



IDENTITY STANDARDS MANUAL

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This manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read the Identity Standards and adhere to the guidelines.

This Identity Standards Manual contains approved standard graphic elements of the Robert Morris University identity system. The guidelines presented here are fundamental yet flexible enough to allow for individual expression.

Electronic versions of the logos in black & white and color are also available for downloading through the Office of Public Relations and Marketing page of the University website at rmu.edu.

All publications and promotional items purchased with University funds should include the RMU signature.

This Identity Standards Manual takes the form of an Adobe Acrobat 5.x PDF file format for viewing on MAC or Windows PC platforms. In addition, the complete file or its individual pages can be printed on 8 ½" x 11" (horizontal) paper, preferably with a color printer.

Installed fonts are NOT required to import, display, or to print out any of the Robert Morris University graphic identity elements. All artwork components containing type are provided as art.

Fonts required for identity applications not contained within this manual are:

- Palatino (see page 3.1)
- Univers (see page 3.2)

Graphic applications required for most uses:

- QuarkXPress, version 9.0 or higher
- Adobe Illustrator, version 16.0 (CS6) or higher
- Adobe Photoshop, version 13.0 (CS6) or higher

Supplemental art and support graphic files provided include:

- Quark 9.0 templates of all stationery system component art
- Mark, logotype, and signature files in Adobe Illustrator 16.0 (CS6) encapsulated PostScript (EPS) format

The Office of Public Relations and Marketing, located on the first floor of Lafayette Center, exists for the purpose of monitoring and maintaining the image of Robert Morris University to external and internal audiences through media, advertising, public relations and publications programs. The Public Relations Office supports the marketing plans of the University and is responsible for developing and approving all external publications and advertising programs for the University.

For further information regarding the Robert Morris University Identity Standards or for updates to this manual please contact the Office of Public Relations at 412-397-5294.

The following resources are available to faculty and staff under the Office of Public Relations and Marketing section of RMU's website:

Information

- Advertising and Marketing
- Media Relations
- Publication and Design Services
- Promotional Language and Statements

Downloads

- University Logos for Web or Print Use
- Request for Publication Services Form (PDF)
- Identity Standards Manual (PDF)

Online Ordering

- Stationery*
- Business Cards*

* **Sentry Secured Services**

BASIC STANDARDS FOR THE SIGNATURE

- 2.1 The Robert Morris University Signature
- 2.2 Robert Morris University Athletics Logos
- 2.3 Robert Morris University Island Sports Center Logo
- 2.4 Coloration
- 2.5 Color Reproduction Options
- 2.6 Custom Logo Option
- 2.7 Minimum Space Requirements
- 2.8 Unacceptable Signature Color Treatments
- 2.9 Unacceptable Signature Treatments
- 2.10 Unacceptable Signature Treatments
- 2.10 University Seal



The Robert Morris University signature is the keystone of our visual identity and is used on all communications materials. Consistent use of the signature will enhance the world's recognition of who we are.

Color, typography, and reproduction specifications of the University signature, as well as details about the communications materials on which it will appear, are provided on the following pages.



The Robert Morris University athletics logos are to be used only by the Department of Athletics.

Color, typography, and reproduction specifications of the athletics logos, as well as details about the communications materials on which it will appear, follow the guidelines for the University signature on the following pages.

Please contact the Office of Public Relations and Marketing for additional information.



The Robert Morris University Island Sports Center logo is to only be used by the Island Sports Center.

Color, typography, and reproduction specifications of the RMU Island Sports Center logo, as well as details about the communications materials on which it will appear, follow the guidelines for the University signature on the following pages.

Please contact the Office of Public Relations and Marketing for additional information.



For all print applications

Robert Morris
University Blue:
PMS® 282C or
PMS® 282U

Process Matching:
Cyan 100
Magenta 91
Yellow 40
Black 41

Robert Morris
University Red:
PMS® 186C
or PMS® 186U

Process Matching:
Cyan 4
Magenta 100
Yellow 83
Black 1

Robert Morris
University Gray:
PMS® 421C
or PMS® 421U

Process Matching:
Cyan 12
Magenta 8
Yellow 9
Black 21

For Web applications

Robert Morris
University Blue:
14234b

Robert Morris
University Red:
e51937

Robert Morris
University Gray:
b2b1ae

Full-Color Reproduction



White background

Two-Color Reproduction



Single-Color Reproduction



White on a dark or black background



Black on a light or white background

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logos.

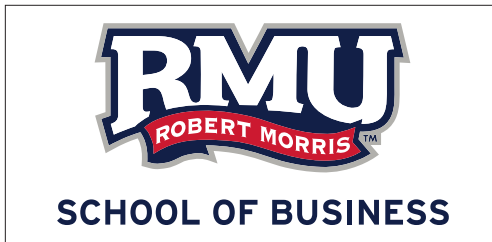
Full-Color Reproduction
 When printing over a white background, the signature should be reproduced in full color as shown on pages 2.4.
 When printing over a blue background, the typography should be white and the mark red and white.

