



*Office of Marketing & Communications*

—◆—  
**POLICIES / PROCEDURES MANUAL**

INTERNAL & EXTERNAL COMMUNICATIONS

VISUAL IDENTITY

Revised June 11, 2014

# Internal and External Communications and Visual Identity: Policies and Procedures Manual

Contact: Marivi Prado, Chief Marketing Officer  
Office of Marketing and Communications  
Library 2nd Floor  
305.474.6880 phone  
305.628.6511 fax  
mprado@stu.edu  
www.stu.edu

## Introduction

### **Mission Statement**

The Office of Marketing and Communications (OMC) strives to communicate with clarity and integrity the achievements, events, academic programs and services of St. Thomas University, its students, alumni, faculty, staff and administrators to the media, the public and the St. Thomas University community in a timely, reliable and accurate manner.

### **Purpose**

To establish policies governing Internal communications, official university publications, communication with the mass media, STU global email, electronic and online venues and broadcast news coverage that reflect on the role, scope, mission, stature, and identity of St. Thomas University.

### **Public Information Policy**

The public information policy ensures that communication to the public is accurate and the university receives the most favorable publicity possible. The policy is designed to avoid multiple or conflicting “positions” as well as to facilitate a consistent university voice.

- The Office of Marketing and Communications, acting under the Vice President of Advancement, Marketing and Communications, is the only office on campus from which statements concerning the official university position are to be communicated to the media and the public. No one is authorized to speak to the media concerning university policy or significant matters affecting the university unless directed to do so by the Office of Marketing and Communications.
- All media contacts to the campuses must be directed to OMC. Your cooperation will ensure that St. Thomas University speaks to the public it serves with clear and consistent language.

The following guidelines are for faculty and staff to use when interviewed by the media in cooperation with OMC about STU stories or reactions to stories generated by OMC,

or when referred by OMC for their comments. These guidelines are included for your information and to assist you in your relations with media. If you have any questions about the public information policy or the OMC guidelines, please direct them to Marivi Prado, Chief Marketing Officer, 305. 474. 6880, [mprado@stu.edu](mailto:mprado@stu.edu)

## **General Policy**

As an institute of higher learning, St. Thomas University has a responsibility and a commitment to disseminate information about its programs and activities, and to be responsive to media inquiries. The Office of Marketing and Communications is responsible for building, enhancing and protecting the university's image through communication with internal and external audiences. OMC accomplishes this by working through a variety of vehicles, including news media, the production of marketing/Informational materials, advertising, promotions and public information. It is therefore paramount that information about the university be properly and accurately interpreted to the many constituents it serves. The Office of Marketing and Communications is charged with the responsibility of releasing information about emergencies, crimes, controversies, the official position on issues involving the university, and other events to which the press has reasonable claim. The OMC furthers this purpose by accurately explaining all the facts and assuring the university's position is articulated to the community. In accomplishing this mandate, OMC reaches as wide an audience as feasible.

## **University Branding: logos and identity**

### **General policies and procedures:**

July 1, 2007, St. Thomas University established one college and five schools. Coordinated with this academic re-structure was a "new" branding launch for the University. Each Vice President has met with his/her departments to discuss the new branding and to notify them they all must be using it. Also, each Dean has met with his/her School/College and every professor is aware of each school's colors, logo and credo. Therefore, using the appropriate logo is now a mandate.

STU's multimedia manager in the Office of Admissions, Rob Fabricio, is available to help schools and departments with their various graphic needs. This includes updating their schools and departments' logos, color palette and other visuals. He can be contacted at [rfabricio@stu.edu](mailto:rfabricio@stu.edu), or at 305.474-6664.

Creative and photographic requests from all Schools need to be sent to Rob Fabricio with a minimum of two weeks' prior notice. Therefore, with careful planning, there should not be "rush jobs." Each faculty member needs to work through his/her Dean for marketing/public relations.

