



Marketing
**Branding
Toolkit**
2026-27

MARIAN UNIVERSITY

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.

MARIAN UNIVERSITY

MARIAN UNIVERSITY
Wisconsin

MARIAN
UNIVERSITY

MARIAN
UNIVERSITY
Wisconsin



BRAND ELEMENTS

Marian blue - PMS 293



C	100	R	0
M	69	G	61
Y	0	B	165
K	4	#	003da6



C	87	R	0
M	25	G	132
Y	73	B	99
K	9	#	008463



C	73	R	78
M	49	G	122
Y	0	B	189
K	0	#	4e7abd



C	98	R	24
M	78	G	70
Y	29	B	117
K	14	#	184675



C	13	R	169
M	9	G	171
Y	10	B	172
K	27	#	a9abac



C	0	R	35
M	0	G	31
Y	0	B	32
K	100	#	231f20

H1
LIBRE FRANKLIN
MEDIUM

The Marian Approach

H2
LIBRE FRANKLIN
MEDIUM

Exceptional faculty. Lifelong Learning.
Engaging and supportive environment.

H3
ROBOTO SLAB
BOLD

Your Marian adventure begins here.

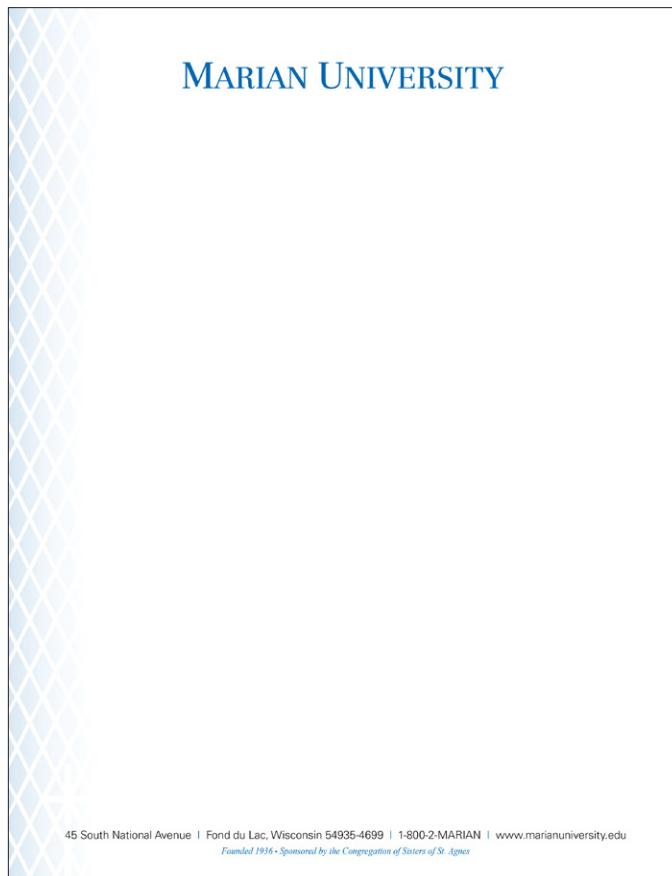
BODY
ASSISTANT
REGULAR

Explore your dreams and uncover new interests as you navigate an array of academic options and hands-on learning opportunities and connect to a future with endless possibilities.

Fonts can be obtained from the
Office of Information Technology
at helpdesk@marianuniversity.edu
or extension 8947.

Stationery

Letterhead, envelopes, and business cards create one of the first impressions of Marian. Consistency in design, color, and font is important to reinforce the University's identity. Individuals with an official connection to Marian may use letterhead, business cards or other stationery items which contain the Marian logos.



Business cards

The standard Marian University business card is 3.5 inches by 2 inches in a horizontal orientation. The Marian University wordmark is positioned as shown and the card is printed in two colors: black and PMS 293.



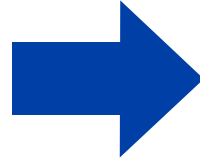
Faculty business card

- Line 1: Name, Degree
(Periods after all degrees except MBA)
- Line 2: Title, Academic Department
- Line 3: Office phone number
- Line 4: Cell phone number (Optional)
- Line 5: Fax number (Optional)
- Line 6: Email address
- Line 7: Marian University wordmark
- Line 8: Marian University information

Staff business card

- Line 1: Name, Degree
(Periods after all degrees except MBA)
- Line 2: Title
- Line 3: Office
- Line 4: Office phone number
- Line 5: Cell phone number (Optional)
- Line 6: Fax number (Optional)
- Line 7: Email address
- Line 8: Marian University wordmark
- Line 9: Marian University information

Inserting an email signature



To insert in your email, please following these simple instructions:

Your Name Here

Your Title Here

Marian University | The Department

p: 920.923.XXXX

m: 920.XXX.XXXX

w: www.marianuniversity.edu

e: youremailaddress@marianuniversity.edu

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OUTLOOK

1. Open your email/Outlook.
2. Click File.
3. Click Options.
4. Click Mail.
5. Click Signature.
6. Click New.
7. Name your signature (i.e. 2025-26 signature, current, etc).
8. Decide which of the following email signatures you want.
 - a. Change the content to reflect you (do not change the font, size, or color).
 - b. After you've changed the content, simply click anywhere on the content.
 - c. This symbol should appear
 - d. Right click on that symbol to copy
9. Go back to your email signature box and paste the image using the "keep source formatting" option.
10. To make this your default signature, under "choose default signature", then "new messages", click whatever you named your new signature.
11. Click OK.
12. You're all set!

P.S. If you go back in your email signatures (under file>options>signature, it may look strange)

OFFICE 365

If you prefer to add your signature via Outlook 365, please follow these directions:

- a. Change the content to reflect you (do not change the font, size, or color).
- b. After you've changed the content, simply click anywhere on the content.
- c. This symbol should appear
- d. Right click on that symbol to copy
2. Open Outlook 365.
3. Select Mail.
4. In the right hand corner, click the ?.
5. Enter "signature".
6. Click Email Signature
7. Paste what you copied.
8. Click save.

The Future of the Marian University Brand Depends on You

Consistently applying the brand and graphic identity guidelines contained in this toolkit to every Marian University communication piece should be your overarching goal. That's why Marian University's Office of Marketing and Communication takes great pride in working with you to not only achieve your goals, but continue to maintain a quality, consistent brand image. The entire Marian community thanks you for your efforts. Together, we will continue to enhance the perception, status, and position of Marian in the hearts and minds of all of our audiences.

Questions?

OFFICE OF MARKETING AND COMMUNICATION

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