

Muhlenberg

THE MUHLENBERG COLLEGE

# Visual Identity System User Guide

SEPTEMBER 2023

MUHLENBERG COLLEGE OFFICE OF COMMUNICATIONS



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## Contact us!

The Muhlenberg College Visual Identity System is maintained by the Office of Communications. Please contact us with any questions or for more information on:

- » Approved Logos
- » Brand Design Elements
- » Colors or Typography
- » Trademarks
- » Compliance
- » Special Use Marks
- » Brand Policies
- » Licensed Vendors

Visit our website for more information at:  
[muhlenberg.edu/offices/communications](https://muhlenberg.edu/offices/communications)

Contact us at:  
[communications@muhlenberg.edu](mailto:communications@muhlenberg.edu)

## SECTION 1 – INTRODUCING

# Muhlenberg's Visual Identity System

- 3** Why Do We Need a Visual Identity System?
- 4** It's Policy
- 5** How to Get Help
- 5** Protecting the Marks
- 6** Registered Marks

# Why Do We Need a Visual Identity System?

The Muhlenberg name is recognized around the world. For over 175 years, Muhlenberg College has built a prominent and credible brand. We all play an important role in maintaining and strengthening that brand.

By using the common set of graphic elements, colors, font styles and symbols described in this guide, you convey a consistent visual identity for all of the divisions, schools, departments, centers, units, organizations and programs that make up Muhlenberg College. We all benefit from this collective identity for the institution.

The visual identity system helps everyone to quickly recognize Muhlenberg College and immediately associate the stature of the College's brand with its numerous units, services and programs. The purpose of this User Guide is to help members of the Muhlenberg community, as well as other authorized users, understand how to correctly use the College's logos, colors and other brand elements.





## It's Policy

In 2015, the Muhlenberg College Board of Trustees mandated a cohesive, recognizable visual identity system for collegewide use across Muhlenberg. This policy requires every member of the college community to apply the guidelines and standards in this visual identity user guide to all forms of internal and external college communications and materials that officially represent the College.

The policy requires that:

- » Muhlenberg College brand elements, as described in this user guide, are the only sanctioned marks that can be used to officially represent the College
- » No other marks or symbols may be used or created to officially represent the College and its programs, people or initiatives as a whole or in part

The policy applies to communications and other materials intended for use both internal and external to the College.

For more information on the university's visual identity policy, please contact the College's Office of Communications.

The Muhlenberg College brand is an asset that can increase or decrease in value. Deviations from the visual identity system erode and devalue the Muhlenberg brand, therefore, exceptions to this policy are rarely justified or granted. A written appeal for an exception must be submitted to, and approved by, the Office of Communications.



## How to Get Help

The Muhlenberg College Visual Identity System is maintained by the Office of Communications. Visit our website at [muhlenberg.edu/offices/communications](http://muhlenberg.edu/offices/communications) or contact us at [communications@muhlenberg.edu](mailto:communications@muhlenberg.edu) to:

- » Ask for brand elements that are part of the visual identity system
- » Get answers about how to use elements of the visual identity system
- » Discuss compliance, special permissions and exemptions

## Protecting the Marks

Many brand elements in this guide are federally registered trademarks of the College. Muhlenberg College, like other major colleges, maintains a trademark program to protect its trademarks from infringement and misuse. This protection is required to maintain the federal registration, to avoid public confusion and to ensure that logos and marks federally registered by Muhlenberg College are used for their intended purpose.

When Muhlenberg College marks (logotype, M, Signature M, etc.) are placed on branded merchandise, including apparel and headwear, they should always include the appropriate registration mark. The application is required regardless of whether an item is for sale or to be given away as a promotional item. Application of the registered trademark symbol ® to Muhlenberg College marks is not required when Muhlenberg College marks and brand elements are used on printed materials, stationery, marketing collateral, websites or digital communications.

Contact the Office of Communications at [communications@muhlenberg.edu](mailto:communications@muhlenberg.edu) for:

- » Guidance on how to let vendors, partners or sponsors use the Muhlenberg College name and marks
- » Vendors who are licensed to make products with Muhlenberg College trademarks



# Registered Marks

Registered marks refer to the logos and graphics that have been registered as a trademark. These trademarks are part of Muhlenberg College's intellectual property and help to legally maintain control over our branded artwork. The College must demonstrate use of the trademark and apply to maintain the rights every five years. The registered marks here include both current and retired imagery.