### **Logos:**

All logos with and without the credo can be found on the communications/marketing website. Therefore all new branding elements can now be downloaded from STU Web site. By clicking on "About STU", then clicking on Communications Procedures, you will be able to download these graphic elements. St. Thomas University will continue using "Developing Leaders for Life" as its platform and as part of the logo (Main brand). Each



of Marketing and Communications, to the Director's attention - mprado@stu.edu - rather than directly to the media. Upon screening news angles and media venues, the OMC Director will assign the story or advisory to the Public Relations Coordinator. The Office of Marketing and Communications will analyze each request for media coverage and determine the strategy it believes will be most effective in achieving the desired publicity.

4. Within the limits of this policy and procedure, deans of departments and vice presidents may establish procedures applicable to their individual organizations to carry out this policy. Copies of such procedures should be sent to the Office of Marketing and Communications.

5. Officials of the university shall "be available" to representatives of the news media who initiate contacts by calls in person or by telephone. The Office of Marketing and Communications Director will direct reporters to the proper university official for direct comment on stories affecting an individual school or program.

6. University officials interviewed or contacted for an interview shall inform the Office of Marketing and Communications. The subject matter and content of the interview should be contextual with the University disciplines. A disclaimer or distinction should be made between personal comments and when speaking on behalf of the University.

7. Nothing in this policy is intended to affect the responsibility of faculty members for their scholarly publications and personal involvement in community activities; nor is it intended to affect an individual's rights to express his or her personal views as long as those views are not attributed to the university either directly or indirectly.

## Internal Communications

### General Communications

The Office of Marketing and Communications is responsible for providing news and information to the St. Thomas University faculty and staff.

#### ***Publicity requests***

Requests for news writing and news dissemination need to be sent to mprado@stu.edu with a minimum of two weeks' prior notice. Media staffing is quite limited nowadays and news angles need to be presented way in advance, unlike in the case of breaking news. To speed up the process a summary of the Who, What, When, Where, How, Sponsors, etc., should be included as well as department contact information and/or a PDF flyer. No last minute publicity requests should be sent to the OMC, with the exception of emergency communications and Office of the President and Vice Presidents' requests.

#### ***Print and Signage***

Flyers and internal communications, including all banners, signs, posters, etc. are to be cleared through the Office of Marketing and Communications prior to printing, and must contain the university's logo and tagline. Publications, promotional and marketing materials, and brochures including publications to market STU's programs must be consistent with the thematic emphasis of the institutional generic documents (institutional highlights, statistics, quality points, historic background) with documented accuracy and adhere to the standards of grammatical excellence and completeness that reflect St. Thomas University. A copy of these documents is to be kept on file in the Office of Marketing and Communications for reference and updated as needed.

### Recruitment Materials Policy and Approval Verification

Our efforts to publicize the University's people, programs, and offerings will be strengthened through the use of consistent and accurate messages tailored for specific audiences. These efforts will also be reinforced through the application of clearly defined standards for accurate content, graphics, photos, videos, and other elements of our visual identity. All personnel producing recruitment materials must contact the Office of Admissions, Rob Fabricio, [rfabricio@stu.edu](mailto:rfabricio@stu.edu). Cooperation in adhering to University standards will help St. Thomas achieve a growing national reputation for offering students teaching and learning informed by research, civic involvement, and an international perspective and leading to measurable outcomes.

Recruitment efforts include all forms of advertisements, promotional materials, booklets, brochures, invitations, newsletters, programs, save-the-date postcards, and Web pages, among others.

Any recruitment communications project of any kind (including publications, advertising, Web content, videos, banners, signs, etc.) must receive signature approval once the projects are in their penultimate draft stage. This draft must be submitted for review to the following parties: Academic Dean (STU Schools including School of Law) and Director of Admission, Celso J. Alvarez. They will review the recruitment piece for accuracy and consistency.

