University of San Francisco

BRAND MESSAGING GUIDE and GRAPHIC STANDARDS MANUAL

03.01.18

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

Table of Contents

Welcome to the University of San Francisco Messaging and Graphic Standards Manual.

Vision, Mission and Values, our foundational document, states that "the University of San Francisco will be internationally recognized as a premier Jesuit Catholic urban university." Yet many of us have acquaintances right here in the Bay Area who do not recognize who we are, what we offer, and what's special about us.

Building recognition requires that we use consistent messaging and graphics when announcing ourselves. Just as you can tell in a glance if a friend is carrying a Starbucks coffee cup, our friends and colleagues should be able to tell in a glance that a document, t-shirt, or poster is from the University of San Francisco. This guide is an essential tool to help make this happen.

Use of this manual will provide a consistent impression while enabling all of us to tailor our communications to the specific audiences we need to reach. It has been carefully put together by our university team who relied on both best practices in their field and their long experience working with departments campus-wide. Special thanks go to Angie Davis, the primary author of the brand messaging guide, and to Dale Johnston, the primary designer of the graphic standards manual.

The university's Office of Marketing Communications team aspires to serve the campus community at the highest level of support and responsiveness. Please call us so we can assist you and together move the university steadily toward that vision of international recognition.

Sincerely,
Ellen Ryder
Office of Marketing Communications
415.422.2047
eryder@usfca.edu
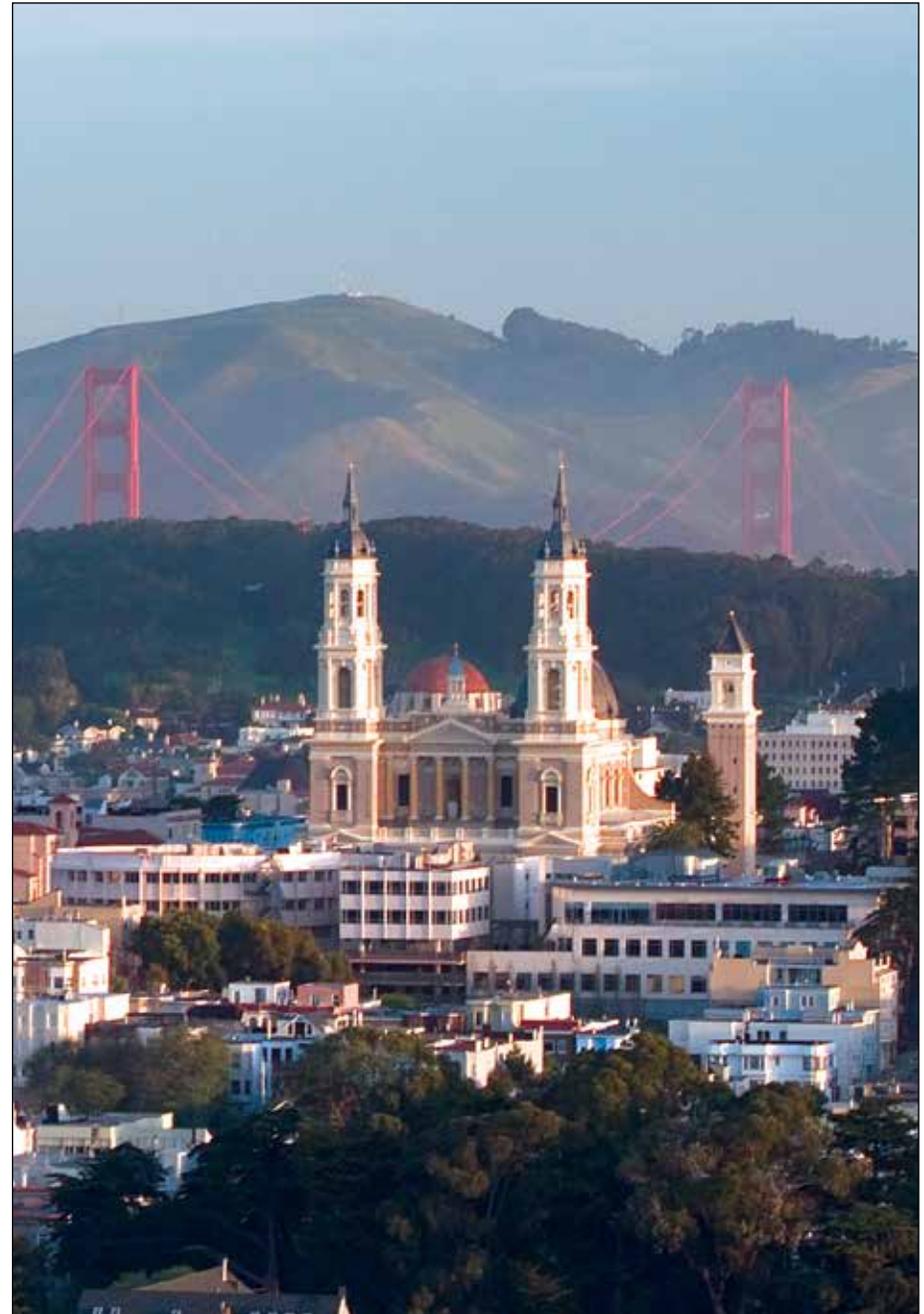
University of San Francisco

I. Brand Messages

OUR SITUATION

The good news:

The University of San Francisco delivers an education unlike any other. The combination of our world-class faculty, Jesuit values, and the unique spirit and resources of San Francisco are only available at USF. In addition, our students, faculty and university are receiving awards, grants, and high ratings from higher education experts as never before.

The challenges:

• Not enough people know about USF or this good news.

• Prospective students and supporters are experiencing communications overload from regional and national competitors who present an ever-growing array of academic programs and methods of delivery.

• We already send out thousands of communications—from news releases to direct mail appeals to e-communications to program open houses. "More of the same" will not cut through the communications clutter.

The mandate:

"Communicate USF's distinctiveness among colleges and universities." This is one of just seven strategic priorities set by our president and Board of Trustees. They have determined that reaching our strategically important audiences is crucial to fulfilling our mission in the future.

OUR STRATEGY: BRANDING

To respond to this mandate, we employ the proven strategy known as "branding." We begin by naming our "distinctives"—those aspects of our students' experience that set us apart from our competitors. In branding language, these are our differentiators. We will talk in depth about these in Section C (pg 9). Together they constitute a unique, favorable "position" relative to our competitors, a position we hope to instill in the minds of our target audiences.

Effective branding, then, is a sustained, university-wide strategy, using consistent messaging and visuals to elevate USF out of the higher education communications clutter and build the university's reputation among audiences important to our future.

USE OF THIS GUIDE

Starting with a "Positioning Statement," this guide explains how we can all work together to carry out this strategy. The guide covers both messaging guidelines and visual guidelines.

To help the university make best use of the guide and access our creative resources, the Office of Marketing Communications (OMC) was established in 2011. All academic and administrative units are served by one of OMC's client managers who serve as partners in developing and implementing effective marketing communication plans.

B. POSITIONING STATEMENT

A clear and consistent brand is critical to connecting with key audiences in a meaningful way, creating emotional resonance, engagement, and loyalty. The end goal is to ensure that our audiences walk away knowing who we are, how we are different, and why we matter.

The following positioning statement has been developed to guide overall university messaging. It declares the position we want to occupy in the minds of all audiences, from prospective students to alumni to civic leaders. The statement is informed by major market research studies that identified the value benefits of the University of San Francisco that differentiate USF from its competitors. The positioning statement should be read as an umbrella statement intended to guide more tailored messaging.

"The University of San Francisco draws on the inclusive, progressive spirit of its hometown to provide students from all backgrounds with an education that is intensely personal, intellectually demanding, outcome oriented, and insistent on the capacity of every individual to make an enduring impact on the world."

In other words, USF shows students how disciplined thinking can lead to enduring impact. Our graduates are **equipped to be successful** and **inspired** to do their part to change the world. USF and its students share the defining characteristics of the city of San Francisco—**open-minded, adventurous, hard-working, innovative**.

This is USF: **Sharp minds, big hearts, and independent spirits**.

C. DIFFERENTIATING MESSAGING CONCEPTS

The University of San Francisco has identified four differentiating messaging concepts that set it apart from competitors and developed specific language to describe each. These messages allow us to speak with one voice when communicating with internal and external audiences, ensuring that the USF brand is consistently, clearly, and compellingly conveyed.

The descriptions here are intentionally brief and general. The message names, especially The San Francisco Advantage, should be used uniformly wherever possible. However messages describing experiences and achievements that illustrate the concepts will vary widely according to the particular academic and administrative unit as well as the target audience.

Differentiating Concept 1:

The San Francisco Advantage

"University of San Francisco students, faculty, and alumni are integral participants in the entrepreneurial, innovative city of San Francisco and are engaged in everything from technology to nonprofits."

Differentiating Concept 1: **The San Francisco Advantage**

At USF's Downtown campus students are in the heart of The City's financial district.

"I'm catching the bus." "I'm hopping on the cable car. See you tomorrow."

Because of USF's close proximity to Silicon Valley, students have opportunities to tour the tech industry's latest innovations.

San Francisco's many diverse neighborhoods makes it truly an international city.

Differentiating Concept 2:

Engaged Learning

"A USF education is intensely personal and intellectually demanding, emphasizing disciplined thinking and fostering transformative experiences."

Differentiating Concept 2: **Engaged Learning**

Students in professors David Holler and Stephanie Sears' classes are working with San Francisco Western Addition residents to write and publish a book about its community leaders.

USF's Ecosystem Restoration Club members spent Earth Day weekend among the Redwoods at Big Basin State Park exploring endangered and uncommon species of plant life.

New research by a USF astrophysics team enables scientists to better measure great distances in space.

USF's small class size and 16:1 student to teacher ratio gives students direct access to their instructors, who are leaders in their fields.

Differentiating Concept 3:

Equipped to Lead and Succeed

"USF students graduate as broadly educated women and men with the professional skills needed to do well throughout their lifetimes."

Differentiating Concept 3: **Equipped to Lead and Succeed**

The School of Management is ranked in the top 20 of America's Most Entrepreneurial Universities by Forbes.

Jason Trimiew MA '07 leads Facebook's initiative to hire underrepresented groups like minorities and women.

Christena Reinhard MBA '08 launched Union & Fifth, a big-hearted shopping site that gives the proceeds to charity.

Law student Cynthia Swaminathan recently accepted a post-bar clerkship in the San Francisco District Attorney's office, after spending two years as a law clerk there.

Differentiating Concept 4:

Passion for Justice

"The University of San Francisco community ignites students' passion for social justice and the pursuit of the common good."

Differentiating Concept 4: **Passion for Justice**

Refugee advocate Meron Semedar MA'17, from Eritrea, unfurls the international refugee flag.

School of Law students work in the Racial Justice Clinic, a collaboration between the USF School of Law and the Public Defender's Office. The clinic seeks to address racial disparities in the bail system.

USF's Clinical Nurse Leader program is ranked sixth in the nation by U.S. News & World Report.

Hospitality management students prepare Thanksgiving meals for the underserved.

USF's differentiating attributes should be expressed with a distinct and consistent personality—the face we show the world. The USF personality is that of a **pragmatic idealist, a citizen of the world**.

- Adventurous
- Hard-working
- Solution-oriented
- Independent spirit
- Dedicated

"Change the World from Here"

Change the World From Here is a call to action that is contemporary, urgent, and personal. It invites audiences to share the University of San Francisco's mission of social justice in action by initiating change from *Here*.

The *Here* in this message carries three meanings:

1. As an invitation to change the world from San Francisco, the line showcases what research reveals as USF's most recognized distinction: its intimate interconnection with the character and diversity of the city of San Francisco.
2. *Here* also means the campus, home to immersive learning experiences, pursuing a distinctive higher standard of academic excellence.
3. At its most personal, the line invites audiences to connect, as individuals, with University of San Francisco's mission by engaging with the world through both mind and heart—the *Here* within.

University of San Francisco
II. Brand Identity

SYMBOL

WORDMARK

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

TAGLINE

Dynamic, contemporary, deeply committed to engaging young people in a mission of positive change, the University of San Francisco stands out in the world of academic institutions.

The University of San Francisco brand tells the story of a university that reflects the diversity, character, and history of San Francisco; pursues a higher standard of excellence, engaging both mind and heart; and bringing to life a Jesuit-inspired dedication to social justice.

Inviting others to see both a crossroads and a cross, the university's symbol sets University of San Francisco apart as the university that is convening conversations at the intersection of faith and intellect, keeping a classic Jesuit education ideal relevant for the 21st century.

RECOMMENDED: FULL NAME LOGO —2-LINE HORIZONTAL WITH TAGLINE, 3-COLOR

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

RECOMMENDED ALTERNATES: FULL NAME LOGO —2-LINE HORIZONTAL WITH TAGLINE

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

2-COLOR

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

1-COLOR, GREEN

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

LINE ART, BLACK

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

2-COLOR NEGATIVE

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

1-COLOR NEGATIVE (WHITE)

Designed in 2011 by the San Francisco firm Studio Hinrichs, University of San Francisco's primary visual identification uses the university's full name spelled out. This logo should be used as the first identification where appropriate in all external communications, whether print, web, or electronic materials, and merchandising items.

Note: *Use the logo with tagline with discretion as to context.* Do not use the logo with tagline if "Change the World from Here" has an unintended associated meaning, for instance on a student comedy night poster or a bookstore promotion, in which case use the full name logo without tagline, see page 24.

The Full Name Logo 2-Line Horizontal with Tagline is the recommended identification. Use this version whenever possible.

