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
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Saint Mary’s College of California’s cornerstone logo is a powerful visual expression of our brand. Based on a revival of early Roman typography, the logo evokes history — reflecting Saint Mary’s Lasallian heritage — as well as the energy of new ideas. The cross subtly merged with the “E” in College telegraphs the Catholic values of the college. The result is a wordmark that is bold and direct, classically simple yet sophisticated and dynamic — conveying the balance of tradition and innovation that makes Saint Mary’s unique. Strong on its own, the logo works across a range of applications to communicate a strong, consistent image of the college.

Note:
The Saint Mary’s College of California logo is a customized wordmark and a final piece of artwork. It should never be typeset, nor inserted in copy.

The logo exists as final artwork in the following color formats:

**CMYK**
- 1-color PMS coated (for sizes 1” and above)
- 1-color PMS coated (for sizes between 1” and .75”)
- 1-color PMS uncoated (for sizes 1” and above)
- 1-color PMS uncoated (for sizes between 1” and .75”)

**RGB**
- 1-color RGB

**LINE ART**
- Black line art
- White line art
- Tint/Watermark
A custom logo with the Saint Mary’s College of California identity is provided for each of the schools. These custom logos exist as final pieces of logo artwork and should not be typeset.

Note: Although only the 2-color version of the custom logos are shown here, each exists as final artwork in the following color formats:

**CMYK**
- 2-color PMS coated (for sizes 1" and above)
- 2-color PMS coated (for sizes between 1" and .75")
- 2-color PMS uncoated (for sizes 1" and above)
- 2-color PMS uncoated (for sizes between 1" and .75")
The Saint Mary’s College of California seal serves as a legal signature. Any document, publication or merchandise item that displays the seal conveys that it is officially sanctioned. To ensure its integrity, use of the seal must be approved by the Office of Communications.

Primary Usage
As a primary symbol, the seal must only be used for official documents such as diplomas, invitations and certificates.

Secondary Element
When using the seal with other college logos, the seal should be screened or ghosted back at a value of no more than 20%.

NOTE:
The seal may be used in conjunction with the primary logo, as shown on the letterhead. (See page 24)
Color is essential to the Saint Mary’s College of California style. This carefully selected palette is simply a base of colors that instills consistency across diverse types of applications and layouts.

**Primary:**
These primary colors evolved from our historic palette, creating a rich and seamless tie to our heritage. The extended use of Primary Red provides the identity system with a clear focal point. Bold and vibrant, it evokes the energy, passion and natural hues of the school. The Primary Blue adds a personal and approachable touch.

**Secondary:**
The secondary colors complement the primary color palette, enhancing—not competing with—the distinctive SMCC Red and Blue. By limiting the palette to more neutral colors, we allow the Primary Red to stand as the beacon of our new color program.

**Note:**
Colors shown throughout this manual are for demonstration purposes only. For accurate color standards refer to the current edition of the PANTONE® Color Formula Guide.

Other colors may be used in the development of collateral materials, but they should not compete with nor be used in conjunction with the identity.
Using Color

Primary and Secondary Combinations

Primary colors plus PANTONE® 625

Primary colors plus PANTONE® 7407

Primary colors plus PANTONE® 730
Typography is a subtle, but significant, detail. When used consistently, it will strengthen our identity by creating a uniform appearance across all materials. These typefaces were specifically selected to complement the full range of our identity system.

**Primary Typefaces**
Universe is the primary sans-serif typeface for print. It was selected for a number of compelling reasons: versatility, legibility and ability to convey our inherent strength of character.

- **Universe Light**
  Reserve for limited copy elements, such as photo captions or to provide a contrast to Univers Roman.

- **Univers Roman**
  Use for all main text, headline copy and captions.

- **Univers Bold**
  Use for headlines, titles, subtitles, initial drop caps or to emphasize copy within the Univers text.

Sabon is the primary serif typeface for print. It is approachable, humanistic and aligns closely with our core values.

- **Sabon Regular**
  Use for basic text, headlines or captions in combination with Univers or on its own.