*NOTE: School of Law (LS) materials need only be approved by the LS Dean, Associate Deans or the LS Director of Admissions. Similarly, University institutional materials need approval from the OMC.*

### **Bulletin Boards**

The following criteria must be met for postings on campus bulletin boards:

1. The content of the STU flyer must be in a typeset format with a contact telephone number and department, school, program or office sponsor with the St. Thomas University logo clearly visible.
2. Outside programs or activities should be of a non-profit\* organization that will benefit STU students, provided that there is no conflict with campus policy as it relates to student conduct and activities. (\*exceptions for profit organizations that benefit students will be made.)
3. The use and duplication of the STU logo, seal, and other institutional symbols are prohibited without the consent of the OMC.

### **Emergency Communication Procedure**

The Office of Marketing & Communications will act as the official spokesperson for the University with the media, following the official emergency operations policies and procedures. STU's comprehensive emergency policies and procedures manual is found online, including contact information. In addition to STU's web pages, broadcast media will be contacted to announce the university's emergency closing and reopening status. All Emergency policies and Procedures are managed by the Chief Financial Officer office, Risk Management and Emergency Procedures, and Physical Plant. Contact Monique Brijbasi for further information.

## **External Communications**

## **Deadlines For Media Coverage**

Public understanding of STU's people, policies and programs can only come by establishing solid relationships with people who report the news via newspapers, magazines, radio and television. These relationships are solidified by providing honest and helpful information in a timely fashion in an atmosphere of mutual respect as coordinated and facilitated by the Office of Marketing and Communications. Deadlines are constant and rarely do the rules change. To ensure that your announcement gets proper placement, good coverage, and possibly a feature article in print, please remember the following deadlines must be met with as much detailed information supplied to us in advance.

### ***Press Conferences, Television Coverage for special events***

- 7-10 working days in advance (unless requested by the President's Office)

### ***Public Service Announcements and Press Releases***

- Radio – 3 weeks in advance;
- Television – 3 weeks in advance;
- Newspaper – 10 working days prior for dated materials

Public Service announcements and news items are to be forwarded to the Office of Marketing and Communications for editing and dissemination.

## **Campus Photography Services**

Professional photographs of campus events and activities should be requested and scheduled through the Office of Admission, attention Rob Fabricio, rfabricio@stu.edu. Requests for professional photography services should be made one week in advance of the event. Please contact Marivi Prado, mprado@stu.edu. The services of the University photographer are available to any STU department at the cost of production and materials (film, DVD duplication, etc). STU staff does not charge for photographic coverage. The OMC maintains extensive files of STU prints, slides, and digital images. For more information, call 474.6664. Due to the large number of university events, individual departments should take pictures at the schools' specific events and send to Marivi Prado for inclusion in Homepage news and for for post-event news coverage.

## **Website News Items**

The content of all materials, including copy, slogans/themes/titles, photography selection, graphics, banner design and any information for posting to the website should be consistent with the OMC communications policies. Web page items except for Homepage News section, will be directed to Rob Fabricio or Carlos D Yarza. Internal departmental sites are maintained under the will and supervision of each department.

# **Visual Identity**

## **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." The appearance of our publications, correspondence, advertising, signs and the symbols we display help shape the attitudes about the institution. A consistent presentation of our name so the University is identified quickly and easily is a key element in building a strong visual image. 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.

This manual outlines specific standards for use of the University wordmark, logos and seal for your reference. These standards provide St. Thomas University with an identifying and unifying symbol and signature. The graphics designer within the Office of Admissions can assist you with the use of our marks. Please contact rfabricio@stu.edu. Anyone who develops materials that represent the University has a responsibility to follow these guidelines. Thank you for your cooperation in this important step toward a consistent and coordinated public identity.

## **Guide to Visual Identity and Style**

### ***What are Visual Identity and Style?***

**Visual Identity** involves the use of logos, typefaces, and colors to create a clearly recognizable image for an institution. Visual identity standards are necessary for organizations as large and diverse as STU in order to build and communicate a clear institutional brand identity for its target audiences.

