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I. INTRODUCTION

Maintaining a consistent, unified image of the University — called a “brand” — is a critical component of supporting and furthering the institution’s mission. The St. Mary’s brand is represented through its logo and official images, a signature statement, specific colors, standardized typeface choices and a unified web presence.

As an institution of higher learning, it is important that we represent the University in a way that demonstrates to our community — from prospective students to alumni — that St. Mary’s is an academic institution of the highest caliber. This means that everything from diplomas to webpages, business cards to email signatures, is in alignment with the University’s brand.

The guidelines in this document will help guide you as you update your area’s webpage, create event fliers, send email announcements, and more. Adhering to these standards not only supports a cohesive image of St. Mary’s, but it elevates each of the University’s component parts by aligning them with the larger whole.

The primary goal of these guidelines is to empower the campus community to present a consistent, uniform, accurate and impressive image of St. Mary’s University — one that reflects its reputation of a one of the finest private, Catholic universities in the region.

This guide is produced by the
Office of University Communications
210-436-3327
St. Louis Hall, Room 226
www.stmarytx.edu/about/offices/university-communications
II. PRINT MEDIA

A. UNIVERSITY LOGO AND IMAGES

1. The University Name

The correct ways to refer to St. Mary’s University are:

• St. Mary’s University
  Use on first reference

• St. Mary’s
  Use on second reference. Avoid phrasing in a way that implies possession of St. Mary. For example:
  Avoid: “Roses were in full bloom on St. Mary’s campus.”
  Instead: “Roses were in full bloom on the St. Mary’s campus.”

• the University
  Capitalize University when referring specifically to St. Mary’s; do not capitalize when referring to a university in general.

2. The University Logo

An interpretation of the logo

The University logo is composed of a cross image and the name of the University. The cross was specially designed to reflect St. Mary’s Catholic and religious nature, as well as its history and areas of influence.

Touching on St. Mary’s commitment to the people of San Antonio and the Southwest, the cross is reminiscent of the design of a medieval cathedral in Saragossa, Spain, where Blessed William Joseph Chaminade first witnessed his inspiration to found the Society of Mary.

The interlocking hearts that form the center of the cross testify to the Marianist charisms of community and caring. The lines of the hearts that draw out to the sides and curve back to the center allude to the sense of community and caring that is fostered within the University family, itself. This special posture does not remain trapped within; it is projected out — conveyed through the upward thrust of the vertical lines — toward the larger communities of city, country and cosmos as students, faculty and staff proceed along life’s paths.

The symbol pays tribute to the renowned architectural features of the campus — with the curves of the horizontal crossbar imitating the graceful archways of the University’s contemporary structures, and the pointed vertexes signifying the apex of St. Louis Hall.

Finally, the four directions created by the cross subtly portray the four tenets of the institution’s mission statement: “Founded and fostered as a community of faith, the University gives Christian purpose and dynamism to a pursuit in which people of varied traditions and experiences unite in commitment to an educational venture, in dedication to a life of scholarship, and in the extension of service to society.”
Using the logo

St. Mary’s University logo is the institution’s signature branding element and must be used properly and consistently presented to convey its intended character. The logo must remain unaltered and should always be used in the proportion and configurations shown.

The University name and the cross are a singular image and should be not be separated. The University name is printed in Bauer Text Initials, proportionate to the logo as shown. These proportions and orientation should not be altered. The logo must appear prominently on all official University materials and communications in print or electronic formats.

Because the logo is a registered trademark, any deviation from it is unacceptable.

Acceptable variations of the logo

When and how should I use the logo?

The St. Mary’s University logo represents the University as a whole and should be used on all official University communications.

• Use on all University correspondences (including on official stationery)
• Use on University identification and signs
• Use as a footer for promotional materials, such as event posters

For official St. Mary’s images used to identify Athletics, see A5 on page 5.

Incorrect usages

• Do not compress or rearrange the logo or its parts
• Do not delete “St. Mary’s University” from the logo as it is a single element and defines who we are
• Do not put a box around the logo
• Do not separate the cross from the name
• Do not underline any part of the logo
• Do not blend the logo with other designs, such as the University seal, organizational logos, original drawings or additional lettering or coloring

As a rule of thumb, the “hearts” inside the cross should be the same color as the background, whether it is paper, a t-shirt or a banner.
Logo safe area

Ample space should surround the logo to allow for readability and distinction. The logo has a safe area, or space around it that must be maintained without other elements encroaching upon it. The illustration to the right shows the safe area in gray.

