



UNIVERSITY OF  
MOUNT SAINT VINCENT



ALL WAYS  
*forward*

BRAND GUIDELINES

# About This Document

Our brand is the heartbeat of our institution. It echoes our values, mission, and history, and envisions a brighter future grounded in these principles.

At the University of Mount Saint Vincent, what we do is deeply personal. It's rooted in the work of the Sisters of Charity of New York, who championed putting people first. Whether we're welcoming new students and their families to campus, or giving back to our local community, all of us at the University believe in the transformative power of deep, personal connection.

This dedication drives our commitment to the progress and potential of every student. Here, we see each student's unique journey toward success as a reflection of the neighboring Hudson River—fluid, ever-changing, always moving forward.

Through our storytelling, we aim to build emotional bonds that build loyalty and trust with our key audiences. These guidelines empower everyone—whether designer, marketer, faculty, or staff—to effectively tell our story and connect with our diverse audiences. This document forms the foundation of a cohesive platform, ensuring that every one of our interactions and communications reflects the true essence of Mount Saint Vincent.

With a well-informed rationale for every element, these guidelines reflect our brand's strength and offer flexible, nuanced guidance for bringing our story to life with precision, clarity, and passion. Designed to evolve alongside our institution and community, this dynamic document supports our continual growth, presenting our most authentic self to New York City and the world.



# CONTENTS

|                     |    |
|---------------------|----|
| Introduction        | 4  |
| Strategy            | 7  |
| Voice and Tone      | 17 |
| Identity            | 25 |
| Visual Language     | 50 |
| Bringing It to Life | 68 |

SECTION 1

# Introduction

## **What Is a Brand?**

### **The Foundation of a Great Brand**

All of the assets in this document for the University of Mount Saint Vincent brand can be found on the Brand Toolkit website:  
**[university.mountsaintvincent.edu](http://university.mountsaintvincent.edu)**

If you're looking for additional guidance or resources, or simply have questions about applying the brand, please email us:  
**[branding@umsv.edu](mailto:branding@umsv.edu)**

# What Is a Brand?

Our brand is an enduring platform that shapes how the University of Mount Saint Vincent is perceived and experienced by our many audiences. It captures our values, vision, identity, and motivations. It forges connections between us and the broader community, building rapport and trust.

It's more than a logo, a slogan, or an ad campaign. Our brand lives through:

- the promise we make to our audiences
- the essence of our institution
- the experience we create
- the personality we convey
- the message we deliver
- the identity we express

At the University of Mount Saint Vincent, we've distilled our brand into a singular, authentic, compelling idea that informs the ways we tell our story—a narrative of opening hearts and challenging minds, ultimately in the pursuit of a more fulfilling and connected life.

Over time, this story will enhance our visibility, awareness, and reputation with prospective students, donors, partners, and other key audiences, positioning the University as a leading institution in New York City.

# The Foundation of a Great Brand

Great brands are built from the inside out. Our brand is built on years of tradition and authentic inclusivity, inspired by the Sisters of Charity of New York, who met each need they encountered with humility, simplicity, and charity. Our vision builds on these values, ensuring that our brand will sustain us for years to come.



## MISSION

Founded by the Sisters of Charity of New York, the University of Mount Saint Vincent is an academically excellent, authentically inclusive, independent university. Committed to the Vincentian-Setonian tradition and to ecumenism, the University combines a strong undergraduate core curriculum with a full array of majors in the liberal arts and, within the tradition of liberal education, selected professional fields of study.

The University also provides high quality opportunities for professional advancement, accomplishment, and service through graduate and certificate programs.

At Mount Saint Vincent, a student's education extends beyond knowledge, skills, and preparation for work. We seek the development of the whole person. In the spirit of Vincent de Paul and Elizabeth Ann Seton, we foster an understanding of our common humanity, a commitment to human dignity, and a full appreciation of our obligations to each other.

## SECTION 2

# Strategy

**Overview**

**Audiences**

**Positioning**

**Essence**

**Messaging**

**Personality**

Our strategy highlights our strengths, captures our personality, and defines what the University of Mount Saint Vincent brings to the world. It's the blueprint for building our brand.

# Overview

The brand strategy shapes how we position our brand and bring our “big idea” to life. It’s a tool we refer to for marketing plans, campaigns, and other initiatives.

## AUDIENCES

Whom do we serve?

## POSITIONING

What do we stand for?

## MESSAGING

What do we say, and why does it matter?

## PERSONALITY

How do we look, sound, and feel?



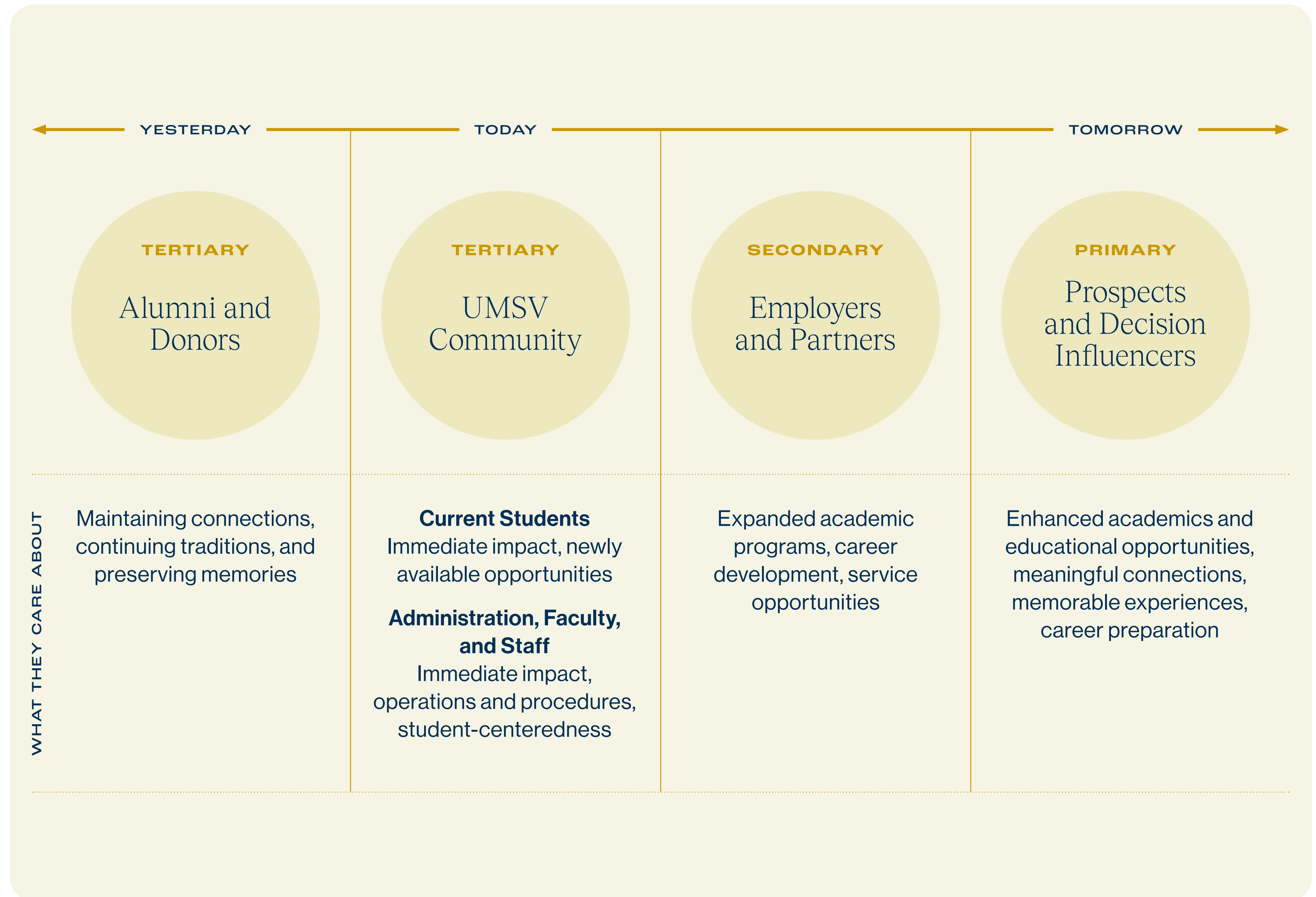
# Audiences

Our strategy identifies **four key audience groups** that the University must engage. Though these groups have different needs, and we have different communication objectives for them, the UMSV story should stay consistent.



# Audiences

The challenge is to enter the conversation by **prioritizing what each audience cares about** the most.



# Positioning

The positioning statement articulates the conceptual core of our brand and serves as the underpinning for everything we say and do. Through these fundamental ideas, the University can grow and evolve as needed, using this statement as our guiding principle.

## POSITIONING STATEMENT

For those seeking a welcoming, transformative educational experience at one of New York City's most distinct campuses, the University of Mount Saint Vincent goes above and beyond, inspiring people to discover their strengths through an authentically inclusive, purpose-driven community, creating a fulfilling experience both personally and professionally.



**TIP:** Revisit this statement. Make it part of your planning and writing ritual. Though these aren't the exact phrases that we'll use in our communications, they should echo through the community in the things we say, write, and do.

# Essence

Our brand essence distills our positioning statement into a succinct, memorable phrase. This is not meant to be a tagline or an outward expression of our brand, but rather an internal touchpoint. It serves as the heart and soul of everything we create.

In as few words as possible,  
the University of Mount Saint Vincent is all about:

**SHARED SUCCESS**

Opening hearts,  
challenging minds to  
achieve a more fulfilling  
and connected life.

# Messaging

To communicate effectively, we must organize our key messages into a hierarchy. This helps ensure that we're consistently telling the brand story in a way that's unique and has an impact. The message map does just that. Each point supports the next, and all tie directly back to the core. Here's how it works.

**CORE VALUE PROPOSITION:  
OUR BRAND PROMISE**

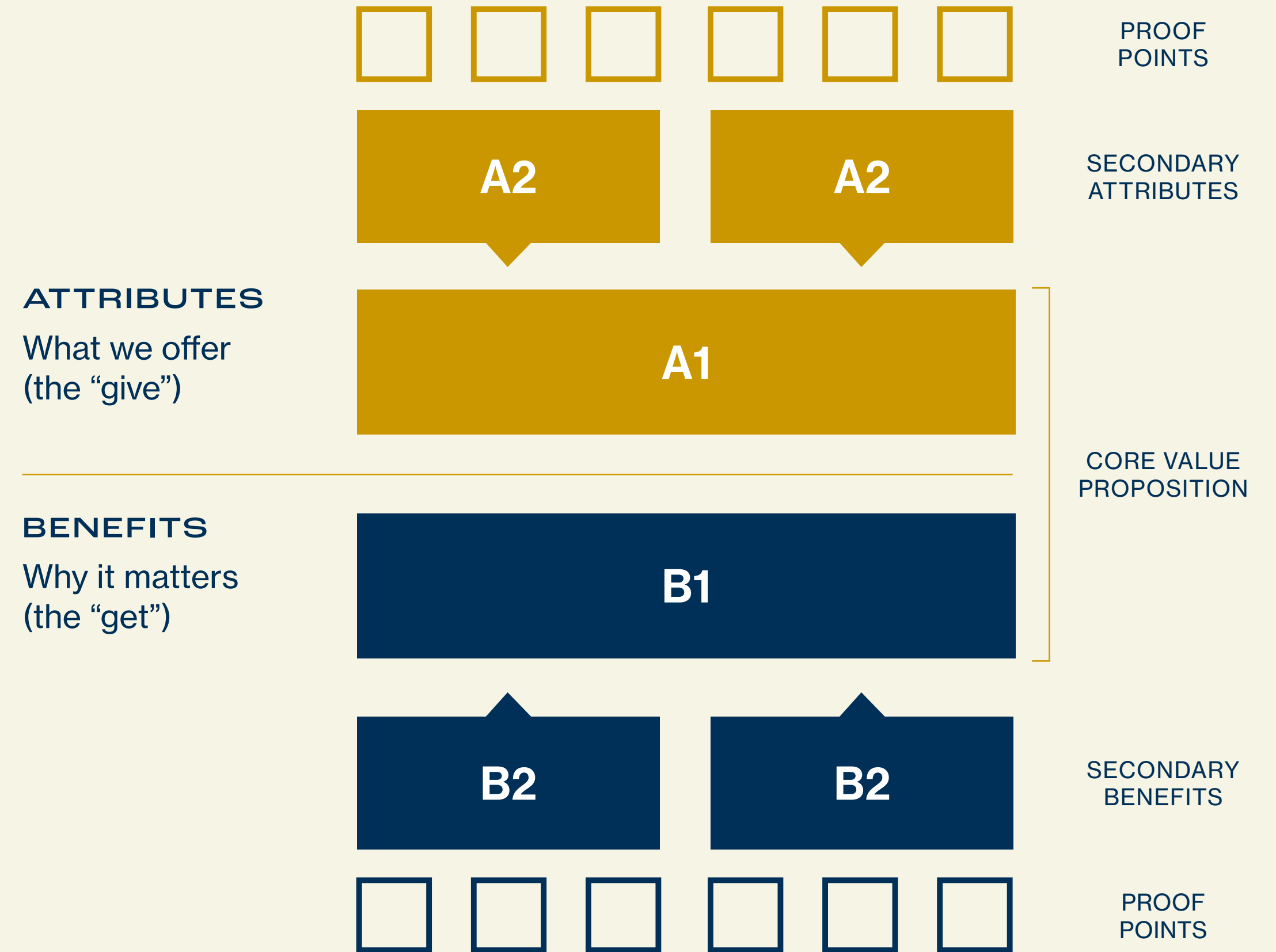
The core value proposition is the high-level offer that drives our brand. It's what the University of Mount Saint Vincent promises to the world.