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. STU has numerous external audiences: current and prospective students, alumni, donors, business and community leaders, suppliers, government agencies, media and many more. Consistent and effective communication with each of these audiences is critical to the university’s future growth and success. Through consistent visual identity, STU can project a strong, unified and professional image to all audiences, even though communications are coming from separate units across our campuses. Following these guidelines officially identifies your unit as part of the university, increasing brand identity with your audience and making it more likely that your message will be received.

**Style** is the way we present ourselves to the public through written words, whether in a brochure, magazine, newspaper advertisement or web site. It is a set of guidelines that standardizes the use of terminology and grammar to make our materials the most readable and appealing to our audiences.

### ***To what types of materials do the identity guidelines apply?***

The identity guidelines apply to all brochures, publications, periodicals, stationery, and any other types of marketing materials produced by STU for external audiences.

Materials governed by the identity guidelines include, but are not limited to the following:

- Recruitment brochures
- Departmental program information
- School and college view books or annual reports
- Publications directed to alumni and donors
- Official university web sites
- Periodicals, magazines or newsletters
- Print and broadcast advertising
- Promotional videos and CD’s
- Stationary and business cards
- Banners and posters
- Promotional items and merchandise
- Campus signage

Some examples of materials that are *not* governed by the identity guidelines are the

following:

- Academic papers and presentations
- Articles written for academic journals
- Internal university reports, memos and forms
- Letters and other university business correspondence (must be on official stationery, but does not require the Goudy font)

### **Exceptions**

The President has designated the Office of Marketing and Communications to review requests for any exceptions or special permissions related to these guidelines.

To request an exception, contact the OMC by phone at ext. 6880 or by email: [Mprado@stu.edu](mailto:Mprado@stu.edu).

### **Questions?**

The STU guide to graphic identity and design is produced by the Office of Marketing and Communications. It will 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 call ext. 6880 or email: [mprado@stu.edu](mailto:mprado@stu.edu)

### **Brochures, Periodicals and Collateral Materials**

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. All materials must be submitted to the OMC prior to printing, except for recruitment purposes, then sent to [rfabricio@stu.edu](mailto:rfabricio@stu.edu). The STU logo with tagline, "Developing 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 also be consistent with approved communications policies, have a high-quality look and be designed and written consistent with the guidelines for printed material.

### **Print and Broadcast Advertising**

It is essential for St. Thomas University to gain the maximum impact with its advertising dollars by creating the strongest and most positive image with its audiences. In order to reflect an appropriate university image, all advertising must conform to the general standards outlined for print materials.

Ads should be provided as digital files whenever possible (not typeset by the publication itself) to maintain quality. St. Thomas ads must be identifiable at a glance to strengthen the university's public image and brand identity. These guidelines apply to all display ads including student recruitment ads, faculty and staff recruitment ads, announcements of special events, public relations, advertising and course offerings.

For all recruitment advertising needs, please contact the Director of Admissions, Celso Alvarez, [cjalvarez@stu.edu](mailto:cjalvarez@stu.edu). All advertising other than faculty and staff recruitment ads must be placed through Marketing and Communications to ensure that the university receives the best possible rates, professional quality and placement. The Office of Admissions graphic designer can also offer design support.

### **Video and Broadcast Media**

The university's graphic identity guidelines apply to videotapes, CD's, multi-media projects and broadcast advertising. All of these media must conform to the university's identity and prominently feature the university's identity and logo in their content as well as on external packaging, if applicable. Radio and television promotional campaigns must be approved and contracted by the Office of Marketing and Communications after President or VP approval.

## World Wide Web Site

Electronic media publications are an exciting new way to share information and publicize our message. Like print publications, any electronic media projects should reflect the quality and character of St. Thomas University. For this reason, the Office of Marketing and Communications also will oversee electronic publications for the university's world-wide web site. As part of the Office of Marketing and Communications, our office helps coordinate electronic media projects in the creation and news content maintenance of the homepage news section official web pages of STU.

