MARQUETTE UNIVERSITY | Office of Marketing and Communication

Brand Identity Guidelines

LOGOS, WORDMARKS AND CUSTOM MARKS

Our logo represents who we are, and our tagline encapsulates what we stand for. When combined, they signify exactly what makes us so unique. Because they are an important symbol of our identity, it is imperative that we use them consistently.

MARQUETTE UNIVERSITY

BE THE DIFFERENCE.

Marquette University Brand Architecture

LOGO

PRIMARY

MARQUETTE UNIVERSITY
BE THE DIFFERENCE.

MARQUETTE UNIVERSITY
BE THE DIFFERENCE.

MARQUETTE UNIVERSITY | BE THE DIFFERENCE.

BRAND EXTENSIONS

UNIT LOGOS

MARQUETTE UNIVERSITY
College of Nursing

MARQUETTE UNIVERSITY | College of Nursing

MARQUETTE UNIVERSITY
College of Nursing

ENDOWED COLLEGE LOGOS

KLINGLER College of Arts & Sciences
MARQUETTE UNIVERSITY

KLINGLER College of Arts & Sciences
MARQUETTE UNIVERSITY

DIEDERICH College of Communication
MARQUETTE UNIVERSITY

DIEDERICH College of Communication
MARQUETTE UNIVERSITY

OPUS College of Engineering
MARQUETTE UNIVERSITY

OPUS College of Engineering
MARQUETTE UNIVERSITY

SUB-BRANDS

ATHLETICS MONOGRAM

PRIMARY

SECONDARY

ATHLETICS WORDMARK

MARQUETTE POLICE AND PUBLIC SAFETY

HAGGERTY MUSEUM OF ART

HAGGERTY MUSEUM OF ART
MARQUETTE UNIVERSITY

UNIVERSITY SEAL

Nomenclature

MARQUETTE UNIVERSITY

Use this designation when referring to the university for the first time.

MARQUETTE

Use this informal designation after having formally acknowledged “Marquette University.” One should, however, keep in mind the tone and formality of the material in which it appears. If the material is very formal, it may be better to use the full name of the university. Marquette can be the first reference or can stand alone in some usages, such as in social media, admissions recruitment materials, T-shirts and other.

MU

Do not use the abbreviation “MU” in external publications. The MU athletics monogram is trademarked and was developed explicitly for use by our athletics programs. (See athletic monogram)

The abbreviation “MU” is also used in social media avatars.

Logo and Tagline

The Marquette logo is the most important and recognizable element of our brand's identity. It is a graphic symbol that represents Marquette to the outside world and acts as an identifying and unifying mark. The logo is comprised of two main elements: the Marquette Hall Tower symbol and the university logotype. Using the Marquette logo in a consistent manner is vital to communicating Marquette's identity.

LOGO STRUCTURE

The Marquette University logo is comprised of the words Marquette University, set in all uppercase letters in a modified Adobe ITC Berkeley Oldstyle, typeface with a graphic representation of the Marquette Hall tower. Linking the university's name to one of the institution's oldest and most recognizable landmarks helps the logo uniquely and distinctively represent the university.

TAGLINE

The tagline, in a simple way, Marquette's educational promise to form men and women for others, to help students and the Marquette community become leaders who will make important contributions and Be The Difference in their communities. The Marquette logo with the tagline should be used prominently on all promotional materials, including publications, advertising and electronic media.

Centered (primary)

Logo variations

There are three variations of the Marquette University logo: centered, horizontal and vertical. Using these variations consistently ensures that we build and protect the equity and recognition of our brand.

The centered (primary logo) is the preferred mark for use on all communications. When appropriate and dependent on space, the horizontal and vertical logos are also acceptable.

PLACEMENT

To maintain a flexible consistency in appearance, the logo should either be left aligned at the top of the page as an intro or right aligned at the bottom of the page as a sign-off.

Placement of the logo on promotional materials is flexible based on the design and the relationship to artwork, text and images.

