MERCY UNIVERSITY

Brand Guidelines

August 2023

Welcome!

This guide was developed to introduce you to the world of Mercy University, the essence of who we are, and the visual principles that define our look & feel.

It provides creative inspiration, with strategic parameters, to help you develop visually consistent, on-brand communications that successfully bring our personality to life.

About the Guidelines

Our brand guidelines clearly define the visual and verbal expression of our brand. In these guidelines, you will find a framework for consistent application of color, typography, photography, and other elements, providing you with the tools to help build an iconic and unified brand across each and every touchpoint.

For all internal teams and external partners who touch our brands and impact their development, extension, and activation, these guidelines are for you.

Our brand guidelines are living documents and will continue to evolve over time. Always check to ensure that you are working with the most current version.

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01

Brand Positioning

Positioning Overview

At Mercy University, we are on a mission to reimagine higher education. Reshaping it around the dynamic needs of our students. Developing nimble approaches that reflect the rapidly evolving world they are navigating. And empowering generations of learners to break new ground, achieve forward momentum and create lasting impact that ripples beyond.

Our brand positioning is meant to inspire and inform communications, but is not designed to be customer-facing messaging.

Our Positioning

Mercy University is reshaping higher education for generations of learners to realize their ambitions and write their own futures.

Our Consumer

FOR WHOM WE ARE BUILDING THE BRAND

The Uneasy Trailblazers

- From their perspective, higher education has the ability to transform their lives
- They are driven and committed, but they can struggle with social comfort and resilience
- A limited support system can have them feeling like they're on their own and hesitant to speak up or raise their hand for help
- As the first in their family to attend college, they can feel significant pressure; a sense that it's up to them to change their family's trajectory
- Many find themselves balancing other responsibilities, e.g., jobs, family obligations, external commitments, etc.

Reasons to Believe

The actions and attributes that deliver on our essence and differentiate us from competitors

EMPOWERED ACCESS

We are more than just open to all, we actively engage prospective students and communities who deserve an equal chance. Our approach is straight-forward and non-intimidating, as we create new entryways and guide students through them.

- Our Mission
- Hispanic-Serving Institution

ADAPTIVE OFFERINGS

Needs in higher education are constantly changing and we're changing along with them. We are continually adapting to student, market, and employer needs.

- CERTIFi by Mercy College
- Distributing 800 Laptops and Internet Hotspots to Students

COMPLETE SUPPORT

Success is more than just academics. We focus on understanding the whole person and providing comprehensive support to guide them toward their goals.

- PACT Program
- The Student Counseling Center
- BetterMynd Online Counseling

Our Benefits

WHAT WE PROVIDE TO CONSUMERS

FUNCTIONAL BENEFITS

Forward progress – programs and opportunities that keep you moving toward your goals

Education that works for you – a variety of programs and offerings to fit your specific needs

Practical know-how – hands-on learning and skills-based preparation to enable employment-ready grads

EMOTIONAL BENEFITS

Caring encouragement – knowing that someone is on your team and has your back, and that you're never alone

Cultivating confidence – support that leads to growing self-assurance to take the next step

Rewarding fulfillment – a sense of pride from making an impact that extends beyond yourself

Our Persona and Personality

HOW WE WANT TO BE PERCEIVED

POWERFUL

We are making a difference and not messing around.
We are confidently and unapologetically moving our field forward.

PURPOSEFUL

We are change-makers, not disruptors.
We are intentional with the moves we make.

PERSONAL

All we do starts with the individual.
We see people for who they are and build sincere connections.

Our Tone of Voice

HOW WE SPEAK

Our voice is an extension of our personality. It's how we show up and sound at every touchpoint and in every channel.

POWERFUL

We are direct.
We communicate with clarity and confidence, avoiding ambiguity.

PURPOSEFUL

We are visionary.
We see the potential of what we can be, and speak with an inspiring, uplifting tone.

PERSONAL

We are empathetic.
We understand the needs and challenges of our students and speak to them in a supportive and conversational manner.

The Brand Strategy Framework

CONSUMER

Uneasy Trailblazers

Striving for advancement
Wary of the system
Balancing responsibilities

Our brand strategy framework is meant to inspire and inform communications, but is not designed to be customer-facing messaging.

POSITIONING

Mercy University is reshaping higher education for generations of learners to realize their ambitions and write their own futures

PERSONA, PERSONALITY and TONE OF VOICE

Powerful, Purposeful, Personal

BENEFITS

FUNCTIONAL

- Forward progress
- Education that works for you
- Practical know-how

EMOTIONAL

- Caring encouragement
- Cultivating confidence
- Rewarding fulfillment

REASONS TO BELIEVE

Empowered accessibility. Adaptive offerings. Complete support.

02

Our Logo

Logo Overview

Our logo is the most concise representation of our brand. We've taken inspiration from our previous logo and incorporated serifs into the "M" monogram and modernized the typography to utilize geometric forms that are both highly legible and approachable.

A new visual identity–reworked for a more flexible future as we transition from Mercy College to Mercy University. When used correctly and consistently, it will become instantly recognizable to the world.

Logo
Clear Space
& Minimum Size

A minimum amount of clear space should surround our logo to enhance impact and protect legibility. The amount of clear space necessary is proportional to the size of the logo. It may be larger, but not smaller than the minimum illustrated to the right.

In order for our logo to remain legible at small sizes, the M monogram within the logo should never appear smaller than 3/8” or 27 pixels wide when measured left to right.

Clear Space

Minimum Size

3/8” (27 pixels)

Logo Variations

There are certain instances where a different orientation of our logo components may be necessary. These additional logo variations allow for flexibility across applications. Each of these versions have been provided. Note that these logos are distinct assets and should never be altered in any way.

NOTE:
The clear space specs defined on the previous slide would apply for each of these logo variations, i.e., the clear space is equal to the height of the capital "M" in Mercy around the perimeter of the logo elements.

Mercy U Centered One-Line Logo

Mercy U One-Line Logo

Mercy U Logo Centered Stacked Logo

Logo Colors

Royal blue is our primary master brand color. The majority of applications should show our logo in royal blue or white on a field of royal blue.

In rare instances it may be necessary to create visual distinction from the majority of our communications, materials only distributed between faculty members or to alumni, for example. In those cases the logo can be in navy blue, if necessary.

Primary

Primary

Secondary (Limited Usage)

Secondary (Limited Usage)

Logo DON'TS

To help maintain the integrity of our branding, the following are guidelines on how not to alter the Mercy University logo.

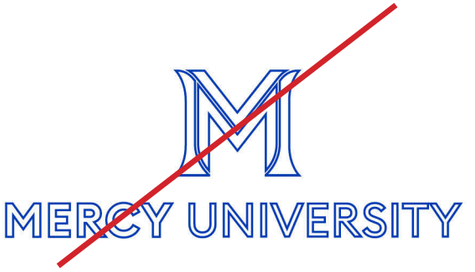
DON'T change the font style

DON'T add accent colors to the monogram

DON'T add drop shadows or special effects

DON'T use accent colors for the logo

DON'T change the orientation of elements to create new lockups



DON'T outline the logo

03

Our Seal

Seal Overview

Our Mercy University seal has been modernized to simplify the symbols within it and improve legibility. It's the most formal representation of our brand and can be used in a variety of ways.

The following slides outline the symbolism within the seal and alternative versions that can be used in more casual situations.

Seal Symbolism

While all of the symbols within the seal have been simplified and modernized, the meanings behind each remain unchanged. The following annotations describe the context of each icon.

The imprinted motto at the base of the seal, “Inserviendo Consumere,” is symbolic of the past, present, and future of Mercy University– “Consumed in Service”.

The windmill recalls the early history of the Hudson Valley

Updated coat of arms of the Sisters of Mercy

The torch is a symbolic nod to our College of New Rochelle alumni

M monogram used as a visual shorthand for Mercy University

The books symbolize broadening of minds to an appreciation of the best of the arts and sciences

Seal Variations

The following variations of the seal have been provided to give flexibility to communications depending on the application.

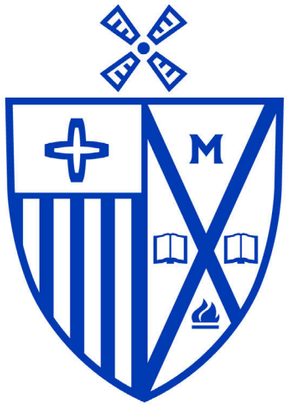
1. The most complete representation of the seal reserved for applications that require the highest level of formality, e.g. diplomas, official school documents, and the like.