### **Definitions**

**Official Web Pages** are those university-sanctioned, publicly accessible electronic documents on official university server which represent the university, and its programs, departments, offices, services or other units of the university.

**Unofficial Web Pages** are those pages stored on university computers and networks that are created by and represent an individual student, faculty or staff member or student organization. Unofficial pages include but are not limited to faculty members' course syllabi, reading lists, and other research and instructional materials.

### **Official Pages**

St. Thomas University's World Wide Web Site is considered an official university publication as well as a campus-wide information source. As with printed publications, only approved University information will be communicated on STU's web site and all other official pages that are linked to it. Administrative and academic units are encouraged to develop official pages for linkage to the STU home page so that a comprehensive view of the university is offered. Pages will be linked to appropriate, previously created categories on the STU web site after review and approval by the University's Office of Admissions, Marketing and Communications office.

All such home pages must follow these guidelines:

1. They must reside on the STU web server, **www.stu.edu**, because it is the web server that will be maintained and available continuously.
2. STU's Visual Identity Manual considers these home pages to be the electronic equivalent of a publication's cover and must follow similar design parameters. This requires that the STU's logo be at the top of the page and that it take prominence over the identification of the page's unit, group, or activity.
3. The official STU logo should be sized so that the text height of the logo is no smaller than the height of the unit's name or other identifying text. If any other logo appears on the page, it must be no larger than 75% the width of the official STU logo. The OMC and OIT maintain examples of suggested HTML for including the shared copies of the various logos for use in web pages.
4. A home page must include at the top of the page, the proper name of the unit or activity the page relates to.
5. In the header, which must appear at the top of each page, the following must be included in the order given: the official STU logo, which may not be altered in any way, a link to the STU homepage and identified as the St. Thomas University home page, links to the previous page and home page, which are each appropriately identified.
6. In the footer, which must appear at the bottom of each page, the following must be included in the order given: a contact identified by the name, address, phone number and e-mail address of the person responsible for the page, the date the page was last updated.

*The following must also be adhered to in order to ensure high quality pages:*

1. The page must include correct grammar and be devoid of spelling errors.

2. In order to minimize duplication, links must be provided to information that is already on the STU web site. This includes items like admission requirements, degrees and majors and the faculty and staff listing directory.
3. Long web pages must include shortcuts to various sections including a link to the top of the page.
4. Web pages must contain links that are operational.
5. Pages must contain links (in addition to the STU home page) to other relevant STU pages.
6. Use correct names of administrative/academic units within St. Thomas University. For example there is not a Department of Computer Science, but there is a Department of Natural Sciences, Mathematics and Computer Science and there is a Computer Science Program within that department. A complete listing of administrative/academic units can be found in the STU catalog. The listing will reflect changes to STU's academic structure effective July 1, 2007.
7. Do not use large graphics and many graphics. If large graphics are used, a warning should be included along with the size of the graphics file. The Office of Information and Technology maintains a file of professional images that are available.
8. Avoid design elements that are known to irritate the viewer and that detract from the professional appearance of the site. (i.e., gratuitous animation, unsolicited audio, blinking or flickering images, flashing text, scrolling "message bars". Avoid do-nothing "splash" pages that do not add meaningful content.
9. Avoid internal acronyms and abbreviations. Use full departmental, building, and other names. Include area codes in all phone numbers.

### **Color**

- Use foreground/background color combinations that have contrasting brightness (not just contrasting colors.)
- Avoid "wallpaper" backgrounds in text display areas. A background's obtrusiveness varies widely depending on the viewer's equipment and also creates problems for persons with certain vision problems such as color blindness.
- Do not rely on the color of an icon or text as the only way some information is conveyed.
- Never render text over a photograph or similar image.

