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INTRODUCTION

An institution’s logo or visual identity is the dominant outward visual expression of its personality, values and aspirations. A distinctive Catholic community committed to transforming lives, Mount St. Mary’s University has local, regional, national and international audiences. Our logo and related visuals express our serious commitment to conveying the university’s brand image as well as the underlying qualities upon which our visual identities are built.

The Brand Standards is the guide to applying our image and identity to the materials through which we communicate to all our constituencies.

Consistent application of these standards over time will benefit Mount St. Mary’s University through improved awareness, recognition and professional appearance.

The Office of University Marketing & Communications

The Office of University Marketing & Communications strives to strengthen relationships between Mount St. Mary’s and its various publics. Whether through our publications, media relations, community relations, internal communications or the internet, we attempt to communicate effectively and honestly with our audiences.

An important part of our communications program is the guidance and assistance we offer individuals and departments on campus. We work with administrators, staff, faculty and students to publicize events, produce publications and assist with special programs and events.

The Office of University Marketing & Communications serves as the central source of information and assistance for all communications purposes, including publications, print, web, digital/interactive and media relations. For related information, please contact:

📞 301-447-5366 📧 communications@msmary.edu

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Nike, Apple, the American Heart Association and John Deere. Whether or not you have made a donation to, or own a product made by any of these companies, chances are you are familiar with what's called their visual identity – the specific logo, images, fonts and colors associated with each company. Think about the Nike swoosh, the red heart of the American Heart Association or the green color of every John Deere tractor. These elements combine to create a look that is easily recognizable as belonging to that company or product. It's how you know a Nike shoe was made by the Nike company and not Under Armour, or that your donation is going to the American Heart Association, and not the ASPCA.

The visual identity also makes a statement about each company. The logo, fonts, colors and images are specifically chosen to communicate the organization's mission, personality, values, purpose and tradition.

The visual identity also connects the organization to prospective customers. As such, it is updated periodically to reflect changes in best practices in the broader marketplace.

Mount St. Mary’s University has its own visual identity. The logo, colors and fonts reflect our mission, personality and core values. In 2016, the university began evaluating the current visual identity to see where improvements could be made in order to better reflect the future direction of the university and to better connect with prospective students. From this evaluation, the university determined it needed to refresh the visual identity to better position itself in the highly competitive market of higher education.
Our Name

The official name of the institution is Mount St. Mary's University.

The name, logo and seal are the copyrighted property of the institution and may not be used by any outside organization without prior permission.

In general text, on first usage, the name should be spelled out in full, with the word “Saint” abbreviated (to reflect consistency with its abbreviation in our logo), as shown:

» Mount St. Mary’s University

The entire name should be spelled out in full in formal documents such as citations, certificates, formal invitations, etc. Upon second or further reference, you may use:

» Mount St. Mary’s
» the Mount (note the lower case ‘t’ in ‘the’)

PLEASE NOTE
At no time is it acceptable to abbreviate the word “Mount” as “Mt.” Also, please avoid the abbreviation “MSMU,” except in sports writing where space is crucial.

Logo

The Mount St. Mary’s University logo represents the university wherever it appears as a unique symbol of identity for our institution, and it is important that the established guidelines for its use are followed. It is to be used as the main identifier of the university and should be used in any publication that leaves campus. If the Office of University Marketing & Communications is not producing your publication, logo files are available for download online at msmary.edu/logo

University Seal

The university seal is to be used on formal and official documents only. For publications and other applications not supervised by the Office of University Marketing & Communications or the Office of the President, permission is required for use of the seal.
THE BRAND // WHO WE ARE

Vision Statement
Mount St. Mary's University will be the No. 1 regional university in the Northeast by 2023, recognized for a relentless commitment to student success, financial sustainability and stewardship, and a faith- and values-based campus environment that inspires graduates to lead lives of meaning and purpose.

University Mission Statement
As a Catholic university, Mount St. Mary’s graduates ethical leaders who are inspired by a passion for learning and lead lives of significance in service to God and others.