All Full Name Logos are available as 3-color logo—USF Green, USF Yellow, and USF Gray; 2-color logo—USF Green and USF Yellow; 1-color logo—USF Green; line art logo—black and white; negative 2-color; or negative 1-color white.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

PRIMARY LOGO, VARIATIONS:

FULL NAME LOGO —1-LINE HORIZONTAL WITH TAGLINE
FOR EXTREME HORIZONTAL SPACE RESTRICTIONS

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

3-COLOR

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

2-COLOR

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

1-COLOR, GREEN

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

LINE ART, BLACK

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

2-COLOR NEGATIVE

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

1-COLOR NEGATIVE (WHITE)

FULL NAME LOGO —CENTERED WITH TAGLINE
FOR SQUARE FORMAT SPACE RESTRICTIONS

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

3-COLOR

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

2-COLOR

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

1-COLOR, GREEN

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

LINE ART, BLACK

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

2-COLOR NEGATIVE

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

1-COLOR NEGATIVE (WHITE)

Alternates Styles:

Full Name Logo—1-Line Horizontal with Tagline: Use the Full Name Logo 1-Line Horizontal with Tagline for applications where space parameters dictates an extreme horizontal format.

Full Name Logo—Centered with Tagline: The Full Name Logo Centered with Tagline is advisable for vertical or square formats.

All Full Name Logos are available as 3-color logo— USF Green, USF Yellow, and USF Gray; 2-color logo—USF Green and USF Yellow; 1-color logo—USF Green; one-color logo— black and white; negative 2-color; or negative 1-color white.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

RECOMMENDED: **FULL NAME LOGO—2-LINE HORIZONTAL (NO TAGLINE)**

ALTERNATE: **FULL NAME LOGO—1-LINE HORIZONTAL (NO TAGLINE)**.
FOR EXTREME HORIZONTAL SPACE RESTRICTIONS.

ALTERNATE: **FULL NAME LOGO—CENTERED (NO TAGLINE)**.
FOR SQUARE FORMAT SPACE RESTRICTIONS.

There are applications where the Full Name Logo with Tagline is not appropriate, such as the sign-off when the logo is linked with address information at the end of a printed marketing piece, building or directional signs, or where the tagline may have an unintended misreading because of its context. In these instances the Full Name Logo may be used without the tagline.

As directed in the Full Name Logo with Tagline, the Full Name Logo 2-Line Horizontal is the recommended alternate primary identification for the university logo when not using the tagline. Use this version whenever possible.

Use the Full Name Logo 1-Line Horizontal for applications where space parameters dictates an extreme horizontal format.

For vertical or square formats the Full Name Logo Centered is allowable.

All Full Name Logos are available as 3-color logo— USF Green, USF Yellow, and USF Gray; 2-color logo—USF Green and USF Yellow; 1-color logo—USF Green; one-color logo— black and white; negative 2-color; or negative 1-color white.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

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SYMBOL ONLY

MONOGRAM ONLY

MONOGRAM SYMBOL—HORIZONTAL

MONOGRAM SYMBOL—VERTICAL

2-LINE WORDMARK

UNIVERSITY OF SAN FRANCISCO

1-LINE WORDMARK

UNIVERSITY OF SAN FRANCISCO

The symbol, the monogram, and the wordmark may be used separately for certain applications.

Symbol: Within the context of a branded university marketing application, the "diamond cross" symbol may be used as a stand-alone decorative motif. It may never take the place of the university logo as a stand-alone identification of the university. It may appear as a large "watermark" element (very light tint of color) on a page or it may be used as a repeating decorative pattern. Use only the approved symbol and wordmark art.

Monogram: The most basic of the university's identifications, the monogram is to be used where the imprint area is very small or on applications where the reproduction quality is poor and using the university's full name is prohibitive. It may also be used on merchandising items such as mugs and caps.

Monogram Symbol: For use where the imprint area is very small or on applications where the reproduction quality is poor and using the university's full name is prohibitive, such as social media icons, embroidered shirt placards, or small merchandising items.

Wordmark: Whenever possible, the wordmark should be used locked up with the symbol. The wordmark by itself should only be used when, because of poor resolution or small size, the symbol does not reproduce cleanly.

All wordmarks and symbols are available in USF Green or USF Yellow or black and white.

RECOMMENDED ALTERNATE:
MONOGRAM LOGO — VERTICAL WITH TAGLINE

USF ◈
UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

MONOGRAM LOGO — HORIZONTAL WITH TAGLINE

USF ◈ UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

USF ◈ UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

MONOGRAM LOGO — VERTICAL (NO TAGLINE)

USF ◈
UNIVERSITY OF
SAN FRANCISCO

USF ◈
UNIVERSITY OF
SAN FRANCISCO

MONOGRAM LOGO — HORIZONTAL (NO TAGLINE)

USF ◈ UNIVERSITY OF
SAN FRANCISCO

USF ◈ UNIVERSITY OF
SAN FRANCISCO

The Monogram Logo emphasizes the initials "SF" to distinguish USF as a San Francisco institution. This variation is used only for special applications and is not included in the regular logo set.

Use this logo variation when:
• USF is immediately understood as the University of San Francisco and not mistaken for any other reading of USF.
• a bold visual treatment is needed.

The Monogram Logo with Tagline is the recommended Monogram Logo where appropriate; otherwise the Monogram Logo without tagline is acceptable.

Note: *Use the tagline logo with discretion as to context.* Do not use the tagline logo if "Change the World from Here" has an unintended associated meaning, for instance on a student comedy night poster or a bookstore promotion, in which case use the Monogram Logo without tagline.

The logo is composed of the monogram, symbol, and wordmark locked up together. Never deconstruct the logo. When you require the symbol or wordmark alone, use the approved artwork.

All Monogram Logos are available as 3-color logo—USF Green, USF Yellow, and USF Gray; 2-color logo—USF Green and USF Yellow; or one-color logo—black and white.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

CHANGE THE WORLD FROM HERE

Change the World from Here conveys University of San Francisco's call to action in a contemporary, urgent, and personal way. It invites audiences to share the University of San Francisco's mission of social justice in action by initiating change from *Here*.

The *Here* in this message carries three meanings:

- As an invitation to change the world from San Francisco, the line showcases what research reveals as University's most recognized distinction, its intimate interconnection with the character and diversity of the City.
- *Here* also means the campus, home to immersive learning experiences, pursuing a distinctive higher standard of academic excellence.
- At its most personal, the line invites audiences to connect, as individuals, with University of San Francisco's mission by engaging with the world through both mind and heart—the *Here* within.

LOGOS WITH UNIT DISTINCTION — Schools, Colleges, and Campuses

FULL NAME LOGO WITH DISTINCTION—VERTICAL

UNIVERSITY OF SAN FRANCISCO
San Jose Campus

3-COLOR

FULL NAME LOGO WITH DISTINCTION—2-LINE HORIZONTAL

UNIVERSITY OF SAN FRANCISCO | College of Arts and Sciences

2-COLOR

FULL NAME LOGO WITH DISTINCTION—CENTERED

UNIVERSITY OF SAN FRANCISCO
Downtown Campus

1-COLOR, GREEN

FULL NAME LOGO WITH DISTINCTION—1-LINE HORIZONTAL

UNIVERSITY OF SAN FRANCISCO
School of Management

LINE ART, BLACK

MONOGRAM LOGO WITH SCHOOL DISTINCTION—VERTICAL

USF
Pleasanton Campus

3-COLOR

USF
School of Law

1-COLOR, GREEN

MONOGRAM LOGO WITH SCHOOL DISTINCTION—HORIZONTAL

USF | School of Nursing and Health Professions

2-COLOR

USF | Santa Rosa Campus

LINE ART, BLACK

There are unique logos for five schools and five branch campuses. There are vertical and horizontal lock-ups for both the full name and the monogram versions.

Schools and Colleges:
• College of Arts and Sciences
• School of Management
• School of Nursing and Health Professions
• School of Education
• School of Law

Regional Campuses:
• Downtown
• Orange
• Pleasanton
• Sacramento
• San Jose
• Santa Rosa

When a logo is used with a school or campus distinction, the tagline is not used as part of the logo. Place the tagline independent of the logo.

All Logos with unit distinction are available as 3-color logo—USF Green, USF Yellow, and USF Gray; 2-color logo—USF Green and USF Yellow; or one-color logo—black and white.

To request a logo with unit distinction, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

UNIT IDENTIFICATION—OBSOLETE

UNIT IDENTIFICATION—NEW

UNIVERSITY OF SAN FRANCISCO

Priscilla A. Scotlan
Career Services Center

LOGO WITH UNIT DISTINCTION—VERTICAL

UNIVERSITY OF SAN FRANCISCO

Institute for Catholic
Educational Leadership

LOGO WITH UNIT DISTINCTION—2-LINE HORIZONTAL

UNIVERSITY OF SAN FRANCISCO | Master of Arts in Asia Pacific Studies

LOGO WITH UNIT DISTINCTION—CENTERED

UNIVERSITY OF SAN FRANCISCO

Center for
Asia Pacific Studies

LOGO WITH UNIT DISTINCTION—1-LINE HORIZONTAL

UNIVERSITY OF SAN FRANCISCO
Koret Health and Recreation Center

Unit Identification
• All schools, colleges, centers, institutes, divisions, and programs who require specific identification will have their unit distinction appear as a title under the university's name in the official university logo.
• Previously used separate graphic marks were retired as of August 2011.
• An independent secondary graphic mark for a school, college, center, institute, division, or program is not allowed.

Primary Logos with Unit Distinction
• The full name university logo is the primary logo that is always used as the official graphic identity of academic departments, centers, institutes, programs, and adminis-trative units.

Logos with unit distinction are available by request. Vertical, 1-line horizontal, 2-line horizontal, and centered logo styles for both the full name and the monogram versions can be made. Contact Dale Johnston, Office of Marketing Communications, johnstond@ usfca.edu, x2691, to place your request.

Not permitted:
• The creation of a separate graphic mark, tagline, or other enhancement to the university's identity is not permitted.
• No other wordmark or symbol can be used that competes with or detracts from the university's logo.
• No other visual element can be placed next to the university's logo that creates the illusion of a different USF logo.

FULL NAME LOGO

x | UNIVERSITY OF SAN FRANCISCO
x = cap height

MONOGRAM LOGO

USF
UNIVERSITY OF SAN FRANCISCO
x = cap height

MONOGRAM ONLY

USF
x = 1/4 cap height

SYMBOL ONLY

x = 1/4 of the height of the short bar

WORDMARK

UNIVERSITY OF SAN FRANCISCO
x = cap height

FULL NAME SCHOOLS AND REGIONAL CAMPUS

UNIVERSITY OF SAN FRANCISCO
College of Arts and Sciences
x = cap height

MONOGRAM SCHOOLS AND REGIONAL CAMPUS

USF
College of Arts and Sciences
x = 1/4 cap height
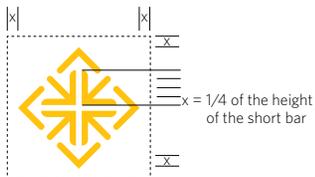
A minimum amount of clear space must surround all versions of the University of San Francisco visual identity. No other design elements may be positioned within this space. More clear space is always preferred.

Full Name Logos, Wordmarks, and Full Name School and Regional Campuses
Use the height of "UNIVERSITY OF SAN FRANCISCO" for the clear space around the logo. This rule applies to all Full Name Logos, wordmarks, and Full Name school and regional campuses.

Monogram Logos
Use the height of "UNIVERSITY OF SAN FRANCISCO" for the clear space around the logo. This rule applies to all Monogram Logos.

Monogram Only and Monogram Schools and Regional Campus
The clear space for these lock-ups is a quarter of the height of "USF." This rule applies when the monogram is used alone and all monogram schools and regional campuses.

Symbol Only
When the symbol is used alone, its clear space is a quarter of the height of the short bar in the symbol.

MINIMUM SIZES — Logos, Wordmark, Symbol

FULL NAME LOGOS

Full Name Logo—2-line Horizontal

UNIVERSITY OF
SAN FRANCISCO

1"

Full Name Logo—1-line Horizontal

UNIVERSITY OF SAN FRANCISCO

2"
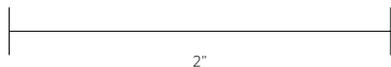
Full Name Logo—Centered

UNIVERSITY OF
SAN FRANCISCO

0.75"

MONOGRAM LOGOS

Monogram Logo—Vertical

USF
UNIVERSITY OF
SAN FRANCISCO

0.75"

Monogram Logo—Horizontal

USF UNIVERSITY OF
SAN FRANCISCO

1.625"

WORDMARK

2-line Wordmark

UNIVERSITY OF
SAN FRANCISCO

0.75"

1-line Wordmark

UNIVERSITY OF SAN FRANCISCO

1.375"

SYMBOL ONLY

0.1875"

MONOGRAM ONLY

USF

0.3125"

To preserve the integrity of the San Francisco University's visual identity, we must ensure that the logos, wordmarks and symbol are always recognizable and readable, and that the visual identity stands out from other design elements. Reproductions below this size are not permitted since the letter forms or the wordmark may begin to fill in, thereby compromising readability.

The minimum allowable reproduction size for the all of the logos, wordmark and symbol are shown at left, with the width measured from the left edge to the right edge of the logo.

FULL NAME LOGOS

Full Name Logo —2-line Horizontal with Tagline

1"

Full Name Logo—2-line Horizontal with Short Tagline

1.375"

Full Name Logo —1-line Horizontal with Tagline

2"

Full Name Logo—Centered with Tagline

1"

MONOGRAM LOGOS

1"

1.625"

Please note the minimum sizes for the logos with tagline are generally larger than for the logos without tagline. The reproduction of these logos below the minimum size will reduce the readability of the tagline. The minimum allowable size is measured from the left edge to the right edge of the logo.

SCHOOL AND REGIONAL CAMPUS FULL NAME LOGOS

Full Name Logo with Unit Distinction—Vertical

UNIVERSITY OF SAN FRANCISCO
College of Arts
and Sciences

1"

Full Name Logo with Unit Distinction—Horizontal

UNIVERSITY OF SAN FRANCISCO | College of Arts and Sciences

1"

SCHOOL AND REGIONAL CAMPUS MONOGRAM LOGOS

Monogram with Unit Distinction—Vertical

USF
College of Arts
and Sciences

0.75"

Monogram with Unit Distinction—Horizontal

USF | College of Arts and Sciences

0.75"

The minimum size for the logos with school and regional campus lock-ups are shown at left. Please note the minimum sizes for the minimum allowable reproduction space is measured from the left edge to the right edge of the logo, not the left edge of the school or regional campus name.

