

Official Visual Identity and Communications Style Manual







A Message from the President: Consistency is the Key to a Powerful Brand

The University of San Diego pursues academic excellence in its teaching, learning and research to serve local, national and international communities. Its education — grounded in the foundations of liberal learning — provides opportunities for the intellectual, physical, spiritual, emotional, social and cultural development of students. The university provides a values-based education that seeks to develop ethical and responsible leaders committed to the common good, and it serves with compassion to foster peace and to work for justice. These elements contribute to the university's brand.

The university's visual identity is more than just a name or a logo. It's even more than reputation or image; it's one's immediate recognition of the University of San Diego and its mission, values and distinctions. So to strengthen our identity, the university first must take bold steps to ensure that its visual identity is reliably consistent. Then, all forms of communication that bear the university's name and identity must be made cohesive. Consistency in the way materials look and read will help University of San Diego build and maintain its reputation. This vigilance will establish an image so distinguished that people will automatically associate the University of San Diego with a level of excellence that will be seen as an industry standard that others will strive to achieve.

The highest levels of leadership — including the board of trustees, the executive council and other campus leaders — are confident that to build and protect the university's brand, deliberate campus-wide measures must be taken to create a consistent approach to its visual identity and standards for communication. To this end, the Department of Marketing and Strategic Partnerships is responsible for the procedures and guidelines that must extend across all academic units, athletic entities and dealings with commercial vendors. This *Official Visual Identity and Communications Style Manual* sets the standards and becomes the resource for guiding our efforts to raise the international profile of the university.

A handwritten signature in blue ink that reads "Mary E. Lyons". The signature is written in a cursive, flowing style.

Mary E. Lyons, PhD
President

How to Use the Manual

The key to enhancing the University of San Diego's brand is a consistent and reliable approach to its visual identity, which builds and protects its image. Consistency in the way all marketing materials look promotes instant recognition to all who see what the university has to offer. Each entity on campus will have different needs in designing materials for print, web marketing, advertising and promotions. This manual discusses how to use the expertise of the Department of Marketing and Strategic Partnerships, a one-stop shop for producing a video, creating an ad, developing online materials, scheduling a photographer, planning an event or designing and printing everything from a postcard to a publication.

It also contains chapters with step-by-step guidelines governing the proper use of the University of San Diego's colors, logo and writing style when creating printed materials, websites, clothing and even PowerPoint® presentations. The guide explains the university's web standards, contains sample printed pieces, offers tips for planning a great event and includes an A-to-Z communications style guide to make sure written materials are consistent.

Although this manual could be read from cover to cover, it was designed to be used more like a reference book — similar to a dictionary or encyclopedia — in which readers could flip directly to the section about which they want to learn. Therefore, key components were repeated in many of the sections so that no matter which section is being referenced, each is self-contained.

This manual establishes a basic foundation for developing marketing materials, but, the university acknowledges that these standards cannot address every situation that may arise. Therefore, the manual also includes contact information for members of the marketing and strategic partnerships staff, as well as where to find a directory of departmental branding and visual identity “ambassadors” who are available to answer questions.

The standards outlined in this manual should be followed for all communications materials. If materials are found not to conform to these standards, the department or office producing the materials will be asked to take corrective actions.

About the Department of Marketing and Strategic Partnerships

The Department of Marketing and Strategic Partnerships is responsible for managing the university's brand and visual identity. The department coordinates the efforts of all internal and external people who communicate the university's message and identity — including all academic, non-academic, administrative and athletic units, as well as commercial vendors.

The Department of Marketing and Strategic Partnerships is a team of experienced professionals who have been recognized in their disciplines for their expertise in the areas of marketing, publications, writing and design, event planning, advertising, web and other multimedia services. The staff provides professional services in design, editing, event coordination, marketing, advertising and copywriting.

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