Publications Policy & Visual Guidelines Office of Marketing Communications Publications Department 713-525-3120

Presenting a Clear and Consistent Image

People who come in contact with the University of St. Thomas form impressions that serve as the basis for opinions and attitudes. This contact first occurs through printed materials such as letters, brochures, catalogs and advertisements as well as through the Web site. For these reasons, it is important that the University's visual materials and Web site project a clear, consistent and easily remembered image that reflects the character of the institution.

The Director of Publications and staff contribute to the overall visual and public image of the University through quality and cost-effective design and production of University publications; maintaining consistency and high quality in appearance, content and presentation.

It is required that all advertising, design and printing of materials to the University's external audiences flow through the Office of Marketing Communications, and specifically the Director of Publications and staff members.

The Director of Publications is responsible for overseeing the overall consistency and quality of images presented to the public.

PUBLICATIONS POLICY AND VISUAL GUIDELINES

University Seal and Star BRAND Style Guidelines

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- 2. Star Brand
- 3. Reproduction of image
- 4. Protected area
- 5. Official Colors
- 6. Typefaces
- 7. Other Uses of the Star logo
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University of St. Thomas logo USAGE

Official Seal: The Shield of the University of St. Thomas The Brand "A Shining Star in the Heart of Houston"

University of St. Thomas athletic logo USAGE

Celtic Lion Logo for University of St. Thomas Athletics

University stationery and Business Cards

- 1. Letterhead and envelopes
- 2. Business Cards
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- 1. Media Advertising
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UNIVERSITY SEAL AND STAR BRAND STYLE GUIDELINES

The official seal and Star Brand can be downloaded on the University's Web site at www.stthom.edu. A variety of digital formats are available.

- 1. Official Seal. The official seal should appear as shown in the official logo and not be used independently, except in instances determined acceptable by the Office of Publications.
- 2. Star Brand. The Star brand should appear with the star icon and stylized text below or to the right of the star.
- 3. Reproduction of image. Image should be reproduced from authorized original illustrations and should not be redrawn or modified in any way. If sizing is necessary, image must be scaled to exact horizontal and vertical proportions with star sized a minimum horizontal measure of one inch.
- 4. Protected area. The area surrounding the image should remain free of type or imagery, so that nothing competes with the image for the viewer's attention. The entire image should appear no closer than one-quarter inch to the edge of the paper or to any other typography or artwork.
- 5. Official Colors. Whenever possible, the seal and the star brand should be produced in the two official PMS (Pantone Matching System) colors designed for each.
- a. The seal in the logo is produced in the colors PMS 186C (Red) and PMS 142C (Gold), with the words "UNIVERSITY OF ST. THOMAS" (Times Roman typeface) printed in the UST Red below the image.
- b. The star in the star brand is produced in the PMS 186 (Red) and the type is in Black. When using combinations of process color screens in four-color process printing, the colors should represent the closest approximations to these PMS colors. The image may appear in its one-color form in black ink or other appropriate one-color treatment.
- 6. Typefaces. Goudy Oldstyle family is the standard to accompany the St. Thomas brand.
- 7. Other Uses of the Logo. Other applications of the seal or the star brand may be necessary (i.e., bumper sticker, decals, T-shirts, etc.). Contact the Director of Publications before printing.
- 8. Unacceptable uses for the University of St. Thomas Official Images
- a. Image Use with Other Symbols. The seal or brand should not be used with any other logo or symbolic device of the University on the same page

or surface. If, however, another symbol is required, please contact the Director of Publications for an appropriate design.

- b. Angle of Reproduction. In official applications, the image should not be printed at an angle other than a right angle to the surface edge.
- c. Screening/Overprinting Type. Screening or overprinting type on the image is not recommended. However, creative design considerations are possible with approval.

UNIVERSITY OF ST. THOMAS LOGO USAGE

OFFICIAL SEAL

The Shield of the University of St. Thomas is primarily for official use.

- 1. The official seal is a device for lending authenticity to documents that emanate from the University, especially in its corporate capacity. This seal is used primarily on diplomas and official transcripts, certificates of completion for foreign students, written agreements and contracts, honorary degrees and other official documents that have been issued on behalf of the University.
- 2. The official logo of the University of St. Thomas is the seal or its crest with the words "UNIVERSITY OF ST. THOMAS" centered directly below the image.
- 3. The President of the University is the custodian of the official seal.
- 4. The offices of Admissions and Registrar are authorized to use an official seal on those documents requiring authentication and containing information drawn from the official records of those offices. Discretion as to the use of the official seal on other documents rests with the President of the University.

THE BRAND "A SHINING STAR IN THE HEART OF HOUSTON"

The St. Thomas star logo is to be used with all media as the University's promotional image.

- 1. The "Shining Star" brand may be reproduced on a variety of popular and commercial applications with the approval of the University.
- 2. The brand may also be used internally for documents, certificates of appreciation, awards, invitations, and other similar uses and on standard University business cards and stationery items.
- 3. The office of publications will be responsible for overseeing day-to-day usage of the brand in accordance with University graphics standards.

CELTIC LION LOGO FOR UNIVERSITY OF ST. THOMAS ATHLETICS

The Celtic Lion Logo is for use by the University's athletic department and university-sanctioned sports activities and organizations.

