

# SIGNAGE



**Permanent campus signage is approved through the signage committee**, managed by the Vice President for Community and Employee Relations. Signage includes entrance signs, major locator or building signs, building identification, building function name, directional signs, internal signage (naming of spaces and directories) and dedication and donor recognition plaques.

Outdoor banners and temporary signage that reflects the University brand must be reviewed and approved by University Communications.

# LICENSING

**St. Lawrence University claims trademark on word marks and logos, indicated with a TM symbol.**

**All items for commercial or non-University use must be produced by a licensee of the University. A list of licensees and licensees by product category is available on request.**

A formal licensing program is administered through Learfield Licensing. Learfield must approve, prior to production, all commercial and non-University uses of University trademarks, as well as use of the trademarks for on-campus projects such as departmental and student group T-shirts and apparel, or departmental giveaways.

*Questions should be directed to University Communications: 315-229-5585.*

# FILE TYPES

**Use only officially prepared logos provided by University Communications.**

- For logos in print materials, use an AI (Illustrator), EPS, TIFF, or PDF file type.
- For logos used on a screen or online, use a JPEG, PNG, or GIF file type.
- If you need a logo with a transparent background, use the AI, EPS, or PNG file type.
- For keeping a version you can edit, choose your software's native file format (AI or EPS for Adobe Illustrator, PSD for Photoshop, etc.).

# IDENTITY GUIDE

AN AT-A-GLANCE REFERENCE TO ST. LAWRENCE'S VISUAL BRAND



Please contact University Communications with any questions about using this guide or its elements.

[ucomm@stlawu.edu](mailto:ucomm@stlawu.edu) | 315-229-5585

[www.stlawu.edu/university-communications/identity-guide](http://www.stlawu.edu/university-communications/identity-guide)

# TYPOGRAPHY

**Adobe Garamond Pro® and Gotham** are the recommended complementary typefaces for use in correspondence and body copy. Units may purchase these fonts to complement use of the visual identity elements; however, they are not required. Unit signatures and identity elements are provided as vector art and do not need to be purchased.

## PRIMARY

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## SECONDARY

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# COLORS

## PRIMARY COLORS



**SCARLET**

PMS: 187

CMYK: 22/100/89/15

RGB: 172/22/44

HEX: #AF1E2D



**BROWN**

PMS: 477

CMYK: 40/72/78/46

RGB: 102/58/42

HEX: #4B2B23

## SECONDARY COLORS



**BURNT ORANGE**

PMS: 7511

CMYK: 23/56/100/7

RGB: 187/119/38

HEX: #B8701F



**GOLDEN YELLOW**

PMS: 116

CMYK: 0/18/100/0

RGB: 255/206/0

HEX: #F2C200



**GREEN GRAY**

PMS: 7497

CMYK: 48/45/67/18

RGB: 123/114/86

HEX: #8D984C



**POWDER BLUE**

PMS: 2718

CMYK: 68/43/30/4

RGB: 94/126/149

HEX: #4E8CAB



**WARM GRAY**

PMS: WARM GRAY 9

CMYK: 47/47/51/11

RGB: 134/120/111

HEX: #665C52



**MED. WARM GRAY**

PMS: WARM GRAY 5

CMYK: 33/33/37/1

RGB: 174/162/153

HEX: #948D85



**LIGHT WARM GRAY**

PMS: WARM GRAY 4

CMYK: 29/27/32/0

RGB: 183/173/165

HEX: #BFB6AC



**KHAKI**

PMS: 7501

CMYK: 14/19/42/0

RGB: 219/199/157

HEX: #E6E6C2

# ST. LAWRENCE LOGO

To accommodate the design and technical needs of various media, there are several official versions of the St. Lawrence University logo. If being reproduced in color the logo should always be printed in brown or scarlet. (See *colors* section for specifications). The logo should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering. **No alterations may be made.**

## PRIMARY

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**The typeface Requiem connotes both history and tradition.**

It was originally inspired by an illustration in a 16th-century writing manual, Requiem, celebrates the fertile world of Renaissance humanism.

## STACKED CONFIGURATION

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**The preferred use of the St. Lawrence logo is in its stacked configuration.**

The use of brown, a distinguishing color among our peers, is encouraged. The components of the logo must not be separated. Because the font was customized for the logo and the logotype, neither may be reset.



## HORIZONTAL CONFIGURATION

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**The horizontal version may be used when space is limited.**

(or when the printed piece has a horizontal orientation). Color, size and clear space requirements are the same as for the stacked configuration.



## REVERSE:

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**A reverse may be used on a dark background.** (or with prior approval from University Communications)

# USAGE

## SCALING

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Squeezing, scaling and re-sizing must be done proportionally.

## TYPOGRAPHY

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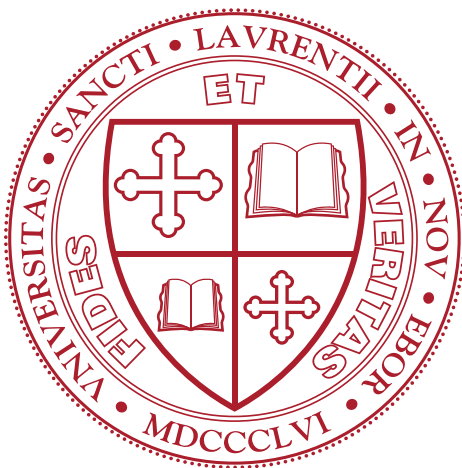
The wordmark may never be replaced with alternative type.



No text or design elements may be added to the logo.

Separate lockups are provided to departments and should not be created on their own.

# UNIVERSITY SEAL



The University seal may be used only for official or ceremonial documents, presidential communications, special academic correspondence and gift items. Any other use should be reviewed and approved by University Communications.

The seal should not otherwise be manipulated or altered, or used together with the logo. Using it as a background graphic or design element is also discouraged.

# AUXILIARY LOGOS

## LOGOS FOR DEPARTMENTS

**Brand extension logos are available for units within the University (departments, libraries and institutes, for example).** A brand extension or alternative signature is one in which the University's name is replaced by a unit's parent office in the primary or subordinate area. An example would be for a departmental function, T-shirt or for other materials, in consultation with University Communications.

**In all cases, the preferred usage is the St. Lawrence University primary logo with the University name.** This signature emphasizes the University and demonstrates a clear and direct association between the unit and the University.

**On stationery, business cards and on departmental Web pages, the St. Lawrence University primary logo must be used.**

