Overview
This chapter outlines the University of San Diego’s official fonts, how to incorporate the official master logo in various printed applications and how to use the USD design tools in a number of printed publications. This chapter also offers tips for using great photography and how to choose the right paper for all projects.
What is the University of San Diego’s Style?
The University of San Diego’s style is classic and sophisticated. While it has an air of grace and tradition, the university is also young and fun. Barely more than 50 years old, USD is bursting with vitality and fresh ideas.

That style, which is such a perfect fusion of all that is great about USD, should be expressed visually in all marketing materials — through just the right words, photography, fonts, colors and design. Designing materials for the University of San Diego is less about designing based on one’s own personal style than it is about designing based on the university’s style. Staying true to the University of San Diego’s style will not only strengthen USD’s brand, but it will also say so much to the world about its character, personality, mission and vision.

University of San Diego Design Tools
The University of San Diego uses several tools to ensure a consistent look among all of its marketing materials.

- The first tool is its logo and other sanctioned marks and guidelines for ensuring that all materials bear the appropriate mark in the appropriate manner.

- The second is its color palette, the guidelines for which must apply to all marketing materials in the same way across the spectrum.

- The third is two official university typographies, or fonts, which have been chosen to offer flexibility depending on the type of publication or the audience, message or tone of a particular piece.

- The fourth is a set of design elements, unique to the university, which can be used as options when planning the layout of materials.

The uses of these tools are in some cases mandatory and in other cases optional. The guidelines for each differ because the university recognizes that there are many different forms of printed materials being produced at any given time — from simple fliers and postcards, or brochures and newsletters, to high-end glossy publications and entire packages of complementary materials. The guidelines also take into consideration that there are many different audiences and, therefore, many different tones and messages in those materials.

MANDATORY TOOLS

Using the Logo is Mandatory
The master logo or the appropriate custom signature must appear prominently on all materials produced or published by the university or any of its entities. The master logo or custom signature should be sized and positioned for easy and quick visibility and recognition.

Logo Positioning
It is preferable that the master logo or the appropriate custom signature appear on the front of printed materials, but, in some occasions, these marks may need to appear on the back of a publication or other printed piece.

Wherever its location, the master logo must be sized and positioned for easy and quick visibility and recognition, and should be factored into the design and not be considered an afterthought. The master logo or the appropriate custom signature also must appear on the return address portion of each university envelope, mailing label or printed mailing panel. Each chapter of the manual contains additional guidelines for how to use the master logo or the appropriate custom signature in specific situations. For additional assistance on how to apply the master logo, contact the Department of Marketing and Strategic Partnerships.

Using the University’s Primary Color Palette is Mandatory
See the color section of the graphic standards chapter of the manual for specific guidelines.

Using the University’s Official Fonts is Mandatory
See the typography section of this chapter of the manual for specific guidelines.
OPTIONAL TOOLS

Optional Design Elements

Several design elements, unique to the university, have been created and are available to use in all marketing materials to tie back to the visual identity of the university and to create an additional layer of consistency in the look of university materials.

• Double-blue color bars: Use of the university’s colors, primarily Founders Blue and Torero Blue, are strong components of the brand — especially when used in the format of a double blue bar as seen here. The color bars are meant to be flexible and can be narrow or wide, or can be used vertically or horizontally.
• **Architectural elements:** The University of San Diego is known for its Spanish Renaissance architecture, which is part of the university’s history and very identity. Arches, ornamental filigree or other stonework on campus could be used as elements in the design of university materials.

• **The cross:** The cross, part of the University of San Diego’s logo and monogram, speaks to the university’s Catholicity and is part of the university’s history and identity.

• **The end mark:** This end mark, created specifically for the University of San Diego, can be used to denote the end of a story or other long piece of copy in a publication.
BROADENING THE BRAND VISION

The Department of Marketing and Strategic Partnerships has taken steps to customize the University of San Diego brand for key areas including athletics and the college and schools. The following designs are simply examples of how the university’s visual identity can be customized to reflect the character of these units, while remaining consistent and true to the university’s overall brand. Each design, however, uses the reverse logo and a custom variation of the double-blue color bars.

Each of the following units plays an integral role in the development of USD’s brand vision:

**Athletics:** Action, movement and the relationship between athletes and their fans are what drive the photography and design concepts shown here.

