

## 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.

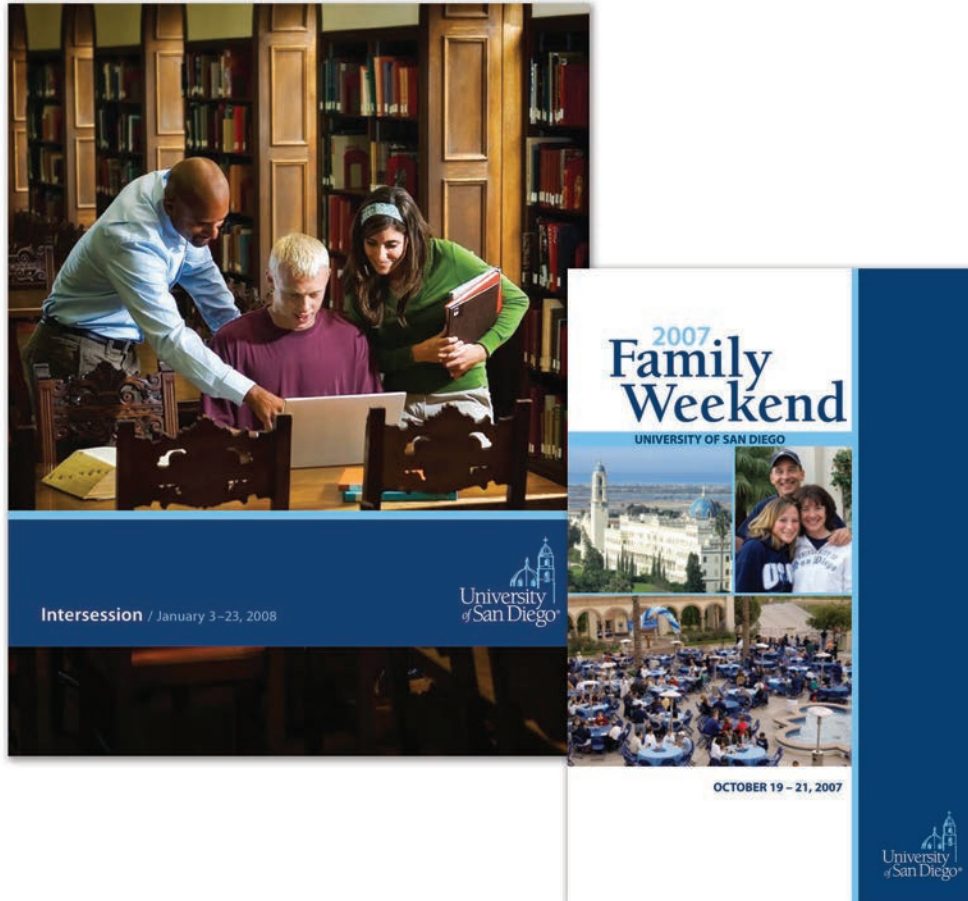
# Print Standards

## 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.



# Print Standards



Use of architectural elements



The Cross



End Mark

exceptional new teachers and fostering opportunities for students and faculty. It's been quite a year for the School of Business Administration's Burnham-Moore Center for Real Estate. The center was renamed this spring upon receiving a \$5-million endowment gift from the Burnham Real Estate organization and John Moores, the company's co-chairman and Summer 2004 USD magazine, and was formally dedicated at a st, just before launching a new master of science degree in real estate, the center hired Tu, a finance and investment professor from California State University, Fullerton, to teach in the new program and at the undergraduate level. One of Tu's colleagues at the center, Elaine Worzola.

- *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.

# Print Standards



## 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.



# Print Standards



*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.