Case #: L0943-00104  
Patent #: 5020746



Case #: L0943-00103  
Patent #: 5266615



Case #: L0943-00102  
Patent #: 5172377



Patent #: 3604421



Patent#: 5020746



Case #: L0943-00101  
Patent #: 5172376

## RETIRED MARKS NO LONGER IN USE



Status: Abandoned August 21, 2017



Patent #: 3378554



Patent #: 3253145



Status: Abandoned July 27, 2021

## SECTION 2 – ELEMENTS OF

# Muhlenberg's Visual Identity System

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# System Overview

To keep the integrity of the Muhlenberg College brand intact and preserve its value, everyone must display the Muhlenberg College logotype, signatures, M and athletics marks correctly. This includes using the correct fonts, positioning and size of all elements.

These standards and examples apply to all communications materials produced by or on behalf of Muhlenberg College: its units, programs and departments or any other group representing the College in an official capacity.

The elements of the visual identity system are available for download or upon request. Don't create the marks or any combination of these components yourself.

To download electronic formats of the logotype, visit [muhlenberg.edu/offices/communications](http://muhlenberg.edu/offices/communications). For more information, contact [communications@muhlenberg.edu](mailto:communications@muhlenberg.edu).



## Muhlenberg College Logo

The signature “M” in combination with the flush left Muhlenberg College wordmark is the primary logo for the College. It is the leading brand mark for the College and is to be used in all situations possible. The preferred color for the Muhlenberg College logo is PANTONE® 201 C but it can also appear in black and white.

The Muhlenberg College logo is a custom-designed graphic. Do not re-typeset, rearrange or alter the Muhlenberg College logo in any way. Maintain consistent presentation of the signature across all Muhlenberg College communications by using only approved digital art files.

Previous logo options featuring the signature M with single line wordmarks or the Muhlenberg only wordmark are no longer to be used. See page 6 for more information.



The Muhlenberg Signature “M”

The Muhlenberg College Wordmark

## Muhlenberg College Alternate Logo

The alternate logo featuring the signature “M” stacked on top of a centered wordmark is to be used **only** when the primary logo will not be as effective in the space provided in a particular design situation.

The preferred color for the Muhlenberg College alternate logo is PANTONE® 201 C but it can also appear in black and white.

The Muhlenberg College logo is a custom-designed graphic. Do not re-typeset, rearrange or alter the Muhlenberg College logo in any way. Maintain consistent presentation of the signature across all Muhlenberg College communications by using only approved digital art files.



# Appropriate Logo Use

## SIZE REQUIREMENTS

The Muhlenberg College logo should always be clearly legible. Observe minimum-size rules for using the Muhlenberg College logo to maintain proper reproduction and legibility. Flexibility for this rule is allowed for online applications where message space is limited. Use the appropriate size artwork for online and electronic media applications.

- » The Muhlenberg College logo should be at least 150 pixels wide for digital use or 1.25" wide for print use
- » The Muhlenberg College alternative logo must be at least 120 pixels tall for digital use or 1" tall for print use



1.00 in  
(or 120 pixels)





# Appropriate Logo Use

## CLEAR SPACE REQUIREMENTS

Clear space refers to the area around any element in the visual identity system that must be free of other graphics or text. These specifications are provided to help maintain integrity and presence when placed in proximity to competing visual elements.

The Muhlenberg College logo is most effective when surrounded by a generous amount of clear space. Always surround the Muhlenberg College logo with the respective amount of clear space specified below.

- » A minimum area of unobstructed clear space, equal to the total height of the word “College” in the Muhlenberg College wordmark, must surround the Muhlenberg College logo in all situations.
- » The light blue areas in the diagrams are the amount of space that must be included between the logo and any other element, including the edge of a page.
- » With permission, the logotype size and clear space requirements may be modified in very large or very small formats.
- » The logotype may be placed on top of a background texture or photograph.
- » Do not position any text or graphic elements inside the required clear space.



# Muhlenberg College Signature M

The Signature “M” is a modern representation of family patriarch Henry Melchoir Muhlenberg’s letter “M” from his original signature and was introduced in 2015.

The signature “M” is not a logo and should never be used without the Muhlenberg College wordmark except in instances where the name of the college is already prominently displayed in a given layout or environment. It is to be used as an accent to help build a strong visual identity, not as a substitute for the logo.

The preferred color for the Muhlenberg College alternate logo is PANTONE® 201 C but it can also appear in black, gray and white.

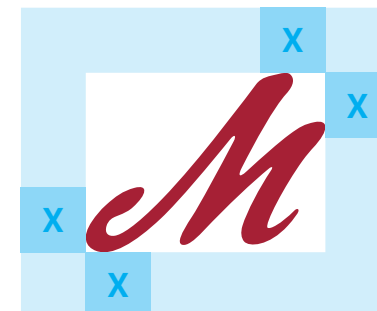
- » The Signature “M” should be at least 0.75”
- » The Signature “M” must appear as part of the full, primary logo or, when not possible, the alternate logo.
- » A minimum area of unobstructed clear space, equal to the height of the loop of the Signature “M,” must surround the “M” in all situations.
- » The Signature “M” is artwork and should never be altered or distorted in any way.
- » It is encouraged to use this as a large design element that runs beyond the borders of the page or screen.