---

**Primary Typefaces**

Univser Roman

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
1 2 3 4 5 6 7 8 9 0

Univser Bold

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
1 2 3 4 5 6 7 8 9 0

Univser Light

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
1 2 3 4 5 6 7 8 9 0

Sabon 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
1 2 3 4 5 6 7 8 9 0

**Default Typefaces**

Helvetica, Arial and Times New Roman are standard typefaces that may be used to replace Univers and Sabon when those fonts are not available. Times New Roman may also be used as a primary font for drafting letters or sending out mailing labels.

- **Helvetica**
  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
  1 2 3 4 5 6 7 8 9 0

- **Arial 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
  1 2 3 4 5 6 7 8 9 0

- **Times New Roman**
  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
  1 2 3 4 5 6 7 8 9 0
Examples of Using Typography

**Example Headline**

The copy you are now reading is not the actual text to be typeset.
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect.

**Example Headline:**

The copy you are now reading is not the actual text to be typeset.
It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect.

**Example Captions**

The copy you are now reading is not the actual text to be typeset.
The copy you are now reading is not the actual text to be typeset.

Using a combination of typefaces allows us to communicate both the strength and humanity of our institution. At left are examples of how different typefaces may be used harmoniously.
Examples of Using Typography

THE COPY YOU ARE NOW READING IS NOT THE ACTUAL TEXT TO BE TYPESET.

The copy you are now reading is not the actual text.

Using a combination of typefaces allows us to communicate both the strength and humanity of our institution. At left are examples of how different typefaces may be used harmoniously.

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect.

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used.
Typography: Web

**HEADLINE/FLASH TYPEFACE**

Univers Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
1234567890

**HTML TYPEFACE**

Arial Regular - Primary

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
1234567890

Georgia Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
1234567890

The typefaces shown at left have been selected to create a visually seamless typographic system between the Web and print collateral.

Flash-based headlines should be set in Univers Roman and the primary HTML typeface is Arial, a universal sans serif font similar to Univers Roman. Arial should be used for all body copy, photo captions and initial drop caps.

Georgia Regular should be used for limited copy elements, such as pull quotes, headlines and titles.
Positive Reproductions

1-Color Logos
SMCC cornerstone logos in Primary Red (PMS 1797) and Line Art

--

1-Color and Line Art Reproduction
The positive reproduction of the Saint Mary’s College of California logo may be reproduced in Primary Red, Line Art Black and a screen of 10% black. The 10% black will be used only when the logo is screened back or watermarked.

2-Color Reproduction
Saint Mary’s College of California logos may be reproduced in two colors: “Saint Mary’s” in Primary Red and the school names in Primary Blue.

Note:
Please see page 16 for recommended background colors on which to use the positive expressions of the graphic identity elements.

2-Color Logo
SMCC Cornerstone logo in Primary Red (PMS 1797) and typography in Primary Blue (PMS 504)

--

Tint or Watermark
SMCC Cornerstone logo should only be used in a 10% or less tint of Black
Reverse Reproductions

1-Color Logos
SMCC cornerstone logos in Primary Red (PMS 1797) and Line Art

2-Color Logo
SMCC Cornerstone logo in Primary Red (PMS 1797) and typography in 20% Black

Reverse Reproduction
Saint Mary’s College of California logo may be reversed out of black. The logo may be in Primary Red or as a Line Art (white).

2-Color Reverse Reproduction
When reproducing the logo in 2-color reverse, the Saint Mary’s College of California logo should be in Primary Red and the typography in 20% Black.

Note:
See pages 16 & 17 for recommended use with background colors and images.
Acceptable Background Colors

The acceptable background colors for reverse reproductions of the Saint Mary’s College of California Logo are shown on the left. When using a background color, use SMCC Primary Red for a white, black or 10% background color. For all other background colors, use line art white only.

As a general rule, the background color should never compromise the readability or integrity of the Saint Mary’s College of California logo, nor should the value of the background color compete with the graphic identity colors.
To the left is an example of how to apply positive and reverse reproduction of the Saint Mary's College of California logo to a background image.

As a general rule, the background color or image should never compromise the readability or integrity of the Saint Mary's identity mark, nor should the value of the background compete with the graphic identity colors.
Seal: Positive Reproduction

1-Color Seal
Silver

1-Color Seal
Black: 5% - 20% screen

1-Color and Line Art Reproduction
The Saint Mary's College of California, seal may be reproduced in a screen of Black or, for formal occasions, embossed or printed in PMS 877 Metallic Silver.

