



**MARYMOUNT**  

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**UNIVERSITY**

# Branding Graphic Style Guide

# The Importance of Branding



Building a brand takes vision. It takes passion and sweat. And perhaps most importantly, it takes discipline. The discipline to never waiver from your brand's DNA and what your message will be.

It is impossible to overemphasize the importance of brand consistency. Endless studies prove consistency increases awareness and helps cement an emotional connection to a brand. The more single-minded we are, the more powerful the MU brand will be.

# Logo and Seal

Primary Logo



Seal



The Marymount logo is made of two components: the wordmark and the Fleur symbol. The relationship between these elements is pre-determined and fixed. Do not alter the proportions or placement of any of the signature elements independently. However, when appropriate, the use of the brandmark on its own is acceptable.

# Logo Clearspace

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the MU brand. The provided artwork must be used at all times.

x=0.25"



STACKED LOGO

The clearspace minimum is 0.25" from the dotted lines

x=0.25"



HORIZONTAL LOGO

The clearspace minimum is 0.25" from the dotted lines

# Logo Signature

To ensure the consistency of the branding, we must have a consistent signature mark. It's vitally important to use them correctly and consistently.



# Logo Usage Don't



1. Orientation



2. Changing Colors



3. Crop



4. Outline



5. Drop Shadow



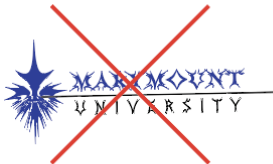
6. Reconfigure



7. Stretch / Squeeze



8. Busy Photos / Pattern



9. Add Special Effects

1. Don't change the logo's orientation.
2. Don't change the logo colors.
3. Don't crop the logo in any way.
4. Don't present the logo in "outline only" fashion.
5. Don't add "drop shadow" effects to the logo.
6. Don't reconfigure or change the size or placement of any logo elements.
7. Don't stretch or squeeze the logo to distort proportions.
8. Don't place the logo on a busy photograph or pattern.
9. Don't add special effects to the logo.

# Logo Color Application

There are 3 color versions of the MU logo. There are no absolutes regarding the selection of the specific color application, but context, contrast with regard to background color and surrounding imagery and production parameters all should be considered.

An entirely black or white logo has been provided for those instances where the logo must print in a single color.

When it's necessary to apply the logo to media other than paper or on-screen (e.g. fabric, wood, metal, glass or leather), the logo may be silkscreened, blind embossed, etched, engraved, etc.



## ONE-COLOR PRINTING

The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.



## TWO-COLOR PRINTING

The icon and MARYMOUNT prints 100% PMS 072U; UNIVERSITY Letters print 100% black. Additionally, the entire logo may be reversed out of any background color to white. No other colors allowed.



## FOUR-COLOR PRINTING

Letters print 100% black or reverse out of four-color to white. Additionally, the entire logo may be printed in 100% black, or the entire logo may be reversed out of any background color to white. No other colors allowed.

# Primary Color Palette

## Primary:



**Marymount Blue**

**RGB:** 16,6,159  
**CMYK:** 100,95,0,3  
**PMS:** 072 C  
**HEX:** #10069f

## Secondary:



**Orange**

**RGB:** 241,86,35  
**CMYK:** 0,67,87,0  
**PMS:** 021C  
**HEX:** #f15623



**Yellow**

**RGB:** 242,201,69  
**CMYK:** 3,19,100,0  
**PMS:** 1225 CP  
**HEX:** #f2c945



**Light Blue**

**RGB:** 72,167,222  
**CMYK:** 65,19,0,0  
**PMS:** 2915 C  
**HEX:** #48a7de



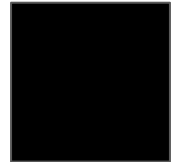
**Light Gray**

**RGB:** 188,190,192  
**CMYK:** 0,0,0,30  
**PMS:** Cool Gray 4  
**HEX:** #bcbec0



**Dark Gray**

**RGB:** 99,100,102  
**CMYK:** 0,0,0,75  
**PMS:** Cool Gray 10  
**HEX:** #636466



**Black**

**RGB:** 0,0,0  
**CMYK:** 0,0,0,100  
**HEX:** #000000



# Learn with Purpose Slogan Logo

Learn  
with purpose

Learn  
with purpose



# Typography: Primary Typefaces

This is Bodoni 72

Mainly use this font on title

This is Univers

Mainly use this font on header, sub header & body text (Condensed font)

