



**Carlow University Visual Style Guide**

This visual style guide has been created by Marketing and Communications to preserve the value and unity of Carlow University’s visual identity in print and digital media. The following pages provide a brief set of guidelines to use the Carlow University identity correctly.

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## Carlow University Wordmark

The Carlow University wordmark is the primary identifier for Carlow University. The wordmark is designed to be used as one unit and is to appear **only in purple, black, or white**. Elements of the wordmark are not to be used separately or combined with other elements. This wordmark has been specially designed for use by the university and may not be changed in terms of proportion, typeface, or color. The Carlow University wordmark must be reproduced from official artwork.

Wordmark files are available as .eps, .png, or .jpeg.

### PMS 2627 Purple (primary)

CARLOW  
UNIVERSITY

### Black

CARLOW  
UNIVERSITY

### White

*Use the white wordmark when the background does not provide enough contrast to show the logo properly.*



## Clear Space

Ample clear space around the Carlow University wordmark ensures the integrity and impact of the mark. There may be cases where it is difficult to allow the full recommended clear space (e.g., a small display ad). However, this guideline should be followed whenever possible.

No other graphic elements can touch, overlap, or be combined with the Carlow University mark.

X = cap height of "C" in "Carlow"  
recommended clear space = 1X

## Minimum Size

The minimum allowable reproduction size for the Carlow University wordmark is 1.25" in width. Reproduction below this size would compromise the readability of the wordmark.

### Clear Space



### Minimum Size



## Incorrect Usage

These examples illustrate unacceptable uses of the Carlow University wordmark. The wordmark must not be compromised or manipulated in any way and should always be reproduced from approved artwork.

### DO NOT

use different typefaces in place of the wordmark—it was created as artwork.



### DO NOT

change the size relationships or positioning of the Carlow wordmark.



### DO NOT

set the wordmark on an angle or reshape it in any way.



### DO NOT

set the wordmark on a competitive background that will detract from its readability.



### DO NOT

use drop shadows, outlining, or special effects to all or part of the wordmark.



### DO NOT

reproduce the wordmark in colors other than those specified on page 4.



### DO NOT

use former Carlow University logos/wordmarks under any circumstances.



### DO NOT

scan the wordmark from reproduction masters or recreate the logo in any way.

### DO NOT

reproduce the wordmark at a width smaller than 1.25.”

## Carlow Celtics

The Carlow Celtics logo is the primary identifier for Carlow University's athletic teams. The logo is designed to be used as one unit. Elements of the logo are not to be used separately or combined with other elements. This logo has been specially designed for use by the University and may not be changed in terms of proportion, typeface, or color.

The Carlow Celtics wordmark is a secondary identifier to be used in place of the primary logo when deemed appropriate.

Both the Carlow Celtics logo and wordmark must be reproduced from official artwork. Neither the logo or wordmark should be used in combination with other elements.

Logo and wordmark files are available as .eps, .png, and .jpeg.

### Logo



**3 COLOR PRIMARY VERSION**  
purple, gold, white



**2 COLOR SECONDARY VERSION**  
purple, white

### Wordmark



**2 COLOR**  
purple, gold



**1 COLOR**  
purple

## Carlow University Seal

### Formal Seal

This seal is reserved for specialized use such as diplomas, commencement programs, and invitations from the president of Carlow University.

Formal Seal



### Presidential Seal

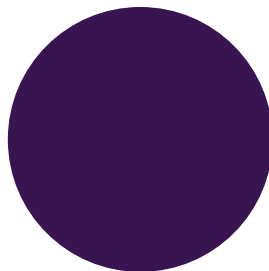
This seal is reserved for specialized, presidential use.

Presidential Seal



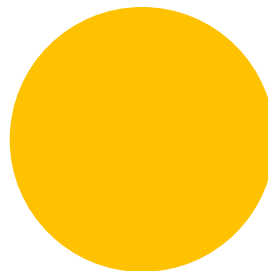
## Carlow Official Colors

Carlow University's official and primary color is purple (Pantone 2627C). Gold (Pantone 7406C) is Carlow's secondary color. The correct and consistent use of Carlow's official colors helps reinforce the university's identity. These swatches indicate the correct translations of the official colors for both print and digital use.