A 5% screen of Black is used to reproduce the seal on various stationery items. (See page 29.)
The preferred background colors for reverse reproductions of the Saint Mary's College of California seal are SMCC Primary Red and SMCC Primary Blue. When using a background color, use line art white or an 85% tint.
A minimum clear space must surround all versions of the Saint Mary’s College of California logo. No other design elements may be positioned within this space, including typography, photography or illustration. More clear space is always preferred.

Clear space is based on the space between two separating horizontal lines within the Saint Mary’s College of California logo. It is measured from the top and bottom edges.

For instance, if the Saint Mary’s College of California logo is 1”, based on the examples shown to the left, the corresponding clear space would be approximately 0.23” on all sides.

The space within the lines of the school name should be equal to the height of the “E” in “COLLEGE” as shown to the left. As the logo gets bigger, the spacing between the lines of the school name increases proportionally.

Seal
The seal’s clear space is equal to the space within the outside and inside circles as shown in the example to the left. As the Seal gets bigger or smaller, so does the clear space around it.

NOTE:
The only exception for invading the Saint Mary’s College of California cornerstone logo or the seal’s clear space would be when used as a watermark or tint as shown on page 24 & 29.
Minimum Sizes

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.

The minimum allowable print reproduction size for all of our logos is 0.75" in width, with the width measured from the left edge to the right edge of the logo.

When using the Saint Mary’s College of California logo online, or for any other digital media, please do not size the mark down fewer than 85 pixels wide.

**Seal**

The minimum allowable print reproduction size of the Saint Mary’s College of California seal is 0.75” in width. The width is measured from the left edge to the right edge of the seal.
Design Control

Do Not change the colors of the logo.

Do Not alter the arrangement of the logo in any way.

Do Not reduce the logo smaller than the minimum size. (See page 21)

Do Not change the type size or modify the logo in any way.

Do Not bleed or place the logo flush to any corner.

Do Not create a custom configuration that is not described in this manual.

Do Not put the SMCC Cornerstone logo, Gaels logo, Seal or any other promotional logos at similar sizes or next to each other.

Do Not add drop shadows or any other special effect to any of the logos.

Do Not tint the logo.

Do Not enclose the logo within boxes or shapes defined by white or any other background color.

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.

Anything created after these guidelines were developed, (6/01/09), must first be approved by the Office of Communications before reproduction.
Design Control (cont.)

Do Not create different configurations of the Saint Mary's College of California logo in place of the cornerstone mark without direct authorization from the Office of Communication.

Do Not use fonts that are not shown in this style guide for any materials designed by or for SMCC.

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.

Anything created after these guidelines were developed, (6/01/09), must first be approved by the Office of Communications before reproduction.
Typically, the seal, institution logo and/or sports logo are not used together. The exception is when you make one significantly larger than the other, and create either a ghost or watermark.
Special Printing Techniques

It is acceptable to emboss the Saint Mary’s College of California logo for materials that warrant a more formal treatment. For these purposes, please emboss the typography and rules only and NOT the red area within the cornerstone.

Please do not use foils, or any other printing techniques.
Website Usage

The primary Saint Mary’s College of California logo should be used as shown. It should not be smaller than 85 pixels wide nor should it be enlarged to a size that violates the clear space guideline. (See page 20.)

If the school lockups are used for individual personalized sections of the Saint Mary’s College of California website, they should not be smaller than 85 pixels wide. The clear space should also not be violated as indicated above.
Crisp, clean and uncluttered, our school correspondence demonstrates the graphic strength of our identity. The following pages provide guidelines and offset printing templates to ensure the consistent and professional appearance of these materials. Offset printing is used for high-volume printing, offering advantages in both quality and efficiency. These high-volume print jobs are performed by professional printers with PANTONE® Uncoated/Coated Colors.
Stationery for Offset Printing

Offset templates are available for printing stationery. Any questions regarding usage should be directed to the Office of College Communications.

Offset Printing Templates
- Standard Letterhead
- Standard Letterhead with List
- School Letterheads
- Business Card
- Envelope #10
- Pocket Folder

Formatting Templates (See pages 36–41)
- Letterhead
- Letterhead with List
- Envelope #10
- Mailing Label
- Fax Cover Letter
- PowerPoint Presentation

The primary typeface for print is Univers.
**Standard Letterhead**

A Saint Mary’s College of California logo should be 1” in width. It should be positioned 0.6” from the left trim and 0.6” from the top trim.

