



UNIVERSITY OF
ST. THOMAS

Logo Guidelines

Office of Creative Services
creativeservices@stthom.edu
713.525.3120

Primary Academic Mark

Crest and wordmark

The primary academic mark is to be used with all communications as the visual identity of University's brand.

The unique primary academic mark, consisting of the crest and the *University of St. Thomas* wordmark, has been specifically crafted as one graphic. The crest and wordmark should be used together.

HOUSTON is presented as a lockup with the primary academic mark.

Creative Services will be responsible for overseeing day-to-day usage of the primary academic mark in accordance with these guidelines.

PRIMARY ACADEMIC MARK



UNIVERSITY OF
ST. THOMAS

UNIVERSITY OF
ST. THOMAS

PRIMARY ACADEMIC MARK – HOUSTON



UNIVERSITY OF
ST. THOMAS
HOUSTON

UNIVERSITY OF
ST. THOMAS
HOUSTON

Primary Academic Mark

Specifications

The placement of the primary academic mark should follow these specifications.

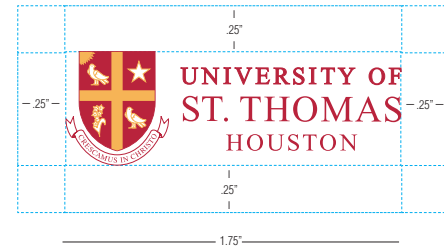
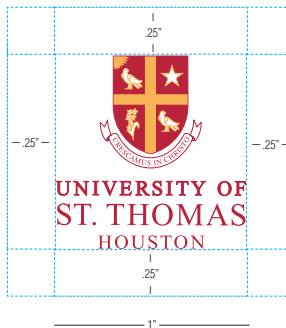
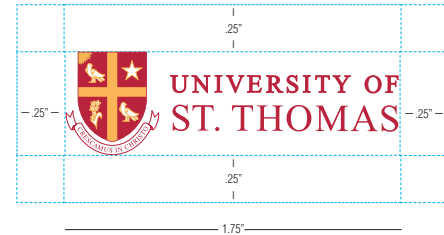
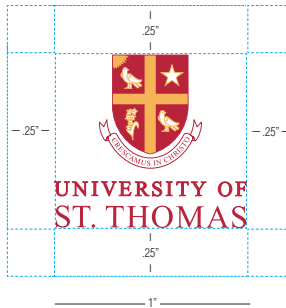
REPRODUCTION OF IMAGE

The image should be reproduced from authorized original illustrations and should not be redrawn or modified. The image should be scaled to exact horizontal and vertical proportions. The minimum size of the vertical /lavoce is 1 inch. The minimum size of the horizontal /lavoce is 1.75 inches.

PROTECTED AREA

There should be minimum clear space of one-quarter inch to the edge of the paper or to any other typography or artwork.

Download: stthom.edu/logogallery



Primary Academic Mark

Colors & Typography

COLORS

The primary academic mark should be produced in its two-color format – PMS 187 C and PMS 142 C.

It is acceptable to render it in black in a grayscale treatment or reversed out in white when placed on a dark-colored background.

Pantone 187 C	CMYK: 7.100.82.26 RGB: 166.25.46 HEX: #A6192E
Pantone 142 C	CMYK: 0.24.78.0 RGB: 241.190.72 HEX: #F1BE48

TYPOGRAPHY

Primary Typeface: The Times New Roman postscript font family is the preferred typeface for general use.

Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman PS ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman PS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman PS BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typeface: The Helvetica font family is the preferred san serif typeface.

HELVETICA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA EXTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

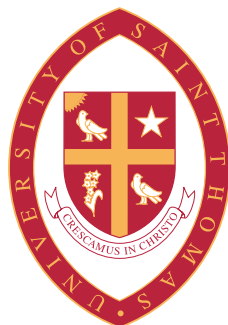
University Seal

Official Seal

The official seal is used primarily on diplomas and official transcripts, certificates of completion, written agreements and contracts, honorary degrees and other official documents issued on behalf of the University.

The President is the custodian of the official seal. The offices of Admissions and Registrar are authorized to use the 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.

UNIVERSITY SEAL



The colors of the University of St. Thomas are red and gold. On the seal, the golden cross of our Faith symbolizes the Divinity of Christ the King, while the background of red is the humanity of Christ.

The dove and rayonnant sun in the first quarter are symbols of St. Thomas Aquinas. In the second quarter the star is for the "Lone Star State" and for the Mother of Christ under the title of "Star of the Sea." The hyacinth in the third quarter reminds us of San Jacinto, the river and battlefield near Houston where the independence of Texas was won. The second dove in the last quarter is the symbol of St. Basil, patron of the Basilian Fathers who founded the University of St. Thomas.

Thus, on the crest St. Thomas and St. Basil, Doctors of the Western and Eastern Churches, respectively, represent the universality of the Church. The motto, *Crescamus in Christo*, reminds us that as we advance in knowledge and wisdom, we should also grow in love and service of Christ.

Pantone 187 C	CMYK: 7.100.82.26 RGB: 166.25.46 HEX: #A6192E
Pantone 142 C	CMYK: 0.24.78.0 RGB: 241.190.72 HEX: #F1BE48

Celtic Lion Logo

Athletic Logo

The Celtic Lion Logo is the official athletics logo for use by the University's athletic program and University-sanctioned sports activities and organizations.

