MALONE UNIVERSITY

1892

CHRIST'S KINGDOM FIRST

VISUAL IDENTITY GUIDELINES

VERSION 1.1 - 7/08

Contents

Using This Manual

This manual has been prepared to ensure the success of the Malone University visual identity through consistency of use. Please read this manual and adhere to the guidelines. This manual contains specific illustration, guidelines, and examples of the approved usage of the Malone University logo and Pioneers athletic logo(s.)

All logos are available online or upon request. For further information regarding the Malone University Identity Manual or the use of the Malone University or Pioneers athletic logos, please contact the Office of University Relations at 330-471-8240.

Standards for the University Logo

Logo Usage

The Malone University logo is the primary visual identity mark of the institution and is to be used on all stationery, merchandise, and printed and electronic publications intended for off-campus use. The logo must always contain both the wordmark and the icon. As shown below, there is a "Banner Version," a "Centered Version," and a "Stacked Version" of the logo. All versions are acceptable. Suggested usage of the three versions can be found on page 3 of this guide.

The logo must always be printed in two-color. Acceptable colors are "Malone Blue" – PMS 281 and "Malone Red" - PMS 187, CMYK conversion, RGB conversion, black, and white in a reversed application. Screening the logo (in any color) is unacceptable.

BANNER VERSION

CENTERED VERSION

STACKED VERSION

Obtaining the Logo

To obtain a copy of the official logo (Banner, Centered, or Stacked), contact the Office of University Relations at 330-471-8240.

Logo Sizing

The recommended minimum reproduction size of the Malone University logo is 2'' in width for the Banner Version, 1-3/4'' in width for the Centered Version, and 1-1/4'' in width for the Stacked Version. Reducing the logos further would compromise legibility and the integrity of the logo reproduction.

Reproducing the Logo

The Malone University logo is comprised of customized graphics and type. The University requires that electronic files or camera-ready art be used for all forms of reproduction. Any attempt to recreate the art, type, or spacing and styling of the logo could result in inconsistencies in reproduction which would compromise the integrity of the logo.

BANNER VERSION

2"

CENTERED VERSION

1-3/4"

STACKED VERSION

1-1/4"

Malone University Logo Colors
The official colors of the Malone University logo are "Malone Blue" (Pantone Matching System [PMS] 281) and "Malone Red" (Pantone Matching System [PMS] 187) .

Color Matching
When reproducing the logo in four-color process (CMYK) or three color process (RGB) the following formulas should be used to best match "Malone Blue" and "Malone Red":

	PANTONE	PROCESS	RGB
	PMS 281	C:100 M:72 Y:0 K:32	R:0 G:12 B:34
	PMS 187	C:0 M:100 Y:79 K:20	R:70 G:11 B:15

CORRECT LOGO COLOR USAGE

CORRECT USAGE
TWO COLOR: PMS 281,187

CORRECT USAGE
ONE COLOR: BLACK

CORRECT USAGE
CMYK

CORRECT USAGE
ONE COLOR: WHITE

INCORRECT LOGO COLOR USAGE

INCORRECT USAGE
USING WRONG BLUE

INCORRECT USAGE
USING WRONG COLOR

Safe Zones

Each of the Malone University logos has an established safe zone. This safe zone is intended to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the safe zone shown.

The safe zone on all sides of all institutional logos is equal to the height of the small cap letters in the wordmark.

Incorrect Logo Usage

To ensure visual consistency and to promote recognition, the Malone University logo must not be altered in any way. Below are examples of some, but not all, incorrect usages of the logos.

INCORRECT USAGE
USING WORDMARK ONLY

INCORRECT USAGE
USING ICON ONLY

INCORRECT USAGE
DISTORTING PROPORTIONS

INCORRECT USAGE
DISTORTING PROPORTIONS

INCORRECT USAGE
ROTATING OR ANGLING LOGO

INCORRECT USAGE
SEPARATING ICON AND WORDMARK

INCORRECT USAGE
NOT INCLUDING
"CHRIST'S KINGDOM FIRST"

INCORRECT USAGE
MOVING ELEMENTS

Outdated logo

The Malone University visual identity system introduced in summer of 2008 is now the official identity system for the campus. Older designs that were created by or commissioned by Malone College have been withdrawn from circulation. This outdated logo is not to be reproduced on any new publications or literature. On web sites, replacement of outdated logos should be part of any planned update or redesign.

Full Color Reproduction

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

When printing over a white or light background, the logo should be reproduced in full color. On a solid dark background the logo should be represented in white.

WHITE BACKGROUND

LIGHT BACKGROUND

DARK BACKGROUND

Full Color Reproduction

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

When printing over a white or light background, the logo should be reproduced in full color. When appearing on a photo background, the following rules should be followed.

Printing on light photographs

On light photographs, a PMS two-color or solid black logo should be placed in a light untextured area for maximum legibility. It is recommended that the background be no darker than 20% in value. The background should show behind the icon.

Printing on dark photographs

On dark photographic backgrounds the white logo should be placed in the darkest area of the image for maximum contrast. The background should show behind the icon.

Single Color Reproduction

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

The logo must be printed in PMS 281. Black may be used as a substitute if only black is available. When appearing on a colored or black background, the logo appears in white.

Web Reproduction

When appearing on a web page, follow the same rules outlined for full color and photo backgrounds.

PMS 281 ON WHITE BACKGROUND

BLACK ON WHITE BACKGROUND

COLORED BACKGROUND

BLACK BACKGROUND

Logo Typeface

The type family that has been chosen is *Exposition SSi* and *Expo SSi*.

Please contact the Office of University Relations at 330-471-8240 for information on obtaining the typeface.

EXPOSITION SSI BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EXPOSITION SSI BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EXPO BOOK SSI MEDIUM:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EXPO BOOK SSI MEDIUM:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Standards for the University Seal

While the standard mark of the university is the Malone University logo, occasionally the Malone University seal may be employed. Use of the symbol is restricted, however, to certain documents including appointment certificates, diplomas, honorary degrees, transcripts, awards/citations from the Board of Trustees and Superintendent, and publications which require a more formal appearance. Written permission must be obtained by the Office of University Relations before the seal can be used.

The seal, when printed, complies to the sames guidelines as the university logo (see pages 4-13). It must never be printed any smaller than 3/4" in diameter.

PMS 281

GRAYSCALE

UNIVERSITY SEAL

Standards for the Athletic Logos

Logo Usage

The Malone University athletics logos are the primary visual identity mark of the institution's sports program. They are to be used on all stationery, uniforms, merchandise, and printed and electronic publications. These logos are intended soley for the Athletic Department's use. As shown below, there are two primary styles of the logo.