Strategic Priorities

STUDENT SUCCESS
The Mount prepares a diverse student body to be ethical leaders who lead lives of significance in service to God and others. We do this by immersing students in a rigorous intellectual, social and spiritual experience, grounded in the Catholic intellectual tradition. The Mount prepares graduates for excellence in their lifelong pursuits through cultivating a zeal for learning.

FAITH- AND VALUES- BASED CAMPUS ENVIRONMENT
The Mount is deeply passionate about cultivating an environment rooted in our values to create a welcoming and engaged community. As the oldest independent Catholic university, we are steadfast in our mission, inviting all people of faith to embark on their spiritual journeys. We continuously strive to provide an exhilarating academic and social university experience, focused on education, teamwork and inclusion. Fostering a culture of service in all that we do, we are energized to serve one another with love, dignity and respect. We recognize the importance of enhancing our student quality of life and the responsibility of maintaining a safe and secure environment for our students, faculty, staff and visitors.

FINANCIAL SUSTAINABILITY AND STEWARDSHIP
The Mount's institutional culture of stewardship manifests as disciplined people, thought and action to ensure the efficient and effective use of time, talent, treasure and environment. Comprehensive financial and human resource plans provide the framework for priorities and decision-making. As stewards we generate and deploy resources to serve students and to reinvest in the long-term excellence of the Mount.
Live Significantly
The central theme for the Mount St. Mary’s mission statement is preparing students for success not only at the Mount, but also after graduation. The “Live Significantly” theme is both a challenge statement and an open invitation to join a community of believers in a better world. It means that you and everyone at the Mount are significant. It means that as a student here, you will learn, see and do things you never imagined possible. And lastly, it means you can – and will – make a difference for others in your career.

Positioning Statement
Each of us has but one life to live, and we choose how to spend it.

For students who want to shape their lives to make the world a better place, Mount St. Mary’s is there to challenge them academically, to share a set of values, to give spiritual guidance, and to provide unique leadership opportunities. The mountain setting of the campus also provides a tranquil environment to reflect and connect with nature, classmates, faculty and the local community, all the while learning and growing alongside some of the most gifted scholars and student-athletes in the country.

The result is a young adult, full of confidence, valuable skills, a global perspective, and ultimately prepared to serve others and live a life of significance.

Boilerplate Statement
Mount St. Mary’s University is a private, liberal arts, Catholic university located near the Catoctin Mountain in historic Emmitsburg, Maryland, with a satellite campus in Frederick, Maryland’s second largest city. The university offers more than 70 majors, minors, concentrations and special programs for traditional undergraduate students, and more than 20 adult undergraduate and graduate programs.
The voice and tone of the Mount St. Mary's is confident, challenging, encouraging, inclusive and inviting.

It says, “this is who WE are. This is what WE believe. If this sounds like you, join us.”

The specific point of view of the voice can change depending on the medium and the audience.

### TV & Video Media

In video, the voice will be that of an older undergraduate student or recent graduate. This is so that prospective students can see themselves as that person and connect with them on an emotional level. The student speaks in the plural subjective first person, using “we.” (i.e., “We are this. We do that.”)

### Web Properties

On web properties, the voice will shift back and forth from first to second person. Headlines and intro copy will use more of a collective “we” as the implied POV is no longer a student, but the university and the Mount community. The shift is due to the fact that the website is a Mount brand property, and the prospective student comes to the website understanding and expecting to be spoken to by the university (brand)—not a student or recent graduate. CTAs will be in the form of second person, with the implied subject being “you.” (i.e., “Learn more about us.”)

### External Advertising

The voice and POV of external advertising can be either plural subjective first person or second person. For instance, out-of-home and digital advertising will use succinct challenge statements such as, “Question Courageously” or “Learn Voraciously.” Here the implication is, “This is how Mount St. Mary’s thinks. They are challenging me (the viewer) to think and be like them.” In this case, the voice is second person, with the implied subject being “you.”

