The Mount Saint Mary’s University brand is:

CONFIDENT
EMPOWERING
INSPIRING
UNSTOPPABLE
BRAND
Effective brand communications inspire awareness, respect, and leave a lasting impression.

Our brand is much more than a logo or a tagline. It’s a perception that’s shaped with every interaction.

Each member of the Mount Saint Mary’s community is responsible for building the brand. Every time we interact with prospective students and their parents, talk with graduates, communicate with the press, develop new collateral materials, approach community partners, contact potential donors, or talk about the University, we influence the perception of the Mount.

As brand ambassadors, we must present a unified front in the form of a cohesive and consistent brand message. This toolkit is designed to help you do exactly that. It is intended to be a jumping-off point to help you unleash your own mindpower.

Our goals for this branding initiative are to:

• Reflect our mission, vision, and values
• Set us apart from other institutions
• Show the benefits of our programs
• Offer compelling reasons to affiliate
• Instill a sense of pride
BRAND ESSENCE
Inspirational
Motivating
Uplifting
Unlimited Possibility

BRAND PERSONALITY
Spirited
Determined
Smart
Responsible

BRAND VALUES
Academic Quality
Service
Empowerment
Leadership
Social Justice

BRAND PROMISE
We will empower you
to reach your highest potential,
to better yourself and others.

UNSTOPPABLE

UNSTOPPABLE LANGUAGE
UNSTOPPABLE is the brand expression and the central word that the brand platform is built upon. Still, there are other words you will need to describe and define the Mount’s UNSTOPPABLE narrative.

In copy, consider using a mix of the following words:

Brave
Dynamic
Strong
Revolutionary
Spark
Fuel
Launch
Incite
Leading
Driven
Drive
Change
Push boundaries
Move mountains
Inspire
Embrace
Embolden
Empower
Courage
 Courageous
Confident
Momentous
Energetic
Smart
We believe in the power of ordinary people to do extraordinary things. Every day, our students astound us with their intellect, strength, and never-say-die spirit. They are, in a word, UNSTOPPABLE.
At its core, UNSTOPPABLE means smart, energetic, determined, and bold. Those who are unstoppable have purpose and momentum.

At Mount Saint Mary’s, we know the value of hard work and determination. We empower our students to reach for their goals.

UNSTOPPABLE reflects our promise to fully invest in students. To challenge them. To inspire them. In fact, we have a history dotted with unstoppable stories, right from our founding by the Sisters of St. Joseph of Carondelet. We were founded to give women the opportunities that might not be afforded to them elsewhere.

Our faculty leads by example. We work with students until it clicks, even if it takes long nights or extra hours. The results: Students are transformed. That’s the promise—and the power—of Mount Saint Mary’s University.

UNSTOPPABLE tells the story of our success—institutionally and individually. Our students, alumni, and faculty are unstoppable, as is the University.
ABOUT US

BOILERPLATE
The following text serves as the official description of Mount Saint Mary’s University. Use this paragraph to describe the University in “About Us” sections.

ABOUT MOUNT SAINT MARY’S UNIVERSITY
Mount Saint Mary’s is the only women’s university in Los Angeles and one of the most diverse in the nation. The University is known nationally for its research on gender equality, its innovative health and science programs, and its commitment to community service. As a leading liberal arts institution, Mount Saint Mary’s provides year-round, flexible, and online programs at the undergraduate and graduate level. Weekend, evening, and graduate programs are offered to both women and men. Mount alums are engaged, active global citizens who use their knowledge and skills to better themselves, their communities, and the world.

www.msmu.edu
WHAT’S IN A NAME?

In our case, everything. Don’t assume that anyone off campus recognizes MSMU as Mount Saint Mary’s University.

