



SAINT LOUIS  
UNIVERSITY  
MADRID

# VISUAL IDENTITY **MANUAL**

## for Faculty and Staff

NOTE: Logos (white background), Word templates and Typography are downloadable.

## Logo variations *Variaciones del logotipo*

Main format *Formato principal*

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Other formats *Otros formatos*

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## 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

**AaBbCc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890\$%&(,.;#!?)

Brandon Grotesque

**AaBbCc**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890\$%&(,.;#!?)

Archivo Narrow

**AaBb**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890\$%&(,.;#!?)

## Word Templates

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

### Letter Template



**SAINT LOUIS  
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MADRID

Avenida del Valle, 34  
28003 - Madrid, Spain

P +34 91 554 58 58  
F +34 91 554 62 02

admissions-madrid@slu.edu  
www.slu.edu/madrid

November 10, 2018

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

Dear \_\_\_\_\_:

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Higher purpose. Greater good.

### General Template



**SAINT LOUIS  
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TITLE

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<http://slu.edu/madrid>

Avenida del Valle, 34 - 28003 - Madrid, Spain Tel: +34 91 554 58 58 Fax: +34 91 554 62 02 - [admissions-madrid@slu.edu](mailto:admissions-madrid@slu.edu)

## Email Signature

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

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

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

The screenshot shows the Outlook web interface. The 'Settings' pane on the left is open to 'Mail' (step 2). The 'Compose and reply' section is selected (step 3). The 'Email signature' section is visible, showing a signature template for MarCom Madrid at Saint Louis University. The 'Save' button is highlighted (step 4).

**Settings**

Search settings

General

**Mail** 2

Calendar

People

View quick settings

Layout

**Compose and reply** 3

Attachments

Rules

Sweep

Junk email

Customize actions

Message handling

Forwarding

Automatic replies


Retention policies

Groups

**Compose and reply** 1

**Email signature**

Create a signature that will be automatically added to your email messages.



Automatically include my signature on new messages that I compose

Automatically include my signature on messages I forward or reply to

Messages you write will look like this by default

**4**

Save Discard

If you need any additional information, contact us at [marcom-madrid@slu.edu](mailto:marcom-madrid@slu.edu)



*Thank you very much for your collaboration!*

**The Marcom Department**