GUIDELINES FOR USE

- Using the Marquette logo in a consistent manner is vital to communicating the university's brand.
- The Marquette logo is the official university signature. As such, the logo with the Be The Difference tagline should be used prominently on promotional materials, including publications, advertising, stationery and electronic media. Exceptions must be granted by the Office of Marketing and Communication: 414.288.7448.
- The logo was designed to be used in its entirety. The words Marquette University and the Marquette tower graphic must never be used separately.
- The logo may be reproduced only from an original digital file (.ai Adobe Illustrator, .eps .png or .jpeg formats).
- The logo must not be photocopied, scanned, re-created, reproportioned or altered in any way.

LOGO REQUESTS

To receive a logo, complete a logo request form at **marquette.edu/marketing-communication**. If you need assistance contact the Office of Marketing and Communication at 414.288.7216.

CENTERED (PRIMARY)

VERTICAL

HORIZONTAL

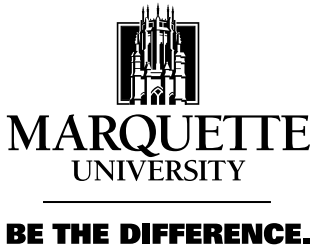
Color variations

Full-color logo (Primary)

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any commerially printed materials. Use RGB for electronic use such as PowerPoint presentations, digital or video.

One-color—blue

Use the blue logo version when full-color printing is not an option or when the design requires a simpler use of color.



One-color—black

Use the black logo version when one-color printing is required and for applications such as varnishing, embossing, debossing, die-cutting or extrusion.

One-color gold logo

Use the gold logo for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

Reverse (knockout) logo

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

Clear space

Maintaining clear space around the logo ensures that it remains fully legible and has room to breathe. Photos, text and graphic elements must follow this guideline. Use the height of the Marquette icon as a measuring tool for proper clearance, and the ‘Q’ in the Marquette logo to properly space the lockup elements.

The x represents the minimum clear space required around the logo.
There is, however, no maximum distance necessary.

HORIZONTAL

VERTICAL

CENTERED

Endowed college logos

While the university logo represents the organization as a whole, endowed college logos show the relationship between the university and an endowed college.

Endowed college logos exist for Klingler College of Arts & Sciences, Diederich College of Communication and Opus College of Engineering.

Endowed college logos are available in two variations: horizontal and vertical. They are available in the following color variations: full-color (blue and gold), blue, black, gold or reverse (white).

Endowed college unit logos show the relationship between the university and the college and its departments, institutes, centers and clinics.

HORIZONTAL

VERTICAL

ENDOWED COLLEGE UNIT LOGO

Unit logos

While the university logo represents the organization as a whole, unit logos show the relationship between the university and its colleges, schools, departments, institutes, centers and clinics.

Unit logos are available to colleges, schools, departments, centers, institutes and clinics.

Our unit logos are available in three variations: centered, horizontal and vertical. They are available in following color variations: full-color (blue and gold), blue, black, gold or reverse (white).

Unit logos can be used with one or two lines of text. This allows you to identify your college, school or unit in different styles and degrees of formality, and to accommodate longer and shorter names. A department, center, institute or clinic name can be related to the college or school in which it resides as the College of Health Sciences unit logo below illustrates.

CENTERED (PRIMARY)

HORIZONTAL

VERTICAL

UNIT LOGO — COLLEGE AND DEPARTMENT, CENTER, INSTITUTE OR CLINIC

Custom marks

Certain areas of the university may benefit from customized identifiers. Examples include Marquettte Police, Haggerty Museum of Art, and some centers and institutes.

These areas, while integral to the university, also may serve additional audiences outside of the university and/or academia. The Haggerty Museum of Art serves as an arts destination for the community, city and world. Marquette University Police Department is dedicated to maintaining a safe environment conducive to learning, living and working at Marquette. Custom marks utilize aspects of the university identity—either typeface, color or graphic elements like the Marquette Hall Tower graphic.

For all external communication, including websites, custom marks should always be considered as secondary identifiers and used in conjunction with the university logo.

