Prominently display the Marquette logo with the Be The Difference tagline on all promotional media and materials. Appropriate spacing between the logo and other visual elements should be provided to increase the logo's readability and prominence.

Use the approved university font families — Univers and ITC Garamond — in a light, clean format. Verdana is the primary font family used for websites and electronic devices. For a list of additional website fonts, contact the Office of Marketing and Communication.

Incorporate bold, emotive photography that features students, faculty, staff or alumni who represent the target audience for the project.

Develop copy using action words and touch on Marquette’s many strengths: its academic excellence; Catholic and Jesuit heritage; pursuit of truth, discovery and the sharing of knowledge; and commitment to social justice.

When developing copy, follow university editorial style. Marquette’s editorial style guide is at marquette.edu/omc/documents/style_manual.pdf.

Websites for official units of the university must follow Web standards defined on the OMC site marquette.edu/omc.

New websites hosted on marquette.edu must be reviewed before launch. Please communicate with OMC at the beginning of a Web project to best coordinate review periods.

For more information about the Marquette brand platform, to see additional examples or to request assistance on an upcoming project, visit marquette.edu/omc or contact the Office of Marketing and Communication at 414.288.7448.
MARQUETTE BRAND ELEMENTS

UNIVERSITY SYMBOLS

PRIMARY LOGO

MARQUETTE UNIVERSITY

Be The Difference.

UNIT LOGO

MARQUETTE UNIVERSITY

Graduate School

ENDOWED COLLEGE LOGOS

KLINGLER

College of Arts & Sciences

DIEDERIC

College of Communication

KLINGLER

College of Arts & Sciences

DIEDERIC

College of Communication

SEAL

ATHLETICS MONOGRAMS

PRIMARY

SECONDARY

ATHLETICS WORDMARK

Request a university logo or symbol from the Office of Marketing and Communication at 414.288.7448 or marquette.edu/omc/logo-request.shtml.

COLORS

PANTONE 281

C100, M72, Y90, K38

Hex 003366

PANTONE 123

C0, M30, Y94, K0

Hex FFCC00

FONT FAMILIES

Primary font families

Univers 45 Light

Univers 55 Roman

Univers 65 Bold

Univers 65 Black

Univers 47 Light

Univers 57 Roman

Univers 67 Bold

ITC Garamond Light

ITC Garamond Book

ITC Garamond Bold

Web and electronic device fonts

Verdana Regular

Verdana Bold

The Marquette brand fonts, Univers and ITC Garamond, may purchased from AdobeType. We recommend purchasing the “open” fonts, which may be used on any platform.

PHOTOGRAPHY

The primary photography for the brand platform features students, faculty, staff and alumni in interesting and emotive environments that bring to life the difference of a Marquette education. Emphasis is placed on forming a direct connection between the viewer and subject.

SAMPLES

PRINT INVITATION

Iconic imagery

Strong use of gold

Blue gradient background

Marquette logo

Clean use of type; all caps; subtle use of shadow.

WEBSITE

Prospective Students

Undergraduate Admissions

Graduate Studies

Center for Supply Chain Management

School of Nursing

School of Dentistry

School of Medicine & Dental School

School of Engineering

School of Nursing Foundation

The Marquette University,
UNIVERSITY OF MARQUETTE
MARQUETTE UNIVERSITY