2. An equally formal representation of the seal that removes the location and name of the university. When using this seal, the Mercy University logo should always be present.

3. The most simplified version of our seal, which can be used more casually as a graphic to add visual interest to layouts. See Applications section (p. 67) for usage examples.

1. Mercy U Full Seal

2. Mercy U Shield & Banner

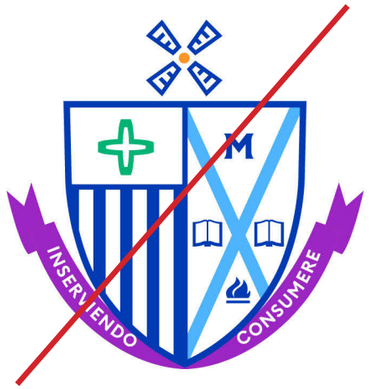


3. Mercy U Shield-Only Seal

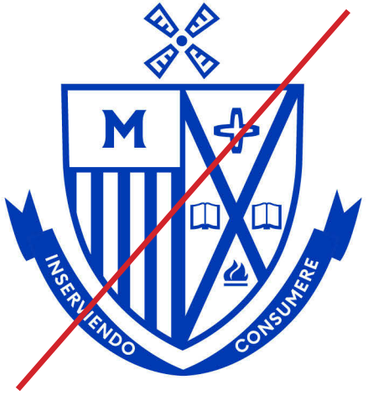
Seal
DON’TS

To help maintain the integrity of our branding, the following are guidelines on how not to alter the Mercy University seal.

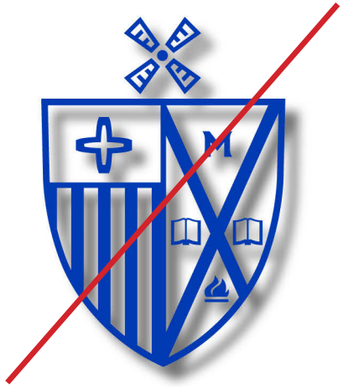
DON’T change the font style of the wording within the seal



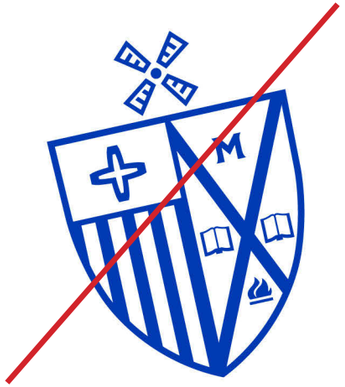
DON’T change the colors of individual elements



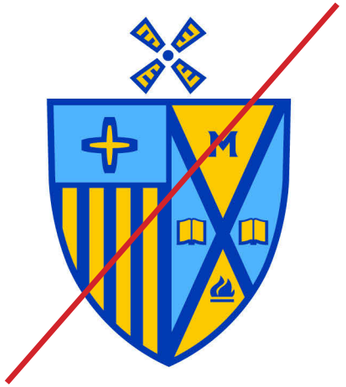
DON’T change the scale or position of individual elements



DON’T add drop shadows or special effects



DON’T rotate the seal



DON’T add color behind individual panels of the seal

04

Our Monogram

Mercy M Monogram

The Mercy M monogram is the most singular visual representation of our university. It can be used as a standalone graphic or in a variety of patterns outlined on the following slides.

Mercy M Monogram Pattern

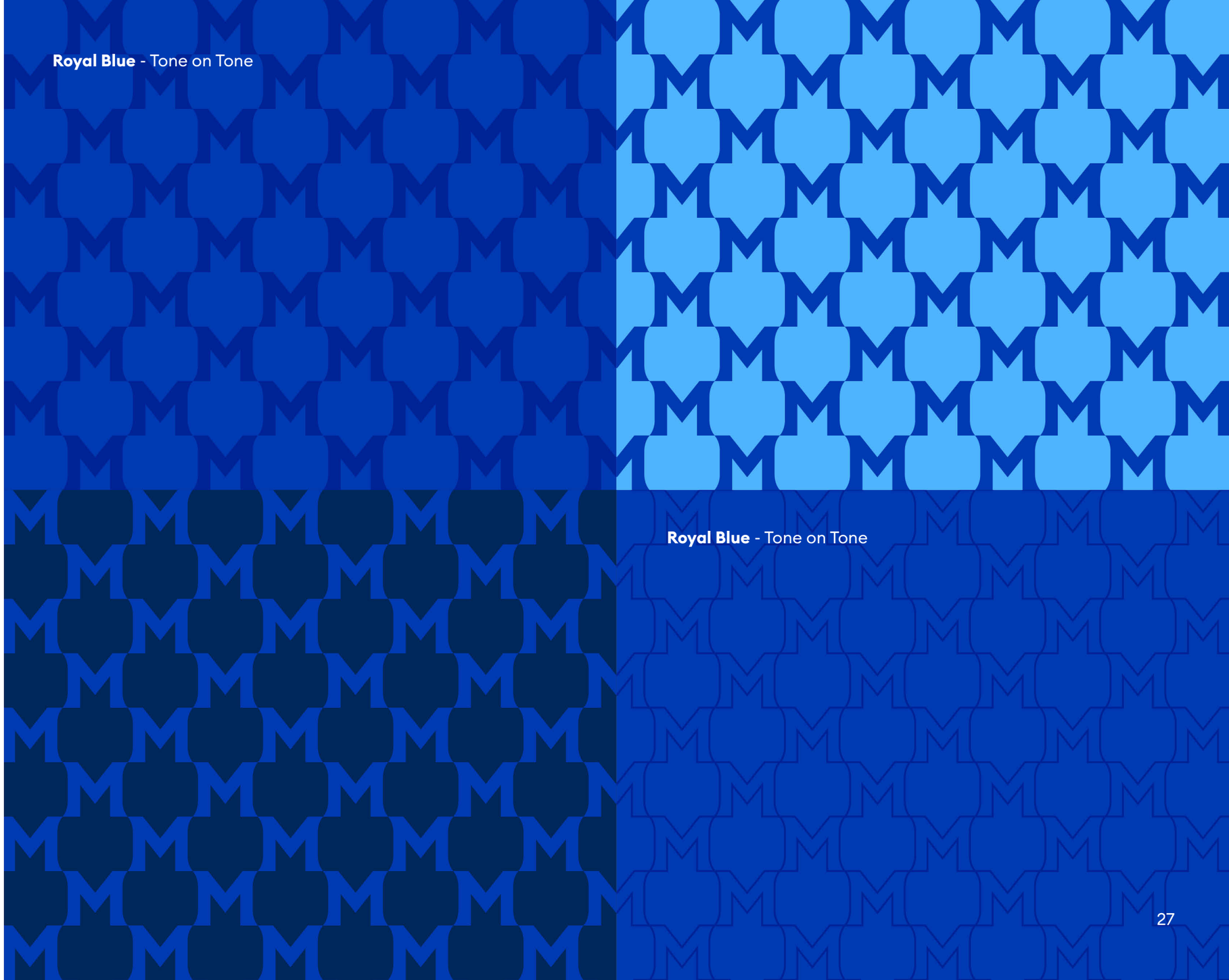
A geometric pattern made of the M monogram has been provided to use as a background graphic within your layouts. The following variations are the recommended color combinations that will allow for flexibility throughout all communications.

Royal Blue Tone on Tone
The following specs outline how achieve this tone on tone effect.

DIGITAL APPLICATIONS
Background: Royal Blue, 100%
Pattern: Royal Blue, 50% Multiply

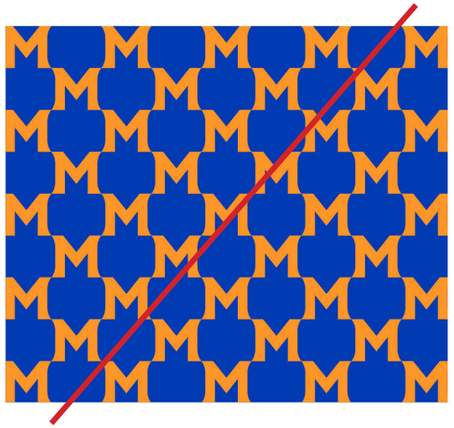
PRINT APPLICATIONS
Background: Royal Blue, PMS 293
Pattern: Special Usage Blue, PMS 288

NOTE:
See p.35 for full color palette and additional notes on Special Usage Blue, PMS 288.