### Print Advertising

Print advertising and other mediums that allow for longer copy will shift between second person (headlines) and plural subjective first person for more detailed copy. For example:

*Headline:* “Question Courageously.” (second person)

*Body Copy:* “At Mount St. Mary’s, we not only expect students to think on their own, we encourage them to challenge ideas and think differently.” (plural first person)
THE BRAND // OUR AUDIENCES

External
Propective Students and Influencers
(Parents, families and guidance counselors)
  » Undergraduate – Regional
  » Undergraduate – National and International
  » Graduate and Professional

Frederick County Residents and Community

Business and Industry Partners

Internal
Current Students

Faculty, Staff and Administration

Alumni

Donors
The striking, clean look of the Mount St. Mary's University logo blends the old and the new. It looks forward while glancing back at the university’s historical roots. Visually, it combines the traditional image of the cupola atop the Terrace with the more modern arc above the university name. The juxtaposition touches on the Mount’s historical foundation as one of the oldest Catholic universities in America. The cross at the cupola’s peak is subtle, yet strongly present, reinforcing the Mount’s rich Catholic heritage and inclusive spiritual community. The cupola itself is an image that resonates with students, faculty, staff, administrators and alumni—all of the Mount’s key constituencies—and serves as a focal point. The combined elements were carefully chosen to represent the university, the National Shrine Grotto of Our Lady of Lourdes and the Seminary, and for the power of their emotional associations. At the same time, the logo works with a modern element – the arc – which symbolizes the Mount’s forward-thinking nature and captures the excitement of an institution on the verge of great changes. It adds an aspirational element that communicates what the Mount is going to be. The arc is also an abstract representation that adds dramatic flair to the straight line of the name and suggests the hills which enfold the campus and the cupola, a symbolic tribute to its location which forges a physical connection with the university.

The font used is Goudy Trajan, a classically elegant font with strong historical roots that has stood the test of time. It is open and light, while the all-caps treatment lends a solid feel and an air of substance. The classic, rich color blue connects to the Mount’s history. The simple, uncluttered aesthetic of the logo design is meant to clarify readability and enhance impact.
Primary Logo – Stacked
The logo is the single, strongest visual representation of the university. It is how the world sees and recognizes us.

The official Mount St. Mary’s University logo is a combination mark consisting of a graphic symbol with accompanying customized typography in a “stacked” format. It should be used in all external communications – print, web or electronic materials — and on items such as signage, clothing, accessories, promotional items, etc.

Using the university logo properly and consistently is critical to creating a strong brand presence.

Logo files are available for download at:
msmary.edu/logo

PLEASE NOTE
The logo is only acceptable in Mount navy blue (PANTONE 295), or in the specified process color conversions of the PANTONE color for print and web usage (SEE PAGE 19).

When restrictions limit the use of color, the logo may present in white or black.
Alternate Logo – Horizontal

For situations where the primary, stacked version of the logo will not suit the application, it is acceptable to use the alternate, horizontal logo.

Logo files are available for download at:
msmary.edu/logo

PLEASE NOTE

The logo is only acceptable in Mount navy blue (PANTONE 295), or in the specified process color conversions of the PANTONE color for print and web usage (SEE PAGE 19).

When restrictions limit the use of color, the logo may present in white or black.
Minimum Clear Area

When the logo is used in marketing materials with photography, illustration or other typography, a minimum amount of clear space must surround the logotype to ensure visibility and integrity. This space is illustrated below:

**PRIMARY LOGO - STACKED**

The logo “Minimum Clear Area” is calculated in values of “X”

X = 1x the squared height of the space from the ruleline above “UNIVERSITY” to the ruleline below “UNIVERSITY”

**ALTernate LOGO - HORIZONTAL**

The logo “Minimum Clear Area” is calculated in values of “X”

X = 1x the squared height of the space beneath “MOUNT ST. MARY’S” and the bottom of the graphic symbol (cupola)
Minimum Reproduction Size

The stacked, primary logo may not be reproduced any smaller than one-half inch in width.