**ATTRIBUTES:  
WHAT WE OFFER**

An attribute is what we offer to our audiences. Attributes include things like a supportive environment, learning opportunities, services, and experiences.

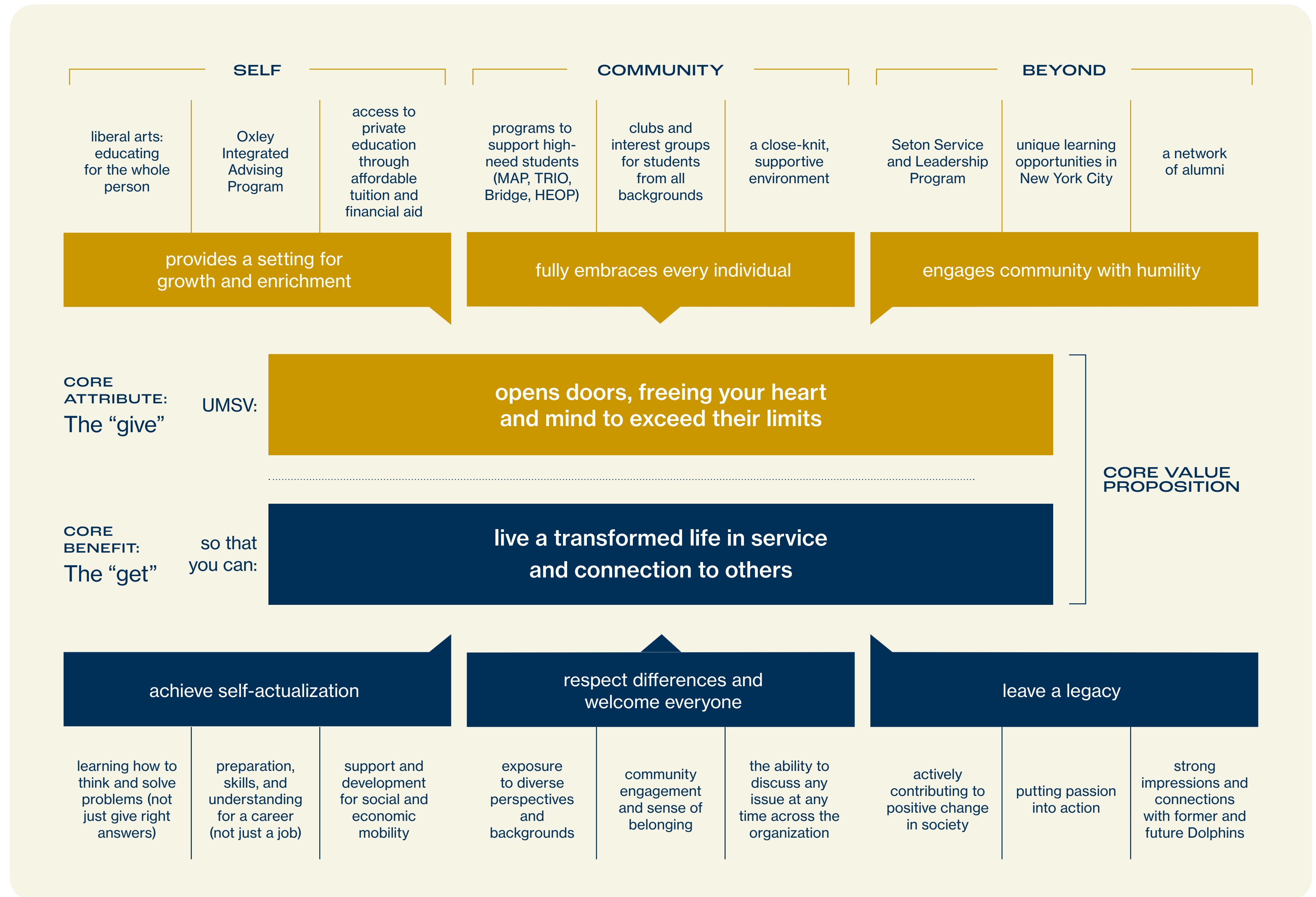
**BENEFITS:  
WHY IT MATTERS**

A benefit is what our audience gets. It's the value, outcome, or impact of the attributes that we offer.



# Message Map

Our message map is built from three key themes that represent what our brand is in service of: self, community, and beyond. Our story should always connect to the center of the map—our core value proposition. We can identify the right secondary messages and proof points based on our target audience’s needs and the specific message we want to convey.



# How to Use the Message Map

Our message map is a hierarchy for selecting messaging, but it's not the starting point for crafting content. To get the most out of the map, follow these four steps.



**TIP:** Try using the message map to determine the best way to tell a featured or branded story. Try to frame it through the lens of one of the secondary messages. For example, a story of UMSV engaging the greater New York community through a student-led initiative of the Seton Service and Leadership Program.

1

## Determine your audience and objective.

Think about whom you're talking to before you decide what to say. People care more about your message if it's relevant to them.

2

## Determine the attribute.

Use the message map to align your topic (like student experience) with specific attributes (like enriching setting, support, community engagement). Strengthen your secondary message by connecting it to supporting points, if possible.

3

## Determine the benefit.

Once you've aligned your topic with a brand attribute, identify the associated benefits. Note: Typically, your audience cares more about the benefit than the attribute.

4

## Craft your message.

If you've identified multiple benefits, focus on the most important one—that's what you'll need to get across first. Additional benefits can serve as talking points, complemented by attributes related to your topic.

# Personality

Our personality humanizes our brand, defining the characteristics and qualities that shape how people think and feel about us. It aligns who we are as an institution with the aspirations of our brand. Our personality traits shape the tone and voice of our brand, solidifying the message we communicate to our audiences.



**TIP:** Pick and choose the most relevant traits for your target audience. For an undergraduate piece, emphasize traits like *transformative* and *caring*. For a thought leadership piece, focus on traits like *open-hearted* and *conscientious*.

## Transformative

We have a profound impact on individuals and their personal growth.

## Caring

We create a nurturing and supportive environment.

## Conscientious

We uphold high standards of integrity, professionalism, and service to others.

## Empowering

We set individuals up to reach their full potential and make a positive impact in the world.

## Open-Hearted

We encourage individuals to express themselves authentically and contribute to our community.

## Proud

We take pride in the achievements and successes of our students and alumni.



## SECTION 3

# Voice and Tone

**Creative Platform**

**Narrative and Breakdown**

**Storytelling Themes**

**Headline Constructions**

**Best Practices**

**Voice and Tone Checklist**

Our voice and tone build from our messaging map to encompass the words we choose, the stories we tell, and the emotional connection we create. Combined with our visual elements, our language shapes a creative expression that's authentically ours—and in this section, you'll learn how to use it to write copy that's engaging, memorable, and on the mark, every time.

# Creative Platform

# ALL WAYS *forward*

**“We give students a great foundation that can go into a hundred directions throughout their career—and at Mount Saint Vincent, *life path* and *future* resonate just as much as *career*.”**

Inspired by the words of our very own community, the All Ways Forward creative platform is a call for progress, open-mindedness, adaptability, and embracing change. We know that movement, no matter what direction, can be seen as positive progress. Even if you make a wrong turn, you’re learning. If you keep moving, you’re taking action toward your future. At the University of Mount Saint Vincent, we know we have life paths for each student to feel fulfilled and successful.

# Narrative and Breakdown

Our creative narrative translates the messaging map through the lens of our personality traits, with more emotional appeal. It elevates our strengths, enhances our copy, and identifies what our audiences can expect from us. It informs the look, feel, and tone of our communications.

Use the narrative as inspiration for your headlines, as a gut-check for your writing, or simply as a starting point when you're searching for that perfect line.

## CREATIVE NARRATIVE

Sitting on the mighty Hudson, we're reminded each day of the unpredictability of a winding path.

Education takes a more structured approach, but at the University of Mount Saint Vincent, we see your unique journey as a mirror to our neighboring river.

Here, the minds we change and the risks they take stem from the self-discovery built into our curriculum and the opportunities that await outside the classroom.

Mount Saint Vincent helps you uncover a life path that won't just fulfill you, but will see you prosper for years to come.

## NARRATIVE BREAKDOWN

Our home on the Hudson is a welcome sight for those seeking reflection and serenity, but it also inspires our approach to education.

This educational approach mirrors the river's fluid, sometimes unexpected movements—with a bit more planning and intentionality.

We give our students the autonomy and empowerment to change course, venture down another path, and switch up the status quo. UMSV is meant to be a safe space for exploration—both academically and personally.

Ideally, the path you find leads you not just to a place of prosperity and success, but also to personal satisfaction and happiness.

# Narrative and Breakdown

## CREATIVE NARRATIVE

Our history of service—rooted in the mission and work of the Sisters of Charity of New York—cements us as knowledgeable experts on our students’ needs, and it’s why UMSV is known as a top institution for social mobility.

It’s our commitment to forward progress. It’s our dedication to our students’ potential and possibility. It’s our constant inspiration from the river, ever changing, ever charging forth.

At Mount Saint Vincent, there is never just one way to move forward. There are many—and there’s always one for you.

## NARRATIVE BREAKDOWN

We are built to help others. We are founded on service and the care for those around us. With these values in mind, we follow our students’ journeys as they navigate their way through the college experience, guiding them through challenges and roadblocks, and cheering them on after each accomplishment and victory.

It’s only through this steadfast commitment to our values that we continue moving forward as a tight-knit, connected community. Knowing that, even though times change, just like the Hudson, we will adapt and shift to keep progressing as one UMSV.

Because with the support and guidance each student deserves, all paths here can lead toward greatness. It’s our mission to clear the way, ignite potential, and see our students soar toward the life path they were destined for.

# Storytelling Themes

We'll tell many stories about Mount Saint Vincent, our students, and the work we do individually and as a community. While these stories may vary in content and tone, they should align thematically. The two themes here are broad messages from our overall brand platform.

To make sure we're staying true to the All Ways Forward message, the copy we create for social media, emails, and ads—as well as longer pieces like articles and spotlight features—should reflect parts of one or both of these themes.

## Many paths. One for you.

The way forward is never the same from student to student. At the University of Mount Saint Vincent, we don't just understand that, we embrace it. Students are encouraged to be brave enough to change paths, try new things, and explore options they may have not considered before. All paths are valid. All are supported. And here, there's a road to success for all.

### CONTENT EXAMPLES

- An article about a student who changed course and found success.
- A feature on counselors and faculty who are helping students find the path that's suited for them.
- A social series demonstrating the multifaceted nature of our students, and how they never have to be just one thing (“a lawyer who dabbles in Latin”).

## Seeking progress. Not perfection.

What may seem like rejection is redirection. What first appears to be failure is actually a push forward. The journey to success is rarely perfect. Here, we want our students to just keep going, keep trying, keep experimenting with what works for them. Only through continual action, self-discovery, and persistence will they uncover the perfect path that leads to a fulfilling and successful career.

### CONTENT EXAMPLES

- News updates on alumni who are striving to impact their community despite challenges.
- How-to guides for changing majors, booking appointments with advisors, or otherwise taking action to create the path each student desires.
- Stories spotlighting UMSV students who have overcome challenges in life and went on to graduate or achieve something notable, as well as the UMSV community members who helped them get there.

# Headline Constructions

Think of headlines like a handshake: they're the first impression you make, so make them count. Instead of using headlines simply as labels, use them to grab your audience's attention and motivate them to read more.

To help you create messages that are fresh and compelling, we've created a few frameworks that will help you write strong and effective headlines. These constructions are neither comprehensive nor restrictive; rather they're an easy way to get started using the UMSV brand voice.

| <b>MANY PATHS. ONE UMSV.</b>  | <b>ALL MOVEMENT IS PROGRESS.</b>   |
|---|--|
| <b>Headlines</b>  | <b>Headlines</b>   |
| <ul style="list-style-type: none"> <li>• A social worker who writes sonnets.</li> <li>• A lawyer who dabbles in Latin.</li> <li>• A physical therapist with a philosopher's heart.</li> <li>• All paths considered. All ways forward.</li> <li>• All paths possible. All together.</li> </ul> | <ul style="list-style-type: none"> <li>• There's no perfection to making progress.</li> <li>• The best way forward is your way.</li> <li>• Your interests. Your strengths. Your future. Discover where they all lead.</li> <li>• Write your own path forward.</li> </ul>   |
| <b>Explanation</b>  | <b>Explanation</b>   |
| <p>Sometimes the best paths are the most unexpected ones, where you discover something new and exciting about who you truly are. At UMSV, we encourage students to dig deep, try something new, and take a risk. They may just discover the path they were truly meant for all along.</p>     | <p>Our students' journeys are just that: theirs. We act as guides and facilitators, helping them along the way and encouraging them when it seems like a step backward is a step in the wrong direction. Here we know that even our missteps teach us something, and progress doesn't have to be perfect to be positive.</p> |

# Best Practices

Help your readers feel more connected to our story by creating smart, compelling content. Here are a few tips to keep in mind, no matter what you're writing.

## **Speak naturally.**

Seems easy enough, but in academia, it's especially important to remember we could be addressing readers of any background—people who use contractions and sentence fragments (when appropriate), and who don't know all of our insider acronyms. Once you're finished writing, read your copy aloud to make sure it sounds natural and conversational, not stuffy and formal.