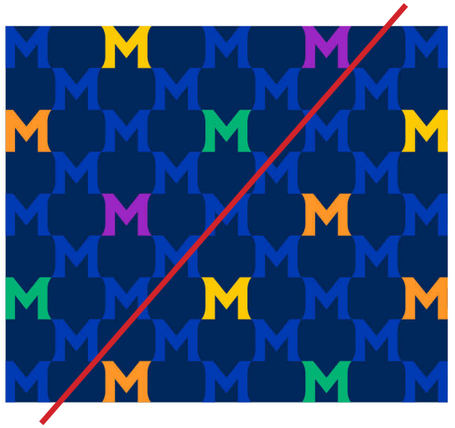


Mercy M Monogram Pattern DON'TS

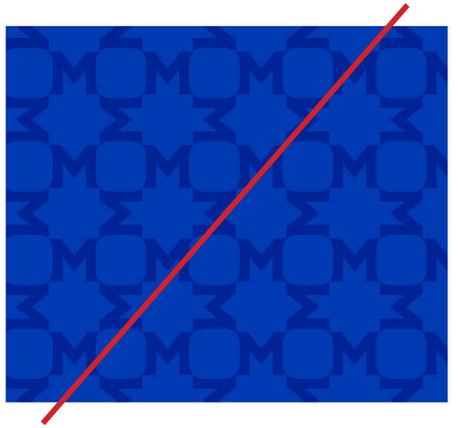
To help maintain the integrity of our branding, the following are guidelines on how not to use or alter the Mercy M monogram pattern.



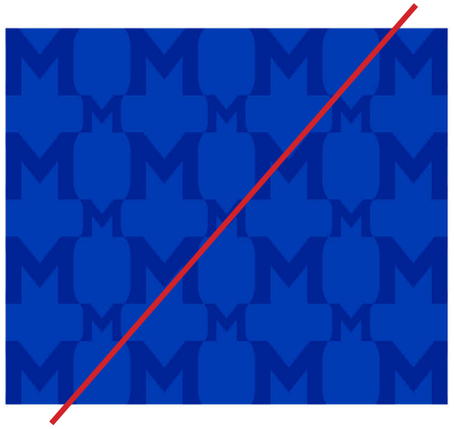
DON'T use high contrast colors in the pattern



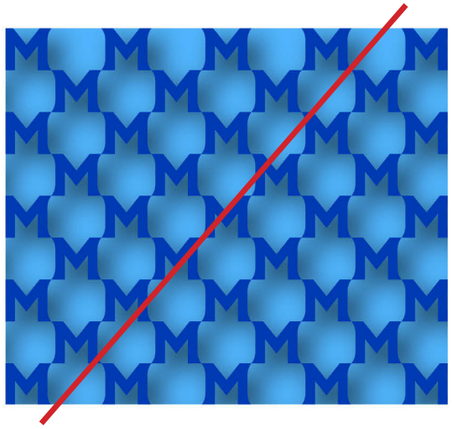
DON'T use multiple colors within the pattern



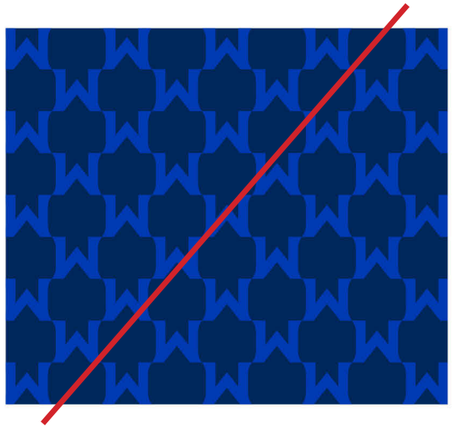
DON'T create new patterns



DON'T adjust the scale of the monogram



DON'T apply special effects to the pattern



DON'T change the orientation of the pattern

05

Typography

Primary Typography

Our typography features a clean sans serif font that brings a feeling of modernity and balances the structured academic “M” within the logo. The various weights of the font provide flexibility to create typography hierarchies within your layouts. The following slides illustrate how best to use each.

The Euclid Circular B font family can be purchased at the Swiss Typefaces foundry by clicking the following link:
https://www.swisstypefaces.com/fonts/euclid/

HEADLINES

Euclid Circular B: Medium

aAbBcCdD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
12345678910!@#$%&

SUBHEADINGS

Euclid Circular B: Semi-Bold

aAbBcCdD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
12345678910!@#$%&

BODY COPY

Euclid Circular B: Regular

aAbBcCdD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
12345678910!@#$%&

LARGE-SCALE BODY COPY

Euclid Circular B: Light

aAbBcCdD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
12345678910!@#$%&

Typography Formatting

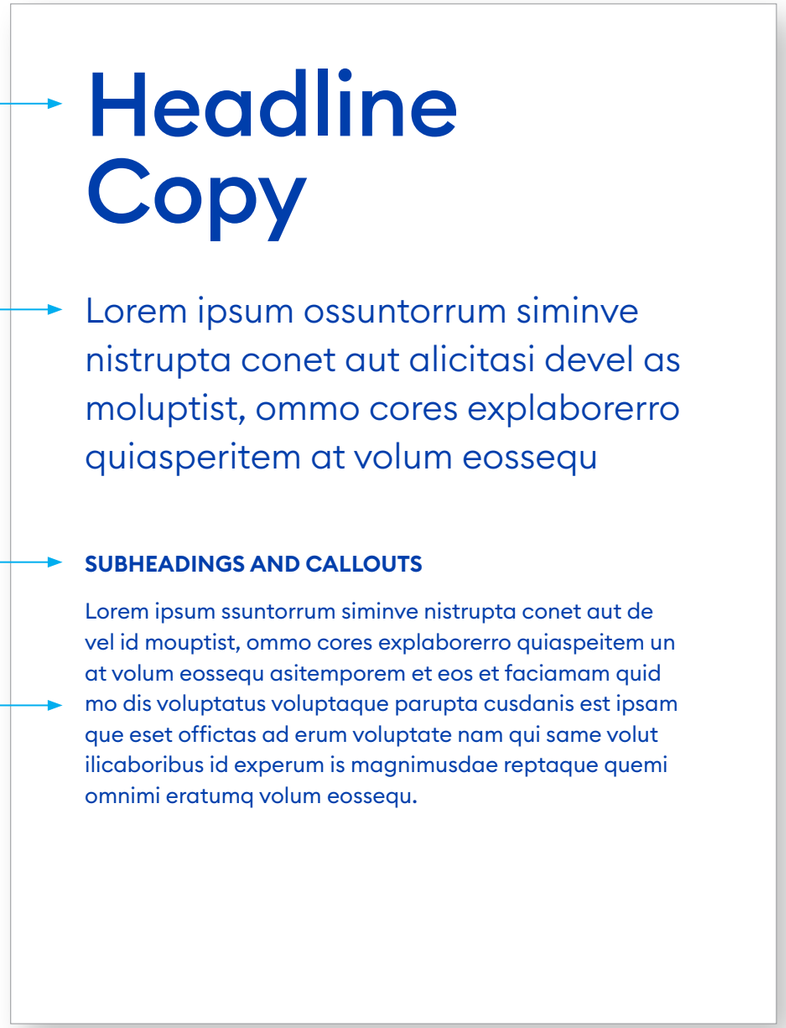
The following outlines how best to format typography to create a distinctive hierarchy.

HEADLINES
Euclid Circular B: Medium
Title case
(Kerning -10)

LARGE-SCALE BODY COPY
Euclid Circular B: Light
Sentence case

SUBHEADINGS
Euclid Circular B: Semi-bold
All caps

BODY COPY
Euclid Circular B: Regular
Sentence case



NOTE
Headlines, large scale body copy and subheadings should be royal blue

NOTE
Body copy is more flexible and can be either royal blue or black

Secondary Typography
(Limited Usage)

A secondary serif font has been added to the visual identity to create a distinctive look & feel for more formal communications. Some examples of where best to use the secondary font would be: alumni communications, announcements from senior faculty, gala events, and commencement ceremonies.