SCHOOL COLORS

PRIMARY IDENTITY COLORS

USF Yellow

PMS COATED
PMS 1235 C

PMS UNCOATED
PMS 122 U

CMYK
C0 M25 Y100 K0

RGB
R253 G187 B48

HEX#
FDBB30
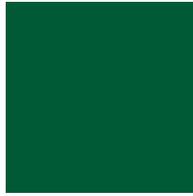
USF Green

PMS COATED
PMS 554 C

PMS UNCOATED
PMS 357 U

CMYK
C95 M0 Y80 K60

RGB
R0 G84 B60

HEX#
00543C

USF Gray

PMS COATED
PMS Cool Gray 9 C

PMS UNCOATED
PMS Cool Gray 10 U

CMYK
C0 M0 Y0 K55

RGB
R145 G145 B148

HEX#
919194

SECONDARY IDENTITY COLORS
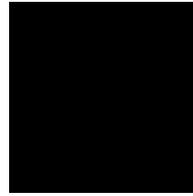
Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

HEX#
000000

White

CMYK
C0 M0 Y0 K0

RGB
R255 G255 B255

HEX#
FFFFFF

Rich Black

CMYK
C50 M40 Y30 K100

USF GREEN AND GRAY ON BLACK
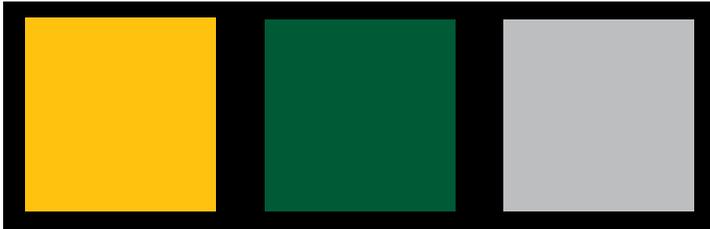
USF Yellow

Same as above

USF Green on Black

PMS COATED
PMS 555 C

PMS UNCOATED
PMS 349 U

CMYK
C95 M0 Y80 K60

RGB
R0 G104 B74

HEX#
00684A

USF Gray on Black

PMS COATED
PMS Cool Gray 5 C

PMS UNCOATED
PMS Cool Gray 5 U

CMYK
C0 M0 Y0 K30

RGB
R187 G189 B191

HEX#
BBBDBF

MADEIRA THREAD COLORS

UNIVERSITY OF SAN FRANCISCO

USF Yellow Match Madeira Classic 1172 yellow

USF Green Match Madeira Classic 1103 green

Primary Identity Colors
The University of San Francisco school colors are USF Green (PMS 554), USF Yellow (PMS 1235), and USF Gray (PMS Cool Gray 9).

Whenever possible, the university logo should always be in its primary identity colors.

When USF Green and USF Gray are used on a black background, use slightly lighter colors as specified at left. USF Yellow remains unaltered.

Secondary Identify Colors
Black or white may be used when the primary identity colors are not available.

PMS Coated and Uncoated Colors
Because of the way ink sits on or soaks into different papers, use PMS *Coated* colors for printing on coated paper, use PMS *Uncoated* colors for printing on uncoated paper. ***Note the coated and uncoated numbers are different.***

CMYK Reproduction
Since differences in substrate and process can affect color, the CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match. To ensure consistent results, always proof carefully against the PANTONE Coated Color Standard.

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.

Based on the university's differen-tiating concept "San Francisco Advantage," USF's color palette reflects The City's unique blend of history, culture, and lifestyle. The personality of USF's color palette conveys the adventurous youthful optimism and independent progressive spirit that has been reflected in the school since its founding in 1855. These colors are intended to be an accent and complement to USF's primary identity colors.

COLOR PALETTE INFLUENCES

SAN FRANCISCO HISTORY OLD & NEW

- Spanish history / Mission District—Turquoise, tomato red, leather tan
- Gold Rush—Gold, crimson, wood tones
- Chinese history / Chinatown—Enamel red, gold, black, jade
- Psychedelic era—Vibrant purples, orange, yellow ochre, tie-dye
- Tech industries—Brushed aluminum, neons

SAN FRANCISCO ARCHITECTURE

- Golden Gate Bridge—International orange
- Mission architecture—Stucco beige, terra cotta tiles, sand
- Victorian houses—Brilliant pastels, gold, deep warm grays

LIFESTYLE

- Sustainability—Natural tones, forest, olive, ochre, sage
- Youth oriented—Lime, orange, sunshine yellow
- Progressive outlook—Optimistic, visionary, innovative, adventurous

ACCENT COLOR PALETTE — Full Palette

Color is essential to the University of San Francisco style. This selected palette provides a foundation for color consistency across diverse types of applications and layouts.

Use these colors when choosing a secondary color scheme to complement the university's school colors.
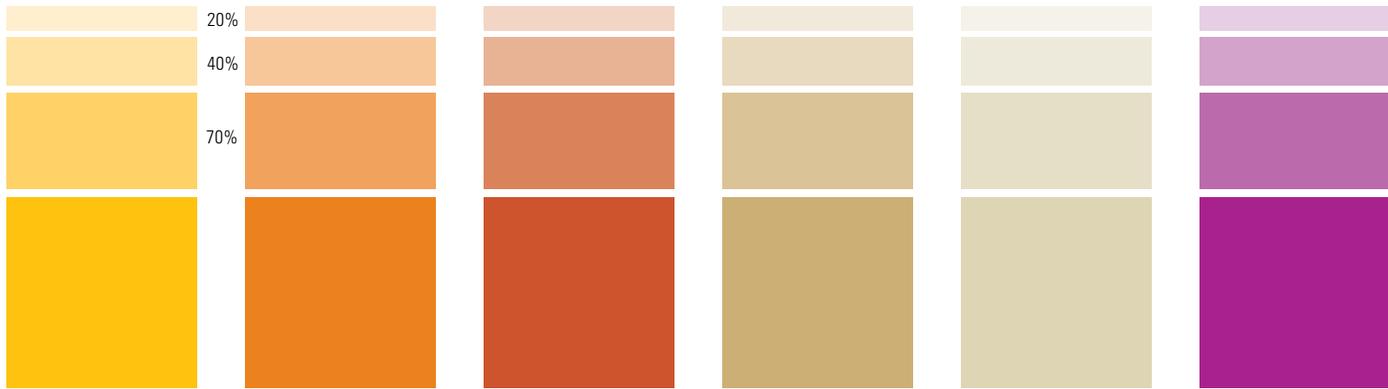
USF YELLOW
PMS 1235
CMYK C0 M25 Y100 K0
RGB R253 G187 B48
HEX# FDBB30

INTERNATIONAL ORANGE PMS 715
CMYK C0 M57 Y100 K4
RGB R235 G130 B30
HEX# EB821E

TERRA COTTA
PMS 7597
CMYK C19 M82 Y100 K0
RGB R205 G84 B44
HEX# CD542C

SADDLE TAN
PMS 466
CMYK C20 M28 Y62 K1
RGB R204 G175 B116
HEX# CCAF74

BEIGE
PMS 5875
CMYK C6 M7 Y27 K7
RGB R222 G213 B180
HEX# DED5B4

PLUM
PMS 248
CMYK C37 M100 Y0 K0
RGB R168 G34 B142
HEX# A8228E

USF GREEN
PMS 554
CMYK C95 M0 Y80 K60
RGB R0 G84 B60
HEX# 00543C

OLIVE
PMS 576
CMYK C41 M0 Y85 K32
RGB R115 G151 B63
HEX# 73973F

LIME
PMS 390
CMYK C37 M0 Y100 K0
RGB R174 G209 B54
HEX# AED136

TURQUOISE
PMS 3265
CMYK C75 M0 Y48 K0
RGB R2 G184 B160
HEX# 02B8A0

WARM BLUE
PMS 312
CMYK C88 M0 Y13 K0
RGB R0 G179 B216
HEX# 00B3D8

USF GRAY
PMS Cool Gray 9
CMYK C0 M0 Y0 K55
RGB R145 G145 B148
HEX# 919194

FULL NAME LOGO

2-color—USF Yellow, USF Green

UNIVERSITY OF
SAN FRANCISCO

Line Art

UNIVERSITY OF
SAN FRANCISCO

FULL NAME LOGO WITH TAGLINE

3-color—USF Yellow, USF Green, USF Gray

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

2-color—USF Yellow, USF Green

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

Line Art

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

MONOGRAM LOGO

3-color—USF Yellow, USF Green, USF Gray

USF
UNIVERSITY OF
SAN FRANCISCO

2-color—USF Yellow, USF Green

USF
UNIVERSITY OF
SAN FRANCISCO

Line Art

USF
UNIVERSITY OF
SAN FRANCISCO

The preferred expressions of the University of San Francisco identity in positive reproduction are 2-color versions of the Full Name logos (without tagline) and 3-color versions for the Full Name logos with tagline, and the Monogram logos.

When only 2 colors are available, "UNIVERSITY OF SAN FRANCISCO" and the tagline will be USF Green. The symbol will be USF Yellow. The logos may also be reproduced in 100% black (line art), or reversed out to 100% white on a dark background, however the use of these alternatives should be limited.

Only three examples are shown here, but this applies to all logos, the symbol, and the wordmark.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

LOGO — Positive Reproduction on Colored Background

FULL NAME LOGO

2-color—USF Yellow, USF Green

UNIVERSITY OF
SAN FRANCISCO

Line Art

UNIVERSITY OF
SAN FRANCISCO

FULL NAME LOGO WITH TAGLINE

3-color—USF Yellow, USF Green, USF Gray

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

2-color—USF Yellow, USF Green

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

Line Art

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

MONOGRAM LOGO

3-color—USF Yellow, USF Green, USF Gray

USF
UNIVERSITY OF
SAN FRANCISCO

2-color—USF Yellow, USF Green

USF
UNIVERSITY OF
SAN FRANCISCO

Line Art

USF
UNIVERSITY OF
SAN FRANCISCO

White is preferred background color for positive reproductions of the University of San Francisco identity. However, an off-white color is acceptable.

As a general rule, the background color should never compromise the readability or integrity of the University of San Francisco graphic identity. Nor should the value of the background color visually compete with the graphic identity.

This applies to all logos, the symbol, and the wordmark.

For logo reproduction on photo backgrounds, see p42.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

FULL NAME LOGO

2-color—USF Yellow, White

Line Art

UNIVERSITY OF
SAN FRANCISCO

UNIVERSITY OF
SAN FRANCISCO

FULL NAME LOGO WITH TAGLINE

2-color—USF Yellow, White

Line Art

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

MONOGRAM LOGO

2-color—USF Yellow, White

Line Art

USF
UNIVERSITY OF
SAN FRANCISCO

USF
UNIVERSITY OF
SAN FRANCISCO

The University of San Francisco visual identity may be reversed out of black.

When reproducing the logos, symbol and wordmark in 2-color reverse, the symbol should be in USF Yellow and the typography in white. When yellow is not available, use the line art version (all white).

This applies to all logos, the symbol, and the wordmark.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

FULL NAME LOGO

2-color—USF Yellow, White

Line Art

UNIVERSITY OF SAN FRANCISCO

UNIVERSITY OF SAN FRANCISCO

FULL NAME LOGO WITH TAGLINE

2-color—USF Yellow, White

Line Art

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

MONOGRAM LOGO

2-color—USF Yellow, White

Line Art

USF
UNIVERSITY OF SAN FRANCISCO

USF
UNIVERSITY OF SAN FRANCISCO

USF Green is a preferred background color. When reproducing the logos, symbol and wordmark in 2-color reverse, the symbol should be in USF Yellow and the typography in white. When yellow is not available, use the line art version (all white).

This applies to all logos, the symbol, and the wordmark.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

FULL NAME LOGO

Line Art

UNIVERSITY OF
SAN FRANCISCO

FULL NAME LOGO WITH TAGLINE

Line Art

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

MONOGRAM LOGO

Line Art

USF
UNIVERSITY OF
SAN FRANCISCO

MONOGRAM ONLY

2-color

USF

Line Art

UNIVERSITY OF
SAN FRANCISCO

Line Art

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

Line Art

USF
UNIVERSITY OF
SAN FRANCISCO

The University of San Francisco visual identity can be reversed out of USF Yellow. Generally use the line art version (all white).
When using the monogram alone, a 2-color version (USF Green and white) has been provided to add bold color in design.

Line art version in positive (all black) can be also used on USF yellow.

This applies to all logos, the symbol, and the wordmark.