## **Break it down.**

Readers have increasingly short attention spans, and in our communications, we want to make every word count. Make your writing more digestible by employing bullet points, infographics, and clear content hierarchies with headlines, subheads, and body copy.

## **Spark action.**

Everything we create has a purpose, and the potential to drive further engagement. On every piece, make sure to include a call to action (CTA) to tell your reader what to do next, whether it's attending an event, signing up for a newsletter, or applying for a program.

## **Show *and* tell.**

Your communications will be more powerful when you can back them up with proof. For example, if you're writing about how planned gifts will make a monumental difference, offer specifics about what the funds will be used for and describe the impact on current and future students.

## **Keep it focused.**

When you try to say everything all at once, you're likely to confuse your reader and overwhelm them with information. With the exception of multi-page pieces like viewbooks and newsletters, make sure each communication focuses on a single message. That way, it's much more likely to be heard, understood, and remembered.

# Voice and Tone Checklist

So you've used these guidelines to craft a beautiful communications piece—well done! Let the copy sit, then use this checklist to give it one more gut check. You can even use these questions as you're writing.

- Does this relate to the idea of **All Ways Forward**?
- Does it lead with benefits and pay them off with attributes?
- Does it sound like something that someone with our personality traits would say?
- Does it contain at least one key message?
- Does it avoid tackling too many messages?
- Does it get to the point quickly, instead of burying the key message?
- Do the headlines communicate our voice, instead of just labeling the content that follows?



## SECTION 4

# Identity

**Our Logos**

**Things to Avoid**

**Logo Architecture**

Because our visual identity represents the University of Mount Saint Vincent at the very highest level, it's vital to our brand. These marks act as a signature, an identifier, and a stamp of quality. And they should always be the most consistent component in our communications.

# Our Logos

Our academic brand uses the logo and marks shown here to identify our institution, our work, and our initiatives. Each mark has a specific role in representing the University. Follow the guidance in this section to ensure that you're always using the correct logo (and displaying it properly) at all times.

Our identity assets must never be manipulated, altered, or modified. Unsure when to use what logo? Please contact the Office of Public Relations, Marketing, and Communications to chat through best practices.

## PRIMARY LOGO

Our primary identifier is the University of Mount Saint Vincent logo. It must be present in its original format (shown below) on all communications. This is the University's most recognizable mark.



## WORDMARK

Our wordmark is a less formal version of the primary logo. It should always be thought of as a second option to the logo when you're selecting an identifier for marketing materials.

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

## MONOGRAM

Our monogram is an academic spirit mark that serves as casual shorthand for the University. While the monogram conveys a lighter tone, it's still flexible enough to work in more traditional settings.

**UMSV**

## SEAL

Our seal is an important part of the University's heritage. To honor its importance, we've refined the seal so that it can represent us for another hundred years. Note that, since we now have an updated primary logo, the seal plays a more selective role in the expression of the brand.



# Primary Logo

The primary logo is the singular expression of the University of Mount Saint Vincent's mission, brand positioning, and personality. This mark, which can appear in a horizontal or a vertical version, carries more equity and recognition than any other component of the visual identity.

In updating the logo, we were inspired by the architecture and landscapes that make up our campus, and the result captures our history and a sense of place. It fulfills all the functions of a contemporary logo today, and will serve us well into the future.

The "small space" versions of the logo should be reserved for instances where the limitations of the layout require a more compact mark for legibility's sake.

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## PRIMARY HORIZONTAL




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## PRIMARY VERTICAL




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## SMALL SPACE HORIZONTAL




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## SMALL SPACE VERTICAL



# Primary Logo

## COLOR

Use the background of your layout to determine what color (or colors) the logo appears in. In addition to photographic backgrounds, the white version of the logo may also be used on navy or gold backgrounds. The black version of the logo should be used sparingly: only when printing restrictions require it.

Use only the approved options shown here. The two-color logo is the preferred version because it offers the most contrast.

In some instances, assets may be prepared with colors from the approved secondary palette, but this should be done only in conjunction with the Office of Public Relations, Marketing, and Communications.

### WHITE BACKGROUNDS



### DARK BACKGROUNDS



### PHOTOGRAPHIC BACKGROUNDS



### BLACK (LIMITED USE ONLY)



# Primary Logo

## CLEAR SPACE AND MINIMUM SIZES

To maintain good legibility, never reproduce the logo at sizes smaller than shown here, for print or screen. There's no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

To achieve maximum impact and legibility, we always maintain clear space around the logo, as shown on this page. The logo may be placed onto images, but no other graphic elements, typography, rules, or images should appear inside this clear space.

Use the width of the symbol as a measuring tool to help gauge the proper amount of clearance, as shown here.



2 inches (150 pixels)



1.75 inches (125 pixels)

# Logo Misuses

Here are a few practices to avoid in using the primary logo. Adhering to these rules will ensure that our logos are recognizable to all audiences.



Do not change the colors of the logo beyond those provided.



**UNIVERSITY OF  
MOUNT SAINT VINCENT**



Do not skew, stretch, or bend the logo.



**UNIVERSITY OF  
MOUNT SAINT VINCENT**



Do not rearrange the logo's elements.



**UNIVERSITY OF  
MOUNT SAINT VINCENT**



Do not typeset the name of the University.



**UNIVERSITY OF  
MOUNT SAINT VINCENT**



Do not add drop shadows or other visual effects to the logo.



**UNIVERSITY OF  
MOUNT SAINT VINCENT**



Do not lock up the symbol with any other marks in the identity system.



**UMSV**



Never add additional elements or create your own lockups.



**UNIVERSITY OF  
MOUNT SAINT VINCENT**



Never place the logo on a background with inadequate clear space or contrast.



# Symbol

Our symbol is a visual representation of different architectural elements and the campus landscape that come together to express a sense of place and history.

This symbol should rarely be used as a stand-alone element. Applications such as social media avatars and lapel pins are the most appropriate—where the full primary logo would be hard to reproduce.

The symbol may be used in concert with the wordmark as a framing element, where content can be placed between the two identifiers. This technique should be used sparingly and only when a sophisticated approach is warranted.

The symbol must never be manipulated, altered, or modified.



# Wordmark

The stand-alone wordmark is a more casual identifier for the University. It should be thought of as a secondary mark, playing a supplementary role to the primary logo.

---

TWO LINES, LEFT-ALIGNED

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

---

TWO LINES, CENTER-ALIGNED

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

---

THREE LINES, LEFT-ALIGNED

**UNIVERSITY  
OF MOUNT  
SAINT VINCENT**

---

THREE LINES, CENTER-ALIGNED

**UNIVERSITY  
OF MOUNT  
SAINT VINCENT**

---

ONE LINE

**UNIVERSITY OF MOUNT SAINT VINCENT**



# Wordmark

## COLOR

Use the background of your layout to determine what color the wordmark appears in. Plan your layouts to accommodate the guidance shown here. In addition to photographic backgrounds, the white version of the wordmark may also be used on navy or gold backgrounds. The black version of the wordmark should be used sparingly: only when printing restrictions require it.

Use only the approved wordmark options shown here. In some instances, assets may be prepared with colors from the approved secondary palette, but this should be done only in conjunction with the Office of Public Relations, Marketing, and Communications.

### WHITE BACKGROUNDS

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

### DARK BACKGROUNDS

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

### PHOTOGRAPHIC BACKGROUNDS

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

### BLACK (LIMITED USE ONLY)

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

# Wordmark

## CLEAR SPACE AND MINIMUM SIZES

To maintain good legibility, never reproduce the wordmarks at sizes smaller than shown here, for print or screen. There's no maximum size limit, but use discretion when sizing the wordmark. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

To achieve maximum impact and legibility, we always maintain clear space around the wordmark, as shown on this page. The wordmark may be placed onto images, but no other graphic elements, typography, rules, or images should appear inside this clear space.

Use the letter "M" as a measuring tool to help gauge the proper amount of clearance, as shown here.



**UNIVERSITY OF  
MOUNT SAINT VINCENT**

2 inches (150 pixels)



**UNIVERSITY  
OF MOUNT  
SAINT VINCENT**

1.25 inches (100 pixels)



**UNIVERSITY OF MOUNT SAINT VINCENT**

3.5 inches (250 pixels)

# Monogram

The monogram should be thought of as an academic spirit mark. It is largely reserved for instances where it isn't the lead identifier for a communication piece. It should be used as a graphic element, in the same way you would use a photograph or a headline. To ensure consistency, use the art as it is supplied—do not typeset or alter the letterforms.

It's important to understand the relationship between the University of Mount Saint Vincent logo and the UMSV monogram. The two marks are not interchangeable. They each serve a distinct function and should be used accordingly.



**UMSV**

# Monogram

## COLOR

Use the background of your layout to determine what color the monogram appears in. In addition to photographic backgrounds, the white version of the monogram may also be used on navy or gold backgrounds. The black version of the wordmark should be used sparingly: only when printing restrictions require it.

Use only the approved monogram options shown here. In some instances, assets may be prepared with colors from the approved secondary palette, but this should be done only in conjunction with the Office of Public Relations, Marketing, and Communications.

### WHITE BACKGROUNDS

**UMSV**

### DARK BACKGROUNDS

**UMSV**  
**UMSV**

### PHOTOGRAPHIC BACKGROUNDS

**UMSV**

### BLACK (LIMITED USE ONLY)

**UMSV**



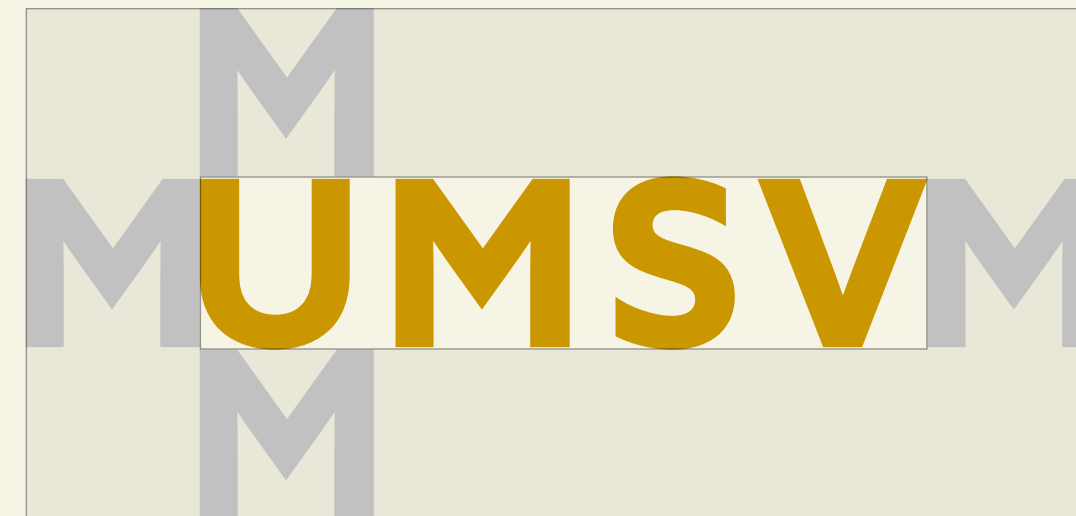
# Monogram

## CLEAR SPACE AND MINIMUM SIZES

To maintain good legibility, never reproduce the monogram at sizes smaller than shown here, for print or screen. There's no maximum size limit, but use discretion when sizing the monogram. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

To achieve maximum impact and legibility, we always maintain clear space around the monogram, as shown on this page. The monogram may be placed onto images, but no other graphic elements, typography, rules, or images should appear inside this clear space.

Use the "M" as a measuring tool to help gauge the proper amount of clearance, as shown here.



**UMSV**

0.75 inches (100 pixels)

# Institutional Seal

Our seal is an important part of our University’s heritage. Its use is reserved for communications that represent the Office of the President; for example, it’s imprinted on ceremonial documents, awards, and diplomas. It may be used occasionally for other purposes, but only with permission from the Office of the President and the Office of Public Relations, Marketing, and Communications.



The institutional seal should never be locked up with the wordmark or logo and should not be modified in any way. The seal and other identifiers may occupy the same media space, and doing so is encouraged. The versions of the seal shown on this page are the only versions permitted.

## MINIMUM SIZE



1.25 inches

To maintain full legibility, never reproduce the seal at sizes smaller than 1.25 inches for print. There’s no maximum size limit, but it’s important to treat the seal as an identifier and not a graphic element. Because of this mark’s amount of detail, we don’t recommend using the seal on the web. Rely on your best judgment for other screen applications.

## COLOR OPTIONS



Gold



White on darker background

## CLEAR SPACE



Ensure that clear space is maintained around the seal for legibility and prominence. Photos, text, and graphic elements must follow these guidelines. Use the width of the cross as a measuring tool.

# Athletics Identity

Our athletics identity represents the pride we share for our community and athletic teams. While these marks share some aspects with our institutional and academic identity it is of the utmost importance that they only represent UMSV athletics. Never combine any athletics elements with the academic logos, wordmarks, monograms, or institutional seal.



## MINIMUM SIZE



1.25 inches

To maintain full legibility, never reproduce any of the athletics monograms at sizes smaller than 1.25 inches for print. There's no maximum size limit, but it's important to treat the monogram as an identifier and not a graphic element. Minimum size is critical particularly for the silhouette version that contains fine details that get lost when reproduced at a size below the minimum.

