IDENTITY **TOOLKIT**

In this toolkit, there are all the elements necessary for the visual identity of The Master's University, and the guidelines to preserve the consistancy of the brand.

PRIMARY LOGOTYPE

THE MASTER'S
UNIVERSITY

BRANDMARK

WORKMARK

SECONDARY LOGOTYPE

SPIRIT MARKS

OFFICIAL SEAL

COLORS

TYPOGRAPHY

Roboto Thin	*Roboto Thin Italic*	Crimson Text Roman	*Crimson Text Italic*
Roboto Light	*Roboto Light Italic*	**Crimson Text Semibold**	*Crimson Text Semibold Italic*
Roboto Regular	*Roboto Italic*	**Crimson Text Bold**	*Crimson Text Bold Italic*
Roboto Medium	*Roboto Medium Italic*		
Roboto Bold	*Roboto Bold Italic*		
Roboto Black	*Roboto Black Italic*		

PRIMARY **LOGOTYPE**

The primary logotype for The Master's University honors the institution's 90+ years of academic excellence.

PRIMARY LOGOTYPE

CLEARSPACE

The area around the wordmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "S" in The Master's University wordmark.

MINIMUM SIZE

The minimum size of the primary logotype that may be used for print applications is 1.5 inches or 108 pixels wide

1.5 in

COLOR VARIATIONS

In order to maintain the integrity of the primary logotype, only the approved color variations may be used.

FULL COLOR VARIATIONS

ONE COLOR - NAVY

Navy + White

Navy Transparent

BLACK + WHITE

One color black is only approved for Black + White printing

VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved primary logotype.

Do not change the color of the primary logotype.

Do not distort or skew the primary logotype.

Do not rotate the primary logotype in any manner.

Do not add any effects to the primary logotype.

Do not resize any aspect of the primary logotype.

Do not rearrange the elements of the primary logotype.

Do not recreate the primary logotype in any manner.

Do not reflect the primary logotype in any manner.

Do not use color variations other than specified.
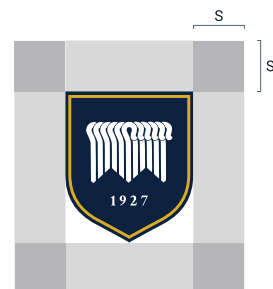
PRIMARY **BRANDMARK**

The brand mark is the strongest aspect of the visual identity of The Master's University and will be the most recognized aspect of our visual brand. It is distinguished first and foremost with the date of our inaugural year as an institution, 1927. The shepherd's staff's symbolize our great shepherd and mission as an institution to shepherd those on our campus and prepare them to go out into the world and shepherd others. The bottom of those staff's form the shape of not only an M for the Master, but also two mountains which throughout Scripture are a constant representation of God's presence, revelation and protection.

BRANDMARK

CLEARSPACE

The area around the brandmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "S" in The Master's University wordmark.

MINIMUM SIZE

The minimum size of the primary logotype that may be used for print applications is 0.5 inches or 36 pixels wide

0.5 in

COLOR VARIATIONS

In order to maintain the integrity of the brandmark, only the approved color variations may be used.

FULL COLOR VARIATIONS

ONE COLOR - NAVY

Navy + White

Navy Transparent

BLACK + WHITE

One color black is only approved for Black + White printing

VIOLATIONS

In order to maintain the integrity of the
brand image and identity, never alter or use
anything but the approved brandmark.

BRANDMARK VIOLATIONS

Do not change the color of the
brandmark.

Do not distort or skew the
brandmark.

Do not rotate the brandmark in
any manner.

Do not add any effects to the
brandmark.

Do not resize or move any
aspect of the brandmark.

Do not rearrange the elements
of the brandmark.

Do not recreate the primary
brandmark in any manner.

Do not reflect the primary
brandmark in any manner.

Do not use color variations
other than specified.

PRIMARY **WORDMARK**

The word mark uses the official serif typeface Crimson Text, a clean and classic typeface that like our university is timeless.

