Saint Mary’s College of California
Year of the Gael Sesquicentennial Identity

STYLE GUIDE
Saint Mary’s College of California is turning 150, and it’s going to be a celebration of Sesquicentennial magnitude! A special “Year of the Gael” logo has been designed to mark the occasion, communicating the College’s convivial spirit and pride in reaching such a noteworthy milestone. The logo is an extension of the Saint Mary’s visual brand, so it must be used with the same care and consistency. This style guide will give you the basic tools and rules to ensure logo usage is always reflecting the attitude, vivacity, and educational excellence that has made Saint Mary’s a “Gael Force” since 1863.

“…Gael Force looks like energy and enthusiasm around a purpose.”
– Provost
Saint Mary’s College of California’s Year of the Gael Sesquicentennial logo represents the energy, strength and enthusiasm around being a Gael. It is a true exclamation of educational achievement and Lasallian pride.

Created from the Saint Mary’s typography and color palette, the Year of the Gael logo integrates seamlessly with the Saint Mary’s College of California’s visual brand expression.

Note: The Year of the Gael logo is a customized wordmark and a final piece of artwork. It should never be typeset, nor inserted in copy.
Although usage of the primary logo is preferred, two alternate logo lock ups are provided to ensure utmost flexibility across all applications.

When space can not accommodate the more horizontal format of the primary logo, or when reproduction needs dictate a smaller size than what is allowable for the primary logo, either of the alternate lock ups shown at left can be used.

When selecting the right logo for your needs, remember that readability and legibility should never be compromised.
Minimum Size & Clear Space

To preserve the integrity of our identity, we must ensure that our logos are always recognizable and readable, and that the graphic identity stands out from other design elements. Reproductions below this size are not permitted since the letterforms or the wordmark may begin to fill in, thereby compromising readability.

Note: Minimum sizes were specified based on co-branding with the minimum size of the Saint Mary’s College of California logo—minimum size .75”w.

A minimum clear space must surround all versions of the Year of the Gael logo. No other design elements may be positioned within this space, including typography, photography or illustration. More clear space is always preferred.
Positive Reproduction

Two-color
SMCC Red and SMCC Blue

One-color
SMCC Red

One-color
SMCC Blue

One-color
Line Art Black

The Year of the Gael logos may be reproduced in two colors: Primary Red and Primary Blue.

In limited, one-color positive reproduction, the logo can be used in SMCC Red or SMCC Blue, or in Line Art Black.

When reproducing in one color, the preference is for the logo to be used in one of the Year of the Gael primary identity colors (SMCC Red or SMCC Blue).
Reverse Reproduction

The Year of the Gael logo may be reversed out of black or any dark background as Line Art (white).
Co-branding with Saint Mary’s Logo

The Year of the Gael logo will most often be used in proximity to or in conjunction with the Saint Mary’s College of California logo.

When using the Year of the Gael logo in conjunction with the Saint Mary’s College of California logo, be sure to follow the specifications on the following page (page 9) for sizing and placement guidelines. These specifications were made following the Saint Mary’s College of California Identity Style Guide and uphold its clear space rules.

Please note that the Saint Mary’s College of California logo should always visually precede the Year of the Gael logo—left or top.
Co-branding Specifications

When using the Year of the Gael logo in conjunction with the Saint Mary’s College of California logo, be sure to follow the specifications at left for consistent usage.

Please note that the point size of the rule separating the marks will need to be weighted with care when sizing the mark. Use good visual judgement to ensure that the rule reads well in positive (black) and reverse (white) reproduction. It should visually feel like a hairline rule that is a functional element and not a distracting one.

IN ALL CASES: .35 pt black rule (positive reproduction) or white rule (reverse reproduction)

NOTE: Please visually adjust weight or rule when scaling for appropriate visual balance

Year of the Gael logo sized to top-align with the top of the cap height in Saint and to base-align to the bottom of the cap height of California in the Saint Mary’s logo

Year of the Gael logo sized to the exact vertical dimensions of the Saint Mary’s logo

Year of the Gael logo sized to top and base align to the top and bottom rules in the Saint Mary’s logo

Year of the Gael logo sized to left and right align to the left and right rules in the Saint Mary’s logo
The Year of the Gael logo was created using the primary identity palette from the Saint Mary’s College of California. This color crossover creates a visual family tie between the two marks.

The Year of the Gael logo connects information through color (Gael with Sesquicentennial in red, and 150! with the year and the dates in blue). The cool strength and approachability of the blue perfectly balances the bold energy and passion of the red.

Both of these primary colors evolved from our historic palette, and the black and white neutrals are the perfect complements.
Design Control

The success of our identity depends upon all of us treating it with respect, using it consistently and never jeopardizing its integrity with hurried solutions. Every reproduction of our identity must be clear and crisp, without being compromised or manipulated in any way.

The examples at left illustrate unacceptable uses of our graphic identity and should be avoided at all costs.

- DO NOT alter the arrangement of the logo in any way.
- DO NOT change the colors of the logo.
- DO NOT add a descriptor to the logo or create a customized configuration.
- DO NOT reproduce smaller than the minimum size.
- DO NOT enclose the logo within boxes or shapes defined by white or rules.
- DO NOT add drop shadows or any other special effects.
- DO NOT reproduce the two-color logo on a background that compromises readability.
- DO NOT reproduce on a competitive background that would compromise legibility.
Digital Artwork

All reproductions of the Year of the Gael logo must be taken from approved artwork. The file naming system at left has been developed to help you select the correct logo for your design needs.

See the following page for visual file reference.

Identifier

2C = 2-Color
1C = 1-Color
Red = Red Line Art
Blue = Red Line Art
K = Black Line Art
W = White Line Art

[SMCC]_YearoftheGael_[version]_[Color]_[Color2]_[Color3].[extension]

SHS = Shorthand with Sesquicentennial
SH = Shorthand

PMS = Pantone
CMYK = 4-Color Process
RGB = Red-Green-Blue

.epg = Illustrator EPS
Red = Red Line Art
Blue = Red Line Art
K = Black Line Art
W = White Line Art
Digital Artwork

At left is a visual reference of each logo version along with the file name. Please see the previous page for file naming system guidelines.