

A photograph of a white building with a prominent dome, likely a university building. The dome is dark and has a small spire on top. The building has arched windows and a balcony. In the foreground, there are trees with green and red leaves, partially obscuring the building. The sky is blue.

UNIVERSITY OF SAN DIEGO

# Identity Standards and Guidelines

SPRING 2017

The Office of University Publications tells the stories of the University of San Diego through printed and online materials that are primarily aimed at external audiences.

Our office provides editorial and design services for a wide range of projects, including *USD Magazine*, admissions materials, the annual Fact Book and a large number of other print and online pieces. To inquire further or to enlist our services, please submit a Project Request Form.

Visit our website at [www.sandiego.edu/publications](http://www.sandiego.edu/publications) to learn more about the USD brand and the services our department provides.

## Table of Contents

Our Identity . . . . .	1
Mission Statement . . . . .	1
Vision Statement . . . . .	1
Master Logo . . . . .	2
Academic Marks . . . . .	4
Seal . . . . .	6
Medallion . . . . .	8
Monogram . . . . .	10
Spirit Mark . . . . .	12
Athletics Marks . . . . .	14
Licensing . . . . .	14
General Marks and Logos Rules . . . . .	16
Anniversary Marks . . . . .	18
Custom Signatures . . . . .	18
Custom Logos . . . . .	18
Design Elements . . . . .	18
Improper Use of Marks and Logos . . . . .	17
Colors . . . . .	20
Proper Use of Accent Colors . . . . .	22
Improper Use of Accent Colors . . . . .	23
Typography . . . . .	24
Photography . . . . .	27
Writing . . . . .	28
Business Systems . . . . .	32
Stationery . . . . .	32
Email Signatures . . . . .	32
PowerPoint Presentations . . . . .	33
Web . . . . .	34
Responsive Design . . . . .	34
Social Media . . . . .	36
Video . . . . .	38
Video Repository/B-Roll . . . . .	39
Bumpers and Chyrons . . . . .	40
Video Platform . . . . .	40
<i>Leading Change: The Campaign for USD</i> . . . . .	42
Resources . . . . .	42
Email Signature . . . . .	44
Social Media . . . . .	44
Business Systems . . . . .	44
Leadership Listings . . . . .	46



# Our Identity

The University of San Diego's identity is based on a commitment to, and belief in, our mission, values and distinctions.

Beyond logos and slogans, our identity is reflected in what we do and say, what we print and proclaim and what message we impart as an institution and as members of the university community. Our identity is the excellence of our faculty; our identity comes to life when our students go into the world and make a living by making a difference; our identity is a reflection of our Catholic character and our collective commitment to the dignity and fullest development of the whole person.

Building our identity by maintaining certain consistent visual elements in materials helps the university build and maintain its stellar reputation locally, nationally and around the world.

## Mission Statement

The University of San Diego is a Roman Catholic institution committed to advancing academic excellence, expanding liberal and professional knowledge, creating a diverse and inclusive community, and preparing leaders dedicated to ethical conduct and compassionate service.

## Vision Statement

The University of San Diego sets the standard for an engaged, contemporary Catholic university where innovative Changemakers confront humanity's urgent challenges.

# Master Logo

The master logo represents everything about the University of San Diego — location, Catholicity, architecture and mission.

If we had to summarize our entire brand into a single graphic image, it is the master logo. The master logo is the cornerstone of USD's identity and should be prominently positioned in all printed and electronic communications materials. The horizontal master logo works best on projects that primarily have a horizontal format, such as certain postcards, billboards and mailers. Due to constraints of mobile technology, web designers and developers tend to prefer the horizontal master logo online over the stacked master logo.

While the minimum allowed size of the master logo is one inch, for certain projects — such as giveaway merchandise — exceptions can be granted, based on legibility.

**Do** build your design around the master logo.

**Do** place the master logo in a logical, prominent spot.

**TO REQUEST A MASTER LOGO, EMAIL:**

[publications@sandiego.edu](mailto:publications@sandiego.edu)



STACKED 2-COLOR MASTER LOGO



STACKED MASTER LOGO REVERSED WITH BLUE



STACKED 1-COLOR MASTER LOGO



STACKED MASTER LOGO REVERSED



HORIZONTAL MASTER LOGO  
(SAME COLOR VARIATIONS AS STACKED LOGO)



MINIMUM SIZE



CLEAR SPACE

# Academic Marks

In 2016, the President’s Cabinet approved horizontal academic marks for the use of the College of Arts and Sciences and each of the schools, as well as Professional and Continuing Education. The rationale for this change is to focus more prominence on the college and schools.

