

The image features a background of solid blue and white. A large, white, stylized figure, possibly a person or a bird, is positioned in the upper right quadrant, appearing to emerge from or interact with the blue space. The figure has a central vertical element and several radiating, pointed shapes. The text 'VISUAL IDENTITY' is written in a bold, blue, sans-serif font, with 'for Faculty' in a smaller, blue, sans-serif font below it. The text is positioned on the white background. At the bottom left, there is a note in a smaller, blue, sans-serif font.

# VISUAL IDENTITY

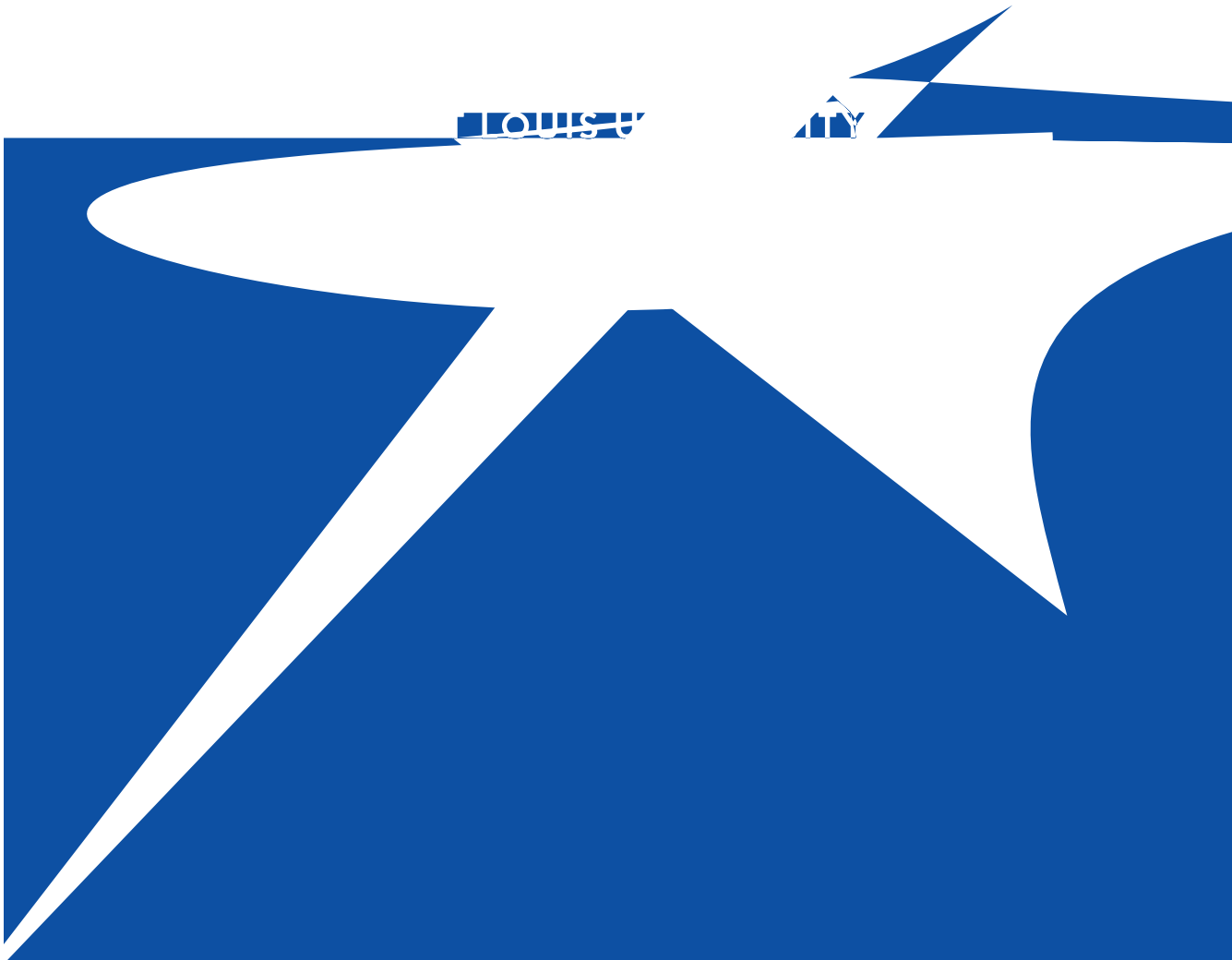
## for Faculty

NOTE: Logos (white background), Word templates

# Logo variations

Main format

Other formats



# Logo Usage Guidelines

Logos require a minimum size to ensure maximum legibility and to keep the integrity of the University's mark intact.

## Clear Space









To maintain proper and maximum visibility, logos require ample space surrounding them, known as clear space. The height of the clear space for the logos and logomark correlates with twice the height of the crown. Keep this space open and clear as shown above to maintain the integrity of the logo and brand. The clear space for wordmarks or logotypes is the height of the letter "S" around.

## Do's and Don'ts

## Logo Placement

The logo should be prominently featured on all mediums and communications. The size of the logo should be appropriate to the size of the medium or media. To create consistency there are only a few locations the logo are allowed to be featured: any of the corners or centered depending on the logo, the content and what the piece is communicating. The logomark or shield should be used to create consistent margins throughout all materials as seen above. For printed materials the logo should never be larger than 20 percent of the page. For interactive material, it entirely depends on size and legibility.

## University Colors

|   |               |                     |                   |         |