0.75 in



Never crop beyond the area shown above



## Muhlenberg College Signature

The Signature is a modern representation of family patriarch Henry Melchoir Muhlenberg's original signature and was introduced in 2015.

The signature is not a logo and should never be used without the Muhlenberg College wordmark except in instances where the name of the College is already prominently displayed in a given layout or environment. It is to be used as an accent to help build a strong visual identity, not as a substitute for the logo.

The preferred color for the Muhlenberg College Signature is PANTONE® 201 C but it can also appear in black, gray and white.

- » The Signature must appear with the full, primary logo or, when not possible, the alternate logo.
- » The Signature is artwork and should never be altered or distorted in any way.
- » It is encouraged to use this as a large design element that runs beyond the borders of the page or screen.

Original scan of H.M. Muhlenberg's signature



Never crop beyond the area shown above

# Official College Seal

The official College Seal is a stand-alone mark of the College. It is strictly reserved for presidential use in conjunction with the highest-level ceremonial events, such as Commencement, Convocation and presidential inaugurations.

**Any and all usage of the College Seal requires presidential approval and approval from the Office of Communications.**

The College Seal is never to be used in any color other than silver, gray or black.



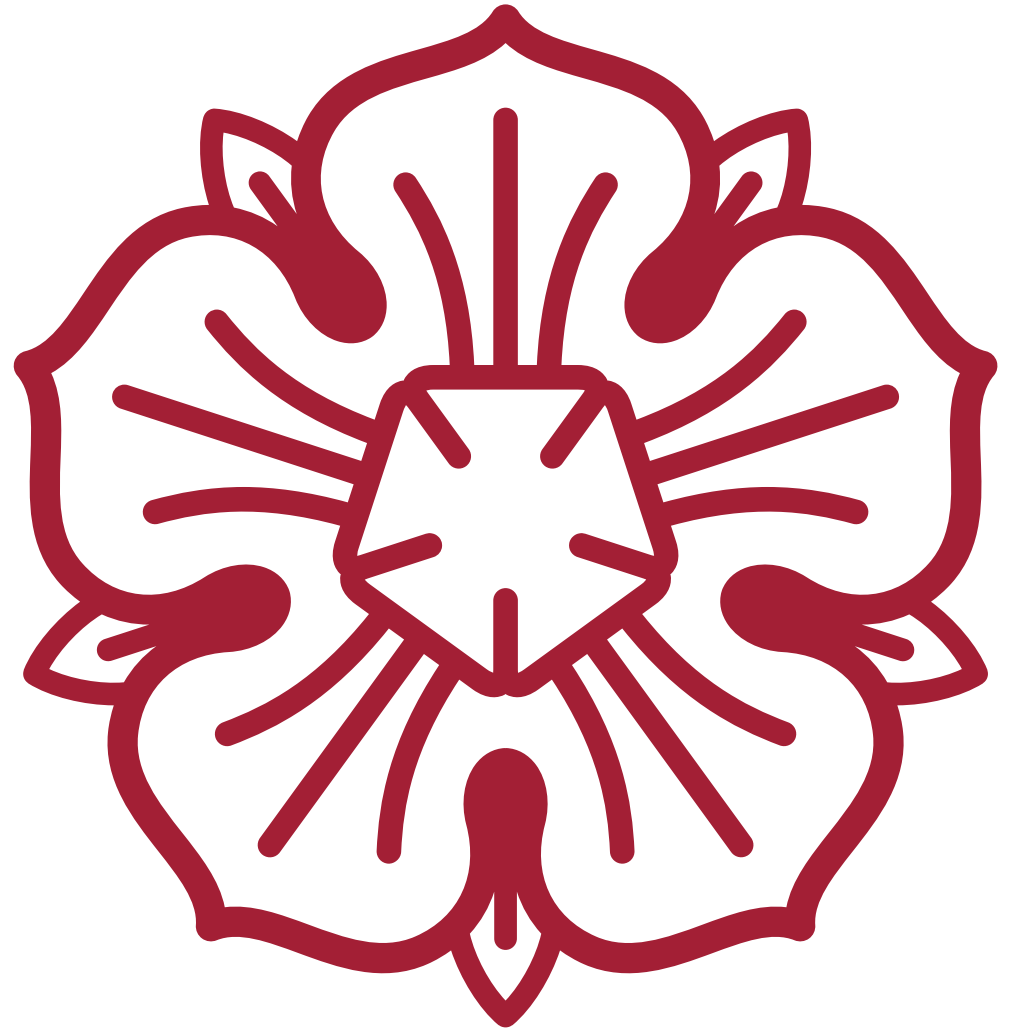


# The Luther Rose

The incorporation of the Luther Rose in the visual identity is an homage to the Lutheran roots of Muhlenberg College. Found across campus in the architectural details of our building facades and entryways, the Luther Rose speaks to the heart of our community.

