



# 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

ST. THOMAS  
UNIVERSITY

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## 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