BRANDMARK

THE MASTER'S
U N I V E R S I T Y

CLEARSPACE

The area around the wordmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "S" in The Master's University wordmark.

THE MASTER'S
U N I V E R S I T Y

s

s

s

MINIMUM SIZE

The minimum size of the primary logotype that may be used for print applications is 1.5 inches or 108 pixels wide

THE MASTER'S
U N I V E R S I T Y

1.5 in

COLOR VARIATIONS

In order to maintain the integrity of
the wordmark, only the approved color
variations may be used.

THE MASTER'S
U N I V E R S I T Y

THE MASTER'S
U N I V E R S I T Y

BLACK + WHITE

One color black is only approved for Black + White printing

THE MASTER'S
U N I V E R S I T Y

VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved wordmark.

THE MASTER'S UNIVERSITY

Do not change the color of the wordmark.

THE MASTER'S UNIVERSITY

Do not distort or skew the wordmark.

THE MASTER'S UNIVERSITY

Do not rotate the wordmark in any manner.

THE MASTER'S UNIVERSITY

Do not add any effects to the wordmark.

THE MASTER'S UNIVERSITY

Do not change alignment of wordmark.

THE MASTER'S UNIVERSITY

Do not move or rearrange any aspect of the wordmark.

THE MASTER'S

Do not remove any aspect of the wordmark.

THE MASTER'S UNIVERSITY

Do not change the size of any aspect of the wordmark.

THE MASTER'S UNIVERSITY

Do not use color variations other than specified.

SECONDARY **LOGOTYPE**

The secondary logotype of The Master's
University provides an alternative when
there is limited space for accurate branding.

PRIMARY LOGOTYPE

THE MASTER'S
UNIVERSITY

CLEARSPACE

The area around the secondary logotype is integral to
the design, and adherence to the minimum spacing
parameters helps the reader's eye distinguish the
logo easily. No copy or any other graphics may
encroach on this minimum space. The clearspace
must be equal to the height of the "S" in The Master's
University wordmark.

THE MASTER'S
UNIVERSITY

MINIMUM SIZE

The minimum size of the primary logotype that may
be used for print applications is 2 inches or 144
pixels wide

THE MASTER'S
UNIVERSITY

2 in

COLOR VARIATIONS

In order to maintain the integrity of the secondary logotype, only the approved color variations may be used.

FULL COLOR VARIATIONS

ONE COLOR - NAVY

Navy + White

Navy Transparent

BLACK + WHITE

One color black is only approved for Black + White printing

VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved primary logotype.

Do not change the color of the secondary logotype.

Do not distort or skew the secondary logotype.

Do not rotate the secondary logotype in any manner.

Do not add any effects to the secondary logotype.

Do not resize any aspect of the secondary logotype.

Do not rearrange the elements of the secondary logotype.

Do not recreate the secondary logotype in any manner.

Do not alter the alignment of the secondary logotype.

Do not use color variations other than specified.

SPIRIT **MARKS**

The combination of the athletic brandmark, wordmark, and logotypes along with the athletic font provide Mustang Athletics at The Master's University with their own independent visual identity. The use of university colors unifies the two distinct identities. These elements are only permitted to represent Mustang Athletics.

MONTY THE MUSTANG

ATHLETIC M

MASTER'S LOCK-UPS

SPIRIT **MARKS** (CONTINUED)

ATHLETIC TYPOGRAPHY

PRIMARY TYPEFACE

MUSTANGS1927 THIN
MUSTANGS1927 REGULAR
MUSTANGS1927 SEMIBOLD
MUSTANGS1927 EXTRABOLD

SECONDARY TYPEFACE

Roboto Thin	*Roboto Thin Italic*
Roboto Light	*Roboto Light Italic*
Roboto Regular	*Roboto Italic*
Roboto Medium	*Roboto Medium Italic*
Roboto Bold	***Roboto Bold Italic***
Roboto Black	***Roboto Black Italic***

OFFICIAL **SEAL**

Founded in 1927, the design for the official seal is based upon a seal used in the first years as an institution in the late 20s. On it was the greek text of Revelation 1:9 which states, "I, John, your brother and partner in the tribulation and the kingdom and the patient endurance that are in Jesus, was on the sailed called Patmos on account of the word of God and the testimony of Jesus," along with Ephesians 2:20 which reads, "built on the foundation of the apostles and prophets, Christ Jesus himself being the cornerstone."

