

MARIAN UNIVERSITY



Brand Toolkit 2017-18

Marian University Brand Toolkit

Success in communicating the Marian University brand and the quality of a Marian education depend on consistency in everything we do. Maintaining consistent graphic and brand identity will deliver significant benefits to Marian in the form of increased recognition, respect, and awareness. It will also help Marian better attract prospective students in today's competitive higher education market.

Marian University developed this style guide as a service to the departments that produce content for publications — both print and electronic. The purpose is to help communicators achieve a positive, professional image consistent with the Marian University brand.

Marian University name

Always use Marian University or Marian in writing. Do not use "MU" as that can be confused with Marquette University. If you need to be more specific in reference to Marian University, use "Marian University of Wisconsin" — not Marian University of Fond du Lac.

Marian University fonts

Headline fonts:

Bauer Bodoni Std

Bauer Bodoni Std Bold

Secondary fonts:

Univers Thin Ultra Condensed

Univers Condensed

Univers Light

Univers Light Oblique

Univers Roman

Univers Oblique

Univers Bold

Univers Bold Oblique

Univers Black

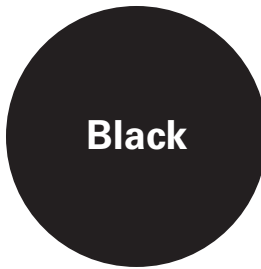
Univers Black Oblique

Univers Black Extended

***Fonts can be obtained from the
Office of Information Technology at
helpdesk@marianuniversity.edu
or extension 8947.***

Marian University colors

Primary colors:



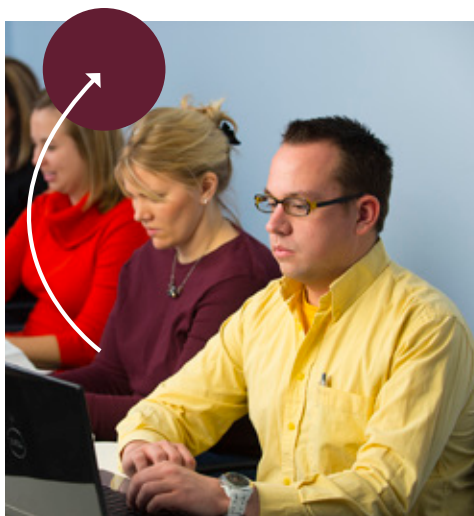
c = 100
m = 57
y = 0
k = 2

r = 0
g = 103
b = 177

Web
0064b0

Secondary colors:

The secondary colors are based on color found in a main photo, and selected with the eyedropper. They should be prominent colors, and should shy away from browns, grays, pinks, and yellows.



Marian University founding and sponsorship

Marian University publications must include the following information:

Founded in 1936 • Sponsored by the Congregation of Sisters of St. Agnes

Marian University logo and seal

The university seal and wordmark must be used in its entirety and reproduced from authorized original illustrations. It may not be redrawn, re-proportioned, or modified in any way. The university seal should be used for only academic-related publications, i.e. a diploma. Please contact the Office of Marketing and Communications (OMC) with any questions or to request permission to use the logo, ext. 7602. For more information about acceptable use of University logos, visit MyMarian for a copy the Graphics Standards and Use Policy.



MARIAN UNIVERSITY



MARIAN UNIVERSITY

Dates

Abbreviate months with six or more letters if they are used with a specific date. Spell out those with five or fewer letters.

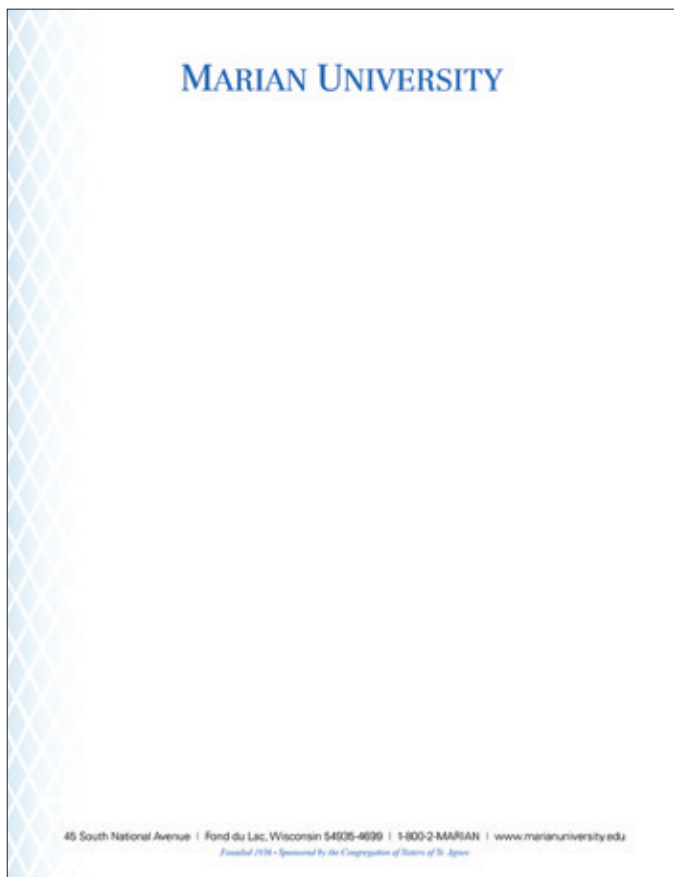
- Aug. 13
- June 6

Always spell out the month when it is used without a specific date.