*This is Rochester*

Mainly use this font on holidays & ceremonial occasion

**Bodoni 72, Univers and Rochester** have been selected for Marymount's primary typefaces. Univers font family has been chosen as the primary typeface for most applications such as web site and printed materials. It is a modern, elegant, highly legible sans-serif font. Bodoni and Rochester have been selected as typeface for elegant subject related materials such as invitations and formal applications. It is an elegant, simple, strong, serif with classic letterforms.

# Typography: Alternate Typefaces

## **Times New Roman**

Mainly use this font on title

## **Arial & Arial Narrow**

Mainly use this font on header, sub header & body text (Narrow font)

**Arial** and **Times New Roman** have been selected as Marymount's alternate typefaces. These typefaces should be used for administrative applications only, such as Microsoft Office (Word, PowerPoint, Excel, etc.) and other digital applications where Merriweather and Nunito Sans are **not available**.

# Stationery System

## Business Card

2 Colors: Blue (PMS 072c) & Black

Template 1 - Title only



A business card template with the Marymount University logo on the left. The right side contains fields for Name, Title, Phone#, Email, and address (2807 North Glebe Road, Arlington, VA 22207). It also includes social media contact information and the website www.marymount.edu.

Template 2 - Title + Department



A business card template similar to template 1, but with an additional field for Department. It features the Marymount University logo and contact information on the right side.

## Letterhead



A letterhead template with the Marymount University logo at the top center. The top right corner contains the text "Office of XXXXX". At the bottom center, there is the "Learn with purpose" logo and the university's address and contact information: "2807 North Glebe Road Arlington, VA 22207 | (703) 284-XXXX | Fax (703) 284-XXXX" and the website "www.marymount.edu".

## Envelope



An envelope template with the Marymount University logo and address in the top left corner: "Office of XXXX", "2807 North Glebe Road", "Arlington, Virginia 22207". The bottom flap of the envelope is blue and features the Marymount University logo and name.

# Website

The screenshot shows the Marymount University homepage. At the top, there is a navigation bar with the university logo and links for 'About Marymount', 'Admissions', 'Academics', 'Athletics', 'Student Life', and 'Support Marymount'. Below the navigation bar is a large banner image of students in a classroom setting. A 'Prospective Students' section is prominently displayed, featuring a grid of buttons for 'UNDERGRADUATE', 'GRADUATE', 'SUMMER PROGRAMS', and 'NON-DEGREE STUDENTS'. To the right of this grid is a video player showing a clock and a building. Below the grid are two buttons: 'VIEW ALL MAJORS AND PROGRAMS' and 'VISIT ADMISSIONS'. A 'News' section is located at the bottom, with two articles. The first article is titled 'Marymount celebrates International Education Week with a Focus on the United Nations Sustainable Development Goals' and includes a thumbnail image of a presentation board. The second article is titled 'Marymount listed as first Hispanic-Serving Institution in Virginia' and includes a thumbnail image of students in a hallway. A 'MU in the Media' section is also present, featuring a thumbnail image of a statue and a link to 'Read More'.

The screenshot shows the website for the College of Business, Innovation, Leadership, and Technology at Marymount University. The page features a large banner image of a modern building. Below the banner is a navigation bar with the same links as the homepage. A 'College of Business, Innovation, Leadership, and Technology' section is highlighted, featuring a grid of images showing students in various settings. To the left of this grid is a vertical menu with dropdown arrows for 'Message from the Dean', 'School of Technology and Innovation', 'School of Design and Art', 'School of Business', 'Transfer Students', 'Dual Degree Programs', 'Accreditation', 'Internships', 'Student Involvement', 'Entrepreneurship Initiative', 'Order Lab', 'Faculty', and 'Contact Us'. Below the grid are two buttons: 'Apply Now' and 'View all MU Majors & Programs'. A 'News' section is located at the bottom, with an article titled 'Many paths, unlimited possibilities.' and a thumbnail image of students. The page footer includes the university logo, phone number '(703) 522-5600', and contact information for 'CONTACT MARYMOUNT' and 'MAPS & DIRECTIONS'.