**Carlow University Purple**

PANTONE **2627C**  
**85C 100M 6Y 38K**  
**60R 16G 83B**  
**#3c1053**



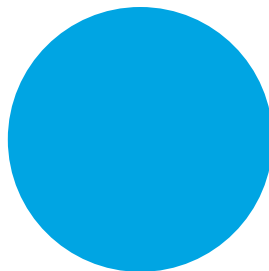
**Carlow University Gold**

PANTONE **7406C**  
**0C 20M 100Y 2K**  
**241R 196G 0B**  
**#f1c400**

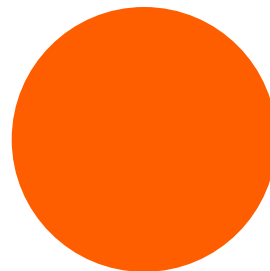


## Carlow Secondary Color Palette

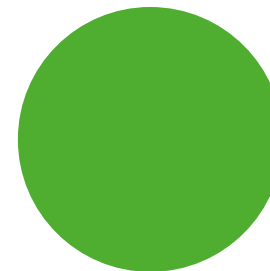
Color is essential to the Carlow style, and the accent palette at the left has been carefully selected to give users the flexibility needed to meet a large variety of objectives, both print and digital. This extended palette instills a sense of consistency across diverse types of applications and plays well with the Carlow University purple.



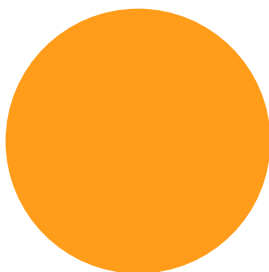
**Light Blue**  
PANTONE 2995C  
90C 11M 0Y 0K  
#00a4e4



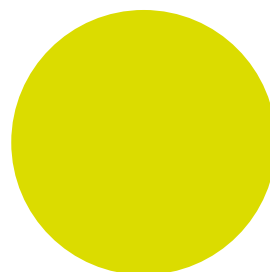
**Orange**  
PANTONE Bright OrangeC  
0C 77M 100Y 0K  
#ff5f00



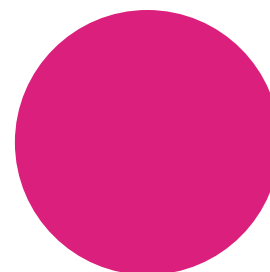
**Green**  
PANTONE 361C  
75C 4M 100Y 0K  
#3fae29



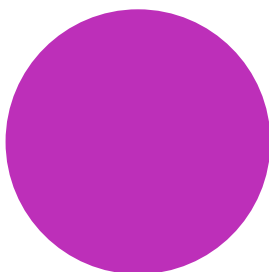
**Light Orange**  
PANTONE 1375C  
0C 45M 96Y 0K  
#ff9e15



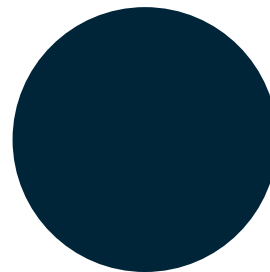
**Bright Green**  
PANTONE 389C  
24C 0M 100Y 0K  
#cede00



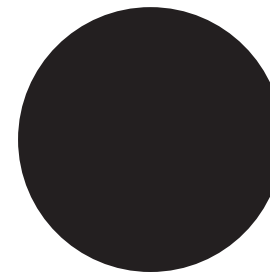
**Pink**  
9C 96M 18Y 0K  
#dc277c



**Bright Purple**  
PANTONE PurpleC  
35C 88M 0Y 0K  
#c126b8



**Dark Navy**  
PANTONE 539C  
97C 76M 51Y 57K  
#002539



**Black**  
0C 0M 0Y 100K  
#000000

## Fonts

### Entire Font Family

Museo Slab 100  
Museo Slab 100 Italic  
Museo Slab 300  
Museo Slab 300 Italic  
Museo Slab 500  
Museo Slab 500 Italic  
Museo Slab 700  
Museo Slab 700 Italic  
Museo Slab 900  
Museo Slab 900 Italic  
Museo Slab 1000  
Museo Slab 1000 Italic

