

# MOUNT VERNON

NAZARENE UNIVERSITY

## LOGO TREATMENT



Please mind the minimum print sizing for logos (shown left). Icon should be no shorter than .3" in height while logos with type should be no shorter than 1.5" in width.

## CAMPAIGN TREATMENT

*where* MEANING meets >>>  
**MOMENTUM**

Primary

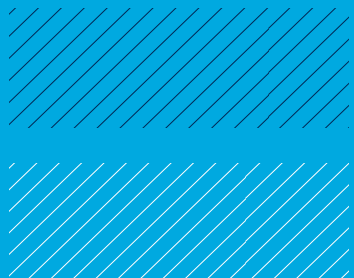
>>> *where*  
**MEANING**  
*meets >>>*  
**MOMENTUM**

Stack

## ELEMENTS



Momentum Arrows



Brand Pattern

## COLORS + TINTS

	UNITY #002855	PURPOSE #FFFFFF	EXPAND #00A9E0	DRIVE #046A38	EXPLORE #F1C400
	Primary		Secondary		Accent
SHADE	100%	75%	50%	25%	1-10%

Each color has a specified Shade tone to use in cases where high contrast is needed.

## TYPOGRAPHY

DIN is our primary typeface. Use Bold and Demi for headlines and subheads. Regular are used for body copy.

### PRIMARY TYPEFACE

DIN **AaBb**

Eyebrow (Bold, all-caps, tracking set to 100)

Header (Bold)

Sub-Headline (Demi)

Body (Regular)

Button (Bold)

### ABOUT US

**Meaning and Momentum Can Change the World**

You belong here.

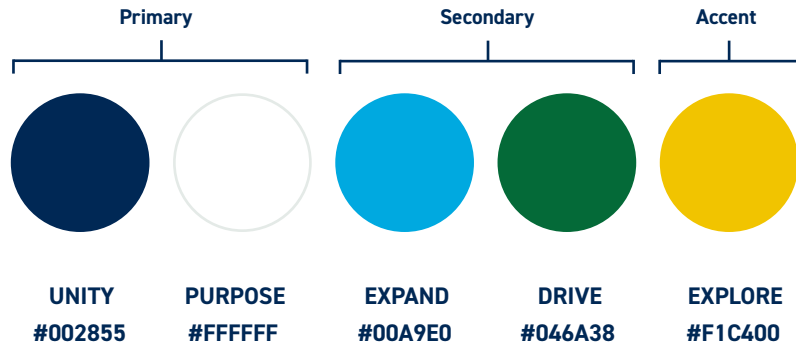
This is an example paragraph full of placeholder text. Its purpose is to give you an example of how the brand's type system will work together.

**LEARN MORE**

# COLORS IN-DEPTH

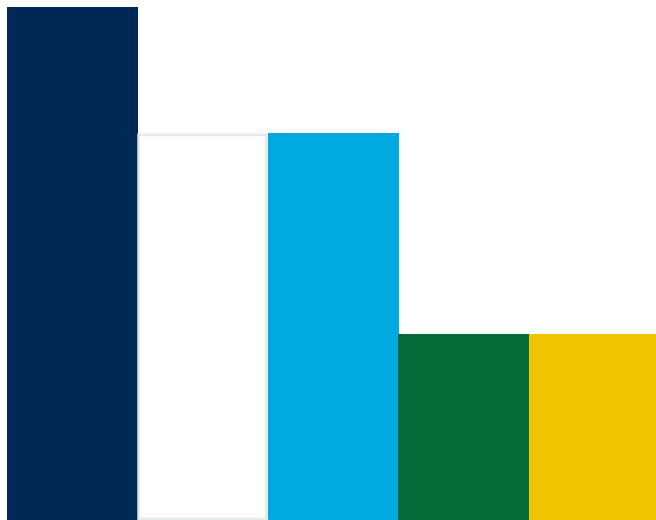
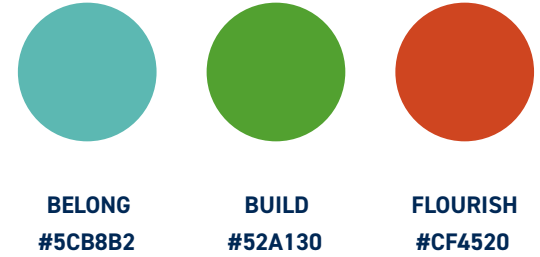
Please mind the color usage hierarchy for the brand palette as well as the preferred tint usage. Attempt to use Unity instead of black in all cases.

## PRIMARY PALETTE













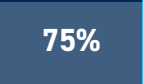












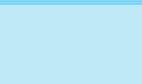

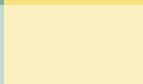
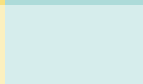
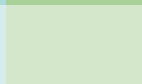


## SUPPORTING SECONDARY COLORS

Supporting secondary colors are reserved for special cases, events and organizations within Mount Vernon Nazarene University. When used, these colors should complement and not overpower the primary colors.



Hierarchy

SHADE	Unity	Expand	Explore	Belong	Build	Flourish
100%						
75%						
50%						
25%						
1-10%						

Shades & Tints