Elements, such as typography, photographs and page borders, should be set away from the logo’s safe area. No other type should be adjacent to the name and logo except for department names, the University’s physical or web address and contact information. The logo also must not be too close to a document’s edge.

Please contact the Office of University Communications to consult with you on the consistent application of the logo.

Where to Access the Logo

High-resolution logos and web-quality digital files of the St. Mary’s logo and other official images can be found on Gateway. Logos may also be downloaded from a University network drive. To access this drive, open “My Computer” and, under Shared Network Places, click “University Logos.” From here, navigate to the specific iteration of the logo that best suits your needs.

Department logos are available for download on a shared network drive. To access your department’s logo, navigate to the network drive from a St. Mary’s computer:

• Open My Computer
• In Network Locations, open the University Logos drive
• For a general University logo, click StMU LOGOS
• For a department logo, click StMU LOGOS Departments
• For a school logo, click StMU LOGOS Schools

If you do not see a folder for your area and you feel that your area meets the general criteria for using a department logo, you may request one from the Office of University Communications.

Custom logos

In order to support the University’s brand, avoid custom logos for departments, programs or groups. Any logos other than the departmental, school, athletics or official Registered Student Organization (RSO) logos (see Department Logos, A3) are deemed unofficial and should be avoided.

3. DEPARTMENT LOGOS

Departments, divisions and entities within St. Mary’s University may have the need for a logo specific to their area. These logos are created for groups that have the potential to represent the St. Mary’s brand on or off campus or that engage in frequent marketing communications.

Using department logos helps unify the University’s brand by presenting a consistent image to both internal and external audiences. In other words, the Department of Theology’s logo looks like the Department of Biological Sciences’ logo, and the Women’s History Month logo looks like the Greehey Scholars Program logo.

Each of the logos for a department, division or select group is constructed using the same hierarchy.
RSO Logos

If an RSO wishes to use a logo to represent their group, please keep in mind the following guidelines in order to help support and strengthen the University’s brand.

- An RSO logo must be used primarily on campus. If it is taken off campus in the form of a brochure, poster, or anything that promotes the organization to an external audience, it must be approved by the Office of University Communications.

- Do not use or incorporate either the St. Mary’s University logo (the cross and name), the athletics marks (StMU or St. Mary’s Rattlers), or the rattler head image in any RSO mark. RSO logos may use the University name, StMU or Rattlers in text.

- Avoid RSO logos that look as if they are representing the University as a whole or that compete with an official University or athletics mark. Anything that could appear to be representing the University as a whole (such as a seal or military-style patch) must be approved by the Office of University Communications.

- If an RSO logo uses blue, yellow or gold colors, use the official shades as often as possible.

If an RSO needs to represent St. Mary’s in a more official capacity, such as at a conference, the Office of University Communications can make an official St. Mary’s with their RSO name underneath. These are quickly and easily created.

When in doubt, please contact the Director of Marketing Communications or the Graphic Designer in the Office of University Communications for assistance and guidance at ucomm@stmarytx.edu or 210-436-3327.

4. THE UNIVERSITY SEAL

The University seal is also an official identification of St. Mary’s University, however its use is generally restricted to academic pieces, such as diplomas and commencement programs; formal and ceremonial uses, such as official documents; and presidential correspondences.

Use of the seal must be approved by the Office of University Communications.

Symbolism of the University seal

The five-pointed star is a symbol both of Texas, the Lone Star State, and the University’s patroness, St. Mary, properly greeted in Christian prayer under the symbol of a star of extraordinary brilliance as “Morning Star” and “Star of the Sea.”

Inside the star stands the letter M, the traditional monogram of St. Mary. Combined with the letter A it can be in two ways: as MA, an abbreviation of Mater (Mother) and thus a more elaborate Marian monogram, and as AM, an acronym formed of the first letters of the opening words of the prayer, Ave, Maria (Hail Mary).

