Logo Usage Guidelines  Normas de utilización del logo

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

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

Do’s and Don’ts
SLU’s logo is the touchstone of the brand and one of the University’s most valuable assets. Ensure proper usage by preserving the logo and not altering it:

- Do not alter the color.
- Do not skew, shear or stretch.
- Do not rotate unless on 90° axis.
- Do not remove any elements.
- Do not run text over the logo.
- Do not apply effects to the logo.
- Do not alter the hierarchy.
- Do not rearrange or stack the logo.
- Do not change the scale or ratio of the elements.
- Do not place more than one logo per layout.
- Do not add graphics or words to the logo.
- Do not include other university marks with the logo on the same page.
- Do not place the logo over areas in a photo that may obscure it.
**Logo Placement**
The logo should be prominently featured on all mediums and communications. The size of the logo should be appropriate to the size of the medium or media. To create consistency there are only a few locations the logo are allowed to be featured: any of the corners or centered depending on the logo, the content and what the piece is communicating. The logomark or shield should be used to create consistent margins throughout all materials as seen above. For printed materials the logo should never be larger than 20 percent of the page. For interactive material, it entirely depends on size and legibility.

**University Colors**

- **SLU BLUE**
  - P: 293C
  - CMYK (100,69,0,4)
  - RGB (0,61,165)
  - #003DA5

- **ORIFLAMME ORANGE**
  - P: 144C
  - CMYK (0,51,100,0)
  - RGB (237,139,0)
  - #ED8B00

- **FOUNTAIN BLUE**
  - P: 2985C
  - CMYK (60,0,3,0)
  - RGB (91,194,231)
  - #53C3EE

- **GRAND BLUE**
  - P: 302C
  - CMYK (100,48,12,58)
  - RGB (0,59,92)
  - #003B5C

- **BILLIKEN BRONZE**
  - P: 874C
  - CMYK (40,50,83,18)
  - RGB (121,93,62)
  - #795D3E

- **GATEWAY GOLD**
  - P: 123C
  - CMYK (0,19,89,0)
  - RGB (255,199,44)
  - #FFC72C

- **ROOFTOP TEAL**
  - P: 337C
  - CMYK (29,0,22,0)
  - RGB (143,214,189)
  - #8FD6BD

- **COL. CHURCH GRAY**
  - P: CoolGray3C
  - CMYK (8,5,7,16)
  - RGB (200,201,199)
  - #C8C9C7

**Typography**

- **Crimson Text**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz1234567890$%&:,.;#!?

- **Brandon Grotesque**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz1234567890$%&:,.;#!?

- **Archivo Narrow**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz1234567890$%&:,.;#!?
If you need to send a letter or write a corporate document, these are the word templates that you should use:

Letter Template

November 10, 2018

To: ____
Marketing and Communications department
Saint Louis University – Madrid Campus
SIH – 3rd floor

Dear ____:

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**Email Signature**

All of SLU-Madrid’s faculty and staff must have the same signature in electronic emails.

If you do not have an updated signature, copy one from a previous email that you have received and follow the steps below once you have logged in:

- In the Google Chrome browser bar, select **Settings**
- In **View all Outlook settings**, select **Mail**
- In **Compose and reply**, within the signature text box, paste the reference signature and update the data
- Select **Save**
Thank you very much for your collaboration!

The Marcom Department