

 **SAINT MARY'S**
COLLEGE OF CALIFORNIA

Brand Identity Guidelines

August 2023



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SAINT MARY'S COLLEGE OF CALIFORNIA

Introduction

WHAT COMES TO MIND WHEN SOMEONE SAYS

“Saint Mary’s College of California”?

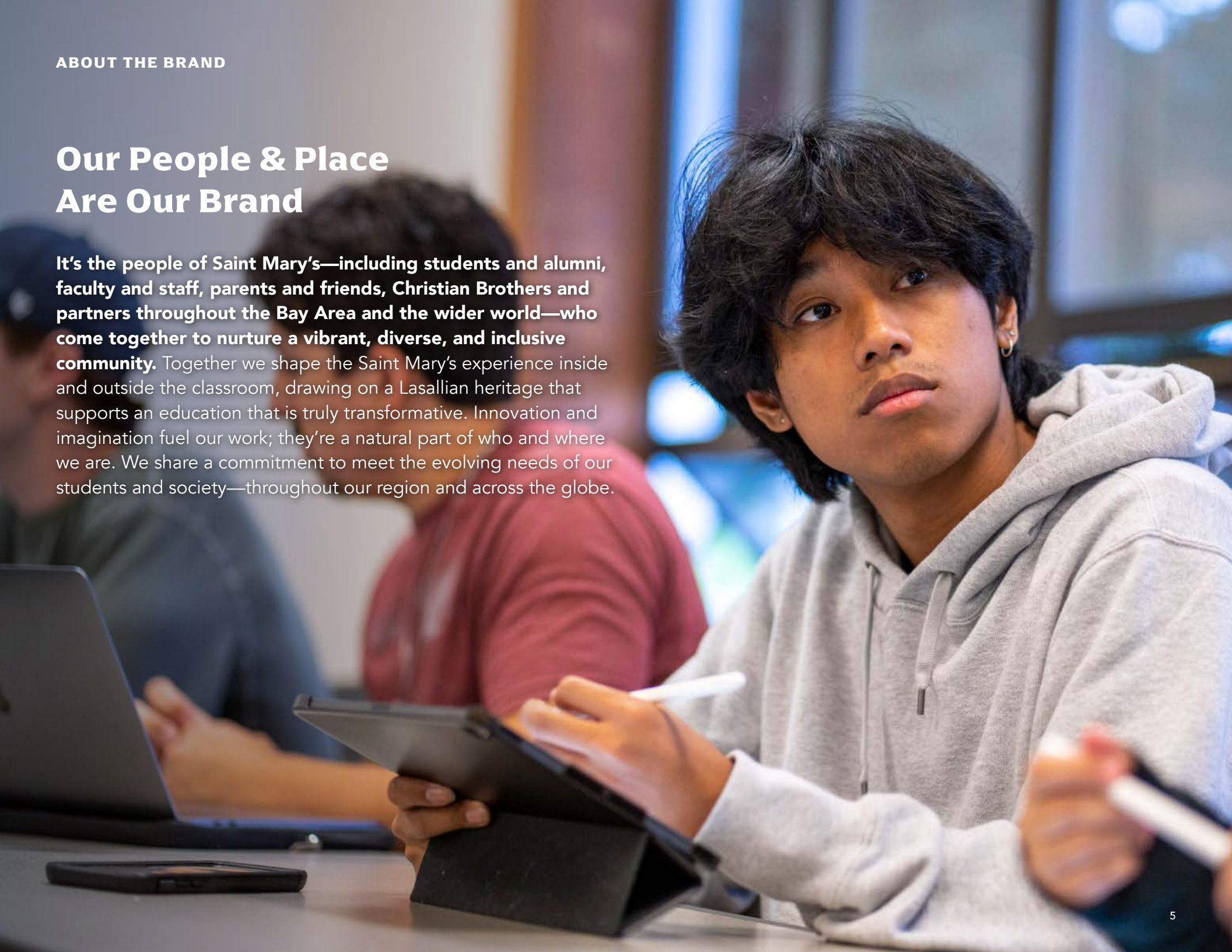
How people see, hear, and experience Saint Mary’s all contribute to the ways they perceive our brand. So we want to convey a clear and consistent identity across channels and platforms to support and establish positive recognition of SMC—now and in the future.

Saint Mary’s Office of Marketing & Communications has developed the following guidelines to help all of us promote the Saint Mary’s brand and identity in a way that’s informative, authentic, and effective. Our shared goal is to achieve a unified, compelling portrayal of SMC—one that both inspires our audiences and is true to who we are. By adhering to these standards college-wide, we will align our marketing and communication efforts to bolster clear understanding and positive perceptions of Saint Mary’s College of California.



Our People & Place Are Our Brand

It's the people of Saint Mary's—including students and alumni, faculty and staff, parents and friends, Christian Brothers and partners throughout the Bay Area and the wider world—who come together to nurture a vibrant, diverse, and inclusive community. Together we shape the Saint Mary's experience inside and outside the classroom, drawing on a Lasallian heritage that supports an education that is truly transformative. Innovation and imagination fuel our work; they're a natural part of who and where we are. We share a commitment to meet the evolving needs of our students and society—throughout our region and across the globe.



SAINT MARY'S COLLEGE OF CALIFORNIA

Brand Strategy

BRAND POSITIONING

Saint Mary's College of California is a leading innovative, national Catholic university in the San Francisco Bay Area. With small class sizes and programs tailored to meet the needs of undergraduates and graduate students alike, we create transformative opportunities for students and empower innovative leaders with knowledge, skills, and a commitment to the common good.

Our brand positioning consists of our brand statement, brand promise, brand pillars, and brand personality.



Inspire. Engage. Transform. *We Are Gaels.*

BRAND PROMISE

We inspire minds.

With small class sizes and professors who know you by name, Saint Mary's creates opportunities for students to thrive—whether you're an undergraduate or a professional looking for the next step in your career.

We engage the world.

With a stunning campus in the San Francisco Bay Area, Saint Mary's offers boundless possibilities—including signature study programs to take you around the globe. Explore internships and career opportunities in Silicon Valley and beyond.

We transform lives.

We Are Gaels.

With knowledge and skills, confidence and support from the Gael community, you'll imagine and become more than you ever thought possible.

BRAND PILLARS

These key themes capture the fundamental elements of our brand. When you write or speak about Saint Mary's, use them to frame the content or conversation, adapting the message as appropriate for the channel, platform, and audience. Each pillar is equally important to our brand.

PILLAR 3

At home in the Bay Area—with a global outlook.

With a stunning campus in the San Francisco Bay Area, Saint Mary's is a well-connected local and global hub. Signature study programs like [Jan Term](#), as well as summer research projects, take students outside the classroom, throughout the region, and around the world. Graduate and undergraduate students alike explore internships and career opportunities in Silicon Valley and beyond. Our home in Northern California also means that environmental justice and a focus on sustainability define our work.