A variety of identity elements offer flexibility in how athletics is represented across our communications. These elements should be used as they are provided and must not be manipulated, modified, or combined in ways not shown here.



## COLOR OPTIONS



All athletics identity elements should always be reproduced in UMSV Gold and Hudson Navy. The only exception to this rule is when reproduction methods only offer a single color option. Never flip or swap the color of elements in the dolphin or monogram.

## CLEAR SPACE



Ensure that clear space is maintained around the monogram for legibility and prominence. Photos, text, and graphic elements must follow these guidelines. Use the width of the "U" as a measuring tool.

# Logo Lockups

## HORIZONTAL

Creating updated logo lockups within the Mount Saint Vincent brand for current and future entities is an essential task. By keeping to the specifications of the lockups, we can maintain the brand's integrity, while allowing entities to clearly communicate their individual identities.

In these lockups, the primary logo and entity's name are separated by a vertical rule. Together, these elements form a construction that can be used on official publications and marketing.

**Note:** Never create a lockup from scratch. The Office of Public Relations, Marketing, and Communications can create an image file for any department, division, or campus group that needs a logo lockup.

### SINGLE-LINE LOCKUP



For compact names, use this construction. The zone of text is always vertically centered, with the name set in Azo Sans Medium and in navy.

### MULTI-LINE LOCKUP



For names that exceed the limits of a single line of text, use the double-line lockup construction. If the entity's name will fit on two lines, use a two-line lockup; never break a name before the end-of-line zone to force a three-line construction.



### SAMPLE LOCKUPS





# Logo Lockups

## VERTICAL

In these lockups, as with the horizontal lockups, the primary logo takes the most prominent position. The entity name always sits below the logo, no matter how long the name.

**Note:** Never create a lockup from scratch. The Office of Public Relations, Marketing, and Communications can create an image file for any department, division, or campus group that needs a logo lockup.

### VERTICAL LOCKUP



**UNIVERSITY OF  
MOUNT SAINT VINCENT**

|             |                  |
|-------------|------------------|
| First Line  |                  |
| Second Line |                  |
|             | End-of-Line Zone |

Nearly all names will only require one or two lines. The entity's name is typeset in Azo Sans Medium and in navy.

### SAMPLE LOCKUPS



**UNIVERSITY OF  
MOUNT SAINT VINCENT**  
Athletics



**UNIVERSITY OF  
MOUNT SAINT VINCENT**  
Public Relations, Marketing,  
and Communications



**UNIVERSITY OF  
MOUNT SAINT VINCENT**  
Saint Joseph's School of Nursing

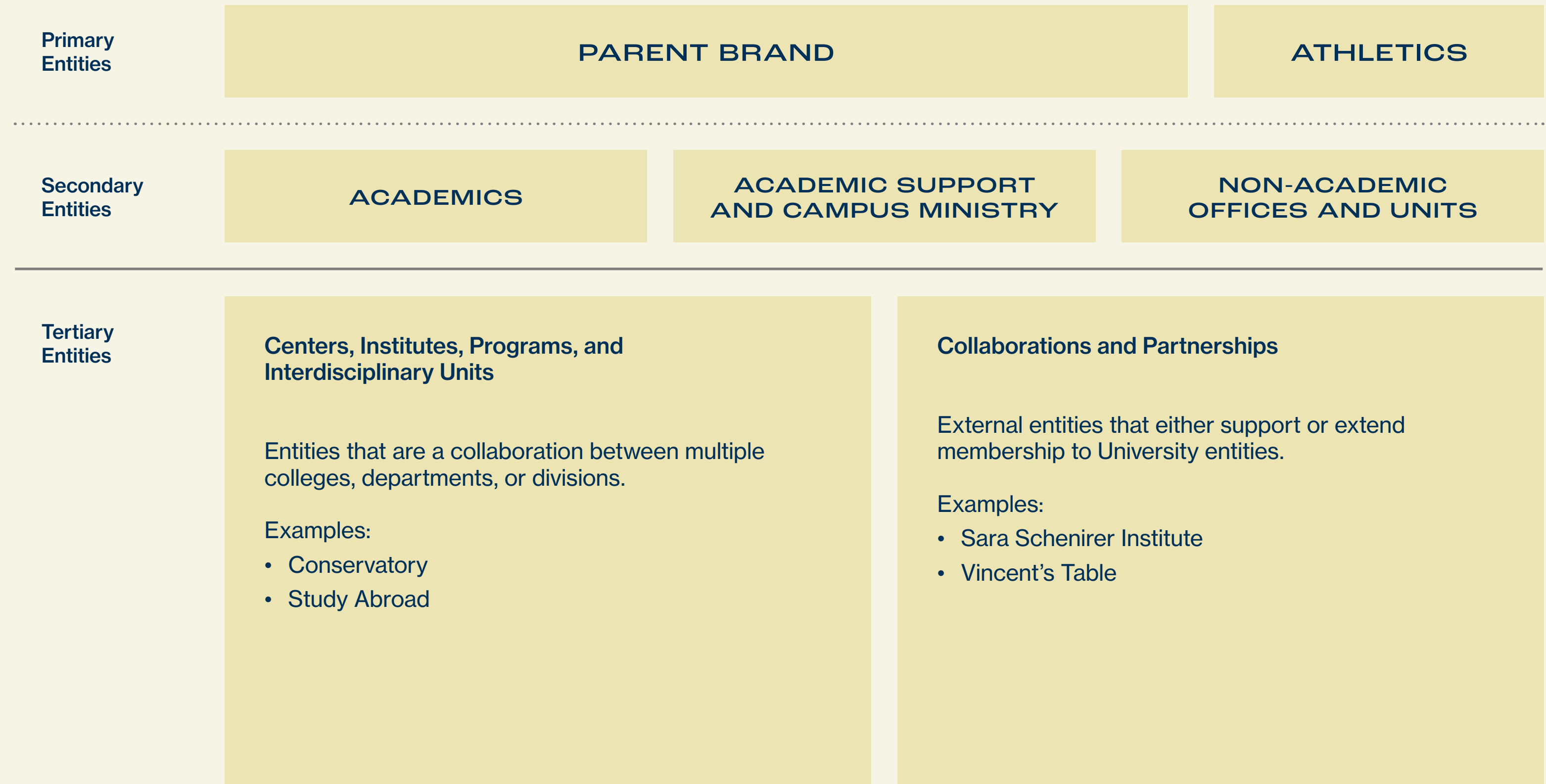


**UNIVERSITY OF  
MOUNT SAINT VINCENT**  
College of Professional  
and Graduate Studies

# Identity Architecture

An effective brand architecture is a clear, prioritized system that allows for growth and consistency, and that builds equity in the parent brand.

For all units and entities across Mount Saint Vincent, including schools, centers, departments, offices, and divisions, identity lockups will always be connected to the primary logo.

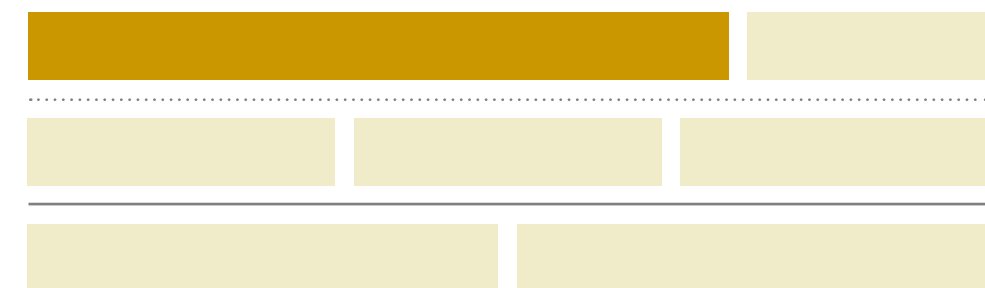


# Identity Architecture

## PARENT BRAND

This is the singular expression of the entire institution at the highest level.

On first reference in running text and for the University logo, "University of Mount Saint Vincent" is preferred. For any mention thereafter in text, "Mount Saint Vincent" is preferred.



PRIMARY



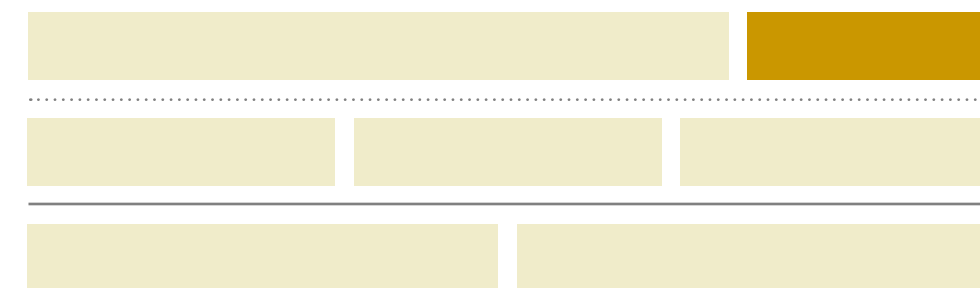
**UNIVERSITY OF  
MOUNT SAINT VINCENT**

# Identity Architecture

## ATHLETICS

As a major component of the University, athletics engages audiences far beyond campus, and in commercial ways that increase visibility but do not directly support the mission.

As such, a distinct visual identity and a series of secondary marks are required.



### FORMAL

- University of Mount Saint Vincent Athletics



**UNIVERSITY OF  
MOUNT SAINT VINCENT**  
Athletics

### PRIMARY

- Dolphins



### INFORMAL

- UMSV Athletics
- Dolphins
- The Mount

### SECONDARY

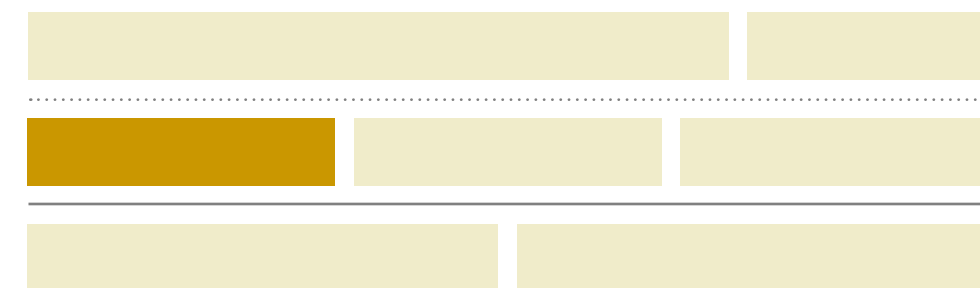
- Athletic teams and programs

*Note: These entities make up a representative sample, not a comprehensive list.*

# Identity Architecture

## ACADEMICS

These core entities directly fulfill UMSV's education and mission. They incorporate the parent brand logo with a consistent lockup to reinforce and strengthen the brand.



### ACADEMIC COLLEGES AND SCHOOLS

#### Colleges

- Undergraduate College of Mount Saint Vincent
- College of Professional and Graduate Studies
- Seton College

#### Schools

- School of Business
- School of Education
- Saint Joseph's School of Nursing



**UNIVERSITY OF MOUNT SAINT VINCENT**

College of Professional and Graduate Studies



**UNIVERSITY OF MOUNT SAINT VINCENT**

Saint Joseph's School of Nursing

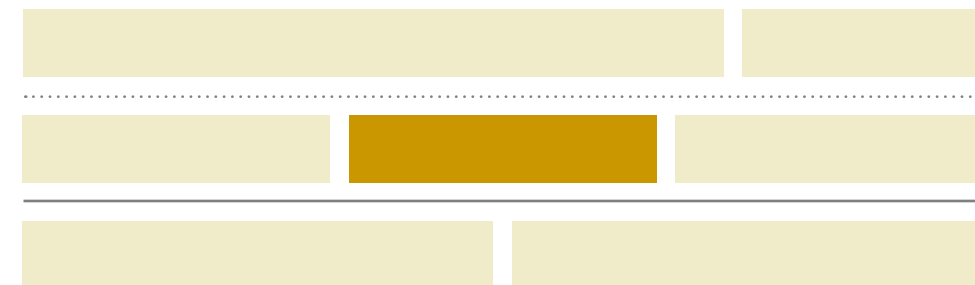
*Note: These entities make up a representative sample, not a comprehensive list. Some academic programs have additional identity elements.*

# Identity Architecture

## ACADEMIC SUPPORT AND CAMPUS MINISTRY

These entities are directly owned and operated by the University of Mount Saint Vincent. The equity of these entities works to reinforce and further the mission of the University.

While they are predominantly linked to the parent brand, they provide distinct services that enhance the student experience.