The olive wreath enveloping the star is widely used as a mark of distinction or the sign of particular merit, recalling the ancient wreath of honor with which those who conquered were crowned.

The year, 1852, at the bottom of the seal recalls the year of the initial Marianist foundation in San Antonio, St. Mary’s Institute, from which St. Mary’s University is directly descended.

Use of the seal must be approved by the Office of University Communications.
5. RATTERL ATHLETICS MARKS

The official Rattler Athletics mark represents the University’s mascot, the rattlesnake. The image is both fierce and engaging, representing St. Mary’s traditions of excellence on and off the playing field. Its colors are primarily blue and gold in keeping with the institution’s colors.

Versions of the mark can include the University’s name, the abbreviation StMU, and individual sports.

Several versions of the athletics mark are available for download in Gateway.

Appropriate usages of the athletics marks

• Athletic event promotions, such as posters, emails and programs
• Web graphics on www.rattlerathletics.com
• Apparel and sports or fan merchandise
• Communications for events related to athletics and fan activities

Inappropriate usages of the athletics marks

• Official University correspondences unrelated to athletics
• Academic purposes unrelated to athletics
• Communications for institutional events, such as new student orientations or convocations
• Communications unrelated to athletics or fan activities

6. STMU ABBREVIATION

“StMU” is an approved abbreviation for St. Mary’s University, and must use a lowercase “t.” The abbreviation is appropriate in only certain contexts, such as in athletics score reporting or other instances in which protocol calls for such an abbreviation (example: Twitter hashtags that must be as brief as possible).

“StMU” may also be used when referring to the institution from the perspectives of student life, campus culture, sports fan culture or Greek life.

This abbreviation primarily will be used for apparel, athletics jerseys, promotional items (such as water bottles, binders, etc.), and in student-event promotions.

“StMU” is not an appropriate substitution for the name St. Mary’s University in any academic contexts (such as degree program descriptions, ceremonies, applications for enrollment, etc.), on the University website, or in any external venues unrelated to athletics.

When possible, “StMU” should be accompanied by St. Mary’s University spelled out.
7. ST. MARY’S SIGNATURE STATEMENT

Using a singular, signature statement University-wide strengthens the St. Mary’s brand, which in turn elevates each of the University’s constituent parts.

All other statements or taglines are considered unofficial and should not be used to represent the University or any of its divisions, departments, programs or groups in any off-campus communications. Any phrase resembling a tagline should be treated more as a graphic or design element or in narrative and should not replace the statement below.

The official St. Mary’s University signature statement is:
A Catholic and Marianist Liberal Arts Institution

The University statement is typically placed at the bottom of a printed or electronic publication under the logo and any contact information. It can also be used in a narrative to describe St. Mary’s. When used as a stand-alone, all words (except for “and”) should be capitalized.

8. OLD IDENTITIES NOT TO BE USED

The logo in a blue/green color
SM
Star
Hand-drawn snake

Use the St. Mary’s signature statement in the footer of all official communications.
B. STATIONERY

All official stationery and business cards are ordered online, accessible through Gateway. Orders are reviewed, edited and approved for style by the Office of University Communications.

Typically, all stationery items are printed on cream-colored materials and in the University color, PMS 2955 blue. (See C1 for more about colors.)

To preserve and enhance the University’s identification, all letterhead, envelopes and business cards must bear the official logo. The required typeface for all addresses on letterhead and envelopes is Goudy Oldstyle, 9 point.

Only @stmarytx.edu email addresses should be used on St. Mary’s stationery. No personal websites may be listed.

C. COLORS AND TYPEFACE

1. Colors

The colors designated to represent St. Mary’s University are blue and gold (often represented as yellow). In all possible instances, adhere to these specific shades:

**Blue**

- Print: Pantone Matching System (PMS) 2955
- Print: CMYK 100, 87, 33, 23
- Electronic: RGB 0, 51, 102,
- Web: HEX 003366

**Gold/yellow (nonmetallic)**

- Print: Pantone Matching System (PMS) 141
- Print: CMYK 5, 25, 83, 0
- Electronic: RGB 242, 191, 73
- Web: HEX F2BF49

**Gold (metallic)**

- Print: Pantone Matching System (PMS) 871

The University logo should only be printed in the St. Mary’s blue, black or white. Use gold/yellow only when necessary.

