

# Marian University Branding Toolkit

Success in communicating the Marian University brand and the quality of a Marian education depend on consistency in everything we do. Maintaining consistent graphic and brand identity will deliver significant benefits to Marian in the form of increased recognition, respect, and awareness. It will also help Marian better attract prospective students in today's competitive higher education market.

Marian University developed this style guide as a service to the departments that produce content for publications — both print and electronic. The purpose is to help communicators achieve a positive, professional image consistent with the Marian University brand.

## Marian University name

Always use Marian University or Marian in writing. Do not use “MU” as that can be confused with Marquette University. If you need to be more specific in reference to Marian University, use “Marian University of Wisconsin” — not Marian University of Fond du Lac.

## Marian University founding and sponsorship

Marian University publications must include the following information:

*Founded in 1936 • Sponsored by the Congregation of Sisters of St. Agnes*

## Marian University logo, seal, and athletic logo

The Marian University logo and wordmark is the property of Marian University of Wisconsin and must be used in their entirety and reproduced from authorized and approved illustrations. Logos cannot be taken apart and elements used separately to represent Marian University. Logos may not be redrawn, re-proportioned, or modified in any way. The University Seal should be used on academic-related publications ONLY, i.e. a diploma. The athletic M logo should be used for purposes related to athletics ONLY. Please contact the Office of Marketing and Communication (OMC) with any questions or to request permission to use the logo at [omc@marianuniversity.edu](mailto:omc@marianuniversity.edu).

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