**Address**

Address box content should be in a flush-left format. The address should be 0.6” from the top of the trim. Measuring from the left side of the address box, it should be 1.75” from the right trim. The address font is Univer Light and Univers Bold at 7.5 points on 12 points of leading.

**Seal**

The seal is a 5% screen of Black, should be 6” in width and bleed off the page.

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**#10 Envelope**

A Saint Mary’s College of California logo should be 1” in width. It should be positioned .375” from the left trim and .375” from the top trim.

**Address**

Address box content should be in a flush-left format. It should be .375” from the left trim, and 1.75” from the top trim. The address font is Univers Light at 75 points on 12 points of leading.

**Paper**

Classic Crest Avon Brilliant White, Smooth, 24lb writing
Standard Letterhead with List

This letterhead is designed to accommodate a list of faculty names on the left side of the letterhead. The list should be 0.4" for the left trim and 1.75" from the top trim. The list font is Univers Light at 7.5 points and 12 points of leading.

Paper
Classic Crest Avon Brilliant White, Smooth, 24lb writing
The Saint Mary’s College of California School Letterheads should have the same typographic layout as the Standard Letterhead. (See page 29). Please use these guidelines to ensure the consistency of our identity system.
Front
There are two sets of formats for information blocks on the top left and bottom right of the card. Both should be set 0.2” from the top, bottom, left and right trim. The text block in the upper left corner should run from the top down. The text block on the right should run from the bottom up. The address block is set in Univers Light, 7.5 points on 10 points of leading. The School name, if applicable, is set in Univers Roman, 7.5 point with 10 points of leading. The Saint Mary’s College of California title is Univers Bold, 10 points with 13 points of leading.

Back
The Saint Mary’s College of California logo should be 1” in width and centered.

Typesetting Standard
The business card shown here demonstrates the typographic system in which names and numbers should be displayed.

The name of the school should always be spelled out completely.

Paper
Classic Crest Avon Brilliant White, Smooth, 80lb cover

Note: These rules apply to all the stationery pieces.
The Saint Mary’s College of California logo should be 1" in width and positioned .375" from the left trim and .375" from the top trim.

Address
Address box content should be in a flush-left format. It should be .375" from the left trim and 1.75" from the top trim. The address font is Univers Light at 75 points on 12 points of leading.

Paper
3.5" X 5", Avery 5168 Laser Compatible White Mailing Labels
The Saint Mary's College of California logo is 3" wide. It is positioned 4.5" from the top trim. The right side of the logo to trim is 3".

Address
Address box on the back of the folder should be in a flush-left format. It is positioned 0.5" from the left trim and 0.5" from the top trim. The address font is Univers Light at 7.5 points on 12 points of leading.

Paper
Classic Crest Solar White, Smooth, 80lb cover
Electronic communications play an important role in projecting and strengthening our identity. On the following pages, we detail ways to ensure a uniform look in all of our materials. Included are formatting guidelines that may be customized and produced on laser or inkjet printers.
Letter content is in a flush-left format. Starting with the date, the letter should begin 2" from the top trim and 1.75" from the left trim. The right margin should be set to 1.5" and the copy should not extend past that point. The letter should not extend past 1.2" from the bottom.

The recommended font for correspondence is Times New Roman*, 11 point type on 15 points of leading. If needed, a blank second sheet may be used. The top margin should still start from 2" for the top of the trim.

*Times New Roman is a universal system font for both PC and Macintosh.

Note: These specifications are for formatting purposes only.
The list is in a flush-left format and should begin 3.8633" from the top trim and 0.4" from the left trim.

The font is Univers Light at 7.5 points on 12 points of leading. If you do not have Univers, please use the default typeface, Helvetica. (See page 10.)

*Times New Roman and Helvetica are universal system fonts for both PC and Macintosh.

Note:
These specifications are for formatting purposes only.
On the #10 envelope, the address block is positioned 1.75' from the top trim and 4.25' from the left trim.

The recommended system font for correspondence is Times New Roman*, 11 points on 15 points of leading.

*Times New Roman is universal font for both PC and Macintosh.

Note:
These specifications are for formatting purposes only.
The address block should be positioned 1.75" from the top trim and 2" from the left trim.