The logo should always be printed in three-colors whenever possible. Acceptable colors are Malone Blue - PMS 281, Malone Red - PMS 187, CMYK conversion, RGB conversion, and black. If three-color printing is not possible refer to the one color logo specifications on page 20.

LOGO

PIONEER

**PRIMARY LOGO:
WORDMARK
AND PIONEER**
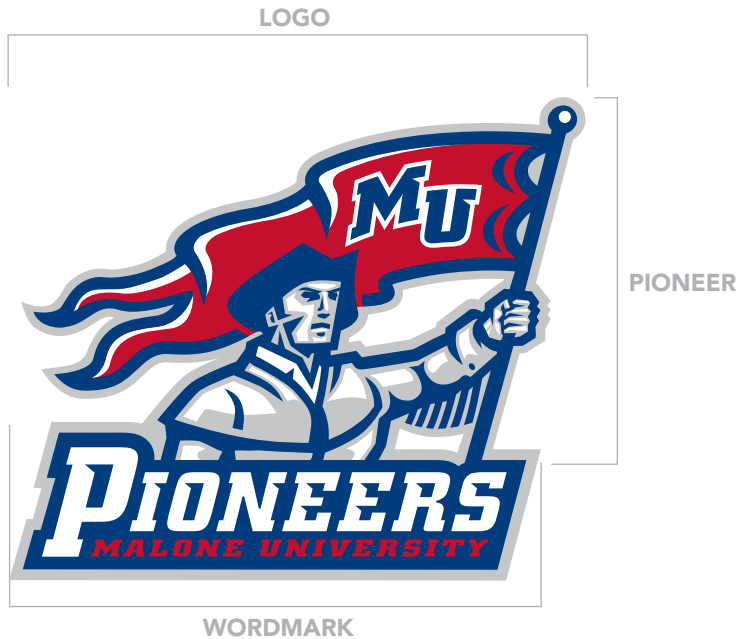
WORDMARK

WORDMARK

**PRIMARY
WORDMARK**

Obtaining the Athletic Logos

To obtain a copy of the official athletic logos, contact the Office of University Relations at 330-471-8240.

Logo Sizing

The recommended minimum reproduction size of the primary athletic logos are 1'' in width. Reducing the logos further would compromise legibility and the integrity of the logo reproduction.

Reproducing the Logo

The Malone University athletic logos are comprised of customized graphics and type. The University requires that electronic files or camera-ready art be used for all forms of reproduction. Any attempt to recreate the art, type, or spacing and styling of the logo could result in inconsistencies in reproduction which would compromise the integrity of the logo.

No other artwork may appear within 1⁄4 inch of any Malone University athletic logo.

PRIMARY LOGO: WORDMARK AND PIONEER

PRIMARY WORDMARK
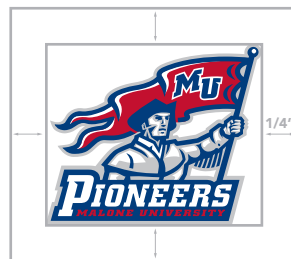
Malone University Athletic Logo Colors

The official colors of the Malone University athletics logo are "Malone Blue" (Pantone Matching System [PMS] 281), "Malone Red" (PMS 187), and Grey (PMS 421).

Color Matching

When reproducing the logo in four-color process (CMYK) or three-color process (RGB), the following formulas should be used to best match "Malone Blue," "Malone Red," and Grey:

	PANTONE	PROCESS	RGB
	PMS 281	C:100 M:72 Y:0 K:32	R:0 G:12 B:34
	PMS 187	C:0 M:100 Y:79 K:20	R:70 G:11 B:15
	PMS 421	C:0 M:0 Y:0 K:26	R:197 G:198 B:200

Outdated Logos

The Malone University athletic logos were introduced in summer of 2008.
They are now the official identity of Malone University athletics. Older designs
that were created by or commissioned by Malone College have been
withdrawn from circulation.

Full Color Reproduction: Primary Athletic Logos

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

When printing over a white, light, or dark background, the primary logo should be reproduced in full color.

Whenever possible, full color should be used. Grayscale and black & white primary logos are available for use when full color is not a possibility.

PRIMARY LOGO: WORDMARK AND PIONEER

Single Color Reproduction: Primary Athletic Logos

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo.

The Malone University Primary Athletic logo in grayscale should be applied when use of the full color primary logo is not possible and when tonal values are requested.

The primary logo in black & white should be applied when use of the full color primary logo is not possible and when one tone is requested.

GRAYSCALE

BLACK

PMS 281

PRIMARY LOGO: WORDMARK AND PIONEER

Incorrect Logo Usage

To ensure visual consistency and to promote recognition, the Malone University athletic logo must not be altered in any way. Below are examples of some, but not all, incorrect usages of the athletic logo.

**INCORRECT USAGE
DISTORTING PROPORTIONS**

**INCORRECT USAGE
SCALING SEPARATE ELEMENTS**

**INCORRECT USAGE
ROTATING OR ANGLING LOGO**

**INCORRECT USAGE
MOVING SEPARATE ELEMENTS**

**INCORRECT USAGE
USING UNAPPROVED COLORS**

**INCORRECT USAGE
SWITCHING EXISTING COLORS**

Full Color Reproduction: Secondary Athletic Logos

Shown below are the Secondary Athletic Logos. These logos should be printed PMS 281, PMS 187, and PMS 421.

When printing over a white, light, or dark background, the logo should be reproduced in full color.

FULL LOGO - MALONE

FULL LOGO - MALONE UNIVERSITY

LOGO - HEAD - PIONEERS

WORDMARK - MALONE - WHITE

WORDMARK - MALONE UNIVERSITY - WHITE

LOGO - MU

WORDMARK - MALONE UNIVERSITY

WORDMARK - PIONEERS - RED

WORDMARK - MALONE_RED

WORDMARK - MU

WORDMARK - MU - PIONEERS

LOGO - FLAG - MU

ICON - HEAD

Single Color Reproduction: Secondary Athletic Logos

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo. These logos should be printed in a solid PMS 281 or black on a white, light, or black background.

The Malone University secondary athletic logos in grayscale should be applied when use of the full color secondary logo is not possible and when tonal values are requested.