In all communications, “Mount Saint Mary’s University” should be spelled out somewhere on the page. Spell out “Mount Saint Mary’s University” before using “Mount Saint Mary’s,” “the University,” or “the Mount.” The words “Los Angeles” should be used with “Mount Saint Mary’s University” on the first page of each printed advertising, marketing piece, or publication. The logo, if used on the first page, satisfies this requirement. It should also appear at least once in the banner of each page of our website.
IDENTITY
Our modern take on a traditional shield is actually an open book filled with knowledge. That knowledge lifts away and transforms into a bird fueled by its own power. It symbolizes the total transformation that students undergo at the Mount. The logo also features “Los Angeles” in a vibrant yellow in the font Avenir. Both the color and font choices highlight the Mount's location – laying claim to the international, vibrant, and dynamic city.
# Primary Logos

Do not attempt to reconstruct logos. Use eps files obtained from the Communications and Marketing Department.

<table>
<thead>
<tr>
<th>Preferred primary print logos</th>
<th>Preferred primary digital logos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stacked logo</strong>&lt;br&gt;This logo is the primary default logo for internal and external university communications.</td>
<td><strong>Stacked logo</strong>&lt;br&gt;This logo is the primary default logo for internal and external university communications.</td>
</tr>
<tr>
<td><img src="MSMU.lgo.stk.2c.LA.eps" alt="MSMU.lgo.stk.2c.LA.eps" /></td>
<td><img src="MSMU.lgo.stk.268.scrn.LA.eps" alt="MSMU.lgo.stk.268.scrn.LA.eps" /></td>
</tr>
<tr>
<td><strong>Single line</strong>&lt;br&gt;Best used as a footer in layout.</td>
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</tr>
<tr>
<td><img src="MSMU.lgo.sngline.2c.LA.eps" alt="MSMU.lgo.sngline.2c.LA.eps" /></td>
<td><img src="MSMU.lgo.sngline.cntrd.2c.LA.eps" alt="MSMU.lgo.sngline.cntrd.2c.LA.eps" /></td>
</tr>
<tr>
<td><strong>Single line, centered</strong>&lt;br&gt;Best used at page top centered.</td>
<td><strong>Single line, centered</strong>&lt;br&gt;Best used at page top centered.</td>
</tr>
<tr>
<td><img src="MSMU.lgo.sngline.cntrd.2c.LA.eps" alt="MSMU.lgo.sngline.cntrd.2c.LA.eps" /></td>
<td><img src="MSMU.lgo.sngline.cntrd.268.LA.eps" alt="MSMU.lgo.sngline.cntrd.268.LA.eps" /></td>
</tr>
</tbody>
</table>

The logo without “Los Angeles” can only be used with the permission of the Communications and Marketing Department.
These logos should be used only when it is not cost effective to use the two or three-color logos. When used on a background tonally darker than 60 percent black, it is recommended to use the reversed white version.

<table>
<thead>
<tr>
<th>Alternate One-Color Logos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stacked Logo</strong></td>
</tr>
<tr>
<td>This logo is the primary default logo for internal and external university communications.</td>
</tr>
<tr>
<td>MSMU.lgo.stk.blk.scrn.LA.eps</td>
</tr>
<tr>
<td>MSMU.lgo.stk.268.scrn.LA.eps</td>
</tr>
<tr>
<td>MSMU.lgo.stk.wht.eps</td>
</tr>
<tr>
<td><strong>Single Line</strong></td>
</tr>
<tr>
<td>Best used as a footer in layout.</td>
</tr>
<tr>
<td>MSMU.lgo.sngline.blk.LA.eps</td>
</tr>
<tr>
<td>MSMU.lgo.sngline.268.LA.eps</td>
</tr>
<tr>
<td>MSMU.lgo.sngline.wht.LA.eps</td>
</tr>
<tr>
<td><strong>Single Line, Centered</strong></td>
</tr>
<tr>
<td>Best used at page top centered.</td>
</tr>
<tr>
<td>MSMU.lgo.sngline.cntrd.blk.LA.eps</td>
</tr>
<tr>
<td>MSMU.lgo.sngline.cntrd.268.LA.eps</td>
</tr>
<tr>
<td>MSMU.lgo.sngline.cntrd.wht.LA.eps</td>
</tr>
</tbody>
</table>

The logo without “Los Angeles” can only be used with the permission of the Communications and Marketing Department.
SPECIALTY THREE-COLOR LOGOS

The three-color logo is intended for specialty use only where the screen percentage in the shield will not work (i.e., silkscreen & embroidery). It should only be used on a white background.