The Charter font can be purchased at myfonts.com by clicking the following link: https://www.myfonts.com/collections/charter-font-itc

ITC Charter - Roman

aAbBcCdD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
12345678910!@#$%&

USAGE EXAMPLES

Typography DON'TS

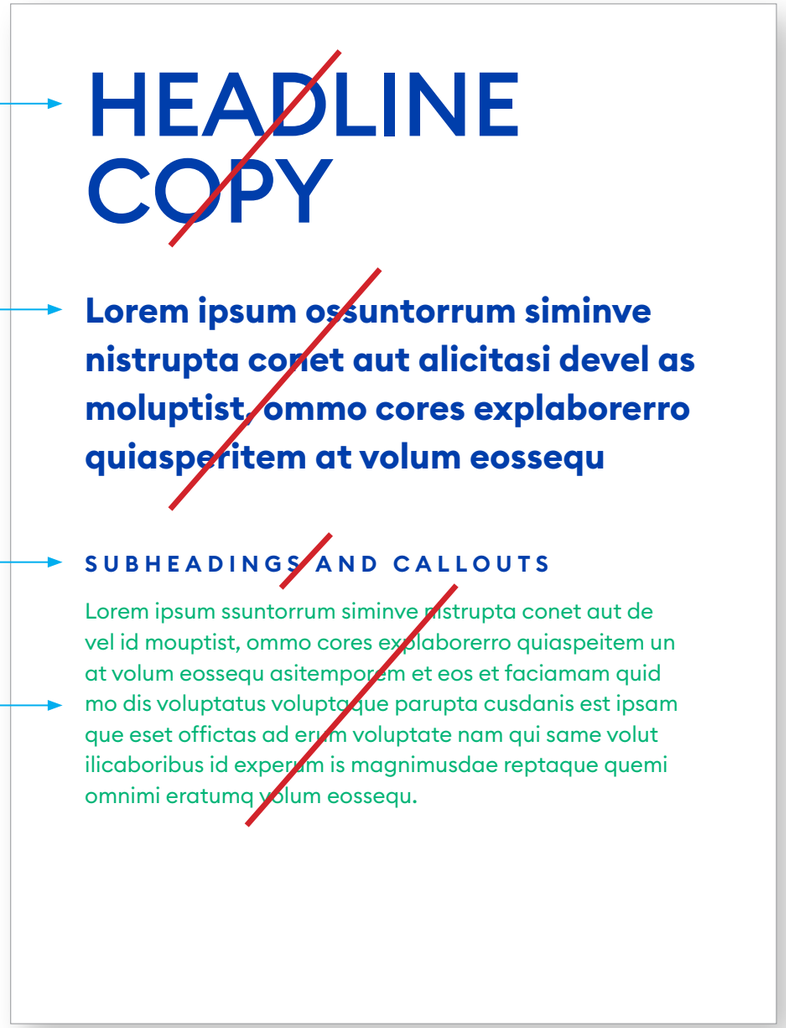
To help maintain the integrity and consistency of our branding, the following are guidelines on how not to use typography.

DON'T use all caps for headings

DON'T use bold fonts for large-scale copy

DON'T use excessive letter spacing

DON'T use colors other than royal blue or black for body copy



06

Color Palette

Primary Colors

Our primary color palette leans into a range of blues that are inspired by our original navy color, but that have been refreshed and brightened to instill a modern feel.

NOTE: Special Usage Blue
The following blue , PMS 288 should be used to achieve the tone on tone effect outlined on p. 27 ***for print applications only.***

SPECIAL USAGE BLUE

PMS 288
C100 M79 Y0 K37
R0 G44 B119
HEX# 022C77

MERCY ROYAL BLUE

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

WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX# FFFFFF

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

Secondary Colors

Our secondary colors have been carefully chosen to work with our primary color palette. They will provide a range of flexibility to add accents and highlight important information within our layouts.

NOTE:
Secondary colors should be used sparingly to help key information stand out. See reference applications on page 38.

EMERALD

PMS 2250
C78 M0 Y73 K0
R0 G180 B118
HEX# 000b476

GOLD

PMS 116
C0 M10 Y98 K0
R255 G201 B0
HEX# ffc900

ORANGE

PMS 3588
C0 M45 Y97 K0
R255 G149 B39
HEX# ff9527

VIOLET

PMS 2592
C52 M93 Y0 K0
R156 G38 B193
HEX# 9c26c1

GRAY

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

Color Overview

MERCY ROYAL BLUE

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

WHITE

C0 M0 Y0 K0
R255 G255 B255
HEX# FFFFFF

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

EMERALD

PMS 2250
C78 M0 Y73 K0
R0 G180 B118
HEX# 000b476

GOLD

PMS 116
C0 M10 Y98 K0
R255 G201 B0
HEX# ffc900

ORANGE

PMS 3588
C0 M45 Y97 K0
R255 G149 B39
HEX# ff9527

VIOLET

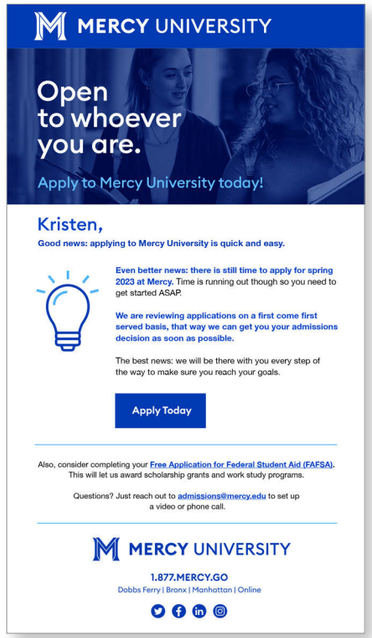
PMS 2592
C52 M93 Y0 K0
R156 G38 B193
HEX# 9c26c1

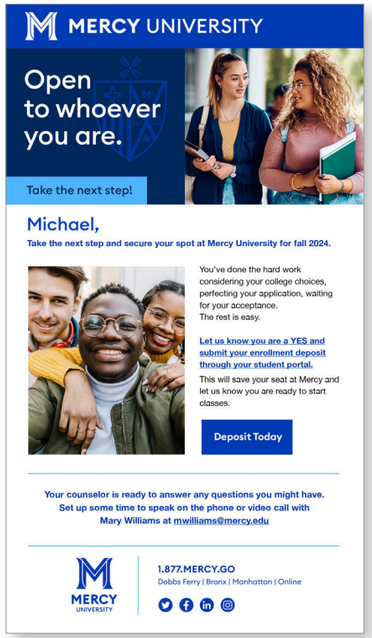
GRAY

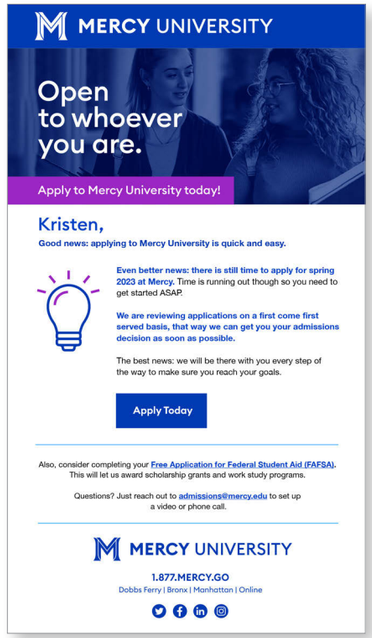
PMS 420
C18 M13 Y10 K0
R199 G201 B212
HEX# C7C9D4

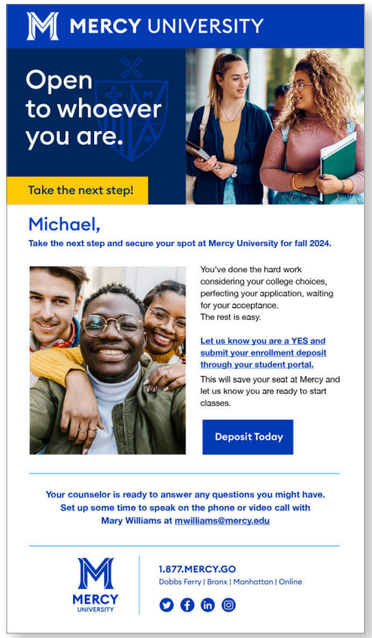
Color Usage

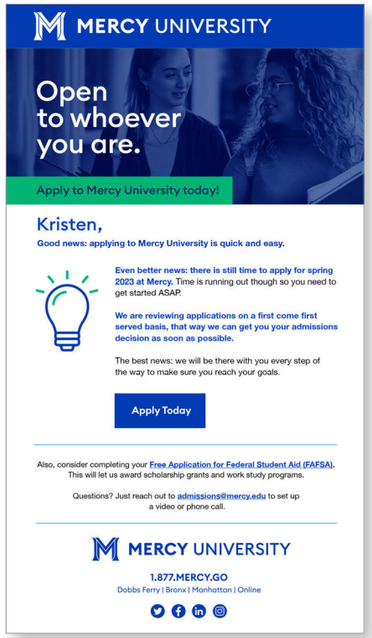
Below are examples of how best to use both primary and secondary colors within our palette.
Layouts should appear predominantly blue with secondary colors used more sparingly only to emphasize key information.

