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Introduction

St. Thomas University is a diverse institution comprised of many separate units. None of these units stands alone; none are complete if considered apart from the larger institution. Helping build recognition and understanding for the University as a whole is a responsibility we all share. One way to achieve a broader awareness and comprehension of St. Thomas University and to help distinguish this university from other institutions is through consistent use of a distinct “visual identity.”

This branding guide contains approved graphic elements of St. Thomas University’s visual identity system. It defines how we communicate the core St. Thomas University brand across different media to our internal and external audiences - students, alumni, faculty, staff, community leaders, business partners, potential donors and funders, etc. The goal of this guide is to reinforce good brand identity practices within the University’s walls, ensuring that every contact we have with every constituent is clearly identified as coming from our University, and that it supports our brand message. It has been prepared and distributed to ensure the success of this identity. All University Faculty and Staff must adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression.

The STU guide to graphic identity and design is collaboratively produced by the Marketing Department and the Office of Advancement’s Communications Department. It may be updated periodically to add new information and reflect the changing needs of the university. If you have a question, suggestion or comment regarding this guide, please email marketing@stu.edu.
Our New Visual Identity

Almost a decade ago, St. Thomas University underwent an academic restructuring that resulted in a revision to our visual identity, designed to reinforce our new structure. At that time, our logo mark was adapted, changing from a singular triangle, to multiple triangles to graphically represent our new structure. Additional colors were introduced to differentiate the new academic structure, and it included our “tag line” to emphasize our focus on leadership development. While recently reviewing our brand identity, it was determined that this level of differentiation was no longer needed, and a cohesive brand identity would help us increase brand awareness and better support our brand message.

By employing a newly refreshed singular image, the University will capitalize on the power of a new identity that links schools, colleges, centers, and institutes, while representing the institution as a whole. A cohesive and consistently applied graphic identity is an important tool that helps reinforce our message and presence and thereby serves to advance the University. Our refreshed visual identity not only includes a streamlined logo, tying us back to the University’s first logo mark, but also includes a revised “tag line” – Leaders for Life.

A successful visual identity program will help the university develop strong name recognition by defining a “look” for all university materials that audiences instantly identify with STU. This does not mean that all materials must look exactly alike. It does mean that they must all clearly belong to the same family, with logos, typefaces and colors used consistently.
Identity Policy

This guide provides specific guidelines and standards for the new visual identity system in all forms of university communication. The logo and its associated marks and graphics have been chosen to project the quality that the University offers, and it is important that they not be altered or used in ways that will reduce their effectiveness or compromise their legal standing. Adherence to these guidelines is vital to ensure that the University is represented in a uniform and consistent fashion. **It is the University’s policy that the signatures, type fonts, and marks described in this manual are the only authorized marks to be used in all University communications.**

We are all responsible for ensuring that the visual identity of the University is preserved and enhanced through effective, well-designed communications. All marketing and promotional materials (e.g. brochures, mugs, flyers, keychains, etc.) produced by a school, department or unit must follow these identity standards.

If you have questions concerning the University’s Identity Policy, or need to obtain graphic elements, send your e-mail query to marketing@stu.edu.
**Approved Logo**

The consistent and proper use of St. Thomas’ logo strengthens recognition for the University while bringing our various individual entities together under one established symbol that represents the entire university. The approved logo is to be used for all official University business, academic programs, and general marketing and communications of the University. **No modifications to the approved logo are permitted.** However, In order to accommodate various products, alternative versions of the logo have been approved for use and are included in this guide. Please note that the logo may not be used to replace the words, “St. Thomas University” in a sentence or headline. It may only be used as a stand-alone design element. The official logo must appear in all printed publications.
Approved Tagline

The official university logo includes our refined tagline **Leaders for Life**.

This refined tagline has been approved to further emphasize our focus on not only developing, but also supporting and acknowledging, that St. Thomas University graduates leaders. The **Leaders for Life** tagline should be used whenever possible on all university marketing and communications, including printed pieces, visual presentations, advertising and any other materials that represent the university with external audiences.