For internal communications, such as signage, identifiers can stand alone. All external-facing marks should use blue and/or gold as their primary colors. Internal-facing marks have more leeway but should reflect the color palette.

HAGGERTY MUSEUM OF ART

HAGGERTY MUSEUM OF ART MARQUETTE UNIVERSITY

HAGGERTY MUSEUM OF ART MARQUETTE UNIVERSITY

HAGGERTY MUSEUM OF ART MARQUETTE UNIVERSITY

MARQUETTE THEATRE

Marquette Today

CENTERS AND INSTITUTES

MARQUETTE UNIVERSITY The Les Aspin Center FOR GOVERNMENT

MARQUETTE UNIVERSITY The Les Aspin Center FOR GOVERNMENT

MARQUETTE UNIVERSITY O'Brien FELLOWSHIP IN PUBLIC SERVICE JOURNALISM

O'Brien FELLOWSHIP IN PUBLIC SERVICE JOURNALISM

DIEDERICH College of Communication MARQUETTE UNIVERSITY | O'Brien FELLOWSHIP IN PUBLIC SERVICE JOURNALISM

SCHOLARS

Trinity Fellows AT MARQUETTE UNIVERSITY

Burke Scholars AT MARQUETTE UNIVERSITY

Lovell Scholars MARQUETTE UNIVERSITY

MARQUETTE POLICE

POLICE MARQUETTE UNIVERSITY

PUBLIC SAFETY MARQUETTE UNIVERSITY

MARQUETTE UNIVERSITY CAMPUS SAFETY

EMS MARQUETTE UNIVERSITY

Wordmarks

A wordmark is a distinct text-only typographic treatment representing a major Marquette event, entity or limited campaign. The development of wordmarks is limited and approved through the Office of Marketing and Communication.

All Marquette wordmarks utilize aspects of the university identity—including typeface and color.

Wordmarks should always be considered as secondary identifiers and used in conjunction with the university logo.

Counseling Center
MARQUETTE UNIVERSITY

Academic Advising
MARQUETTE UNIVERSITY

MARQUETTE WORDMARK

MARQUETTE Arts

MARQUETTE Arts

MARQUETTE UNIVERSITY Arts

MARQUETTE UNIVERSITY BUSINESS

MARQUETTE UNIVERSITY | BUSINESS

707 HUB

WORDMARK — LIMITED CAMPAIGN/EVENT

MARQUETTE Volunteer Summit

MARQUETTE Volunteer Summit

PRESIDENT'S SOCIETY
MARQUETTE UNIVERSITY

MISSION WEEK
LIVING FAITH THROUGH ACTION.

ART asks

THIS IS OUR DAY.
NATIONAL MARQUETTE DAY

MUREUNION20

SPARK
MARQUETTE UNIVERSITY

MU REUNION20

TIME TO RISE
THE MARQUETTE CAMPAIGN TO BE THE DIFFERENCE

TIME TO RISE

MARQUETTE UNIVERSITY IGNATIAN PROMISE

MARQUETTE UNIVERSITY IGNATIAN PROMISE
SCHOLARSHIP INITIATIVE

Program Name Lockup with Unit Logo

Programs that do not qualify for a unit logo may use a “Name Lockup,” which ensures the program name appears in a consistent structure alongside the unit logo.

A Name Lockup is a standardized typographic treatment that “locks” the program name to the unit logo, maintaining proximity and visual consistency.

- The Name Lockup should never be altered, re-created or replaced with a custom graphic.
- Follow brand color and sizing rules; do not change proportions between the logo and program name.
- Always use the approved lockup file to keep spacing, alignment and typography correct.

EXAMPLES OF NAME LOCKUPS

Cobranding

Internal co-branding

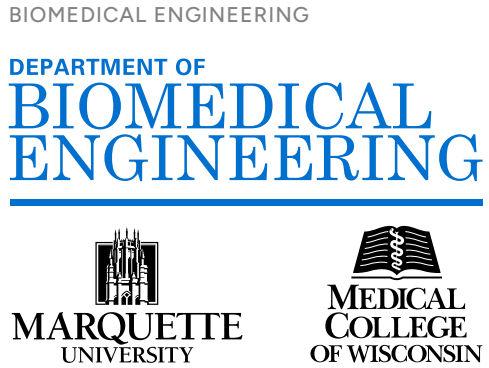
Different entities (department, college/school or division, etc.) are simply listed in alphabetical order to the right of the university logo and separated by a vertical line.