### ACADEMIC SUPPORT

- Academic Resource Center
- Accessibility Services
- Bridge Program
- HEOP Program
- MAP Program
- Oxley Integrated Advising Program
- TRiO Program



**UNIVERSITY OF MOUNT SAINT VINCENT**  
Academic Resource Center



**UNIVERSITY OF MOUNT SAINT VINCENT**  
Bridge Program

### CAMPUS MINISTRY

- Campus Mission and Ministry
- Seton Service and Leadership Program



**UNIVERSITY OF MOUNT SAINT VINCENT**  
Campus Mission and Ministry



**UNIVERSITY OF MOUNT SAINT VINCENT**  
Seton Service and Leadership Program

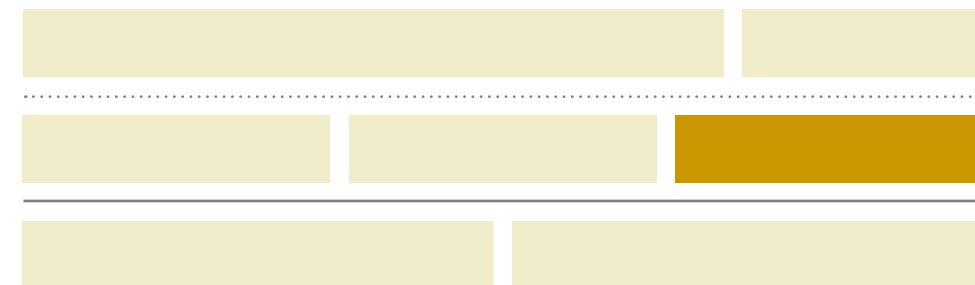
*Note: These entities make up a representative sample, not a comprehensive list.*

# Identity Architecture

## NON-ACADEMIC OFFICES AND UNITS

These core entities allow UMSV to fulfill its mission by providing business operations and University support services.

What's more important than the formal name is the function that each unit plays. Therefore, we focus on the keywords that identify each function and drop words like "office," "division," and "department."



### ADMINISTRATIVE UNITS

- Academic Affairs
- Admission
- Advancement
- Alumnae/i Relations and Giving
- Facilities and Operations
- Finance
- Financial Aid
- Human Resources
- Institutional Research
- President
- Public Relations, Marketing, and Communications
- Registrar



**UNIVERSITY OF  
MOUNT SAINT VINCENT**  
Public Relations, Marketing,  
and Communications

### UNIVERSITY SERVICES

- Campus Safety and Security
- Counseling Center
- International Student Services
- Residence Life
- Student Accounts
- Student Affairs



**UNIVERSITY OF  
MOUNT SAINT VINCENT**  
Campus Safety and Security

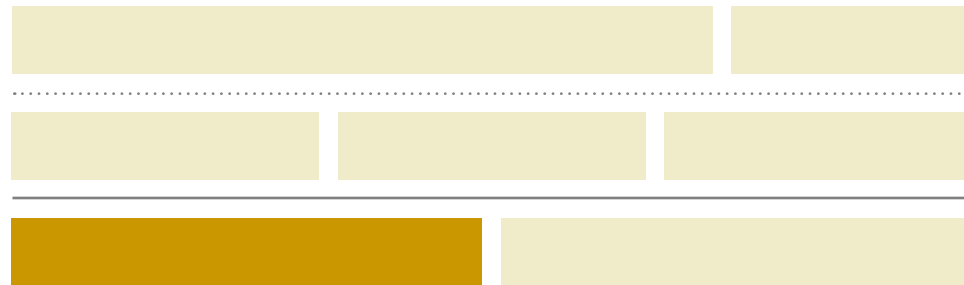
*Note: These entities make up a representative sample, not a comprehensive list.*

# Identity Architecture

## CENTERS, INSTITUTES, AND SPECIAL PROGRAMS

These entities are directly owned and operated by Mount Saint Vincent. They support the overall mission of the University but have a slightly different audience or goal. They are prominently linked to the parent brand, but may have unique missions or provide distinct services.

To enhance the strength of the core brand, lecture and speaker series should use the parent brand.



### UNIVERSITY CENTERS, INSTITUTES, AND SPECIAL PROGRAMS

- All Ways Forward Speaker Series
- Center for Leadership
- Conservatory
- Margaret F. Grace Lecture
- Study Abroad



**UNIVERSITY OF MOUNT SAINT VINCENT**  
Margaret F. Grace Lecture



**UNIVERSITY OF MOUNT SAINT VINCENT**  
Study Abroad

**Note:** These entities make up a representative sample, not a comprehensive list. Some centers, institutes, and special programs have additional identity elements.



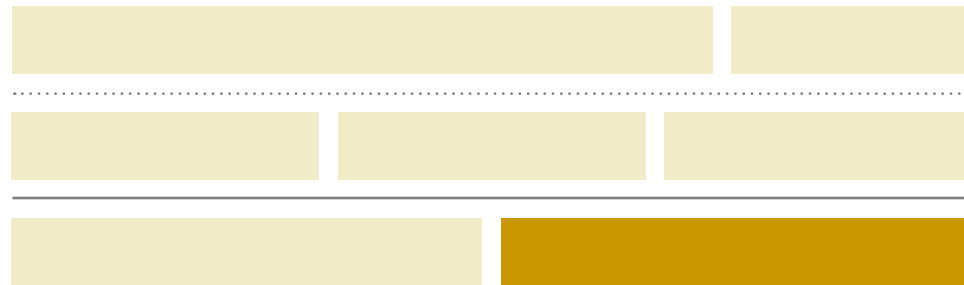
# Identity Architecture

## COLLABORATIONS AND PARTNERSHIPS

These entities add value to the UMSV brand through business agreements, brand partnerships, short-term campaigns, or special-interest groups.

They likely engage audiences beyond the immediate UMSV community and help amplify Mount Saint Vincent's visibility in a way that is associated with other brands.

They must always be paired with the UMSV logo, but they may retain their own logos within the structure outlined here.



### COLLABORATIONS AND PARTNERSHIPS

- Sara Schenirer Institute
- Vincent's Table



PRIMARY PARTNERSHIP LOCKUP



HORIZONTAL PARTNERSHIP LOCKUP



**UNIVERSITY  
OF MOUNT  
SAINT VINCENT**



VERTICAL PARTNERSHIP LOCKUP



**Note:** These entities make up a representative sample, not a comprehensive list. Some collaborations and partnerships have additional identity elements.

## SECTION 5

# Visual Language

**Typography**

**Color**

**Photography**

**Graphic Elements**

Beyond our logos, our brand comes to life through our visual language: a careful combination of typography, color, photography, and graphic elements.

# Typography

When it's used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what we say. Our typography communicates clearly and cleanly, with enough flexibility for a wide range of situations.

Specific uses are noted on the following pages. Refer to the "Bringing It to Life" section to see how these differing typefaces can live together and separately in compositions.

# Tobias

Headlines, emphasized content, body copy

---

# ROC GROTESK WIDE

Subheads, callouts

---

# Neue Haas Grotesk Text

Subheads, callouts, body copy

---

# Typography

## PRIMARY TYPEFACE

**Tobias** is a serif typeface that evokes a bit of character with its flared serifs and higher-than-usual arches.

While the full Tobias family is robust, we primarily use the light font weight for headlines (in title case), and occasionally the regular weight for emphasizing short bursts of body copy.

# Tobias



Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Semibold

*Semibold Italic*

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

0123456789

# Typography

## SUPPORTING TYPEFACE

**Roc Grotesk Wide** is a pronounced sans-serif face that supports Tobias. We use it in all caps for subheads and callouts.

# ROC GROTESK WIDE



WIDE

WIDE MEDIUM

WIDE BOLD

A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

# Typography

## SUPPORTING TYPEFACE

**Neue Haas Grotesk** is a sans-serif font that is our primary option for body copy throughout the brand. With a modern and clean appearance, this type family works well to clearly deliver body copy, as well as captions and callouts.

# Neue Haas Grotesk Text



Roman

*Roman Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

0123456789

### Alternate Font

Neue Haas Grotesk is available in the Adobe Creative Cloud typekit. Inter is a free, alternate font, that can be downloaded from [fonts.google.com](https://fonts.google.com).

# Typography

## SAMPLE TYPESETTING

This page shows one example of how we can combine the different typefaces to create hierarchy and visual interest in a layout.

AUDIONSE

Roc Grotesk Wide Bold

Aliquis Reictatque  
Voluptati Tem

Tobias Light

**Nemperest optur re non ex eos se verumque dit pro et dolupta  
velectur aut labo. Tur mo et dunt assedisi sita nat laboritet esto  
blame omnis id quo doluptam exero.**

Neue Haas Grotesk Text Medium

Agnatem. Edis esti que eaturiae eossimodi dolessum ut qui te exceped mi, ipsapero tem nescit  
liquam a volor mi, qui nim andipiet odiat ipsunt. Ga. Hende num quos explam nus. Asperov  
itiatem aut qui offic tet, iliquamus maximus quia nos nobis ut aut est estem es doles. Atquibus  
ullest antibus. Imus exeritas et doluptat. Me vollaccaes volore voles dolores totatati ipsam  
aut laccae. Ut acime nis estemporiti. Aquatescit exeritio que si nullabor mo omnis ducium  
faccaborro ommolut volupta quaspe corepta quodi consedi ipsam, ulpa venimaiost.

Neue Haas Grotesk Text Roman

**Pudiciust, conet ipsapero ipsam quae. Namenemporit utas senis moloremquo et ommolup  
taeperum voleste ndipsa ipsam voloremquas as etur temquam.**

Neue Haas Grotesk Text Bold

# Typography

## SAMPLE TYPESETTING

This page shows another example of how we can combine the different typefaces to create hierarchy and visual interest in a layout.

**PROIN MAXIMUS PARIUS URNA  
PHARETRA NET AS QUAM.**

Roc Grotesk Wide Bold

Aliquam cursus condimentum lectus ac varius elementu ac, condimentum ac ipsum. Donec eu lectus non ante pulvinar commodo lectus. Equam in el et officiis si corum.

Neue Haas Grotesk Text Roman

**LOREM IPSUM DOLOR SIT AMET.**

Neue Haas Grotesk Text Medium

Nulla sit amet purus convallis, pulvinar turpis ac, porttitor augue. Ut ultricies ex velit, ac porttitor nisl pulvinar eu. Proin felis ligula, aliquam at laoreet eu, consequat et mauris. Etiam pulvinar, mauris sit amet ullamcorper sollicitudin, velit tortor posuere quam, eu commodo est magna vel lorem.

Neue Haas Grotesk Text Roman

Sed in ultrices urna, ac suscipit enim. Cras consectetur ante eget ex posuere vehicula. In ac arcu ex. Pellentesque enim mi, condimentum eu convallis et, facilisis quis dolor. Cras vitae risus posuere, consectetur nibh placerat, feugiat ligula. Ut blandit iaculis eu proin arcu tellus.

**Praesent vehicula, ante vel accumsan tempus, massa erat tincidunt neque, sit amet hendrerit diam est vitae ante. Ximilitis eaque possectia cina.**

Neue Haas Grotesk Text Bold



# Typography

## SAMPLE TYPESETTING

The examples shown here should be used as guides for the relative ratio between large and small type, maintained at any scale.

CABORUM AUT EOS ENRUM. — Roc Grotesk Wide Medium

Lorem ipsum dolor sit amet. — Tobias Light

UTET LIQUE AUDI OMNI  
IHITIS DOLOR MAXIM. — Roc Grotesk Wide Medium

Sandigendae et, conse  
qui tem harum volor ad  
quias et quibeaque pro  
voluptaspriet volupta. — Tobias Light

INFINITE PATHS — Roc Grotesk Wide Medium

Be a lawyer who  
dabbles in Latin. — Tobias Light

Find your own path at Mount Saint Vincent. — Neue Haas Grotesk Text Roman

GANAM IL MODISTR. — Roc Grotesk Wide Bold

Hendunt voloreptae non essinis  
cum remo volorunto duci qui ullam  
acepel inctatur aut que nullaccum  
aut od ute dis aut rent que. — Neue Haas Grotesk Text Roman

ALVINA RYE — Neue Haas Grotesk Text Bold  
PROFESSOR, BIOLOGY — Roc Grotesk Wide Bold

98% — Roc Grotesk Wide ExtraBold  
Lit, officet ipsape  
liquat pari conse  
voluptatum ipsum. — Neue Haas Grotesk Text Roman

All ways forward.