The recommended system font for correspondence is Times New Roman*, 11 points on 15 points of leading.

*Times New Roman is a universal font for both PC and Macintosh.

**Note:**
These specifications are for formatting purposes only.
On our fax cover sheet, the text block should be positioned 2" from the top trim, 1.75" from the left trim and 0.6" from the right trim. The letter content should not be less than 1.2" from the bottom.

The recommended system font for correspondence is Times New Roman, *11 points on 15 points of leading.

*Times New Roman is a universal font for both PC and Macintosh.

**Note:**
These specifications are for formatting purposes only.
PowerPoint Presentation

PowerPoint presentations, whether internal or external, should share a consistent look. Directness, precision and cohesion are key. Copy should be kept to a minimum to ensure clear communication of the material.

Title Slide
The recommended font for presentation title is Univers Bold, 28 points. The presentation title should be positioned 2.75” from the top of the slide and 0.5” from the left.

The presenter’s name and date should be 3.3” from the top of the slide and 0.5” from the left. The recommended font size for the presenter’s name is 21 points.

Slides
The recommended font for a slide title is Univers Bold, 24 points. The slide title should be positioned 0.5” from the top of the slide and 0.5” from the left.

Recommended font size for Headline 1 and copy is 20 points. The Headline 1/Body Copy 1 should be 2.5” from the top of the slide and 0.5” from the left.

Recommended font size for Headline 2 and copy is 16 points. The Headline 2/Body Copy 2 should be 1” from the left.

Note:
If Univers Bold is not available, please use Arial.
File Naming

All reproductions of the Saint Mary’s College of California identity must be taken from approved artwork. The file naming system below has been developed to help you select the correct logo for your design needs.

PC = Primary Cornerstone Mark
Sm = Below 1”
Rev = Reversed
WM = Watermark/Tint
OV = Online/Video
Seal = Official Seal

.ai = Base Illustrator CS File
.eps = Illustrator EPS
.tif = Tiff File
.png = PNG Compressed File
.jpg = Jpeg Compressed File

[Version]_[School]_[Color]_[Color2].[Extension]

PMS = Pantone
CMYK = 4-Color Process
BLK = Black Only Line Art
WHT = White Only Line Art
C = Coated
U = Uncoated

2C = 2-Color
1C = 1-Color (grayscale)
LA = Line Art

LA = School of Liberal Arts
S = School of Science
KSE = Kalamanovitz School of Education
EB = School of Economics and Business Administration
GK = Graduate Kinesiology
PC = President’s Club
Our identity extends beyond brochures, letterheads and PowerPoint presentations. On the following page, we show examples of some different ways and places to express our identity.
Merchandise
Merchandise
The following guidelines have been designed to provide detailed, standardized usage for the Saint Mary’s College of California Gaels logos. Its dual purpose is to specify proper trademark requirements. By following these guidelines, a uniform recognition and awareness of the logos will be created; and important legal protection of the trademarks will be upheld.
Gaels Logo

Visual identity plays an important role in shaping the image of Saint Mary’s College Athletic Department. The SMCC logo derived from the name Gaels is based in part on Gaelic and Celtic knotwork design. The overlapping of letterforms creates a monogram that symbolizes the unity of school and team. The shield is an element of protection and is one of the symbols of Gaelic warfare.
Logo and Logotype Variations

Just as the knotwork was the art of their times, the logotype derives from the typography that was prevalent in literature and Gaelic letterforms. Although classic, the logotype is given a contemporary feel by adding depth, but still carries the virtues and classic look and feeling of their times.

There are many ways the logotype can be used along with the logo. Vertically, horizontally or with only the shield itself. The variety of ways the logotype is locked up with the logo gives this identity flexibility in many situations. However there are certain standards to the logotype when choosing each lockup. Whenever the logotype SAINT MARY’S COLLEGE is locked up with GAELS, the logotype is track out and without strokes as the scaling makes it too difficult for legibility issues. The logotype GAELS which is locked up with only the shield must be on the same baseline and scale as the “G” in the shield.
Logotype Alphabet and Numbers

SAINT MARY'S COLLEGE

GAELS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0
A Saint Mary's GAELS color palette has been established to ensure consistency in reproduction. Refer to the chart when selecting colors. Please specify colors whenever possible.