- We went on vacation in December.

Spell out the days of the week. Abbreviations may be used in tables. For days of the month, use only numerals not ordinal (*21st, 2nd, 3rd or 9th*).

- May 2
- Sept. 3



Stationery

Letterhead, envelopes, and business cards create one of the first impressions of Marian. Consistency in design, color, and font is important to reinforce the University's identity. Individuals with an official connection to Marian may use letterhead, business cards or other stationery items which contain the Marian logos.

Business cards

The standard Marian University business card is 3.5 inches by 2 inches in a horizontal orientation. The Marian University wordmark is positioned as shown and the card is printed in two colors: black and PMS 293.



Faculty business card

- Line 1: Name, Degree
(Periods after all degrees except MBA)
- Line 2: Title, Academic Department
- Line 3: Office phone number
- Line 4: Cell phone number (Optional)
- Line 5: Fax number (Optional)
- Line 6: Email address
- Line 7: Marian University wordmark
- Line 8: Marian University information



Staff business card

- Line 1: Name, Degree
(Periods after all degrees except MBA)
- Line 2: Title
- Line 3: Office
- Line 4: Office phone number
- Line 5: Cell phone number (Optional)
- Line 6: Fax number (Optional)
- Line 7: Email address
- Line 8: Marian University wordmark
- Line 9: Marian University information

Publication samples



Postcard

Summer is the perfect time to visit Marian,
a coeducational liberal arts university offering more
than 40 academic majors, a variety of student
activities and 20 NCAA Division III athletic programs.

Private College Week (PCW)
Monday, July 11–Friday, July 15
Student guided campus tours, small group discussions and
conversations with admission representatives

PCW Campus Visits
Monday–Friday • 9 a.m., 11 a.m. and 1 p.m.

Individual Summer Visits
Student guided campus tours and individual meetings with
admission representatives
Monday–Friday • 9 a.m.–3 p.m. *Offered all summer long!*

Whether you make your visit during Private College Week or schedule an
individual appointment, you'll soon realize how Marian University inspires
students for personal and professional success.

Schedule your summer visit and become Marian Inspired.

1-800-2-MARIAN ext. 7650
marianuniversity.edu/visit

MARIAN UNIVERSITY
Office of Admission
45 S. National Avenue
Fond du Lac, WI 54805-4000
marianuniversity.edu

Founded 1888
Governed by the Corporation of Sisters of St. Agnes

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 337
FOND DU LAC, WI

Hometown Bank

Inspired Opportunities
Students get involved in organizations, develop
teamwork, project, leadership, and presentation skills
and business knowledge.

Business Club
Participates in networking experiences, guest speakers,
field trips, and social events.

**Society for Human Resource
Management (SHRM)**
Offers resume review, guest speakers, and learning
experiences at local companies.

Model United Nations
Enables students to gain global experience and
compete with other universities around the world.

MARIAN UNIVERSITY

School of Business

Why Marian?

Employment.
Our business graduates get paid!

Personalized Experience.
You'll engage in small, personalized classroom
experiences. Our average class size has fewer than
15 students.

Expert Faculty.
Our faculty are experts in business, combining real
world professional experience with years of teaching.

Hands-on Learning.
All business students are required to complete an
internship, many of which lead to full-time employment
following graduation.

Easy transfer of credits.
Students considering transferring to Marian find
flexible and personal support. Marian is the transfer
institution of choice, offering students the opportunity
to transfer in as many as 90 credits.

Flexibility.
Availability of programs both face-to-face and online,
in the day or evening.

For more information:
marianuniversity.edu

MARIAN UNIVERSITY
45 S. National Avenue | Fond du Lac, WI 54805
(920) 923-7650 | 1-800-262-7426 ext. 7650
admission@marianuniversity.edu
marianuniversity.edu

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Connect with us!

Brochure

School of Business

The Mission of the School of Business is to educate students for professional roles in rapidly changing global environments through programs that promote critical thinking, are pragmatically oriented, and values-based.

WE INSPIRE

UNDERGRADUATE:

Accounting
Prepares students in public accounting, corporate accounting, not-for-profit accounting and income tax preparation. Lays the foundation to prepare for the CPA or CMA exam.

Business Administration
Positions you as a generalist to explore a variety of areas, from accounting to business law, strategy and more.

Finance
Prepares you for financial analysis, planning, and management building the knowledge in corporate, public and personal finance.

Health Care Administration
Blends the study of the dynamic growth field of health care with business, providing the education that employers appreciate.

Human Resource Management
Acquiring, developing, rewarding and retaining talent is critical to the success of any enterprise.

Management
Leadership requires a personable individual who is an effective communicator. Take a strong look at the management major if building a winning team is in your blood.