OFFICIAL SEAL
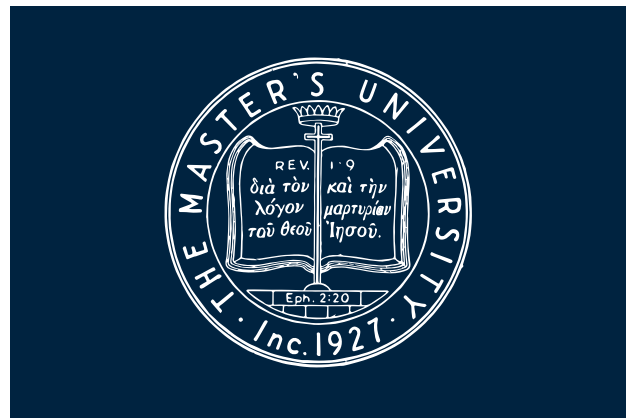
MINIMUM SIZE

The minimum size of the official seal that may be used for print applications is 0.75 inch or 54 pixels wide

0.75 in.

COLOR **PALETTE**

Color is as significant to a graphic identity as symbols and marks. The official colors of The Master's University are navy and gold.

For printing on paper, there are two options: coated and uncoated. The difference in color saturation changes depending on the paper type. Therefore, we recommend a unique Pantone or CMYK color for each so that the true colors' consistency remains.

It is important to note that the primary color palatte of The Master's University should be used whenever possible. The Pantone (PMS) color version should be used when budget allows for the option to specify Pantone ink. Otherwise, the four-color (CMYK) values listed should be used.

PRIMARY COLOR PALETTE

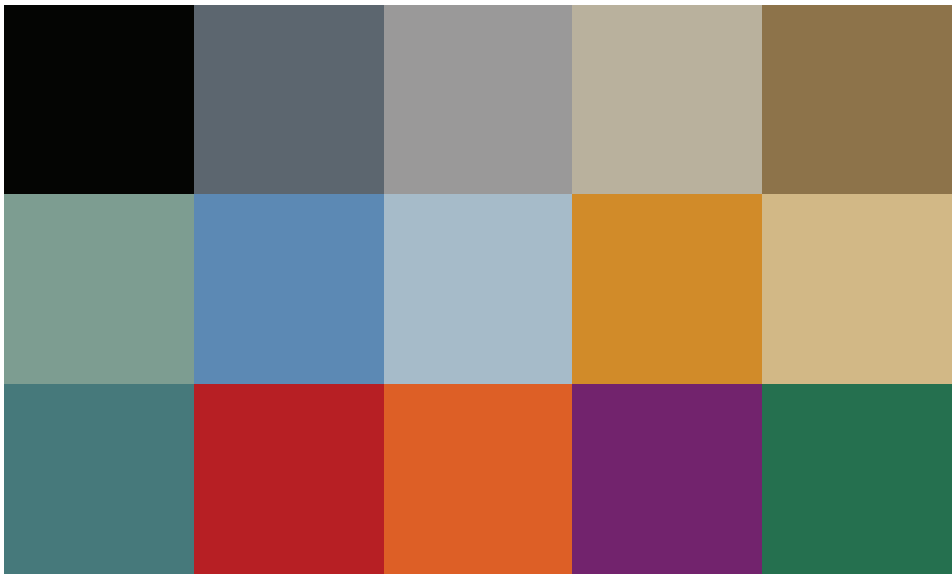**Master'sU Navy**
PMS 289C

CMYK: 100 76 12 70
RGB: 12 35 64
HEX: 0C2340

Master'sU Gold
PMS 110C

CMYK: 2 22 100 8
RGB: 218 138 0
HEX: DAAA00

SECONDARY COLOR PALETTE

METALLIC

NEUTRAL & MUTED

BRIGHT

COLOR **PALETTE** (CONTINUED)