PILLAR 1

Students come first.

With small class sizes and professors who know students by name, Saint Mary's creates opportunities for students to thrive—whether they're a first-generation college student or a professional looking for the next step in their career. Undergraduates tackle research projects only available to graduate students elsewhere.

PILLAR 4

Welcoming, inclusive, & vibrant community.

True to our Lasallian heritage, Saint Mary's has always put a priority on ensuring education is accessible and inclusive—and that we meet students where they are. A sense of community defines the Saint Mary's experience, whether that's on sports teams, in discussion in [Collegiate Seminar](#), through graduate programs, or enjoying the rich array of student clubs and activities. We're proud to be a designated Hispanic Serving Institution. And for 50 years, the Saint Mary's High Potential program has ensured first-generation students have the tools and support they need to thrive.

PILLAR 2

A bold, creative, & innovative spirit.

The Saint Mary's experience inspires students and offers boundless possibilities for them to become more. It's no coincidence that Saint Mary's earns a spot as the only Catholic college and only school in California on the prestigious list of Colleges That Change Lives.

PILLAR 5

Knowledge & skills to meet the needs of today—and a lifetime.

Rigorous academic programs and diverse experiences outside the classroom ensure that Saint Mary's provides undergraduates and graduate students alike with the depth of knowledge, breadth of skills, and practical tools they need to meet the needs of today—and to learn and grow for a lifetime. With a solid foundation in ethics and experience in listening to diverse points of view, Gaels know how to ask big and important questions and collaborate on finding innovative solutions.

BRAND PERSONALITY

What are our Gael traits? What are the words we use to describe Saint Mary's today? When creating your messages, use language that reflects these characteristics of our personality.

PERSONALITY 1

Bold

At Saint Mary's, Gaels gain the knowledge, skills, and confidence to ask big questions and take chances, tackle new challenges and become change-makers—and to lead with compassion and integrity.

PERSONALITY 2

Curious

Both in and outside of the classroom, in the lab and through the breadth of their experiences in the wider world—including signature programs like Jan Term—Gaels explore new horizons and possibilities.

PERSONALITY 3

Community-Focused

The people of the Gael community are what truly make Saint Mary's special. The sense of community—and the importance of working for the greater good—carries over into the work Gaels do professionally and the lives they lead.

PERSONALITY 4

Justice-Driven

Through the breadth and depth of student experiences, Saint Mary's nurtures justice-driven trailblazers who strive to make a positive difference in the world. That's part of our Lasallian heritage and essential to building for the future.

PERSONALITY 5

Passionate

Gaels are creative and innovative, and they bring energy, joy, and a spirit of determination to all they do—from the playing field to the board room, from the stage to the statehouse. As individuals and teams, they have the courage to dream big and know how to unleash their full potential.

SAINT MARY'S COLLEGE OF CALIFORNIA

Messaging Guidelines

NARRATIVE

The role of a narrative is to lay the foundation for writing in a distinct voice, as well as to inspire the messages we communicate. The narrative is not necessarily external marketing language—rather, it should be used to inspire and guide the spirit of our brand messaging. No matter who or what we’re writing about, our voice should stay true to the big idea encapsulated here.

At Saint Mary’s College of California, we inspire minds, engage with the world, and create opportunities for students to find their lives transformed.

With small class sizes and professors who know you by name, the Saint Mary’s experience empowers students to thrive—whether you’re an undergraduate or a professional looking for the next step in your career.

The sense of community is a defining quality of Saint Mary’s: inclusive and diverse, vibrant and welcoming. The college was founded in 1863, and our Lasallian heritage fuels the energy of the campus in important ways—including a love of teaching, learning, and innovating. Our faculty meet students where they are, and through work inside and outside the classroom, in the lab and through hands-on experiences out in the world, create boundless opportunities for SMC students. With knowledge and skills, confidence and support from the Gael community, you’ll imagine, discover, and make a lasting impact...Wherever you’re at... Whatever you set your heart to become.

Our Bay Area campus is nestled in the rolling hills of Moraga, just 23 miles east of San Francisco. It’s a place of natural beauty, with trails through the redwoods minutes away—and the cultural dynamism of a world-class city right nearby. *US News and World Report* puts SMC among the top five regional universities in the West. You’ll also find Saint Mary’s highlighted in the guide *Colleges That Change Lives: 40 Schools That Will Change The Way You Think About Colleges*—the only Catholic college and the only university in California to make the list.

Those are a few of the things we mean when we say we inspire, we engage, and we transform. We are Gaels.

BOILERPLATE

A boilerplate is a description of Saint Mary's that should stay relatively stable over time. A boilerplate is most commonly used in an "About Us" segment, such as on the SMC website, in press releases, and externally (for example, in a *US News* description).

Inspire. Engage. Transform. We Are Gaels.

At Saint Mary's College of California, we inspire minds, engage with the world, and create opportunities for students to find their lives transformed. With small class sizes and professors who know you by name, the Saint Mary's experience empowers students to thrive—whether you're an undergraduate or a professional looking for the next step in your career. Founded in 1863, the University is proud of our Lasallian heritage and how it fuels teaching and learning in an inclusive and wonderfully diverse community. More than 3,600 Gaels study on our Bay Area campus nestled in the rolling hills of Moraga, just 23 miles east of San Francisco. *US News and World Report* puts SMC among the top five regional universities in the West. You'll also find Saint Mary's highlighted in the guide *Colleges That Change Lives: 40 Schools That Will Change The Way You Think About Colleges*—the only Catholic college and the only university in California to make the list.

ELEVATOR PITCH

The following elevator pitch is presented in a somewhat casual tone, designed for impromptu conversations with someone who is unfamiliar with Saint Mary's. This is the language to internalize and keep handy for conversations where you're asked, "Tell me about Saint Mary's."

Saint Mary's College of California is more than a place to get a stellar education in a stunning location (although that part goes without saying).

Our beautiful Bay Area campus is nestled in the rolling hills of Moraga, just 23 miles east of San Francisco. We're a diverse, inclusive, and wonderfully supportive community where faculty guide Gaels to learn and explore—with small class sizes and professors know students by name. The learning experience empowers students to thrive, whether they're undergraduates or professionals taking the next step in their career. Saint Mary's offers experiences and boundless opportunities around the globe—from internships and careers in Silicon Valley to one-of-a-kind study programs in Europe, Asia, Latin America, and more. Those are a few of the reasons why we say we inspire, we engage, we transform lives. **And that's what we mean when we say, "We Are Gaels."**

TELLING SAINT MARY'S STORY

Audience, Voice, and Tone

Each story we tell should have an authentic tone that feels distinctively Saint Mary's College. The personality of SMC should serve as a touchstone for the story you're telling. And the following guidelines can help shape that story—whether it's told in digital or print, in images or words or sounds, or all of the above.