Single-Color Reproduction
 When appearing on a dark or black background, the entire signature should reverse out to white. When appearing on a white background, the entire signature should be black or Robert Morris University blue.



Robert Morris University blue on a white background

Full-Color Reproduction

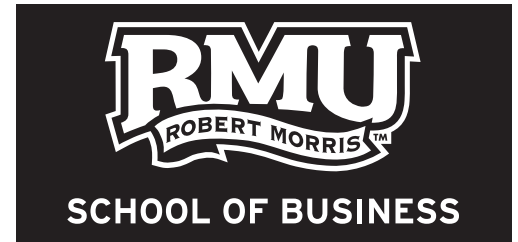


RMU Logo with department tag under banner.

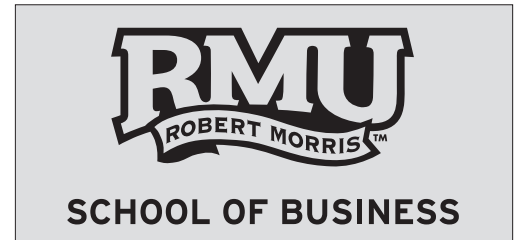
Two-Color Reproduction on navy background



Single-Color Reproduction



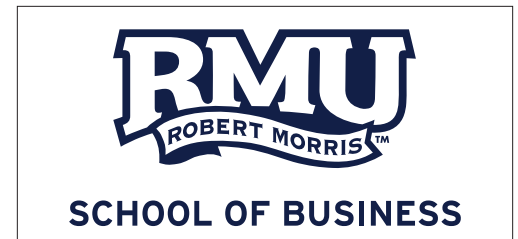
White on a dark or black background



Black on a light or white background

If the publication is mainly external audiences the first logo used should be the Robert Morris logo. Customs logo with added tag line can be used on the secondary pages. The Robert Morris logo should always be used online and on social media pages.

For more info or to have a custom logo produced contact Mitch Kramer, kramer@rmu.edu



RMU navy on a white background



Depending on the size of the signature, the minimum space between the signature and another element such as text or the page edge should equal $\frac{1}{2}$ - 1 inch.



Do not print the signature in black over a dark background.



Do not print the reversed out signature onto a light or white background.



Do not change any colors of the signature.



Do not place signature over heavily patterned background.



Do not change the color of the signature typography.



Do not screen any of the signature colors.



Do not add additional outline of signature.



Do not box logo in white on a dark background.



Never configure the elements into a different signature.



Never crop any part of the signature.



Do not distort the signature.

The signature should always be scaled proportionality.



Never surround signature with other competing shapes.



Never tilt the signature in any direction.



Do not alter the proportions of the signature typography.



Do not duplicate any part of the signature to create a pattern.



Do not recreate the Robert Morris University type or substitute another typeface.



Do not use the banner as a singular graphic apart from the logo.

University Seal

The official University seal is not a logo and should never be used as one. The seal is reserved for use by the Office of the President and the Board of Trustees. Other offices that wish to use this seal must obtain permission from the Director of Public Relations.

The official University seal should be used in conjunction with historic or formal academic events, and on official University documents such as diplomas, transcripts, official records, programs for formal academic events, formal invitations and legally binding documents.

TYPOGRAPHY

- 3.1 Primary Font
- 3.2 Secondary Font

Palatino Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

PALATINO ROMAN SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Palatino Roman Cursive

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Palatino Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

PALATINO ROMAN BOLD SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Palatino Roman Bold Cursive

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Univers 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Univers 47 Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Univers 55 Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Univers 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