Co-branding with other institutions or partners

As the number of partnerships with outside companies, organizations and academic institutions increases, there is a need for consistency in how we represent Marquette University in these partnerships.

The co-branded entity's logo and Marquette University's logo should be the same size and proportional to one another. The entity's logo can be smaller, but must never be larger.

Marquette's logo should be used without the Be The Difference tagline.



COBA Departments

MARQUETTE UNIVERSITY

College of Business Administration
Department of Accounting

MARQUETTE UNIVERSITY

Department of Economics

MARQUETTE UNIVERSITY

Department of Marketing

MARQUETTE UNIVERSITY

Department of Finance

MARQUETTE UNIVERSITY

College of Business Administration
International Business

MARQUETTE UNIVERSITY

College of Business Administration
Supply Chain and Systems Intelligence

MARQUETTE UNIVERSITY

College of Business Administration
Management and Human Resources

COBA Centers for Excellence

College of Business Administration
Center for Supply Chain Management

College of Business Administration
Accelerating Ingenuity in Markets

College of Business Administration
Center for Professional Selling

College of Business Administration
Commercial Banking Program

Vieth Institute for
Real Estate Leadership

Center for Applied Economics

Graduate School of Management
Executive Education

College of Business Administration
Business Career Center

Marquette Business-specific logo

University programs don’t meet brand requirements for standalone unit logo. We recommend creating a program wordmark that can be paired with the Business wordmark or the appropriate department logo.

Anniversary marks

Anniversary wordmarks can be created for significant anniversaries including 25 years and up. They follow the format below and can be used as a secondary element on promotional materials. Creation of anniversary marks is approved through the Office of Marketing and Communication.

Marks can be created by decade (30, 40, 50) up until 50 with 25 as the exception.
After 50, we can create 5-year marks (55, 65, 75).

Athletic marks

Marquette's athletics marks were designed for the express use of the departments of Intercollegiate Athletics and Recreational Sports. Only varsity and recognized club athletics teams, communication pertaining directly to athletics teams, and approved merchandise may use the athletics marks.

The athletics monogram must be used in its entirety.

The monogram may not be used by intramural sports teams or divisions of the university not directly related to intercollegiate athletics.

The athletics monogram must never replace the university logo as the official university signature in non-athletics visual materials, including publications, stationery, advertising merchandise or electronic media.

The monogram may be reproduced only from an original digital file (.ai, Adobe Illustrator, .eps or JPEG formats).

Reproduction of the athletics monogram must adhere to color, size and spacing specifications.

Any other use of the monogram must be approved by the department of intercollegiate athletics.

For approval to use or questions regarding the usage of the Marquette athletics monogram or wordmarks contact, Scott Kuykendall at 414.288.4794 or scott.kuykendall@marquette.edu.

ATHLETICS MONOGRAM

PRIMARY

SECONDARY

ATHLETICS WORDMARK

SECONDARY ATHLETICS WORDMARK

SPORT SPECIFIC WORDMARK

University seal

The use of the university seal as the primary identifier of the university is restricted to official documents, such as diplomas and transcripts, special invitations sent under the president's signature and approved merchandise. The seal must never replace the university logo as the university signature in visual materials including publications, stationery, advertising or electronic media.

The seal was designed to be used in its entirety. While a portion of the entire seal may be used as a graphic element, parts may not be separated from the whole.

The university seal can be used only with the approval of the Office of University Relations.

University seal background

The Marquette University seal, which is reserved for use on approved official and presidential documents and events, consists of an outer ring encircling three interior sectors.

The outer ring features the name of the university, its founding year (1881) and the Jesuit motto, *Ad majorem Dei gloriam*, “For the greater glory of God.” In this way, the outer circle frames the seal with who we are, how long Marquette University has existed and the university’s purpose.