# Design Samples



 **MARYMOUNT**  
UNIVERSITY

**MARYMOUNT UNIVERSITY**  
ESTABLISHED BY THE SACRED HEART OF MARY  
ARLINGTON • VIRGINIA  
1849

Guide Us By Your Light

**Ana David**  
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**MARYMOUNT**  
UNIVERSITY

**THE SMART CHOICE**

An Affordable Private,  
Catholic Education in the  
Tradition of the Religious of  
the Sacred Heart of Mary.

Learn  
with purpose

[www.marymount.edu](http://www.marymount.edu)



# Design Samples

 MARYMOUNT UNIVERSITY



**JOIN A COMMUNITY OF SCHOLARS  
COMMITTED TO EXCELLENCE!**



Our exceptionally renowned faculty and small class sizes help you achieve success.

Learn with **purpose**



[www.DiscoverMarymount.com](http://www.DiscoverMarymount.com)

 MARYMOUNT UNIVERSITY



**William Allen**, is an award-winning fashion designer who has worked nearly 30 years in the public, private and nonprofit sectors of the fashion industry as a Designer and Director of Business Development in both the U.S. and Paris.

**JOIN A COMMUNITY OF SCHOLARS  
COMMITTED TO EXCELLENCE!**



Earn Your Degree in Fashion  
Design and Merchandising,  
Graphic and Media Design  
or Interior Design.

Learn with **purpose**



[www.DiscoverMarymount.com](http://www.DiscoverMarymount.com)

 MARYMOUNT UNIVERSITY



**Dr. Skye Donovan**, Department Chair of Physical Therapy, Member of the American Physical Therapy Association's Board of Directors and Societal Impact Award Winner.

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Sciences, Nursing or  
Physical Therapy.

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[www.DiscoverMarymount.com](http://www.DiscoverMarymount.com)

# Design Samples



MARYMOUNT UNIVERSITY

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## THE SMART CHOICE

Take The Next Step In Your Career At An Affordable Price With A Graduate Degree From Marymount University!

Introducing **New Tracks/Specialties** to Meet Industry Demand

<b>MBA</b> Data Analytics Leadership	<b>MS Cybersecurity</b> Data Science Digital Health	<b>MS Information Technology</b> Data Science Digital Transformation
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www.MUgrad.com



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## THE SMART CHOICE

### Earn Your Graduate Degree in Cybersecurity

www.marymount.edu



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Earn your CCNE accredited nursing degree at Marymount



- Accelerated BSN
- MSN Family Nurse Practitioner
- DNP Doctor of Nursing Practice



Annual NCLEX Above **95%** Pass Rate

MARYMOUNT UNIVERSITY

www.marymount.edu/malekschool  
(800) 548-7638



# Design Samples




MARYMOUNT  
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MARYMOUNT UNIVERSITY



MARYMOUNT UNIVERSITY

Earn your CCNE accredited nursing degree at Marymount.


Learn with purpose



MARYMOUNT UNIVERSITY

D.N.P. Doctor of Nursing Practice

Learn with purpose



MARYMOUNT UNIVERSITY

M.S.N. Family Nurse Practitioner

Learn with purpose



MARYMOUNT UNIVERSITY

Accelerated B.S.N.  
Bachelor's of Science in Nursing

Learn with purpose

# Design Samples

MARYMOUNT UNIVERSITY *Learn with purpose*

VISIT MARYMOUNT

**Washington D.C.  
IS OUR CLASSROOM**

This poster features a large image of the United States Capitol building. The top left corner contains the Marymount University logo and the slogan 'Learn with purpose'. A QR code is located in the middle right. The bottom half of the poster is a collage of smaller images showing students in various settings, including a group of students in blue shirts sitting on a bench, students in a classroom, and students walking on campus.

