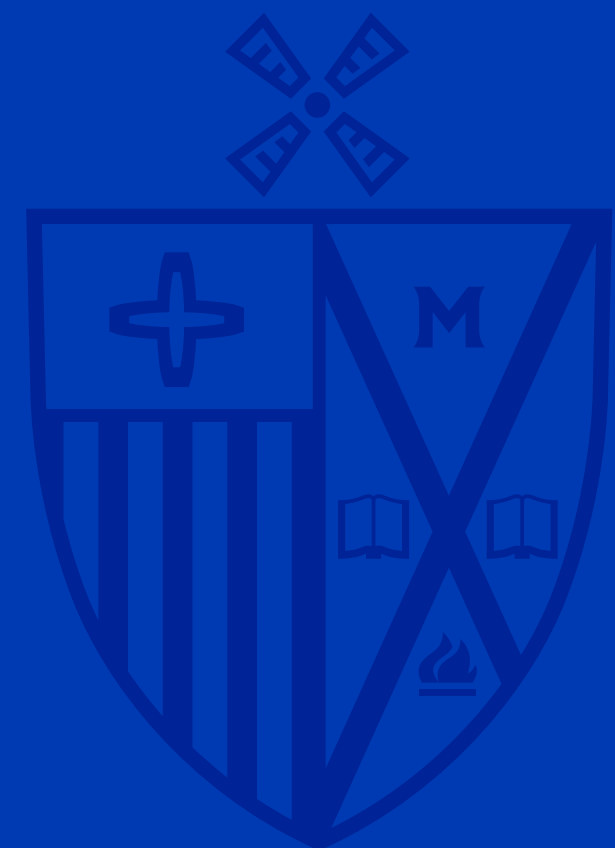




Typography
July 2023



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.

HEADLINES

Euclid Circular Medium

aAbBcCdD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#%&

SUBHEADINGS

Euclid Circular Semi-Bold

aAbBcCdD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#%&

BODY COPY

Euclid Circular Regular

aAbBcCdD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#%&

LARGE SCALE BODY COPY

Euclid Circular Light

aAbBcCdD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#%&

Typography Formatting

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

HEADLINES
Euclid Circular Medium
Title case
(Kerning -10)

Headline Copy

LARGE SCALE BODY COPY
Euclid Circular Light
Sentence case

Lorem ipsum ossuntorum siminve
nistrupta conet aut alicitasi devel as
moluptist, ommo cores explaborerro
quiasperitem at volum eossequ

SUBHEADINGS
Euclid Circular Semi-bold
All caps

SUBHEADINGS AND CALLOUTS

Lorem ipsum ssuntorum siminve nistrupta conet aut de
vel id mouptist, ommo cores explaborerro quiaspeitem un
at volum eossequ asitemporem et eos et faciamam quid
mo dis voluptatus voluptaque parupta cusdanis est ipsam
que eset offictas ad erum voluptate nam qui same volut
ilicaboribus id experum is magnimusdae reptaque quemi
omnimi eratumq volum eossequ.

BODY COPY
Euclid Circular 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 and feel for more formal communications. Some examples of where best to use the secondary font would be: alumni communications, announcements from senior faculty, and gala events.

Charter Roman

aAbBcCdD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910!@#\$%&

USAGE EXAMPLES



MERCY
UNIVERSITY
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

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

~~HEADLINE
COPY~~

DON'T use bold fonts for large scale copy

~~Lorem ipsum ossuntorum siminve
nistrupta conet aut alicitasi devel as
moluptist, ommo cores explaborerro
quiasperitem at volum eossequ~~

DON'T use excessive letter spacing

~~SUBHEADINGS AND CALLOUTS~~

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

~~Lorem ipsum ssuntorum siminve nistrupta conet aut de
vel id moupstist, ommo cores explaborerro quiaspeitem un
at volum eossequ asitemporum et eos et faciamam quid
mo dis voluptatus voluptaque parupta cusdanis est ipsam
que eset offictas ad erum voluptate nam qui same volut
ilicaboribus id experim is magnimusdae reptaque quemi
omnimi eratumq volum eossequ.~~