However, the decision whether or not to use the logo with the tagline is tied to the business and aesthetic needs of a given layout. While the University logo without the tagline can be used, the triangle **CANNOT** be used alone; it must be accompanied by the University name, or the University name with our tagline or a unit name.
Logo Configurations

The University logo includes the **Leaders for Life** tagline. The logo without the tagline can be used to address aesthetic/layout concerns. However, whenever possible the verbiage should be incorporated elsewhere on the product.

*Note: The various approved logo options are available full color (burgundy & dark blue), all black, all white (for dark backgrounds) or all dark blue.*
Logo Configurations

Space and design may require the use of our logo in a square layout. There are TWO approved square logos. In an effort to have the community recognize the University by its collegiate letters, STU, we are encouraging the use the STU Logo with the raised “T.” Please note that this version MUST be used with the words “St. Thomas University” under the STU; only our Athletics Department may use the STU without the words St. Thomas University beneath.
Clear Space and Approved Logo Colors

“Clear space” is the protected area around the logo that maximizes its impact. Placing elements too close to the University logo diminishes its importance. A clear space around the logo will give it the room it needs to stand out. Clear space markers are provided below for reference. It is also the minimum distance the logo can be from the edges of an electronic document or printed piece.

Logo color variations are provided in this guide to address various ways in which we may reproduce products that include the logo, and are consistent with the approved University colors (as referenced in this guide). In order to ensure consistency, our University logo may only be used in the colors as indicated in this Guide. No other colors may be used for the University logo.
Unit Logos

A unit logo comprises the University logo and one sub-brand unit name. Colleges, Schools, Centers, Offices, and Institutes are considered “units.” The Marketing Department develops all official unit logos. **No other Unit Logos are permitted.** Please email marketing@stu.edu if you have any questions, to obtain a copy of your unit logo, or to submit a work ticket at stu.edu/marketingrequest if you require a specific unit logo.
University Seal

The University’s official seal is limited to use by the President's office, the Board of Trustees, or for official University awards and recognitions. It is only used for formal occasions, appearing on diplomas, formal invitations, and ceremonial documents deemed appropriate by the Office of the President, and communications from the office of the President or Dean of Law School. The seal may also be displayed for special events on the fronts of podiums, inside and outside University buildings and on University flags. The seal should not be used in advertising, publications or printed materials that publicize a program, activity or service of the University. The seal is not available for download, and special permission must be obtained for use. It may only be used in Dark Blue, Black, Silver or Gold.
The athletics logo is used primarily for sports teams, athletics marketing/communications, and trademarked merchandise, and is not intended for use for academic-related publications or materials. Use of athletics logos for non-athletics marketing or promotional items must be approved by the Director of Marketing. For athletics applications, only approved logos may be used, as reflected below; these logos may not be altered. Except when used by Athletics, the STU, when used without the Bobcat, must include St. Thomas University underneath (please refer to the square logo options in this guide). Contact Athletics information officer, Philip De Montmollin, PDeMontmollin@STU.EDU, for more information.
Logo Don’ts

The University logo may only be reproduced using the files provided by the University. Several examples of unacceptable variations are shown below. The list is not exhaustive.

1. DO NOT add computer effects (emboss, shadows, etc.)
2. DO NOT compress the logo.
3. DO NOT stretch the logo.
4. DO NOT overlay/intersect with other graphics.
5. DO NOT rotate the logo.
6. DO NOT reproduce sloppily (low resolution).
7. DO NOT resize individual elements.
8. DO NOT substitute the font.
9. DO NOT use the triangle as a separate element.
10. DO NOT move any individual element of the logo
11. DO NOT use a logo that has been copied, cut-and-pasted, etc.; download the approved camera-ready logo
University Colors

Color plays a powerful role in any successful brand. It usually makes the first impression. That’s why precise color management is so important. The University’s official/primary colors are Dark Blue and Burgundy, as seen below. Other colors have been approved as accents ONLY, and may not be used as the primary color for any university product.