0.50” wide = minimum reproduction size

The horizontal version of the primary logo may not be reproduced any smaller than one inch in width.

1” wide = minimum reproduction size
Logo Do’s and Don’ts

Respecting the logo is also respecting ourselves. Using it improperly will diminish our ability to solidly establish our visual identity and maximize our brand’s effectiveness and recognition.

**PLEASE DO:**

- Reproduce the logo exactly as it appears to the left, in Mount navy blue (PANTONE 295), or in the specified process color conversion of the PANTONE color (SEE PAGE 19).
- Use a background color that renders the logo readable.
- Use a background image that renders the logo readable.

**DO NOT:**

- Alter the colors of the logo.
- Distort the logo in any way.
- Outline the logo.
- Use a background color that renders the logo unreadable.
- Use a background image that renders the logo unreadable.
- Add effects such as drop shadows, bevels, textures or glow.
- Change the size relationship or positioning of the logo elements.
- Adapt the logo or imply official university endorsement.

Ultimate Frisbee
University Seal

The university seal is specifically for official documents originating from the Office of the President. To signify importance, only the Office of the President shall receive a unique, identifying logo.

All other departments or divisions should use the primary logo and identify themselves in produced materials outside of the Mount St. Mary’s University logo. All similar use restrictions apply.
Primary & Secondary Logos for Offices, Departments, Schools and Programs

The logo with a secondary level is available in two orientations: stacked and horizontal.

STACKED & HORIZONTAL ORIENTATION

Each office, department, school or sub-brand should use only the approved and supplied versions of its logo lockup. In no case should the logos be altered, redrawn, distorted or recreated. An independently designed secondary graphic mark for an office, department, school or sub-brand is not permitted.

Logo files are available for download at: mssmary.edu/logo

PLEASE NOTE

» The primary logo is required; the use of a secondary level in the logo is optional.

» The logo is only acceptable in Mount navy blue (PANTONE 295), or in the specified process color conversion of the PANTONE color (SEE PAGE 19).

» When restrictions limit the use of color, the logo may present in white or black.

» Athletic logos and marks cannot be sub-branded with university identification lines.
Internal Campus Logos

For the university brand to “speak with one voice,” the Mount St. Mary’s brand identity extends into internal campus logos in very limited use cases. While sharing the same mission yet having individual personalities, the internal campus logos are prominently linked to the university’s core brand while requiring differentiation as they provide distinctive applications for their specific areas of influence.

INTERNAL CAMPUS LOGOS MUST MEET THE FOLLOWING CRITERIA:

» Used for advising, academic support, co-curricular, experiential and/or other student-related services.
» Used for campus-based, internal-focused service storefronts.
» Directed toward internal campus-facing primary audience (staff, faculty and students). All external outreach MUST also include the official Mount St. Mary’s University logo.

ADDITIONAL CLARIFICATIONS:

» Offices, departments, schools, divisions and programs should follow approved university guidelines. Logo files are available for download at: msmary.edu/logo
» Buildings and specific facilities that include rooms, auditoriums, offices and collaborative spaces do not qualify for a unique mark. Please contact Physical Plant for assistance and/or specific signage guidelines for any requests of this nature.
» Student organizations must contact the Office of University Marketing & Communications for approval on logos that have been independently created.

PLEASE NOTE

» The Office of University Marketing & Communications maintains marketing and advertising guidelines, as well as regulates the use of all subsets and logos. Contact the Office of University Marketing & Communications for assistance with any logo not posted on msmary.edu/logo

Examples
## Visual Identity Standards // Brand Colors

### Brand Colors // Primary Usage

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX/HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PANTONE 295 C</strong></td>
<td>R 0 G 40 B 85</td>
<td>C 100 M 69 Y 8 K 54</td>
<td>#002855</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>R 0 G 0 B 0</td>
<td>C 0 M 0 Y 0 K 0</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td><strong>PANTONE 871 C</strong></td>
<td>R 132 G 117 B 78</td>
<td>C 0 M 17 Y 55 K 50</td>
<td>#84754E</td>
</tr>
</tbody>
</table>
VISUAL IDENTITY STANDARDS // BRAND COLORS CONTINUED