FULL LOGO - MALONE

FULL LOGO - MALONE UNIVERSITY

LOGO - HEAD - PIONEERS

WORDMARK - MALONE - WHITE

WORDMARK - MALONE UNIVERSITY - WHITE

LOGO - MU

WORDMARK - MALONE UNIVERSITY

WORDMARK - PIONEERS_RED

WORDMARK - MALONE - RED

WORDMARK - MU

WORDMARK - MU - PIONEERS

LOGO - FLAG - MU

ICON - HEAD

Single Color Reproduction: Secondary Athletic Logos

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the logo. These logos should be printed in a solid PMS 281 or black on a white, light, or black background.

The secondary logos in black & white should be applied when use of the full color secondary logos are not possible and when one tone is requested.

FULL LOGO - MALONE

FULL LOGO - MALONE UNIVERSITY

LOGO - HEAD - PIONEERS

WORDMARK - MALONE - WHITE

WORDMARK - MALONE UNIVERSITY - WHITE

LOGO - HEAD - MU

WORDMARK - MU

WORDMARK - PIONEERS - RED

WORDMARK - MU - PIONEERS

ICON - HEAD

LOGO - FLAG - MU

Logo Typefaces

The type face primarily used with the Malone University athletic logos is *Berthold City*.

Please contact the Office of University Relations at 330-471-8240 for information on obtaining the typeface.

BERTHOLD CITY BOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BERTHOLD CITY BOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Standards for Stationery
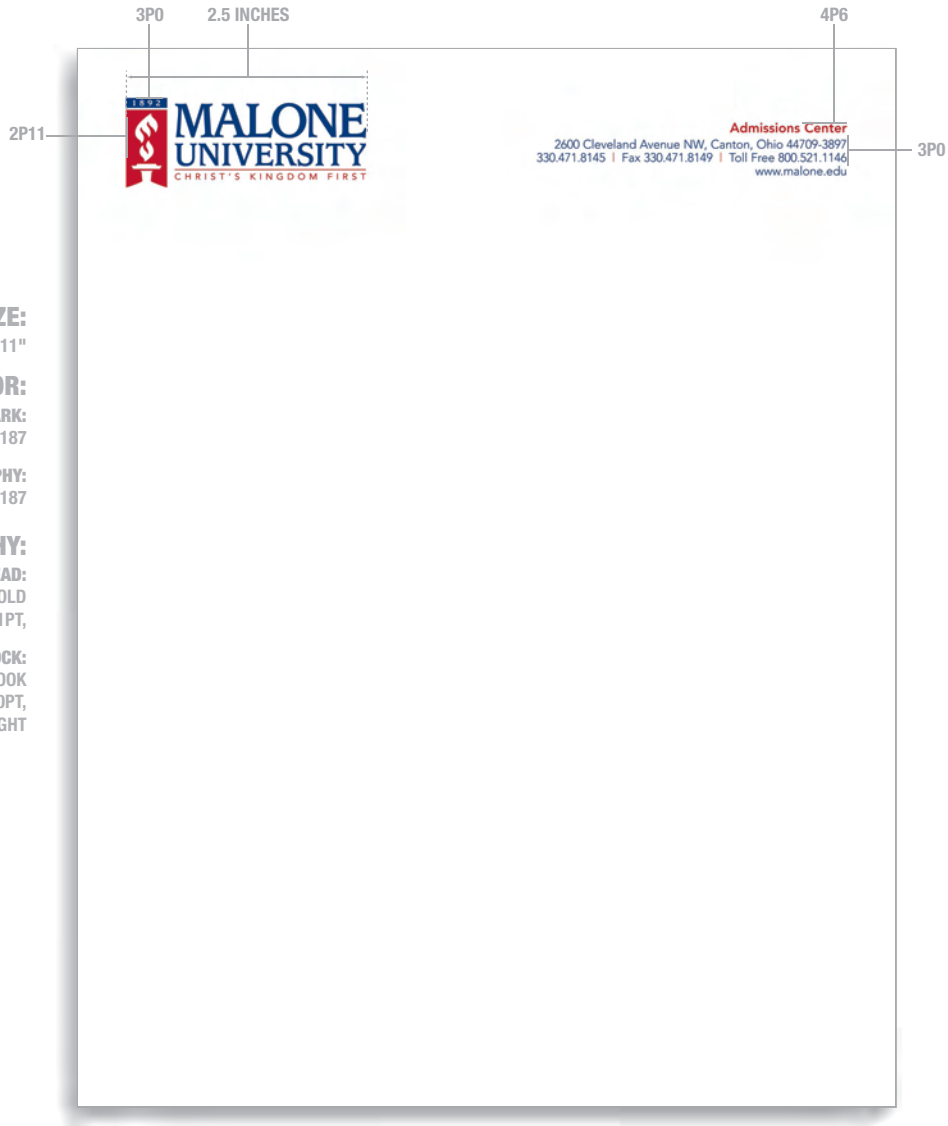
University Letterhead

Departments may use institutional letterhead or letterhead customized for their department or programs. Individual campus entities or departments **MAY NOT** design their own stationery.

Letterhead should only be printed from approved templates. When working with these templates, the position of elements should not be moved except as noted below. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch. See page 28 for specifications on setting up a letter.

To order stationery contact the Office of University Relations at 330-471-8240.

3P0   2.5 INCHES   4P6

2P11

Admissions Center
2600 Cleveland Avenue NW, Canton, Ohio 44709-3897
330.471.8145 | Fax 330.471.8149 | Toll Free 800.521.1146
www.malone.edu

3P0

SIZE:
81⁄2" X 11"

COLOR:
LOGO MARK:
PMS 281 AND PMS 187

TYPOGRAPHY:
PMS 281 AND PMS 187

TYPOGRAPHY:
HEAD:
EXPO BOLD
10PT OVER 11PT,

ADDRESS BLOCK:
EXPO BOOK
9PT OVER 10PT,
FLUSH RIGHT

Letter Format

Letterhead should only be printed from the approved templates. When working with a letter, the body of the letter should use the font Adobe Jenson 9pt over 14pt and stay within the margins specified.

Please contact the Office of University Relations for any situations that are not addressed by these guidelines.

2 IN. TOP MARGIN

MALONE UNIVERSITY
CHRIST'S KINGDOM FIRST

Admissions Center
2600 Cleveland Avenue NW, Canton, Ohio 44709-3897
330.471.8145 | Fax 330.471.8149 | Toll Free 800.521.1146
www.malone.edu

September 1, 2008

Joan Brown
123 Arbitrary Avenue
Anytown, USA 12345

Dear Mrs. Brown

Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin.

Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis.

Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf nodstrdf thikl in quis. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf Lorum ipsum dolor sit ament, con; venami quis nostrud laboris nisi ut nostrdt ut aliquip exd srtd ae dertsd. In redrids ftrh de venami sil de thws sdes fedq diy amin. Dolor sitm nitjh; dfer trdsdf .

Sincerely,

John Smith
Vice President

1.25 IN. LEFT MARGIN

1.25 IN. LEFT MARGIN

2 IN. BOTTOM MARGIN

Business Cards

The business card format below is to be used by all campus personnel. Individual campus entities, departments, or personnel **MAY NOT** design their own stationery. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch.

To order stationery, contact the Office of University Relations at 330-471-8240.
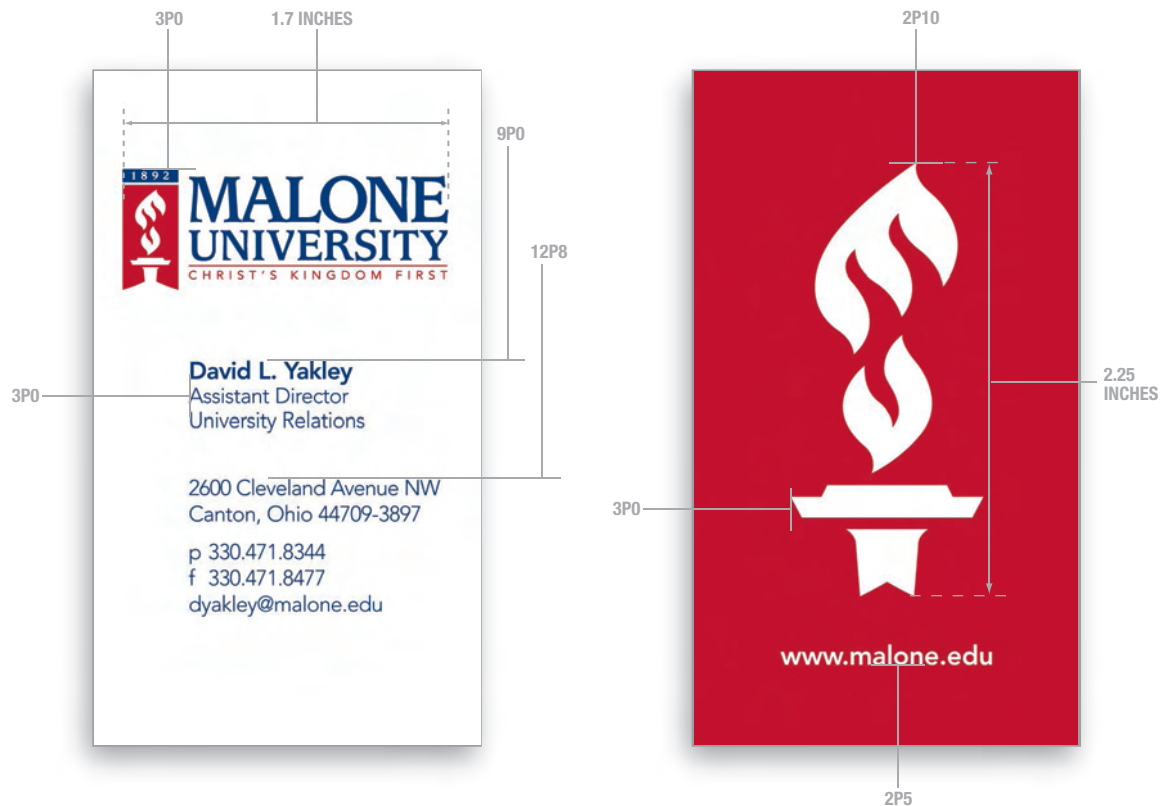
FRONT:

SIZE: 3 1⁄2" X 2"

COLOR:
LOGO MARK: PMS 281 AND PMS 187
TYPOGRAPHY: PMS 281

NAME: EXPO BOLD, 9PT OVER 9PT, FLUSH LEFT

TITLE: EXPO BOOK, 8PT OVER 9PT, FLUSH LEFT

DEPARTMENT NAME:
EXPO BOOK, 8PT OVER 9PT, FLUSH LEFT

ADDRESS BLOCK, TELEPHONE, FAX, AND E-MAIL:
EXPO 8PT OVER 9PT, FLUSH LEFT

BACK:

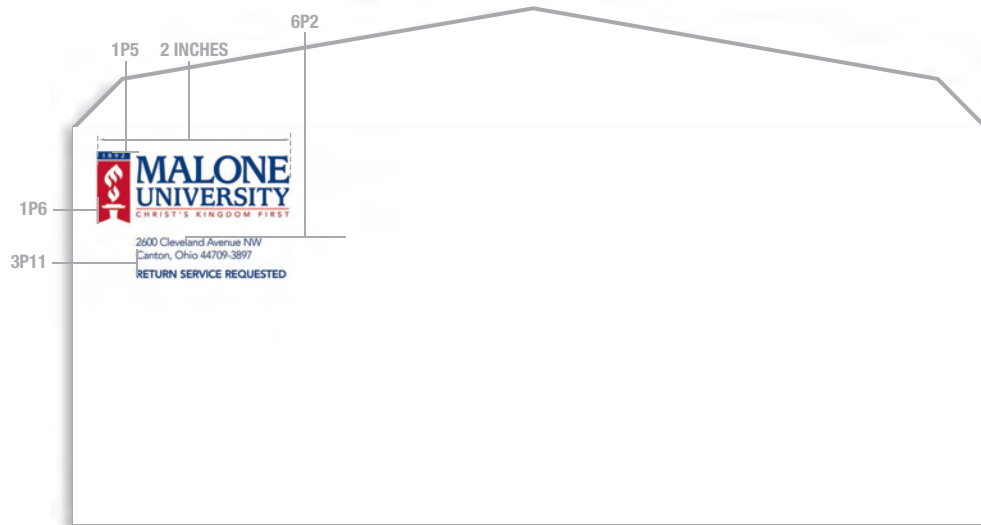**SIZE:** 3 1⁄2" X 2"

COLOR:
LOGO MARK: WHITE
BACKGROUND: PMS 187
TYPOGRAPHY: WHITE

WEBSITE: EXPO BOLD, 7PT, CENTERED

Standard Envelopes

Envelopes should only be printed from approved templates. When working with these templates, the position of elements should not be moved except as noted below. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch.