# Print Standards



*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

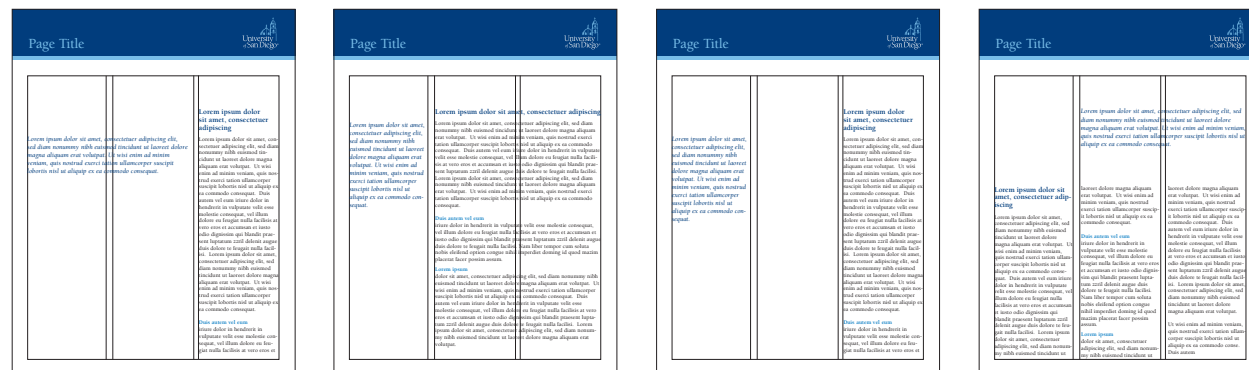
A column structure ensures that from top to bottom and left to right the columns, the column heights, the column widths, the gutter widths and the margins on all four sides of the page are consistent. A grid with four columns offers great flexibility. Photos can run across one column, two columns or, 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.



Layout variations using a three-column grid



Balanced white space

Cramped layout





## 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.

## Berkeley

Berkeley Book  
**Berkeley Bold**  
**Berkeley Black**  
*Berkeley Book Italic*  
*Berkeley Bold Italic*  
***Berkeley Black Italic***

## Myriad

Myriad Roman  
*Myriad Italic*  
**Myriad Bold**  
***Myriad Bold Italic***

### 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.

*Berkeley Book*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Berkeley Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Berkeley Black*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Berkeley Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Berkeley Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Berkeley Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## 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.

*Myriad Roman*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Myriad Bold*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

*Myriad Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

*Myriad Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***



SAN DIEGO

*tight kerning*

SAN DIEGO

*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

## 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.

*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 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

*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

*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

## 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.

## 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 headshot 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

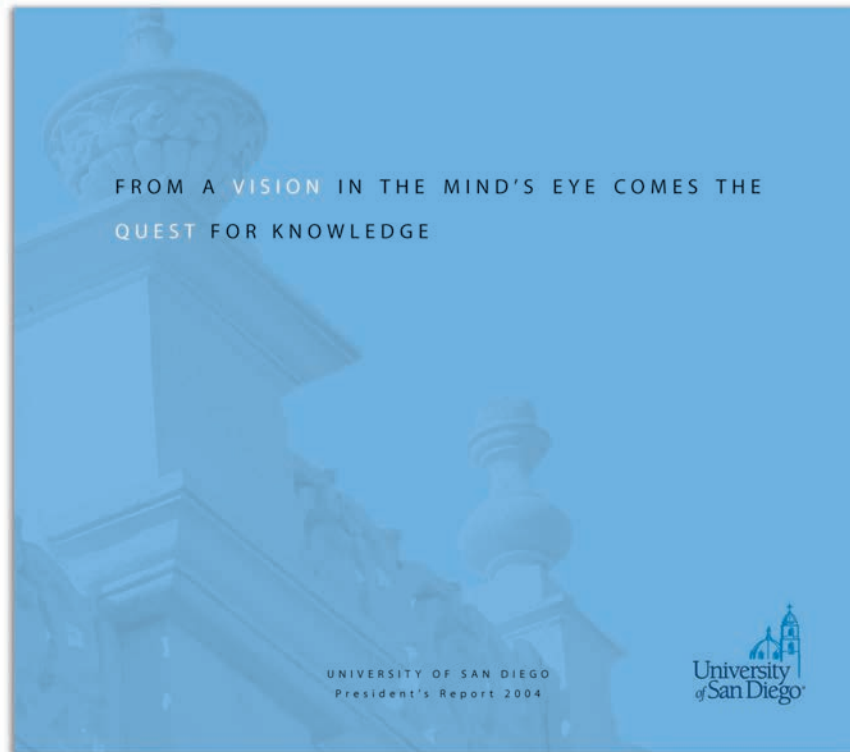
Here are examples of various printed materials, from postcards to publications, and everything in between. This section shows how these materials look when properly using the University of San Diego design tools — the appropriate logo and marks that are properly sized and placed, the color palette, the 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.



