



# BRAND GUIDELINES

## Official Logo



The consistent and proper use of St. Thomas University's logo strengthens brand recognition for the University, while bringing our various individual entities together under one established representative symbol. 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.

Clear Space Configuration



# Logo Configurations



GREY AREA IS NOT PART OF THE LOGO

Unit Logos



ST. THOMAS

UNIVERSITY

ST. THOMAS

UNIVERSITY

Athletics Logos



## BRAND COLORS

The University's official/primary colors are STU Blue and STU Burgundy. Other colors have been approved as accents only, and may not be used as the primary color for any university product.

RGB and Hex/Web values for digital projects.

**C100 M84 Y28 K44**  
**R8 G36 B79**  
#08244f

PMS 295

**C9 M100 Y64 K48**  
**R116 G26 B40**  
#741a28

PMS 202

**C38 M8 Y1 K0**  
**R151 G202 B235**  
#97c9ea

PMS 291

**C27 M16 Y8 K0**  
**R185 G198 B215**  
#b9c6d7

PMS 537

**C4 M24 Y9 K0**  
**R237 G198 B205**  
#edc6cd

PMS 196



# L I M I T L E S S

The primary LIMITLESS colors are magenta and cyan which were born by pushing the LIMITLESS boundaries from STU's main colors **burgundy** and **navy** in order to create the LIMITLESS gradient.

# LIMITLESS Colors

## PURPLE to MAGENTA GRADIENT

**PURPLE:** C100 M100 Y0 K0  
R46 G49 B146  
#2e3192

**MAGENTA:** C1 M100 Y0 K0  
R233 G0 B140  
#e9008c

## NAVY to CYAN GRADIENT

**NAVY:** C=98 M=84 Y=13 K=46  
R=14 G=38 B=90  
#0e265a

**CYAN:** C100 M8 Y25 K0  
R0 G161 B189  
#00a1bd

## MAGENTA to CYAN GRADIENT

**MAGENTA:** C31 M99 Y16 K0  
R180 G35 B126  
#b4237e

**CYAN:** C100 M8 Y25 K0  
R0 G161 B189  
#00a1bd

## ORANGE to YELLOW GRADIENT

**ORANGE:** C0 M74 Y97 K0  
R242 G103 B38  
#f26726

**YELLOW:** C0 M16 Y73 K0  
R255 G212 B97  
#ffd461

## GREEN to CYAN GRADIENT

**GREEN:** C94 M1 Y100 K32  
R0 G125 B58  
#007d3a

**CYAN:** C100 M0 Y0 K0  
R0 G174 B239  
#00aeef

## LIMITLESS Logo Configurations

**L I M I T L E S S**  
DEVOTION | OPPORTUNITY | RESULTS

**L I M I T L E S S**  
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**L I M I T L E S S**

# Business Cards



calibri bold 11pt  
calibri regular 10pt

calibri regular 9pt