Logo and Visual Guidelines

Office of Marketing Communications

Publications Department Staff:
Marionette Mitchell, Director of Publications, marion@stthom.edu, 713-525-3120
Chris Zeglin, Publications Designer, zeglinc@stthom.edu, 713-942-3414

Purpose

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

University Seal and Star Brand Style Guidelines

The official seal and star brand can be downloaded on the Publication's Department section of the Office of Marketing Communications Web site.

- **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 Publications Department.

- **Star Brand**: The star brand should appear with the star icon and stylized text below or to the right of the star.

- **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.

- **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.

- **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.

    - 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.

    - 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.

- **Typefaces:** Goudy Oldstyle family is the standard to accompany the St. Thomas brand.

- **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.

- **Unacceptable Uses for the University of St. Thomas Official Images:**

    - **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.

    - **Angle of Reproduction:** In official applications, the image should not be printed at an angle other than a right angle to the surface edge.

    - **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.
    - 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.
    - 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.
    - The President of the University is the custodian of the official seal.
    - 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.
    - The “Shining Star” brand may be reproduced on a variety of popular and commercial applications with the approval of the University.
    - 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.
    - The Publications Department will be responsible for overseeing day-to-day usage of the brand in accordance with University graphics standards.

University of St. Thomas Athletic Logo Usage

- **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.
    - The Celtic Lion Logo should never be used in place of the primary UST Star Logo and nomenclature in any academic application.

- The Celtic Lion Logo should never be used to promote non-athletic related activities or programs.

- 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.

- The Celtic Lion Logo should be produced in the color of the primary design.
    - 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.
    - 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

- **Letterhead and envelopes:** Letterhead and envelopes are purchased through the General Office.

    - **Letterhead:** The official letterhead is printed on 24 lb. electric white, 25% cotton TechniClear; size: 8-1/2 x 11 inches.

    - **Envelopes:** Envelopes for use with letterhead are printed on the standard size #10. Preprinted envelopes in other standard sizes are also available.

    - **Ink Colors:** Letterhead and envelopes are printed in official UST colors.

    - **Format:** The position of the logo or brand and address information has been determined to ensure consistency.

    - **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.

- **Business Cards:** Business cards are purchased through the General Office.
    - Business cards are standard 3-1/2 x 2 inches printed on white 80 lb. smooth cover stock.
    - 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.
    - No other symbols or devices should appear on the letterhead, envelope or business cards.