The Luther Rose may be used in conjunction with formal College events such as Convocation, Commencement and awards ceremonies.

**Any and all usage of the Luther Rose requires approval from the Office of Communications.**



Allow for space the size of the center pentagon around the entirety of the artwork.

# Primary Color Palette

Muhlenberg's primary identity colors are Muhlenberg Red (PMS 201), Mule Gray (PMS 429) and Luther Rouge (PMS 188). They should be used to establish and support a strong visual identity. While use of Mule Gray or Luther Rouge is not required, the Muhlenberg Red Rule states that red must be included as a part of any piece being produced for the College. We encourage a strong Muhlenberg red presence in pieces whenever possible to help ensure that the color is associated with the College. Muhlenberg red should never be used as a tint. The only exceptions to the Muhlenberg Red Rule are one-color print jobs. In these circumstances it is preferred that the Muhlenberg logo run in white on a colored background.

### MUHLENBERG RED RULE

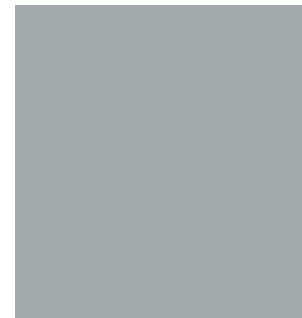
Muhlenberg Red is the primary color for use in creating materials and must appear in pieces whenever possible. The Muhlenberg logo should always appear in Muhlenberg Red or in white on a background that is Muhlenberg Red. The logo should never appear in a color other than red or white.



**MUHLENBERG RED**

**PANTONE 201 C**  
C:24 M:100 Y:78 K:17  
R:165 G:29 B:54  
HEX: #A41D36

**DO NOT TINT  
MUHLENBERG RED**



**MULE GRAY**

**PANTONE 429 C**  
C:38 M:28 Y:27 K:0  
R:164 G:169 B:173  
HEX: #A4A9AD



**LUTHER ROUGE**

**PANTONE 188 C**  
C:33 M:92 Y:73 K:38  
R:121 G:36 B:47  
HEX: #79242F



# Secondary Color Palettes

**NOTE:** Muhlenberg's secondary identity colors are intended to accent and complement the primary colors of the identity system. No more than two secondary colors should be used in any project without consent from the Office of Communications.

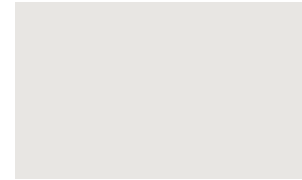
## LEGACY NEUTRALS

This neutral secondary color palette evokes the history of Muhlenberg College as well as the strength of its foundation in education.



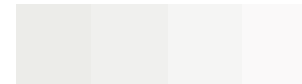
**1848**

**PANTONE 44-16 C**  
C:50 M:60 Y:57 K:60  
R:72 G:55 B:53  
HEX: #483735



**EGNER STONE**

**PANTONE 169-1 C**  
C:8 M:7 Y:8 K:0  
R:232 G:229 B:226  
HEX: #E8E5E2



**SIT, THINK, DREAM**

**PANTONE 35-1 C**  
C:0 M:20 Y:26 K:6  
R:237 G:198 B:173  
HEX: #EDC6AD



## 'BERG BLUES

This all blue secondary color palette is meant to be used with Muhlenberg Red to create a more calm and subdued tone for topics or content of a sensitive nature.



**DEDICATED SUPPORT**

**PANTONE 280 C**  
C:100 M:93 Y:27 K:23  
R:35 G:45 B:102  
HEX: #222D66



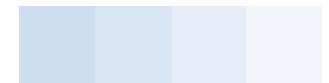
**EMPOWERED ACTIONS**

**PANTONE 284 C**  
C:55 M:22 Y:0 K:0  
R:106 G:170 B:228  
HEX: #6AAAAE4



**INSPIRED THINKING**

**PANTONE 2707 C**  
C:22 M:9 Y:0 K:0  
R:194 G:214 B:239  
HEX: #C2D6EF

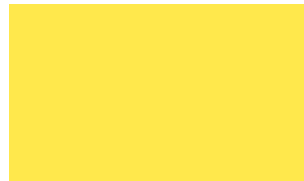


# Secondary Color Palettes

**NOTE:** Muhlenberg's secondary identity colors are intended to accent and complement the primary colors of the identity system. No more than two secondary colors should be used in any project without consent from the Office of Communications.