WE ARE NURTURED BY STORIES

They help us make sense of the world and our place in it. They're big and small, and they work alone or together to shape a sense of Saint Mary's. They might answer big and simple questions, such as: "What happened? And why does it matter?" We have a powerful story to tell, notably through the people of Saint Mary's, as well as this place—the campus, the Bay Area, and the wider world where Gaels live and work. There's the big story of SMC's founding and the educational mission that has carried across more than 150 years. Remember to see the humanity and beauty of our shared story. And that we're not done yet.

THINK OF YOUR AUDIENCE FIRST

At Saint Mary's, we understand the importance of meeting students where they are. In shaping the stories about SMC, we need to meet audiences where they are, too. We find ways to connect with them—intellectually, emotionally, and spiritually—and inspire and engage them with those stories. How do you invite your reader or viewer or listener into your story and earn their trust and respect? In shaping your story, where are you trying to take them? Are they a current student at SMC or are they looking at colleges, a working professional exploring graduate programs, alumni or a thought leader, new faculty or veteran staff member? What's the right platform and approach to make the connection? If they're a prospective student, how do you make them feel welcome—and picture themselves as part of the SMC community?

FOCUS ON PRESENCES, NOT ABSENCES

For Saint Mary's, we focus on all the things we are and what we do—and how the size and scale of SMC creates unique opportunities for Gaels to find their lives transformed. It's tempting to make the world binary: more and less, big and small. Instead, recognize how boundless possibilities are woven into the fabric of the educational experience at SMC: that small class sizes and professors who know you by name open up new doors of opportunity.

BE GROUNDED; BE BRILLIANT

If our goal is to reimagine education, then it's important to explore what it means to learn, embracing the many things we can be at once. At Saint Mary's, our education is practical and evergreen—but it's also curious and imaginative, adaptive and smart. Our Gael genius goes beyond the classroom and into careers, so let's embrace that duality.

INNOVATION TAKES MANY FORMS

It's more than just world-class research: It's social, cultural, and responsive to the changing needs of society and the planet. Our innovation stretches from technical know-how to justice-driven initiatives that work to make the world better on a very human level. Use language to reflect the vibrancy of innovation in every sphere, creating positive change within the college and community—close to home and across the globe.

SAINT MARY'S COLLEGE OF CALIFORNIA

Logos

INSTITUTIONAL BRAND IDENTITY ELEMENTS

Our Identity

Saint Mary's College of California's logo is the visual expression and the cornerstone of our visual brand identity. The logo must be used in all communications and promotional materials. In its boldness and nod to our heritage, it offers an emotional connection and embodies the vibrant spirit of our campus community.

The Saint Mary's identity is represented by four distinct marks:

Primary Logo

Our primary logo is used in business stationery, as a signature at the bottom of communication materials for internal and external audiences, or for promoting events and activities sponsored by campus units.

College Seal

The college seal is used as a formal symbol on official college documents and on materials produced for the president.

Spirit Mark

The spirit mark represents not only our Athletics teams but also the Gael spirit in all of us. It may be used for spirit- and pride-building functions—such as on promotional items and apparel. It can also be used on hero images, social media banners, videos, and as an avatar.

Wordmark

The wordmark should be used when space is limited and a more dynamic visual approach is preferred. In these instances, it should sit adjacent to the spirit mark.

Primary Logo



SAINT MARY'S
COLLEGE OF CALIFORNIA

College Seal



Spirit Mark



Wordmark

SAINT MARY'S
COLLEGE OF CALIFORNIA

CONFIGURATIONS & SIZES

Primary Logo Configurations

It is rare for just one version of a logo to be applicable in all situations. Our goal in this manual is to make the use of the identity as flexible and practical as possible. The primary institutional logo has two configurations. Use the vertical, stacked version as the primary presentation of the logo. The horizontal version can be used when a shorter/wider orientation provides better space allowance.

Clear space protects the clarity and integrity of the institutional logo. This space is intended to separate the logo from other surrounding elements such as imagery, text, or graphic treatments.

Minimum Sizes

To retain proper legibility, the logos have minimum sizes for different uses and production purposes. The institutional logo may not be used at sizes smaller than what is recommended on this page. Inches (in.) represent minimum width for printed media. Pixels (px) represent minimum width for digital media.

1. Dotted lines represent the minimum amount of clear space required around the institutional logo. This ratio should remain the same when the logo is resized smaller or larger.
2. Certain mark variations may work better with different production processes. Please consult the Office of Marketing & Communications to ensure you are using the institutional logo properly and maximizing legibility.

Logo Configurations



Vertical Version



Horizontal Version

Minimum Sizes



COLLEGE SEAL

The college seal is used as a formal symbol on official university documents and on materials produced for the president.

The seal is not a marketing logo. Use of the seal for any purpose other than those listed below must be approved by the Office of Marketing & Communications per consultation with the Office of the President.

Usage Examples

- Office of the President
- Commencement
- Formal admission letter
- Diplomas

Color Options



Lasallian Navy



Lasallian Navy at
10% opacity



White on
Lasallian Navy



White at 15% opacity on
Lasallian Navy

Minimum Size



Min. Width: 0.75 in

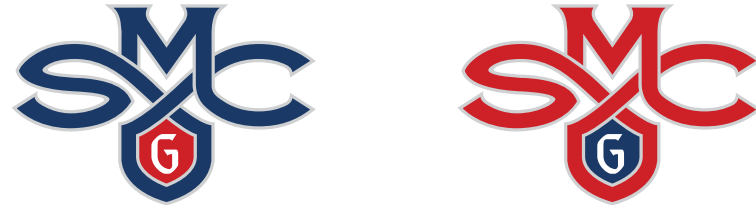
ATHLETICS BRAND IDENTITY ELEMENTS

SMC Gaels

The logotype for athletics identity also draws inspiration from classic typography and Gaelic letterforms and is often paired with “Saint Mary’s College” and “Gaels” in Gaelic font. The college’s spirit mark serves as the primary athletics logo.

For a more in depth Athletics Brand Guidelines, please reference [this document](#).

Spirit Mark



SMC Shield



Gaels Script



Gaelic Pattern



USES

Incorrect Logo Uses

The institutional logo, college seal, and SMC Knot must remain intact as described in this document and must not be manipulated in any way. This practice ensures brand integrity and consistency. Please refrain from altering the logo or any graphic elements of the brand in any way that has not been approved by this style guide.



Do **not** change the color of the logo.



Do **not** crowd the logo with other elements.



Do **not** change the typeface of the word mark.



Do **not** place logo on background with poor contrast.



Do **not** stretch or distort any part of the logo.



Do **not** remove any elements from the logo.



Do **not** alter the size relationship of the spirit mark to the wordmark.



Do **not** place logo over busy photograph or background.

BACKGROUND COLOR

Full Color Logo

Depending on background color, the color of the logos will change accordingly to provide maximum legibility. Use these color variations when the logo is being used in full color.