MALONE
UNIVERSITY
CHRIST'S KINGDOM FIRST

2600 Cleveland Avenue NW
Canton, Ohio 44709-3897
RETURN SERVICE REQUESTED

 # 10 ENVELOPE

SIZE
9-1/2" X 4-1⁄8"

COLOR:
LOGO MARK: PMS 281 AND PMS 187
TYPOGRAPHY: PMS 281

ADDRESS BLOCK:
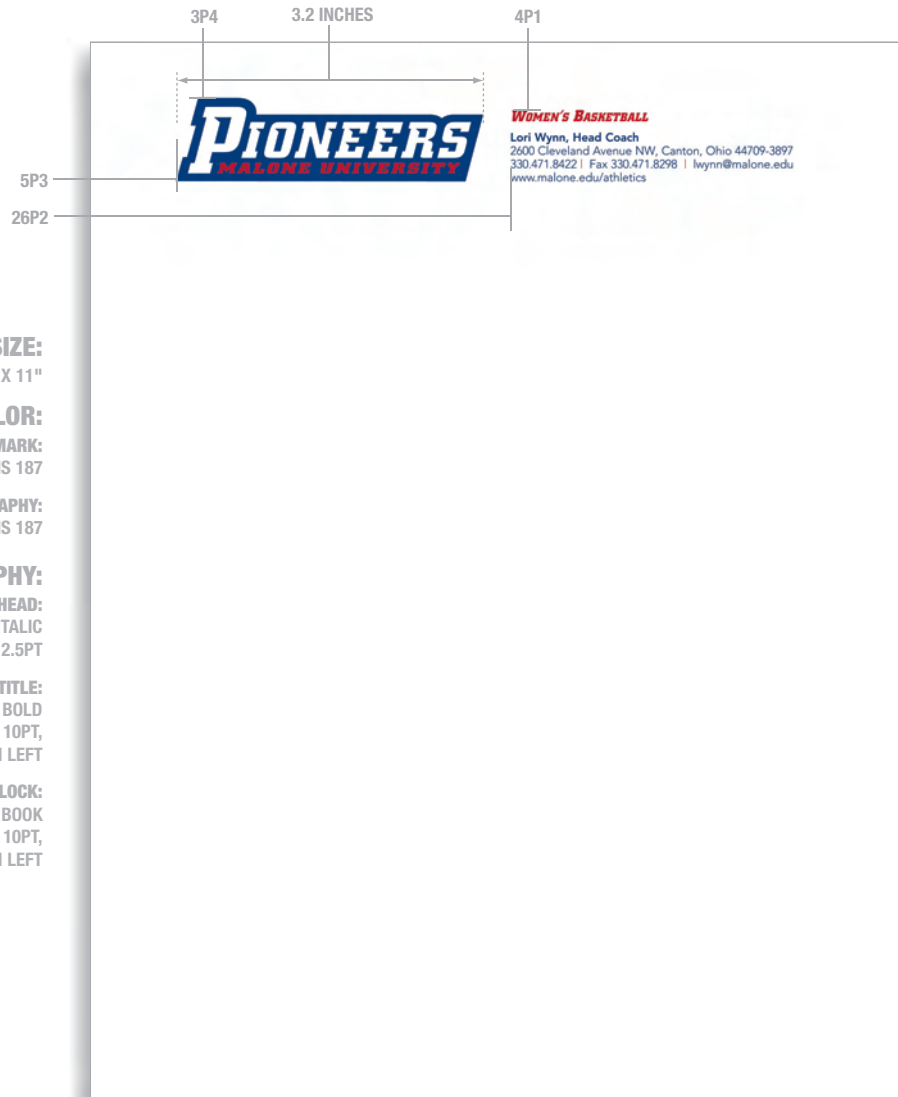EXPO BOOK 8PT OVER 9.5PT, FLUSH LEFT
EXPO BOLD 8PT OVER 9.5PT, FLUSH LEFT

Athletic Letterhead - Wordmark Version

The Athletic Department is the only authorized user of this letterhead. Individual campus entities or departments **MAY NOT** design their own stationery.

Letterhead should only be printed from approved templates. When working with these templates, the position of elements should not be moved except as noted below. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch. See page 28 for specifications on setting up a letter.

To order stationery, contact the Office of University Relations at 330-471-8240.

3P4   3.2 INCHES   4P1

5P3

26P2

WOMEN'S BASKETBALL
Lori Wynn, Head Coach
2600 Cleveland Avenue NW, Canton, Ohio 44709-3897
330.471.8422 | Fax 330.471.8298 | lwynn@malone.edu
www.malone.edu/athletics

SIZE:
8 1⁄2" X 11"