|---|---------------|---------------------|-------------------|---------|
|  SLU BLUE         | P: 293C       | CMYK (100,69,0,4)   | RGB (0,61,165)    | #003DA5 |
|  ORIFLAMME ORANGE | P: 144C       | CMYK (0,51,100,0)   | RGB (237,139,0)   | #ED8B00 |
|  FOUNTAIN BLUE    | P: 2985C      | CMYK (60,0,3,0)     | RGB (91,194,231)  | #53C3EE |
|  GRAND BLUE       | P: 302C       | CMYK (100,48,12,58) | RGB (0,59,92)     | #003B5C |
|  BILLIKEN BRONZE  | P: 874C       | CMYK (40,50,83,18)  | RGB (121,93,62)   | #795D3E |
|  GATEWAY GOLD     | P: 123C       | CMYK (0,19,89,0)    | RGB (255,199,44)  | #FFC72C |
|  ROOFTOP TEAL     | P: 337C       | CMYK (29,0,22,0)    | RGB (143,214,189) | #8FD6BD |
|  COL. CHURCH GRAY | P: CoolGray3C | CMYK (8,5,7,16)     | RGB (200,201,199) | #C8C9C7 |

## Typography

Crimson Text



Brandon Grotesque



Archivo Narrow



## Word Templates

If you need to send a letter or write a corporate document, these are the word templates that you should use:

November 10, 2018

To: \_\_\_\_  
Marketing and Communications department  
Saint Louis University – Madrid Campus  
SIH – 3<sup>rd</sup> floor

Avenida del Valle, 34  
28003 - Madrid, Spain

P +34 91 554 38 38  
F +34 91 554 62 02

[admissions-madrid@slu.edu](mailto:admissions-madrid@slu.edu)  
[www.slu.edu/madrid](http://www.slu.edu/madrid)

Dear \_\_\_\_:

Cusam, expelit ad que pa nusandenis re, voluptionesd quunt autatio ipsum ipis

## Email Signature

SLU-Madrid's faculty and staff are asked to use the same signature in electronic emails.

If you do not have an updated signature, copy one from a previous email that you have received (e.g.: from marcom-madrid@slu.edu) and follow the steps below once you have logged in:

1. In the Google Chrome browser bar, select **Settings**.
2. In **View all Outlook settings**, select **Mail**.
3. In **Compose and reply**, within the signature text box, paste the reference signature and update the data.
4. Select **Save**.