To request a logo, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.
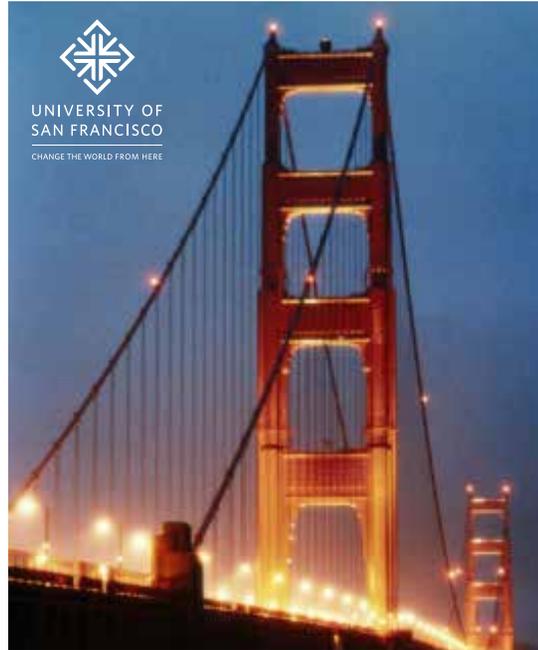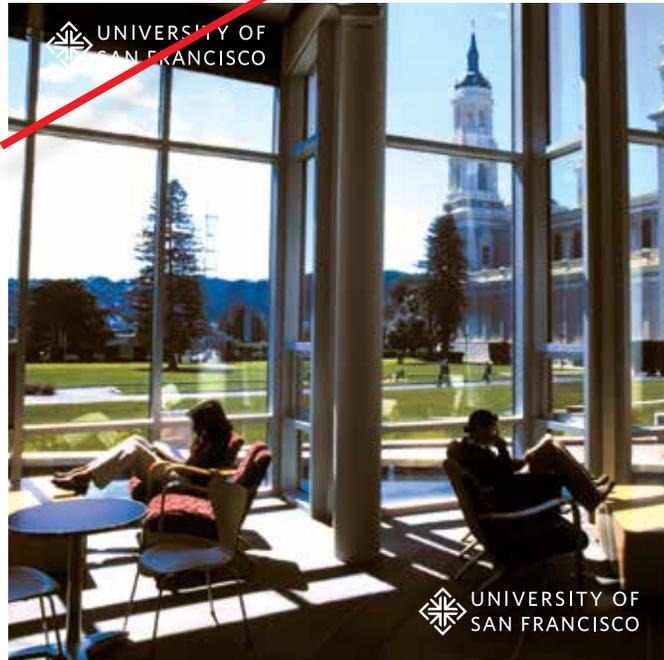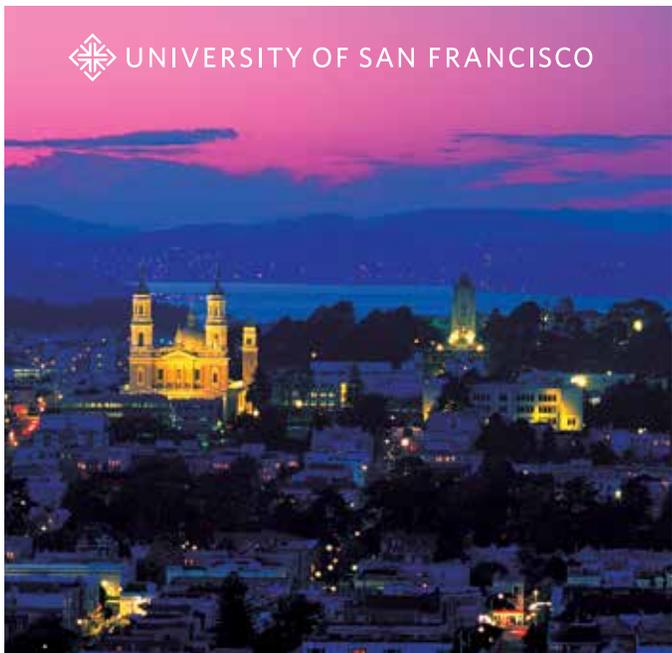
BAD PLACEMENT

GOOD PLACEMENT

You may reproduce the University of San Francisco logos, the symbol and the wordmark on images. For placements, carefully choose an area that is least distracting or that is closest to a solid color.

For applications when the logo, the symbol or the wordmark is placed on an image background, it should be reversed out to white or print 100% black. 3-color or 2-color versions of the logo should not be used on a background of full color images.

Never place the logo over areas of contrasting colors that will obscure the logo. Choose an area of consistent color or tone for the logo background.

SYMBOL — as Watermark

POSITIVE

10% of USF Yellow

8% of USF Gray or 4% of Black

The symbol can be used as a watermark to enhance graphic effect and reinforce the identity in a subtle way. In positive form, the watermark can be either screen of USF Yellow, USF Gray or black. In negative form, the symbol can be ghosted on USF Yellow, USF Green, USF Gray or black. Examples at left are starting points. Adjust screen value as needed.

The watermark symbol can bleed. The clear space rule does not apply in this case.

NEGATIVE

80% of USF Yellow

90% of USF Green

80% of USF Gray

95% of USF Black

RECOMMENDED EXAMPLES—EXTERNAL COMMUNICATIONS

UNIVERSITY OF
SAN FRANCISCO

1x 2x 3x 4x 5x 6x 7x

UNIVERSITY OF
SAN FRANCISCO

1x 2x 3x 4x 5x 6x 7x

ACCEPTED EXAMPLES—INTERNAL COMMUNICATIONS

USF
UNIVERSITY OF
SAN FRANCISCO

1x 2x 3x

USF
UNIVERSITY OF
SAN FRANCISCO

1x 2x 3x

Recommended logo placement on print media is the upper left corner or bottom right corner of the cover. Full Name 2-line horizontal logo is recommended, but other variations of the Full Name logo is acceptable.

For the Full Name 2-line horizontal logo, recommended space from the trim is one-seventh of the width of the logo.

For internal communications the Monogram logo is acceptable. The recommended space from the trim is one-third of the width of the logo.

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RECOMMENDED EXAMPLES

UNIVERSITY OF
SAN FRANCISCO

Department Name
Street Address
City, State, Zip Code
Tel 415.422.2247
Fax 415.422.2644
usfca.edu

Align

UNIVERSITY OF
SAN FRANCISCO

Department Name
Street Address
City, State, Zip Code
Tel 415.422.2247
Fax 415.422.2644
usfca.edu

Align

ACCEPTED EXAMPLE

UNIVERSITY OF
SAN FRANCISCO

Department Name
Street Address
City, State, Zip Code
Tel 415.422.2247
Fax 415.422.2644
usfca.edu

Centered

The Full Name 2-line horizontal lock-up is the preferred logo for sign off. On the back cover of printed materials, the University of San Francisco logo should be placed at the upper left or upper right corner.

Maintaining appropriate clear space, place address information under the University of San Francisco logo. Align left edge of "U" in "UNIVERSITY OF SAN FRANCISCO" to left edge of the address information. Please remember to follow the Clear Space specifications in page 30.

In formal contexts such as invitations, sign off can be placed in the center of the panel. In this case, use the centered lock-up and centered typography for the address information.
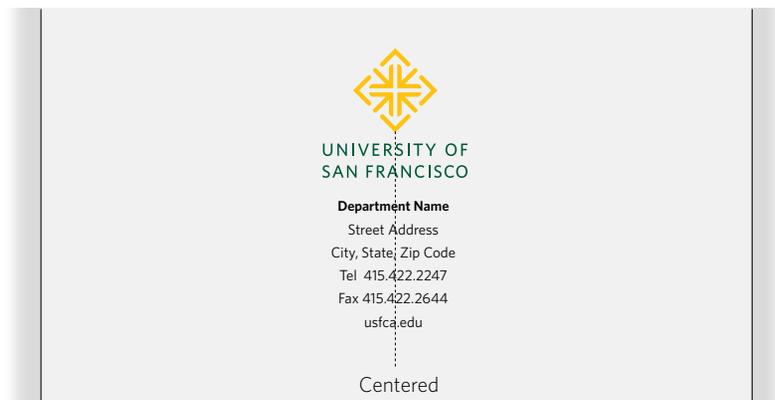
Do Not alter the identity in any way.

Do Not switch identity colors.

Do Not reproduce the identity in colors other than those specified on page 35.

Do Not set the identity on an angle.

Do Not reproduce the identity at a size smaller than those specified on pages 28 through 30.

Do Not set the identity on a background that will detract from its readability.

Do Not rearrange the elements of the logo.

Do Not do anything creative with the University of San Francisco symbol.
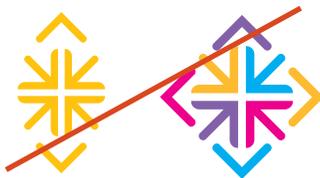
Do Not enclose the identity within boxes or shapes defined by white or any other background color, in effect creating a new logo.

The success of the University of San Francisco visual identity depends upon all of us treating it with respect, using it consistently and never jeopardizing its integrity with hurried solutions. Every reproduction of the identity must be clear and crisp, without being compromised or manipulated in any way. The examples at left illustrate unacceptable uses of the visual identity and should be avoided at all costs.

Any application created using the university logo must first be approved by the Office of Marketing Communications, before reproduction. Contact Dale Johnston, johnstond@usfca.edu, for information.

usf = University

cas = College of Arts and Sciences
sm = School of Management
se = School of Education
sl = School of Law
sn = School of Nursing and
      Health Professions

plc = Pleasanton Campus
sac = Sacramento Campus
sjc = San Jose Campus
src = Santa Rosa Campus
dwntn = Downtown Campus

c = Centered
h1 = Horizontal 1 Line
h2 = Horizontal 2 Lines

v = Vertical
h = Horizontal

Symbol and Wordmarks do
not have this extension.

n = Negative
Files for positive reproduction
have no extension.

On monogram neg version:
nSF = SF in White
nU = U in White

cmyk = CMYK (for print uses)
rgb = RGB (for web uses)
pms_c = PMS Pantone ink for
      coated paper
pms_u = PMS Pantone ink for
      uncoated paper
k = Black
blk = Black
ko = Knock out (White)

To ensure quality and uniformity, all reproductions of the University of San Francisco visual identity must be taken directly from approved artwork. A file nomenclature system has been developed to help you select the appropriate logo for your needs. Please be sure to refer to the rest of this guide to ensure proper use of all artwork.

File Extensions
EPS files are for both Mac and PC platforms. These EPS files are for offset printing, and are vector files that can be enlarged to any size. While the term "high rez" is not applicable to vector art, these EPS files are the equivalent for logos. If you are asked for a high rez logo, most likely, you should provide an EPS file.

GIFs have a small file size. Instead of CMYK or PMS, these are RGB. RGB (red, green, blue) is illuminated color. This is how all colors are derived on monitors (e.g., web, PowerPoint, and television). GIFs are commonly used in Microsoft Word, websites and PowerPoint presentations. If placed on a dark background, you will see an undesirable white rectangle around the GIF, and you should use PNG to avoid this.

PNGs are RGB files that have a transparent background. These are used for electronic templates such as Microsoft Word, websites and PowerPoint presentations. PNGs are often more versatile and higher quality than GIFs.

Institution_format_style_tagline_negative_color_color format.extension

f = Full name
m = Monogram
s = Symbol
w = Wordmark

t = with Tagline
s = small Tagline. Aligned with
      Wordmark (This applies to the
      special version Full Name
      2-line horizontal lock-up only.)

Files without the tagline have no
extension.

3c = 3 colors
2c = 2 colors
1c = 1 color
la = Line Art
blk = Black

.eps = EPS
.gif = GIF (for web)
.jpg = JPG
.pdf = PDF
.png = PNG (for web)

TYPOGRAPHY

UNIVERSITY LOGO AND PRIMARY TYPEFACE

Whitney Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TEXT TYPEFACES

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Premier Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Premier Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DEFAULT TYPEFACES

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web applications—Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

University Logo and Primary Typeface
Whitney is the university's logo font. It was selected for a number of compelling reasons: versatility, legibility and its ability to convey the inherent strength of character. Use the book weight in combination with medium and semibold weights for basic text, headlines or captions. It may be used on its own or in combination with Garamond Premier Pro.

The basic Whitney font package may be purchased from Hoefler & Co. through USF Purchasing Services for $199. Contact purchasing@usfca.edu or call x5898 for more information.

Secondary University Typeface—Sans Serif
If Whitney is not available **Univers 45 Light** is the preferred sans serif typeface for print. Use the light weight in combination with bold and heavy weights for basic text, headlines or captions. It may be used on its own or in combination with Garamond Premier Pro.

Primary University Typeface—Serif
Garamond Premier Pro Regular is the primary serif typeface for print. Use for basic text, headlines or captions in combination with Whitney or on its own.

Default Typeface—Print
Arial and Times New Roman are default typefaces that may be used if Whitney, Univers and Garamond Premier Pro fonts are not available.

Default Typeface—Web
Georgia may used as a default web serif face.

USF ATHLETICS IDENTITY
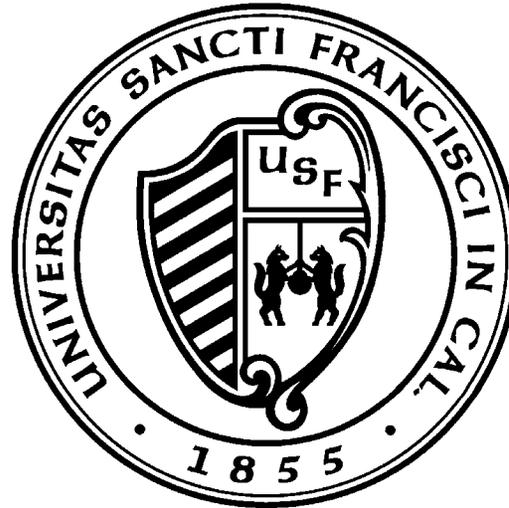
UNIVERSITY SEAL

In order for the university brand to "speak with one voice," the USF brand identity extends into sub-brands in very limited use cases. While sharing the same mission yet having distinctive personalities, USF sub-brands are prominently linked to the university's core brand while requiring differentiation as they provide significantly distinctive applications for their specific areas of influence.

Currently, the university maintains two sub-brands: USF Athletics Identity and the University Seal.

USF ATHLETICS—PRIMARY

ATHLETICS PRIMARY—ALT 1

ATHLETICS PRIMARY—ALT 2

USF ATHLETICS—LIGATURE

The University of San Francisco has a proud history of athletic success with its NCAA championships in soccer (5), basketball (2), and tennis (1), plus an NIT basketball championship. To reflect the competitive spirit of USF athletics, the university maintains an athletics identity system sub-brand for its sports endeavors.

Athletic marks are reserved for athletic-related materials only.

The set is comprised of the primary mark with two alternate variations, and a ligature mark. There is a wide variety of color variations depending on the color of the background.

The USF Athletics colors are the same as the general university colors:
PMS 1235 Yellow
PMS 554 Green
PMS Cool Gray 9

The Athletics logo is to be used on athletics materials only. The general university and all academic units use the university logos.

For further information regarding use of the Athletics marks, please contact Dale Johnston, johnstond@usfca.edu.

Office of Marketing
Communications

UNIVERSITY OF
SAN FRANCISCO

Office of Marketing
Communications

The University of San Francisco Athletic marks are reserved for athletic-related materials only.