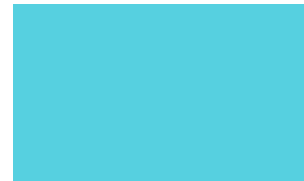
## SHADES OF TRANSFORMATION

This bright color palette shines a light on the educational transformation that takes place at Muhlenberg College.



**BRIGHT IDEAS**

**PANTONE 101 C**  
 C:6 M:2 Y:84 K:0  
 R:246 G:233 B:72  
 HEX: #F6E948



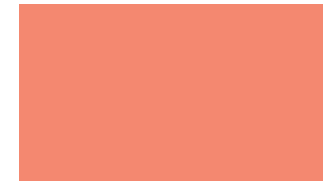
**EXPERIENCE MATTERS**

**PANTONE 3105 C**  
 C:55 M:0 Y:14 K:0  
 R:95 G:208 B:223  
 HEX: #5FD0DF



**PURSUIT OF GROWTH**

**PANTONE 344 C**  
 C:38 M:0 Y:38 K:0  
 R:158 G:216 B:179  
 HEX: #9ED8B3



**MAKE AN IMPACT**

**PANTONE 48-5 C**  
 C:0 M:58 Y:53 K:0  
 R:245 G:136 B:112  
 HEX: #F58870



## VIVID FUTURE

This bold color palette represents the dedicated and forward thinking identity of the students, faculty and staff that make up Muhlenberg College.



**PURSUE INNOVATION**

**PANTONE 40-7 C**  
 C:0 M:72 Y:80 K:0  
 R:243 G:108 B:66  
 HEX: #F36C42



**CREATIVE CHALLENGE**

**PANTONE 136-13 C**  
 C:69 M:0 Y:55 K:8  
 R:61 G:174 B:138  
 HEX: #3DAE8A



**VIBRANT CULTURE**

**PANTONE 2745 C**  
 C:99 M:100 Y:18 K:19  
 R:35 G:8 B:113  
 HEX: #230871



**RESILIENCE IS GOLDEN**

**PANTONE 7-8 C**  
 C:0 M:18 Y:100 K:0  
 R:255 G:207 B:1  
 HEX: #FFCF01



**DYNAMIC COMMUNITY**

**PANTONE 90-8 C**  
 C:49 M:100 Y:0 K:49  
 R:89 G:0 B:86  
 HEX: #590056





# Typography

## PRIMARY TYPEFACES

As a visual identity element, typography plays an important role in the way the College is perceived and recognized. The official typefaces for Muhlenberg College are Merriweather and Merriweather Sans, Google Fonts designed by Eben Sorkin. These typefaces were chosen for their elegance and legibility in both traditional and digital platforms, making them an effective tool for identity and visual communications.

Merriweather is designed to be used across a wide range of applications and at varying sizes from body text to headlines. Merriweather Sans is the sans serif companion to Merriweather. It should be used to support Merriweather in layouts such as charts, graphs, numerals, headlines and subheads.

Use Merriweather and Merriweather Sans for all professionally graphically designed and printed publications designated for external audiences of over 5,000 recipients.

Both typefaces are freely available for download and use under the SIL Open Font License, 1.1.

[View and download Merriweather](#)  
[View and download Merriweather Sans](#)

**NOTE:** *If using the Adobe Creative Cloud programs, use Adobe Fonts to turn on Merriweather and Merriweather Sans. DO NOT download and load these fonts manually.*

## Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Merriweather Light  
Merriweather Light Italic

**Merriweather Bold**  
***Merriweather Bold Italic***

Merriweather Regular  
*Merriweather Italic*

*NOTE: The Merriweather font has a large x-height, meaning that it reproduces at a larger size than standard fonts. Text set in Merriweather should not be larger than 10 pt.*

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## Merriweather Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Merriweather Light  
Merriweather Light Italic

**Merriweather Bold**  
***Merriweather Bold Italic***

Merriweather Regular  
*Merriweather Italic*

**Merriweather Extra Bold**  
***Merriweather Extra Bold Italic***

# Typography

## ALTERNATE TYPEFACES

Muhlenberg's secondary typefaces are Duplicate Slab and Neue Haas Unica, digital typefaces with an expansive range of weights and widths.

For instances when it is not possible to use either Merriweather or Merriweather Sans, use Duplicate Slab as the preferred serif typeface and Neue Haas Unica as the preferred sans serif.

Do not use any other unapproved fonts for College communications.