BACKGROUND COLOR

One-Color Logo

When there are limitations on the number of colors that can be used and a one-color logo is used, use the color variations shown.



BACKGROUND COLOR

Two-Color Logo

Depending on background color, the color of the logos will change accordingly to provide maximum legibility. Use these color variations when the logo is being used in two-color.



CAMPUS LOCKUPS

The lockup for campus partnerships (departments, schools, clubs, etc.) pairs our spirit mark with the typeset name, divided by a line.

If you need artwork for a lockup, please contact the Office of Marketing & Communications.

Vertical Lockup



**School of Economics &
Business Administration**



Athletics

Horizontal Lockup



**School of Economics &
Business Administration**



Athletics



Visual Identity Toolkit

COLOR PALETTE

Primary Colors

Our color palette is a vital and distinctive aspect of our identity. Properly utilizing these colors is a simple yet effective way to ensure consistency in all our materials, reflecting a cohesive Saint Mary's brand. It is essential to maintain dominance of Lasallian Navy and have SMC Red as the primary accent color.

Secondary Colors

The secondary supporting colors, representing the diverse hues observed around campus, should complement and flow consistently throughout any given piece or series of materials. While Lasallian Navy and SMC Red should still be the primarily used colors, one to three secondary colors may be used in addition on any given deliverable.

Opacity and Color Matching

Colors should be used primarily at 100% opacity, but for optimal legibility and variety, each of the colors in the palette can also be used at opacities of 70%, 40%, and 20%. Depending on the application, correct color match should be utilized (CMYK, RGB, HEX, or Pantone).

By adhering to these color guidelines, we reinforce the strong visual presence and unified identity that defines Saint Mary's College of California.

Primary Colors

Lasallian Navy	SMC Red
CMYK: 100 / 84 / 39 / 32 RGB: 20 / 50 / 87 HEX #143257 PMS: 534 C	CMYK: 9 / 98 / 89 / 1 RGB: 216 / 39 / 50 HEX #D82732 PMS: 1795 C
100% Opacity	100% Opacity
70% Opacity	70% Opacity
40% Opacity	40% Opacity
20% Opacity	20% Opacity

Secondary Colors

The Cross	Gael Gray	Canyon Trees	The Bay	California Skies
CMYK: 18 / 12 / 22 / 0 RGB: 209 / 210 / 196 HEX #D1D2C4 PMS: 2330 C	CMYK: 53 / 33 / 34 / 1 RGB: 129 / 149 / 155 HEX #81959B PMS: 5497 C	CMYK: 91 / 47 / 55 / 28 RGB: 10 / 91 / 94 HEX #0A5B5E PMS: 7476 C	CMYK: 56 / 3 / 25 / 0 RGB: 108 / 194 / 195 HEX #6CC2C3 PMS: 7472 C	CMYK: 75 / 17 / 10 / 0 RGB: 19 / 163 / 206 HEX #13A3CE PMS: 901 C

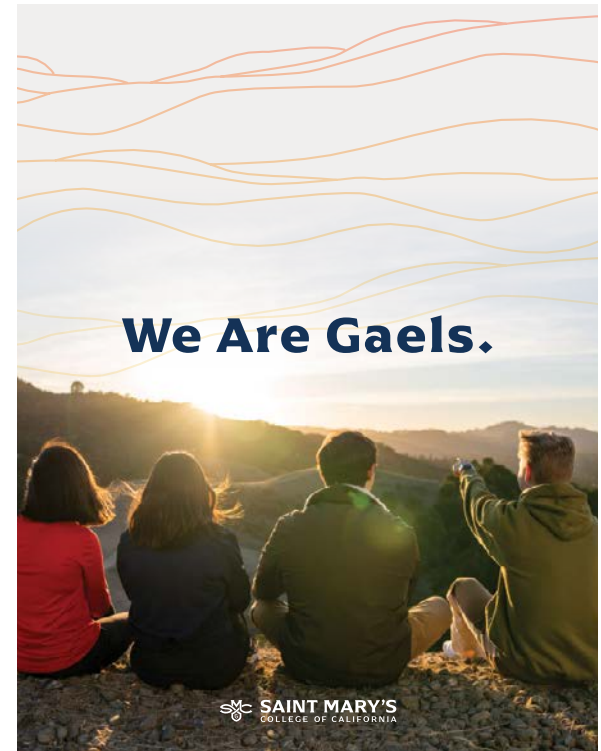
Moraga Sun	Chapel Lawn	Legacy Garden	Fountain Water	The Chapel
CMYK: 5 / 27 / 95 / 0 RGB: 242 / 186 / 42 HEX #F2BA2A PMS: 7409 C	CMYK: 64 / 24 / 87 / 6 RGB: 103 / 147 / 79 HEX #67934F PMS: 2278 C	CMYK: 2 / 35 / 31 / 0 RGB: 243 / 179 / 162 HEX #F3B3A2 PMS: 488 C	CMYK: 63 / 30 / 9 / 0 RGB: 98 / 152 / 195 HEX #6298C3 PMS: 2170 C	CMYK: 0 / 0 / 0 / 0 RGB: 255 / 255 / 255 HEX #FFFFFF

COLOR PALETTE

Secondary Colors Use

As mentioned, Lasallian Navy and SMC Red should still be the primarily used colors but one to three secondary colors may be used in addition on a deliverable. The secondary colors should serve as accents (used in secondary typography or patterns for example) and not overwhelm the piece.

Design Examples with Secondary Color Accents



TYPOGRAPHY

Primary Display Typeface

Arpona is a typeface with small wedge serifs and a strong character. It pairs well with our SMC spiritmark. We suggest using it for short, impactful headlines and subheads in semibold or bold weights.

Arpona can be used with an Adobe license on [Adobe Fonts](#).

While Arpona should remain the primary display typeface, Arpona Sans may be used occasionally. Arpona Sans is in the same font family as Arpona, but a slightly simpler typeface as it does not have serifs. Arpona Sans can be used for longer subheads or callouts.

Arpona Sans can be used with an Adobe license on [Adobe Fonts](#).

Capitalization

When used for headlines or titles, Arpona should be used in title or sentence case, never all caps. Arpona in all caps should be reserved for typography in a circular shape (see page 34).

Letter Spacing

For maximum legibility, Arpona should be used with tracking set at 25 (in thousandths of an em). This allows enough breathing room for the font to be read more clearly.

Primary Display Typeface – Arpona and Arpona Sans

Arpona
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()**

Arpona
Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()***

Arpona Sans
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()**

Arpona Sans
Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()***

TYPOGRAPHY

Primary Sans Serif Typeface

Avenir is a geometric sans serif typeface that pairs well with Arpona. Its clean, easy to read letter forms mean it works well for headlines, subheadlines, caption copy, and particularly body copy.

Avenir comes in a variety of weights and works well in sentence case and all caps. Although Avenir is available in multiple weights, use should be limited to those versions shown here.