COLOR:
LOGO MARK:
PMS 281 AND PMS 187

TYPOGRAPHY:
PMS 281 AND PMS 187

TYPOGRAPHY:
HEAD:
BERTHOLD CITY BOLD ITALIC
12.5PT

TITLE:
EXPO BOLD
9PT OVER 10PT,
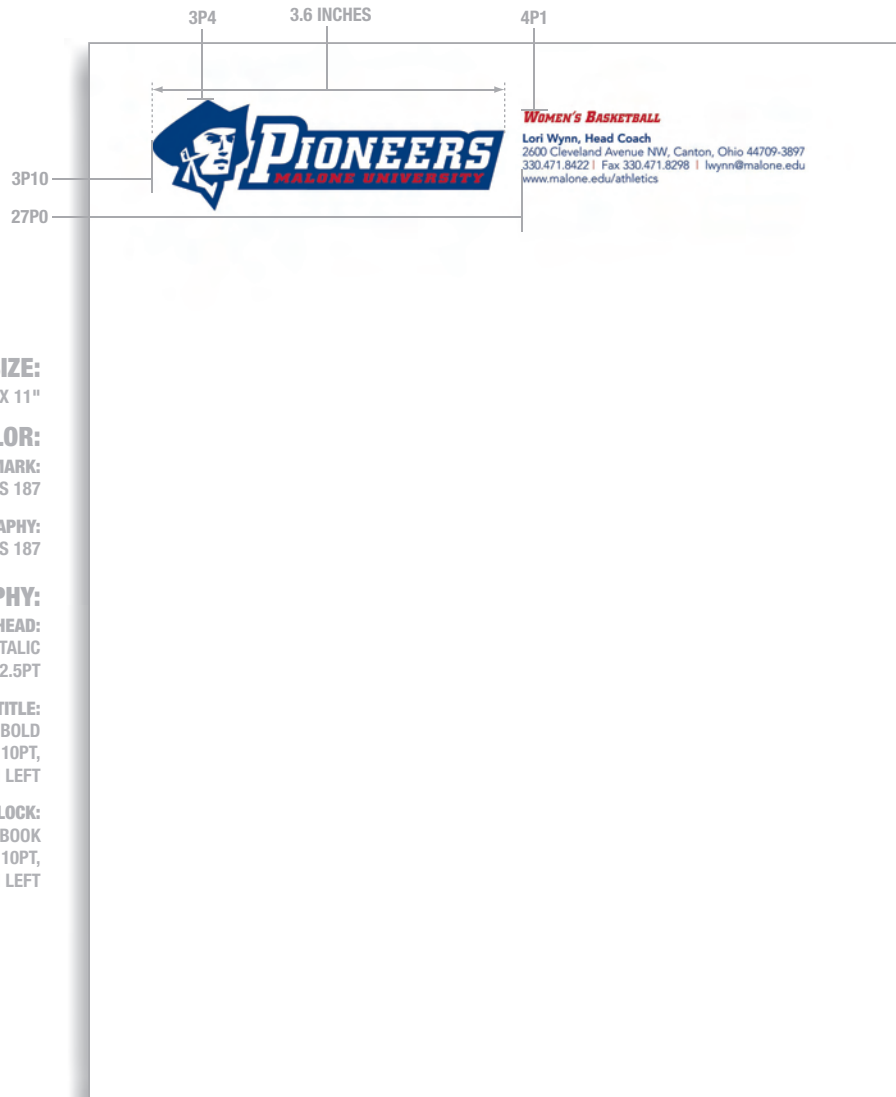FLUSH LEFT

ADDRESS BLOCK:
EXPO BOOK
9PT OVER 10PT,
FLUSH LEFT

Athletic Letterhead - Wordmark and Icon Version

The Athletic Department is the only authorized user of this letterhead. Individual campus entities or departments **MAY NOT** design their own stationery.

Letterhead should only be printed from approved templates. When working with these templates, the position of elements should not be moved except as noted below. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch. See page 28 for specifications on setting up a letter.

To order stationery, contact the Office of University Relations at 330-471-8240.

3P4   3.6 INCHES   4P1

WOMEN'S BASKETBALL
Lori Wynn, Head Coach
2600 Cleveland Avenue NW, Canton, Ohio 44709-3897
330.471.8422 | Fax 330.471.8298 | lwynn@malone.edu
www.malone.edu/athletics

3P10

27P0

SIZE:
8 1⁄2" X 11"

COLOR:
LOGO MARK:
PMS 281 AND PMS 187

TYPOGRAPHY:
PMS 281 AND PMS 187

TYPOGRAPHY:
HEAD:
BERTHOLD CITY BOLD ITALIC
12.5PT

TITLE:
EXPO BOLD
9PT OVER 10PT,
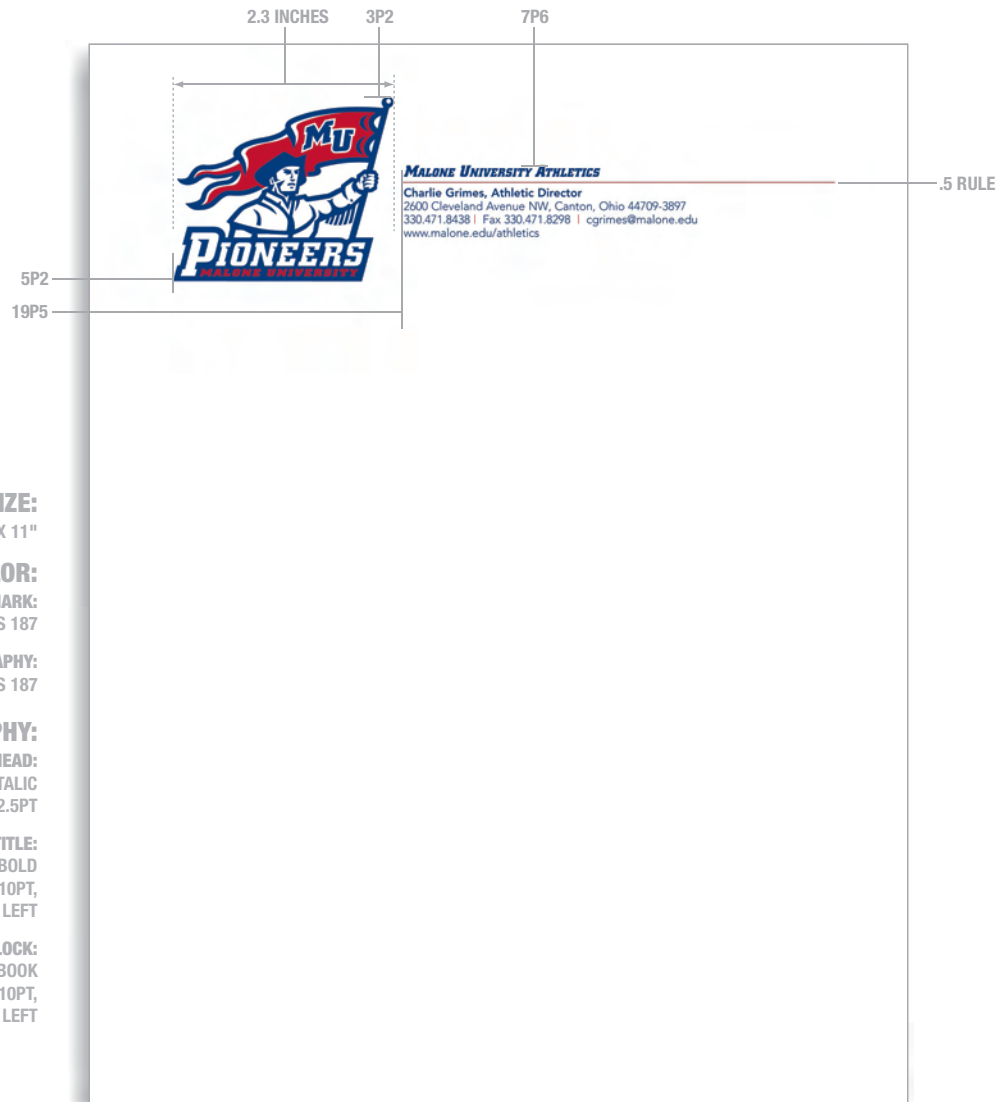FLUSH LEFT

ADDRESS BLOCK:
EXPO BOOK
9PT OVER 10PT,
FLUSH LEFT

Athletic Department Letterhead

The Athletic Department is the only authorized user of this letterhead. Individual campus entities or departments **MAY NOT** design their own stationery.