**Undergraduate Admissions:** The photography showcased student life, the campus experience and the benefit of going to school in San Diego, a popular destination location. The design was meant to be fresh and bright with a touch of tradition and history.
College of Arts and Sciences: The historical core of USD — and its largest and most diverse academic unit — the College of Arts and Sciences helps students develop a rich and integrated world view. This design layout showcases faculty-student interaction, as well as the breadth of courses and experiences offered through the college.

Hahn School of Nursing and Health Science: A nationally recognized leader in the fields of nursing and health science, this school is a community of progressive scholars focused on optimizing health and alleviating suffering. The photography and layout option created for this college characterizes this intellectually rigorous and research intensive environment. This example illustrates the dual roles of the school. The faculty members not only teach, but many of them are also practicing nurses, working in various hospitals, clinics and research settings. The photography shown here, also focuses on relationships — between the faculty and students, the nurses and their patients or the nursing school and the community. The design also incorporates an authentic architectural element that captures a sense of compassion for which the school is known.

Joan B. Kroc School of Peace Studies: The brand vision for university’s newest school mirrors the late Joan Kroc’s belief that the school would, in her words, “not just be a place to talk about peace, but to make peace.” The idea of going out into the world, rolling up one’s sleeves and actively engaging in the process of making peace is captured in the types of photography shown here. That concept of action can be interwoven into each of the school’s collateral pieces.
School of Business Administration: The design elements created for the SBA emphasize a corporate, professional look that embodies the school’s vision of improving global business practice through innovative education and applied research. Some of the design elements — including the transparent blue bar — also echo the design approaches used in the school’s website.

School of Law: One of the nation’s preeminent institutions of legal research and education, the School of Law embraces students with strong academic backgrounds and diverse career goals. The design approach shown here parallels the design approach in the Advocate, the school’s flagship publication. It also illustrates the school’s dynamic student body, distinguished faculty and dedication to innovative legal research and practice.

School of Leadership and Education Sciences: Utilizing an innovative and progressive approach to teaching, SOLES combines the latest in technology with the newest developments in the fields of leadership and education. It’s a school that’s on the move. The stripes represent a sense of movement. The photography features just some of the great assets of the school — technology, student-faculty interaction and the university’s newest and most state-of-the-art facility.
Guidelines for Designing Materials
A marketing piece — whether it’s a publication, brochure, newsletter or even a postcard — should be viewed as a unit in its entirety, rather than as the parts that make up that unit. Therefore, margins, fonts, formatting, column structures, point sizes and spacing — between headlines and stories and photos and captions — should be consistent from story to story, section to section and cover to cover.

Grid System
Picture an imaginary grid on your page. Everything on that page should fit within the grid and on equal points along the grid. Using a consistent grid system means making sure that all text — from one column to the next and one page to the next — lines up evenly. The placement of graphics, charts or other stand-alone elements should be placed with the grid in mind. Readers who may know nothing about grid systems can sense the grid innately and can tell, even if they can’t put their finger on it, if something isn’t consistent in the way it’s aligned on the grid.

Column structure
A column structure ensures that from top to bottom and left to right the columns, the column heights, the column widths, the gutter widths and the margins on all four sides of the page are consistent. A grid with four columns offers great flexibility. Photos can run across one column, two columns or, if they’re very compelling, even across three. Text can run across one or two columns, but, tends to lose impact and becomes more difficult to read if it runs across more than two.

Alignment
It’s best, in most cases, to align text flush left — not centered, flush right or justified. Centered text tends to interfere with the integrity of the grid system. Flush right text is difficult to read and justified text can lead to awkward gaps and spacing and too many hyphens, which should be avoided and fixed when possible.

White space
Adding white space is a key element to design and should be a deliberate active part of planning your layout. Designing with adequate white space offers breathing room and a place for the reader’s eye to rest. It also allows the reader to focus on your message. Designs that utilize adequate white space are crisper, cleaner and more sophisticated. Cramped layouts are difficult to read, create tension or confusion and typically look more amateurish.
**Print Standards**

**Fonts**
See the typography section of this chapter of the manual for specific guidelines for using the university’s official fonts.

**Point sizes**
Point sizes vary depending on the hierarchy of various elements within a printed piece. Headlines are higher on the hierarchy than subheads and subheads are higher than body text. The point size assigned to each tier should be maintained throughout the piece.