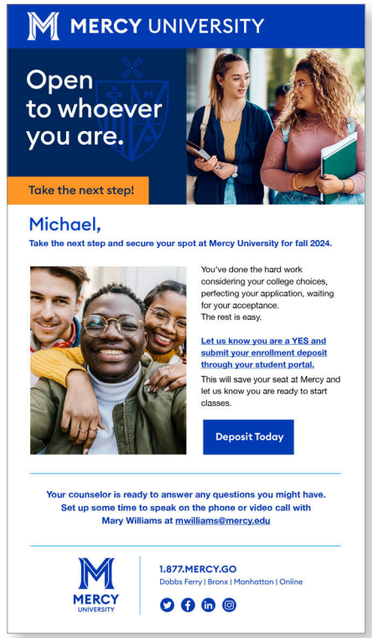












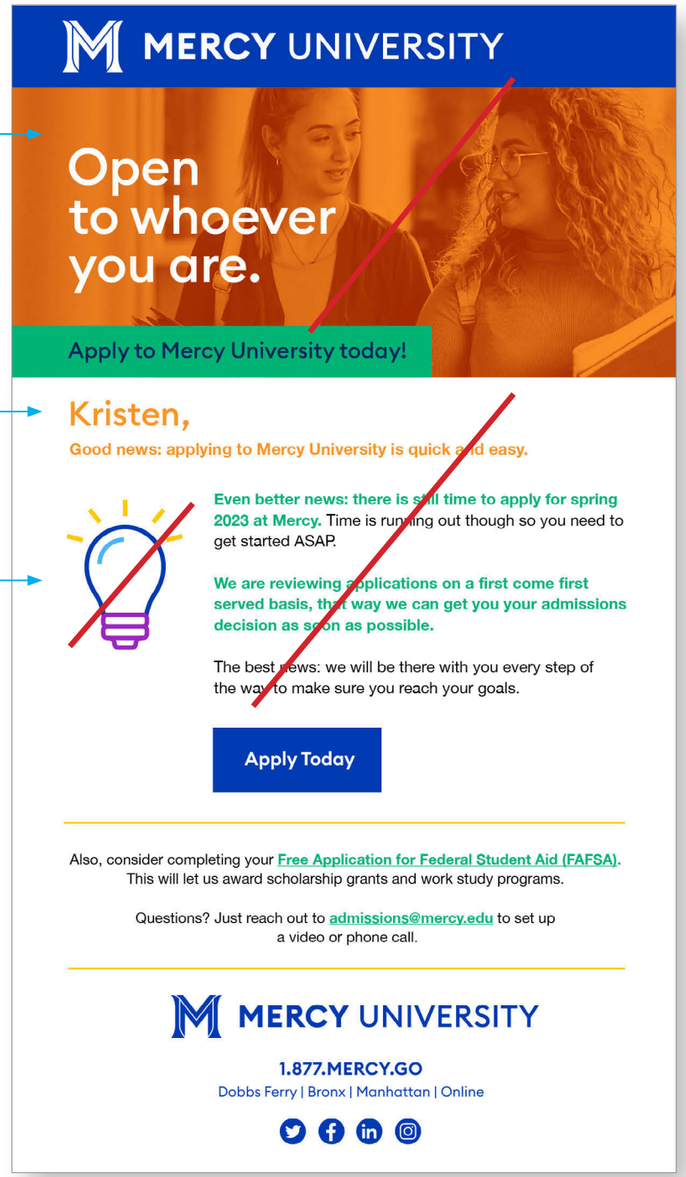
Color DON'TS

To help maintain the integrity of our branding, the following are guidelines on how not to use the colors within our palette.

DON'T use secondary colors for color overlay photography

DON'T use colors other than blue or black for copy

DON'T use multi-colored iconography



DON'T use multiple secondary colors within the same layout

07

Co-branding

Co-branding Framework

This framework outlines co-brand scenarios that will require logo lockups to be made with the Mercy University masterbrand.

The following slides show the logo lockup variations within each category for the different schools, departments, and organizations of Mercy University.

The logo lockups have been developed to provide consistency, and when used properly, they build widespread recognition and cohesion for our university.

Masterbrand

MERCY UNIVERSITY

Sub-Brand

Schools

- School of Business
- School of Social and Behavioral Sciences
- School of Health and Natural Sciences
- School of Liberal Arts
- School of Nursing
- School of Education

Campuses

- Manhattan
- Bronx
- Westchester

Sub-Group

Departments (within schools)

- Department of Accounting (Business)
- Department of Psychology & Social Work (Social & Behavioral Sciences)

Alumni

- Alumni Relations
- College of New Rochelle Alumni Relations

Student Organizations & Clubs

- Mercy Scholars
- Esports Club
- Marketing & Communications Club

Services & Student Offices

- Career & Professional Development
- PACT Program
- Counseling Services

Divisions

- Division of Student Affairs

Endorsement

Non-traditional Programs

- CERTIfi

Independent Branding

Athletic Programs

- Women's Basketball
- Women's Field Hockey
- Women's Soccer
- Men's Lacrosse
- Men's Baseball

NOTE

Lists of departments and programs are not exhaustive

Sub-Brand – Campuses

Centered Version

Left-Aligned Version

Sub-Brand – Schools

Shorter Names

MERCY
UNIVERSITY
School of Business

MERCY
UNIVERSITY
School of Liberal Arts

Longer Names

MERCY UNIVERSITY
School of Health
and Natural Sciences

MERCY UNIVERSITY
School of Social
and Behavioral Sciences

Sub-Group – Departments within Schools

Shorter Names with Department Modifier

Longer Names with Department Modifier

Sub-Group – Services, Student Offices, Organizations, and Clubs

Shorter Names

Longer Names

Sub-Group – Alumni and Divisions

Alumni Relations with and without
Department Modifier

Shorter Names

Endorsement – Non-traditional Programs

Independent Branding – Athletics

Athletics co-brand lockup variations

Independent Branding – Athletics

Preferred athletics lockup when extending to other sports

Independent Branding – Athletics

Inverted athletics lockups when using over royal blue

Co-branding How-To

Longer Names

Schools, departments, or organizations with longer names should use the single-line Mercy University logo to make room for the wording.

The following outlines how to create these logos when additional co-brand lockups with longer names are needed.

Size of M Monogram: Height of 5 capital M's from Mercy University logotype

Distance between M Monogram and logotype is equal to the width of two Y's from the logotype

School Font: Euclid Regular, Title Case
Size: Height of 5 capital Euclid Regular M's
Leading: 2 points larger than font size

Co-branding How-To

Longer Names with Department Modifier

The following outlines how to create co-brand lockups that require a department modifier.

Department Font: Euclid Regular, All Caps
Size: Half the height of the “M” from the logotype

Leading: 2 points larger than font size

Distance between School and Department name is equal to the width of two E’s from the logotype

Co-branding How-To

Shorter Names

Co-brand lockups with shorter names should use the stacked version of the Mercy University logo. All sizing and placement specifications outlined in the previous section (Longer Names) would apply here.

NOTE:
Schools with shorter names should use the stacked version of the Mercy University logotype.
All specs regarding size and spacing from the previous section (Longer Names) would apply here.

Co-branding How-To

Shorter Names

Co-brand lockups for Alumni Relations utilize our secondary serif font, Charter, to create visual distinction from the rest of our lockups.

The following outlines how to create them both with and without a department modifier.