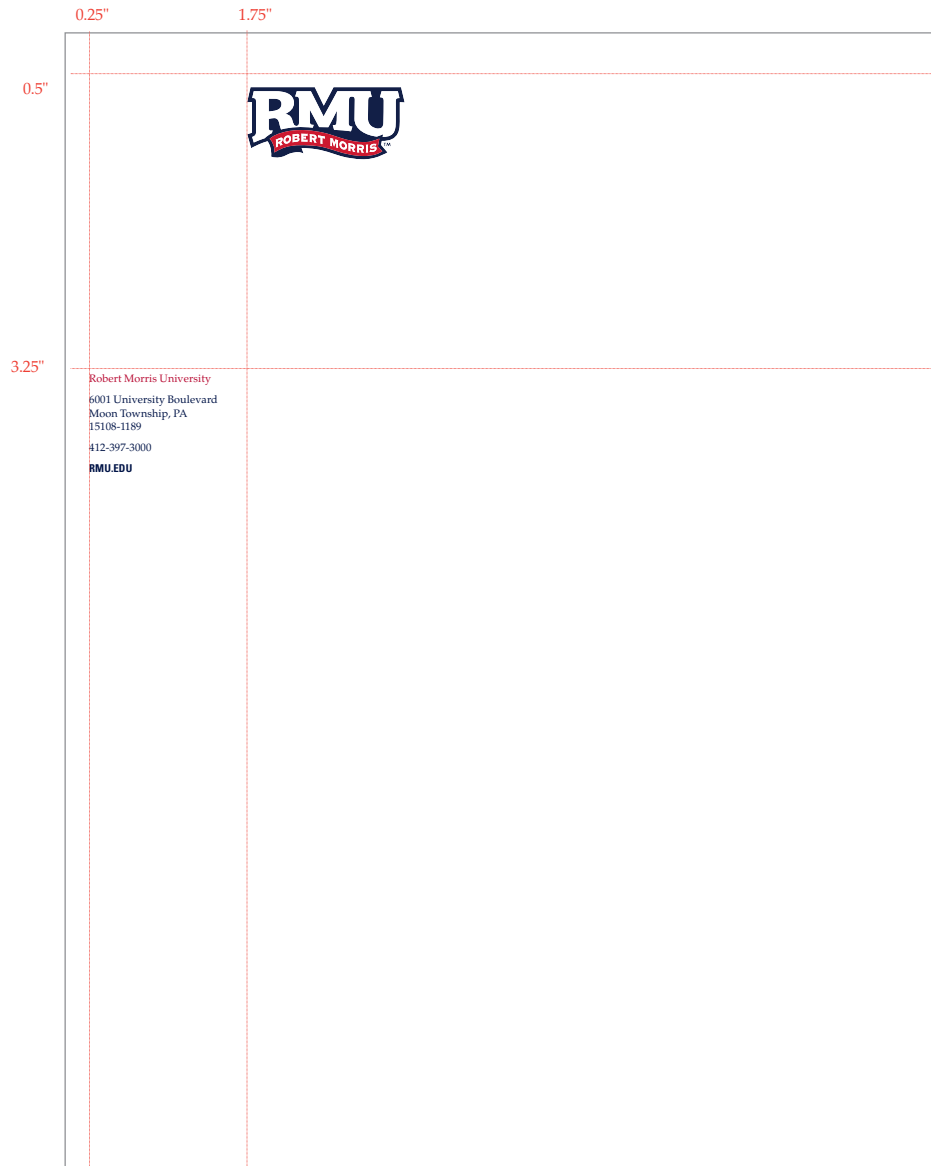
Univers 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Univers 67 Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Adobe Univers was chosen as a secondary font to compliment the primary font and to allow for creative flexibility and enhanced readability.

STATIONERY SYSTEM

- 4.1 Standard Letterhead
- 4.2 Department-Specific Letterhead
- 4.3 Letter Format
- 4.4 News Release Format
- 4.5 Fax Cover Memo
- 4.6 9" x 6" Envelope
- 4.7 12" x 9" and 13" x 10" Envelopes
- 4.8 #9 Envelope
- 4.9 #10 Envelopes
- 4.10 Mailing Label
- 4.11 Business Cards
- 4.12 Folders, Notepads, Notecards



Size

8 1/2" x 11"

Typography

Address Block:

Palatino Roman

7.5 pt. over 10 pt.

University Website:

Univers 67 Condensed Bold

7.5 pt. over 10 pt.

Color

Logo mark: PMS® 186 & 282

All other typography:

PMS® 282

Paper Stock

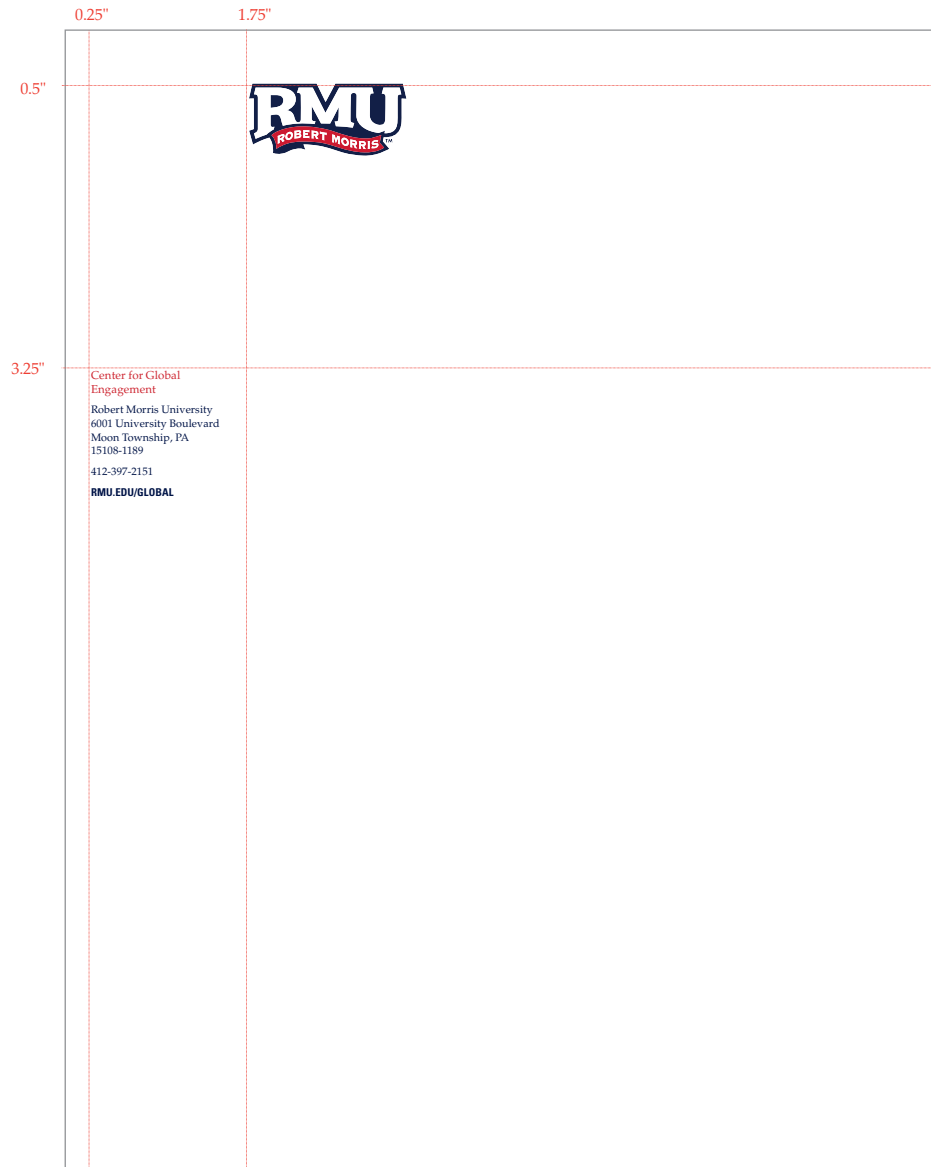
Synergy Pure White

25% cotton smooth finish

24# Writing

Exceptions

The Island Sports Center and the Department of Athletics use alternate letterhead styles using their own logos.



Size

8½" x 11"

Typography:

Department Name:

Palatino Roman

8 pt. over 10 pt.

Address Block:

Palatino Roman

7.5 pt. over 10 pt.

University Website:

Univers 67 Condensed Bold

7.5 pt. over 10 pt.

Color

Logo mark: PMS® 186 & 282

Department Name: PMS® 186

All other typography:

PMS® 282

Paper Stock

Synergy Pure White

25% cotton smooth finish

24# Writing

1.75" 0.75"

2"

3.25"

0.5"

RMU
ROBERT MORRIS

25 April 2013

Lorem ipsum
dolor sit amet
consectetuer
adipiscing elit

Robert Morris University
6001 University Boulevard
Moon Township, PA
15108-1189
412-397-3000
RMU.EDU

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugia

Nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.


Sincerely,

Nulla facilis at

Margins
Left: 1.75"
Right: 0.75"
Top: 2"
Bottom: 0.5"

Text
Times
10 pt. over 13 pt.

Exceptions
The body text can be increased to 12 pt. over 15 pt. but the top margin must then be 1.781" so the first line of the letter aligns with the first line of the address block.