<table>
<thead>
<tr>
<th>Stacked logo</th>
<th>Single line</th>
<th>Single line, centered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mount Saint Mary's University LOS ANGELES</td>
<td>Mount Saint Mary's University LOS ANGELES</td>
<td>Mount Saint Mary's University LOS ANGELES</td>
</tr>
<tr>
<td>MSMU.lgo.stk.3c.LA.eps</td>
<td>MSMU.lgo.sngline.3c.LA.eps</td>
<td>MSMU.lgo.sngline.cntrd.3c.LA.eps</td>
</tr>
</tbody>
</table>

The logo without “Los Angeles” can only be used with the permission of the Communications and Marketing Department.
To prevent a cluttered look, maintain a comfortable white space around the logo.

There’s a designated unit length “X,” the height of the “M” in Mount, which defines the distance of the clear zone area around the logo. This is a minimum, it is always preferred to have more than less. The clear zone is the area where no graphic element—type, rule, line, art—should be allowed.
LOGO DONT’S

Don’t

• warp or stretch the logo.
• change the logo’s orientation.
• crop the logo in any way.
• rearrange the symbol or wordmark configurations within the logo.
• recreate any elements of the logo or replace them with something else.
• use scanned or photographed copies of the logo. Use the original files.
• remove or alter the text of the wordmark.
• apply shadows, glow effects, or outlines to the logo.
• apply any filters or textures to the logo.
• change the logo colors.
• use the logo on busy photographs or patterns.
• use the logo on colors with poor contrast or similar colors.
• place text or shapes within the clear zone boundary.
• replace or re-create any part of the logo.
• lock-up or pair with other logos.
DEPARTMENTAL LOGO LOCK-UPS

<table>
<thead>
<tr>
<th>Departmental lock-up for print</th>
<th>Departmental lock-up for digital</th>
<th>Black and white departmental lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the two-color stacked logo. Set the department name in Avenir regular and match the weight of the type with a separating rule.</td>
<td>Use the one-color stacked logo in #553377 to maintain contrast compliance.</td>
<td></td>
</tr>
</tbody>
</table>

* For a complete list of departmental lock-ups and eps files please contact the Communications and Marketing Department.
The University Seal is the imprimatur of Mount Saint Mary’s University. Its use includes official academic documents such as diplomas, certificates, and awards. The President’s Cabinet has approved use of the seal for pendants, sweatshirts, and other merchandise according to the guidelines below. Documents displaying the Seal imply official sanction by the University and require the approval of the Communications and Marketing Department.

Guidelines:
Because the University Seal represents the legal signature of the university, it must not be altered in any way. The seal should be used in its entirety, not separated into component parts or altered in proportion. Exception: The fleur de lis (see below) is an approved graphic element that can be used separately in University documents, printed publications, and web pages.

Because it is complex and detailed, the Seal must be produced in its entirety and large enough to be clearly legible. The minimum acceptable size of the Seal is 1 inch wide. In order to maintain its distinctness, the University Seal must be surrounded on all sides with a clear space that is 1/4 the width of the Seal.

The Seal may be reproduced only in black, MSMU purple, MSMU gold, or white (in applications requiring a dark background). No combinations of colors or fills can be used.
To maintain consistency across the institution, email signatures should follow the same format. Below is the recommended signature, with an optional social media block at the bottom. Do not clutter the signature with quotes or other phrases.

Name Here
Job Title Here
Mount Saint Mary's University
10 Chester Place, Los Angeles, CA 90007 (or Chalon address)
213.477.xxxx | email@msmu.edu
msmu.edu

Follow us on Facebook | Twitter | Instagram (hyperlinks)
msmu.edu/socialmedia #MSMUnstoppable

You can use our custom generator to create your e-mail signature. It can be accessed at mymsmu.edu.

