

MERCY

HEALTH SCIENCES UNIVERSITY

BRAND GUIDE

LOGOS

PRIMARY LOGOS

The primary logo is the preferred logo to be used. This applies to publications, websites, social media, digital advertising, apparel, promotional materials, and all other collateral. Minimum size should never be smaller than 1.5" wide.



SEAL

The seal is restricted to presidential materials and official college documents, such as certificates and diplomas. Minimum print size is 1.25"



GUARDIAN

Minimum print size is 1.25"



COLORS

Purple is the primary color of Mercy Health Sciences University. The greens can be used as a primary accent, and only in conjunction with the purple. The secondary purple should be used sparingly.

PRINT

Purple

PMS 525 C

C: 64% | M: 98% | Y: 1% | K: 33%

Green

PMS 368 C

C: 65% | M: 0% | Y: 100% | K: 0%

WEB/DIGITAL

Primary Purple

#5d2a65

rgb (93, 42, 101)

Primary Green

#78be43

rgb (120, 190, 67)

Secondary Purple

#9968ac

rgb (153, 104, 172)

Gray

#555555

rgb (85, 85, 85)

TYPOGRAPHY

Montserrat Regular, Montserrat Medium and Montserrat Bold are the primary fonts used. Montserrat Regular is used for large amounts of text or body copy. Montserrat Medium is used for subheads, body copy in white text or highlighting a word or phrase. Montserrat Bold is used for all headlines and titles.

MONTSERRAT REGULAR

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

MONTSERRAT MEDIUM

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

MONTSERRAT BOLD

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890