0.5"		
1.75"	<p>FOR IMMEDIATE RELEASE Date</p>	<p>CONTACT: Name Title Phone Number Email Address rmu.edu</p>
2.875"	<p>Robert Morris University 6001 University Boulevard Moon Township, PA 15108-1189 412-397-3000 RMU.EDU</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tristique ultricies mi non porta. Curabitur nec cursus metus, ac sodales justo. Praesent non posuere ligula. Aliquam erat volutpat. Praesent nulla ligula, fermentum auctor hendrerit vel, suscipit et nisl. Duis nisl nisl, auctor non viverra ut, venenatis eget turpis. Nunc aliquet id risus eu hendrerit. Fusce purus purus, accumsan nec diam vel, fermentum tincidunt risus. Nam velit lorem, tempor mollis tristique gravida, eleifend et est.</p> <p>Suspendisse ut egestas eros. Sed nisl nisl, congue vitae fermentum a, rutrum id urna. Etiam auctor diam mattis bibendum mattis. Pellentesque eget elementum odio, vitae tristique sem. Cras in lobortis lacus, sed pretium risus. Sed pellentesque orci vitae justo posuere molestie. Ut sollicitudin risus sed ligula euismod sodales. Phasellus egestas dictum velit. Etiam nec fringilla mauris. Quisque a posuere elit. Nulla quis diam dignissim, venenatis elit quis, dignissim leo. Maecenas tempor nibh non ligula adipiscing tempus. Cras a arcu id nibh auctor imperdiet. Mauris molestie egestas eros quis facilisis.</p> <p>Suspendisse cursus dignissim vehicula. Morbi quis cursus lectus, a eleifend tortor. Praesent laoreet purus facilisis ligula tristique, ut congue diam sagittis. Donec sit amet dolor et lacus congue consectetur. Pellentesque venenatis ut nisi ac molestie. Sed vel aliquam mi. Curabitur et nunc arcu. Mauris suscipit, metus quis semper accumsan, massa risus feugiat elit, id feugiat magna massa quis leo. Donec elementum mattis tincidunt. Vestibulum nec lacinia velit, non vulputate lorem. Maecenas lacus magna, varius at sollicitudin ut, sagittis vel libero. Mauris auctor elit at erat pretium laoreet.</p> <p>Ut ultrices tortor id elementum condimentum. Ut vitae cursus turpis. Nulla nec aliquam nunc, quis euismod dui. Suspendisse dignissim, nisl quis viverra blandit, leo diam dapibus lacus, quis eleifend mauris orci quis purus. Morbi sed sodales lectus. Vivamus tortor nunc, malesuada quis turpis ac, molestie faucibus tortor. Aenean tincidunt imperdiet odio a pretium. Praesent et enim diam.</p> <p>Pellentesque venenatis ut nisi ac molestie. Sed vel aliquam mi. Curabitur et nunc arcu. Mauris suscipit, metus quis semper accumsan, massa risus feugiat elit, id feugiat magna massa quis leo. Donec elementum mattis tincidunt. Vestibulum nec lacinia velit, non vulputate lorem. Maecenas lacus magna, varius at sollicitudin ut, sagittis vel libero. Mauris auctor elit at erat pretium laoreet.</p> <p style="text-align: center;">-end-</p>

Header Text

“FOR IMMEDIATE
RELEASE”

Times Roman Bold 11 pt.

Body text

Times Roman

11 pt. over 14 pt.

0.4" 2" 0.5" 2" 2.915"

RMU
ROBERT MORRIS™

Fax Cover Memo

Robert Morris University
6001 University Boulevard
Moon Township, PA
15108-1189
412-397-3000
RMU.EDU

DATE/TIME: _____

TO: _____ FROM: _____

DEPARTMENT: _____ TELEPHONE: _____

ORGANIZATION: _____ FAX: _____

FAX NUMBER: _____ NUMBER OF PAGES INCLUDING COVER: _____

MESSAGE:

Typography

Address Block:
Palatino Roman
7.5 pt. over 10 pt.

University Website:
Univers 67 Condensed Bold
7.5 pt. over 10 pt.

Text

"Fax Cover Memo"
Palatino Medium 26 pt.

Body text

Palatino Medium 7 pt.
over 11 pt.



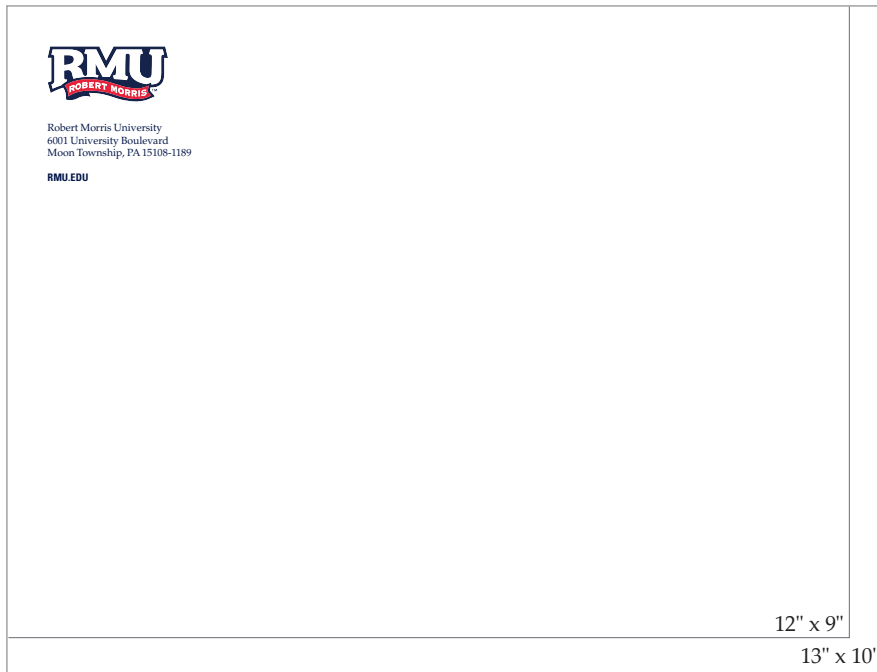
Size
9" x 6"

Typography
Address Block:
Palatino Roman
9 pt. over 12 pt.