Size of Mercy Seal: Height of 4 capital M's from Mercy University logotype

Distance between Mercy Seal and logotype is equal to the width of two Y's from the logotype

Alumni Font: Charter Roman, Title Case
College Font: Euclid Regular, All Caps with same size and leading specs outlined on previous slides

Lowercase "l" in "Relations" should align with the vertical stem of the Y from the Mercy University logotype

Co-branding How-To

Campuses (Centered Version Only)

The following outlines how to create the centered version of our co-branded campus lockups both with and without a department modifier.

NOTE:
The left-aligned version would follow all specs outlined on the previous “Shorter Names” slide (p.54)

Start by using the supplied “Mercy U Centered One-Line Logo” lockup

Distance between the logo and campus name should equal the height of one “M” from the Mercy University logotype

Campus Font: Euclid Regular, All Caps
Size: Height of 6 capital Euclid Regular M’s from top of M monogram to top of Mercy University logotype

08

Iconography

Iconography

Iconography plays an important roll within our visual identity. The icons add interest to our layouts and are a visual shorthand for larger ideas. A simple, graphic, monoline style has been adopted to feel cohesive with the geometric shapes of our primary font.

The following slides show how we can make or customize existing icons to create a consistent look & feel for our iconography.

ONE COLOR

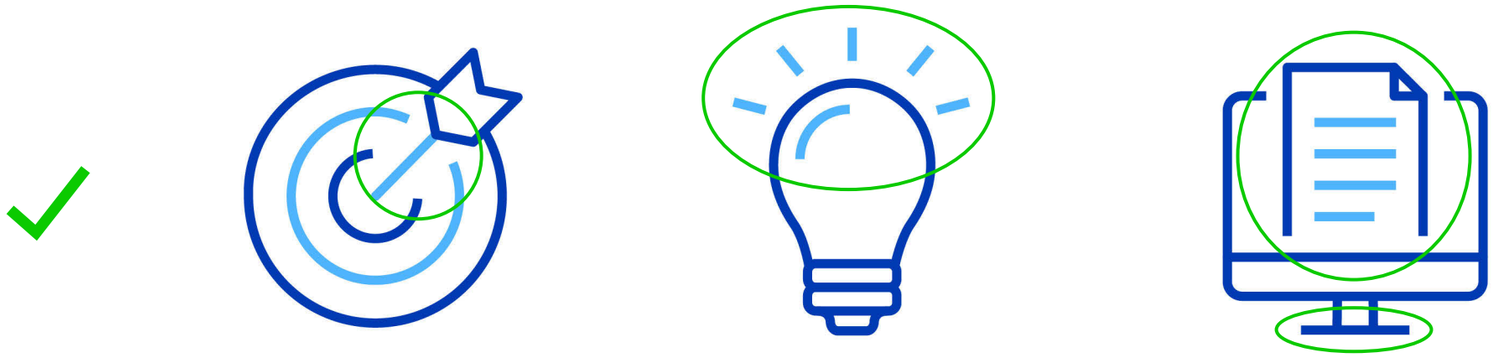
TWO COLOR

Iconography Style

- Straight-on or profile view. Never angled or dimensional
- Consistent line weight throughout
- Both rounded and straight corners can be used, but all stroke endpoints should be straight, not rounded
- There should be line breaks within each icon to create a consistent, ownable style. Linework should never be completely closed

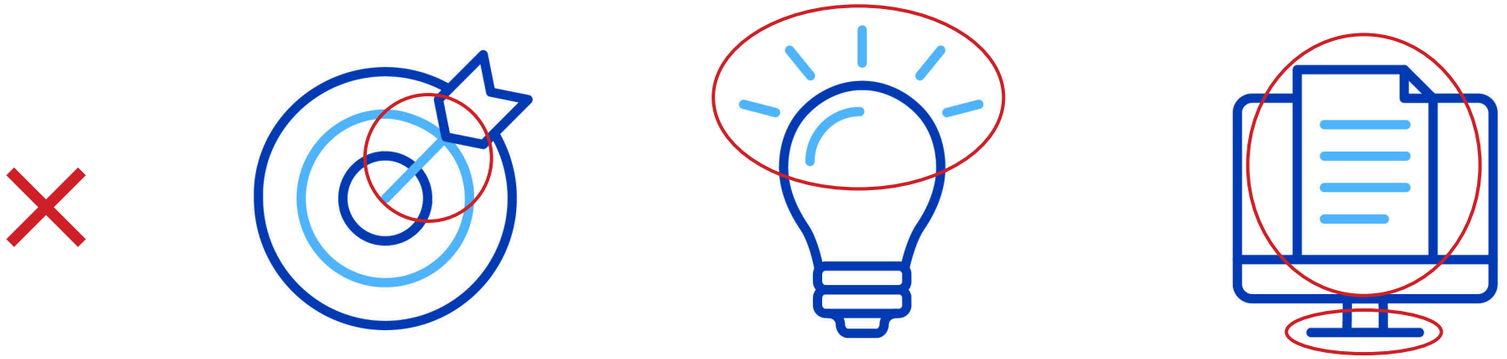
Endpoints should always be flat, not rounded

There should always be breaks in the linework within each icon



Avoid rounded endpoints

Linework should never be completely closed



Iconography Color

ONE COLOR
- Use only blue for one-color icons

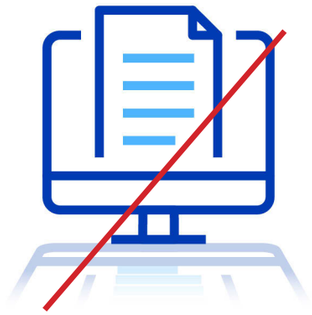
TWO COLOR
- Must be predominantly blue
- Any of our secondary colors can be used for accent linework

ONE COLOR

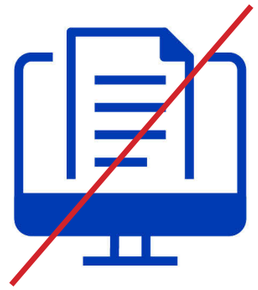
TWO COLOR

Iconography DON'TS

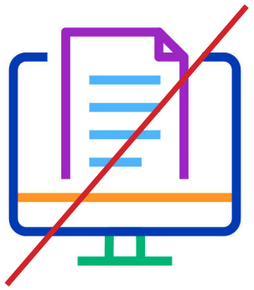
To help maintain the integrity of our branding, the following are guidelines on things to avoid when creating new icons.



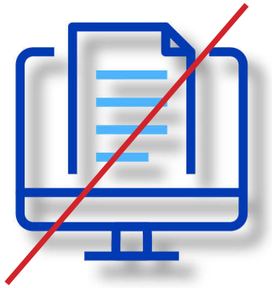
DON'T add reflections or special effects



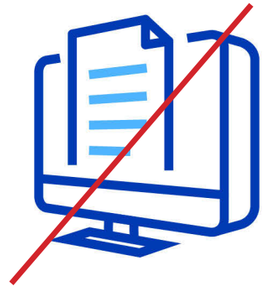
DON'T fill in areas with solid color



DON'T use multiple colors



DON'T add drop shadows



DON'T use angled or dimensional icons

DON'T use alternative icon styles

09

Photography

Photography Style

CONTENT

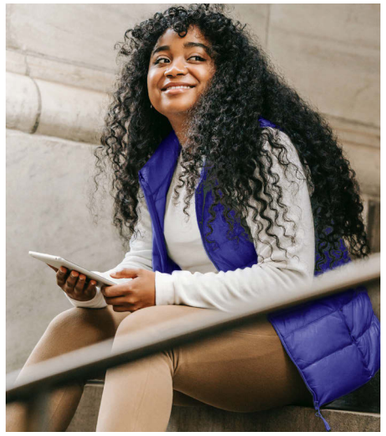
Lifestyle photography should capture snapshots of daily life on campus through an optimistic, inspiring lens. Dress should be casual and utilize the Mercy University colors whenever possible. Scenes should evoke a sense of community, collaboration, or comfort on campus. Subjects should be inclusive, reflecting people from diverse backgrounds who are in different stages of their educational journey.