- The point size for all body text should be consistent throughout a publication.
- The point size for headlines should be consistent throughout a publication.
- The point size for subheads should be consistent throughout a publication.
- The point size of photo captions should be consistent throughout a publication.
Typography
Typography, like color and graphics, is a design element and allows a user to express style. However, 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 key, when using typography, is to keep the look as simple and clean as possible. Many type styles does not necessarily mean a better design. In fact, keeping a limited number of type styles in a design is good practice.

Official University Fonts
The University of San Diego adopted two official fonts: Berkeley and Myriad. Please contact the Department of Marketing and Strategic Partnerships about acquiring these fonts for your area.

• Berkeley has a classic, elegant look — words that also describe the university itself. Berkeley is a traditional font best suited for projects that are more formal, as well as for academic and educational projects.
• Myriad is strong, yet neutral. This font is contemporary. It’s considered readable and friendly, and works well with the university’s established identity.
• If those fonts are not available, Garamond is an alternate font to Berkeley and Arial is an alternate font to Myriad.
• Arial should be used for the web.
• Garamond is the font that must be used for all University of San Diego newsletters. Garamond also is the preferred font for all general campus correspondence. For additional guidelines regarding general campus correspondence, refer to the business systems chapter of this manual.
• Two additional fonts, Impact and Grotesk, are reserved strictly for athletics materials.
Type Families
A type family, also known as a font family, is a collection of variations that allow for flexibility with one particular font. Font families usually include regular, light, italic, black and bold type options for a given font. When working with type, it’s best to choose one font family in a design. Therefore, whether one is working with a headline, body text, photo captions or other type elements, the overall design appears more cohesive.
Print Standards

Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
**Definitions**

- **Point size:** Point size refers to the height of the type. Type traditionally was molded from lead and was available in sizes that were measured in points. Today, type is digital and point sizes are easy to change.

- **Leading:** Leading refers to the distance between lines of type. In the early days of printing, the distance between lines of type was based on how many strips of lead were placed between the lines of text. If the leading, or space between the lines, is tight it means the lines are closer together. Tight leading is typically more difficult to read. If the leading is more open it means the lines of text are farther apart. Open or “looser” leading is usually easier to read. It is preferable to use loose leading because a reader’s eyes can jump white spaces more easily than they can distinguish cramped words.

- **Kerning:** Kerning refers to the distance between each letter of type. The key is to make sure the space between any two letters is consistent and isn’t too tight or too loose.

- **Serif font:** Berkeley is a serif font. A serif font has structural details or flourishes on the ends of the strokes that make up letters and symbols. Serif fonts tend to be more formal and often are used for body text because it is believed that these fonts are easier to read in print. However, they tend to be more difficult to read on computer screens and, therefore, are not the best choice for web.

- **Sans serif font:** Myriad is a sans serif font. A sans serif font is one that does not have flourishes on the ends of the letters. Sans serif fonts tend to be more casual and are often used in shorter pieces. Sans serif fonts tend to have a cleaner, simpler look. They also are easier to read on computer screens and, therefore, work well on the web.

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*No man is an Island, entire of itself; every man is a piece of the Continent, a part of the main; any man’s death diminishes me, because I am involved in Mankind; And therefore never send to know for whom the bell tolls; it tolls for thee.*  
— JOHN DONNE

---

*S AN D I E GO*  
**tight kerning**

*S AN D I E GO*  
**loose kerning**

* tight leading

No man is an Island, entire of itself; every man is a piece of the Continent, a part of the main; any man’s death diminishes me, because I am involved in Mankind; And therefore never send to know for whom the bell tolls; it tolls for thee.  
— JOHN DONNE

* loose leading

No man is an Island, entire of itself; every man is a piece of the Continent, a part of the main; any man’s death diminishes me, because I am involved in Mankind; And therefore never send to know for whom the bell tolls; it tolls for thee.  
— JOHN DONNE
Alignment Styles

The alignment of the text within text blocks contributes to the tone of a document.

- **Flush left:** Flush left and ragged right text is preferred because it’s easier to read and allows for better spacing.
- **Flush right:** Flush right text is difficult to read and should be avoided unless a design dictates that it’s necessary.
- **Centered:** Centered text can be appropriate for short amounts of copy such as in announcements or invitations.
- **Justified:** Justified text appears formal, less dynamic and often leads to problems with spacing.