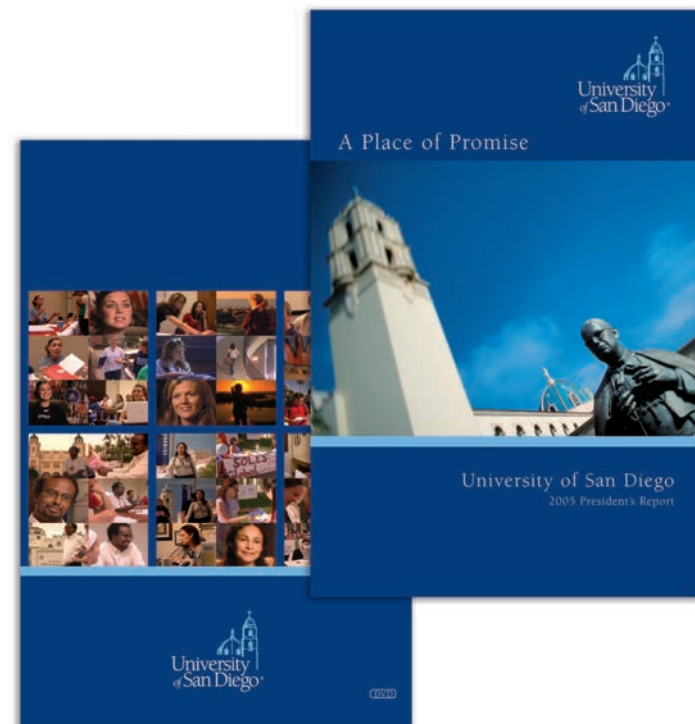
*Front of brochure*

*Back of brochure*

# Print Standards





*President's Report*




*DVD Packaging*

We do more than prepare students for the world.

We prepare them to change it.

The University of San Diego, a Catholic institution of higher learning, offers more than 60 bachelor's, master's and doctoral degrees. Graduate programs available in business, executive leadership, law, real estate, science and technology.



www.sandiego.edu

Advertisement

## Transforming the Future

USD SCHOOL OF LEADERSHIP AND EDUCATION SCIENCES BUILDING




Our students have no intention of taking "what has been," but instead take steps to create "what can be."

### You are Invited

Join the USD community, civic and business leaders at the

**Groundbreaking Ceremony for the University of San Diego School of Leadership and Education Sciences**

Monday, April 24, 2006  
11 a.m.

Site of the new building opposite USD's Copley Library

A reception will follow the groundbreaking ceremony.

To RSVP or for information, please call (619) 260-7646

Learn how you can join USD in making this exciting new building possible. Contact Gary Neiger at (619) 260-7783.

**University of San Diego School of Leadership and Education Sciences** has become a nationwide model noted for its cutting-edge programs and innovative leadership training.

The school prepares students for leadership roles in teaching, counseling, and administration, and offers post-graduate opportunities and certification programs to teachers, administrators, therapists, military personnel, and professionals in nonprofit organizations and other professional arenas.

On April 24, 2006, USD will break ground on a new, critically needed 80,000-square-foot School of Leadership and Education Sciences building. The new facility will better serve its students and the San Diego region with observation rooms and demonstration classrooms, and will allow faculty to establish academic institutes to host important community meetings and forums.

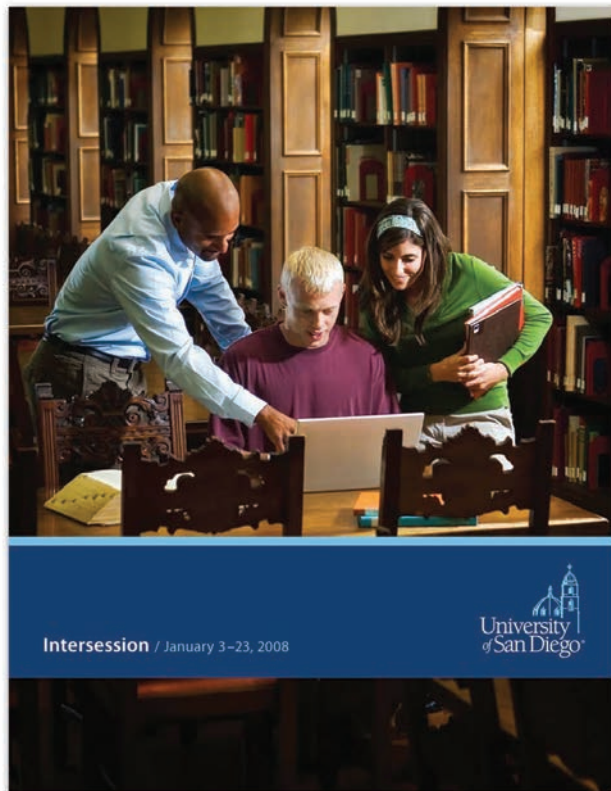


www.sandiego.edu

Advertisement



# Print Standards



*Intercession Bulletin*




*Arts Calendar Direct Mailer*



Poster



Athletics Sports Banquet Invite Cover



# AMERICAN HUMANICS

SCHOOL OF LEADERSHIP AND EDUCATION SCIENCES

## Our Mission

American Humanics (AHO) is a national alliance of colleges, universities and nonprofits; our mission is to educate, prepare and certify professionals to strengthen and lead nonprofit organizations.