The university’s master logo should be the first choice for external communications. If an external communication is specifically about the college or school, the academic mark should be used.

The vertical custom signature for the college or schools may be used for communications aimed at the campus community — students, faculty, staff and alumni and in cases where space is an issue.

- Do** use the university’s master logo for general external communications.
- Do** use the academic marks for college- or school-specific communications.
- Do not** use custom signatures externally unless space is an issue.



PREFERRED ACADEMIC MARK FOR THE SCHOOL OF BUSINESS



VERTICAL CUSTOM SIGNATURE FOR THE SCHOOL OF BUSINESS



ACADEMIC MARKS

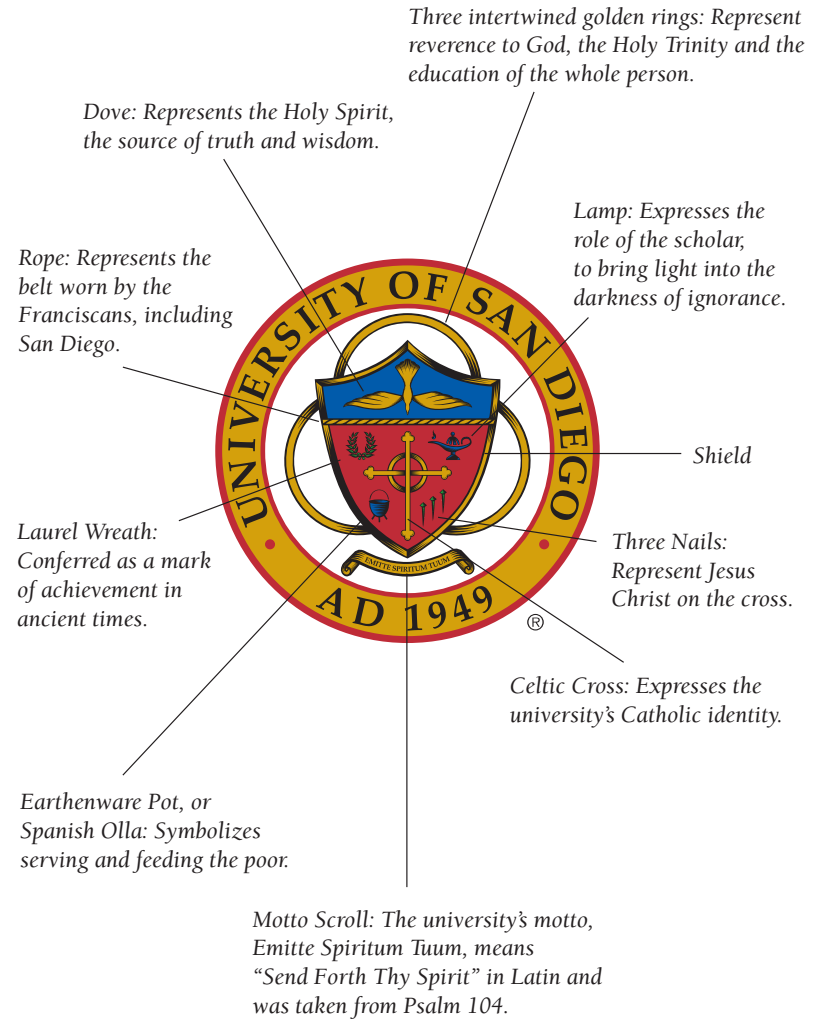
# Seal

The seal is the official, legal mark of the university. It depicts the university's history and is a symbol of its excellence.

The seal is comprised of the shield, the three intertwined rings and the university's motto. Adopted in 1997, the seal combines features from the College for Women, the College for Men and School of Law, and the Diocese of San Diego, and thus represents the University of San Diego's full history.

**The use of the seal is restricted and may be used only for:**

- Official presidential correspondence
- Official Board of Trustees correspondence
- Admissions acceptance materials
- Diplomas
- Commencement materials



# Medallion

The medallion is a graphic identity element that is an alternative to the seal.

Like the master logo, the medallion features The Immaculata, represents the University of San Diego's Catholicity and history, and provides a sense of location, by showcasing the university's proximity to the Pacific Ocean.