- 1. The Celtic Lion Logo should never be used in place of the primary UST Star Logo and nomenclature in any academic application.
- 2. The Celtic Lion Logo should never be used to promote non-athletic related activities or programs.
- 3. The Celtic Lion Logo should be produced as the complete rendering of the primary design. The primary design consists of the stylized icon for the lion and the stylized type for 'Celts' and 'University of St. Thomas.' Users are further encouraged to indicate "HOUSTON" as part of logo application.
- 4. The Celtic Lion Logo should be produced in the color of the primary design.
- a. The primary design is produced in the color PMS 186C (red). In four-color process printing, screen combinations should render the closest representation to the PMS color.
- b. The logo may appear in a one-color treatment in black or other color where appropriate.

The Office of Marketing Communications/Director of Publications will be responsible for overseeing day-to-day usage of all university logos in accordance with University graphics standards. University logos must be reproduced from official artwork available in appropriate electronic file formats which are available online or through the Director of Publications.

The Director of Publications is responsible for overseeing the overall consistency of images presented to the public.

UNIVERSITY STATIONERY AND BUSINESS CARDS

- 1. Letterhead and envelopes. Letterhead and envelopes are purchased through the General Office.
- a. Letterhead. The official letterhead is printed on 24 lb. electric white, 25% cotton TechniClear; size: 8-1/2 x 11 inches.
- b. Envelopes. Envelopes for use with letterhead are printed on the standard size #10.

Preprinted envelopes in other standard sizes are also available.

- c. Ink Colors. Letterhead and envelopes are printed in official UST colors.
- d. Format. The position of the logo or brand and address information has been determined to ensure consistency.
- e. Overprinting. Department names may appear on letterhead and envelopes in the determined location. This information is overprinted on existing stationery. To order overprinting, contact the General Office.
- 2. Business Cards. Business cards are purchased through the General Office.
- a. Business cards are standard 3-1/2 x 2 inches printed on white 80 lb. smooth cover stock.
- b. Business cards contain the star brand, name, title, official address, complete office telephone and fax numbers with area code and email address; where appropriate, home telephone number may be included.
- 3. Other Symbols. No other symbols or devices should appear on the letterhead, envelope or business cards.

DESIGN AND PRODUCTION OF UNIVERSITY PUBLICATIONS

All printed materials must flow through the Office of Marketing Communications. This includes those projects that may require design, production and printing by outside vendors.

1. New Projects.

The dean, chair and/or project originator must meet with the either the VP of Marketing Communications or the Director of Publications to initiate work on new promotional materials/projects. The purpose of this meeting is to discuss and clarify promotional objectives, budget, timelines and tasks/responsibilities.

- a. Design and Production. Be prepared to discuss the following:
 - •Audience. How would you describe the target audiences of the printed pieces?
 - •Message. What are you trying to convey to the readers?
 - •Reaction. What action do you desire from the readers upon receipt of your message?
 - •Cost. What is your budget for the design and production of the printed pieces?

(Remember to budget for mailing costs where applicable.)

- •Time. When must the message reach your audience to allow for an appropriate response?
 - •Quantity. How many pieces are needed?
- b. Scheduling. Allow time for the following:
 - mailing
 - printing (7-10 days average)
 - •design and production, including all approvals
 - copy preparation, including all approvals

Areas of Responsibility.

Certain responsibilities are assumed by the individual or department making the request and by the Office of Marketing Communications.

- a. Design. Design includes type selection, paper stock, color (if any), selection and placement of art elements, size, and selection of outside services (if any). Suggestions and ideas are necessary, but the final design decision is the responsibility of the Office of Marketing Communications.
- b. Content. The text for a printed piece should originate from the department or individual requesting the project. The Director of Communications and staff members can provide copywriting or editing services. A Publications Stylesheet and the Associated Press StyleBook are used to edit all manuscripts.
- c. Original Artwork. The Office of Marketing Communications does not employ an illustrator. The services of a contract illustrator can be obtained if required.

- d. Copyright. UST does not knowingly print or reprint copyrighted material without permission. It is the responsibility of the department requesting the project to get a letter of permission or an agreement from the author, publisher or party with copyright interests.
- e. Credit. The production of promotional materials is the responsibility of the Director of Publications and staff and will be credited as such. Request for additional credit for original artwork, photographs and/or copyrighted materials should be made to the Office of Publications.
- f. Disclaimer and Identity Statement. Where applicable, published materials will include disclaimer and/or identity statements.
 - 1) Disclaimer:

The University of St. Thomas is committed to providing equal educational opportunities without regard to race, color, religion, sex, age, national or ethnic origin, disability or veteran status.

2) Identity Statement:

The University of St. Thomas is a private institution committed to the liberal arts and to the religious, ethical and intellectual tradition of Catholic higher education.

MEDIA ADVERTISING AND FREE PRESS

There are two types of media: paid advertising and non-paid publicity. The Vice President of Marketing Communications & the Director of Publications directs and approves all media advertising while the Director of Communications approves, writes and places all non-paid publicity in the media, including the Internet.

The VPMC and the Director of Publications are responsible for placement of all print, broadcast or web media advertising.

Media Advertising

a. Newspaper/Magazine

Print advertising media have reservation and production deadlines. The Office of Marketing Communications is responsible for ad copy, design and placement under the direction of the Director of Publications.

b. Radio and Television

The Vice President of Marketing Communications must approve all radio and television advertising.

c. Web Advertising

The Vice President of Marketing Communications must approve and direct all web advertising and search engine optimization.

2. Free Press

a. Newspaper/Magazine

The release of any general publicity or promotion of the University or University events is the responsibility of the Director of Communications. This includes placement in media calendars as well as broader coverage of events and topics of interest. Print media set editorial deadlines. Allow ample time for production and placement.

b. Radio and Television

The Director of Communications approves and places all radio and television editorial.

c. Web Sites

The Director of Communications approves and places all web releases or Internet search engine entries.