These primary colors must be used in any pieces that promote the University, target prospective students, or reach an external audience.
2. **Typefaces**

The typefaces that you use in your communications have a major impact on the impression your piece will have, as well as its perceived level of professionalism.

Using too many fonts is visually distracting to the reader. Consider using only one or two font families in your publication: a sans serif font for headlines and subheads, and a serif font for the body text.

*Common body copy fonts used by the Office of University Communications:*

Times New Roman
Adobe Caslon Pro

*Common headline fonts used by the Office of University Communications:*

Arial
Futura
Caecilia

**Text treatments to avoid**

Using all caps in body text:

*WHILE CAPITALS ARE SOMETIMES OKAY FOR HEADLINES AND SUBHEADS, TOO MANY CAPITALS IN A SENTENCE ARE DIFFICULT TO READ. IN TODAY’S AGE OF ONLINE COMMUNICATIONS, IT CAN ALSO EQUATE TO YELLING.*

Stretching/compressing fonts:

This text treatment looks awkward and is difficult to read.

Instead, adjust the kerning (space between letters) and leading (space between lines of text) to achieve your desired effect.

**Over-emphasizing a point:**

Avoid combining emphasis, such as **bold**, *italics* and *highlight* or *highlights*. Over-emphasis has the opposite of the desired effect: instead of drawing the reader’s attention to the point, it actually distracts him or her from the message. *Use only one emphasis style at a time.*
D. WRITING AND STYLE

Editorial standards

In matters of editorial style, the standards for all University publications shall be those found in the *Associated Press (AP)* Stylebook. *AP Stylebook* provides rules for capitalization, punctuation, abbreviation and spelling that ensure clear writing and a unified voice.

Any communication reaching external audiences should be reviewed by the University Communications staff to ensure its conformity to this editorial style.

*AP Style books are available in the University Bookstore.*

St. Mary’s University Style Guide

Because St. Mary’s is a higher education institution, some instances are not best governed by the *AP Stylebook*. Common exceptions include:

**Academic Professional Titles**
Capitalize Professor and similar titles, as well as academic areas of study, such as Biology and Psychology

**Composition Titles**
*Italicize book titles and journal titles*

*“Put article titles in quotations”*

**Cities and States**
When writing the name of a city, include the state if the city is not a major city; exclude the state for all Texas cities. Examples:

- I grew up in Phoenix
- I grew up in El Paso
- I grew up in Bakersfield, Calif.

The correct state abbreviations can be found in the *AP Stylebook*; postal codes are not acceptable outside of mailing information (examples: MO, HI, NE)

**Academic Degrees**
After a graduate’s name, include his or her degree(s). Example:

Jason Herrera (B.S. ’82); Alicia Smith (B.A. ’90, J.D. ’95)

Marcela Watts (J.D./M.P.A. ’06)

Include terminal degrees after a person’s name, regardless of whether that degree was earned at St. Mary’s University. Example:

- Nancy Oliver, Ph.D. (B.A. ’66), is a visiting speaker.
- Larry Wu, M.F.A., gave an art lecture.
Society of Mary:

Include “S.M.” after the name of a member of the Society of Mary.

Example:

Brother Aaron Diaz, S.M., is from Texas.

Use Brother
Not Bro.

Use Sister
Not Sr.

Use The Rev.
Not Fr.

The Reverend is acceptable in more formal invitations and programs

E. KEY MESSAGING POINTS

Effective Messaging

In order to more effectively reflect the value of the St. Mary’s experience in your communications, reinforce whenever possible the message that St. Mary’s University delivers a quality education distinctly rooted in community values and gives our students a gateway to success in pursuing both their careers and common good.

Core Messages

Support your messaging about the value of a St. Mary’s education by incorporating the following core points:

• St. Mary’s students develop the abilities, skills, and values to achieve career success.
• St. Mary’s students are formed in faith to lead purposeful lives of ethical leadership.
• The culture of purpose and success at St. Mary’s University drives our programs to excellence.

Proof Points

Whenever possible, back up your messaging by citing measurable outcomes. Many of these items can be found in the annual Points of Pride card, which is available online at www.stmarytx.edu/pride.