University Website:
Univers 67 Condensed Bold
9 pt. over 12 pt.

Color
Logo: PMS® 186 & 282
Address: PMS® 282

Paper Stock
White Wove Plain
24# Writing



Size

12" x 9"
13" x 10"

Typography

Address Block:
Palatino Roman
10.5 pt. over 12.5 pt.

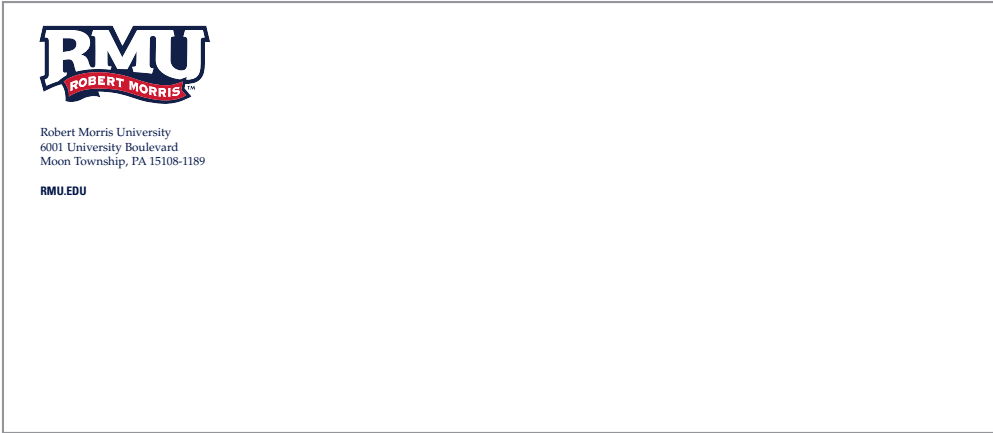
University Website:
Univers 67 Condensed Bold
10.5 pt. over 12.5 pt..

Color

Logo: PMS® 186 & 282
Address: PMS® 282

Paper Stock

White Wove Plain
24# Writing



Size

8 " x 3 "

Typography

Address Block:

Palatino Roman

7.5 pt. over 9.5 pt.

University Website:

Univers 67 Condensed Bold

7.5 pt. over 9.5 pt.

Color

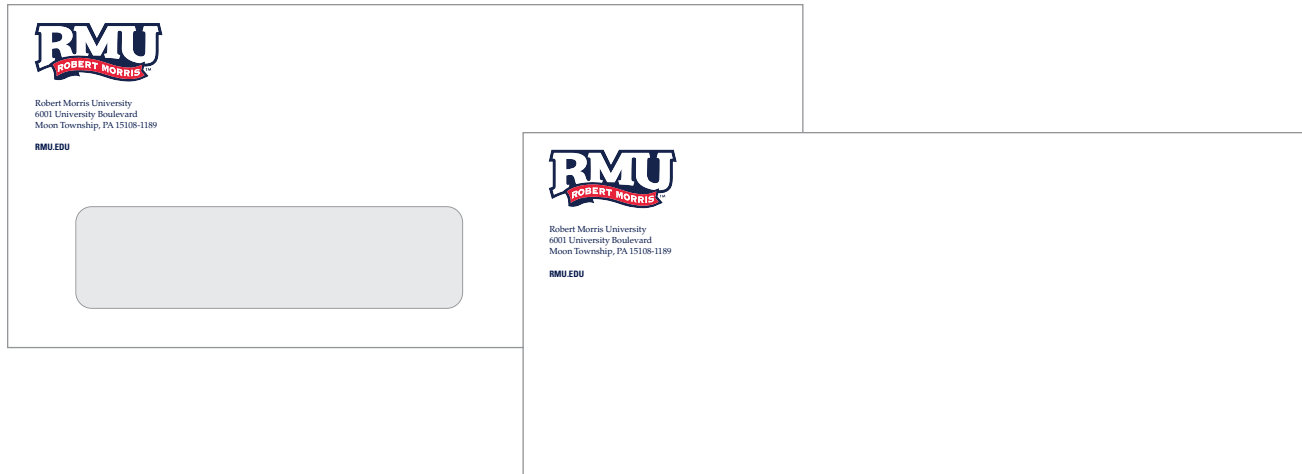
Logo: PMS® 186 & 282

Address: PMS® 282

Paper Stock

White Wove Plain

24# Writing



Size

9 ½" x 4 "
square flap

Typography

Address Block:
Palatino Roman
7.5 pt. over 9.5 pt.