Avenir is a system font that comes pre-loaded on Mac computers. If you are using a PC computer and do not have an Avenir font license, the system fonts Montserrat or Arial should be used instead.

Primary Sans Serif Typeface – Avenir

Avenir
Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()

Avenir
Book Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()*

Avenir
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()

Avenir
Medium Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()*

Avenir
Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()**

Avenir
Black Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!&()***

TYPOGRAPHY

Primary Serif Typeface

Bagatela is a classic-looking serif typeface that comes in a variety of weights with complementary italicized versions. Intended uses include: accents in logos and headlines, subheads, and pull quotes.

Italics should be used for typographic accent only. Liberal use of italics can affect the intended tone of the message and alter the overall legibility of the text.

Bagatela can be used with an Adobe license on [Adobe Fonts](#).

Primary Serif Typeface – Bagatela

Bagatela
Regular

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 ? ! & ()

Bagatela
Regular Italic

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 ? ! & ()

Bagatela
Dark

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 ? ! & ()

Bagatela
Dark Italic

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 ? ! & ()

TYPOGRAPHY

Consistent use of typography helps build visual familiarity with our brand and ensures that Saint Mary's College materials have a cohesive look. Our selection of typefaces bring a diverse set of characteristics that work together across the full range of SMC communications.

Example Use of Typefaces Together

**At Saint Mary's College of California,
we inspire, we engage, we transform lives.**

Nestled in the rolling hills of Moraga, just 23 miles east of San Francisco, Saint Mary's is diverse, inclusive, and wonderfully supportive community where faculty guide Gaels to learn and explore. With small class sizes and professors who know you by name, Saint Mary's creates opportunities for students to thrive—whether you're an undergraduate or a professional looking for the next step in your career.

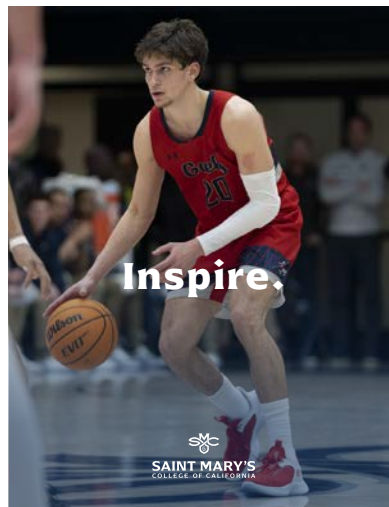
Saint Mary's offers experiences and boundless opportunities around the globe—from internships and careers in Silicon Valley to one-of-a-kind study programs in Europe, Asia, Latin America, and more. With knowledge and skills, confidence and support from the Gael community, you'll imagine and become more than you ever thought possible.



TYPOGRAPHY OVERLAY

Our commitment to inclusivity and connection is reiterated through use of circular shapes and typography wrapped into a circle. This further reinforces the importance of belonging and interconnectedness, reflecting our vibrant and diverse community. Type can also be used in a more traditional horizontal orientation.

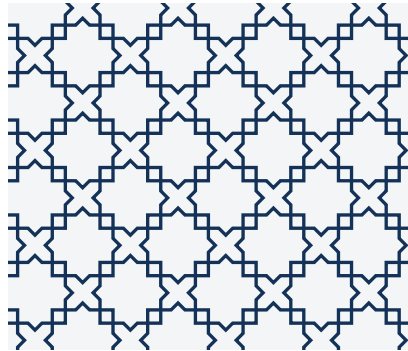
In both instances, typography should not compete with the image. Instead when layering content over an image, take care to place it in an area of the photo free from distracting activity. Look for photos with relatively clear space for text. Also select a text color that provides maximum legibility.



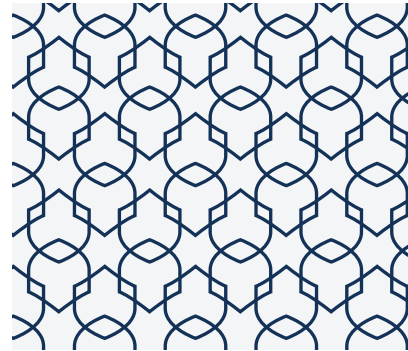
PATTERNS

Like the colors, our graphic elements and patterns draw inspiration from the geography and architecture that define the Saint Mary's campus: from rolling hills to terracotta roofs, chapel windows, intricate tiles and mosaics, and the circular seminar table. These are emblematic of the dominant visual elements at SMC.

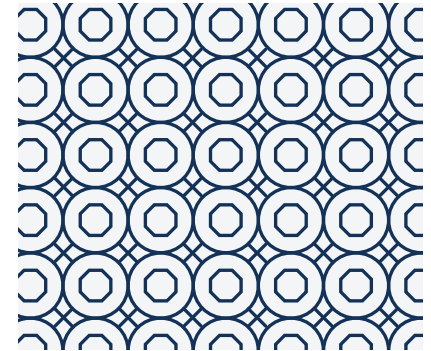
The interlocking patterns symbolize our commitment to inclusivity and connection, central to our Lasallian heritage. Circular shapes and typography wrapped into a circle further reinforce the importance of belonging and interconnectedness, reflecting our vibrant and diverse community. These visual elements beautifully encapsulate the essence of Saint Mary's College of California and should be used sparingly, enhancing our brand's identity with a cohesive and meaningful design language.