**Important Note:** Colors look different in print than they do on fabric or on your computer screen - they even look different from one screen to the next. To aid in consistency, we have provided Pantone (for printing in one or two color projects) and CMYK (for printing four color projects) values for print projects; and RGB (colors only seen on screen) and Hex/Web values for digital projects.

🔍 Sampling colors with an eyedropper tool is not an accurate way to render the color for any medium.

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**Values STU Blue**
Pantone 295 C  
C: 100 M: 69 Y: 8 K: 4  
Hex: #002855  
R: 0 G: 40 B: 85

**Values STU Burgundy**
Pantone 202 C  
C: 9 M: 100 Y: 64 K: 48  
Hex: #862633  
R: 134 G: 38 B: 51

**Values STU Gray**
Pantone 651 U  
C: 15 M: 8.55 Y: 0 K: 14  
Hex: #BAC2D4  
R: 186 G: 194 B: 212

**Values STU Light Blue**  
(For Athletics Use ONLY)  
Pantone 542 C  
C: 60 M: 19 Y: 1 K: 4  
Hex: #7BAFD4  
R: 123 G: 175 B: 212
## Typography

### Primary Serif Typeface
The primary serif typeface for the University’s printed applications is **Goudy Old Style**. This font should be used sparingly as titles and subtitles. Goudy Old Style is included in most Microsoft Office font libraries.

### Primary Sans Serif Typeface
The primary sans serif typeface for the University’s printed applications is **Calibri**. This font should be used in the body of University internal and external communications, including email communications. The italic, bold, and bold italic Calibri fonts should be used sparingly – for emphasis only. Calibri is included in most Microsoft Office font libraries; please set this as your “default” font on your computer programs (WORD, EXCEL, PPT, etc.).

Goudy Old Style
(Regular)
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
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
1 2 3 4 5 6 7 8 9 0

(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
a b c d e f g h i j k l m n o p q r s t u v w x z y
1 2 3 4 5 6 7 8 9 0

Calibri
(Regular)
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
a b c d e f g h i j k l m n o p q r s t u v w x z y
1 2 3 4 5 6 7 8 9 0

(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
a b c d e f g h i j k l m n o p q r s t u v w x z y
1 2 3 4 5 6 7 8 9 0

(Italic)
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
a b c d e f g h i j k l m n o p q r s t u v w x z y
1 2 3 4 5 6 7 8 9 0
Email Signatures

Email is our most common form of day-to-day communication and therefore one of the most visible ways we communicate with our audiences and each other. Clear, consistent emails and email signatures strengthen the University brand. Moving forward, emails must follow the format reflected on the right. A template is available on MyBobcat; please personalize with your info and add as your e-mail Signature on Microsoft Outlook.

Please note the following guidelines:

• The email must be void of any graphical elements (GIFs, icons, etc.)

• The email CANNOT have any colored/textured backgrounds

• The official e-mail Signature must be included in all e-mail correspondence (internal and external)

• Personal quotations, inspirational quotes or philosophical statements CANNOT be included as part of your signature

• Do NOT use any additional images or logos, or social media links, within the email signature. Images can come across as attachments and appear chaotic.

• You do not need to include your cell number; fax # can be inserted in lieu of cell #

Font: Calibri
Font Size: 11/11 bold
Font Color: R=0 G=40 B=85
Stationery - Letterhead

The stationery standards provided below for letterhead are an essential part of the University’s visual identity and are to be used by all units within the University. All letterhead is to be produced by the University’s Print Shop.

Letterhead for schools/units

Letterhead for individuals (by approval only)

Bottom of letterhead (everyone)
Stationery - Memorandum

The stationery standards provided below are an essential part of the University’s visual identity and are to be used by all units within the University. This memorandum template is available for download on MyBobcat.

[Type memo here]
Stationery, Other Materials (promotional items, etc.)

Standard forms of memo pads, large envelopes, mailing labels, business and courtesy notecards, etc., must be printed in the approved colors and must utilize the University logo according to the standards outlined in this guide. The Marketing Department coordinates with the University Print Shop on the approved layouts for other stationary that is required/requested. All stationary must be produced in-house at the University Print Shop, unless previously approved by the Provost or corresponding VP.