### Use

Body Copy  
Display Text (print and digital)  
Website

## Museo Slab (Primary Serif)

Cu

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

MUSEO SLAB 300

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

MUSEO SLAB 500

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

MUSEO SLAB 500 ITALIC

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

MUSEO SLAB 900

## Fonts

### Entire Font Family

Quiet Sans ExtraLight  
Quiet Sans ExtraLight Italic  
Quiet Sans Light  
Quiet Sans Light Italic  
Quiet Sans Regular  
Quiet Sans Italic  
Quiet Sans SemiBold  
Quiet Sans SemiBold Italic  
Quiet Sans Bold  
Quiet Sans Bold Italic  
Quiet Sans ExtraBold  
Quiet Sans ExtraBold Italic

### Use

Body Copy  
Display Text (print and digital)

## Quiet Sans (Primary Sans Serif)

Cu

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

QUIET SANS LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

QUIET SANS REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

QUIET SANS BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

QUIET SANS EXTRABOLD

## Fonts

### Entire Font Family

Din Light  
Din Regular  
Din Medium  
Din Bold  
Din Black

### Use

Body Copy

Din

Cu

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

DIN LIGHT

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

DIN REGULAR

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

DIN MEDIUM

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

DIN BOLD

## Fonts

### Entire Font Family

Archer Medium  
Archer Book Italic  
Archer Semibold Italic  
Archer Bold

### Use

Body Copy

## Archer

Cu

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

ARCHER MEDIUM

---

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

ARCHER BOOK ITALIC

---

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890***

ARCHER SEMIBOLD ITALIC

---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

ARCHER BOLD

---

## Fonts

### Select Font Family

Intro Head H UC Base

Intro Head H UC G Base

Intro Head H UC H2 Base

Intro Head H UC L Base

### Use

Display Text (print and digital)

## Intro Head H UC

CU

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

INTRO HEAD H UC BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

INTRO HEAD H UC G BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

INTRO HEAD H UC H2 BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

INTRO HEAD H UC L BASE

## Fonts

### Select Font Family

Intro Rust Base  
Intro Rust Base Line  
Intro Rust H2 Base  
Intro Rust L Base

### Use

Display Text (print and digital)

## Intro Rust

CU

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

INTRO RUST BASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

INTRO RUST BASE LINE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

INTRO RUST H2 BASE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

INTRO RUST L BASE

## Examples

The following pages show recent examples of Carlow University's print and digital publications. These pieces illustrate how Carlow's fonts and color palette are used across different applications to create a cohesive and consistent visual brand.



**SERVICE**

Carlow is driven by mercy, justice, and service. When you think about how these align with your own personal values, choosing a college is a no-brainer. Today, I help young people discover their greatness. I help them realize the power in their own stories and how they can impact the lives of others. You may be just one person, but you can do a lot.  
**You can truly make a difference.**

**KAYLA BOWYER**  
BA, Communications, 2011  
Amachi Ambassadors Coordinator  
Amachi Pittsburgh

# VALUES DRIVEN

**In 1843, seven gutsy women sailed from Carlow, Ireland and made their way to what was then a frontier town. Pittsburgh, Pennsylvania.**

The Sisters of Mercy went right to work. They found solutions to some of the city's toughest social problems and started a school founded on the principles of social justice: respect, dignity, ethical leadership, and shared humanity. They built a university community that welcomed all—regardless of religion, race, economic status, or ethnicity.

And they were fierce advocates for those who had no voice and no power. The Sisters of Mercy were at the forefront of the civil rights movement, and they are still on the front lines when it comes to protecting our environment, welcoming immigrants, and fighting racism.

They built this university. And our students and alumni tell us they are proud to follow in their footsteps.

Regionally ranked by U.S. News and World Report. | Co-educational since 1946.



# SO WHAT DRIVES YOU?

**You probably realize by now that there's more to this college thing than meets the eye. Yes, you'll eventually need to choose a major and think about a path. But first, you need to decide what really matters to you. What drives you. What you value.**

Maybe what matters most is making a difference—a meaningful difference—in your world.