Academic schools, centers, departments, and programs must use the university logo, not the athletics mark.

DO NOT use the Athletics logo for academic schools, centers, programs, or departments.

Academic schools, centers, programs, and departments use the university logo.
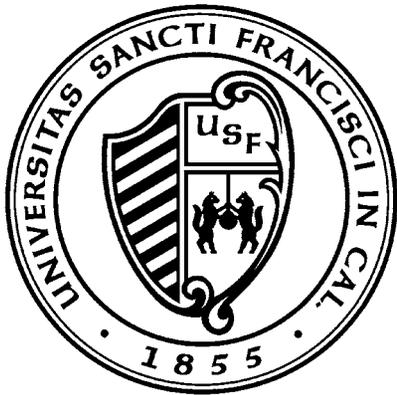
University of San Francisco Seal

Updated from earlier variations with a cleaner font and reweighted lines in the 1980s the University Seal is the oldest symbol of USF. It is used on official documents such as diplomas, plaques, and certificates.

A BRIEF HISTORY
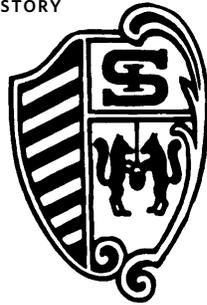
Saint Ignatius College Seal 1911–1930

Originally named Saint Ignatius Academy and then Saint Ignatius College, the University of San Francisco's seal was designed by SI student George Blake Lyle in 1911. Patterned after the heraldic crest of the family of Ignatius of Loyola (the founder of the Jesuit order), the seal consists of seven white stripes representing the seven Loyola brothers who distinguished themselves in battle in the 14th century; and two wolves eating at a caldron, representing the prosperity and generosity of the Loyola family who, after feeding family, retainers, and soldiers, had enough food to share with the animals.

University of San Francisco 1930–'40s

Even after the College officially changed its name to the University of San Francisco on the occasion of its Diamond Jubilee in 1930 the crest still maintained the "SI" in it.

Variations

Through the years the university used the seal in conjunction with other elements. The one pictured above is from the 1950s. It incorporates the phoenix rising from the flames, which is both the official symbol of San Francisco and of USF rising from the ashes of the 1906 earthquake and fires.

University of San Francisco 1950s–'70s

Eventually the seal's "SI" was replaced with "USF" and the mark was ringed with the words, "Universitas Sancti Francisci in Cal., 1855," the 1855 being the year of USF's founding.

The oldest symbol of the university, the university seal, in its various iterations, was used as USF's official logo from 1911 until 1994. It was replaced in 1994 by a separate USF logo for all general uses.

The seal is still very much an integral part of the university's iconography but is now limited in use to special executive applications such as official university documents like diplomas and certificates, special awards, and perpetual trophies or plaques as directed by the president's office.

The university seal should not be used in print or electronic applications and is not available to download.

For further information regarding use of the university seal, please contact Dale Johnston, johnstond@usfca.edu.

ANZA ST.

LONE
MOUNTAIN
CAMPUS

N

LM

LMR

Main Entrance

**Rossi Wing
Entrance**

School of
Education

STANYAN ST.

Koret
Health
and
Recreation
Center

Negoesco
Stadium

PARKER AVE.

TEMESCAL ST.

CHABOT TER.

KITTREDGE TER.

ROSELYN TER.

TAMALPAIS TER.

ANNAPOLIS TER.

MASONIC AVE.

TURK BLVD.

GOLDEN GATE AVE.

McALLISTER ST.

**MAIN
CAMPUS**

FULTON ST.

SHRADER ST.

COLE ST.

CLAYTON ST.

ASHBURY ST.
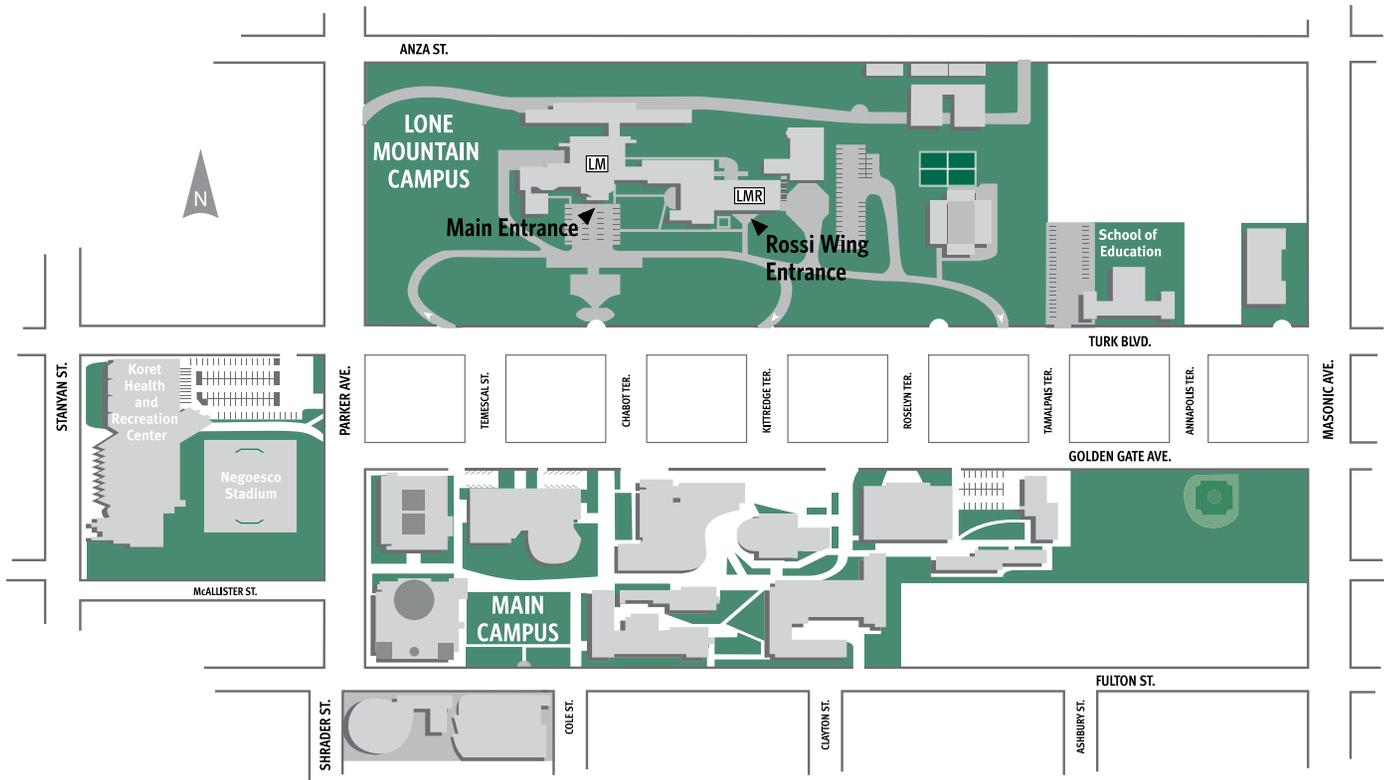
Campus Map
Campus map is available in color or black and white. This view is to scale and shows all structures, paths and parking areas. An accompanying legend is available in Microsoft Word for building designations.

To request a campus map, contact Eugene Vinluan-Pagal, Office of Marketing Communications, vinluanpagal@usfca.edu.

University of San Francisco

III. Print Applications

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

Department Name
Street Address
City, State, Zip Code
Tel 415.422.2247
Fax 415.422.2644
usfca.edu

Date

Name
Organization
Street Address
City, State, Zip Code

Salutation:

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 is will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important.

With the initial states of design, on[e] than the content of the copy; the lea[ding] the initial states of design, one can [] the content of the copy; the leading[]

The copy you are now reading is n[o] type to be used, so that is will resem[ble] for size and color only. Although th[] design this is very important.

Complimentary close,

Signature

Name
Title Line 1
Title Line 2

Jane Doe
Director

Facilities Management
Hayes Healy Lower Level
2130 Fulton Street
San Francisco, CA 94117-1080
Tel 415.422.0000
Fax 415.422.9999
Email: name@usfca.edu
www.usfca.edu

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

CHANGE THE WORLD FROM HERE

UNIVERSITY OF SAN FRANCISCO

Department Name
Street Address
City, State, Zip Code

Name
Organization
Street Address
City, State, Zip Code

UNIVERSITY OF SAN FRANCISCO

Department Name
Street Address
City, State, Zip Code

Name
Organization
Street Address
City, State, Zip Code

The stationery system provides a strong visual link to the overall identity. Therefore the university logo is the only logo allowed to appear on university letterhead, business cards or envelopes.

See the following pages for letterhead, envelope, mailing label, and business card content parameters.

All stationery orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing

1.25"

2"

3.625"

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

John Doe
Division Name
Street Address
City, State, Zip
Tel 415.422.0000
usfca.edu
jdoe@usfa.edu
pronouns: he/him/his

Fold line

Date

Name
Organization
Street Address
City, State, Zip Code

Salutation:

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 is will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important.

With the initial states of design, one can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the With the initial states of design, one can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the.

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 is will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. In an initial state of design this is very important. With the initial states of design, one can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the With the initial states of design, one can concentrate on the important elements of design rather than the content of the copy; the leading, the line length.

Complimentary close,

Signature

Name
Title Line 1
Title Line 2

1.25"

1.25"

Note: Electronic letterhead is available, see p77.

Upper left is the primary university logo with tagline in three colors. This is the only logo allowed to appear on university letterhead. No variations are allowed.

Upper right column is the information block.
Line 1—School or division name as applicable
Line 2—Center, institute, department or program name as applicable
Line 3—Street address
Line 4—City, state, zip
Lines 5 thru 8—Contact information as needed, may include office phone, mobile phone, fax, email, social media addresses, and/or gender pronouns. Eight lines of information is the maximum. Maximum characters per line is 28.
If personalized letterhead is desired, the person's name appears on line one followed by school name on line two and so on.

Letter content is in a flush-left format. Starting with the date, the letter should begin 2" from the top of the sheet and 1.25" from the left side of the sheet. The right margin should be set to 1.25" and the copy should not extend past that point. The letter should not extend past 1.25" from the bottom.

The recommended font for correspondence is Garamond Premier Pro. If Garamond is not available Times New Roman is allowable. Font size is 11 point type on 16 points of leading. For the second sheet, the top margin should still start 2" from the top of the sheet.

All stationery orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing

FACULTY/STAFF BUSINESS CARD WITH 11 LINES OF INFORMATION

First Name Last Name
First Title
Second Title
Department Name
Building Name, Room No.
2130 Fulton Street
San Francisco, CA 94117-1080
Tel: 415.422.0000
Cell: 925.333.0000
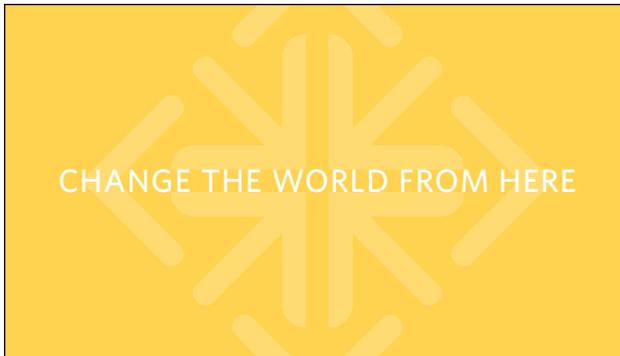Email: employee@usfca.edu
Pronouns: she/her/hers

FACULTY/STAFF BUSINESS CARD WITH FEWER LINES OF INFORMATION

First Name Last Name
First Title

Department Name
2130 Fulton Street, LMR 210
San Francisco, CA 94117-1080
Tel: 415.422.0000
Cell: 925.333.0000
Email: employee@usfca.edu

CHANGE THE WORLD FROM HERE

FACULTY/STAFF BUSINESS CARD BACK

First Name Last Name
Degree Candidate 'XX
School or College

Cell: 925.333.0000
Email: gradstudent@usfca.edu
Pronouns (optional)

GRADUATE STUDENT BUSINESS CARD, 2-COLOR, ONE SIDED

GRADUATE STUDENT BUSINESS CARD, BACK—BLANK

Faculty/staff business cards

Left side of the card is the Full Name Logo with tagline in three colors. The University logo is the only logo allowed to appear on university business cards. No variations are allowed.

Right column is the information block. A total of 11 lines of information is permissible.
Line 1—Person's name in bold
Line 2 (and 3 if necessary)—Title(s)
Followed by:
—School or division name as applicable
—Center, institute, department or program name as applicable
—Street address with building & room number
—City, state, zip
—Contact information as needed
   This may include office phone, mobile phone, fax, email, social media addresses, and/or gender pronouns.

The business card back prints USF Yellow with the university's tagline in white.

Graduate student business cards

If approved by their school's dean, graduate students may purchase business cards. They are similar in content to the faculty/staff business cards, but are printed in two colors and are printed on the front side only. Note, all student cards **must include** the student's degree/major and the word **"Candidate"** with their expected year of graduation.