Variations were built for use in one through four color process offset printing, digital printing, flexographic printing, silk screening, embroidery, desktop publishing, video animation and the internet.

SMCC Red
PMS: PANTONE® 1797
CMYK: 0C 100M 99Y 4K
RGB: 205R 0G 27B
Web: HEX# d80024

SMCC Blue
PMS: PANTONE® 540
CMYK: 100C 55M 0Y 55K
RGB: 0R 55G 104B
Web: HEX# 06315b

Silver
PMS: PANTONE® 422
CMYK: 0C 0M 0Y 40K
RGB: 156R 156G 156B
Web: HEX# 9d9f9e
Color plays an important role in communicating SMC’s image and personality. A preferred three-color version of the logo has been developed for use in most applications. It is only acceptable to use the logo in three-colors with the approved PMS colors.

Note: Please see page 50 for approved PMS colors.
3-Color Reverse Reproduction

Primary Logo

SMC Logotype

SAIN T MARY’S COLLEGE
SAIN T MARY’S COLLEGE
SAIN T MARY’S COLLEGE

Gaels Logotype

GAELS
GAELS
GAELS

Shield

G
G
G
3-Color Reverse Reproduction

Primary Logo

SMC Logotype

SAINT MARY’S COLLEGE
SAINT MARY’S COLLEGE
SAINT MARY’S COLLEGE

Gaels Logotype

GAELS
GAELS
GAELS

Shield

G
G
G
2-Color Reverse Reproduction

Primary Logo

SMC Logotype

SAINT MARY’S COLLEGE  SAINT MARY’S COLLEGE  SAINT MARY’S COLLEGE

Gaels Logotype

GAELS  GAELS  GAELS

Shield

G  G  G
1-Color Positive Reproduction

Primary Logo

SMC Logotype

SAINT MARY’S COLLEGE

Gaels Logotype

GAELS

Shield

It is acceptable to use the logo in a single color provided the color is an approved PMS color or black.

It is also acceptable to use the logo reversed in white if the background color is an approved PMS color or black.

Note: Please see page 50 for approved PMS colors.
A minimum clear space must surround all versions of the Gaels logo. No other design elements may be positioned within this space, including typography, photography or illustration. More clear space is always preferred.
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.
## Design Control

<table>
<thead>
<tr>
<th>Do Not distort, squeeze, or skew the primary logo.</th>
<th>Do Not angle the primary logo.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="SMC Logo" /></td>
<td><img src="image2" alt="SMC Logo" /></td>
</tr>
<tr>
<td><img src="image3" alt="SMC Logo" /></td>
<td><img src="image4" alt="SMC Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do Not place logo on unspecified background color.</th>
<th>Logotype must be on same baseline and same scale as the “G” inside the shield.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="SMC Logo" /></td>
<td><img src="image6" alt="SMC Logo" /></td>
</tr>
<tr>
<td><img src="image7" alt="SMC Logo" /></td>
<td><img src="image8" alt="SMC Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do Not Place SAINT MARY’S COLLEGE logotype below GAELS logotype.</th>
<th>When placing SAINT MARY’S COLLEGE logotype above GAELS logotype, logotype must not have stroke.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image9" alt="SMC Logo" /></td>
<td><img src="image10" alt="SMC Logo" /></td>
</tr>
<tr>
<td><img src="image11" alt="SMC Logo" /></td>
<td><img src="image12" alt="SMC Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do Not place logotypes above primary logo.</th>
<th>Inside shield color can only be changed to specified colors.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image13" alt="SMC Logo" /></td>
<td><img src="image14" alt="SMC Logo" /></td>
</tr>
<tr>
<td><img src="image15" alt="SMC Logo" /></td>
<td><img src="image16" alt="SMC Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do Not reproduce the logo at a size smaller than those specified on page 60.</th>
<th>Do Not add drop shadows or any other special effect to the logo.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image17" alt="SMC Logo" /></td>
<td><img src="image18" alt="SMC Logo" /></td>
</tr>
</tbody>
</table>

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.
Celtic knotwork is an ancient tradition. Its origins can be traced back as far as 500 BCE. Knotwork is found in many 7th to 9th century CE manuscripts filling borders and empty space. These intricate, artistic patterns are indeed masterpieces of craftsmanship. It is acceptable to use the knotwork in a single color or reversed in white provided the color is an approved PMS color or black.
Offset templates are available for printing stationery. Any questions regarding usage should be directed to the Office of College Communications.