Type Styles

- **Bold:** Don’t overuse bold styles. It diminishes the effect that a bold style was created to accomplish.
- **Italics:** Italics should be used at a minimum because it is more difficult to read and reflects a less formal voice. It should not be used to indicate emphasis because its form is lighter and weaker and actually makes text look more understated.
- **All caps:** All caps should be avoided because it is difficult to read. It also forces the reader to slow down.
- **Upper and lowercase:** This is the preferred type style. It is neutral and easy to read.

---

10 point Berkeley

… Two roads diverged in a wood, and I — I took the one less traveled by, And that has made all the difference.
— Robert Frost

12 point Myriad

… Two roads diverged in a wood, and I — I took the one less traveled by, And that has made all the difference.
— Robert Frost

10 point Myriad

… Two roads diverged in a wood, and I — I took the one less traveled by, And that has made all the difference.
— Robert Frost
**USD’s Photography Style**
Photography plays a strong role in the University of San Diego’s visual identity. Great care should be taken when choosing existing photos for a project or when commissioning a professional photographer to shoot new photos.

Photos that are taken outdoors and capture the brilliance of the blue sky help give the photos a sense of place and showcase USD’s location in San Diego. The blue sky also complements the university’s school colors and visual identity.

Photos that explore all facets of student life on campus — especially the relationships between students and their classmates, students and the faculty or the relationship between the university and the local or international communities — illustrate USD’s commitment to its mission and core values.

Photos that capture how we live out our faith through service to others show the importance of USD’s Catholic heritage.

Photos that underscore the rigor of the academic programs — including students and faculty collaborating in labs, conducting research in the field or working with the most technologically advanced equipment — demonstrate USD’s dedication to remaining on the cutting edge.

Photos that exemplify school spirit show what it means to be a Torero — an athlete, a fan, an alumnus or alumna, a friend of USD or anyone who, like a Torero, represents courage, honor and fidelity and a willingness to stand alone and accept a challenge.

Photos that feature the beauty of the campus and the richness of the Spanish Renaissance architecture depicts something that no other campus in the nation can claim.

Each school, center, institute, department and program, should determine how to incorporate these elements in their photography and begin building photo collections that best represent their units.

For assistance in choosing the best photographer for your unit, contact the Department of Marketing and Strategic Partnerships at (619) 260-4690.

**General Photography Guidelines**
Here are some tips for capturing great photos.

- **Resolution:** The resolution of digital photos should be at least 300 dpi when they are sized at 8x10. Photos that run on websites are typically 72 dpi. These low-resolution photos do not reproduce well in printed pieces and cannot be used.

- **Composition of photos:** Photos should help tell your story and help the reader better understand and connect to the person or people in the shot.

- **Photos to avoid:** Posed group shots or check-passing photos, affectionately referred to in the industry as “grip-and-grin” photos, are less compelling than environmental portraits, which — as the name suggests — show a person in his or her environment and offer insight into his or her personality.

- **Headshots:** Standard headshots aren’t quite as compelling as environmental portraits, but, are often useful. Driver’s license photos and police
line-up photos are often taken head on and are often, let’s just say, unattractive. To avoid a head-shot that looks like a “mug shot” ask your subject to turn his or her head slightly to one side or the other and crop it more tightly during production. Using headshots that are cropped more tightly bring the subject forward in the picture, which can be more intimate and give the subject more character. When using more than one headshot in a publication, make sure they are cropped similarly and are the same size so some do not appear more or less important than others.

- **Full-bleed photos:** Full-bleed photos fill the page. They are options that could be considered when planning a photo shoot, choosing a photo or creating a design.

- **Be aware of branding:** Pay attention to what the person is wearing and make sure the subject in the photo isn’t wearing clothing with an inappropriate message. Also, when suggesting how a subject should be dressed, consider using USD colors and merchandise. Whenever possible, have the subject avoid wearing the school colors of other universities in the region, specifically red or the combination of red and black.

- **Be aware of diversity:** Be aware of diversity when selecting photos of people, both in terms of age and gender, as well as race and ethnicity.

- **Avoid stereotypes:** Do not depict the subject in a way that could be construed as stereotypical.

- **Arranging photos:** When designing pages, position photos to face inward. This draws the reader’s eye into the publication rather than toward the outside margin.