All stationery orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing

57

4"

1.75"

**UNIVERSITY OF
SAN FRANCISCO**

Department Name
Street Address
City, State, Zip Code

**Name
Organization
Street Address
City, State, Zip Code**

#10 ENVELOPE

MAILING LABEL

2.75"

1.75"

**UNIVERSITY OF
SAN FRANCISCO**

Department Name
Street Address
City, State, Zip Code

**Name
Organization
Street Address
City, State, Zip Code**

2.5"

1.75"

**UNIVERSITY OF
SAN FRANCISCO**

Department Name
Street Address
City, State, Zip Code

**Name
Organization
Street Address
City, State, Zip Code**
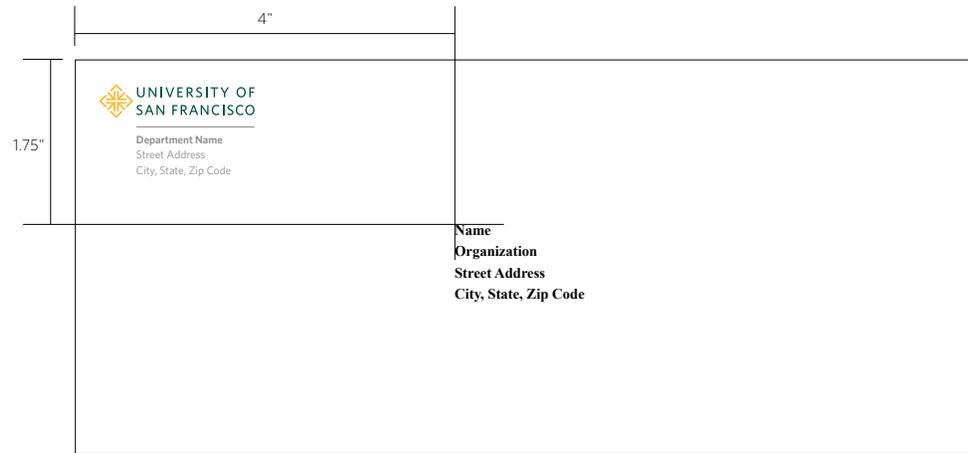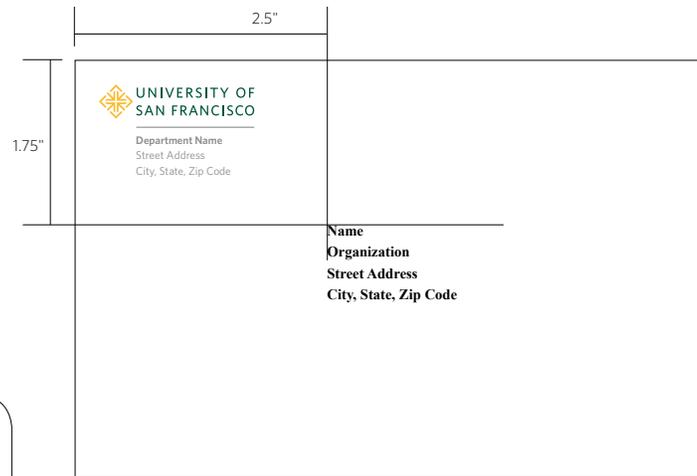
A6 REPLY ENVELOPE

Business Envelope

The university has two standard envelope sizes, #10 and A6 reply. To inquire about other envelope sizes contact Purchasing Services, purchasing@usfca.edu or call x5898.

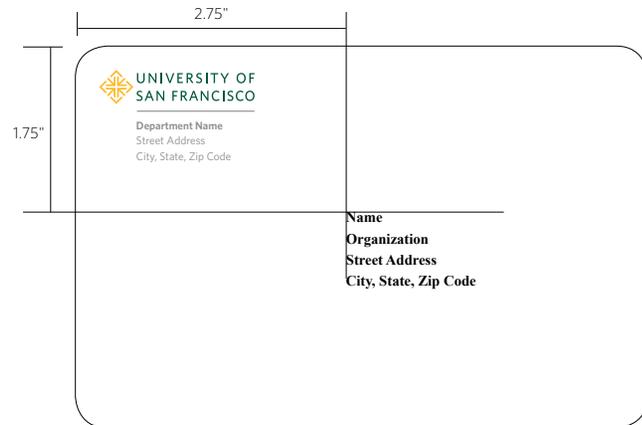On the return address, 30 characters per line is maximum. Names longer than 30 characters will require a second line of text.

On the #10 envelope, the address block is positioned 1.75" from the top trim and 4" from the left trim. The recommended system font for correspondence is Garamond Premier Pro Regular (or Garamond, Regular weight), 11 points on 16 points of leading.

On the A6 reply envelope, the address block is positioned 1.75" from the top trim and 2.5" from the left trim. The recommended system font for correspondence is Garamond Premier Pro Regular (or Garamond, Regular weight), 11 points on 16 points of leading.

Mailing Label

The address block should be positioned 1.75" from the top trim and 2.75" from the left trim. The recommended system font for correspondence is Garamond Premier Pro Regular (or Garamond, Regular weight), 11 points on 16 points of leading.

All stationery orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing

58

4.5"

**UNIVERSITY OF
SAN FRANCISCO**

Department Name
Street Address
City, State, Zip Code

4"

**Name
Organization
Street Address
City, State, Zip Code**

9 X 12 ENVELOPE

The university has two standard catalog envelope sizes, 9" x 12" and 10" x 13". To inquire about other envelope sizes contact Purchasing Services, purchasing@usfca.edu or call x5898.

On the return address, 30 characters per line is maximum. Names longer than 30 characters will require a second line of text.

On the 9 x 12 envelope, the address block is positioned 4" from the top trim and 4.5" from the left trim. The recommended system font for correspondence is Garamond Premier Pro Regular (or Garamond, Regular weight), 11 points on 16 points of leading.
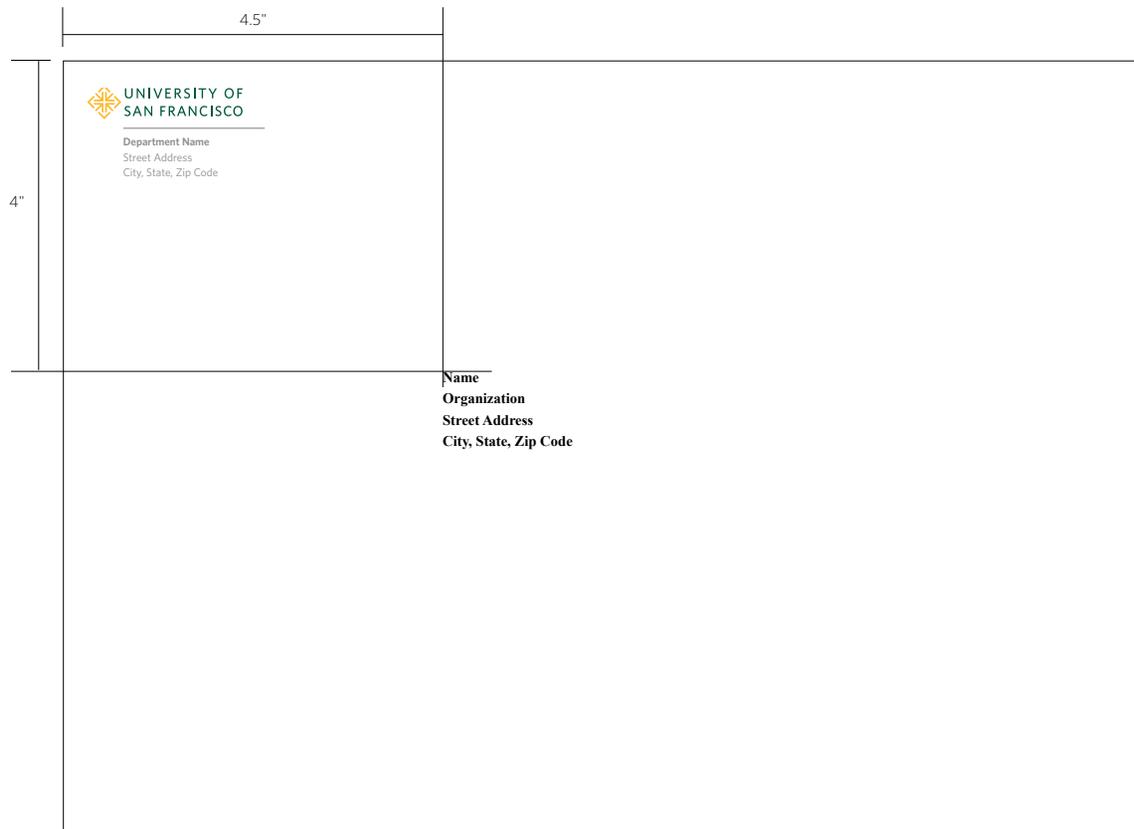
On the 10 x 13 envelope, the address block is positioned 4.5" from the top trim and 5" from the left trim. The recommended system font for correspondence is Garamond Premier Pro Regular (or Garamond, Regular weight), 11 points on 16 points of leading.
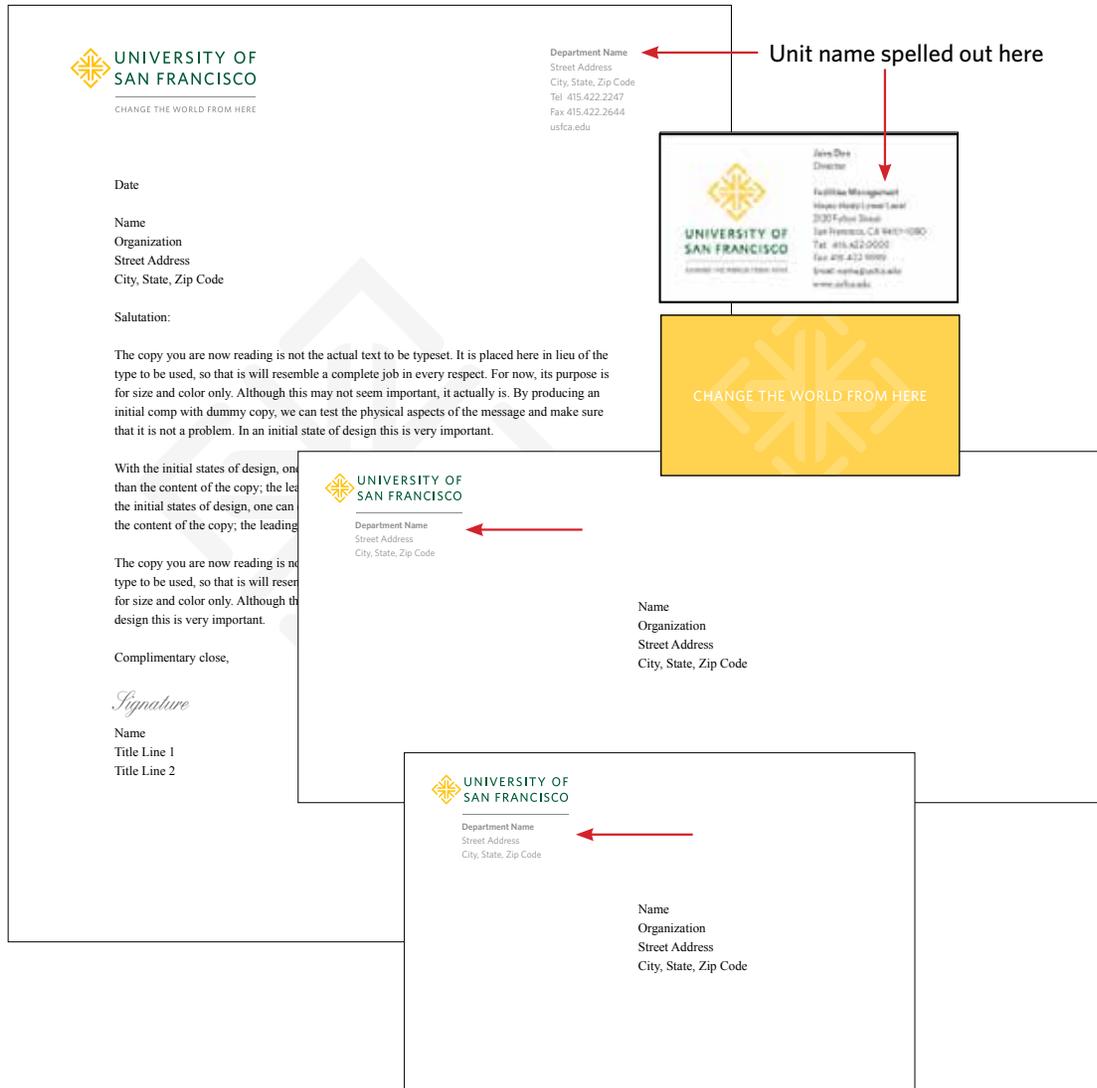
Note:
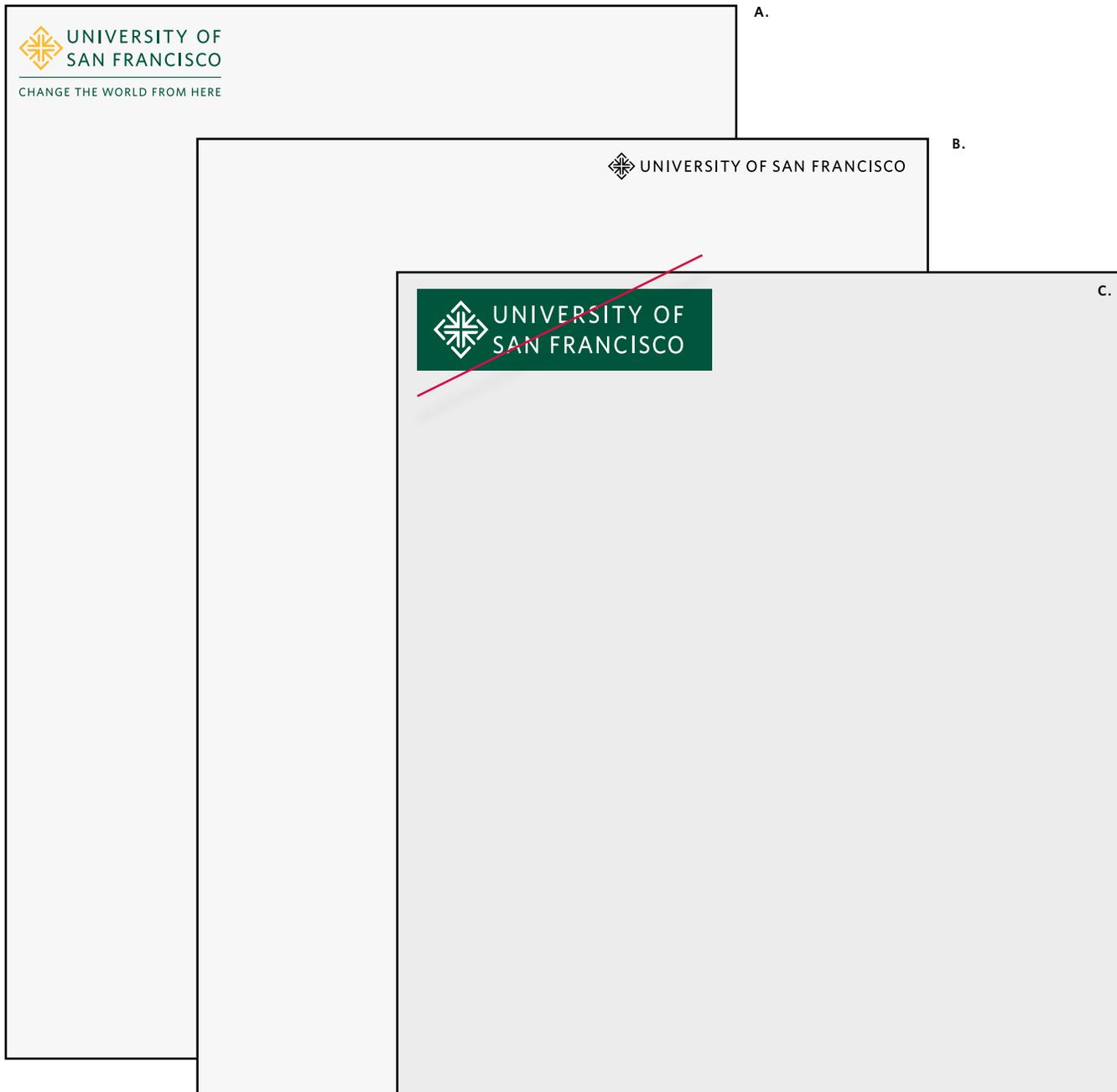These specifications are for formatting purposes only.