## Duplicate Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Duplicate Slab Thin  
*Duplicate Slab Thin Italic*

**Duplicate Slab Medium**  
***Duplicate Slab Medium Italic***

Duplicate Slab Light  
*Duplicate Slab Light Italic*

**Duplicate Slab Bold**  
***Duplicate Slab Bold Italic***

Duplicate Slab Regular  
*Duplicate Slab Regular Italic*

**Duplicate Slab Black**  
***Duplicate Slab Black Italic***

## Neue Haas Unica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Neue Haas Unica UltraLight  
*Neue Haas Unica UltraLight Italic*

Neue Haas Unica Medium  
*Neue Haas Unica Medium Italic*

**Neue Haas Unica  
ExtraBlack  
Neue Haas Unica  
ExtraBlack Italic**

Neue Haas Unica Thin  
*Neue Haas Unica Thin Italic*

**Neue Haas Unica Bold**  
***Neue Haas Unica Bold Italic***

Neue Haas Unica Light  
*Neue Haas Unica Light Italic*

**Neue Haas Unica Heavy**  
***Neue Haas Unica Heavy Italic***

Neue Haas Unica Regular  
*Neue Haas Unica Italic*

**Neue Haas Unica Black**  
***Neue Haas Unica Black Italic***

SECTION 3 – USING

# Muhlenberg's Visual Identity System

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- 27** Unacceptable Treatments

# Appropriate Use

## LOGO

The Muhlenberg College Logo should be rendered in Muhlenberg Red (PANTONE® 201 C), as a spot color, whenever possible on either a solid white background or light color photography.

**DO NOT** print the Muhlenberg College Logo in Muhlenberg Red against a gray background.

Use the white reversed logo only on Muhlenberg Red, black or dark photography.

In situations when full color printing is not possible, use the black version of the logo.

For certain instances such as signage or decals, it is permissible to use a gray or silver version of the Muhlenberg logo.

Consult the Office of Communications for approval to use the reverse logo on any colored background other than on red or black.

Muhlenberg Red on White



White on Muhlenberg Red



Muhlenberg Red on Light Photographic Backgrounds



White on Dark Photographic Backgrounds



Gray or Silver on Non-Traditional Surfaces



Black on Black and White Print



# Appropriate Use

## SIGNATURE

Follow the rules below for properly cropping the signature. The word “Muhlenberg” should always be fully legible. Typically, the Signature should only be cropped on the left and right edges, though certain extreme spatial restrictions may call for it to be cropped on the top and bottom as well. Whenever possible, do not crop the Signature on all sides. Cropping at only the left and right sides is preferred treatment.



For tints on white, use 10% black



For tints on cardinal, set the cardinal signature to multiply



For tints on black, use 10% white



# Appropriate Use

## **SIGNATURE “M”**

Though it is also a part of the College logo, the Signature “M” may be used as a design element in expressive ways only. Still adhere to proper usage and do not distort or alter the shape of the Signature “M.” Follow the rules below for properly cropping the Signature “M.” While abstracted at a larger size and crop, it should still read clearly as a handwritten letter “M.” Typically, the Signature “M” should be cropped from the lower right corner, and MAY be cropped on the top and left sides.



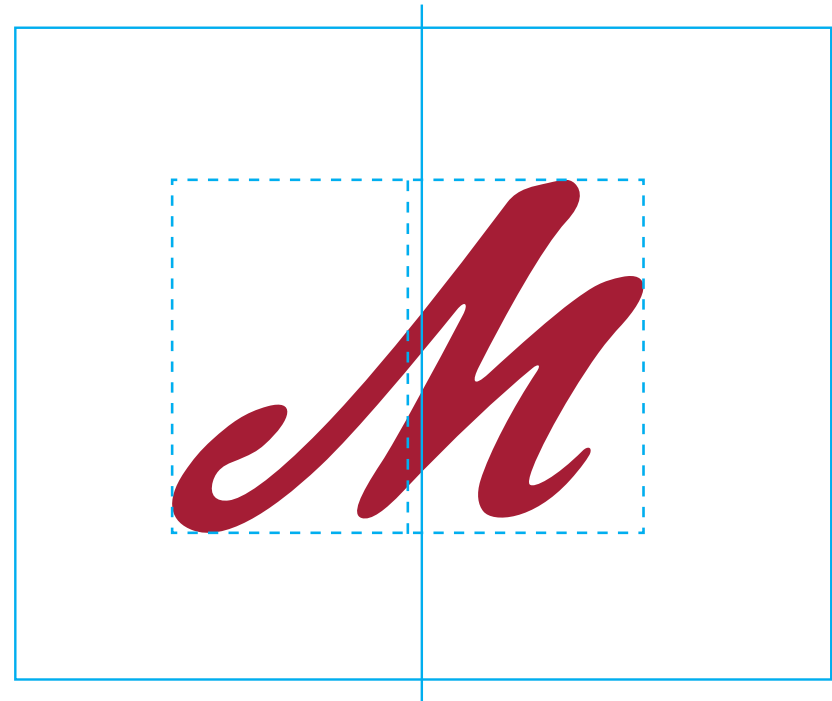
Never crop beyond this area shown above on any side of the signature “M”

## Centering the Logo

Because the Muhlenberg logos are asymmetrical, the Center Justified Two-Line logo lockup and the Signature “M” must be optically centered as opposed to mathematically centered. Align the Center Justified Two-Line logo lockup along the right edge of the second “l” in “College.” When using the Signature “M” as a standalone logo on apparel or a layout, center it optically, using an axis slightly to the right of its mathematical center.



