DETROIT MERCY LAW

EDUCATING THE COMPLETE LAWYER

Brand
Standards
Guide

07.2016

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INTRODUCTION

WHAT'S IN A NAME?

At Detroit Mercy Law, we take pride in teaching and nurturing tomorrow's lawyers right in the heart of one of America's greatest cities. Our very name proudly evokes Detroit's ethos as a place of hard work, practicality and dedication. It's a feeling that is self-evident in our supportive, hands-on classrooms. This law school has been shaped by a long history of innovation. We will boldly proclaim this with our new Brandline: **Educating the Complete Lawyer.**

WHY IS A BRAND STANDARDS GUIDE NECESSARY?

As we progress, it is important that our brand identity align with the integrity of the school. This is achieved through consistency in every facet of visual communication. This guide is designed to support that effort and strengthen the Detroit Mercy Law brand perception in the community.

HOW IS THE NEW IDENTITY IMPLEMENTED?

This brand standards guide must be used by everyone who produces Detroit Mercy Law materials. While implementing Detroit Mercy Law's brand identity standards doesn't mean that all materials must look exactly alike, it does mean they must look professional and look like they belong in the same family, with signatures, fonts, colors, and correct grammar and messaging used consistently. All materials must adhere to the standards contained in this guide in order to maintain a high-quality Detroit Mercy Law look and feel.

Materials governed by this brand standards guide include, but are not limited to, the following: letters, emails, viewbooks, catalogues, brochures, flyers, fact sheets, annual reports, publications, official websites, periodicals, newsletters, print and broadcast advertising, promotional videos, stationery and business cards, banners and posters, indoor and outdoor signage, promotional items and merchandise.

THE IDENTITY

DETROIT MERCY LAW

EDUCATING THE COMPLETE LAWYER

SIGNATURE

The Signature is composed of three elements: University of Detroit Mercy Logo, Wordmark (Detroit Mercy Law) and Brandline (Educating the Complete Lawyer).

DETROIT MERCY LAW

EDUCATING THE COMPLETE LAWYER

WORDMARK WITH BRANDLINE

The Wordmark with Brandline must always be shown in close proximity to University of Detroit Mercy Logo.

DETROIT MERCY LAW

WORDMARK WITH LOGO

The Wordmark with University of Detroit Mercy Logo can be used separately.

DETROIT MERCY LAW

WORDMARK

Wordmark must always be shown in close proximity to Brandline and University of Detroit Mercy Logo.

EDUCATING THE COMPLETE LAWYER

BRANDLINE

The Brandline is designed to stand alone as a statement, or be associated with the Signature.

CLEAR ZONES

DETROIT MERCY LAW
EDUCATING THE COMPLETE LAWYER

X

SIGNATURE

WORDMARK WITH BRANDLINE

WORDMARK WITH LOGO

WORDMARK

DETROIT MERCY LAW
EDUCATING THE COMPLETE LAWYER

X

The immediate recognition and overall visibility of Detroit Mercy Law Signature or Wordmark can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the Wordmark or Signature. This area is referred to as the "clear zone."

DETROIT MERCY LAW

X

Measure the height of the "D" in Detroit Mercy Law (X). A clear zone must be equal to or greater than X.

DETROIT MERCY LAW

X

A tight application clear zone can be used for applications with limited space. This clear zone must be equal to or greater than 1/2-X.

EDUCATING THE COMPLETE LAWYER

Y

BRANDLINE
Measure the height of the "Y" in Lawyer (Y). A clear zone must be equal to or greater than Y.

MINIMUM SI

LOGO
When used on its own, the minimum size is 3/8-inch wide.

SIGNATURE STACKED
Minimum size is 1-1/4-inch wide.

LOGO + WORDMARK VERTICAL
Minimum size is 3/4-inch wide.

WORDMARK + BRANDLINE
Minimum size is 1-1/2-inch wide.

BRANDLINE STACKED
Minimum size is 3/4-inch wide.

BRANDLINE
When used on its own, the minimum size is 1-5/16-inch wide.

IMPROPER USAGE

Do not use unapproved color combinations.

Do not improperly constrain the identifier.

Do not place on a low-contrast background.

Do not skew or rotate the identifier.

COLOR PALETTE

PRIMARY COLORS

When used correctly and consistently, Detroit Mercy Law's color palette will help unify our communications and boldly differentiate us from our competitors.

PANTONE 1945
5C 100M 55Y 28K
166R 9G 61B
#A6093D

PANTONE 288
100C 80M 6Y 32K
0R 45G 114B
#002D72

ACCENT COLOR

This color is meant to be used for design accents only, and should never dominate the primary colors.

PANTONE 645
56C 21M 2Y 8K
124R 160G 197B
#7CA0C5

Pantone Colors can be reproduced using one of these formulas:
- Pantone For offset printed materials or signage with match colors, use the Pantone version.
- CMYK For printed materials using the four-color process.
- RGB & HEX For Microsoft Office Suite, web and other digital media.

Aa Aa Baskerville

Regular	ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
Italic	*ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890*
SemiBold	**ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890**
SemiBold Italic	***ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890***

Aa Aa Frutiger

55 Roman	ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890
56 *Italic*	*ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890*
65 Bold	**ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890**
66 Bold Italic	***ABCDEFGabcdefghijklmnopqrstuvwxyz1234567890***

Baskerville and Frutiger—Detroit Mercy Law's main type families—are used in the majority of communications applications, such as brochures, flyers, publications, newsletters, print and broadcast advertising, promotional videos, stationery and business cards, banners and posters, indoor and outdoor signage, and promotional items.