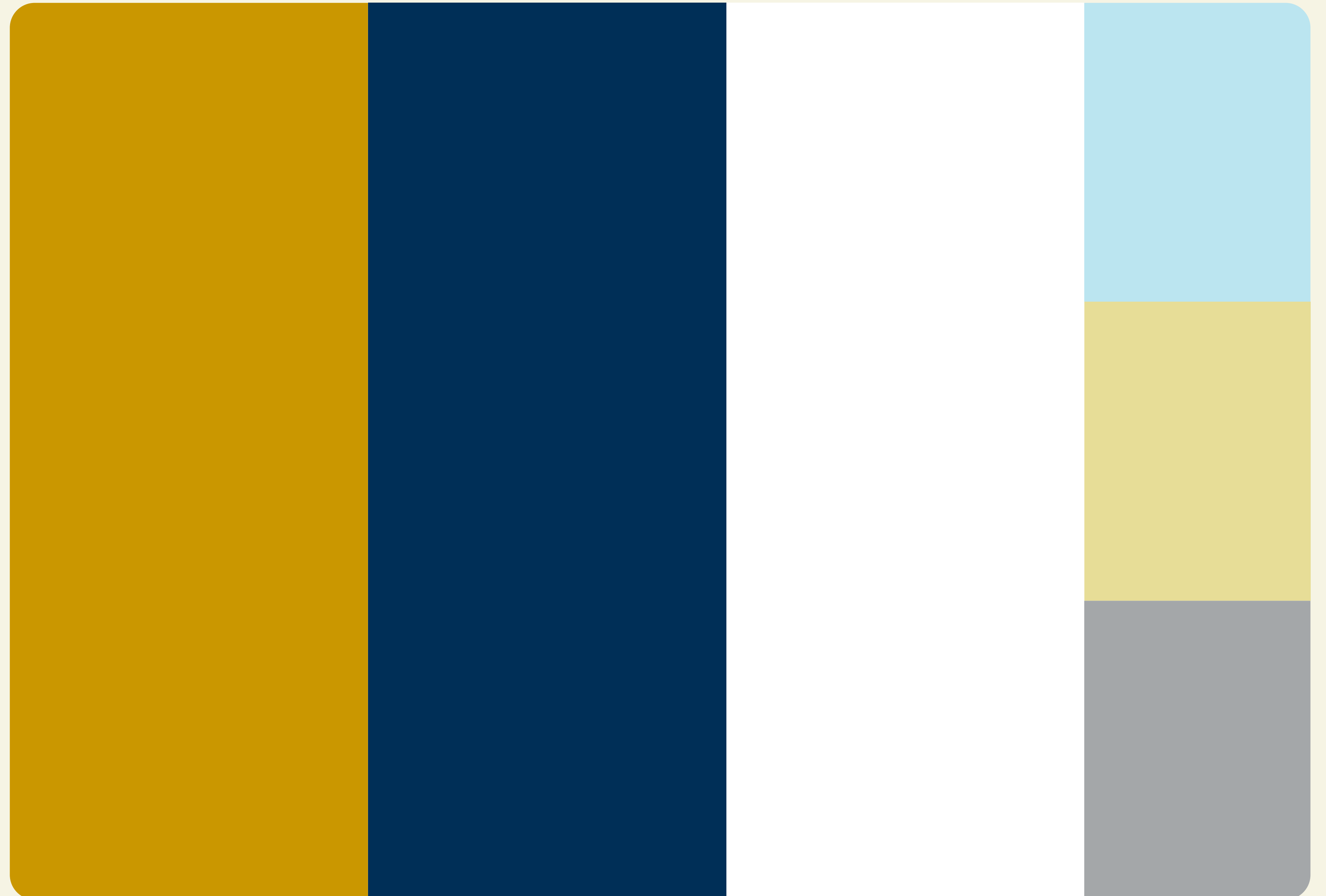
Tobias Light

Tobias Light Italic

# Color

Our color palette is purposeful and restrained, with UMSV Gold, Hudson Navy, and white as the University's official colors. It's critical to match these colors faithfully when reproducing our identity marks and our materials.

When using our palette, we rely primarily on UMSV Gold and Hudson Navy for layouts, with black and white for copy. Accent colors are used to support the visual brand.



COLOR

# Primary Colors



PANTONE 117 C

## UMSV Gold

**CMYK**

3 / 27 / 100 / 19

**RGB**

201 / 151 / 0

**HEX**

#C99700



PANTONE 540 C

## Hudson Navy

**CMYK**

100 / 67 / 3 / 43

**RGB**

0 / 48 / 87

**HEX**

#003057



## White

**CMYK**

0 / 0 / 0 / 0

**RGB**

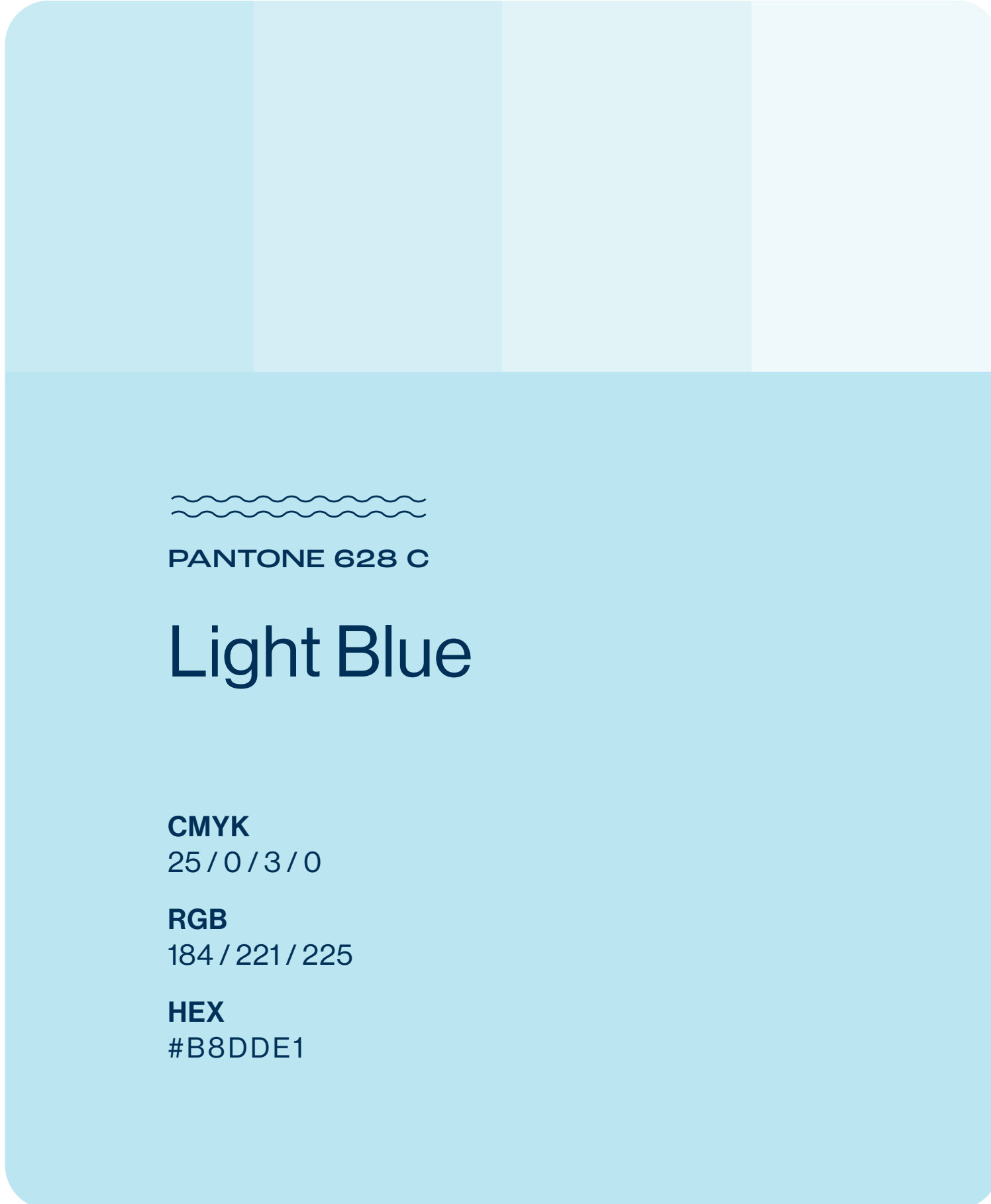
255 / 255 / 255

**HEX**

#FFFFFF

COLOR

# Accent Colors



~~~~~  
PANTONE 628 C

## Light Blue

**CMYK**  
25 / 0 / 3 / 0

**RGB**  
184 / 221 / 225

**HEX**  
#B8DDE1



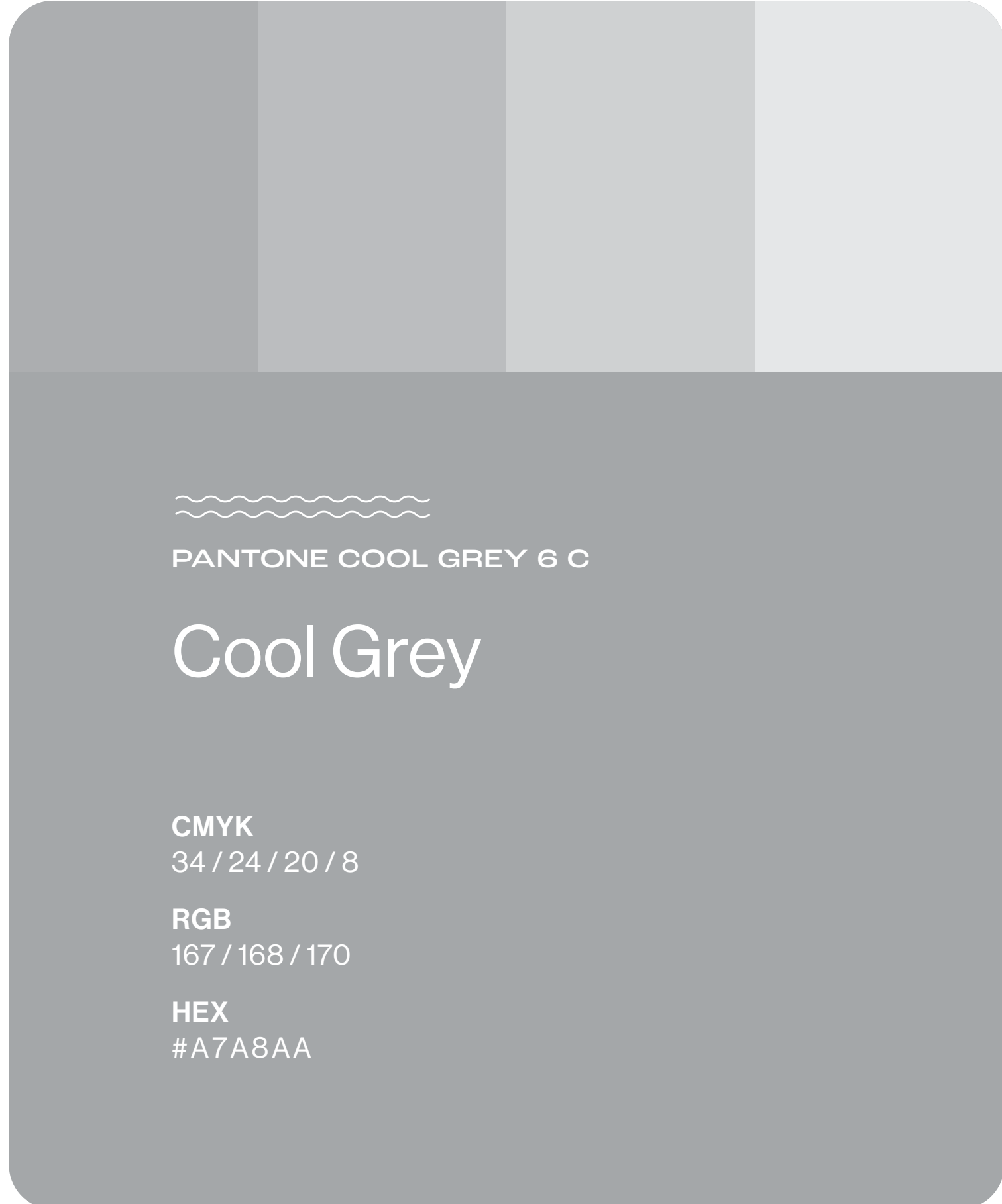
~~~~~  
PANTONE 461 C