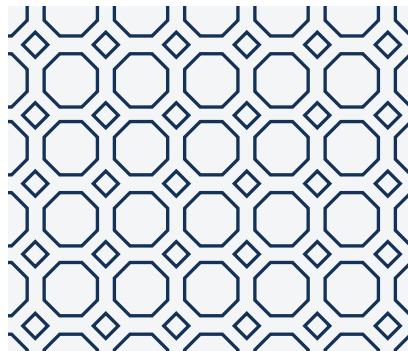
Stained Glass



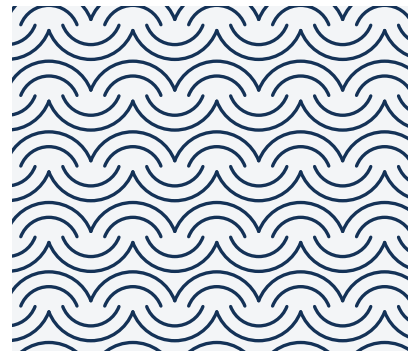
Shields



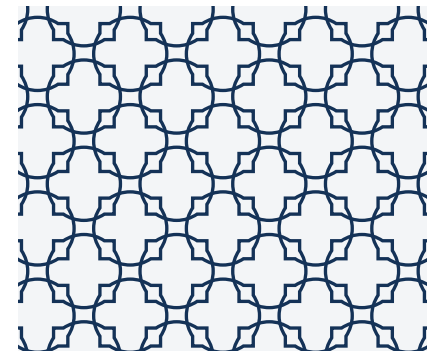
Collegiate Seminar



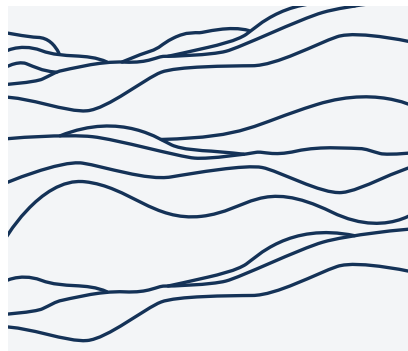
Octagon



Terracotta Roof



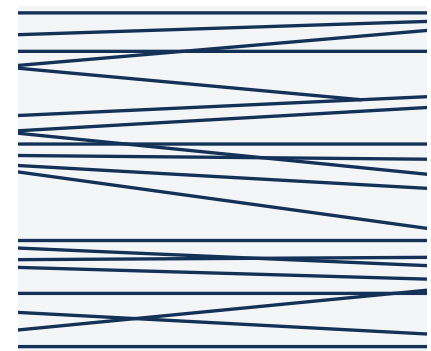
Fountain



Rolling Hills



Connections



Intersections

PHOTOGRAPHY

Subjects

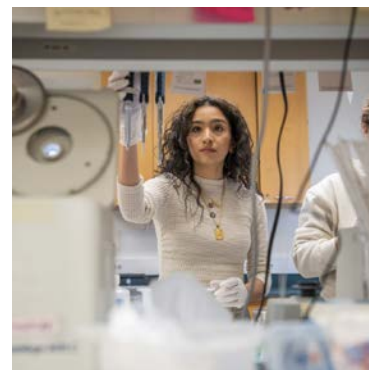
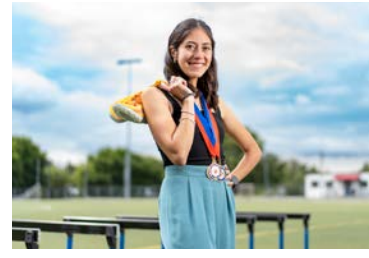
Our photography embodies the Gaels spirit and how the people of Saint Mary's create the community. We capture individuals up close and from various angles to show them engaged; dynamic movement conveys a sense of action and involvement. Subjects are seldom directed to look directly at the camera, allowing for a more authentic and candid portrayal. In the composition of images, we incorporate negative space to accommodate type and graphic overlay.

Look & Feel

Our imagery focuses on what makes SMC special, emphasizing the genuine moments and a sense of place. We aim for bright, bold, sunny, and colorful visuals that maintain a natural look without being overly saturated. We avoid situations with poor lighting, cluttered background, or lack of dynamic action, such as dim fluorescent lighting during lectures.

Goals

The ultimate goal is to show rather than tell, capturing someone in their element, doing research in the lab, or working in an environment that reflects their character, rather than merely presenting them receiving an award. We also highlight the interaction between faculty and staff with students, favoring action shots over stagnant, posed photographs.



PHOTOGRAPHY

To optimize your photography and leverage the recognition and affinity of the Saint Mary's brand, follow these guidelines.



BRILLIANT WIDE

Wide photography emphasizes unique landscapes and interior spaces that define the Saint Mary's College experience. Whenever possible, incorporate engaged individuals or groups interacting with their surroundings, allowing space for movement and visual storytelling.



DYNAMIC DETAIL

In detail photography, prioritize human engagement with active poses and lively movement. Offer glimpses of the behind-the-scenes Saint Mary's lifestyle, capturing its energy and vibrancy.



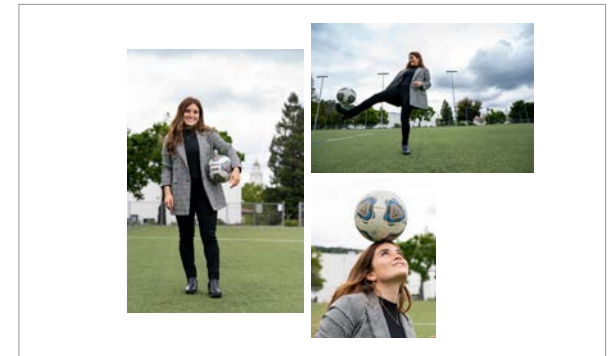
ENGAGED & DIVERSE SUBJECTS

Subject photography may feature individuals or groups actively engaged with their environment or one another. Avoid direct gazes at the camera to maintain authenticity and spontaneity.



COMPOSITION & CROPPING

The "Rule of Thirds" stands as a fundamental guideline in photography. Envisioning the image divided into thirds horizontally and vertically, placing points of interest along these lines or at their intersections, enhances the viewer's natural interaction with the photo. Even if a photo has poor composition initially, applying the "Rule of Thirds" during cropping can significantly elevate its visual appeal.



VISUAL VARIETY FOR ALL PLATFORMS

All shoots will contain a variety of images that will work in horizontal, square, and vertical formats. Photography is guided by the intended publishing platform, while also taking special care to capture a variety of images for secondary uses. Subjects appear different sizes in each frame (wide, medium, close-up) to work seamlessly with various platforms and to allow for text/graphic overlays.

IMAGE MASKING

SMC is a place where the essence of discovery thrives, urging visitors to peel back the layers of its history and culture. Here, the spirit of exploration takes center stage, inviting individuals to delve deeper into their own understanding and connection with the world around them.

In unique instances, when a trio of images is selected to appear together to further tell a story about a specific theme, the images should be cropped thoughtfully. Each frame acts as a window into a narrative, capturing the essence of the moment and weaving a visual tapestry that transcends individual photographs, collectively painting a more profound and cohesive picture. When using image masking, the images should be cropped as outlined to the right.

Image 3: This image should be masked in a rectangle and layered behind Image 1 and Image 2. This image should not be high in contrast or have a busy subject matter. Instead it should read more as a subtle texture (i.e., sky, foliage, etc.).

Image 1: The photo is to be masked in an octagon and perfectly centered. This is where the most detailed image should live, as it is the main focal point.

Image 2: This image should be masked in a circle, layered behind Image 1, and perfectly centered. This image can have some variety of colors, textures, and visual elements to it, but should overall read as simple layer with enough contrast against Image 1 and Image 3.



VIDEO

Video serves as a powerful and compelling medium for communication and storytelling, regardless of the audience, message, purpose, or platform. To optimize your video communications and leverage the recognition and affinity for the Saint Mary's brand, follow these guidelines.

DEFINE YOUR GOAL

Start your video project by using a creative brief to clearly define your objectives, identify your audience, and establish a strategic focus.

LEVERAGE OUR BRAND ASSETS

Incorporate our brand attributes and key messages thoughtfully through imagery and visual storytelling. Utilize our graphic elements to add energy and strengthen brand recognition throughout the video.

BE CONCISE

Keep your videos short and impactful to maximize viewer engagement. Precision in storytelling will maintain audience interest. Use footage to convey emotions and visuals, and use text to supplement the message when necessary, avoiding overwhelming the viewer with both at once.