SECONDARY COLOR PALETTE (continued)

PRINT
NEUTRAL AND MUTED COLORS

CHORALE DRESS BLACK
CMYK: 75 68 67 90

UNDER THE OAKS GREEN
PMS: 5565 C
CMYK: 44 12 34 24

MACARTHUR CENTER TAN
PMS: 7502 C
CMYK: 6 14 39 8

MUSTANG BASKETBALL ORANGE
PMS: 131 C
CMYK: 2 39 100 32

DUNKIN CENTER CHARCOAL
PMS: 431 C
CMYK: 45 25 16 59

C.DUB BLUE
PMS: 646 C
CMYK: 72 31 3 12

LOU HERWALDT FIELD
PMS: 7475 C
CMYK: 69 12 30 36

SWIXON LAWN GREEN
PMS: 555 C
CMYK: 80 17 76 51

PLACERITA CANYON GREY
PMS: Cool Gray 7 C
CMYK: 20 14 12 40

SANTA CLARITA SKY
PMS: 5435 C
CMYK: 31 8 6 11

LEGACY ROOM BURGUNDY
PMS: 7624 C
CMYK: 0 97 87 60

POWELL LIBRARY TAUPE
PMS: 7535 C
CMYK: 10 11 23 19

BRIGHT WHITE
CMYK: 0 0 0 0

GAZEBO RED
PMS: 470 C
CMYK: 7 70 99 38

METALLIC

1927 GOLD
PMS: 872 C

printed as PMS only, never CMYK

BRIGHTS

BROSS GYM BLUE
PMS: 660 C
CMYK: 88 50 0 0

HOTCHKISS POOL
PMS: 326 C
CMYK: 81 0 39 0

WALDOCK PURPLE
PMS: 2603 C
CMYK: 72 99 0 3

TENNIS COURT LIME
PMS: 381 C
CMYK: 25 0 98 0

GLOBAL OUTREACH PINK
PMS: 1925 C
CMYK: 0 97 50 0

SLIGHT ORANGE
PMS: 1595 C
CMYK: 0 71 100 32

WEB
NEUTRAL AND MUTED COLORS

CHORALE DRESS BLACK
HEX: 000000

UNDER THE OAKS GREEN
HEX: 7F9C90

MACARTHUR CENTER TAN
HEX: CEB888

MUSTANG BASKETBALL ORANGE
HEX: CC8A00

DUNKIN CENTER CHARCOAL
HEX: 5B6770

C.DUB BLUE
HEX: 5E8AB4

LOU HERWALDT FIELD
HEX: 487A7B

SWIXON LAWN GREEN
HEX: 28724F

PLACERITA CANYON GREY
HEX: 97999B

SANTA CLARITA SKY
HEX: A6BBC8

LEGACY ROOM BURGUNDY
HEX: 802F2D

POWELL LIBRARY TAUPE
HEX: B8B08C

BRIGHT WHITE
HEX: FFFFFF

GAZEBO RED
HEX: A45A2A

OFFICIAL **TYPOGRAPHY**

The primary typefaces for The Master's University are Crimson Text and Roboto. Secondary typefaces that are permittable, but to be used with discretion are Roboto Slab and Olde English

---

PRIMARY TYPEFACES

SERIF

Crimson Text Roman

Crimson Text Semibold

Crimson Text Bold

Crimson Text Italic

Crimson Text Semibold Italic

Crimson Text Bold Italic

Uses include: web headings, formal headings, formal documents.

SANS-SERIF

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Roboto Thin Italic

Roboto Light Italic

Roboto Italic

Roboto Medium Italic

Roboto Bold Italic

Roboto Black Italic

Uses include: primary body copy and header typeface.

SECONDARY TYPEFACES

SLAB SERIF

Roboto Slab Thin

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Bold

Uses include: headers and subheaders

FORMAL

Olde English

Uses include: formal communication, primarly graduation documents, only