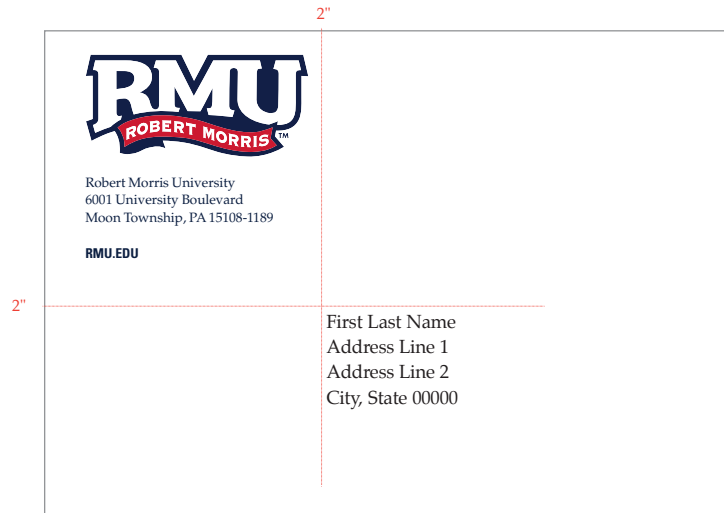
University Website:
Univers 67 Condensed Bold
7.5 pt. over 9.5 pt.

Color

Logo: PMS® 186 & 282
All other typography:
PMS® 282

Paper Stock

Synergy Pure White
25% cotton smooth finish
24# Writing
or
White Wove Plain
24# Writing



Size

5" x 3 1/2"

Typography

Address Block:

Palatino Roman

7 pt. over 9.25 pt.

University Website:

Univers 67 Condensed Bold

7 pt. over 9.25 pt.

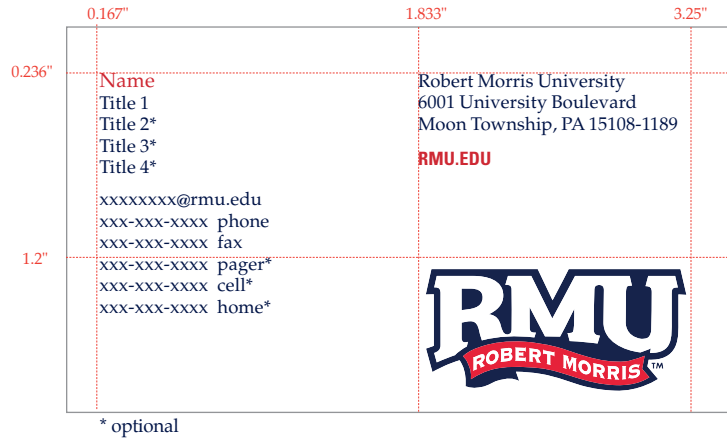
Color

Logo mark: PMS® 186 & 282

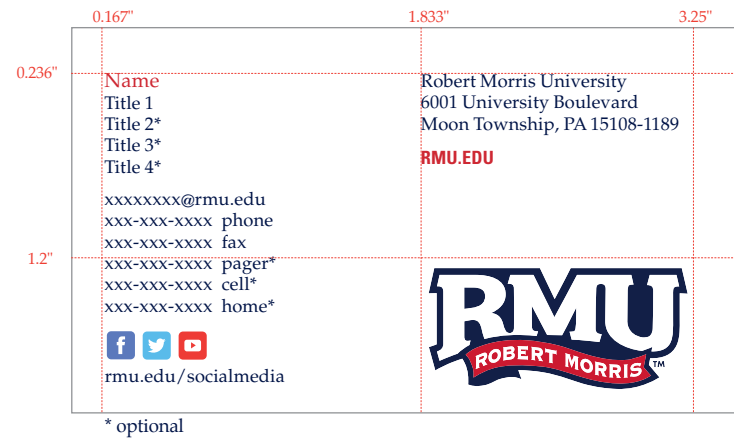
All other typography:

PMS® 282

Standard Business Card



Social Media Business Card



Size

3 1/2" x 2"

Typography

Individual's Name:
Palatino Roman,
7.75 pt. over 8.2 pt

All other typography:
Palatino Roman,
7 pt. over 8.2 pt.

University Website:
Univers 67 Condensed Bold
7 pt. over 8.2 pt.

