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.
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.
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

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

SECONDARY COLORS

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

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

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
1234567890

**ROBOTO**

Use for body copy.

Sentence Case

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
1234567890
MOCKUPS
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” your 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”.
100% Opacity
Not recommended to use with other graphic arts, but can be used alone.

10% Opacity
Recommended to use with other graphic arts.
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.