QUALITY IS CLARITY

Ensure your video is easy to see and hear for maximum impact. Utilize equipment like tripods, external microphones, and lighting kits for better results. Even when shooting with a smartphone, explore simple techniques to optimize your work and enhance overall quality.

VIDEO

Titles

Images should be dark enough to allow for white text to be legible on top.

Interviews

When possible use two cameras. Or film in 4k and frame a medium shot so you can crop into a close up later for variety.

Video Portraits

Video portraits allow you to portray a subject without them speaking. You can add music or voice overs underneath. These are an effective way to open or close a video. Or open/close a segment profiling a subject. An example can be seen [here](#). When filming:

- Record the subject close up 120fps. Either orbit around the subject or have them look off camera and then back towards the camera.
- Record a second shot, wide full body and push the camera in, or pull away, with a gimbal.

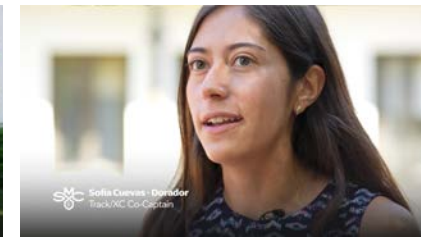
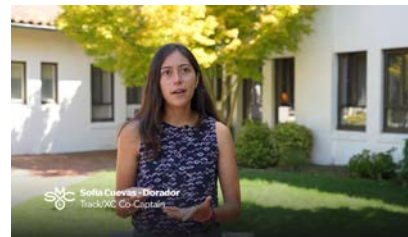
Visual Variety

Portray the subject in different ways for variety (wide, medium, close-up). Look for details that speak to their personality or the focus of the video.

Titles



Interviews



Video Portraits



Visual Variety



SAINT MARY'S COLLEGE OF CALIFORNIA

Using the Brand



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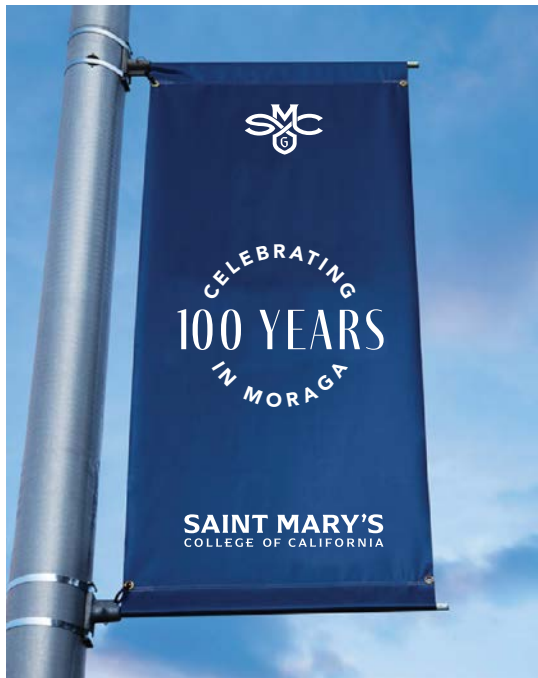
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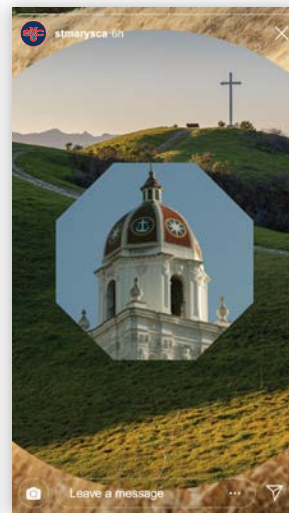
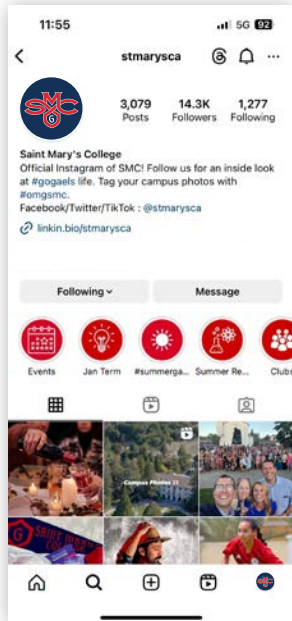
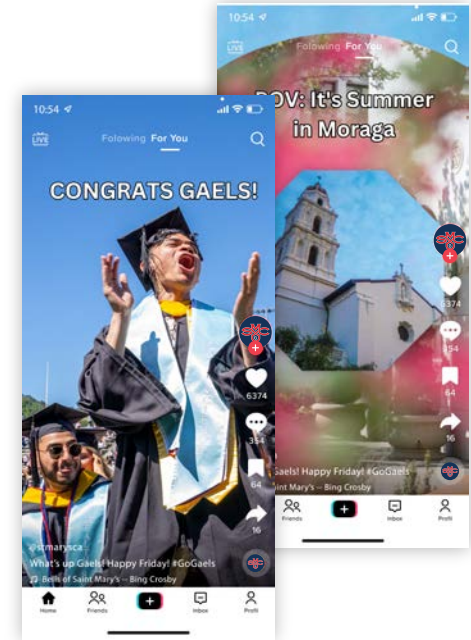
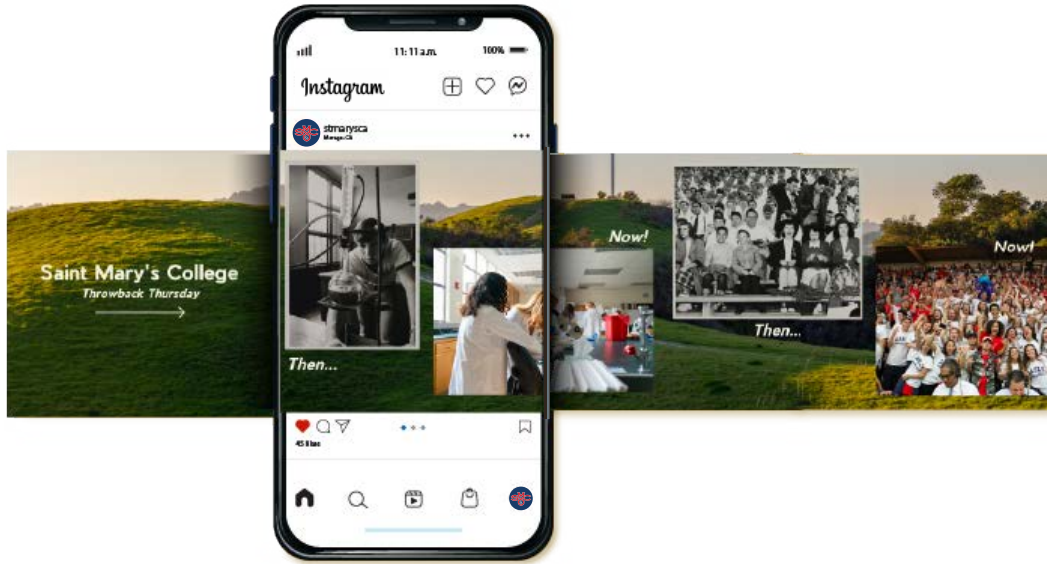
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ENVIRONMENTAL GRAPHICS