Offset Printing Templates
- Standard Letterhead
- Business Card
- Envelope #10
**Standard Letterhead & No. 10 Envelope**

**Letterhead & No. 10 Envelope**
A Saint Mary's College Gaels logo should be 1" in width. It should be positioned 0.6" from the top trim and centered with a width of 1.56".

**#10 Envelope**
A Saint Mary's College Gaels logo should be 1.56" in width. It should be positioned .36" from the left trim and .53" from the top trim.

**Paper**
Classic Crest Avon Brilliant White, Smooth, 24lb writing
Standard Business Card

**Dimension:** 3.50 in. x 2 in.
*Information: aligned center*

**Front**
- **NAME:**
  - Font: Myriad Bold
  - Size: 8pt
  - Color: Pantone 540
  - Tracking: 29
- **TITLE:**
  - Font: Myriad Italic
  - Size: 6pt
  - Color: Pantone 540
  - Tracking: 27
  - Leading: 7.45
- **ADDRESS, PHONE AND WEBSITE:**
  - Font: Myriad Roman
  - Size: 6pt
  - Color: Pantone 540
  - Tracking: 31

**Back**
- **WEBSITE:**
  - Font: Myriad Roman
  - Size: 8.25pt
  - Color: White
  - Tracking: 40
- **KNOTWORK:**
  - Color: PMS: 540 - 40% screen

**Paper**
- Classic Crest Avon Brilliant White, Smooth, 80lb cover

**Note:**
- These rules apply to all the stationery pieces.
On the following page are examples of some different ways and places to express our identity.
Saint Mary’s College of California represents a rich history and a bright future. The Saint Mary’s name and its colors, symbols & logos communicate its proud heritage and future promise. This tradition and spirit shared by SMC’s students, faculty, alumni, friends and fans has created a growing demand for products displaying Saint Mary’s marks, symbols and logos. The number of manufacturers who want to produce such products is also growing.

The Saint Mary’s College of California trademark licensing program is the University’s response to these demands. It fills the responsibility to actively promote these quality products while seeing that Saint Mary’s is appropriately represented.
Every time you buy officially licensed Saint Mary’s College of California merchandise, the manufacturer returns a portion of that money to the University. The distinctive "Officially Licensed Collegiate Products" label assures you that the merchandise you buy has been approved by Saint Mary’s College.

Why have a licensing program?
Trademark licensing creates cooperative working relationships between Saint Mary’s, the manufacturers of approved and authorized products and the retail community. It ensures that all merchandise bearing SMC marks promotes and protects the image of the University while fulfilling the needs of consumers.

What qualifies as a trademark?
Any mark, logo, symbol, nickname, letter(s), word or derivative that can be associated with Saint Mary’s College of California and can be distinguished from those of other institutions or entities qualifies as a trademark.

What are examples of Saint Mary’s College of California trademarks?
Saint Mary’s trademarks may be any graphic representation of:
- Saint Mary’s College of California
- SMC
- SMC Gaels
- Saint Mary’s

Trademarks may be any other designs, symbols, drawings or verbiage that have become associated with Saint Mary’s College of California.

What products can be licensed?
Saint Mary’s will consider most products. All products must be approved by the Saint Mary’s College of California licensing director. Products that do not meet minimum standards of quality and good taste, or that are judged to be dangerous or carry high product liability risk, will not be approved.

Who needs a license?
Any manufacturer of products bearing any Saint Mary’s marks must be properly licensed by the University before offering such goods for sale.

Who to contact?
The Saint Mary’s College of California trademark licensing program is under the direction of:

Mike Samuels
Director of Marketing & Advertising
Saint Mary’s College Athletics
P.O. Box 4380
Moraga, CA 94575
Phone: (925) 631-4265
Fax: (925) 631-4971
E-mail: msamuels@stmarys-ca.edu.

For information on how to become licensed to manufacture Saint Mary’s College merchandise, contact:

Strategic Marketing Affiliates
201 S. Capitol
Suite 520
Indianapolis, IN 46225
Phone: (317) 829-5690
Fax: (317) 829-5696
www.smaworks.com