,

Thank you,

First & Last Name


Title

Department

1200 Main St., Bethlehem, PA 18018

t: xxx-xxx-xxxx c: xxx-xxx-xxxx

email@moravian.edu | moravian.edu

MORAVIAN  
COLLEGE

Sans Serif


**B**


*I*


U


A


Send














## PROMOTIONAL ITEMS

We may bleed blue and grey, but sometimes we need a little swag to show off our Moravian College spirit! Who doesn't love a good Moravian T-shirt or water bottle? If you'd like to order promotional items to go along with your communication materials, get in touch with the Office of Marketing and Communications by emailing [marketing@moravian.edu](mailto:marketing@moravian.edu).

The marketing office can help you create appropriately branded and affordable merchandise to meet your needs, but if you'd prefer to take care of the design and order yourself, here are a few simple guidelines to follow:

- Merchandise should always include the Moravian College logo (one-color variations are available to save on printing costs).
- Product colors should follow our palette—navy blue, white, and grey are acceptable primary colors.
- Text should be set in Trade Gothic, Goudy Old Style, or another approved font.
- Use the athletics logo only on athletics-related merchandise.

If you'd like a second opinion, the Office of Marketing and Communications would be happy to review your promotional item.





# VIDEO

It is important to maintain our brand consistency across this digital medium. The Office of Marketing and Communications can assist with creating multimedia projects, scriptwriting, and editing, connect you with approved production vendors, or review internally made projects—to get things started! There are a few brand elements you should use when developing a video.

These elements are available for download from the Office of Marketing and Communications:

- Animated intro at the beginning of the video (required)
- Bug, a slightly transparent icon block, in the lower-left corner (optional)
- Lower third to identify interviewees (required)
- Outro logo (required)

Videos should represent Moravian College in the following ways:

**Production values:** High-quality footage, natural light or well-lit space, free of technical issues.

**Accessibility:** All videos must include captions, as required by the WCAG 2.0 accessibility standards.

**Duration:** Keep it short and sweet. Videos under three minutes perform the best.

**Branding:** Include the required Moravian brand elements and use approved typography and colors.





MORAVIAN  
COLLEGE

**Office of Marketing and Communications**

1200 Main Street  
Bethlehem, PA 18018  
[marketing@moravian.edu](mailto:marketing@moravian.edu)



**@moraviancollege**