### A Very Lucky Life

By Greta Hunter


I have been very lucky my whole life. I have a great family and I have been given a lot of good opportunities. I realize that most people in the world have not been as fortunate as I have. People often say that we are all created equal, but I would have to disagree. There is no equality when a child can be born into poverty. That child has no control over who their parents are, but that can cause them to start their lives at a disadvantage. I feel it is the responsibility of every human being to help other human beings. I feel personally responsible for giving back to those people who were as lucky as I was. Volunteering is a very humbling experience. It can give you a lot of perspective on your life. Through my time volunteering I have come to the realization that there are many people that need help. Unfortunately in our society people are most motivated by money than they are by things like compassion. I hope that more and more people will begin to volunteer and realize how much giving up a little time can do for someone who is less fortunate. Life is not fair to every person, but if we just take some time to help it can make up for some of that unfairness.

(Continued on page 2)

### Homecoming 2006

A Sneak Peek of Our New Home

The School of Leadership and Education Sciences (SOLES) is planning a homecoming celebration with an event on Saturday, Oct. 7, 2006, 10:30 a.m. - 12:30 p.m. The theme is "A sneak preview of our new home" with one of the main activities being lunch-hat site visits with the dean and department chairs.




School of Leadership and Education Sciences building scheduled to open in 2007.

The cost is \$5 per adult or \$10 per family to attend, with proceeds going into the SOLES general scholarship fund. Please RSVP to Don Tintin at (619) 260-4539 or [sdles@usd.edu](mailto:sdles@usd.edu)

### Save the Date!

American Humanics Management Institute 2007  
January 3-6, 2007  
Renaissance Hotel, Washington, D.C.  
"Empowering Communities Through People, Passion and Policy"  
Go to [www.humanics.org/ahmi](http://www.humanics.org/ahmi) for more information.



AMERICAN HUMANICS  
NEWSLETTER

FALL 2006  
VOLUME 1, ISSUE 1

SCHOOL OF  
LEADERSHIP AND  
EDUCATION SCIENCES

Phone (619) 260-4538  
[www.usd.edu/ahmi](http://www.usd.edu/ahmi)

## Newsletter

### Honors Convocation

The University of San Diego's Honors Convocation was held on May 2, 2006, in Valley Theatre. The following American Humanics students were acknowledged for their achievements:

**Chito Ayala**  
Timothy Council  
Grace Hanes  
Candice Jones  
Enrica Macklin  
Jennifer Malowski  
Christine McLaughlin  
Randy Opdycke  
SueEllen Pizzo  
Whitney Smith

**Timothy Council**  
Departmental Honors in Political Science  
Pi Sigma Alpha National Political Science Honor Society

**Grace Hanes**  
Departmental Honors in Interdisciplinary Humanities

**Candice Jones**  
Lambda Pi Eta National Honor Society in Communication Studies  
University Minority Student Service Leader Award

**Amanda Krimer**  
Who's Who Among Students in American Universities and Colleges

### Alumni News

**Chito Ayala '06** is awaiting an assignment in the Peace Corps. Chito is currently a manager for Ragal Cinema.

**Michelle (Biput) Behrens '01, '05** graduated from USD's Mental and Family Therapy program in August 2005. She works for the University of California, San Diego, Department of Psychiatry doing research on anxiety disorders, spending time between therapy with study patients and coordination of the study. Michelle married **Randee Behrens '02** in October 2005. They are busy remodeling their home, doing all of the work themselves.

**Paul Busch '95** works for Wells Fargo Bank in Minneapolis, Minn.

**Tim Council '06** is working at the Telly Wells YMCA in San Diego.

**Anna DeVos '04** is in graduate school at San Diego State University, working toward her M.A. in Anthropology with a concentration in applied anthropology.

**Derrick Fells '03** is vice president of TenDot Computers' based in Lincoln, Neb.

**Erica Hanes '00** is working on her Ph.D., anticipating a completion date of May 2007. This September she will begin interning at Children's Hospital in San Diego, in the Department of Hematology/Oncology.