Brand Colors // Secondary Usage

**PANTONE 151 C**
- R 255  G 130  B 0
- HEX/HTML FF8200
- C 0  M 60  Y 100  K 0

**PANTONE 7421 C**
- R 101  G 29  B 50
- HEX/HTML 651D32
- C 18  M 100  Y 45  K 67

**PANTONE 7723 C**
- R 80  G 166  B 132
- HEX/HTML 50A684
- C 69  M 0  Y 54  K 7

**PANTONE 7713 C**
- R 0  G 125  B 138
- HEX/HTML 007D8A
- C 100  M 0  Y 30  K 26
# VISUAL IDENTITY STANDARDS // BRAND COLORS CONTINUED

Brand Colors // Neutrals

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<th>Hex/HTML</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 7500 C</td>
<td>DFD1A7</td>
<td>3</td>
<td>5</td>
<td>26</td>
<td>2</td>
</tr>
<tr>
<td>PANTONE Cool Gray 1 C</td>
<td>D9D9D6</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>PANTONE Cool Gray 5 C</td>
<td>B1B3B3</td>
<td>13</td>
<td>9</td>
<td>10</td>
<td>27</td>
</tr>
<tr>
<td>PANTONE Cool Gray 10 C</td>
<td>63666A</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>66</td>
</tr>
<tr>
<td>PANTONE Black 6 C</td>
<td>101820</td>
<td>100</td>
<td>79</td>
<td>44</td>
<td>93</td>
</tr>
</tbody>
</table>
Typography Standards

To ensure consistency across all digital and printed materials, the following are standards for typography.

**Goudy Trajan** is the typeface used for the Mount St. Mary’s University logo. This is an all-caps font that is suitable for headlines and display uses in more formal advertising and print materials, such as invitations, Commencement collateral, communications from the Office of the President, etc. This font is NOT suggested for digital/web usage.

**Goudy (Old Style, Old Style Italic, Bold, Bold Italic, and Extra Bold)** is the suggested body typeface for more formal advertising and print materials, such as invitations, Commencement collateral, communications from the Office of the President, etc. This font is NOT suggested for digital/web usage.

**Roboto** is a sans serif font that subtly contrasts the more traditional look of the Goudy font and provides great flexibility with its multiple weights and variations. This font is suggested for both print and digital/web usage.

**Roboto Condensed** is a sans serif font that subtly contrasts the more traditional look of the Goudy font and provides great flexibility with its multiple weights and variations. This font is suggested for both print and digital/web usage.

**All fonts are available for download at:**
[msmary.edu/brandstandards](http://msmary.edu/brandstandards)
VISUAL IDENTITY STANDARDS // TYPOGRAPHY

GOUĐY TRAJAN

REGULAR
ABCDEFGHJKLMNØPQRSTUVWXYZ
1234567890

MEDIUM
ABCDEFGHJKLMNØPQRSTUVWXYZ
1234567890

BOLD
ABCDEFGHJKLMNØPQRSTUVWXYZ
1234567890

Goudy Old Style | GOUDY OLD STYLE

Roman
ABCDEFGHJKLMNØPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890

Bold
ABCDEFGHJKLMNØPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890

Italic
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abcdefghijklmnpqrstuvwxyz
1234567890

Bold Italic
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abcdefghijklmnpqrstuvwxyz
1234567890
### Typography

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<th>Light</th>
<th>Medium</th>
<th>Medium Italic</th>
<th>Black</th>
<th>Bold Italic</th>
</tr>
</thead>
<tbody>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcddefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Light</td>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcddefghijklmnopqrstuvwxyz 1234567890</td>
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</tr>
</tbody>
</table>

### Visual Identity Standards // Typography Continued
Roboto Condensed | ROBOTO CONDENSED

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890