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

Carry HIS Flame FORWARD

Campaign Specific

The MVNUWAY

Inline

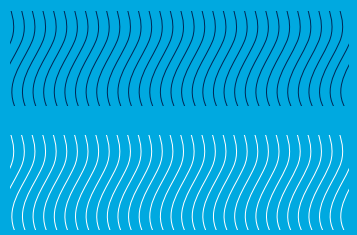
The MVNU WAY

Stack

ELEMENTS



Sparks



Flame Line Pattern



"Carry His Flame Forward" Icon

TYPOGRAPHY

DIN is our primary typeface and should be used by default. Use Bold and Demi for headlines and subheads. Regular is used for body copy.

Sentient is an alternative font used in formal cases.

Please refer to official brand guidelines for in-depth instructions and context for applying the selected fonts.

PRIMARY TYPEFACE

DIN AaBb

ALTERNATIVE TYPEFACE

Sentient AaBb

TYPOGRAPHY IN USE

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

Header (Bold)

Sub-Headline (Demi)

Body (Regular)

Call to Action Button (Bold)

ABOUT US

Carry Your Flame Forward.

You belong here.

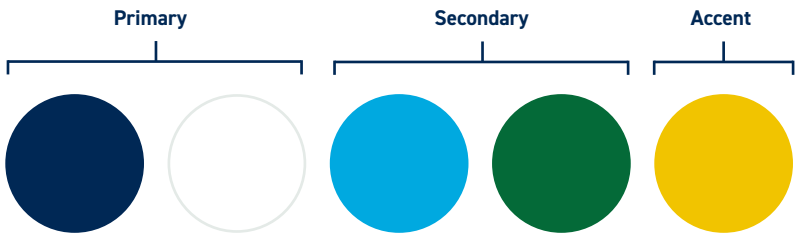
This is an example paragraph full of placeholder text. Its purpose is to give you an example of how the brand's type system will work together.

LEARN MORE

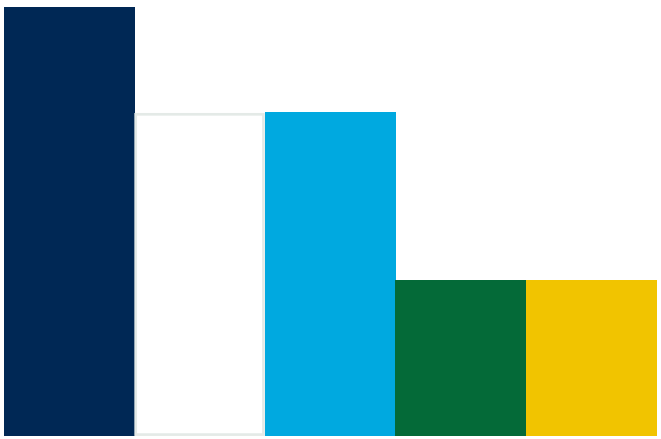
COLORS + TINTS

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. Please refer to official brand guidelines for in-depth instructions and context for the approved color palettes.

PRIMARY PALETTE



UNITY	PURPOSE	EXPAND	DRIVE	EXPLORE
#002855	#FFFFFF	#00A9E0	#046A38	#F1C400



Hierarchy

PRIMARY PALETTE SHADES & TINTS

SHADE	100%	75%	50%	25%	1-10%

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