### **Images**

- Whenever possible, utilize images of not more than 600 x 400 pixels. Larger images will require scrolling for many viewers.
- JPEG format should be used for photographic or scanned images. For icons, business graphics, maps, and other diagrammatic content with relatively large areas of solid color, GIF format is best.
- Consider utilizing clickable thumbnail images to access larger images.

### **Multimedia**

The use of audio and video content should be done in a way that is accessible to persons with either sight or hearing impairments. This may require providing an audio description of the video content or text-based captioning to insure that both the sight and hearing impaired will have complete access to the content. For video clips to be included in the official web pages, departments must first clear script, message content and audio with the Office of Admissions. An experienced student or faculty member from the Department of Communication Arts may co-produce multimedia communications vehicles in coordination with the OIT, which is available for support in multimedia production and post-production. OIT staff would be responsible for posting multimedia

pieces on the web pages.

## **Make These Yours**

- Rob Fabricio in the Office of Admissions can provide a set of template designs that may be used as a starting point by designers wishing to create pages that follow the “look and feel” of the campus-level pages. Everyone is encouraged to use these templates so that visitors will have a more unified experience at STU’s web site.
- Rob Fabricio and OIT can also provide a set of standard University logo images available to use on official pages.
- The Office of Admissions and OIT have professional photographs available for your use.

## **Maintenance**

Departments creating official pages are responsible for timely updating of the text and images contained on those pages. A periodic review of those pages or revisions will be coordinated with the Office of Admissions for content coherence purposes, then forwarded to OIT. Please direct all questions to rfabricio@stu.edu. If through random checks a problem in content or design is discovered, the department will be contacted with a request that the problem be corrected. If it is not corrected, the page will be removed from the STU web site.

All publications intended for external audiences (non-recruitment) must be reviewed by the Office of Marketing and Communications prior to printing. Early consultation may save your time and money.

## **Official Colors**

The official colors of St. Thomas University are **blue** (PMS 295) and **burgundy** (PMS 202). Besides black, silver foil, gold foil and reversed-out white, these are the only two colors in which the St. Thomas University logo may be produced. Avoid using the colors in combination. Print the logo in all blue, all burgundy, or all black. Burgundy is the preferred color. If you propose to use some other color, or if you plan to print the logo on colored paper or a colored background, or use an unusual design application, or if you plan any variation not shown in this manual, please contact the Office of Marketing and Communications at 305.474.6880 for approval.

Note on printing: Inks tend to lose their density and may change color when printed on uncoated paper stock. The colors in the St. Thomas color palettes are represented as they will appear on coated paper. Special attention must be given to ink coverage and paper selection when printing university burgundy PMS202 and the accent colors on uncoated paper. The approved process color of (PMS) 295 BLUE: C 100% M 57% Y 0% K 40%; the approved process color of (PMS) 202 BURGUNDY: C 0% M100% Y 61% K 43%. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

## **Overview of Logos**

### ***Primary Logo***

The Logo is an integral part of STU’s image and the primary identifier of the University. The words “St. Thomas University” must be prominently displayed on either the front or back cover of all publications. The Universal logo for St. Thomas University is the “cross inside the triangle”. It should only appear separately from the signature element if the full universal logo is used prominently elsewhere in the piece.

### ***Secondary logos***

Secondary logos, such as individual logos for departments, programs, or centers are

discouraged because they reduce the impact and effectiveness of the university's brand identity. Any secondary logos that are to be used on university publications or other marketing materials must be approved in advance by the Office of Marketing and Communications. When a secondary logo is used, the university's logo must also appear prominently on the publication and must take precedence over the secondary logo.

### ***Athletics logos***

The university uses a number of logos in conjunction with athletics events and athletic related merchandise. Most feature some version of the Bobcat mascot. The Bobcat is reserved for athletics applications and use on officially licensed university merchandise. The Bobcat may not be used as a logo for academic-related publications or materials. For athletics applications, only logos approved by Athletics may be used. The image of the Bobcat may not be altered without the approval of the Athletics Office.