**Allie Jones '00** is working for Children's Hospital Central California in Fresno, Calif., as a foundation representative for major and planned gifts. She recently returned from a two-week vacation in Spain and Italy.

**Enrica Macklin '06** is attending graduate school at the University of Louisville in Kentucky.

**Jennifer Malowski '06** is attending graduate school at San Diego State University.

**Christine McLaughlin '06** worked for Camp Adventure this past summer in Germany.

**Randy Opdycke '06** was honored as a 2006 USD Woman of Impact for her work with the American Diabetes Association. She is attending graduate school at the University of Southern California and will be training for the Olympic Trials of 2008 in the 100 Open Water Competition. Randy finished in third place in the women's 25K U.S.A. National race at the U.S.A. Swimming Open Water National Championships on June 6, 2006, at Fort Myers Beach, Fla.

**Christina (Graves) Remick '99** is a kindergarten teacher in San Diego. She is married and has a 2 1/2-year-old daughter, Isabel.

**Krista Scarborough-Hernandez '95** has earned graduate school in the Counseling program at USD. She is also working at USD as a resident coordinator.

**Alicia Siferment '01** works for Scripps Research Institute in La Jolla, Calif. Alicia is engaged and will be married at Founder's Chapel in December 2006.

**Elizabeth (Perez) Tase '97** married Travis Tase on July 25, 2005 at Founder's Chapel. They live in Costa Mesa, Calif.

To submit alumni news for our next issue, please contact Tina Vothler at [tvothler@usd.edu](mailto:tvothler@usd.edu).

### An Easter To Remember

By Alyssa Tullgren

This past semester, I was lucky enough to participate in the American Humanics' Easter Baskets project for children in foster homes. I was given a list of nine names of children that I had not met and got to shop for the things they wanted for Easter. After gathering all of the goodies for the Easter baskets, we put them all together and wrote names on each bag for the children. All of the preparation was a lot of fun, but delivering the baskets was the best part. This was an amazing experience because I actually delivered the baskets to the different group houses. As the first house we visited, we could hear the kids "yelling" and "yelling" from inside their rooms, complaining they could not come out and see the baskets because it wasn't Easter yet. The next house was the most special to me. I went inside and was privileged enough to meet the kids. There were about 10 children of all ages, mostly boys, but a few girls as well. After we met the children, we brought in the baskets and put them in a special room, so they could see them until Easter morning. The highlight of the trip was when I was about to leave and one of the little boys ran up to me and gave me a little picture that he had drawn for just for me. He smiled and gave me the drawing, then ran away right after I said, "Thank you." It was one of those special moments that I will never forget. I will have the picture in my car. I will carry the memory of those Easter baskets, how happy all the children were and how happy we were when we received all the thank you letters from them. The little things that you can do can really put a smile on someone else's face.



### Easter Basket Recipients Say Thank You!

On behalf of my staff and the residents at New Alternatives, Inc., #151 I would like to thank you, USD Humanics, for the Easter bags that you provided for our residents. Each bag you will find some personal thank you cards from some of our residents. Individuals like you help make a difference in the children that we serve on a daily basis. New Alternatives, Inc. is a private non-profit organization, dedicated to providing psychological and mental services to children and their families.

Sincerely,  
Cathie Price, Program Director, New Alternatives, Inc.

Thank you USD, Happy Easter. Thank you for the notebooks, folder and shoes and cap! Your bag really meant a lot to me. Since I did not get a very good Easter before this year.

Love Always, Amy

THANK YOU! HAPPY EASTER! Thank you so much for thinking about the kids like me who don't have a family or someone to say "Happy Easter" to. Your thanks to you guys and girls I had a brighter Easter. Thank you to every one who helped to make this possible for you to give us baskets. Thank you!

Margaret

Thank you USD, I was so thank you for this Easter basket and the CD player, sweater and card, folder, notebook, etc. With I really appreciate it. Thank you very much. I will have to give to USD and experience it's good. I want to be a doctor. I want to see if you have anything about that. Oh, again, thank you!

Thank you! Happy Easter.

Always, Marlene

Thank you USD. Thanks for everything! It's much appreciated, and nice to know that there are people out there who care like you.

Renee Lee

Dear USD,

Thank you very much for the Easter bag. I really liked the basket. Pick some of my favorite colors. Thank you guys made me HAPPY!

Always, Felicia

Thank you. Thank you for everything. I really loved it. God Bless you all.

Sara

Thank you very much USD. Thanks for everything you gave us for Easter baskets. I really loved it a lot.