## Light Yellow

**CMYK**  
1 / 3 / 40 / 0

**RGB**  
233 / 223 / 151

**HEX**  
#E9DF97



~~~~~  
PANTONE COOL GREY 6 C

## Cool Grey

**CMYK**  
34 / 24 / 20 / 8

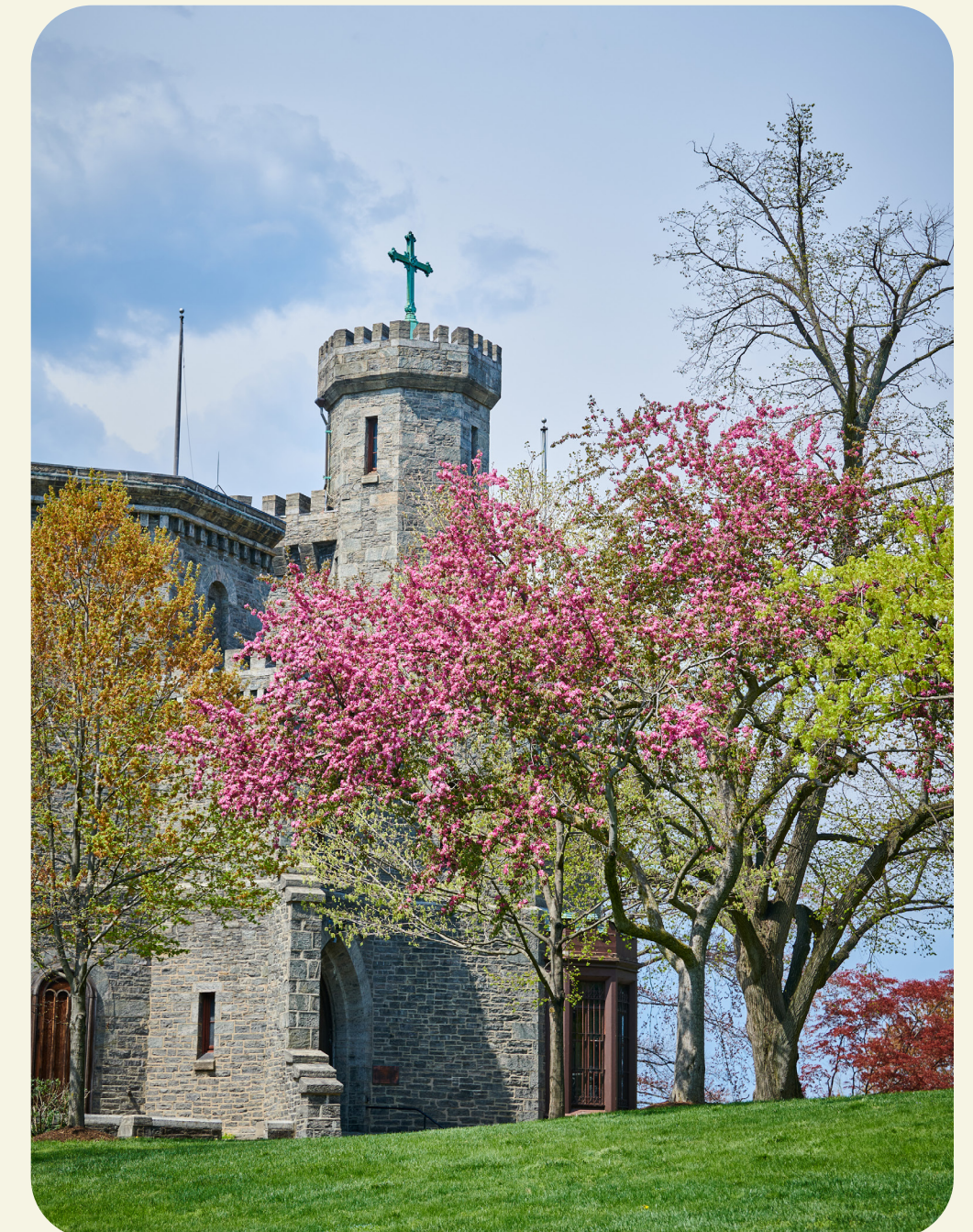
**RGB**  
167 / 168 / 170

**HEX**  
#A7A8AA

# Photography

Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images go further to offer powerful proof of what we say.

We use diverse images that are authentic and in the moment, and that highlight the most important part of our brand story: the students. These images should capture our spirit of unity and evoke a sense of welcome and inclusivity.



**TIP:** We use photo frames with smooth, rounded corners to evoke a sense of friendliness and a touch of modern style.

# Photography

## CANDID PORTRAITS

By embracing spontaneity and genuine emotions, you can capture in-the-moment portraits that reflect the true essence of the University of Mount Saint Vincent. This style emphasizes the subject, showcasing their humanity in a way that feels focused and authentic.



# Photography

## ACADEMICS AND SERVICE

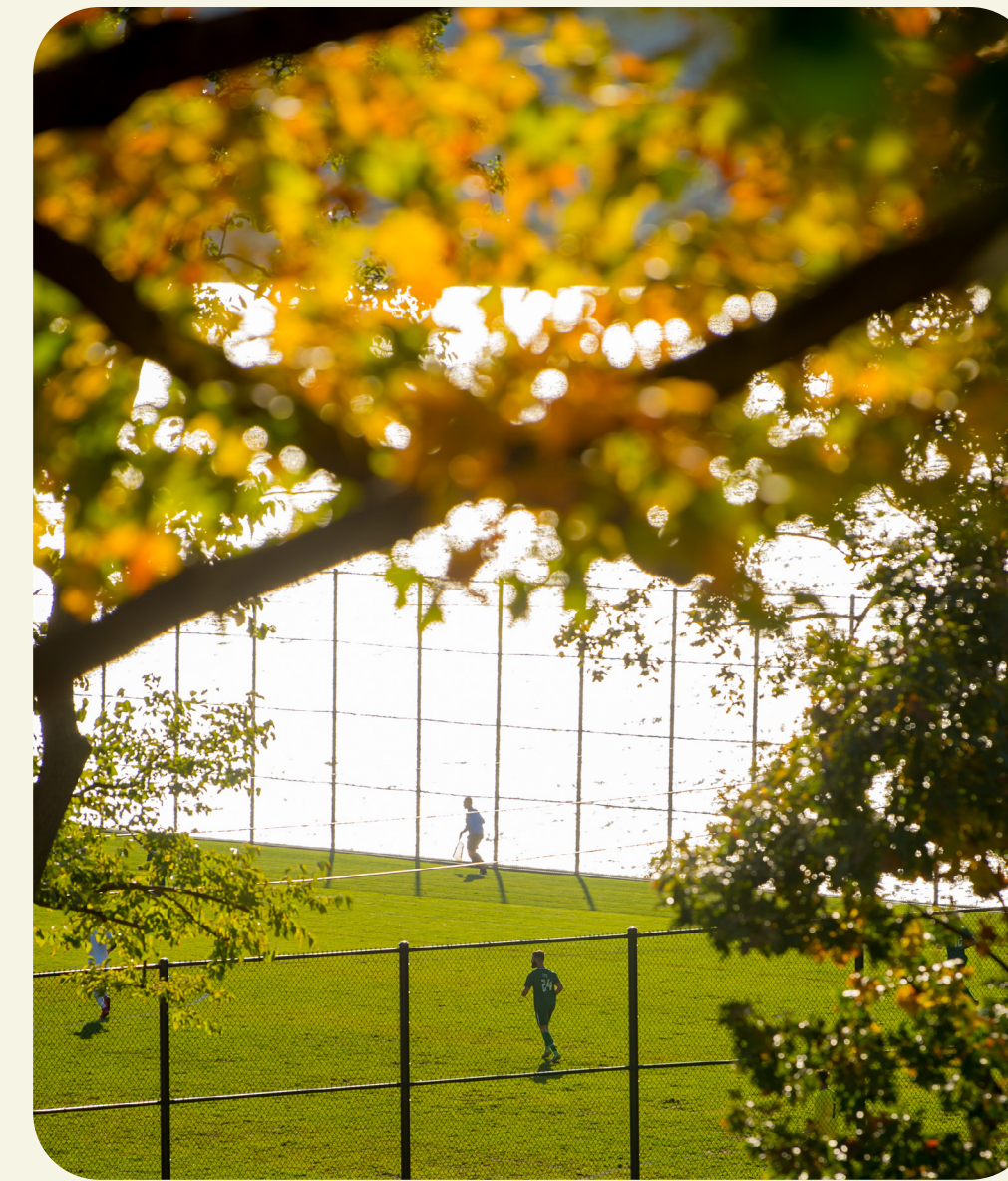
Photos in this category are designed to feature our students excelling in their studies and engaging in service. We show people who are engaged and focused, capturing a range of experiences, expressions, and interactions.



# Photography

## HARMONY ON CAMPUS

Here we show what UMSV life looks like, with our beautiful campus as the backdrop. This category includes moments of connection and spirit, and boasts a setting for growth and enrichment.





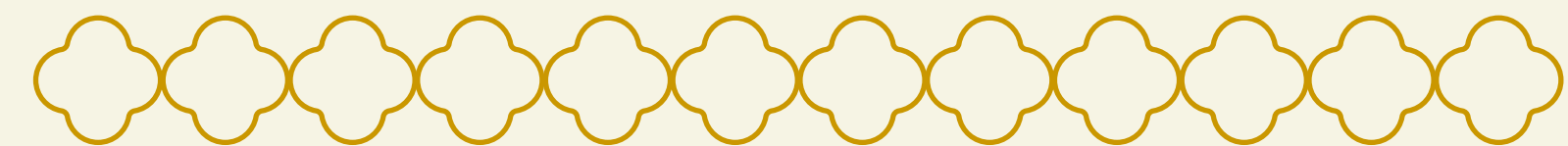
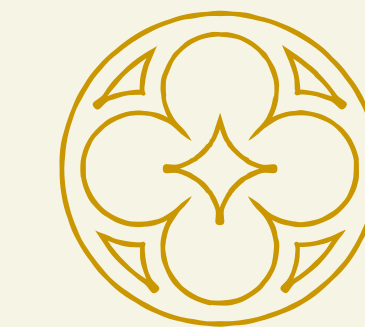
# Graphic Elements

## ARCHITECTURAL DRAWINGS

We use gestural line art drawings to capture the storied architecture at UMSV. These can be added as part of a composition or as accents in a larger piece.

## OTHER ARCHITECTURAL ACCENTS

We also capture smaller details of campus architecture from places like the Chapel to use as graphic elements.

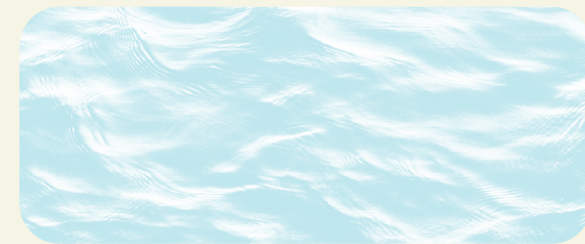


# Graphic Elements

## RIVER ACCENTS

We use river accents in three different executions, each of which speaks to the nature of the Hudson River that flows alongside the University. Adding these elements to our communications helps tie them further to the true spirit of this place, while also making our materials more recognizable and relatable for our audiences.

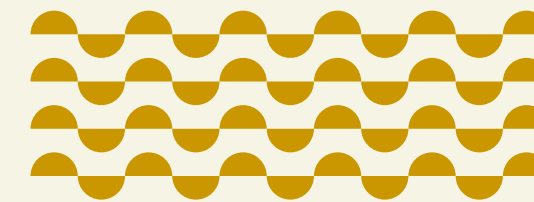
### TEXTURE



We use duotone river photos as backgrounds, photo borders, and object fills—primarily in the Light Blue from the accent palette.



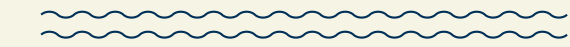
### PATTERN



This pattern can be used as a photo accent, to bring attention to a headline, or to emphasized content.



### LINE WORK



We often use a minimal double wavy line to connect ideas and images within a composition.

ALL WAYS  
*embracing.*



ALL WAYS  
*forward.*

# Graphic Elements

## ARCHES

Inspired by campus architecture, arches allude to the significant role played by the University's setting in our students' experience. It can be used in a few different ways: as a photo frame, as an element to highlight subjects, and as a container for quotations.



