



**M** **MERCY**  
**UNIVERSITY**

**ATHLETICS BRAND GUIDELINES**

APRIL 2025



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# OVERVIEW

This guide provides an overview of the visual identity and design elements that define Mercy University Athletics. Inside, you'll find essential brand assets, color palette, typography, imagery guidelines and brand marks, all designed to ensure a cohesive and consistent look across all communications.

It also includes creative strategies and examples to help you effectively capture the dynamic and spirited personality of Mercy Athletics in your work.



**TYPOGRAPHY**

**MERCY**

# TYPOGRAPHY IS AN EXPRESSION OF OUR BRAND

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Along with our logo and color palette, the typefaces we use are important expressions of our brand's visual vernacular. The fonts we use are strategically selected to align with the characteristics of our Mercy master brand personality: **Powerful, Purposeful & Personal.**

For Mercy Athletics, we have two typefaces for exclusive use among our teams.

These fonts complement the brand voice, aligning with our personality attributes, and also enhancing the strong, dynamic and swift actions of our athletes.

PRIMARY  
TYPEFACE

**Jawbreak Sans** is the primary font used in applications for Mercy Athletics. It is a font that is visually powerful, strong and dynamic. It aligns with Mercy’s current brand font, Euclid Circular, as it is a sans serif typeface with clean and linear letter forms. Dynamic darts and angled intersections within the letters suggest motion and speed.

The Jawbreak Sans font can be purchased online by clicking the following link:  
<https://www.myfonts.com/products/sans-jawbreak-74803>

MERCY  
LACROSSE

COMPLETE ALPHABET (Capitals only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

# TYPEFACE FOR NUMBERS

**Ultimatum** is the secondary font used in specific applications for Mercy Athletics. The Ultimatum font is only to be used for numbers (on uniforms, licensed apparel, etc.). Similar to Jawbreak Sans, the font’s design also incorporates angled intersections that visually suggest motion and speed.

The numbers look as if they were designed in a grid-like structure, allowing for more graphic pairing of numbers within narrow spaces.

The Ultimatum font can be purchased online by clicking the following link:  
[https://www.myfonts.com/collections/ultimatum-font-comicraft?queryId=a021c4ec52f73da5d7e9bb15d0950f2b&index=universal\\_search\\_data&objectIDs=OTMyNTM3XzExNDU0M18xNzE3NjYwNTkz](https://www.myfonts.com/collections/ultimatum-font-comicraft?queryId=a021c4ec52f73da5d7e9bb15d0950f2b&index=universal_search_data&objectIDs=OTMyNTM3XzExNDU0M18xNzE3NjYwNTkz)

1234567890

NUMBERS IN 2 FONT WEIGHTS:

1234567890

Ultimatum Regular

1234567890

Ultimatum Bold

# FONTS IN USE

**Jawbreak Sans** and **Ultimatum** are intended for use together. Specific applications where they work best in concert include athletic uniforms and licensed apparel.

Both fonts can be used in simple color, or with the addition of a simple rule. A rule application should never overpower the typography or make the text illegible.

For development of custom typographic treatments for Mercy Athletics, or questions on font applications, please contact Mercy University’s Creative Director, Kristen Sangregorio.  
[ksangregorio@mercy.edu](mailto:ksangregorio@mercy.edu)



SIMPLE COLOR APPLICATION



SIMPLE RULE APPLICATION

ALL TYPEFACES

PRIMARY TYPEFACE: Jawbreak Sans

MERCY  
LACROSSE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPEFACE FOR NUMBERS: Ultimatum

12345  
67890

1234567890 Ultimatum Regular

1234567890 Ultimatum Bold

BODY COPY FOR COLLATERAL: Euclid Circular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**COLOR**

**MERCY**

# COLOR PALETTE



The Mercy Athletics color palette is comprised of a range of blues and accented with white and gray.

## PRIMARY COLORS:

- **Royal Blue** – Bold, bright and with a modern feel, this is our primary color and should always be used first.
- **White** – Crisp and clean, this hue should always be accompanied by our Royal Blue.

## SECONDARY COLORS:

Use these colors as accent colors to enhance the Royal Blue primary hue:

- **Navy Blue**
- **Light Blue**
- **Gray**

*Note: Ideally, our uniforms should feature a dominant navy base with royal accents, creating a bold, cohesive look that represents our brand identity.*

### MERCY ROYAL BLUE

PMS 293  
C100 M76 Y0 K9  
R0 G62 B171  
HEX# 003EAB

### WHITE

C0 M0 Y0 K0  
R255 G255 B255  
HEX# FFFFFFFF

### GRAY

PMS 420  
C18 M13 Y10 K0  
R199 G201 B212  
HEX# C7C9D4

### MERCY NAVY BLUE

PMS 295  
C100 M63 Y0 K67  
R0 G40 B88  
HEX# 002858

### MERCY LIGHT BLUE

PMS 292  
C55 M13 Y0 K0  
R105 G180 B246  
HEX# 69B4F6

# BRAND MARKS

MERCY

# BRAND MARKS

Mercy Athletics uses two main brand mark elements from the Mercy University master brand:

- **Mercy Maverick**  
Mercy is made for Mavericks. An icon of strength and determination, the Maverick is the main mascot of Mercy Athletics and can be used as a standalone graphic on a variety of applications and apparel.
- **Mercy M Monogram**  
The monogram is the most singularly visual representation of our University. A strong emblem, it can be used as a standalone graphic on a variety of applications and apparel.



Independent Branding – Athletics

Athletics co-brand lockup variations



Font: Jawbreak Sans

Font: Euclid

Independent Branding – Athletics | Font: Jawbreak Sans

Preferred athletics lockup when extending to other sports



**APPLICATIONS**

**MERCY**

# APPLICATIONS

These sample applications of the brand assets serve as inspiration for how the elements can be applied in a design.

These designs are not to be used as production-ready art. Depending on vendor specifications or production guidelines, art assets will often need to be custom-created for specific use applications.

For specific artwork asset requests, please contact Mercy University's Creative Director, Kristen Sangregorio.  
[ksangregorio@mercy.edu](mailto:ksangregorio@mercy.edu)



Mercy University field scoreboard design

# ATHLETIC JERSEYS: BASKETBALL, LACROSSE & SOCCER

Sample use of Jawbreak Sans font with various rule treatments.



*Typographic design above is a sample application only and not production-ready art.  
Contact Mercy’s Creative Director, Kristen Sangregorio, for specific artwork asset requests.*

# ATHLETIC JERSEYS: BASEBALL — OPTION 1

Sample use of Jawbreak Sans font with multiple outline treatment for baseball jerseys.



*Typographic design above is a sample application only and not production-ready art.  
Contact Mercy’s Creative Director, Kristen Sangregorio, for specific artwork asset requests.*

# ATHLETIC JERSEYS: BASEBALL — OPTION 2

Sample use of Jawbreak Sans font with multiple outline treatment for baseball jerseys.



*Typographic design above is a sample application only and not production-ready art.  
Contact Mercy’s Creative Director, Kristen Sangregorio, for specific artwork asset requests.*

BASEBALL CAPS



# CONTACT

**For Mercy University's brand guidelines  
and assets, please visit:**

[mercy.edu/about/mercy-university-branding-assets](https://mercy.edu/about/mercy-university-branding-assets)

**For inquiries about Mercy University's  
Athletics branding, please contact:**

Kristen Sangregorio  
Creative Director  
[ksangregorio@mercy.edu](mailto:ksangregorio@mercy.edu)

