August 2009

Dear Members of the Saint Mary’s College Community,

I am pleased to provide you with Saint Mary’s first comprehensive guide to institutional visual identity. As part of our Building on Strengths tasks, a broad based campus committee worked for over two years to identify ways to better communicate the distinctive strengths of our educational community. After interviews with hundreds of students, faculty and staff members, alums, prospective students, donors and community members, the committee recognized that the College’s plethora of different logos treatments, styles and core messages were not serving us well. Streamlining and better defining these elements of our identity became a key task of our institutional marketing committee. This guide is one important outcome of efforts to enhance the College’s visibility and reputation.

This style guide introduces more than a new improved Saint Mary’s logo that is deeply rooted in our core traditions. It provides guidelines for expressing the College’s identity visually that will help communicate our strengths in a more compelling and prominent manner. On the pages that follow, you’ll find a comprehensive framework for ensuring that every visual expression of our identity — from the logos that represent us to the typefaces and colors that grace our printed materials — is clear, compelling and authentic. By embracing these tools and using them consistently, we will raise Saint Mary’s profile for educational excellence, and better communicate who we are and where we are going to the world.

For this new identity initiative to be effective, all in our community need to faithfully follow the enclosed guidelines. It is important that you use this new resource and I expect all in our community to work with our Office of College Communications to ensure that we gain the full benefits of this important initiative.

In St. LaSalle,

Brother Ron Gallagher, FSC, Ph. D.
President