The following are the University’s official social media accounts:
Facebook.com/MountSaintMarysU
Twitter.com/MSMU.LA
Instagram.com/MountSaintMarysU
Mount Wellness: Mount Saint Mary’s University has created a comprehensive wellness initiative centered on the principles of inclusion, empowerment, and personal well-being. Wellness has been incorporated into all aspects of the Mount, in every department. To model the importance of wellness to the University, specific branding has been developed which can be used to identify wellness activities in the four elements of our Wellness Movement: Eat Green, De-Stress, Move More, and Sleep Well.

Wellness activities, flyers, articles in publications, and electronic communications should be identified with the general Mount Wellness logo.
In addition, specific headers for emails have been developed and can easily be added to existing communications:

Samples of communications using the headers are provided below:
DESIGN
COLOR PALETTE

PRIMARY

Pantone 268C
C:81 M:100 Y:12 K:2
R:91 G:43 B:130
#553377

Pantone 142C
C:7 M:35 Y:100 K:0
R:238 G:170 B:17
#eeaa11

Black
#000000

SECONDARY

Pantone 375C
C:47 M:0 Y:100 K:0
R:148 G:214 B:0
#94d600

Pantone 297C
C:52 M:4 Y:2 K:0
R:108 G:187 B:233
#6cc5e9

Pantone 1505C
C:0 M:71 Y:100 K:0
R:255 G:108 B:0
#ff6c00

NEW BRIGHTER YELLOW

Pantone 129C
C:0 M:20 Y:100 K:0
R:243 G:208 B:62
#f3d03e
INSTITUTIONAL BRAND COLOR DISTRIBUTION

White is included as a color to emphasize the intentional use of negative space.

- Mainly used in logo.
- Used sparingly in text.
- Mainly used for text.
- Can be used for backgrounds, headlines, and subheads for all audiences.
- Can be used for background primarily in undergraduate recruitment.
COLOR DISTRIBUTION

White is included as a color to emphasize the intentional use of negative space.

Primarily for internal and social media use. May be used sparingly in undergraduate recruitment. Not for use in Graduate or Weekend and Evening College use.

Mainly used in logo.

Used sparingly in text.

Mainly used for text.

Can be used for background primarily in undergraduate recruitment.

Can be used for backgrounds, headlines, and subheads for all audiences.
Color usage in all digital media must meet or exceed a contrast ratio of 4.5:1 for normal text and 3:1 for large text to assure accessibility for users with low vision, low contrast vision, or color vision deficiency. A free contrast checker is available at color.a11y.com/?bp09
TYPOGRAPHY

WE RELY ON HURME GEOMETRIC SANS BLACK FOR MOST HEADLINES.

Body copy can be rendered in New Century Schoolbook or Avenir. Choose the appropriate weight for legibility against the background of the design. If the background is white, Avenir Book or New Century Schoolbook Roman are appropriate choices. On a photographic or colored background, it may be necessary to go up in weight to ensure contrast for legibility.

FONTS

Hurme Geometric Sans
Hurme Geometric Thin
Hurme Geometric Light
Hurme Geometric Regular
Hurme Geometric Semibold
Hurme Geometric Bold
Hurme Geometric Black

Avenir
Avenir 35 Light
Avenir 45 Book
Avenir 55 Roman
Avenir 65 Medium
Avenir 85 Heavy
Avenir 95 Black

New Century Schoolbook
New Century Schoolbook Roman
New Century Schoolbook Bold

WORD SPACING CAN BE AN ISSUE WITH HURME.
The word spacing in Hurme tends to be too loose. To fix it, highlight the line you wish to affect. While holding the command and option buttons down, tap the delete key until it tightens as desired. To loosen the word spacing (should you go too far), hold the command and option buttons down and tap the vertical pipe key.
Use the provided eps files in all applications. The wordmark is most commonly used bleeding in from the left edge. It may only be used in white and the approved primary purple.

* preferred version
DESIGN PHILOSOPHY

Mount Saint Mary’s University is a transformative place where young women find a sense of agency that empowers them to make real changes in their lives and the lives of others. To reflect that transformation, UNSTOPPABLE is now bolder, more colorful, and more energized across all audiences.