At Carlow, our students tell us they want to do good—and do well. Make a meaningful difference—and have a successful career. We call that values-driven and career-focused.

So what drives you?

◀ Our new **UNIVERSITY COMMONS** is the student hub on campus. Lattes. Library. Learning Spaces. And a really cool state-of-the-art recording studio—**THE HOPKINS COMMUNICATION LAB**. Come check it out!





Carlow was super supportive and understanding and was willing to take all of my credits. When I learned what Carlow stands for—their focus on a just society—it was a natural fit for the values that I stand by personally.

**OLIVIA BENNETT**  
Business Management Major,  
Information Technology  
Management Minor

## YOUR DEGREE. YOUR WAY.

Like Olivia, a busy mother of four looking to complete her degree, you have outside obligations—like work, or taking care of your family. Or both. That's why we offer flexible learning options for both on-campus and online classes. And you can customize your degree by taking electives and adding certificates that fulfill your needs and interests. At Carlow, we know that one size doesn't fit all.

Check out [carlow.edu/majors](http://carlow.edu/majors) for more information about our many degrees and programs, multitude of learning formats, and options at regional sites in Cranberry and Greensburg—as well as our Oakland campus in Pittsburgh.

### NEW! MICROMASTER'S!

After you complete your bachelor's, take three or four graduate courses in an area of specialization for a flat price. Choose from Project Management, Human Resources, Drug/Alcohol Counseling, Trauma Counseling, or Fraud and Forensics.

### A GREAT VALUE!

Discounted tuition for adult students like you—for both full-time AND part-time study. Check out [carlow.edu/AdultTuition](http://carlow.edu/AdultTuition).

## GET THE SUPPORT YOU NEED.

Experience matters. That's why our classes are taught by professors—not by teaching assistants or student teachers. Classes are small—averaging 15 students, and we have the support services you need and want—to fit your busy schedule.

### Student HUB

One-stop-shop for financial aid, registration, advising, and student accounts. Call, email, or visit.  
[fnaid@carlow.edu](mailto:fnaid@carlow.edu) | 412.578.6389  
Second Floor, Antonian Hall

### Office of Career Development

Flexible scheduling and evening hours, including phone and Skype appointments, online resume and cover letter review, internship and employment resources.

### Center for Academic Achievement

Free one-on-one and group tutoring (online and in person).

### Hopkins Communications Lab

Practice your presentation skills in a high-tech lab complete with video cameras and recording equipment. Open days, evenings, and weekends.

### Carlow Help! Services

Available 24/7 for all things technology-related. Second floor, University Commons  
[help@carlow.edu](mailto:help@carlow.edu)

### Counseling Center

Offering a broad spectrum of counseling services and flexible hours.

### Health Services

Full-time RN and access to affordable physician care.

Carlow takes student centeredness seriously. We support student success both inside the classroom and beyond—by helping students meet their academic, financial, emotional, medical, and spiritual needs.

**CLARA M. CHENG, PHD**  
Associate Professor and  
Co-Chair, Undergraduate  
Psychology



THE FUTURE'S SO  
**BRIGHT**  
I GOTTA WEAR SHADES!  
**#CARLOWCLASSOF2021**

# WHAT DRIVES YOU?

At Carlow, our students tell us they want to do good—and do well. Make a meaningful difference—and have a successful career. We call that values-driven and career-focused.

A Carlow University education prepares students to be ethical leaders in the fields where employers are hiring. **Our location in Pittsburgh's "Eds, Meds, and Tech" district is HUGE—**especially when it comes to getting internships, networking, and landing that job.

Our alumni are paying it forward—to the world. **And 94 percent are employed or pursuing graduate studies within six months of graduation.** We get results. The results that matter most.

## WHY WAIT? APPLY BY DECEMBER 1!

Receive maximum scholarship consideration long before space and financial awards may become limited.

- + No application fee
- + No essay
- + Automatic scholarship consideration

Upon admission, receive a special invitation to register early for classes! Invitations are sent the end of January.