## Print

The medallion may be used in most printed materials. However, it should generally not be used on official documents or in applications that are directly related to the official business of the university.

## Web

While the medallion was not created for use on the web, there may be instances where it is appropriate. Please contact the Office of University Publications for approval on such applications.

## Merchandise and Apparel

The medallion may stand alone on merchandise and apparel. While the minimum allowed size of the medallion is 1", for certain projects — such as giveaway merchandise — exceptions can be granted.

USD has appointed IMG College Licensing (IMG CL) to serve as its exclusive trademark-licensing representative. It is important that all entities on campus use IMG CL-licensed vendors for production of any apparel or merchandise offered for sale, either on or off campus.

### TO REQUEST A MEDALLION, EMAIL:

[publications@sandiego.edu](mailto:publications@sandiego.edu)



FULL-COLOR MEDALLION



FULL-COLOR MEDALLION  
WITH REVERSED TRADEMARK SYMBOL



1-COLOR MEDALLION



1-COLOR MEDALLION REVERSED



1"

MINIMUM SIZE



CLEAR SPACE

# Monogram

The monogram is usually reserved for on-campus applications. It may also be used for major campus-wide initiatives that use the “USD” acronym or specialty items as approved by the Office of University Publications.

The monogram was created in 1979 by the university’s first graduate and former director of design, Therese Whitcomb ’53. The monogram was also part of the university’s logo from 1979 to 2005.

While the minimum allowed size of the monogram is 1”, for certain projects — such as giveaway merchandise — exceptions can be granted.

## Use the monogram for on-campus applications only:

- Monument signage
- Employee uniforms
- Pre-approved merchandise
- Certain sanctioned campus-wide initiatives

## TO REQUEST A MONOGRAM, EMAIL:

[publications@san Diego.edu](mailto:publications@san Diego.edu)



1-COLOR MONOGRAM



EXAMPLE OF SANCTIONED INTERNAL CAMPUS USE OF THE MONOGRAM



MINIMUM SIZE



CLEAR SPACE



# Spirit Mark

Spirit marks can be used on a wide range of informal materials for student groups, intramural teams, alumni organizations, athletic events, merchandise and web applications to communicate and express school spirit.

The spirit mark symbolizes, promotes and honors the Torero spirit. The Torero was chosen as a mascot by founder Bishop Charles Francis Buddy in 1961. The spirit mark showcases the Torero — in both words and graphics. It also ties the Torero mascot specifically back to the University of San Diego, reinforcing our name and our brand. All students, alumni, faculty and staff are members of the Torero community.

The spirit mark is comprised of two components, the Torero symbol and the primary athletic word mark. The latter may be used in lieu of the official university master logo on products or merchandise, in printed materials and on collegiate and club sports program stationery and business cards.

## Print

The spirit mark may be used alone in printed materials as long as the words “University of San Diego” are spelled out.

## Web

The spirit mark should not be used on advertisements, video or television broadcasts.

## Merchandise and Apparel

The spirit mark may stand alone on merchandise and apparel.

### TO REQUEST A SPIRIT MARK, EMAIL:

[publications@sandiego.edu](mailto:publications@sandiego.edu)



PRIMARY 2-COLOR SPIRIT MARK



PRIMARY 2-COLOR SPIRIT MARK REVERSED



SECONDARY 2-COLOR SPIRIT MARK



SECONDARY 2-COLOR SPIRIT MARK REVERSED



1.25"

MINIMUM SIZE



CLEAR SPACE

# Athletics Marks

Athletics marks are for use by the athletics department to ensure that athletics materials are immediately recognizable as coming from the University of San Diego — home of the Toreros.

The Torero signifies courage and fidelity. Each University of San Diego student-athlete, like the Torero, represents a willingness to stand alone in the ring and accept a challenge. Athletics plays a significant role in building, strengthening and extending the USD brand to a national audience. Use of the components of the athletics brand requires approval for applications outside of athletics.

## Licensing

USD has appointed IMG College Licensing (IMG CL) to serve as its exclusive trademark-licensing representative. It is important that all entities on campus use IMG CL-licensed vendors for production of any apparel or merchandise offered for sale, either on or off campus.

The purpose of the collaboration with IMG CL is to protect both the university's brand and its copyrights, as well as to build awareness of the university on a national level through a brand presence at retail outlets. Another important reason to use only IMG CL-licensed vendors is to insure quality of merchandise, integrity of source of materials and ethical manufacturing processes, in support of the university's mission.

