

# **MOUNT OLIVE COLLEGE**

## **PRESENTATION STANDARDS AND GRAPHIC IDENTITY POLICY STATEMENT**

### **CONSISTENT GRAPHIC IDENTITY**

Mount Olive College must have a consistent, cohesive graphic identity. In terms of marketing, repetition of an image is vitally important. In terms of credibility, an institution shows integrity, stability and strength when all of its written communications have a similar, if not identical look. It is critical, therefore, that all administrators, faculty and staff understand the importance of this principle and take ownership of the use of appropriate graphic identity.

All materials printed by Mount Olive College, or in the name of Mount Olive College, must follow this version of the Mount Olive College Presentation Standards.

At Mount Olive College we want to present a clear, concise and consistent image to our various constituencies. The quality and consistency of all graphic and print presentations should be recognizable because all College departments, units, and locations will use these guidelines. The Presentation Standards of the College provide the focus for producing consistently high quality communications.

Quality and professionalism in communications depend upon the adherence to a standard and consistent style of print and graphic preparation.

As established by the President of the College, responsibility for maintaining the graphic identity and technical standards consistent with institutional goals rests with the Office of Public Affairs and the Marketing Office. Both offices should be involved during the planning and production of any publication- such as for student recruitment, public relations, advertising or fundraising- directed to an external audience.

*The Office of Public Affairs and the Marketing Office are directed to screen publications for consistency with College objectives and will apply College standards to writing style, photography and printing procedures. The text and graphic presentation of all advertisements, informational brochures, and marketing materials is to be reviewed by the Director of Public Affairs and the Director of Marketing.*

Materials intended only for internal audiences- such as bulletins and internal newsletters- need not be produced by the Office of Public Affairs or the Marketing Office, but they should follow policy standard guidelines.

Publications produced by students, and materials designed to promote specific events- such as fine arts events- are exempt from the presentation and standard guidelines, except if they employ the College's authorized graphic representations, in which case they must be employed appropriately.

Use of clip art and photographs will be closely evaluated for appropriateness, good taste, and conformity with graphic standards.

## **USE OF THE COLLEGE MARK**

The College Mark (known as the Lamp Mark) is an official representation of the College used on official stationary and printed materials designed for on- and off- campus communication, including print and television advertising. As designed, the logo accomplishes several objectives; it presents a crisp, clean, professional appearance; it is appropriate to the academic institution and incorporates key elements of the College Seal (the Cross, the Lamp, the Book, and the charter date of Mount Olive College) in a clear, simple design that has market appeal and is easily reproduced. It invokes attention to the College's Christian mission and conveys impressions of high quality, achievement, transcendence and tranquility, all hallmarks of Mount Olive College. Most recently we have added to the Mark, our Transforming message (refer to diagram). Two renditions of the Mark have been designed and can be used interchangeably as space permits.

The logo and mark consists of 100% black lines on a white background (no colors or shading) and must be reproduced as designed, since altering it in any way will compromise its effectiveness. In advertising and other documents reproducing the Mark in reverse may be allowed in appropriate circumstances.

Except for business cards, the minimum size at which the Mark may be reproduced is 5/8-inch wide and height-proportional.

All College logos are located on the MOC website at [www.moc.edu](http://www.moc.edu) under news and events. For special assistance regarding the College logo, seal or mark, contact the Office of Public Affairs.



**MOUNT OLIVE  
COLLEGE**

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TRANSFORMING EDUCATION.  
TRANSFORM YOUR LIFE.



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### **SCHOOL/DEPARTMENTAL LOGOS**

For the purpose of consistency and increased name recognition, the College has a standard logo that can be adapted for any school/department (example below). For assistance, please contact the Office of Public Affairs



## MOUNT OLIVE COLLEGE

INSTITUTIONAL  
PLANNING AND SUPPORT

### **THE COLLEGE SEAL**

The College Seal is used on diplomas and other documents requiring insignia for official and legal purposes. Additionally, it is used on printed programs of Commencement and Founders' Day. It is not to be used commonly to identify the College in printed materials; nor is it to be used as an identifying or decorative element on publications either for internal or external audiences. Uses of the Seal not outlined in this policy must be designed or approved by the President.

### **OFFICIAL TITLE AND RULES OF NOMENCLATURE IN TEXTWRITING**

For purposes of public and private presentation, our name is Mount Olive College, not just Mount Olive. "Mount" should never be abbreviated. The name should be used in complete form on first reference in any correspondence, in letterhead, business cards, brochures, etc.

When used as an adjective, to describe a person, program, or any thing affiliated with the College, the adjective should include the complete name on first reference, e.g., Mount Olive College senior, Mount Olive College campus, Mount Olive College curriculum.

The pronoun "it" may be used to refer to Mount Olive College, never "he" or "she." Mount Olive College may be referred to in writing as an "institution" but never as a "school."

## **LOCATIONS**

Mount Olive College in the town of Mount Olive may NOT be referred to as the “main campus.” Mount Olive College locations outside Mount Olive should not be referred to as “satellites” or as “campuses,” rather as Mount Olive College locations (see below):

### **MOUNT OLIVE COLLEGE AT MOUNT OLIVE**

634 Henderson Street, Mount Olive, NC 28365  
(919) 658-2502 (800) 653-0854  
Fax (919) 658-7180

### **MOUNT OLIVE COLLEGE AT GOLDSBORO**

4 MSSQ/MSE, 1520 Goodson Street, Seymour Johnson AFB 27531-2411  
(919) 734-8585 or 1-800-NEW-GOAL  
Fax (919) 731-4217

### **MOUNT OLIVE COLLEGE AT NEW BERN**

2131 South Glenburnie Road, Suite 6, South Market Square, New Bern, NC 28562  
(919/252) 633-6365 or 1-800-NEW-GOAL  
Fax (252) 633-6365

### **MOUNT OLIVE COLLEGE AT RESEARCH TRIANGLE PARK**

5001 S. Miami Boulevard, Durham, NC 27703  
P.O. Box 12142 Research Triangle Park, NC 27709-2142  
(919) 941-2970 or 1-800-NEW-GOAL  
Fax (919) 941-2973

### **MOUNT OLIVE COLLEGE AT WILMINGTON**

1426 Commonwealth Drive, Wilmington, NC 28403  
(910) 256-0255 or 1-800-NEW-GOAL  
Fax (910) 256-4285

### **MOUNT OLIVE COLLEGE AT WASHINGTON**

4525 US Hwy 264 West  
Washington, NC 27889  
(252)-940-0146 or 1-800-NEW-GOAL  
Fax (252)940-0149

## **COLOR REPRODUCTION**

The official colors of Mount Olive College are green and white. For purposes of print reproduction, Pantone 567 should be used. Coordinating ink colors may be used in conjunction with Pantone 567. They are as follows Pantone 520 (purple), Pantone 540 (blue), Pantone 416 (gray), Pantone 136 (yellow) and black.

## **TYPEFACES**

On all correspondence materials (letterhead, envelopes, business cards, memos) the Garamond and Times New Roman typefaces shall be used.