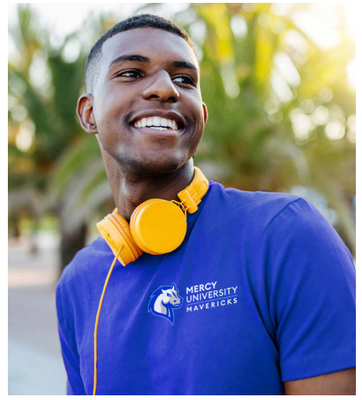
LIGHTING

Bright, even, natural lighting should be used whenever possible.

NOTE:

For illustrative purposes only. Photography is not owned and should be purchased as needed. Images within this deck cannot be used without the proper licensing.

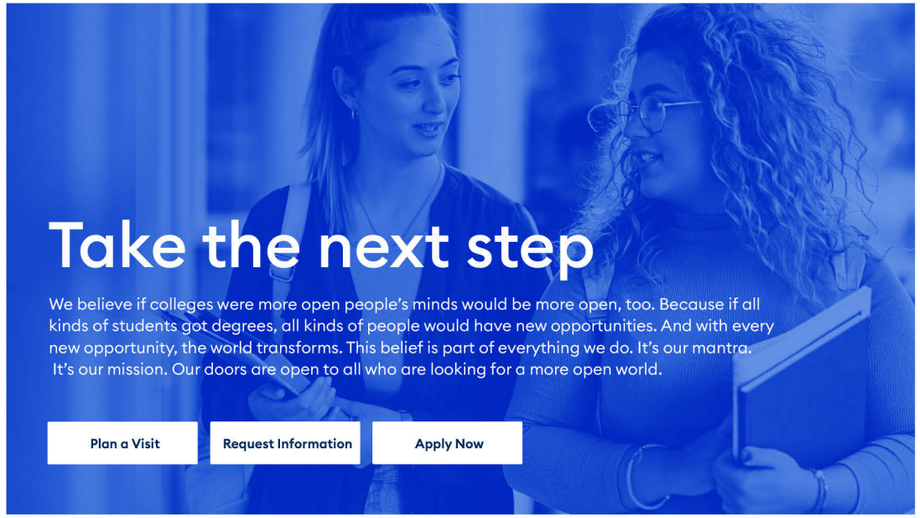




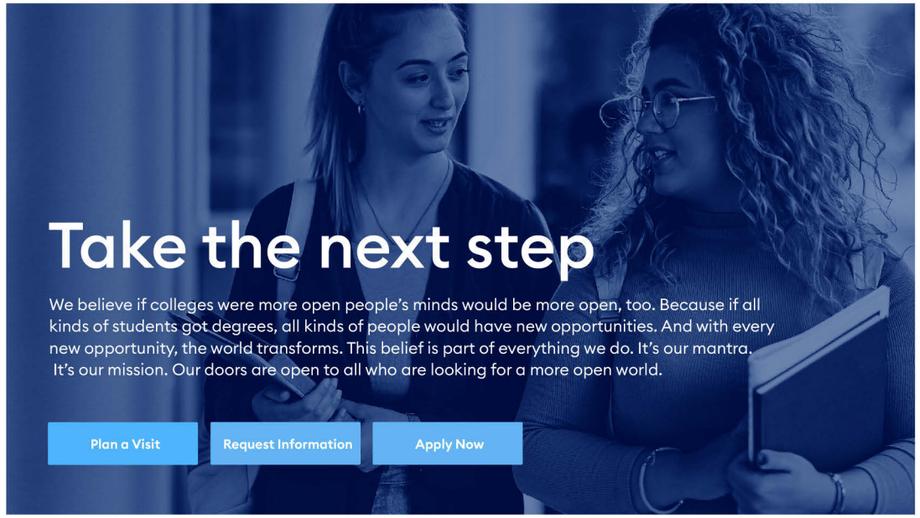
Photography Color Overlays

Color overlays are useful alternatives to full-color photography that reinforce our brand colors and allow typography to read over imagery. Using only our primary blues for color overlays is recommended. The follow slides outline how to consistently apply this effect to your images.

ROYAL BLUE COLOR OVERLAY



NAVY BLUE COLOR OVERLAY



Photography Royal Blue Color Overlay

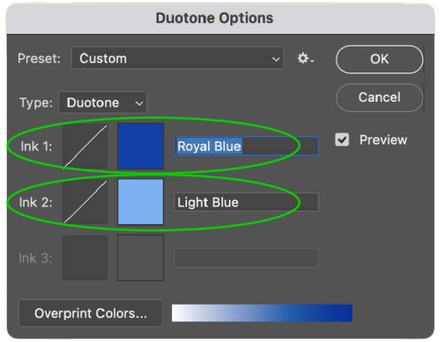
The steps to the right show how to create the royal blue overlay. After step 4, flatten your image and save it as either a CMYK or RGB image file.

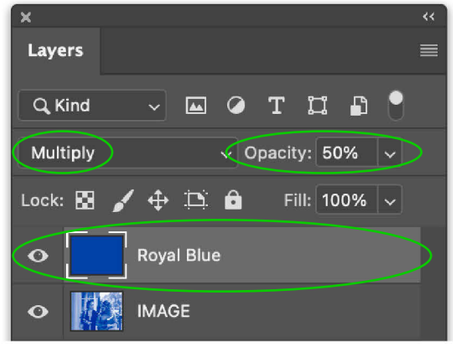
1 Start with a color image

2 Convert it to a grayscale image

3 In the Photoshop menu bar, go to: Image > Mode > Duotone and then specify the following Mercy palette colors for inks 1 and 2

4 Create a new layer of solid royal blue above the image and set it to “Multiply” with the opacity set at 50%





Photography Navy Blue Color Overlay

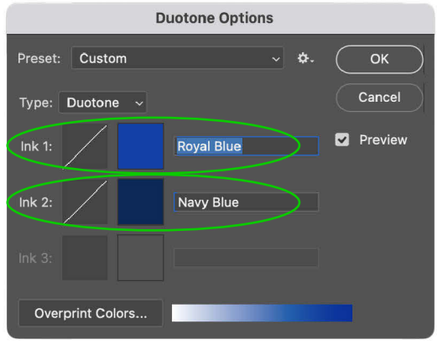
The steps to the right show how to create the navy blue overlay. After step 4, flatten your image and save it as either a CMYK or RGB image file.

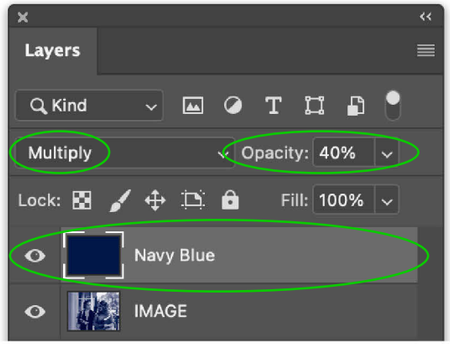
1 Start with a color image

2 Convert it to a grayscale image

3 In the Photoshop menu bar, go to: Image > Mode > Duotone, and then specify the following Mercy palette colors for inks 1

4 Create a new layer of solid navy blue above the image and set it to “Multiply” with the opacity set at 40%





Photography DON'TS

To maintain the integrity of our photography style, the following are guidelines on things to avoid when creating new imagery.