Letterhead should only be printed from approved templates. When working with these templates, the position of elements should not be moved except as noted below. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch. See page 28 for specifications on setting up a letter.

To order stationery, contact the Office of University Relations at 330-471-8240.

2.3 INCHES   3P2   7P6

MALONE UNIVERSITY ATHLETICS

Charlie Grimes, Athletic Director
2600 Cleveland Avenue NW, Canton, Ohio 44709-3897
330.471.8438 | Fax 330.471.8298 | cgrimes@malone.edu
www.malone.edu/athletics

.5 RULE

5P2

19P5

SIZE:
8 1⁄2" X 11"

COLOR:
LOGO MARK:
PMS 281 AND PMS 187

TYPOGRAPHY:
PMS 281 AND PMS 187

TYPOGRAPHY:
HEAD:
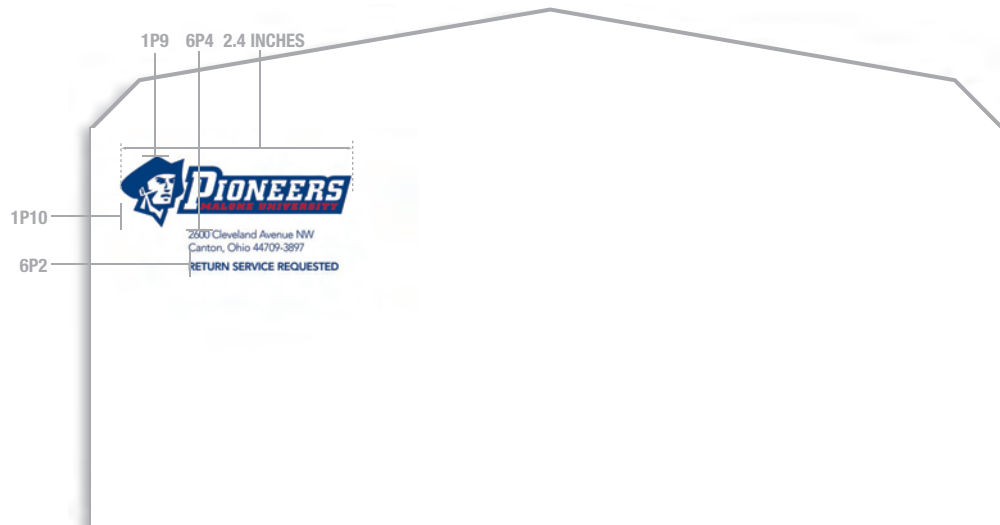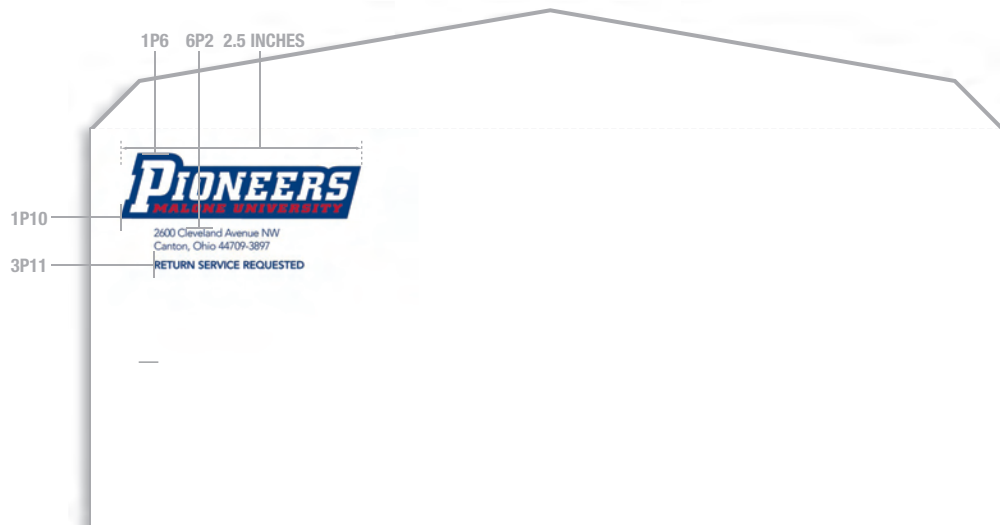BERTHOLD CITY BOLD ITALIC
12.5PT

TITLE:
EXPO BOLD
9PT OVER 10PT,
FLUSH LEFT

ADDRESS BLOCK:
EXPO BOOK
9PT OVER 10PT,
FLUSH LEFT

Athletic Envelopes

Envelopes should only be printed from approved templates. When working with these templates, the position of elements should not be moved except as noted below. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch.