MARYMOUNT UNIVERSITY *Learn with purpose*

VISIT MARYMOUNT

**WE ARE MARYMOUNT**

This poster features a central image of a student in a lab coat and safety glasses working in a laboratory. The top left corner contains the Marymount University logo and the slogan 'Learn with purpose'. A QR code is located in the middle right. The bottom half of the poster is a collage of smaller images showing students in various settings, including a student in a blue shirt, students in a classroom, and students walking on campus.

MARYMOUNT UNIVERSITY *Learn with purpose*

VISIT MARYMOUNT

**WE ARE MARYMOUNT**

**We are coming to your way!**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

This poster features a central image of several hands holding a globe with the text 'WE ARE MARYMOUNT' on it. The top left corner contains the Marymount University logo and the slogan 'Learn with purpose'. A QR code is located in the middle right. The bottom half of the poster is a collage of smaller images showing students in various settings, including a student in a blue shirt, students in a classroom, and students walking on campus. A registration form is located in the bottom right corner.

# Design Samples





Learn  
with purpose

## SCHOOL OF DESIGN, ARTS, AND HUMANITIES

MARYMOUNT UNIVERSITY

If you want a career that's in demand, you want Marymount.




At both the undergraduate and graduate levels, the School of Design, Arts, and Humanities at Marymount offers a wealth of impactful degree paths that can lead you to a world of career and entrepreneurial opportunities. This is a learning community dedicated to academic power and quality, grounded in our guiding belief: the educational commitment to service to others, global engagement, and ethical, socially responsible leadership.

This is a learning community 100 percent linked to the real world, with inspiring faculty who have been here and done that with your success—also unparalleled opportunities to experiential learning through internships, service learning, study abroad, and community engagement. Small classes ensure your learning and engage your participation.

No one can tell you the future will bring because many things you didn't see coming. For a liberal arts education in one of our degree programs will help you have an advantage and then follow your passion and do what you love, knowing that there are 10 college graduates work in jobs directly related to their major.

Adaptability is the key. With the transferable skills you will develop you can work in a variety of careers and jobs across your lifetime.

The road to anywhere begins here.

Degree programs are extensive and innovative:

**Undergraduate Degree Programs**

Fine Arts (B.A.)  
English (B.A.)  
Communication (B.A.)  
Fashion Design (B.A.)  
Fashion Merchandising (B.A.)  
Foreign Languages (B.A.)  
History (B.A.)  
Interim Design (B.A.)  
Liberal Studies (B.A.)  
Graphic and Photo Design (B.A.)  
Media Design (B.A.)  
Photography (B.A.)  
Public Arts (B.A.)  
Theology & Religious Studies (B.A.)  
Pre Professional Studies (B.A.)  
Interdisciplinary Studies (B.A.)

**Graduate Certificate Programs**

Web Design

**Graduate Degree Programs**

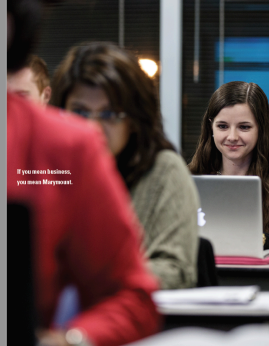
Interior Design (M.A.)  
English and Humanities (M.A.)






Okay—enough words. Time for action.

There's a lot more to Marymount School of Design, Arts, and Humanities experience. Please visit [marymount.edu](#) and get more of the story than these, you can link us on Instagram, Facebook, and Twitter! And of course, visit Marymount in person if you can. Nothing beats making it real. We hope to see you soon.