DON'T show people with over-exaggerated expressions

DON'T show branded items or logos other than those of Mercy University

DON'T show clothing with busy or distracting patterns

DON'T show facial expressions that aren't positive or cheerful

DON'T show subjects that are staged or too posed

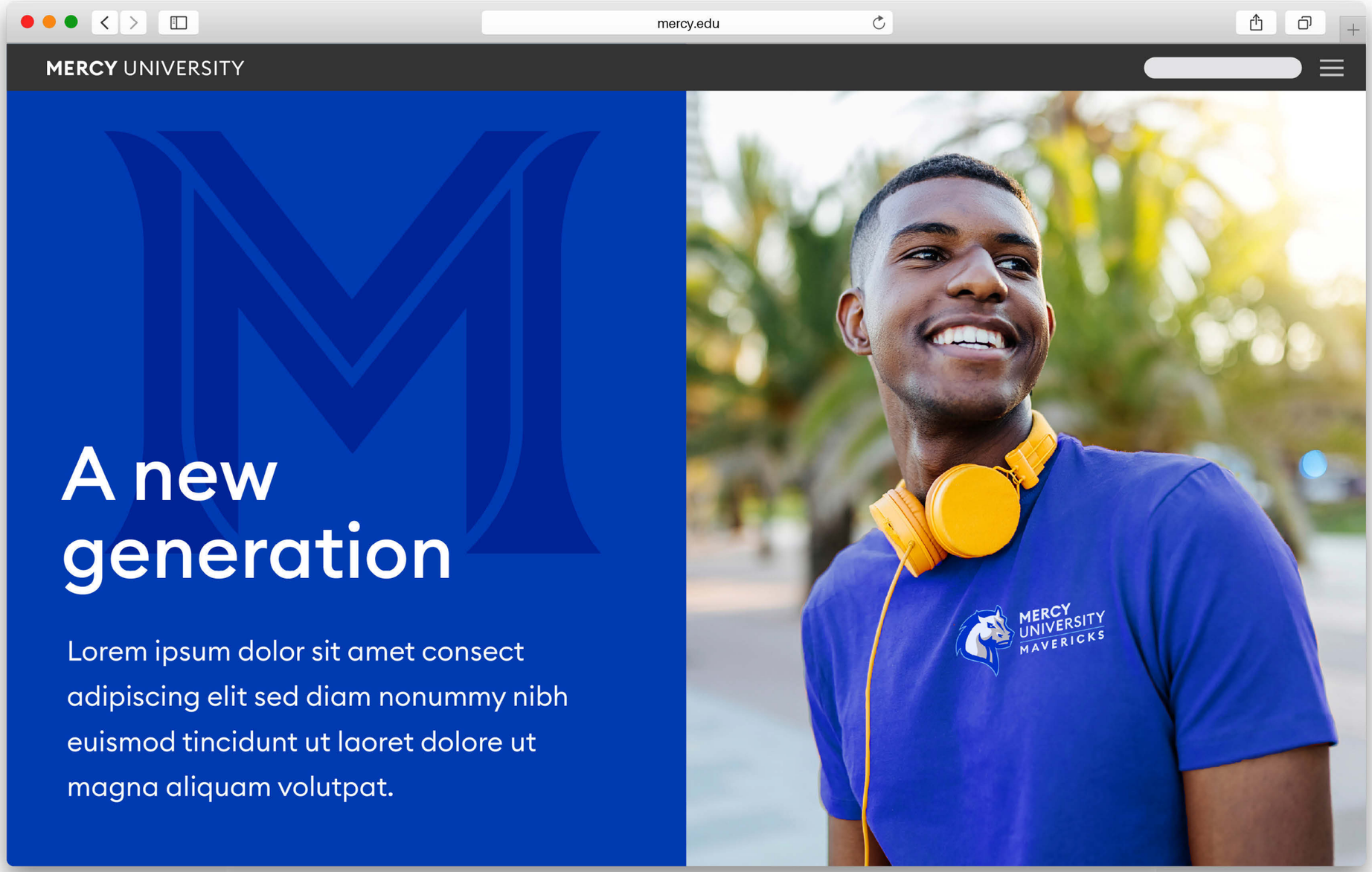
DON'T use image filters or unnatural lighting effects

10

Applications

MERCY
UNIVERSITY

MERCY
UNIVERSITY


mercy.edu
MERCY UNIVERSITY
A new generation
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MERCY UNIVERSITY MAVERICKS

MERCY UNIVERSITY

Take the next step!

Michael,

Take the next step and secure your spot at Mercy University for fall 2024.

You've done the hard work considering your college choices, perfecting your application, waiting for your acceptance.
The rest is easy.

Let us know you are a YES and submit your enrollment deposit through your student portal.

This will save your seat at Mercy and let us know you are ready to start classes.

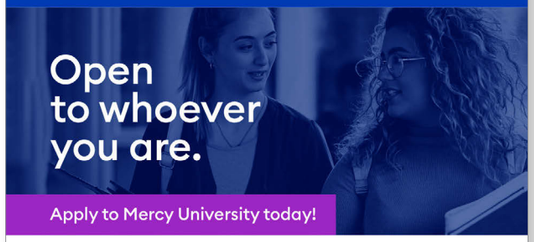
Deposit Today

Your counselor is ready to answer any questions you might have. Set up some time to speak on the phone or video call with Mary Williams at mwilliams@mercy.edu

MERCY UNIVERSITY

1.877.MERCY.GO
Dobbs Ferry | Bronx | Manhattan | Online

MERCY UNIVERSITY



Apply to Mercy University today!

Kristen,

Good news: applying to Mercy University is quick and easy.

Even better news: there is still time to apply for spring 2023 at Mercy. Time is running out though so you need to get started ASAP.

We are reviewing applications on a first come first served basis, that way we can get you your admissions decision as soon as possible.

The best news: we will be there with you every step of the way to make sure you reach your goals.

Apply Today

Also, consider completing your **Free Application for Federal Student Aid (FAFSA)**. This will let us award scholarship grants and work study programs.

Questions? Just reach out to admissions@mercy.edu to set up a video or phone call.

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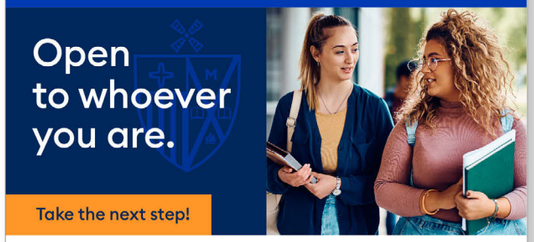
MERCY UNIVERSITY



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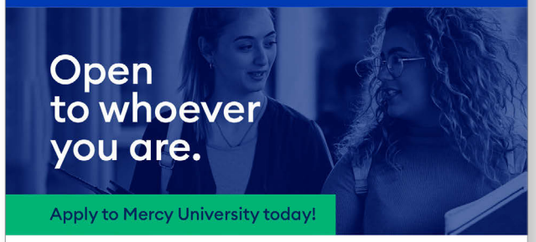
MERCY UNIVERSITY



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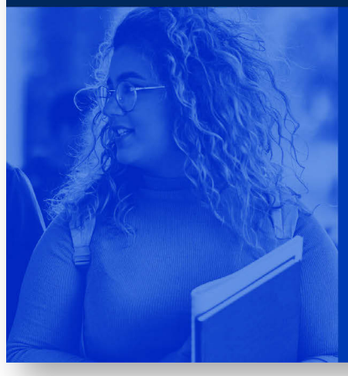
Alumni Relations



Achievement Awards
Reception

Thursday, February 7, 2023

Hutchison Metro Center | 122 Waters Pl. Bronx, NY

Message from the President

"We welcome you to participate in the endless opportunities at Mercy University, joining talented scholars, scientists, artists, writers and others who have been drawn from all over the world to teach, perform, create, and study in a place where everyone belongs."

– Susan L. Parish

MERCY
UNIVERSITY
MAVERICKS

MERCY
UNIVERSITY
MAVERICKS

A new generation
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MERCY
UNIVERSITY
mercy.edu

Brand World Summary

MERCY UNIVERSITY

MERCY UNIVERSITY NEW YORK

INSERVIENDO CONSUMERE

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCcDd
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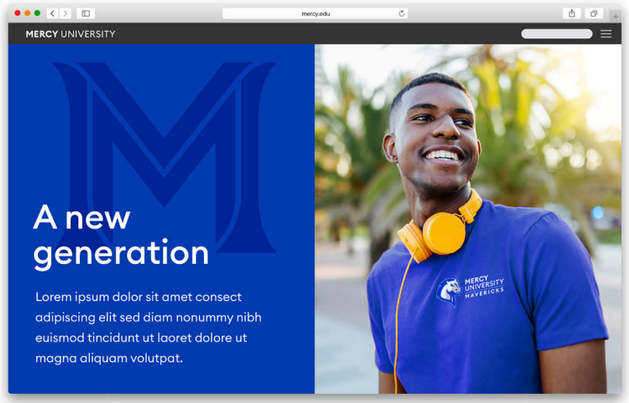

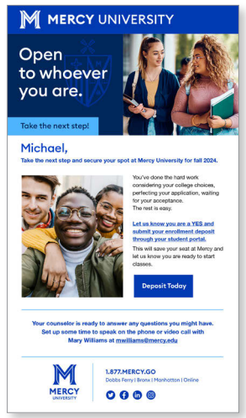

11

Contact

Contact

For brand guidelines assets or inquiries please contact

Kristen Sangregorio
Creative Director

ksangregorio@mercy.edu

Thank You