PREFERRED USE:

BASKERVILLE, a classic old-style serif typeface, is used for body text, but it can be used for headlines, initial caps and intro segments.

FRUTIGER, a clear and highly legible sans serif typeface, is used for headlines, initial caps and intro segments to text, but it can be used for body text as well.

MICROSOFT OFFICE SUITE APPLICATIONS:

It is recommended that Arial (for Frutiger) and Times Roman (for Baskerville) are used for Microsoft Office Suite applications. These fonts are universally available and will provide Detroit Mercy Law with a seamless transition as the brand is used and implemented.

INDEX: LOGO

Pantone 1945 + Pantone 288
File name: LOGO_SC

Pantone 1945 + Pantone 288 + White
File name: LOGO_SC_WHT

4-Color Process
File name: LOGO_4C

4-Color Process + White
File name: LOGO_4C_WHT

Black
File name: LOGO_BLK

White
File name: LOGO_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png   Use in Microsoft® Office Suite and digital applications.

             JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: LOGO + WORDMARK

STACKED

Pantone 1945 + Pantone 288
File name: UDM_DML_ST_SC

Pantone 1945 + Pantone 288 + White
File name: UDM_DML_ST_SC_WHT

4-Color Process
File name: UDM_DML_ST_4C

4-Color Process + White
File name: UDM_DML_ST_4C_WHT

Black
File name: UDM_DML_ST_BLK

White
File name: UDM_DML_ST_WHT

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eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

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Pantone 1945 + Pantone 288
File name: UDM_DML_H_SC

Pantone 1945 + Pantone 288 + White
File name: UDM_DML_H_SC_WHT

4-Color Process
File name: UDM_DML_H_4C

4-Color Process + White
File name: UDM_DML_H_4C_WHT

Black
File name: UDM_DML_H_BLK

White
File name: UDM_DML_H_WHT

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INDEX: LOGO + WORDMARK

VERTICAL

Pantone 1945 + Pantone 288
File name: UDM_DML_V_SC

Pantone 1945 + Pantone 288 + White
File name: UDM_DML_V_SC_WHT

4-Color Process
File name: UDM_DML_V_4C

4-Color Process + White
File name: UDM_DML_V_4C_WHT

Black
File name: UDM_DML_V_BLK

White
File name: UDM_DML_V_WHT

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png   Use in Microsoft® Office Suite and digital applications.
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STACKED

Pantone 1945 + Pantone 288
File name: UDM_DML_BL_ST_SC

Pantone 1945 + Pantone 288 + White
File name: UDM_DML_BL_ST_SC_WHT

4-Color Process
File name: UDM_DML_BL_ST_4C

4-Color Process + White
File name: UDM_DML_BL_ST_4C_WHT

Black
File name: UDM_DML_BL_ST_BLK

White
File name: UDM_DML_BL_ST_WHT

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HORIZONTAL

Pantone 1945 + Pantone 288
File name: UDM_DML_BL_H_SC

Pantone 1945 + Pantone 288 + White
File name: UDM_DML_BL_H_SC_WHT

4-Color Process
File name: UDM_DML_BL_H_4C

4-Color Process + White
File name: UDM_DML_BL_H_4C_WHT

Black
File name: UDM_DML_BL_H_BLK

White
File name: UDM_DML_BL_H_WHT

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eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

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DETROIT MERCY LAW
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DETROIT MERCY LAW
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Pantone 1945 + Pantone 288
File name: DML_BL_H_SC

4-Color Process
File name: DML_BL_H_4C

DETROIT MERCY LAW
EDUCATING THE COMPLETE LAWYER

DETROIT MERCY LAW
EDUCATING THE COMPLETE LAWYER

Black
File name: DML_BL_H_BLK

White
File name: DML_BL_H_WHT

PLEASE NOTE:
Wordmark with Brandline
must always be shown in close
proximity to University of
Detroit Mercy Logo.

eps, jpg and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps   Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png   Use in Microsoft® Office Suite and digital applications.

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STACKED

DETROIT MERCY LAW

Pantone 1945
File name: DML_ST_SC

DETROIT MERCY LAW

4-Color Process
File name: DML_ST_4C

DETROIT MERCY LAW

Black
File name: DML_ST_BLK

DETROIT MERCY LAW

White
File name: DM_ST_WHT

PLEASE NOTE:
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DETROIT MERCY LAW

DETROIT MERCY LAW

Pantone 1945
File name: DML_H_SC

4-Color Process
File name: DML_H_4C

DETROIT MERCY LAW

DETROIT MERCY LAW

Black
File name: DML_H_BLK

White
File name: DML_H_WHT

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EDUCATING THE COMPLETE LAWYER

EDUCATING THE COMPLETE LAWYER

Pantone 288
File name: BL_H_SC

4-Color Process
File name: BL_H_4C

EDUCATING THE COMPLETE LAWYER

EDUCATING THE COMPLETE LAWYER

Black
File name: BL_H_BLK

White
File name: BL_H_WHT

DETROIT MERCY LAW

PLEASE NOTE:
Brandline must always be shown in close proximity to
University of Detroit Mercy Logo and Wordmark.

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Detroit Mercy Law
651 East Jefferson Avenue
Detroit, Michigan 48226-4349
313-596-0200
www.law.udmercy.edu

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Update | 1.30.2026 | Removed outdated contact information