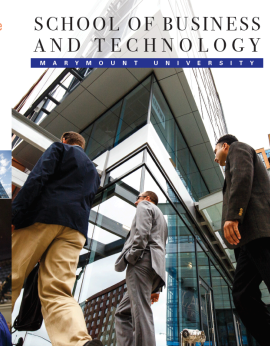


Learn  
with purpose

## SCHOOL OF BUSINESS AND TECHNOLOGY

MARYMOUNT UNIVERSITY

If you want business, you mean Marymount.

The School of Business and Technology offers an exceptional academic program, along with amazing internship sites that range from Intel & Google to FedEx, Nike, Microsoft to Humana to Morgan Stanley, the U.S. Congress to the World Bank International Center, and more. We're in the Washington Post Digital. And there are dozens more.

Degree programs are extensive and innovative:

**Undergraduate Degree Programs**

Business Administration (B.B.A.)  
Cybersecurity (B.S.)  
Economics (B.A.)  
International Marketing (B.S.)

**Graduate Certificate Program**

Cybersecurity

Health Care Informatics

Human Resource Management

IT Project Management and Business Technology

Leadership

Management Studies

Association & Nonprofit Management


Organizational Development

**Doctorate Degree Programs**

Cybersecurity (Ph.D.)

**Graduate Degree Programs**

Business Administration (M.B.A.)  
Global Business Administration (M.A.)  
Community (M.A.)  
Health Care Management (M.S.)  
Healthcare Business Management (M.A.)  
International Marketing (M.S.)  
Leadership and Management (M.S.)



The School of Business and Technology offers an exceptional academic program, along with amazing internship sites that range from Intel & Google to FedEx, Nike, Microsoft to Humana to Morgan Stanley, the U.S. Congress to the World Bank International Center, and more. We're in the Washington Post Digital. And there are dozens more.

This is a learning community 100 percent linked to the real world, with inspiring faculty who have been there and done that with your success—also unparalleled opportunities to experiential learning through internships, service learning, study abroad, and community engagement. Small classes ensure your learning and engage your participation.

Our facilities match the innovative nature of our programs. The School of Business and Technology is located in the beautiful, state-of-the-art Ballahan Center tower, in the heart of a vibrant business hub just a few short miles from Washington, D.C. You will find excellent on-campus facilities in the national capital region—on campuses for dialogue, engagement, and diversity. Along with career-building internship access, you will have the opportunity to watch history-making events in the nation's capital unfold at the University of your community.

Okay—enough words. Time for action.

There's a lot more to Marymount School of Business and Technology experience. Please visit [marymount.edu](#) and get more of the story than these, you can link us on Instagram, Facebook, and Twitter! And of course, visit Marymount in person if you can. Nothing beats making it real. We hope to see you soon.

# Design Samples

## MAJORS

- Administration and Supervision, PK-12 (M.Ed.)
- Art (B.A.) \*K-12 teaching licensure
- Biochemistry (B.S.)
- Biology (B.S.) (Biology (B.A.) \*Secondary-level teaching licensure)
- Business Administration (B.B.A.)
- Business Administration (M.B.A.)
- Communication (B.A.)
- Counseling (M.A.) \*Clinical Mental Health Counseling \*Marital Clinical Mental Health Counseling \*School Counseling
- Criminal Justice (B.A.)
- Curriculum and Instruction (non-licensure M.Ed.)
- Cybersecurity (B.S.) \*Accelerated
- Cybersecurity (D.Sc.)
- Elementary Education (M.S.)
- Exercise (B.A.)
- Elementary Education, PK-6 (B.A.)
- Elementary Education, PK-6 (M.Ed.)
- English (B.A.) \*Secondary-level teaching licensure
- English and Humanities (M.A.)
- Fashion Design (B.A.)
- Fashion Merchandising (B.A.)
- Forensic and Legal Psychology (M.A.)
- Intelligence Studies Concentration
- Graphic and Media Design (B.A.)
- Health Care Management (M.S.)
- Health Education and Promotion (M.S.)
- Health Sciences (B.S.)
- History (B.A.) \*History/Social Science Secondary-Level Teaching Licensure
- Human Resources Management (M.A.)
- Information Technology (B.S.)
- Information Technology (M.S.)
- Interior Design (B.A.)
- Interior Design (M.A.)
- Leadership and Management (M.S.)
- Liberal Studies (B.A.)
- Mathematics (B.S.) \*Secondary-level teaching licensure
- Nursing - Family Nurse Practitioner (M.S.N.)
- Nursing (B.S.N.)
- Accelerated B.S.N.
- Nursing (D.N.P.)
- Philosophy (B.A.)
- Physical Therapy (D.P.T.)
- Politics (B.A.)
- Psychology (B.A.)
- Secondary Education, 6-12 (M.Ed.)
- Sociology (B.A.)
- Special Education (B.A.) \*K-12 teaching licensure
- Special Education: General Curriculum, K-12 (M.Ed.)
- Theology and Religious Studies (B.A.)