Color

Logo: PMS® 186 & 282
Individual's Name:
PMS® 186
All other typography:
PMS® 282

Paper Stock

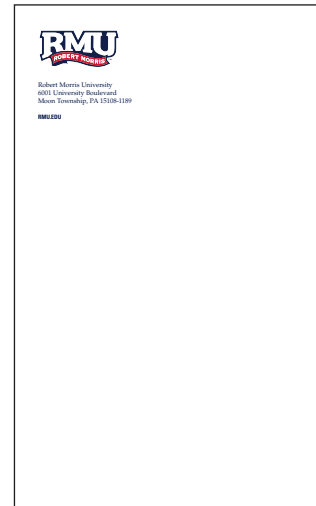
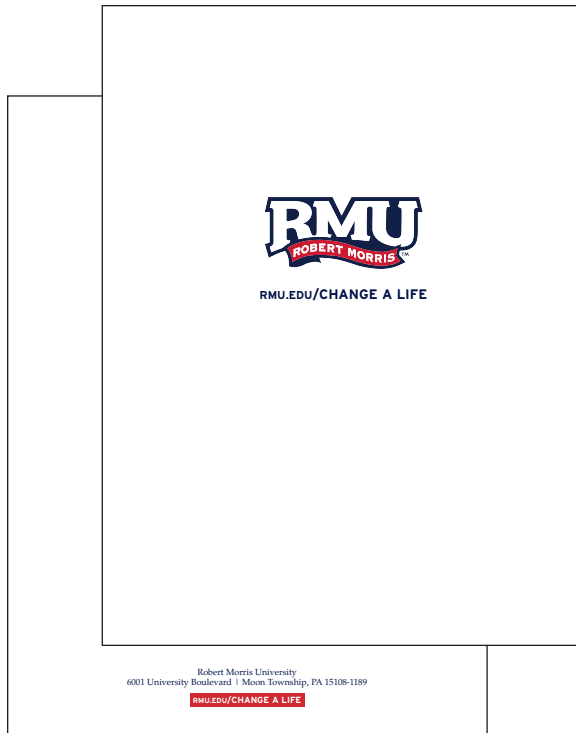
Synergy Pure White,
smooth finish
80# Cover

Exceptions

1. The Department of Athletics uses the Robert Morris University athletics logo.
2. The Bayer Center for Nonprofit Management uses the Heinz 57 Center, 339 Sixth Avenue, Suite 750, Pittsburgh, PA 15222-XXXX address.
3. The Island Sports Center uses the Island Sports Center logo, the 7600 Grand Avenue, Pittsburgh, PA 15225-1048 address and the rmuislandsports.org web address.

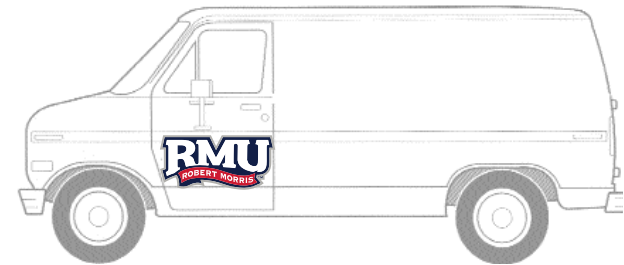
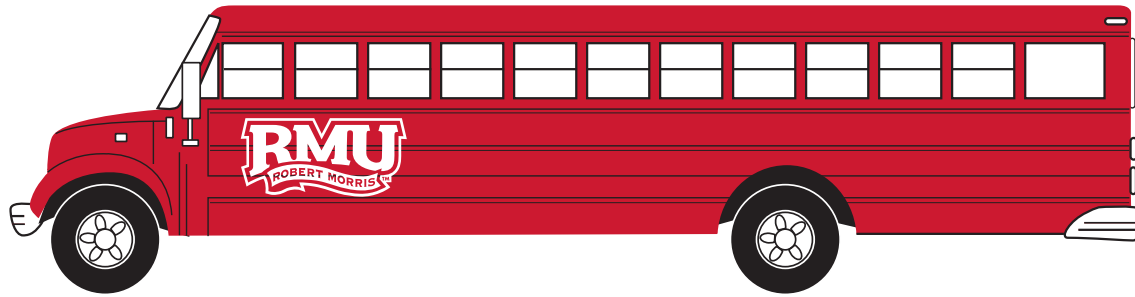
Orders

Business cards can be ordered through the Public Relations section of RMU's website. Business Card orders are printed monthly. Orders must be placed by the 15th of each month to be included in that month's order. Orders placed after the 15th will be included in the following month's order. Faculty and staff must sign in to Sentry Secured Services to order business cards.



SAMPLE APPLICATIONS

- 5.1 Vehicle Signage
- 5.2 Merchandising
- 5.3 Alternative Print Color Palettes





All University branded merchandise shall conform to the use of the Robert Morris University signatures shown in this manual.

All promotional products purchased with University funds must include the Robert Morris University signature shown on this page.

RMU Colors

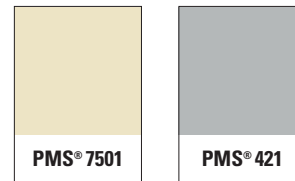


A suggested alternative color palette has been created to complement the main Robert Morris University identity colors: PMS®186, PMS®282 & PMS®421.

Bright Colors



Neutral Colors



Metallic Colors