Vendors who already work with IMG CL need to add USD to their license. Vendors who do not already work through IMG CL should go to [www.clc.com](http://www.clc.com) to find the information necessary to become a IMG CL licensee.

**FOR FUTHER INFORMATION, EMAIL:**  
[publications@sandiego.edu](mailto:publications@sandiego.edu)



STANDARD TWO-COLOR VERSION FOR USE ON A WHITE BACKGROUND



TWO-COLOR REVERSE VERSION FOR USE ON A FOUNDERS' BLUE BACKGROUND



**UNIVERSITY OF SAN DIEGO**

PREFERRED SECONDARY ATHLETIC MARK  
 (THE WORDS "UNIVERSITY OF SAN DIEGO" MUST ACCOMPANY THE "SD" ON PRINT PIECES.)



ADDITIONAL SECONDARY ATHLETIC MARKS

## UNIVERSITY OF SAN DIEGO

ATHLETIC WORD MARK



1.25"

MINIMUM SIZE



CLEAR SPACE

# General Marks and Logos Rules

A consistent and reliable approach to the University of San Diego's visual identity will build and protect our image.

The components of all the basic elements of the university's visual identity — the logo, seal, medallion, monogram, academic marks and athletic marks — are designed to be used as one unit, not separate elements. The specific arrangements are "locked" together and may not, at any time, be rearranged. The components cannot appear independently as a graphic element in a design.

- Do not** rotate, distort or change the proportions.
- Do not** use unspecified colors.
- Do not** use effects such as drop shadows.
- Do not** use low-resolution raster files.
- Do not** reposition, remove or add logo elements.
- Do not** alter the typeface or substitute fonts.
- Do not** remove the graphic image in print.

University visual identity elements must be reproduced from official artwork only. They cannot be recreated, rearranged, distorted or altered in any way. To ensure consistency, do not alter the sanctioned visual identity elements in any way. The use of all university visual identity elements must be approved by University Communications.

## Improper Use of Marks and Logos



**DO NOT**  
ROTATE, DISTORT OR CHANGE THE PROPORTIONS



**DO NOT**  
USE UNSPECIFIED COLORS



**DO NOT**  
USE EFFECTS SUCH AS DROP SHADOWS



**DO NOT**  
USE LOW-RESOLUTION RASTER FILES



**DO NOT**  
REPOSITION, REMOVE OR ADD LOGO ELEMENTS



**DO NOT**  
REMOVE THE GRAPHIC IMAGE FROM THE LOGO IN PRINT

## Anniversary Marks

Anniversary marks can be used to commemorate anniversary years of schools, centers, institutes and programs. These marks will be provided for anniversary years divisible by five, starting with the fifth anniversary. The marks should only be used during the course of the anniversary year in print and on the web, but should rarely be used for merchandise. Anniversary marks are created on an as-requested basis.



ACADEMIC MARK WITH ANNIVERSARY MARK

## Custom Signatures

Custom signatures, which combine the official university logo with entities such as centers, institutes, departments, programs and offices are only to be used for communications aimed at the campus community — students, faculty, staff and alumni. It is preferred, however, to use the master logo or academic mark whenever possible. **USD IS NO LONGER USING THE HORIZONTAL CUSTOM SIGNATURE.**



VERTICAL CUSTOM SIGNATURE



CUSTOM LOGO FOR STUDENT-FACING PROGRAM

All external communications should use the master logo or academic mark unless space does not permit.

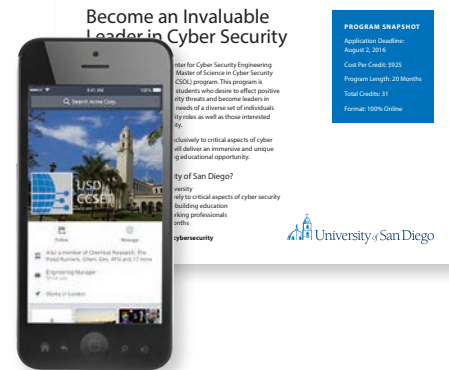
## Custom Logos

Custom logos may be created for university-wide fundraising campaigns, internal campus events and student-facing programs. All other university entities should use the school logo or master university logo for promotional purposes in the public domain.