All stationery orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing

UNIT IDENTIFICATION ON STATIONERY

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

Department Name
Street Address
City, State, Zip Code
Tel 415.422.2247
Fax 415.422.2644
usfca.edu

Date

Name
Organization
Street Address
City, State, Zip Code

Salutation:

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 is will resemble a complete job in every respect. For now, its purpose is
for size and color only. Although this may not seem important, it actually is. By producing an
initial comp with dummy copy, we can test the physical aspects of the message and make sure
that it is not a problem. In an initial state of design this is very important.

With the initial states of design, one
than the content of the copy; the lea
the initial states of design, one can
the content of the copy; the leading

The copy you are now reading is n
type to be used, so that is will resen
for size and color only. Although th
design this is very important.

Complimentary close,

Signature

Name
Title Line 1
Title Line 2

Unit name spelled out here

John Doe
Director

Facilities Management
Hayes Healy Lower Level
2130 Fulton Street
San Francisco, CA 94117-1080
Tel 415.422.0000
Fax 415.422.9999
Email name@usfca.edu
www.usfca.edu

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

UNIVERSITY OF
SAN FRANCISCO

Department Name
Street Address
City, State, Zip Code

Name
Organization
Street Address
City, State, Zip Code

UNIVERSITY OF
SAN FRANCISCO

Department Name
Street Address
City, State, Zip Code

Name
Organization
Street Address
City, State, Zip Code

The full name university logo is the only logo used on letterhead, envelopes, and business cards. Centers, institutes, divisions, and programs are listed in the information block. No other logo or graphic mark is to appear on university letterhead.

A.

UNIVERSITY OF
SAN FRANCISCO
CHANGE THE WORLD FROM HERE

B.

UNIVERSITY OF SAN FRANCISCO

C.

UNIVERSITY OF
SAN FRANCISCO

The university Full Name logo must appear in the upper corner of all forms. Upper left corner is recommended but if space does not permit the left side placement, upper right corner placement is allowable. It does not need to have the tagline.

Using the 2-line logo [A] is recommended, but because of space limitations the 1-line logo is permissible [B]. Depending on color restrictions, it may be printed in either two colors (USF Green and USF Yellow) or one color (either all USF Green or all black).

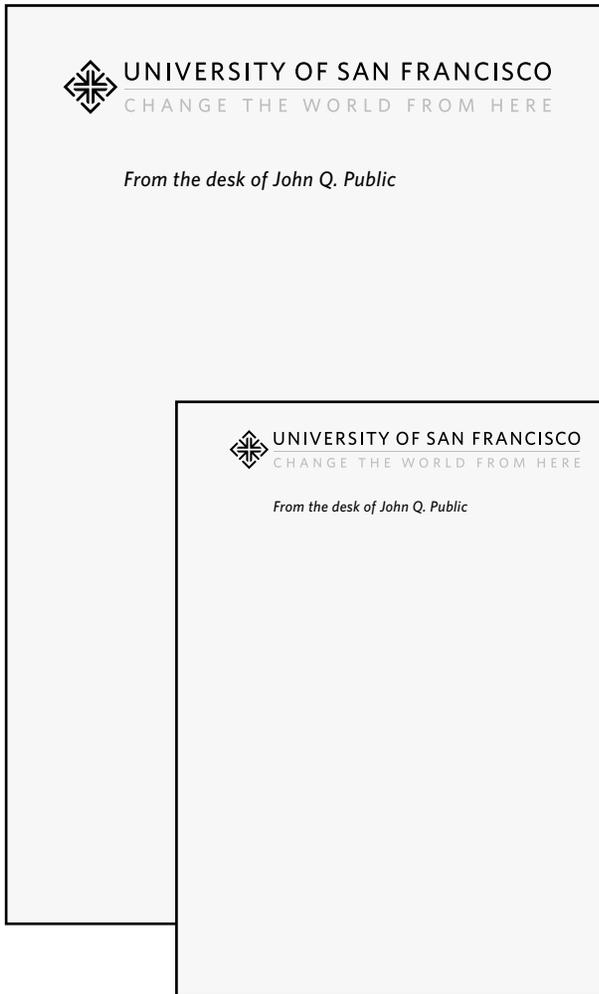Do not reverse out the logo in a green or black box [C].

All stationery orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing

UNIVERSITY OF
SAN FRANCISCO

Office of Business & Finance
Lone Mountain North, 3rd Floor West
2130 Fulton Street
San Francisco, CA 94117-1080
tel   415.422.6521
fax 415.422.2530

TO:

COMPANY:

FAX:

PHONE:

RE:

☐ URGENT

NOTES/COMMENTS

UNIVERSITY OF
SAN FRANCISCO

2130 Fulton Street
San Francisco, CA
94117-1080

FAX COVER SHEET

TO: FROM:

COMPANY: USF CONTACT PHONE:

FAX: NO. OF PAGES INCLUDING COVER:

PHONE: DATE/TIME:

RE:

☐ URGENT   ☐FOR REVIEW   ☐ PLEASE PROCESS   ☐ PLEASE REPLY   ☐ FYI

NOTES/COMMENTS

A university fax cover page is available with either the general university address or with your unit distinction name and contact information.

To request a fax cover page, contact Dale Johnston, Office of Marketing Communications, johnstond@usfca.edu.

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

From the desk of John Q. Public

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

From the desk of John Q. Public

UNIVERSITY OF SAN FRANCISCO | School of Law

From the Office of
Communications & Marketing

415.422.4409 | lawcommunications@usfca.edu

GENERAL "FROM THE DESK OF" UNIVERSITY NOTEPAD
5.5" X 8.5" OR 4.25" X 5.5"

CUSTOM "FROM THE DESK OF" NOTEPAD
WITH UNIT DISTINCTION LOGO

General university notepads are available to order through Purchasing Services. These notepads are one-color with the general university logo and tagline. You may personalize them with "From the desk of" and your name.

General university notepads come in either 5.5" x 8.5" or 4.25" x 5.5".

Custom notepads with your school, center, department, or program distinction logo may also be ordered for an additional cost.

All stationery orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing

STICK-ON NAME TAG

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

EVENT NAME TAG

EVENT OR PROGRAM NAME

UNIVERSITY OF SAN FRANCISCO

PERMANENT NAME BADGE — 2 LINES

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

Kelly Smithson
Marketing Communications

PERMANENT NAME BADGE — 3 LINES

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

Kelly Smithson
Director
Marketing Communications

PERMANENT NAME BADGE — 3 LINES/PREFERRED PRONOUNS

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

Kelly Smithson
Marketing Communications
Pronouns: they/them/theirs

General university stick-on name tag:
Use white name tags. The 2-color Full Name logo 1-line is placed at the top. The university tagline should be at the bottom in USF Green.

Event name tag:
The name of the event may be at the top in bold lettering. The Full Name 1-line logo will appear at the bottom. It may be either the 1-color (USF Green) or 2-color (USF Green and USF Yellow) logo. The university tagline does not need to appear on an event name tag.

Permanent name badge:
Use white name badges. The 2-color Full Name logo 1-line is placed at the top.
   The person's name is line 1, in large bold letters. The maximum number of characters for the name is 28.
   Line 2 may be either the person's department name or the person's title. Maximum number of characters is 38.
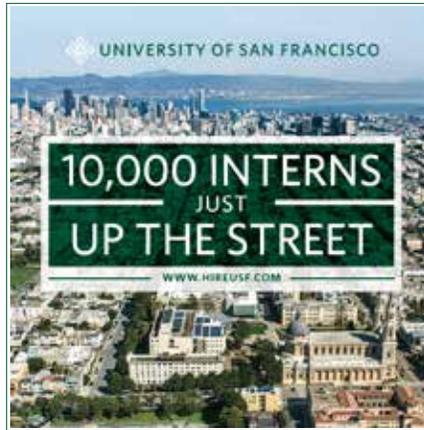   Line 3 may be either the person's department or their gender pronouns. Maximum number of characters is 38.

All name tag and badge orders must go through Purchasing and Ancillary Services. For more information or to place your order go to: myusf.usfca.edu/purchasing
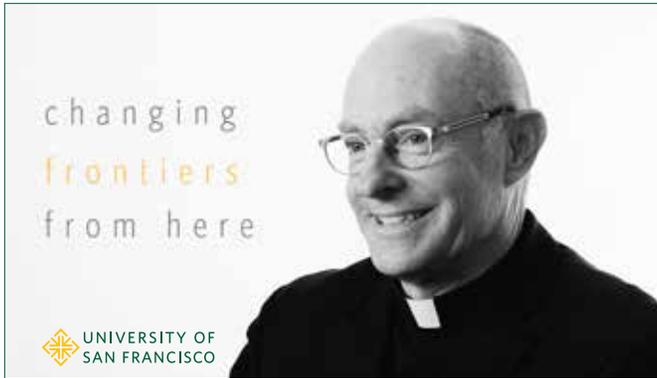
A. USF'S PRIMARY LOGO

B. FULL-NAME 1-LINE HORIZONTAL LOGO

C. POSTER WITH NURSING AND HEALTH
   PROFESSIONS UNIT DISTINCTION LOGO

D. THANK YOU CARD WITH BACK PAGE
   SIGN-OFF LOGO

The recommended logo placement on print media is at the top, either top left or top centered. On all external communications (printed pieces that go to an audience beyond the USF campus) the Full Name logo must be used [A]. Full Name 2-line horizontal logo is recommended, but other variations are allowable depending on the space restrictions [B]. The Full Name 2-line horizontal logo may or may not include the tagline.

If the communication is from a specific school, center, or program, it may be branded with that unit's distinction [C].
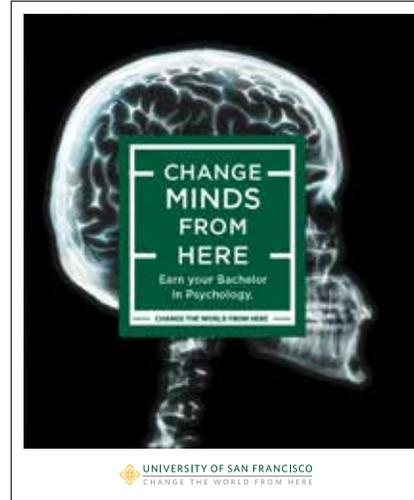
The back page sign-off should contain the university Full Name logo [D]. Contact information, including social media contacts where appropriate, may also be included.
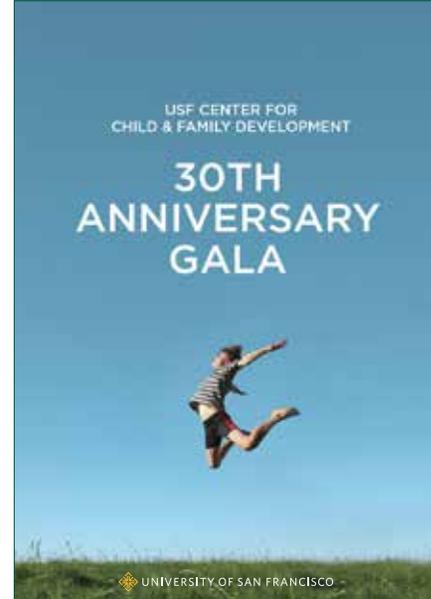
DEVELOPMENT SOLICITATION
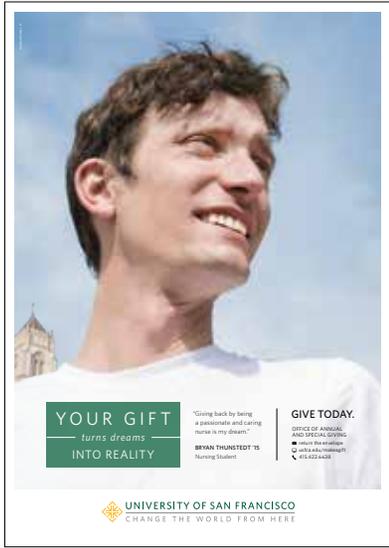
SANTA ROSA CAMPUS WINDOW STICKER

SCHOOL OF EDUCATION POSTER

Brochures, posters, flyers, and other communications materials should be branded with a consistent university brand identity. If the university logo is not integrated into the body of the message it should appear in a band at the top of the sheet or in a band at the bottom of the sheet.