F. REQUESTING A PRINTED PUBLICATION

If you are working on a printed publication, the Office of University Communications can help!

The office does not charge for writing, editing or designing. However your area is responsible for any printing and mailing costs.

How long does a project take to complete?

As a rule of thumb, allow six weeks between the date you submit all of the final materials (text, images, requirements) for your project and your requested date of completion. Large jobs may require more than six weeks to complete.

Feel free to give the Office of University Communications advance notice of an upcoming project, even if you do not yet have all of the final details.
Who do I contact to request a printed piece?
Your primary contact for any printed piece will be the Director of Marketing Communications within the Office of University Communications. To request a piece, call 210-436-3327.

How much will it cost to print my project?
Determine if you have a budget for your project, and keep in mind that costs will be determined by several variables, including:

- Quantity
- Number of pages
- Page size
- Color ink vs. black ink
- Paper thickness
- Postage

Who will write the text for my project?
It is helpful if you first draft an outline of the content you would like to see. This can be in the body of an email or in a Word document. It does not have to be polished; instead, it gives the University Communications writers a better sense of your expectations. Then, our writers will draft copy that not only serves your needs but also fits the voice of St. Mary’s University and conforms to the institution’s writing style.

Questions to ask when planning a publication
Whether you are printing an event invitation or a multi-page booklet, here are some questions to ask yourself that will help your project go smoothly:

- Who is the audience? Be specific.
- What is the purpose of the publication? What outcomes are you hoping for?
- What is the primary message to be communicated?
- What type of publication will be most effective: flyer or poster, card invitation or postcard, brochure or self-mailer?
- How will the publication be used? Will the publication work alone or is it part of a series?
- How will the publication be distributed?
- Will it be mailed?
- How many copies do you need?
- How long do you want this piece to last? (Is there any information that will date it?)
- When do you need the final product?
- What is the budget for this publication? A range is helpful.
- Who will pay for the publication?
- Do you have any high quality photos that can accompany this piece?
- Is there enough time to take new photos?
- What approvals are required before the publication can be printed?
Photography

Though the University does not have a full-time photographer, our office can recommend quality freelance photographers who have a strong sense of the St. Mary’s University brand.

Please consult the Office of University Communications before making any photography arrangements to ensure that appropriate photo releases are obtained, and that the St. Mary’s image is properly conveyed.

Proofreading

Proofread the final draft of your project carefully before it goes to the printer. If possible, ask someone unfamiliar with the text to help you. In particular, look at dates, phone numbers, headlines and subheads, and any detail that would be disastrous if printed incorrectly. It is much easier to make changes now than to reprint later.

III. ELECTRONIC MEDIA

A. UNIVERSITY WEBSITE

The University website, www.stmarytx.edu, is maintained by the Office of University Communications. Any web activity under this domain name must be done in coordination with this office.

Other related websites, such as www.stmuproject.org and www.saberinstitute.org, are also created and managed by this office.

If you have a web need, contact the Director of Digital Communications at 210-436-3327.

B. EMAIL BEST PRACTICES AND EMAIL SIGNATURES

Email best practices

- Do not include background images in your email or in your email signature. Omitting images keeps your communications brand consistent, legible, professional and uncluttered.
- Use only minimal and basic text formatting. Overuse of bold, underlined or highlighted text is distracting and does not look professional.
- Attach images rather than embedding them. When sharing a file with someone, embedded images are difficult to save and risk losing file size and clarity.
Email signatures

A clear, simple email signature promotes professionalism, supports brand consistency, and ensures you are easy to contact. Avoid any special formatting (such as bold text, different fonts or colors) in your signature. Do not include images in your signature.

The Help Desk can assist you with setting up or changing an email signature.

Follow this basic template to keep your email signature simple, clear and effective. (Items in brackets are not necessary unless you communicate often with people outside of the University and feel that it is helpful to include.)

Name
Title(s)
[Department]
[St. Mary’s University]
Phone number, formatted with (Ex. 210-555-1234)
[www.stmarytx.edu]

C. SOCIAL MEDIA

The Office of University Communications maintains all official St. Mary’s social media presences. If your area or department would like a Facebook page, Twitter account, or other presence, contact this office at 210-436-3327 before proceeding.

A social media policy, adopted in 2012, is available on Gateway.