Promotional materials produced by off-campus vendors must meet all of the brand guidelines included in this document. You should provide a copy of the University Colors Page (Page 15 of this Branding Guide) and the appropriate logo for their use. It is your responsibility to ensure that the vendor does not in any way modify the logo (stretch, change colors, remove elements, etc.). When ordering items that only come in “stock” colors, you should select Burgundy and Dark(Navy) Blue if color matching is not available.
Business Cards

The business card standards provided below are an essential part of the University’s visual identity and are to be used by all units within the University. No additional elements may be added to the Business Card template without prior approval from the Director of Marketing. All business cards are to be produced by the University’s Print Shop.
PowerPoint Presentations

A PowerPoint Template (PPT) is provided that incorporates our University colors and logo. This template is available for download on MyBobcat and should be used for all official University presentations.
Flyers, Brochures

To maintain a consistent identity and visual image, it is important that all STU brochures, publications and other printed materials share common design and style elements. This is especially important for documents for an external audience.

- **The STU logo with tagline Leaders for Life must be conspicuously placed on the front and/or back cover of the publication, preferably on the front.**
- **The use of colors and typeface must be consistent with the University’s approved guidelines. (See colors, logos, and typefaces).**
- **Periodicals published by the University, such as magazines and newsletters directed at alumni or other external audiences, should have a high-quality look and be designed and written consistent with the guidelines for printed material.**

The Marketing Department has developed templates for use by University units that comply with the University’s branding and identity standards (brochures, flyers, invitations). Templates can be requested by email at marketing@stu.edu and are also available for download at MyBobcat. Departments/units may be creative with the template elements (move them around, etc.), but must still follow these branding guidelines (color, logo, etc.). All collateral materials designed by a department/unit must be submitted to the Marketing Department prior to printing for a review; they will provide you with any comments and suggestions. Please be advised that the University’s Print Shop will not produce any print products that do not meet the University's branding guidelines. If you require graphic layout assistance, please submit a **work-order ticket** (stu.edu/marketingrequest), along with the content and product being requested (e.g. brochure, flyer). Typical turn-around is five (5) business days, depending on layout/design complexity. **AS YOU ARE AWARE, ANY PRINT JOBS TO BE COMPLETED BY AN OUTSIDE VENDOR MUST RECEIVE PRIOR APPROVAL (E.G. PROVOST, VP, ETC.) OR THEY MAY NOT BE REIMBURSABLE.**
FAQs

Does everything need to be changed to match the new visual identity system immediately?
• We need to be fiscally responsible and change things in a phased approach, including signage and other big-ticket updates. As new materials are developed or produced (e.g. stationary, business cards), they should incorporate the new visual identity. Please use all current stock until you run out. E-mail signatures, and the use of the memo and PowerPoint templates, should be implemented by no later than August 31, 2016.

By when do I need to change my e-mail signature?
• E-mail signatures should be changed no later than August 31, 2016. Refer to the instructions and signature template provided on MyBobcat. Refer to pg 17 for specific information on what is permitted and not permitted (e.g. no backgrounds, graphics, sayings).

How do I know which Logo to use?
• STU’s official logo is always appropriate (pg 6). With the development of a flexible signature system, each unit decides whether to use their custom signature or maintain the university identity, or which version of the approved University logo to use. This is often determined by available space, etc.

I don’t see my department/unit logo here? What does that mean?
• Department/unit logos are being developed by the Marketing Department. Because there are many University units, they will be rolled out incrementally. If you have any questions about the status of your unit logo, please email marketing@stu.edu.

Why can’t we use the Bobcat or the STU with the Bobcat?
• These logo marks were created for our Athletics programs and are used by our athletes, who are either identified as being with St. Thomas on their uniform, or on a scoreboard, etc. the STU by itself does not currently have enough recognition to be linked back to STU. However, in light of the popularity of the STU, and to increase its visibility, a version of the STU with our name below is now available for use as an approved logo, and has even been included in e-mail signature template.

PLEASE SEND ANY ADDITIONAL QUESTIONS TO marketing@stu.edu.