The seal’s interior is divided into two upper sectors composing one half of the circle; one lower sector makes up the other half.

The upper half honors Marquette’s Catholic, Jesuit tradition and values. The upper left sector features diagonal bands to honor the seven heroic brothers from the maternal side of St. Ignatius’ family. The upper right sector houses the monogram of the Society of Jesus, a Christogram that forms an abbreviation for the name of Jesus Christ in Greek — a longstanding symbol for the Jesuits. In the monogram, a cross rises from the H; below it, three nails symbolize the Crucifixion. Surrounding the monogram is a sunburst. The placement on the upper right side symbolizes a rising sun.

The lower half acknowledges Marquette’s location among the lands and waterways of the area’s Indigenous nations. The landscape depicted in this space is devoted to symbols that reflect and honor the presence and spirit of these Indigenous nations explored by the university’s namesake, Rev. Jacques Marquette, S.J., with Indigenous guides. The three rivers represent the Milwaukee, Menomonee and Kinnickinnic rivers and recognize the significance of water to our location and history.

The representation of wild rice recognizes the sustaining food source that once abundantly grew in the flourishing waters and was mindfully harvested by Indigenous peoples. The three stalks of wild rice emerging from the waters are a potent reminder of the historic presence of Potawatomi, Menominee and Ho-Chunk nations in the area who vibrantly remain here among other tribal nations.

The university seal reflects Marquette’s history, tradition and Catholic, Jesuit mission, and honors the role of the Indigenous nations that guided Father Marquette on his journey.

University seal colors and variations

Color: PMS 281C
R: 00 G: 32 B: 91
C: 100% M: 72% Y: 00% K: 32%

Color: PMS 2915C
R: 114 G: 197 B: 232
C: 51% M: 05% Y: 03% K: 00%

Color: PMS 290C
R: 179 G: 224 B: 225
C: 29% M: 00% Y: 12% K: 00%

Color: PMS 7499C
R: 255 G: 199 B: 44
C: 01% M: 07% Y: 28% K: 00%

Color: PMS 7569C
R: 207 G: 135 B: 41
C: 17% M: 51% Y: 100% K: 02%

Color: PMS 1235C
R: 253 G: 184 B: 37
C: 00% M: 30% Y: 95% K: 00%

Color: PMS 180C
R: 190 G: 58 B: 52
C: 11% M: 98% Y: 100% K: 02%

GUIDELINES FOR USAGE

The use of the university seal as the primary identifier of the university is restricted to official documents, such as diplomas and transcripts, special invitations sent under the president's signature and approved merchandise.

The seal must never replace the university logo as the university signature in visual materials including publications, stationery, advertising or electronic media. The university seal can be used in visual presentations as a graphic element only with the approval of the Office of Public Affairs.

The seal was designed to be used in its entirety. While a portion of the entire seal may be used as a graphic element, parts may not be separated from the whole.

Blue and Gold (BG)

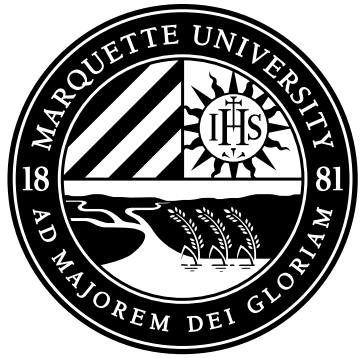
Color: PMS 281C
R: 00 G: 32 B: 91
C: 100% M: 72% Y: 00% K: 32%

Color: PMS 1235C
R: 253 G: 184 B: 37
C: 00% M: 30% Y: 95% K: 00%

Blue (B)

Color: PMS 281C
R: 00 G: 32 B: 91
C: 100% M: 72% Y: 00% K: 32%

Black (K)



Color: BLACK
R: 00 G: 00 B: 00
C: 60% M: 40% Y: 40% K: 100%

Reverse (R)

Color: WHITE
R: 255 G: 255 B: 255
C: 00% M: 00% Y: 00% K: 00%