Management Information Systems
Focuses on IT needs of business and links technology with organizations. Combines decision making with computer technology, while analyzing, implementing, and managing information systems in organizations.

Marketing
Vital focus on the creative, dynamic, and exciting interactions between producers and consumers, to satisfy the needs, wants and demands from the consumer to stimulate business growth.

Operations and Supply Chain Management
Focuses on creation and delivery of services and goods.

Organizational Supervision
Focus on basic supervisory skills, organizing teams, training employees, performance management, and achieving goals.

Sport and Recreation Management
Combines your dream of making a career in the sports and leisure world with a focus on business.

Students have completed internships at:

Agrivian HealthCare	Open Road
American Bank	Harley Davidson
Aurora Healthcare	Oriskany Truck
Bellini Snappers	ReverQuest (Florida)
Buethel Stone Corp.	Sargent & Lundy, LLC
Cumulus Broadcasting	Society Insurance
Hometown Bank	Sports Performance
Madison Mallards	Advancement, LLC
Mid-States Aluminum	Target Corp.
Milwaukee Admirals	Walgreens
Mountain Dog Media	West Bend
National Exchange	Mutual Insurance
Bank & Trust	YMCA of Fond du Lac

Employers of our graduates include:

Agrivian HealthCare	Chippewa Valley
Carrollville, Inc.	Kaiser Company
CSN	Kelly
Colson	Missouri Marine
Citibank	Michels Corporation
Enterprise	Milwaukee Brewers
Good Thuman	Shawen Williams
Harvest Insurance	State Farm Insurance
J.J. Keller & Associates, Inc.	Target
	Wal-Mart

GRADUATE:

Master of Science in Organizational Leadership
An opportunity for experienced professionals with a bachelor's degree to expand their organizational and leadership skills and knowledge leading to career and professional advancement.

Additional Information...

The Working Families Program, one of the nation's most comprehensive educational programs available to low-income single parents, advances Marian University's mission, core values and legacy of service.

Interested in applying?

Applications are accepted year-round and kept on file for up to one year. Due to increasing interest in the Program, the application process is extremely competitive and involves an in-depth application and panel interview.

Application packets are available at marianuniversity.edu/wfp.

Questions about the Program?

Contact the Working Families Program Office:
Kerry Strupp, Program Director
kstrupp@marianuniversity.edu
(920) 923-8953

Interested in contributing?

Visit marianuniversity.edu/donate and indicate Working Families Program as your gift designation.

Send your gift to:
Marian University Advancement Office
45 S. National Ave.
Fond du Lac, WI 54935

Contact the Marian University Advancement Office at (920) 923-7613.

*A special thank you to the Fond du Lac Area Foundation
for their support of the Working Families Program.
We are grateful to all of our donors who make this program possible!*

MARIAN UNIVERSITY

45 S. National Ave. | Fond du Lac, WI 54935 | (920) 923-7613 | marianuniversity.edu/wfp
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Connect with Marian University!



MARIAN UNIVERSITY



Working Families Program

Breaking the Cycle of Poverty through Education

Cover

MARIAN UNIVERSITY

Taught
100% Online
in a collaborative
learning
environment

**How do you support
struggling readers?**

Reading Teacher License #316 Early Childhood–Early Adolescence (EC-A) 74

This *licensure-only* program is intended for those who currently hold a Wisconsin teaching license or have completed an approved teacher education program and have had at least two years of teaching experience. The 18-credit program meets the criteria for the Wisconsin Reading Teacher (316) license. The Reading Teacher License is required for teachers specifically assigned to teach reading in grades PK–12.

Course Sequence

- Semester 1**
Foundations of Reading
Advanced Content Literacy
- Semester 2**
Multicultural Literacy
Literacy for At-Risk and Struggling Readers
- Semester 3**
Literacy Practicum
Assessment of Reading

All courses are 3 graduate credits.

WE INSPIRE

MARIAN UNIVERSITY

OFFICE OF ADMISSION | 45 S. National Ave. | Fond du Lac, WI 54935-4899
(920) 923-7650 | admission@marianuniversity.edu | marianuniversity.edu
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MARIAN UNIVERSITY

APPLY TODAY!
marianuniversity.edu

Earn your RN-BSN degree
NOW ACCEPTING APPLICATIONS FOR SPRING 2017!
100% online • Classes begin in January

MARIAN UNIVERSITY
45 S. National Ave. | Fond du Lac, WI 54935 | 1-800-2-MARIAN ext. 7650

Ad

Publication samples

Flyer

The Future of the Marian University Brand Depends on You

Consistently applying the brand and graphic identity guidelines contained in this toolkit to every Marian University communication piece should be your overarching goal. That's why Marian University's Office of Marketing and Communications takes great pride in working with you to not only achieve your goals, but continue to maintain a quality, consistent brand image. The entire Marian community thanks you for your efforts. Together, we will continue to enhance the perception, status, and position of Marian in the hearts and minds of all of our audiences.

Questions?

MARIAN UNIVERSITY

OFFICE OF MARKETING AND COMMUNICATIONS

Tracy Qualmann

Director of Marketing and Communications

(920) 923-8115

tqualmann@marianuniversity.edu

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