However, the emphasis on energy and boldness varies according to target audience.

In media aimed at traditional undergraduate and transfer audiences, students are seen as the confident and capable end products of UNSTOPPABLE. They are often centered in the layout, shot from low heroic angles. UNSTOPPABLE is most often the hero of the headline and it is broken and stacked to maximize its size in the available space.

Media that focuses on graduate studies is a bit quieter and more refined. Subjects are cropped a bit looser and off-centered in settings that speak to specific programs. Emphasis in headlines centers more frequently on programs and less on the idea of UNSTOPPABLE. UNSTOPPABLE is usually locked up with “graduate studies” in a bar. In the few cases where UNSTOPPABLE is the headline hero, it should be treated as a single line.

Weekend and Evening College has more in common with traditional undergraduate and transfer than graduate. Its layout style features the large stacked UNSTOPPABLE in the headlines but uses the more reality-based environmental photography common to graduate. Subjects are shown in their homes, in their classes, at their work, and in their neighborhoods.
**UNSTOPPABLE WORDMARK USAGE**

**UNSTOPPABLE should be the clear hero in most single-page advertising creative.** With that directive in mind, the UNSTOPPABLE wordmark is now bigger and bolder than ever. To maintain its impact, it should be used sparingly in multi-page documents and never more than once on a spread. Use the white versions on photos that don’t have clear white space. Use the purple version on photos that are too light for the white version.

For undergraduate, transfer, and Weekend and Evening College audiences, the three-line stack white version is the preferred and most versatile option. It is most commonly used bleeding in from the left edge. The two stack is used when vertical space limitations don’t allow for the three stack. The one-line horizontal is used when vertical space is extremely curtailed, in graduate media, or when needed to modify multiple photos or when UNSTOPPABLE is not the hero. In this case, it should be used small and grouped with the logo.

**Advertising for graduate audiences breaks with most of these rules.** UNSTOPPABLE is usually **NOT** the hero of the headline, and when it is, the white horizontal is preferred.
The brackets are no longer used to contain UNSTOPPABLE in headlines. Limit their use to ONCE per page. It is permissible to bleed the bracket, but do not crop or alter the bracket in any way. In media for undergraduate and transfer audiences, they can be used to point to the headline, contain lead-in heads, point to UNSTOPPABLE, or to point to the subject of the headline. The only time they are used to contain UNSTOPPABLE is when it is not the hero. Then the brackets are used small and grouped with the logo.
Graduate program media follows different rules. A single bracket is used to the left of headlines, double brackets enclose short body copy, or the brackets are done away with altogether.

Weekend and Evening College combines all the options of graduate and undergraduate/transfer.
UNSTOPPABLE women aren’t just fierce. Their expressions should range from a quiet Mona Lisa-like smile to self-assured laughter. They should always exude a sense of “No problem, I got this.” These are women on the move. Being UNSTOPPABLE means being unstoppable everywhere. It is important to broaden our shoots to include off-campus locations to shift the perception of The Mount from protective bubble to crucible for warrior women. Images should be a mix of camera aware and non-camera aware environmental portraits and should include collaboration and sisterhood, as well as action shots. They should be saturated with vibrant color; use selective focus to reduce unnecessary elements, and employ heroic angles for dramatic impact.
The photographic style of graduate studies is a bit quieter and more refined. Subjects are cropped a bit looser and off-centered in settings that speak to specific programs. The attitude is of quiet self-assurance with less emphasis on the heroic (and dramatic) angles of the traditional undergraduate photography. While some images may be direct address, more emphasis is on candid subjects engaged in an activity.

The Weekend and Evening College photographic style has more in common with traditional undergraduate. Subjects are shot tighter, more centered to frame with higher energy than graduate program portraits.
Brands have personalities that are communicated through voice. The way you talk about Mount Saint Mary’s University shapes the way people feel about it.

In other words, you’re not just passing on information when you communicate about The Mount. You’re illustrating the ways the University rises to challenges, overcomes obstacles, and (quite often) surprises people and other institutions.