Most important of all, learning with purpose at Marymount means you will be prepared not just for a career, but for all the didn't-see-that-coming twists and turns your career will take on the path that marks a fulfilling and contributive life. To us, success means doing well and doing good; careers with meaning, lives with purpose.

AT MARYMOUNT, WE BELIEVE SKILLS ARE SERVICE, ETHICS, RESPONSIBILITY NOTHING WITHOUT VALUES, KNOWLEDGE AND WELCOMING, VALUES-BASED MUST BE FUELED BY COMPASSION AND EDUCATION IN THE CATHOLIC TRADITION THAT NO ONE CAN EVER AFFORD TO STOP MARYMOUNT EDUCATION WILL BE RICH LEARNING, WE BELIEVE, AND SO DOES EVERY IN VALUABLE EXPERIENCES THAT ALSO MARYMOUNT GRADUATE, THAT IF YOU WANT SERVE THE WIDER COMMUNITY YOU YOUR FUTURE TO MEAN SOMETHING, YOUR WILL LIVE AND LEARN WITH RESPECT EDUCATION WILL NEVER BE OVER. IN A COMMUNITY REPRESENTING ALL OVERALL, WE VALUE PREPARATION BACKGROUNDS AND FAITHS FOR A LIFE OF PURPOSE AND SUCCESS.



Learn with purpose



At Marymount University, you learn *with purpose*—with intimate classes and incredible personal attention. And, you *learn with purpose*—taking advantage of the large classroom and performance lab we call Washington, D.C.

Marymount offers big ideas, all the support you need, and all the opportunities you want; an island of inspiration, a launching pad for careers and a close, ethical learning community, minutes from the center of everything.

Learn with Purpose, Live with Purpose.



Marymount education is powered by our absolute commitment to learning both by thinking and experiencing. You will have valuable internships. You will have faculty who made their names and reputations in the real world. Also, you will be minutes from one of the world's most important and exciting business, arts, financial and political centers: the Nation's Capital.



We value and take pride in our core beliefs; intellectual curiosity, service to others, and a global perspective. Here's another huge one: your education and your life should have as much adventure as challenge, as much play as work, as many new friends as new experiences. Please visit [DiscoverMarymount.com](http://DiscoverMarymount.com) to learn more about our story.

## ACCELERATED MASTER'S PROGRAMS

- Art (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Biology (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Business Administration (B.B.A.) and M.B.A., Combined B.B.A./M.B.A. program
- Communication (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Communication (B.A.) 3+3 Partnership with Catholic University, Columbus School of Law
- Criminal Justice (B.A.) 3+3 Partnership with Catholic University, Columbus School of Law
- Economics (B.A.) and M.B.A., Combined B.A./M.B.A. program
- English (B.A.) and M.B.A., Combined B.A./M.B.A. program
- English (B.A.) 3+3 Partnership with Catholic University, Columbus School of Law
- Fashion Merchandising (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Graphic and Media Design (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Health Sciences (B.S.) and Health Education and Promotion (M.S.), Combined B.S./M.S. program
- Information Technology (B.S.) and Information Technology (M.S.), Combined B.S./M.S. program
- Information Technology (B.S.) and Cybersecurity (M.S.), Combined B.S./M.S. program
- Information Technology (B.S.) and M.B.A., Combined B.S./M.B.A. program
- Liberal Studies (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Philosophy (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Politics (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Politics (B.A.) 3+3 Partnership with Catholic University, Columbus School of Law
- Psychology (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Sociology (B.A.) and M.B.A., Combined B.A./M.B.A. program
- Sociology (B.A.) 3+3 Partnership with Catholic University, Columbus School of Law
- Theology and Religious Studies (B.A.) and M.B.A., Combined B.A./M.B.A. program

Connect with the Undergraduate Admission team to learn more and plan your next steps!