The Celtic Lion Logo should not be used in place of the UST master logo in any academic application.

Generally, the logo should not be used to promote non-athletic related activities or programs. Contact the athletic director for permission to use the logo.

Download: stthom.edu/logogallery



UNIVERSITY OF
ST. THOMAS

The Celtic Lion Logo should be produced as the complete rendering of the primary design.

**Pantone
187 C**

CMYK: 7.100.82.26
RGB: 166.25.46
HEX: #A6192E

**Pantone
Black**

CMYK: 0.0.0.100
RGB: 0.0.0
HEX: #000000

Collegiate Marks

Preferred Usage

The collegiate mark will most often be seen as a mark that supports school spirit in the University community. It is a long-standing and well-respected tradition in higher education. Alumni, students, faculty and staff instantly recognize the collegiate mark and often wear it with great pride.

The collegiate mark can be used for most purposes in accordance with University guidelines. It is not a substitute for the primary academic mark, also known as the crest. The primary academic mark is to be used on all official University communications.

Creative Services will be responsible for overseeing day-to-day usage of the collegiate mark in accordance with these guidelines.

Download: stthom.edu/logogallery

COLLEGIATE MARK - HORIZONTAL

HOUSTON
UNIVERSITY OF ST. THOMAS

HOUSTON
UNIVERSITY OF ST. THOMAS

COLLEGIATE MARK - VERTICAL

UST
UNIVERSITY OF
ST. THOMAS

UST
UNIVERSITY OF
ST. THOMAS

Collegiate Marks

Specifications

The placement of the collegiate mark should follow these specifications.

REPRODUCTION OF IMAGE

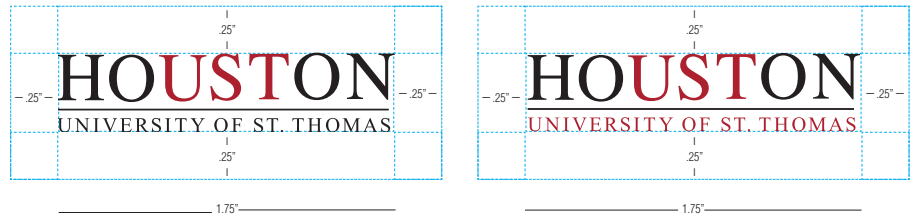
The image should be reproduced from authorized original illustrations and should not be redrawn or modified. The image should be scaled to exact horizontal and vertical proportions. The minimum width of the horizontal collegiate mark is 1.75 inches. The minimum width of the vertical collegiate mark is one inch.

It is acceptable to render it in a one-color treatment in black or UST red (PMS 187C), or reversed out in white when placed on a dark-colored background.

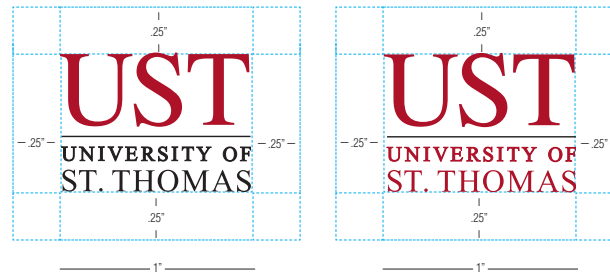
PROTECTED AREA

There should be minimum clear space of one-quarter inch to the edge of the paper or to any other typography or artwork.

COLLEGIATE MARK - HORIZONTAL



COLLEGIATE MARK - VERTICAL



Pantone 187 C	CMYK: 7.100.82.26 RGB: 166.25.46 HEX: #A6192E
Pantone Black	CMYK: 0.0.0.100 RGB: 0.0.0 HEX: #000000

Be your bold self Campaign

Campaign Mark and Graphics – Preferred Usage

Be your bold self is the written expression of UST’s current marketing campaign. The campaign emphasizes the idea that an education is not about becoming something different, it’s about maximizing the potential of who you already are. It’s about leveraging your gifts to do greater things, in your career and in your community. It’s about finding a place to flourish, where academics, art, culture and diversity all come together and empower you to be the best version of yourself.

Campaign mark and graphics

The campaign mark consists of the iconic illustration of the University’s shield with stylized patterned backgrounds in red and gold, and the tagline *Be your bold self*.

The campaign mark should not be used in place of the University’s master brand in any academic application.

Reproduction of the campaign mark and graphics

All graphics should be reproduced from original art files for digital, print and merchandise. In most instances these graphics should be produced together as the complete rendering of the campaign mark. However, the graphics may be modified for application beyond the primary campaign mark as suggested in the logo gallery.

Creative Services will be responsible for overseeing usage of the campaign mark and graphics in accordance with guidelines established to ensure quality and effectiveness.

Download: stthom.edu/logogallery

Be your bold self Campaign

Campaign Mark and Graphics – Specifications

Primary Brand Colors



Pantone 187



Pantone 142



Pantone Cool
Gray 9



White

Typography

UNI NEUE (LIGHT)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%&?+={}[]()

UNI NEUE (REGULAR)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%&?+={}[]()

UNI NEUE (BOLD)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%&?+={}[]()

Download: stthom.edu/logogallery

Be your bold self
University of St. Thomas



**Be
your
bold
self**



Be your bold self
University of St. Thomas



#BeYourBoldSelf
University of St. Thomas