The center axis of the Center Justified Two-Line logo lockup should be the right edge of the second “l” in “College.”



Center the Signature “M” logo slightly to the right of its mathematical center.



# Unacceptable Treatments

## MARKS NOT FOR USE

The following images should never be used as the logo for Muhlenberg College. If you have any of these files on your workstation, please discard them and download the correct files.



The Muhlenberg College wordmark should never appear on a single line.



The Muhlenberg College wordmark should never appear centered when to the right of the Signature M.



The Signature M is not a logo, it is a graphic element that should only appear with the logo.



The Muhlenberg College wordmark should never appear on a single line.



Muhlenberg should never be used without the word College.



The Muhlenberg signature is not a logo, it is a graphic element that should only appear with the logo.

# Unacceptable Treatments

## INCORRECT IDENTITY SYSTEM USE

Only use the Muhlenberg College logo as depicted in these guidelines. The incorrect usage examples below are not necessarily comprehensive and any alterations to the official logo are considered misuse. Do not add graphic devices or incorporate visual treatments that interfere with the clear reproduction of the signature.



**DO NOT** stretch or distort the logo in any way.



**DO NOT** create your own logo configuration



**DO NOT** reproduce the logo in any color other than Muhlenberg red or white.



**DO NOT** incorporate the Signature M into a word as part of any design.



**DO NOT** tilt or rotate the logo at an angle.



**DO NOT** outline logo elements or official artwork

# Unacceptable Treatments

## INCORRECT SIGNATURE USE

Only use the Muhlenberg College signature as depicted in these guidelines. The incorrect usage examples below are not necessarily comprehensive and any alterations to the official logo are considered misuse. Do not add graphic devices or incorporate visual treatments that interfere with the clear reproduction of the signature.



**DO NOT** use drop shadows or other effects



**DO NOT** crop the Signature too tight

Together, we sought to distill the essence of *Muhlenberg* and how its identity was projected over the more than 150 years of service.

**DO NOT** use the Signature as part of text



**DO NOT** create unapproved logo lockups with the Signature

## SECTION 4 – ATHLETICS

# Muhlenberg's Visual Identity System

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# Athletics System Overview

The Muhlenberg College Athletics visual identity guidelines apply to all items representing our programs. This system is designed to create consistency with our brand. No teams or groups will be permitted to create their own marks. Special organizations, recurring events or tournaments like the Scotty Wood Tournament or Cardinal and Grey Society may request unique marks.

The logos, wordmarks, and numbers shown comprise the permissible visual assets of the Muhlenberg Athletics department.

- » For all uniforms, the Signature M logo should be incorporated as the primary logo if possible. If not, it should be included in some way in the uniform as a detail in a place where it has a degree of visibility and clarity.
- » Alternate logos that may be used are the Mule logo, the Muhlenberg Signature, and the Muhlenberg Athletics wordmarks. These should be selected based upon the available size and space of a given uniform.
- » For Branded Apparel, it is permissible to use the team-specific wordmarks. Always use the Muhlenberg number when it is possible.



Muhlenberg Mule



Athletic Wordmarks



Departmental and Team-Specific Logos



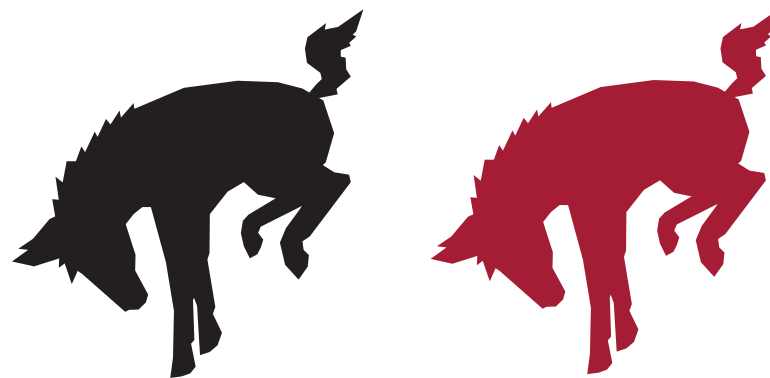
## Muhlenberg Mule Logo

The Muhlenberg Mule logo should be used as an alternate mark to the Signature M. It may be used secondarily to the Signature M but should never take prominence over it on team uniforms.

Only on team apparel such as practice tops and bottoms is it permissible to use the Mule as the lead logo. There are two alternate, solid-color versions of the mule that may be used: Muhlenberg Red and black.

