



BRANDING GUIDELINES

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LOGO

The University of St. Thomas is celebrating the 75th anniversary. To commemorate 75 years of success, UST is using a new logo.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify UST.

The logo is inspired by Art Deco, with a simple and clean look.



MINIMUM SIZE

The smallest the logo should be represented is 1.5" wide.

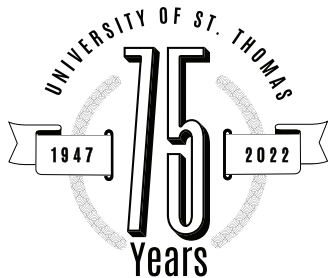
LOGO



Full color logo



Gold logo



Black/white logo



White logo

LOGO USAGE

CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the height of the “S”. This minimum space should be maintained as the logo is proportionally resized.










UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER ever consider using the logo.

- A. Don't rotate the logo.
- B. Don't squash or stretch
- C. Don't place elements in the logo clear space
- D. Don't resize any part.
- E. Don't rearrange parts or remove any elements.
- F. Don't use off-brand colors.
Reference the Color Usage section.

LOGO USAGE

- A.  X
- B.  X
- C.  X
- D.  X
- E.  X
- F.  X
- G.  X
- H.  X
- G. Don't add dropshadows or other text styles.
- H. Don't use the logo against a busy background or pattern.

COLORS

COLOR PALETTE

Color is an integral part of brand Identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to our audience.

PRIMARY COLORS



GOLD

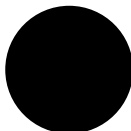
PMS: 142 C
CMYK: 0,24,78,0
RGB: 241, 190, 72
Hex: #F1BE48



RED

PMS: 187 C
CMYK: 7, 100, 82, 26
RGB: 166, 25, 46
Hex: #A6192E

SECONDARY COLORS



BLACK

CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
Hex: #000000



PATTERN GOLD

CMYK: 20, 39, 94, 1
RGB: 205, 154, 52
Hex: #CD9A34

COLORS



TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typeface best represent the brand and should be used across all print & web applications.

ANTONIO

Use for headlines.

UPPERCASE

ROBOTO

Use for body copy.

Sentence Case

ANTONIO

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
1 2 3 4 5 6 7 8 9 0

Roboto

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

MOCKUPS



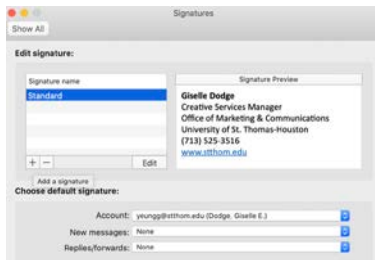
EMAIL SIGNATURE

Mac Instructions

1. Outlook > Preferences > Signatures.

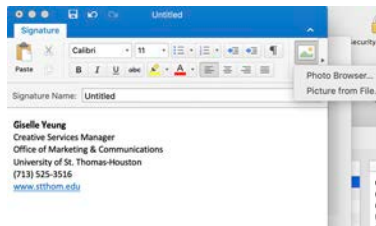


2. Hit the "+" to create a new signature.



3. Add signature content.

4. Click on the "insert picture" icon and choose "Picture from File".



5. Locate the file saved onto your desktop and click "insert".

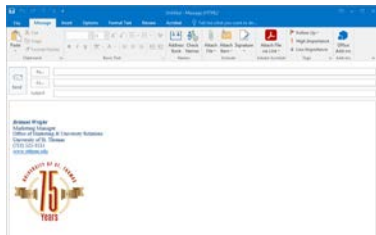


6. Don't forget to "Save" you signature.

EMAIL SIGNATURE

PC Instructions

1. On Outlook > New Email > Signatures.

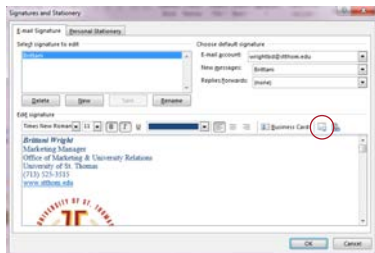


2. Hit the "New" to create a new signature.



3. Add signature content.

4. Click on the "insert picture" icon and choose "Picture from File".

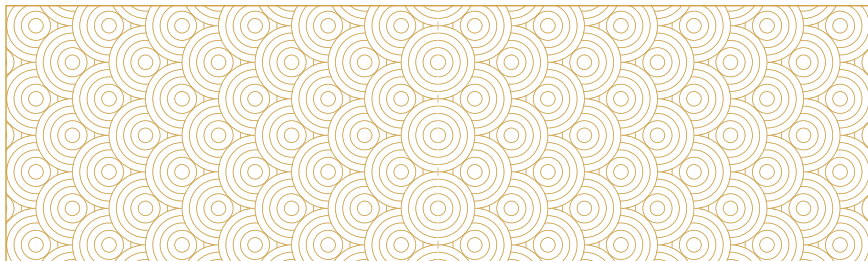


5. Locate the file saved onto your desktop and click "insert".



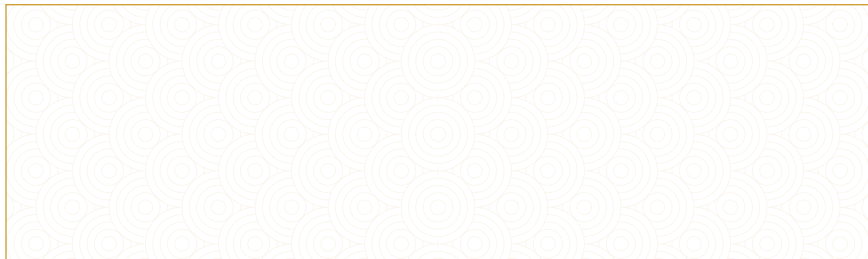
6. Don't forget to "Save" you signature then click "Ok".

PATTERN



100% Opacity

Not recommended to use with other graphic arts, but can be used alone.



10% Opacity

Recommended to use with other graphic arts.

GRAPHIC ELEMENTS

GEOMETRIC LION

This geometric lion ties back to Art Deco Style. It can be used with solid color background and the 10% opacity pattern.

Do Not use it with a busy or 100% opacity background.



The background features a repeating pattern of overlapping circles, creating a scale-like or fish-scale effect. A thin, dark brown border frames the entire page, with small square decorative elements at each corner.

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