1P6 6P2 2.5 INCHES

PIONEERS
MALONE UNIVERSITY

2600 Cleveland Avenue NW
Canton, Ohio 44709-3897
RETURN SERVICE REQUESTED

1P10

3P11

1P9 6P4 2.4 INCHES

PIONEERS
MALONE UNIVERSITY

2600 Cleveland Avenue NW
Canton, Ohio 44709-3897
RETURN SERVICE REQUESTED

1P10

6P2

10 ENVELOPE
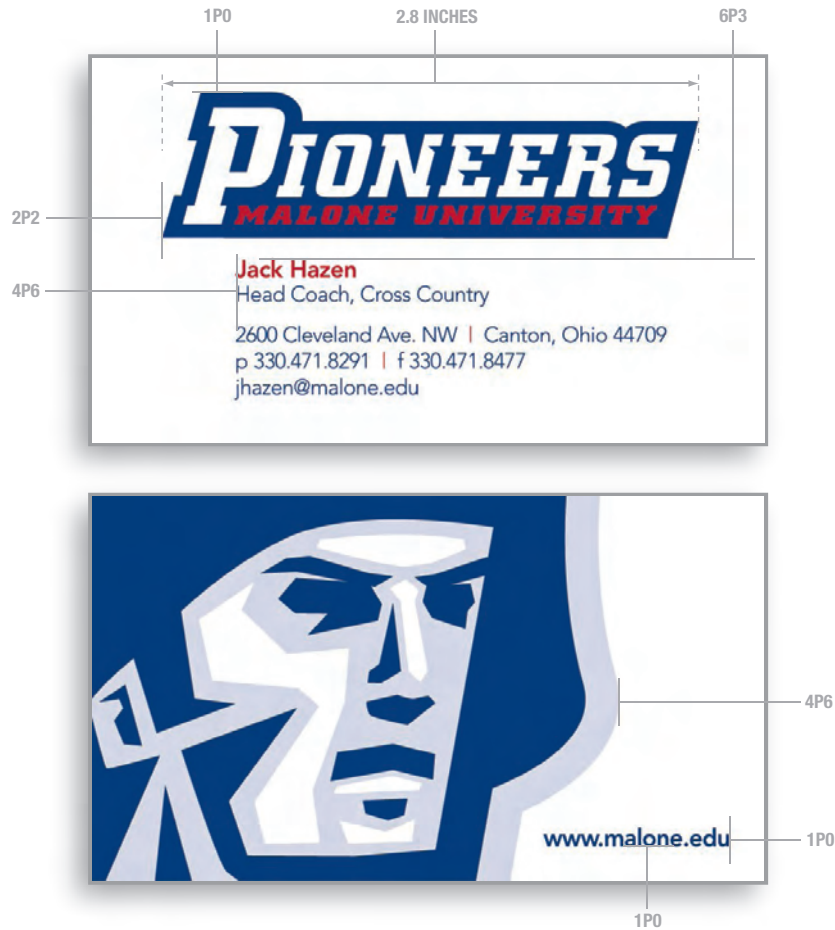
SIZE
9-1⁄2" X 4-1⁄8"

COLOR:
LOGO MARK: PMS 281 AND PMS 187
TYPOGRAPHY: PMS 281

ADDRESS BLOCK:
EXPO BOOK, 8PT OVER 9.5PT, FLUSH LEFT
EXPO BOLD, 8PT OVER 9.5PT, FLUSH LEFT

Athletic Business Cards - Wordmark Version

The athletic business card format below is to be used only by athletic department personnel. Individual campus entities, departments, or personnel **MAY NOT** design their own stationery. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch.

To order stationery, contact the Office of University Relations at 330-471-8240.

1P0   2.8 INCHES   6P3

2P2

4P6

Jack Hazen
Head Coach, Cross Country

2600 Cleveland Ave. NW | Canton, Ohio 44709
p 330.471.8291 | f 330.471.8477
jhazen@malone.edu

4P6

www.malone.edu   1P0

1P0

FRONT:

SIZE: 3 1⁄2" X 2"

COLOR:
LOGO MARK: PMS 281 AND PMS 187
TYPOGRAPHY:PMS 281 AND PMS 187

NAME: EXPO BOLD, 9PT OVER 9PT, FLUSH LEFT

TITLE: EXPO BOOK, 8PT OVER 9PT, FLUSH LEFT

ADDRESS BLOCK: EXPO BOOK, 8PT OVER 9PT, FLUSH LEFT

BACK:

SIZE: 3 1⁄2" X 2"

COLOR:
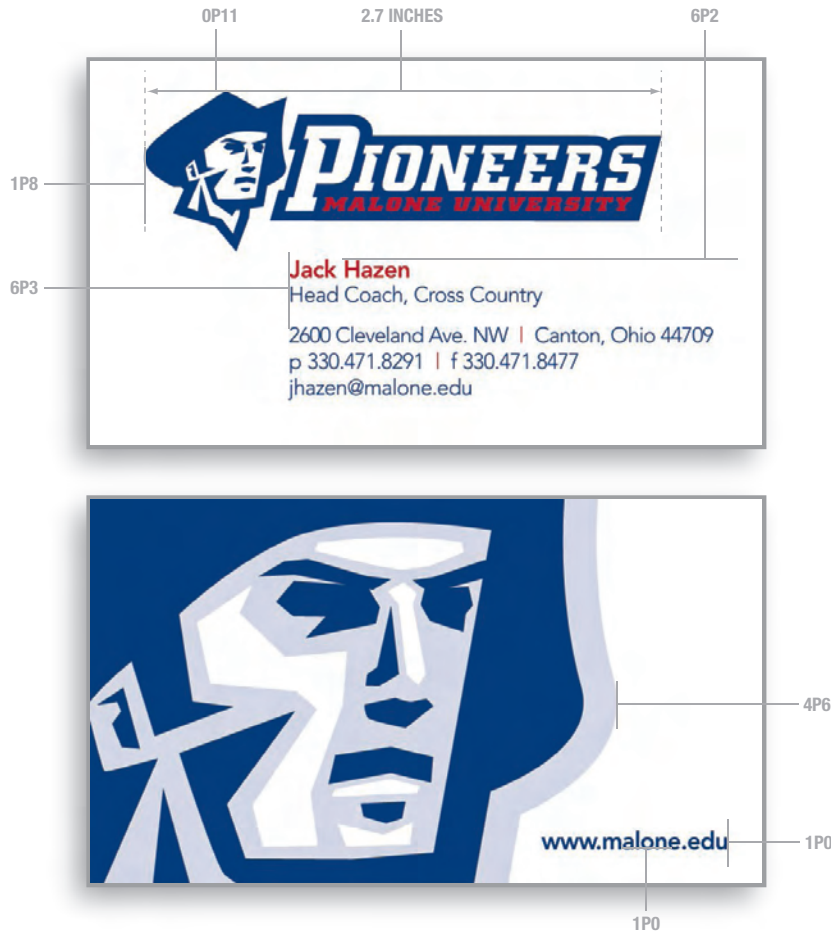LOGO MARK: PMS 281
TYPOGRAPHY: PMS 281

WEBSITE:
EXPO BOLD, 9PT

Athletic Business Cards - Wordmark and Icon Version

The athletic business card format below is to be used only by athletic department personnel. Individual campus entities, departments, or personnel **MAY NOT** design their own stationery. The diagram below uses picas which is a measurement of type equal to 12 points or approx. 1⁄6 inch.

To order stationery, contact the Office of University Relations at 330-471-8240.

0P11   2.7 INCHES   6P2

1P8

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jhazen@malone.edu

6P3

4P6

www.malone.edu   1P0

1P0

FRONT:

SIZE: 31/2" X 2"

COLOR:
LOGO MARK: PMS 281 AND PMS 187
TYPOGRAPHY:PMS 281 AND PMS 187

NAME: EXPO BOLD, 9PT OVER 9PT, FLUSH LEFT

TITLE: EXPO BOOK, 8PT OVER 9PT, FLUSH LEFT

ADDRESS BLOCK: EXPO BOOK, 8PT OVER 9PT, FLUSH LEFT

BACK:

SIZE: 31/2" X 2"

COLOR:
LOGO MARK: PMS 281
TYPOGRAPHY: PMS 281

WEBSITE:
EXPO BOLD, 9PT