A white band is preferred as a background behind the logo area, but a colored background is allowable as long as the logo is contrasted from the event imagery.

As long as the university is branded in the approved consistent parameters as laid out in the standards manual, it is permissible for an event or promotion to use a recurring image, color scheme, or font to identify the event within the live area of the communication.
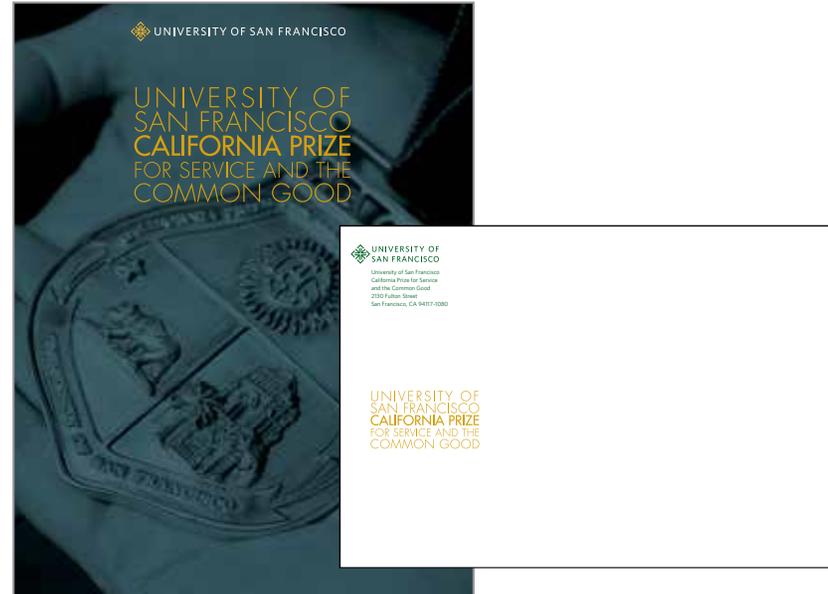
EVENT GRAPHICS

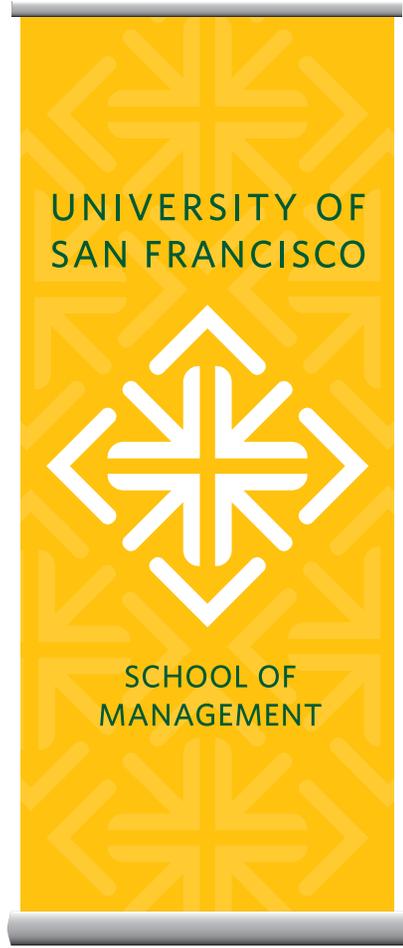## EVENT PROMOTIONAL BROCHURE & ENVELOPE

POSTCARD

WEB ICON

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD
FROM HERE

UNIVERSITY OF
SAN FRANCISCO

SCHOOL OF
MANAGEMENT

UNIVERSITY OF
SAN FRANCISCO
International Student
and Scholar Services

STANDARD ROLL-UP BANNER
WITH TAGLINE LOGO

STANDARD ROLL-UP BANNER
WITH UNIT DISTINCTION LOGO

CUSTOM ROLL-UP BANNER

Branded roll-up banners

Branded roll-up university banners are available in USF Green or USF Yellow. Roll-up banners may be ordered with either the general university logo or the university logo with unit distinction. Roll-up banners may also have customized graphics for a specific program or event.

Roll-up banner standard size is 33" x 79".

To order a roll-up banner contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

CITY STREET POLE BANNERS
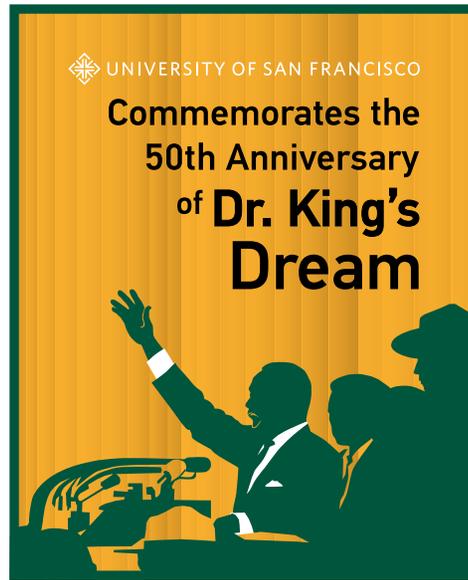
CUSTOM DESIGNED EVENT BANNER

ON-CAMPUS UNIVERSITY ATTRIBUTES BANNERS

University Banners

All general university banners should maintain a strong university brand identity, using the USF colors and fonts. Other secondary colors are allowed but should be subordinate to the USF Green, USF Yellow, and USF Gray. All university banners should be designed by or approved by the Office of Marketing Communications. Contact Dale Johnston, johnstond@usfca.edu.

Event Banners

Banners promoting program on-campus events should still maintain a strong university brand identity. The USF full name logo or Monogram logo must appear on all banners. It may be placed as the top header or the bottom footer of the banner with ample clear space around it. The university logo with unit distinction is allowable.

UNIVERSITY OF
SAN FRANCISCO
Sacramento Campus

UNIVERSITY OF
SAN FRANCISCO
Learning & Writing
Center

TABLE SKIRT WITH UNIT DISTINCTION LOGO

UNIVERSITY OF SAN FRANCISCO

Analytics	Environmental Management
Asian Studies	International Studies
Biology/Chemistry	Museum Studies
Biotechnology	Public Affairs
Computer Science	Sport Management
Development Economics	Web Science
Economics	Writing, MFA

TABLE SKIRT WITH PROGRAM LISTINGS

UNIVERSITY OF
SAN FRANCISCO

UNIVERSITY OF
SAN FRANCISCO

TALL TABLE SKIRT

Branded table skirts

Branded table skirts are available in USF Green or USF Yellow. Table skirts may be ordered with either the general university logo or the university logo with unit distinction.

Table skirt standard sizes are 6' x 5' or 11' x 7.5' but custom sizes are available.

Program listings table skirts

Table skirts with program listings are available in USF Green or USF Yellow. Table skirts may be ordered with either the general university logo or the university logo with unit distinction.

Standard sizes are 6' x 5' or 11' x 7.5' but custom sizes are available.

Branded tall table skirts

Tall table skirts are available in USF Green or USF Yellow. They may be ordered with either the general university logo or the university logo with unit distinction.

Tall table skirt standard size is 2' x 7'.

To order a table skirt contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

UNIVERSITY OF SAN FRANCISCO

CHANGE THE WORLD FROM HERE

UNIVERSITY OF SAN FRANCISCO

School of Nursing and
Health Professions

TABLE RUNNER

Branded table runners
Branded table runners are available in USF
Green or USF Yellow. Table runners may be
ordered with either the general university logo
or the university logo with unit distinction.

Table runner standard size is 28″ x 72″ but
custom sizes are available.

To order a table runner contact your Office
of Marketing Communications client
manager or Eugene Vinluan-Pagal at:
vinluanpagal@usfca.edu

GREEN PIN
USF green enamel with gold tone metal inlay

GOLD PIN
Gold tone metal with USF green enamel inlay letters

BURNISHED GOLD PIN
Two level gold tone metal relief with burnished patina

Pin shown at actual size on dark background

USF Lapel Pins
USF lapel pins come in three color options: green pin with gold lettering, gold pin with green lettering, or burnished gold on gold. The pin may be the general USF identification or may be USF with your unit distinction.

Unit Distinction
Unit distinction may be one line or two in an accent colored block below the USF name.

Size
Actual size of the pin is .75" wide by approximately 1.25" tall.

For further information about lapel pins or to place an order, contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

EMBROIDERED PATCH FOR SPECIAL UNIT

USF Embroidered Patch

USF embroidered patch comes in round or rectangular options. Each has the university name and symbol and can include a unit distinction designation.

The university logo must appear in approved colors: USF Green (PMS 554), USF Yellow (PMS 1235), USF Gray (PMS Cool Gray 9), black or white. The logo may not appear in any other colors.

Size

Patches are custom ordered thus sizes vary.

For further information about embroidered patches or to place an order, please contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

SHIRTS

CAPS

SOCKS

PENS

On all university branded items, the university logo must appear in approved colors: USF Green (PMS 554), USF Yellow (PMS 1235), USF Gray (PMS Cool Gray 9), black or white.

On items where the general university is being branded, the Full Name logo with tagline is preferred. It may be the 1-line, 2-line, or centered logo depending on the proportions of the imprint space.

The university logo may appear without the tagline if size of imprint space prohibits it.

On items being branded with a school, campus, or program distinction, the tagline does not need to appear.

Though it is recommended that the university symbol appear with the logo, it is permissible for the symbol to appear as a separate decorative element.

For further information about merchandising items or to place an order, please contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

WATER BOTTLES

TUMBLERS

MUGS

POST-ITS

www.usfca.edu/alumni

SHOPPING BAGS

USB DRIVES

DECALS

On all university branded items, the university logo must appear in approved colors: USF green (PMS 554), USF yellow (PMS 1235), USF gray (PMS Cool Gray 9), black or white. The logo may not appear in any other colors.

On items where the general university is being branded, the Full Name logo with tagline is preferred. It may be the 1-line, 2-line, or centered logo depending on the proportions of the imprint space.

The university logo may appear without the tagline if size of imprint space prohibits it.

On items being branded with a school, campus, or program distinction, the tagline does not need to appear.

Though it is recommended that the university symbol appear with the logo, it is permissible for the symbol to appear as a separate decorative element.

For further information about merchandising items or to place an order, please contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

Lectern Branding

The goal of branding a lectern is to clearly identify the University of San Francisco in every photo of the speaker at the lectern. Therefore, the university lectern sign should be as wide as possible across the face of the lectern and placed as high possible to the top of the lectern. The logo should be the 2-line horizontal logo with the symbol. The sign background should be USF Green (PMS 554) with the yellow and white logo. Do not use a sign with a white background as it reflects camera flashes and it will wash out USF's identity.

To request a lectern sign, please contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

FEATURED EVENT

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

AREA FOR 11X17 INSERTS

UNIVERSITY OF
SAN FRANCISCO

School of Management

Branded A-Frame Sign

The A-frame sign background should be USF Green (PMS 554) with the yellow and white logo. Signs can be made with an 11" x 17" sleeve for inserts or plain.

To request a lectern sign, please contact your Office of Marketing Communications client manager or Eugene Vinluan-Pagal at: vinluanpagal@usfca.edu

University of San Francisco

IV. Electronic Applications

UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

Department Name
Street Address
City, State, Zip Code
Tel 415.422.XXXX
Fax 415.422.XXXX
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Electronic letterhead is available as a Microsoft Word doc template.

To request it, contact Dale Johnston in the Office of Marketing Communications, johnstond@usfca.edu.

UNIVERSITY OF SAN FRANCISCO

Office of Business & Finance
Lone Mountain North, 3rd Floor West
2130 Fulton Street
San Francisco, CA 94117-1080
tel   415.422.6521
fax 415.422.2530

TO:

COMPANY:

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RE:

☐ URGENT

NOTES/COMMENTS

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FAX COVER SHEET

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COMPANY: USF CONTACT PHONE:

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☐ URGENT   ☐ FOR REVIEW   ☐ PLEASE PROCESS   ☐ PLEASE REPLY   ☐ FYI
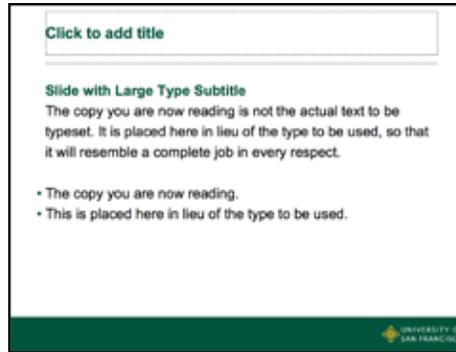
NOTES/COMMENTS

Electronic fax cover sheet is available as a Microsoft Word doc template. It is available with either the general university address or with your unit distinction name and contact information.

To request it, contact Dale Johnston in the Office of Marketing Communications, johnstond@usfca.edu.

Regular format title slide
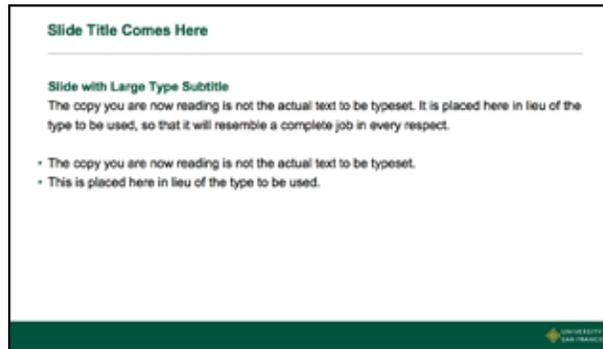

Regular format interior slides

Wide-screen format title slide

Wide-screen format interior slides

PowerPoint templates are available in regular format and wide screen formats.

Font: Use Arial or Helvetica as shown in the templates as your presentation font.

To download a PowerPoint template, go to: www.usfca.edu/communications/publications/ Standards/Downloads/PowerPoint/

USF computers come with default background screens. Three color choices are available. Screens come in regular or wide-screen formats.

To request a computer screen background, please contact Dale Johnston in the Office of Marketing Communications, johnstond@usfca.edu.