[carlow.edu/apply](http://carlow.edu/apply)

*Carlow's serious about making a difference. I think it's important to advocate for humanity. Carlow takes a strong stance on issues that really mean something to me.*

**TEVIN SCOTT**  
Liberal Studies Major



### FILE THAT FAFSA!

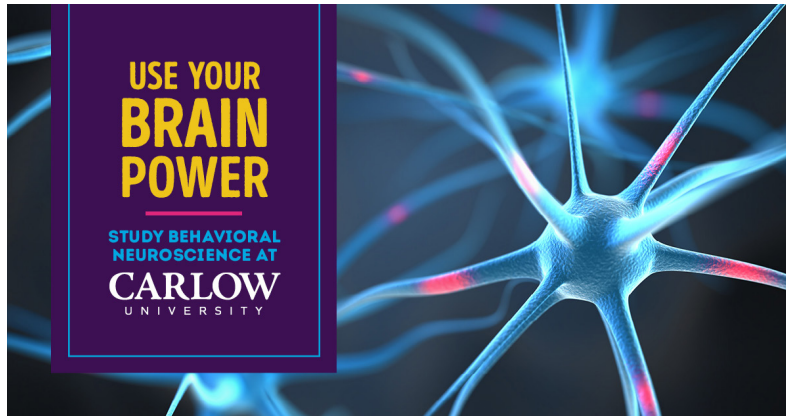
- + Apply for free at [fafsa.gov](http://fafsa.gov) using Carlow code 003303. Carlow's priority deadline for filing the FAFSA is March 15.
- + FAFSA now uses tax information from the prior year (2015).
- + Apply to Carlow by December 1. With a completed FAFSA, admitted students receive an early financial aid package before the end of the year.

### GET THE FACTS:

- + 11:1 student/faculty ratio
- + Co-educational since 1946
- + Rated safest college campus in Western PA by niche.com

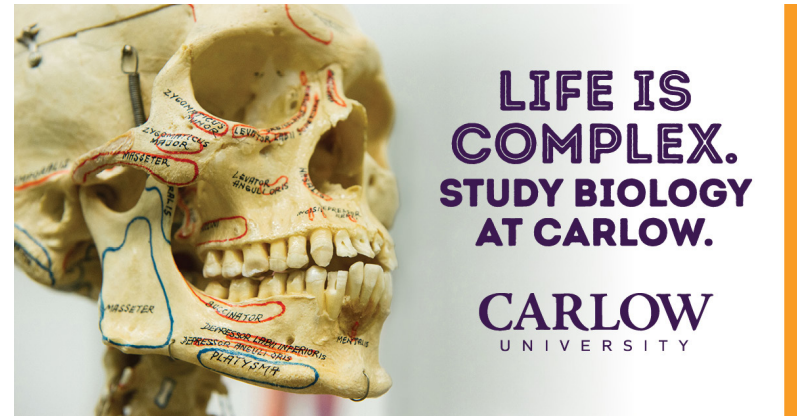
Regionally ranked by U.S. News and World Report

Carlow University is an affirmative action, equal opportunity institution. Produced in cooperation with Marketing and Communications. 01/16/2021



**USE YOUR  
BRAIN  
POWER**

STUDY BEHAVIORAL  
NEUROSCIENCE AT  
**CARLOW**  
UNIVERSITY



**LIFE IS  
COMPLEX.  
STUDY BIOLOGY  
AT CARLOW.**

**CARLOW**  
UNIVERSITY



**GOT  
CREDITS?**

WE'LL GET  
YOU WHERE YOU  
WANT TO GO.

**CARLOW**  
UNIVERSITY



MAKE A  
MEANINGFUL  
DIFFERENCE.

**APPLY  
NOW**

**CARLOW**  
UNIVERSITY



**THE MASTER  
OF SCIENCE IN  
FRAUD AND  
FORENSICS**

PREVENT.  
INVESTIGATE. SOLVE.

**CARLOW**  
UNIVERSITY



**EARN  
YOUR  
MBA**

START THIS  
SUMMER!

**CARLOW**  
UNIVERSITY

Diana Nsemo, MBA '14