### ***Developing Leaders for Life***

The *Developing Leaders for Life* slogan should be used on all university marketing, communications, including printed pieces, visual presentations, advertising and any other materials that represent the university with external audiences.

### ***Seal***

The official seal of the University is reserved for official communications that identify university-wide policies and proceedings, for academic honors materials such as diplomas and awards, 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. Any other use of the seal must be approved by the Office of Marketing and Communications.

## **Logo Application Guidelines**

To maintain a high level of quality and consistency in a variety of applications, the following guidelines have been developed for the St. Thomas logo:

1. The logo should be reproduced from an electronic file or an original camera-ready reproduction. To order, contact the Marketing and Communications department at ext. 6880.
2. To maintain readability, the logo should not be reproduced any smaller than 1 1/16 inches (10 picas) in length.
3. An area of open space must be maintained around the logo to prevent it from being in conflict with other design elements on the page. As a general rule, maintain a clear space on all four sides that is the same height as the upper case letters in the logo. Nothing may intrude this space.
4. Only the approved version of the logo may be used. The logo may not be altered in any way, including changing the typeface.
5. 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.
6. DO NOT: Reproduce the logo on a textured or patterned background that reduces clarity; add graphic devices such as rules or boxes around the logo; bend or slant the logo or place it on its side; replace any letter in the logo with a symbol or other graphic element.
7. Blue and burgundy are preferred colors for the logo. See colors.

## **Stationery**

### ***Official University Letterhead and Envelopes***

University stationery sends a powerful visual message about the writer and the institution. Because it is universally used, stationery is an important foundation of the

visual identity program and must adhere to identity guidelines. The mail copy center has generic stationery and envelopes printed for use by all departments. A consistent visual identity is provided by the universal logo on all official letterhead and envelopes. If you have questions about ordering, please contact Mark Rogers, ext. 6545.

### ***Business Cards***

University business cards send a powerful visual message about the institution. Because it is universally used, stationery is an important foundation of the visual identity program and must adhere to identity guidelines. Please contact the Office of Human Resources for order information.

### ***Other Stationery***

Standard forms of memo pads, large envelopes, mailing labels, business and courtesy notecards, etc., should be printed in the approved colors and should utilize the wordmark and logos according to the standards outlined in this manual.

### **Publications Do's and Don'ts**

- DO contact the office of Marketing and Communications for assistance or whenever you have a question about the appropriate use of STU's visual marks.
  - DO include the University wordmark/logo on the front of all publications.
  - DO use the wordmark or logo appropriate to your material's purpose.
  - DO maintain the integrity of the University wordmark and logos.
  - DO put the University name and/or logo prominently on all publications, ads, videos, films and Web sites.
  - DO use the University typeface.
  - DO print the University wordmarks in their approved colors and configurations and at least their minimum sizes.
  - Do try to use the tagline, "Developing Leaders for Life" whenever possible.
- D
- Do follow the guidelines for combining the University wordmark with all other logos.
  - DON'T hesitate to contact the office of Marketing and Communications for assistance or whenever you have a question about the appropriate use of the visual and copy for the University.
  - DON'T create individual logos for academic or administrative units.
  - DON'T place two logos adjacent to each other.
  - DON'T use the crest with any other logos.
  - DON'T separate University marks and logos into their components
  - DON'T stretch, skew or alter proportions of University marks and logos.
  - DON'T crowd or overprint University marks.
  - DON'T try to attempt to typeset or recreate the logo. It should always be reproduced from the camera-ready reproduction artwork available in this manual or through University Printing.
  - DON'T screen or ghost (print at a percentage) the University wordmark or any logo without approval from the OMC, Library Building, 2nd Floor; tel. 474.6880; fax 628.6511; mprado@stu.edu.
-