The Muhlenberg Mule logo is artwork and should be treated as such. Do not use it to create unapproved logos or place it over other graphics or logos. Do not rotate, flip, distort or add effects such as drop shadows.

Use only approved color variations. Reversing the colors of the mule logo or using other colors than those specified is considered misuse.



## Muhlenberg Athletics Wordmarks

In addition to the Signature M and the Muhlenberg Signature, Athletics may use on its uniforms and team apparel the athletics wordmark shown. It is designed for high visibility and legibility from a distance.

The arched version of the Muhlenberg Athletics wordmark may be used in the event of spatial or sizing issues with the straight version.

Only use approved art files and do not recreate the Muhlenberg Athletics wordmark in any way.

The athletic wordmarks should appear in Muhlenberg Red when possible. Alternative colors include white, gray and black.

Athletics Wordmark

The wordmark consists of the word "MUHLENBERG" in a bold, uppercase, sans-serif font. The letters are evenly spaced and aligned horizontally.

Athletics Wordmark (Arched)

The wordmark consists of the word "MUHLENBERG" in a bold, uppercase, sans-serif font. The letters are evenly spaced and follow a slight upward curve, giving it an arched appearance.



# Muhlenberg Athletics Team Logos

For Athletics department apparel and team-specific uses, team-specific logos have been designed. The Muhlenberg team logos are artwork and should not be recreated in any way. Do not alter the proportions of the different parts of the logo. Only use approved art files when ordering apparel or other merchandise.

The athletic wordmarks should appear in Muhlenberg Red and gray when possible. Alternative colors include white and black.

**MUHLENBERG**  
**MULES**

**MUHLENBERG**  
**LACROSSE**

**MUHLENBERG**  
**SOCCER**

**MUHLENBERG**  
**BASKETBALL**

# Muhlenberg Athletics Alternative Team Logos

As an additional options to the Muhlenberg Athletic team logos, logos using the Muhlenberg M and Signature have been created. These should be used on team-specific training apparel.

The Athletics alternative team logos are artwork and should not be recreated in any way. Do not alter the proportions of the different parts of the logo. Only use approved art files when ordering apparel or other merchandise.

The athletic wordmarks should appear in Muhlenberg Red when possible. Alternative colors include white and black.



# Color Palette

Atheltics uses Muhlenberg's primary identity colors Muhlenberg Red (PMS 201), Mule Gray (PMS 429) and black. They should be used to establish and support a strong visual identity.

The primary athletics apparel provider for Muhlenberg College is UnderArmour. Due to limitations on color options, the closest match in the UnderArmour system is preferred for all athletic endeavors.

## Primary Color Palette



**MUHLENBERG RED**

**PANTONE 201 C**  
C:24 M:100 Y:78 K:17  
R:165 G:29 B:54  
HEX: #A41D36



**MULE GRAY**

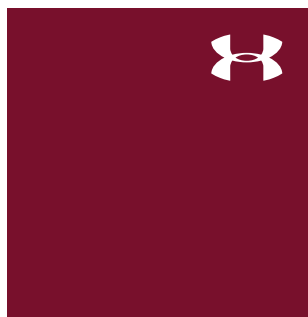
**PANTONE 429 C**  
C:38 M:28 Y:27 K:0  
R:164 G:169 B:173  
HEX: #A4A9AD



**BLACK**

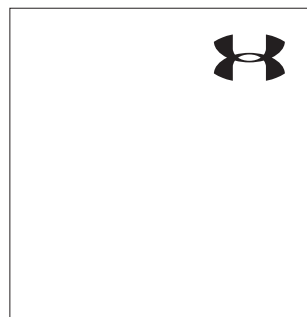
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000

## Muhlenberg Athletics Color Palette



**CARDINAL (UA 625)**

Primary color to be used if available



**WHITE**

Primary color to be used with Cardinal whenever possible



**SILVER GREY**

To be used exclusively as a trim color with Cardinal



**GRAPHITE**

To be used as an option for apparel when Cardinal is not available such as warm-up gear



**BLACK**

Like Graphite, Black should be used as an option for apparel when Cardinal is not available

# Incorrect Use

Only use the Muhlenberg Athletics logos and artwork as depicted in these guidelines. The incorrect usage examples below are not necessarily comprehensive and any alterations to the official logo are considered misuse. Do not add graphic devices or incorporate visual treatments that interfere with the clear reproduction of the logos or graphics.



**DO NOT** place the mule over other logos



**DO NOT** flip the logo



**DO NOT** reproduce the logo in any unapproved color



**DO NOT** reverse the colors



**DO NOT** tilt or rotate the logo at an angle.



**Muhlenberg Mules**

**DO NOT** create unapproved logos with other logos



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Allentown, Pennsylvania 18104

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