- **Try new perspectives:** Think outside the box. Take shots that are vertical and horizontal. Take shots that show the subject from all different kinds of angles. Don’t be afraid to zoom in and get close-up shots.

For assistance in choosing the best photographer for your project, contact the Department of Marketing and Strategic Partnerships at (619) 260-4690.
Choosing a Paper for a Project
Materials for the University of San Diego should be produced on bright white papers or papers that match, as closely as possible, the university’s other primary colors — Founders Blue (PMS 281), Torero Blue (PMS 292) or Immaculata Blue (PMS 300). In some cases, materials also may be produced on off-white or neutral papers. However, materials should rarely be produced on papers of other colors.

Specific paper stocks that have been chosen for the university’s business cards, stationery, note pads and other similar uses are outlined in the Business System chapter of the manual. A specific paper stock also has been chosen for university newsletters and is listed in the newsletter section of this chapter of the manual.

Sustainability
The University of San Diego is dedicated to the principles of sustainability. The university has its own recycling mark featuring the motto, “Be Blue. Go Green.”

The Department of Marketing and Strategic Partnerships promotes the use of specific paper stocks that are recycled and produced from forests that are properly managed. The department also works with printing companies that have been certified by the Forest Stewardship Council, use soy-based inks rather than inks made with petroleum and, in some cases, even use wind power.

For information regarding how to use the university’s recycling mark on materials, see the Graphic Standards chapter of this manual.

For assistance in choosing either a paper stock or an appropriate printer for your project, contact the Department of Marketing and Strategic Partnerships at (619) 260-4690.
Print Standards

Best Practices
Here are examples of various printed materials, from postcards to publications, and everything in between. This section shows how these materials look when properly using the University of San Diego design tools — the appropriate logo and marks that are properly sized and placed, the color palette, the official typography, and design elements such as blue color bars, architectural elements or the cross. For guidelines regarding event invitations, refer to the event standards chapter of this manual.
Print Standards
Print Standards

Intersession Bulletin

Arts Calendar Direct Mailer
American Humanics

Our Mission

American Humanics is a residential college of faith, witness, and resources committed to the education, spiritual formation, and professional development of our students.

A Very Lucky Life

The School of Leadership and Education Sciences (SLES) is a leading institution focused on preparing the next generation of education leaders. Our mission is to inspire, challenge, and empower our students to become agents of change in their communities. We offer a wide range of programs, from undergraduate degrees to graduate certificates, that focus on leadership, education, and human services.

Homecoming 2006

The University of San Diego is a vibrant and diverse community that values its traditions and celebrates its history. Homecoming is a time for our alumni, students, faculty, and staff to come together to celebrate our shared heritage and to build new memories.

Newsletter

Honors Convocation

The University of San Diego’s Honors Convocation is an annual event that celebrates the achievements of our Honors Program students. This year, we are excited to recognize the outstanding accomplishments of our students, who have demonstrated exceptional academic excellence and leadership.

An Easter To Remember

Easter is a special time for many people around the world. At the University of San Diego, we are preparing for Easter with a series of events that will bring together our community to celebrate this important holiday.

Alumni News

Clint Ashley ’04 is creating a legacy in the community. After successfully launching a legal practice in San Diego, Ashley has returned to his alma mater, the University of San Diego, to serve as a professor. His focus is on empowering and inspiring the next generation of leaders in the legal field.

Newsletter...
**Newsletters**

Newsletters are a marketing tool the university can use to communicate newsworthy information on behalf of an academic or administrative unit, including feature stories about students, faculty, administrators, alumni or other campus constituents; a recap of important news or events that have taken place since the previous newsletter was produced; a calendar of upcoming events; stories about future endeavors; updates on fundraising efforts; information about changes in curriculum or announcements of new hires.

The content of newsletters makes each look unique, but, in order to unify the look of countless newsletters that could be produced across campus, the Department of Marketing and Strategic Partnerships has created a newsletter guidelines packet.

The Marketing and Strategic Partnerships staff also will create a custom banner for all newsletters. To request the creation of a custom newsletter banner and the accompanying newsletter guidelines packet, fill out a project request form at www.sandiego.edu/marketing/services.php.