When you develop content, consider how your subject fits within this context.
We want people to perceive Mount Saint Mary’s University as:

A LEADER
The Mount is—and always has been—a leader in women’s education.

EMPOWERING
Students accomplish incredible things, often overcoming great obstacles, thanks to their experiences at the Mount.

SMART
Students and faculty do high-level research, compete against bigger national names (and best them), and are engaged in impressive work.

The copy should be: confident, inspiring, and inviting. It should also be ACTIVE. This institution and its people have serious momentum.
We want to make an impression on our audiences, so that those who don’t know Mount Saint Mary’s University will notice it and remember it. And so that those who think they know The Mount will perceive it accurately.
Our stories are what make our UNSTOPPABLE brand take shape. The stories we choose (about students, alums, awards, faculty) define the Mount Saint Mary's University brand for both internal and external audiences. Our stories must be compelling, surprising, and dynamic. The Mount brand is only as strong as the stories we tell.

www.msmu.edu/unstoppable
Studies show that people remember three to maybe five (if you’re lucky) pieces of information that they read or hear. Pushing too much information on your readers can actually result in them remembering less—and may cause them to tune you out altogether. Ideally, you want to serve up just enough information to make your reader want to take the next step.

But how much is the right amount? That depends on whom you’re talking to and what action you want them to take. People generally want more details the closer they get to closing a deal (whether that deal is filling out an application, attending an event, or giving to the Mount).

**A good rule of thumb: Keep communications short, relevant, and compelling.**

**Before you start writing, ask yourself:**

- Who am I talking to?
- What do I want them to think, feel, or do as a result of this communication?
- What are the five (or fewer) things the reader absolutely must know in order to go to the next step?
Good copy sounds more like how people speak and less like how they write. (This makes it “flow over” the reader and be less hiccup-y.)

Mount Saint Mary’s University’s copy should be strong, clear, and immediate. Think short sentences. Sometimes, for impact, your short sentences may not even be “real” sentences. Eliminate complicated clauses and extra words, and your reader will get the point faster, and your message will be even stronger.

This means you can start sentences with “and” and use plenty of dashes, because that’s the way people think and speak. In bursts!

Avoid generic language that doesn’t tell your reader anything specific about Mount Saint Mary’s.

Give them the information they’re looking for or surprise them with something they didn’t know.
The tone your communications should take will vary depending on audience and occasion. With prospective undergraduate students, the tone can be more casual and informal, whereas with donors and potential faculty, a more serious, formal tone is appropriate.

- General/Institutional Awareness
- Prospective Students/Recruitment
  - Undergraduate (traditional and transfer)
  - Graduate
  - Weekend and Evening College
- Alumni
- Donors
- Faculty and Staff/Recruitment
**Surprise your audience**

Don’t be afraid to be provocative. Punchy headlines that jolt the audience a bit are a good thing. We want to get their attention and an unexpected or surprising headline can do that.

Ultimately, the goal is to educate readers and get them interested in taking the next step—whether that means choosing to attend Mount Saint Mary’s University or donating millions to the new Center for the Advancement of Women. Grab the audience’s attention, and then don’t let go.

**Be a verb**

The Mount has momentum. Unsurprisingly, it’s hard to be UNSTOPPABLE and sedentary.

Your writing should be active, just like our campuses. Use action words to propel the brand forward. Your words, like our brand, must move Mount Saint Mary’s forward.

**Make every word count**

Avoid language that’s so generic that any college or university could (and does) use it.

Punctuate the brand promise with real-world examples. Celebrate successes by sharing them with the internal and external communities. If we’re going to say that we’re UNSTOPPABLE, be prepared to back it up concretely.
UNSTOPPABLE BRAND LANGUAGE

Smart
Fearless
Dedicated
Purposeful
Successful
Determined
Spirited
Progressive
Strong
Respected
Reputable
Bright
Hard-working
Intelligent
Leading the way
Empowering
As a general rule, the Graduate Division markets itself by program vs. an umbrella “graduate programs at MSMU” approach.