SOCIAL MEDIA: INSTITUTIONAL



SOCIAL MEDIA: CAMPUS PARTNERS

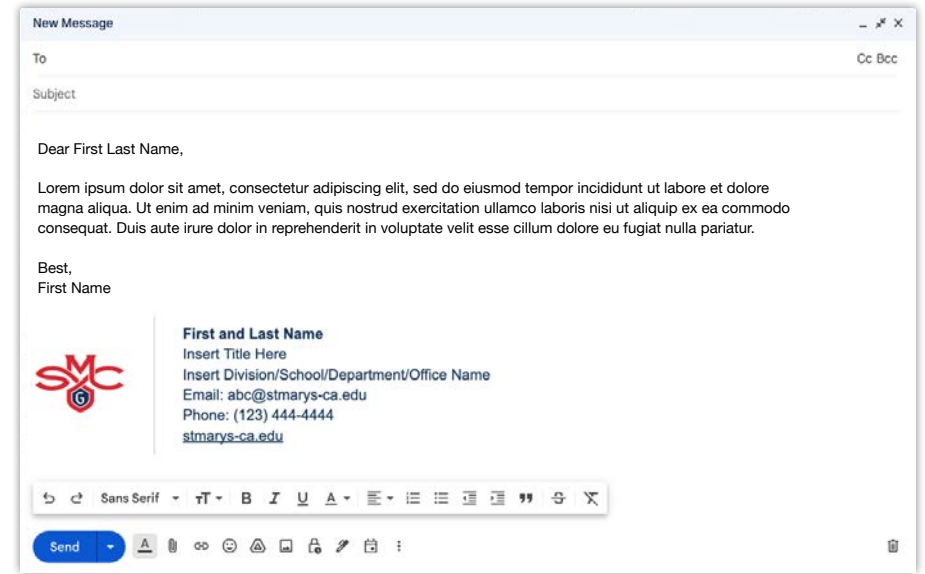
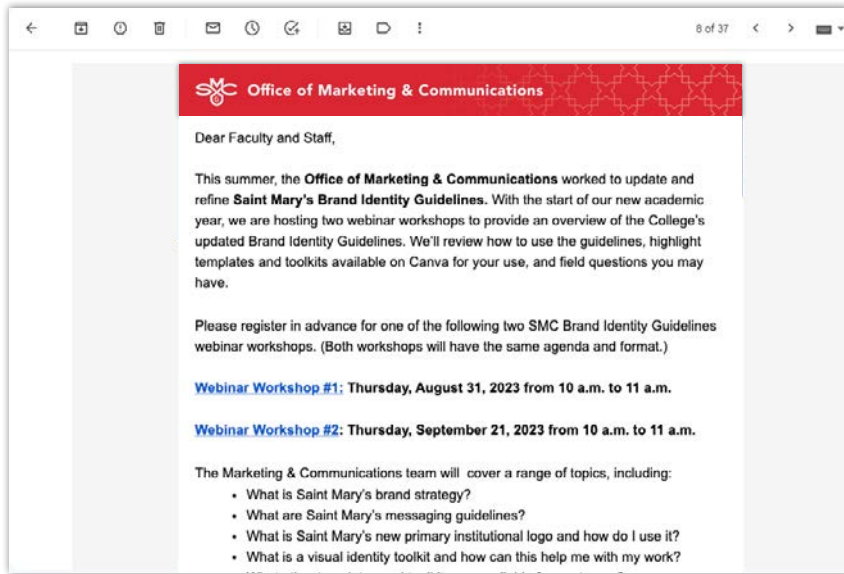
(Division, School, Department, Office, etc.)

Campus partner's social media profile images do not need to follow a specific template. Instead, it should adhere to the overall Brand Guidelines regarding use of SMC logo and colors. Please see examples for inspiration as you update your new social media profile graphic.



WEBSITE

EMAIL HEADERS & SIGNATURES



MERCHANDISE



ASSET DOWNLOADS & LINKS

To download or obtain assets related to the new brand identity guidelines, please visit www.stmarys-ca.edu/brand-guidelines.

The screenshot shows the 'Visual Identity Toolkit' page on the Saint Mary's College of California website. The page features a dark blue header with the college's logo and navigation links: 'Apply', 'Give', 'Request Info', 'Visit', 'MySMC', 'ADMISSIONS & AID', 'ACADEMICS', 'STUDENT LIFE', 'ABOUT', and 'ATHLETICS'. A search icon is also present. Below the header is a hero section with a collage of images and the text 'VISUAL IDENTITY TOOLKIT'. A navigation bar below the hero section includes links for 'Our Brand', 'Messaging Guidelines', 'Visual Identity Toolkit' (which is underlined), 'Templates and Toolkits', and 'Contact the Team'. The main content area has a breadcrumb trail: 'HOME > BRAND GUIDELINES > ABOUT THE BRAND'. The section title 'VISUAL IDENTITY TOOLKIT' is followed by a paragraph explaining the importance of visual communication. Below this is a large heading 'BRAND IDENTITY TOOLKIT'. Two main content blocks are visible: 'Logo & Brand Identity Elements' featuring the SMC logo and a brief description, and 'Color Palette' featuring a grid of color swatches and a brief description.

Apply Give Request Info Visit MySMC

SAINT MARY'S COLLEGE OF CALIFORNIA

ADMISSIONS & AID ACADEMICS STUDENT LIFE ABOUT ATHLETICS

SEARCH

VISUAL IDENTITY TOOLKIT

Our Brand Messaging Guidelines Visual Identity Toolkit Templates and Toolkits Contact the Team

HOME > BRAND GUIDELINES > ABOUT THE BRAND

VISUAL IDENTITY TOOLKIT

Visual communication plays a vital role in articulating the essence of Saint Mary's College of California as well as enriching the narratives that underpin the Saint Mary's experience. Should you ever find yourself in need of guidance regarding the proper utilization of brand colors or imagery, we encourage you to connect with a member of our dedicated creative team.

BRAND IDENTITY TOOLKIT

Logo & Brand Identity Elements

Saint Mary's College of California's logo is the visual expression and the cornerstone of our visual brand identity. The logo must be used in all communications and promotional materials.

Color Palette

Our color palette is a vital and distinctive aspect of our identity. Properly utilizing these colors is a simple yet effective way to ensure consistency in all our materials, reflecting a cohesive Saint Mary's brand.



Questions? Contact us!

**Saint Mary's Office of
Marketing & Communications**
marcom@stmarys-ca.edu