The newsletter guidelines packet is far more comprehensive than what is outlined in this manual. This manual outlines the following sections of the newsletter guidelines packet:

- Newsletter color guidelines
- Newsletter font
- Formatting specifications
- Newsletter paper specifications

**Newsletter Color Guidelines**

The University of San Diego’s official colors — blue and white — play an integral role in creating a unified look that crosses all disciplines. Newsletters may use either Immaculata Blue (Pantone 300), Founders Blue (Pantone 281), black or white. There is no white ink in printing, but, the white paper, used for all newsletters, means that when used on a dark block of color, it stands as a free color option in any of these color combinations.

The following color guidelines take budget constraints into consideration:

- **One-color printing, with one-color photos:** Newsletters with a limited budget can be produced in one color using either Immaculata Blue or Founders Blue, as well as the screened tints of those colors, which can give that one color surprisingly more range. Using white is a free option when used on a dark block of color.

- **Two-color printing, with two-color photos:** Newsletters with a slightly higher budget can be produced using two colors. The color combinations could be either Immaculata Blue with black, Founders Blue with black, or Immaculata Blue and Founders Blue. Using white is a free option when using it on a dark block of color.

- **Two-color printing, with four-color photos:** Newsletters with an even higher budget can be produced using two colors — using the same combinations listed above. However this option allows for four-color photos.
**Newsletter Font**
The font that should be used for all newsletters is Garamond, a font that is readily available on all PC and Mac computers.

**Newsletter Formatting Specifications**
The following formats and specifications should be followed for all newsletters.

<table>
<thead>
<tr>
<th><strong>Headlines:</strong></th>
<th>Garamond Bold 21 point type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Subheads:</strong></td>
<td>Garamond Semibold 12 point type</td>
</tr>
<tr>
<td><strong>By Lines:</strong></td>
<td>Garamond Semibold 10 point type</td>
</tr>
<tr>
<td><strong>Body Text:</strong></td>
<td>Garamond Regular 10 point type</td>
</tr>
<tr>
<td><strong>Drop Caps:</strong></td>
<td>Garamond Bold 1 character count 3 line counts</td>
</tr>
<tr>
<td><strong>School/Unit ID:</strong></td>
<td>Garamond Semibold (All Caps) 8 point type</td>
</tr>
<tr>
<td><strong>School/Unit Phone:</strong></td>
<td>Garamond Semibold 8 point type</td>
</tr>
<tr>
<td><strong>Volume and Issue:</strong></td>
<td>Garamond Semibold (All Caps) 8 point type</td>
</tr>
<tr>
<td><strong>Photo Captions:</strong></td>
<td>Garamond Italics 8 point type</td>
</tr>
</tbody>
</table>

| **Continued On/From:** | Garamond Italics 10 point type |
| **Footer Text:** | Garamond Italics 10 point type |
| **Mailing Panel:** | Garamond Semibold (All Caps) 8 point text |
| **Endicia Postage** | Garamond Bold 10 point text |
| **The word paid** | Garamond Bold 10 point text |
| **School/Unit Name:** | Garamond Semibold (All Caps) 8 point type |
| **Address:** | Garamond Regular 8 point type |

**Newsletter Paper Specifications**
Please inform the company printing the newsletter that the following paper should be used for all newsletters:

*McCoy Velvet 100# text*
How to Use the University of San Diego’s Design Tools with Other Brands

The university’s name, logo, seal, medallion, monogram, word marks and custom signatures are federal trademarks and owned exclusively by the University of San Diego. They represent the authority and backing of USD and, therefore, these elements may not be used to designate a business, social, political, religious or other organization. These elements may not be used to imply the university’s endorsement, support, affiliation or association with any organization, product or service without permission of the university.

Organizations that would like to use the University of San Diego’s trademarks on co-branded materials, partnership materials or endorsement materials, must request permission by filling out a project request form at www.sandiego.edu/marketing/services.php.

The use of USD’s trademarks is strictly governed. When used in this manner, the trademarks must follow the guidelines outlined in this manual. The artwork and product samples for all of these types of uses of the University of San Diego trademarks must receive approval in advance of production, sale or distribution of any materials or merchandise. All uses of USD trademarks must be approved for each project regardless of past approvals. To receive approval in these situations, contact the Department of Marketing and Strategic Partnerships.

Although the marks of other organizations will be present, when the University of San Diego is designing or has design authority over co-branded materials, partnership materials or endorsement materials, they must be created using the University of San Diego’s design tools — incorporating, for example, USD’s guidelines regarding trademarks, fonts, color palettes.