GOALS

• Develop a visual approach to Graduate Programs that aligns with the overall brand and institution-wide marketing efforts.

• Provide a messaging direction for each program that can be adapted to multiple types of advertising and marketing tools and shared with strategic partners and vendors.

• Understand, and leverage, what UNSTOPPABLE means to graduate students at The Mount.

What does UNSTOPPABLE mean to graduate students and for graduate programs at The Mount?

Graduate students: With a Mount Saint Mary’s University graduate degree, students will become UNSTOPPABLE. UNSTOPPABLE for this audience is about upping their momentum and propelling them forward.

Graduate programs: When we say that Mount Saint Mary’s University graduate programs are Unstoppable, we’re really saying that these degree programs are high energy, revved up, and capable of breaking through. UNSTOPPABLE for graduate programs is all about energy and momentum.
The WEC student has a pretty clear persona.  
33 years old on average. Female (80%). Lives within 25 miles of Doheny. A working adult with a family. Busy. A little afraid to take a leap but persistent. Accomplished but may not fully realize her own potential. Yet.

WEC’S TOP SELLING POINTS

• Program flexibility
• Location
• Small classes
• Dedicated advisor
• Deep support

Removing “insider language”

Weekend & Evening College is an “insider” term at The Mount. We opted to remove the program title and instead showcase what makes the program unstoppable: weekends and evenings, online, and in person.
EXAMPLES
TRADITIONAL UNDERGRAD AND TRANSFER DIGITAL ADS

- 300x600 static digital ads
- 100x600 static digital ad
- 300x250 static digital ads
- 728x90 static digital ad
- 100x600 static digital ad
GRADUATE DIGITAL ADS

300x250 animated digital ads

300x600 static digital ad

728X90 animated digital ad
WEEKEND AND EVENING COLLEGE
DIGITAL ADS

- 300x600 static digital ads
- 300x250 static digital ads
- 728x90 animated digital ad
BUS WRAPS

- **UNSTOPPABLE**
  - Long Beach Transit Hybrid Gillig 1300
  - Scale: 1 inch = 20 inches
  - Type: NFLF 5300
  - Location: Long Beach, CA
  - Driver's Side vinyl size (includes bleed): 228.00 inches wide x 104.00 inches high
  - Driver's Side Window, Perforated vinyl size (includes bleed): 228.00 inches wide x 44.00 inches high

- **UNSTOPPABLE**
  - LBT 2400 New Flyer SR924
  - Scale: 1 inch = 20 inches
  - Type: SR924 USK
  - Location: LONG BEACH, CA
  - ©IMAGIC 2003-2011
  - Important graphics may shift up to 4 inches upon installation.
  - Top portions of the windows may be opened at any given time.
  - Driver's Side vinyl size (includes bleed): 248.00 inches wide x 106.00 inches high
  - Driver's Side Window, Perforated vinyl size (includes bleed): 248.00 inches wide x 50.00 inches high

Refer to Vehicle Wrap Print Spec when placing Art into Template.

Important graphics may shift up to 4 inches upon installation.

Art Extends To Bleed Line.

ART GOES IN ART LAYER ONLY
UNDERGRADUATE RECRUITMENT LANDING PAGE
In 1925, a small group of strong women founded The Mount. Their goal: to teach the next generation of women to light the way forward.

#1 for student outcomes
#2 most transformative college
#1 for economic mobility

We believe that when you're surrounded by people who see the bright light in you, you become radically, positively unstoppable. #MSMUnstoppable
GRADUATE
SOCIAL MEDIA

Facebook organic

Twitter organic

Facebook auto-placement ad
WEEKEND AND EVENING COLLEGE SOCIAL MEDIA

Twitter organic

Facebook organic

Facebook auto-placement ad
WEEKEND AND EVENING COLLEGE POSTCARD

Do it for your kids. Your career. Yourself.
At Mount Saint Mary's University, we make it easy to juggle earning your college degree and your life.

Classes are on the weekends and evenings.
Online or in person. And, we offer scholarships.

BECOME UNSTOPPABLE

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