Always, Nancy

Dear USD,

Thank you very much for the Easter bag. I loved it a lot.

Love ya, Anna

Thank you

Enrica Johnson

## 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](http://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.



## About American Humanities


**HUMANICS**  
Defined by Random  
House  
**HUMANICS**  
(byoo-man 'iks)  
(constructed as sing.)  
the study of the nature  
or affairs of mankind.  
[Human+ics]


American Humanities is an innovative course of study that develops and certifies university students to become skilled professionals and leaders in America's youth and human service agencies. It is the only national nonprofit that meets these needs.

- More than 5,000 new professionals are needed annually by American Humanities nonprofit partners to fill entry-level vacancies.
- More than 2,500 college students have been certified by American Humanities.
- Hundreds of human service agencies employ American Humanities certified graduates.
- Funding is available to students in the form of scholarships annually.

For More Information  
University of San Diego  
School of Leadership and Education Sciences  
American Humanities Certificate Program  
5998 Alcalá Park, San Diego, CA 92110-2492

Program Director: Teresa VanHorn  
Phone: (619) 260-4760  
E-mail: [rvanhorn@sandiego.edu](mailto:rvanhorn@sandiego.edu)  
[www.sandiego.edu/soles](http://www.sandiego.edu/soles)





SCHOOL OF LEADERSHIP AND EDUCATION SCIENCES — School/Unit name  
American Humanities — Address  
5998 Alcalá Park  
San Diego, CA 92110-2492

Endicia Postage —  
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SAN DIEGO, CA

# AMERICAN HUMANICS

SCHOOL OF LEADERSHIP AND EDUCATION SCIENCES

## Our Mission

American Humanities (AH) is a national alliance of colleges, universities and nonprofits; our mission is to educate, prepare and certify professionals to strengthen and lead nonprofit organizations.

## A Very Lucky Life—Headline


By Grant Hamer — By Line

I have been very lucky my whole life. I have a great family and I have been given a lot of good opportunities. I realize that most people in the world have not been as fortunate as I have. People often say that we are all created equal, but I would have to disagree. There is no equality when a child can be born into poverty. That child has no control over who their parents are, but that can cause them to start their lives at a disadvantage. I feel it is the responsibility of every human being to help other human beings. I feel personally responsible for giving back to those people who weren't as lucky as I was. Volunteering is a very humbling experience. It can give you a lot of perspective on your life. Through my time volunteering I have come to the realization that there are many people that need help. Unfortunately in our society people are more motivated by money than they are by things like compassion. I hope that more and more people will begin to volunteer and realize how much giving up a little time can do for someone who is less fortunate. Life is not fair to every person, but if we just take some time to help it can make up for some of that unfairness.

## Homecoming 2006

A Sneak Peek of Our New Home

The School of Leadership and Education Sciences (SOLES) is planning a homecoming celebration with an event on Saturday, Oct. 7, 2006, 10:30 a.m. - 12:30 p.m. The theme is "A sneak preview of our new home" with one of the main activities being hard-hat site tours with the dean and department chairs.



School of Leadership and Education Sciences building scheduled to open in 2007.

The cost is \$5 per alum or \$10 per family to attend, with proceeds going into the SOLES general scholarship fund. Please RSVP to Don Trinh at (619) 260-4539 or [soles@sandiego.edu](mailto:soles@sandiego.edu)

## Save the Date!

American Humanities Management Institute 2007  
January 3-6, 2007  
Renaissance Hotel, Washington, D.C.  
"Empowering Communities Through People, Passion and Policy"  
Go to [www.humanics.org/alumni](http://www.humanics.org/alumni) for more information.

Mailing Panel

Volume and Issue

School/Unit ID

School/Unit Phone

## 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.

**Headlines:** Garamond Bold  
21 point type

**Subheads:** Garamond Semibold  
12 point type

**By Lines:** Garamond Semibold  
10 point type

**Body Text:** Garamond Regular  
10 point type

**Drop Caps:** Garamond Bold  
1 character count  
3 line counts

**School/Unit ID:** Garamond Semibold  
(All Caps)  
8 point type

**School/Unit Phone:** Garamond Semibold  
8 point type

**Volume and Issue:** Garamond Semibold  
(All Caps)  
8 point type

**Photo Captions:** Garamond Italics  
8 point type

**Continued On/From:** Garamond Italics  
10 point type

**Footer Text:** Garamond Italics  
10 point type

## Mailing Panel:

*Endicia Postage* Garamond Semibold  
(All Caps)  
8 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](http://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.

