Brand Attributes

These attributes are what the university is, what it believes in and what make it stand out.

- Rich Catholic tradition
- Small class sizes, taught not by teaching assistants but by professors, many of whom have earned the highest degrees in their fields
- Rigorous academics that require hands-on research by graduate and undergraduate students
- A global perspective that teaches students how to work toward peace and justice
- A curriculum that combines learning with compassionate community service
- Classes infused with a focus on ethics and values
- A peaceful setting defined by Spanish Renaissance architecture

Marketing and Strategic Partnerships

The Department of Marketing and Strategic Partnerships — which is responsible for managing the university's brand and visual identity — is a team of experienced professionals who have expertise in the areas of marketing, publications, writing, design, event planning, advertising, Web and other multimedia services.

To access these services, fill out a Project Request Form at www.sandiego.edu/marketing/services.php

To access the *Official Visual Identity and Communications Style Manual*, go to www.sandiego.edu/marketing/brand-manual.php

University of San Diego

A Reference Guide to USD's Visual Identity

These visual identity guidelines apply to all employees and vendors who are producing internal or external materials for the university. The guidelines also apply to students who are representing the University of San Diego in an official capacity.

Brand Promise

The University of San Diego is a leading Catholic institution for socially conscious students who strive to serve as ethical leaders and to connect their values to success.

University
of San Diego®

University
of San Diego®

The master logo is the cornerstone of the University of San Diego's visual identity. At the heart of the logo is The Immaculata, a signature building on campus and arguably one of the most recognized features in the San Diego region. The Immaculata is a symbol of the Catholic foundation upon which the university was built. It's also the crown jewel of the Spanish Renaissance architecture for which the University of San Diego is so well-known. The logo also features the university's full and official name, University of San Diego, which helps distinguish it from other institutions.

It is vital to use the logo correctly and with the utmost respect. Consistent use of the master logo builds recognition over time.

◼ The master logo must appear prominently on all materials produced or published by the university or any of its entities.

◼ It is preferable that the master logo appear on the front of printed materials.

◼ The master logo should be sized and positioned for easy and quick visibility and recognition.

◼ The master logo must be reproduced from official artwork only.

These trademarks are key components of the University of San Diego's visual identity. Refer to the *Official Visual Identity and Communications Style Manual* for guidelines on how to properly use each of these marks.

Master Logo

University Monogram

University Seal

University Medallion

Primary Spirit Mark

Primary Athletic Word Mark

Chosen by founders Bishop Charles Francis Buddy and Mother Rosalie Hill, the colors blue and white play an integral role in the University of San Diego's identity and sense of school spirit. The official colors, shown here, must appear prominently in every piece created by or for the university. Adherence to these standards reinforces and strengthens the visual identity, and creates a unified look across all disciplines.
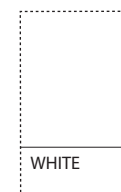
The University of San Diego's colors are:

PANTONE 281	PANTONE 292
Founders Blue	*Torero Blue*

PANTONE 300	WHITE
Immaculata Blue	*Alcalá White*

Typography, like color and graphics, must be used with consistency. Consistent use of typography, or fonts, across all campus communications unifies materials and adds another element that defines the University of San Diego's look and voice. The university has two official fonts — Berkeley and Myriad.

◼ **Berkeley** has a classic, elegant look. It's is a traditional font best suited for projects that are more formal.

◼ **Myriad** is strong, yet neutral. This contemporary font is considered readable and friendly, and it works well with the university's identity. Myriad is the primary font in established marketing and advertising materials. Myriad should be used for student materials and for the Web.

Berkeley Book	Myriad Roman
Berkeley Italic	*Myriad Italic*
Berkeley Bold	**Myriad Bold**
Berkeley Bold Italic	***Myriad Bold Italic***
Berkeley Black	
Berkeley Black Italic	

Alternate Fonts

If these fonts are not available, Garamond is the alternate font to Berkeley and Arial is the alternate font to Myriad. Arial should be used for the Web. Garamond should be used for all University of San Diego newsletters. Garamond is the preferred font for all general campus correspondence.