PHOTO FRAME



EMPHASIS

UMSV is the place for students to explore widely and change course freely—just like our neighbor, the Hudson River.

QUOTATIONS

SECTION 6

# Bringing It to Life

**Viewbook**

**Campus Banners**

**Business Cards**

**Social Story**

**Branded Merchandise**

Here are some examples of how the brand flexes in different tactics.

# Viewbook



# Viewbook



ALWAYS  
*embracing*



ALL WAYS  
*forward*

# Viewbook



Your way *forward* begins right on the river.

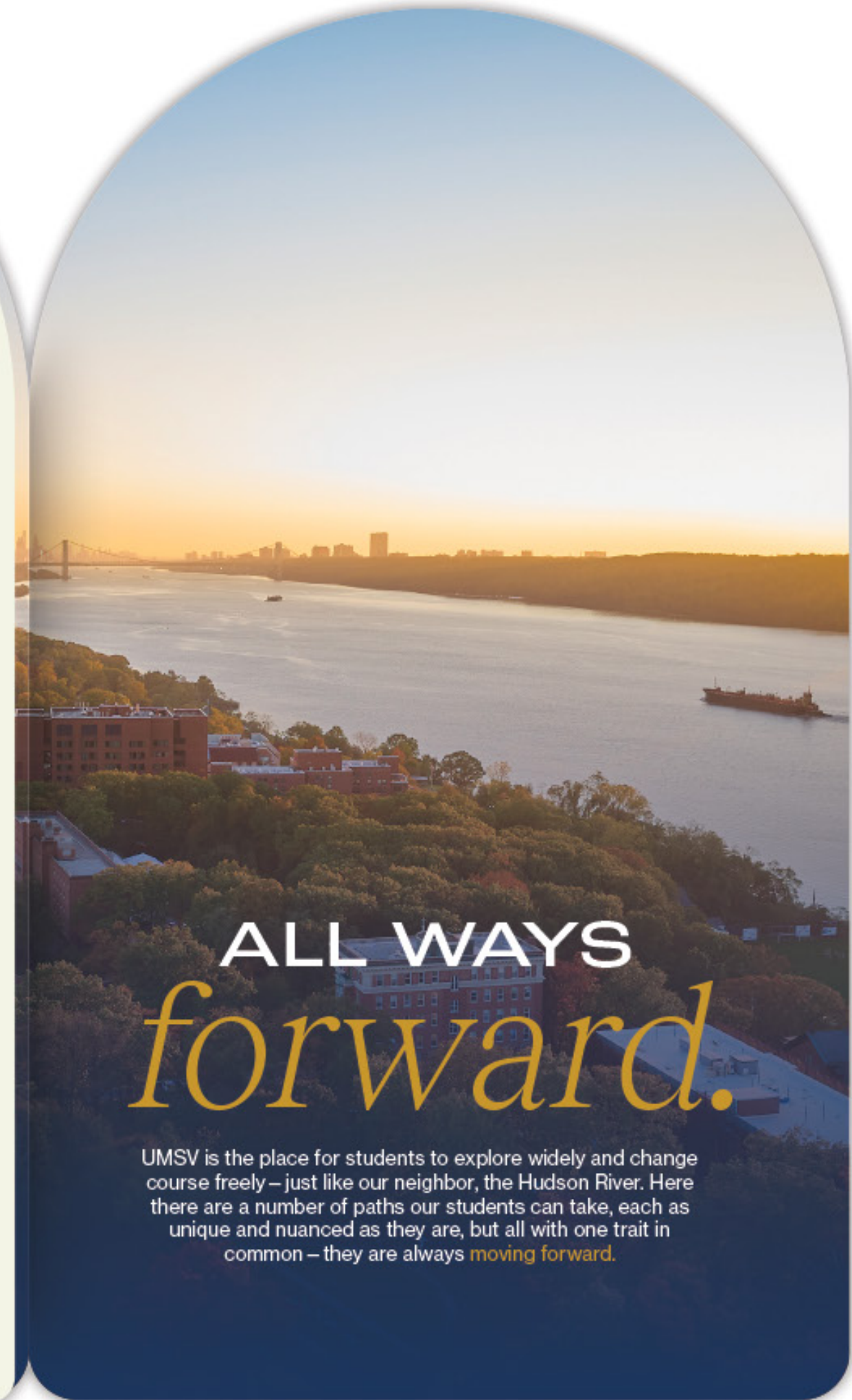
There's no perfection to making progress. The University of Mount Saint Vincent is a place that encourages discovery and bold decisions. And we've got the options and pathways to suit your unique story.



Our curriculum offers a wide range of majors, minors, and concentrations, from undergraduate to graduate studies, all designed to create your personalized path to a future of your own design. While you're here, enrich your studies with our special programs and centers that create the well-rounded Mount experience.



**YOUR PATH  
BEGINS  
WITH  
FINDING  
YOUR  
MAJOR:**



**ALL WAYS**  
*forward.*

UMSV is the place for students to explore widely and change course freely – just like our neighbor, the Hudson River. Here there are a number of paths our students can take, each as unique and nuanced as they are, but all with one trait in common – they are always *moving forward*.

# Viewbook

## A PATH OF SERVICE

As one of the country's top leadership programs, ROTC offers lifelong benefits by training you to become a military officer who will lead teams to achieve success.

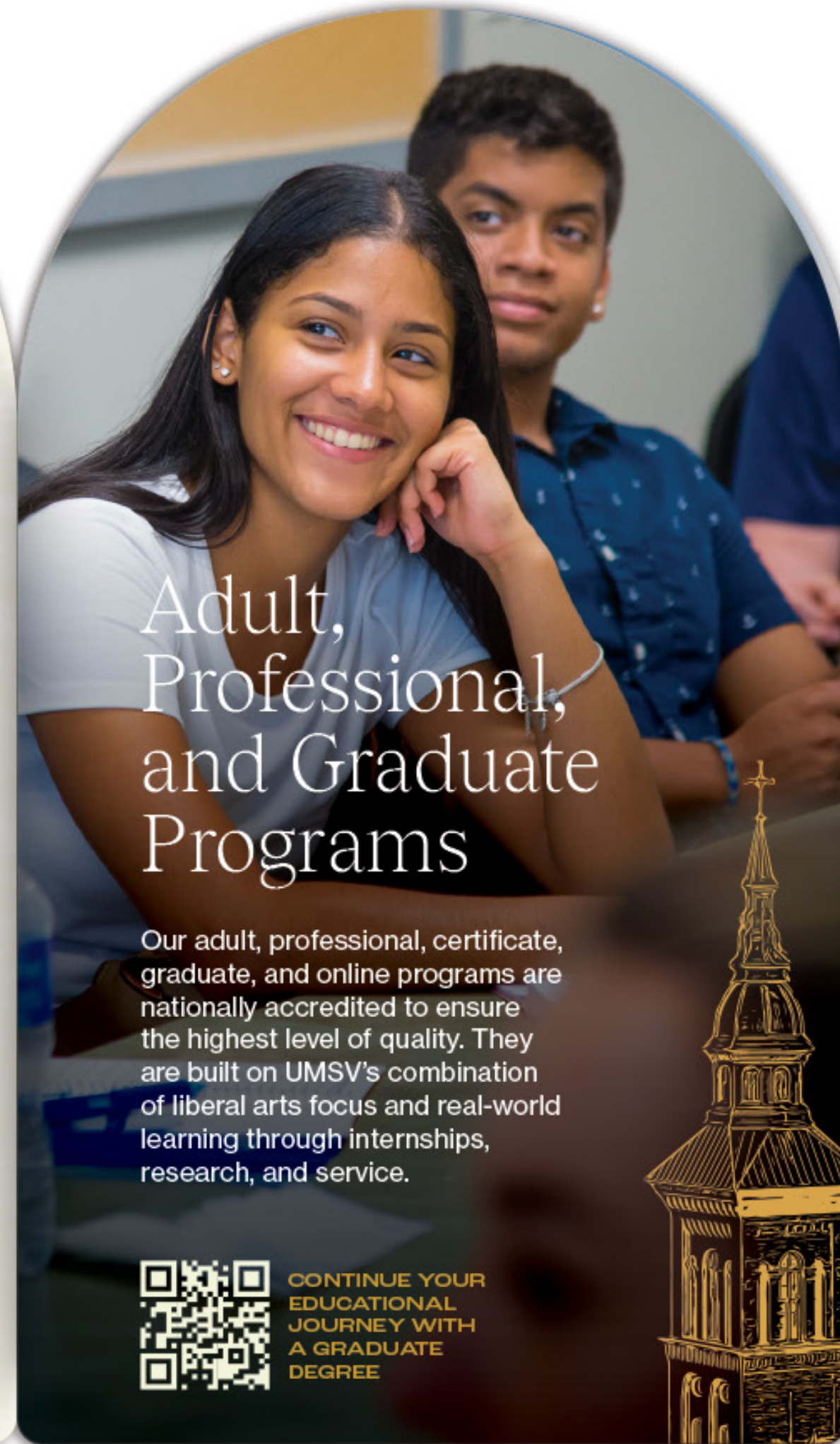


## THE PATH TO LEAD

The Center for Leadership provides opportunities for you to recognize your own potential to create more meaningful and impactful engagement at the Mount, and beyond.

## OFF THE BEATEN PATH

Looking to expand your education a little further than New York City? Mount Saint Vincent's study abroad programs will broaden your cultural and intellectual horizons and deepen your perspective on your home country—and the world.

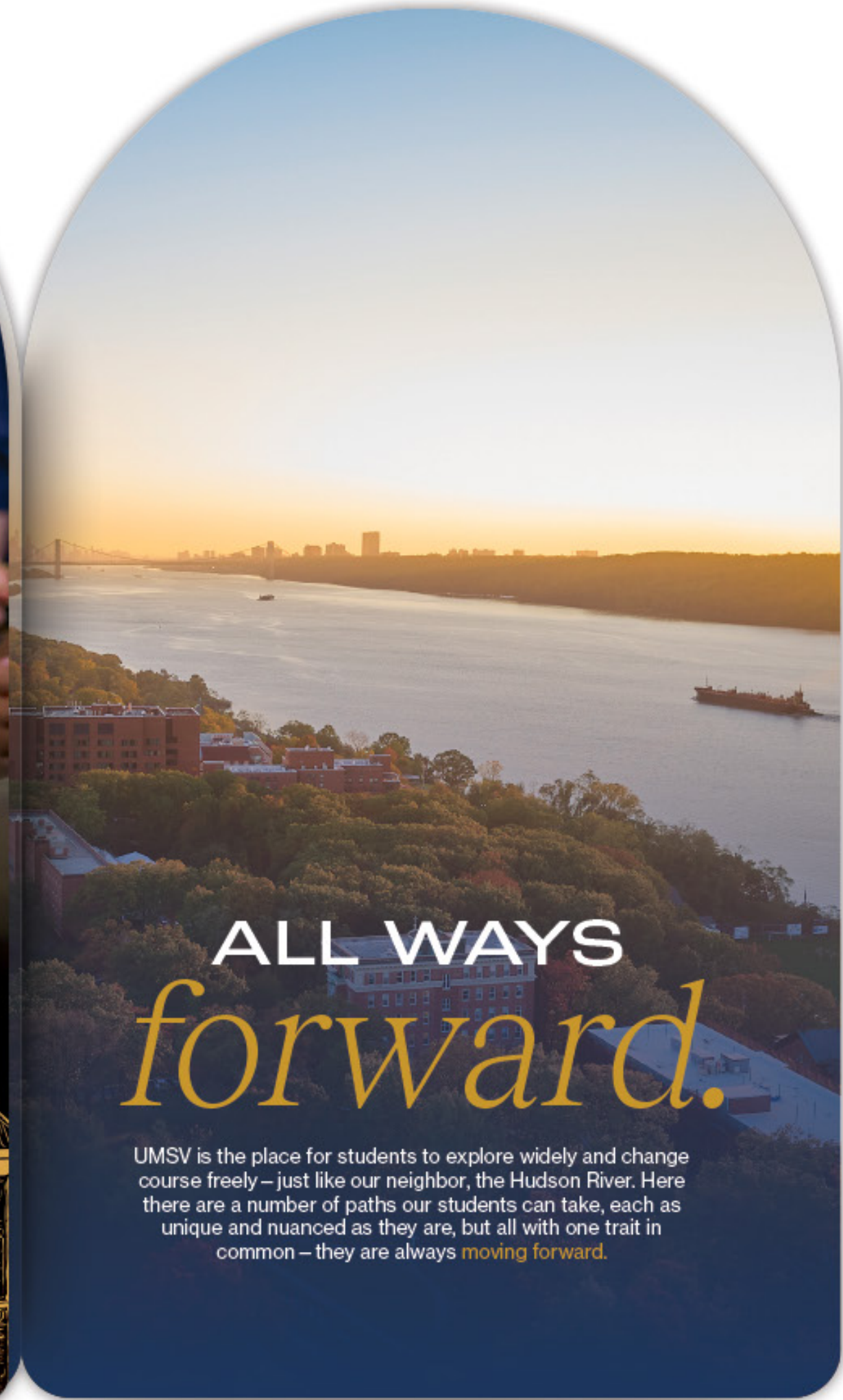


## Adult, Professional, and Graduate Programs

Our adult, professional, certificate, graduate, and online programs are nationally accredited to ensure the highest level of quality. They are built on UMSV's combination of liberal arts focus and real-world learning through internships, research, and service.



CONTINUE YOUR EDUCATIONAL JOURNEY WITH A GRADUATE DEGREE



## ALL WAYS forward.

UMSV is the place for students to explore widely and change course freely – just like our neighbor, the Hudson River. Here there are a number of paths our students can take, each as unique and nuanced as they are, but all with one trait in common – they are always moving forward.



# Campus Banners



# Business Cards

**UNIVERSITY OF  
MOUNT SAINT VINCENT**

Nicole Quaranto

DIRECTOR FOR COMMUNICATIONS

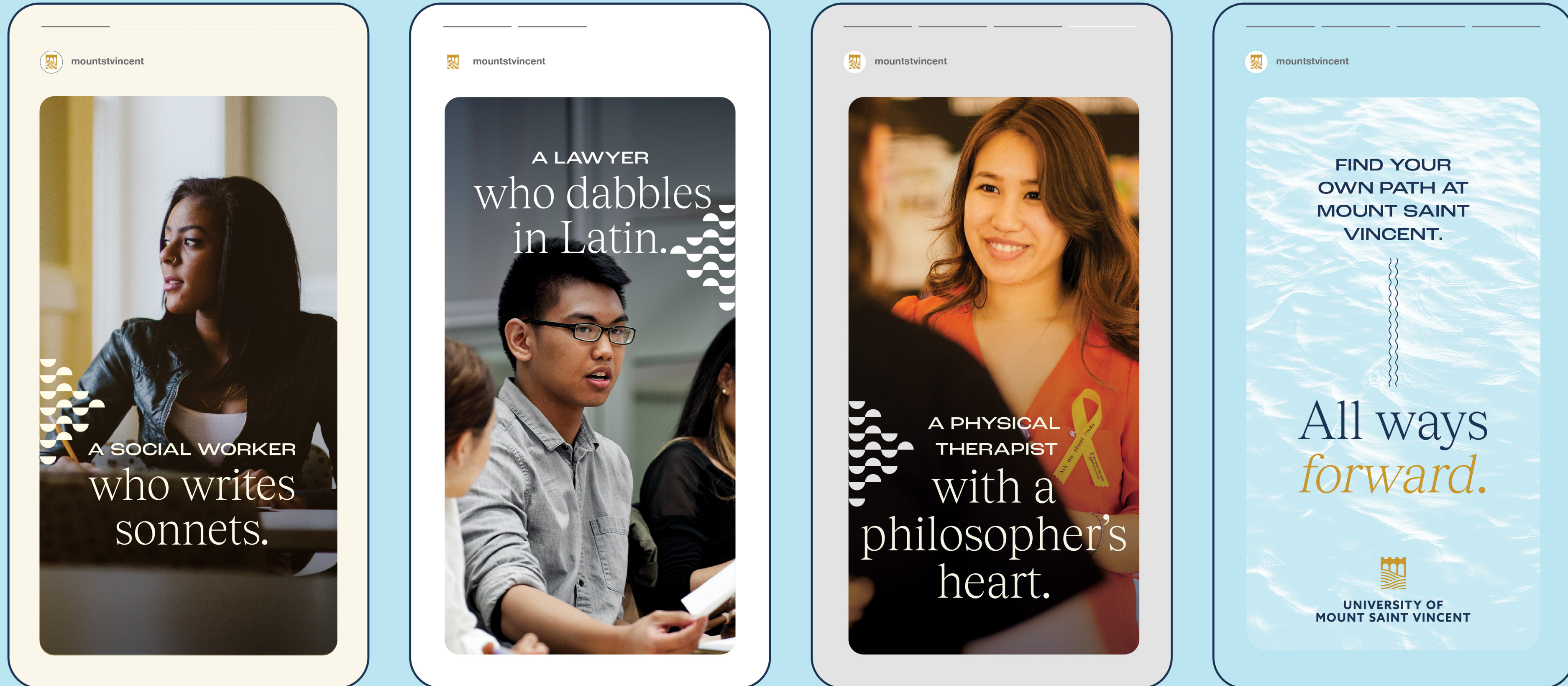


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# Social Media Story



# Branded Merchandise





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