Marymount admissions

(703) 264-1500



# Design Samples

## Mission:

Marymount is a comprehensive Catholic university, guided by the traditions of the Religious of the Sacred Heart of Mary, that emphasizes intellectual curiosity, service to others, and a global perspective. A Marymount education is grounded in the liberal arts, promotes career preparation, and provides opportunities for personal and professional growth. A student centered learning community that values diversity and focuses on the education of the whole person, Marymount guides the intellectual, ethical, and spiritual development of each individual.

## Vision:

Marymount, a leading Catholic university, will be nationally recognized for innovation and commitment to student success, alumni achievement, and faculty and staff excellence.

## Measures of Success:

Over the next five years, Marymount plans to:

- Enroll 10,000 students in undergraduate and graduate programs
- Have first college acceptance rate of less than 70%
- Improve first college yield to over 30%
- Retain over 90% of entering first college and transfer students
- Double four-year graduation rate to 80%
- Lead peers in student reports of High Impact Practices (HIPs) on the NSSE
- Be recognized as a Carnegie Community Engagement Institution, an Ashoka Changemaker Campus, a school promoting social mobility by Times Higher Education (THE), and a leader in the Fulbright Scholars Program
- Achieve a Research II (High Research Activity) designation by Carnegie Classification system
- Receive donations from over one quarter of its alumni annually
- Expand the number of people giving annually to 10,000 donors
- Offer faculty and staff salaries in the top quartile of their fields
- Double non-enrollment revenue to 6% of the operating budget
- Develop and implement a new Campus Masterplan
- Ensure efficient and effective operations via best-of-breed, state of the art, cloud based technology (WorkDay)

For more information on strategic planning at Marymount, please visit <https://www.marymount.edu/strategic>



# Email Template Samples



Dear Hanin,

I am proud to be one of the first to congratulate you on your achievements and welcome you to Marymount University. Many students tell us they selected Marymount because of the positive, family atmosphere that has been created and nurtured since being founded by the Religions of the Sacred Heart of Mary in 1950. We are excited to have you join an intimate community of Saints where "you" matter. At Marymount, you can expect high-quality academic programs and exceptional co-curricular opportunities. Every day you will be encouraged and challenged to be better than you were the previous day, academically, socially, and spiritually.




In just a short time, you will arrive on campus and begin your adventure at Marymount University. In order to ensure you are prepared to start and succeed in your journey, we have developed a few quick tips:

- As a new Saint, the first thing you should do, is [get your MU ID card](#). Completing the ID Card Request form by January 7<sup>th</sup> ensures, your ID will be ready in advance of New Student Orientation and help avoid potential wait times.
- In order to receive your Marymount Login credentials, including activating your official MU email address, you need to [generate your student account](#). Once you have your official MU Email address, be sure to check it regularly for important updates.

Happy holidays and see you soon!

Sincerely,  
Dr. Vernon T. Williams  
Assistant Dean-Student Life





Dear Hanin,


I am proud to be one of the first to congratulate you on your achievements and welcome you to Marymount University. Many students tell us they selected Marymount because of the positive, family atmosphere that has been created and nurtured since being founded by the Religions of the Sacred Heart of Mary in 1950. We are excited to have you join an intimate community of Saints where "you" matter. At Marymount, you can expect high-quality academic programs and exceptional co-curricular opportunities. Every day you will be encouraged and challenged to be better than you were the previous day, academically, socially, and spiritually.




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# Sample Layout Template Samples