USD will continue to honor certain legacy programs, where USD is contractually obligated by donors to create a distinct logo, such as the Burnham-Moores Center for Real Estate or the Noyce Foundation for national STEM (stemnext) initiative.

## Design Elements

Design elements may be used and repeated to create recognition of a university entity but should never be tied directly to the school or master logo of any center, institute or program name. Design elements may be used for social media icons and on collateral material, but should not be placed directly next to the school logo or master university logo. Design elements should not be closely tied to names of centers, institutes or programs.



EXAMPLE OF HOW A DESIGN ELEMENT COULD BE USED AS A SOCIAL MEDIA ICON AND ON COLLATERAL.

# Colors

Chosen by the university's founders, the University of San Diego's official primary colors are at the heart of its brand.

The colors blue and white were chosen because of their connection to the Virgin Mary, a statue of whom sits atop the dome of The Immaculata, which also is adorned in blue. The blue dome is one of the first landmarks people notice on the campus and one of the most recognized in the region.

In addition to using primary colors consistently in printed and electronic materials, they should also be used intentionally at USD events in the decor, in the signage and related collateral and even in the apparel worn by staff and volunteers. This helps reinforce the brand, promotes school spirit and lends itself to photography that will look cohesive in promotional materials.

While blue and white are the university's primary colors and an integral part of our brand, an accent color palette is meant to provide versatility and variety when developing communications materials for the university. Accent colors help to draw the eye from one graphic element to another, providing movement on the page.

The accent palette is used for items such as infographics, sidebars, charts, graphs and tables. The accent palette is to be used judiciously, and not as the main graphic element on any promotional materials.

Thoughtful selection and use of photography enhances judicious splashes of accent colors in collateral materials.

## PRIMARY COLORS



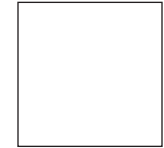
FOUNDERS BLUE  
PMS 281  
C90 / M58 / Y0 / K46  
R0 / G59 / B112  
#003b70



IMMACULATA BLUE  
PMS 300  
C100 / M50 / Y0 / K0  
R0 / G116 / B200  
#0074c8



TORERO BLUE  
PMS 292  
C50 / M10 / Y0 / K0  
R117 / G190 / B233  
#75bee9



WHITE  
C0 / M0 / Y0 / K0  
R255 / G255 / B255  
#ffffff

## ACCENT COLORS



PMS 7680  
C78 / M99 / Y0 / K8  
R90 / G43 / B129  
#5a2b81



PMS 7711  
C100 / M0 / Y28 / K20  
R0 / G164 / B153  
#00a499



PMS 4725  
C13 / M38 / Y43 / K31  
R161 / G122 / B104  
#a17a68



PMS COOL GRAY 8  
C5 / M0 / Y0 / K60  
R100 / G100 / B105  
#646469



PMS 202  
C0 / M100 / Y59 / K46  
R146 / G0 / B45  
#92002d



PMS 167  
C5 / M70 / Y100 / K5  
R194 / G82 / B25  
#c25219



PMS 2007  
C0 / M33 / Y92 / K5  
R238 / G170 / B43  
#eeaa2b



PMS 2306  
C35 / M0 / Y100 / K40  
R114 / G140 / B31  
#728c1f

Accent colors may not be used in dominant ways. They are meant to be used sparingly.

## Proper Use of Accent Colors

The accent palette was carefully selected to complement USD's primary colors. The use of white space, as well as professional photography and limited use of colors from the accent color palette creates the right environment for USD's primary colors to stand out on their own merits.



## Improper Use of Accent Colors

While accent colors can work well to help support and enhance USD's primary colors, improper use of them dilutes the identity of the university. Accent colors should not dominate the look of a piece, be used in large blocks behind text or comprise more than 20 percent of an individual print spread or website page.



# Typography

Like color and graphics, typography is a design element. Consistent use of our official fonts unifies materials and adds another element that defines USD's look and feel.

The University of San Diego's two official fonts are ITC Berkeley Oldstyle and Myriad Pro. ITC Berkeley Oldstyle 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 Pro is a strong, neutral and contemporary font. It is considered to be readable and friendly, and works well with the university's established identity.

If official fonts are not available, Adobe Garamond Pro and Georgia are the approved alternates to Berkeley; Arial is the approved alternate to Myriad.

## RESOURCES TO PURCHASE APPROVED FONTS

[www.myfonts.com](http://www.myfonts.com)  
[www.fonts.com](http://www.fonts.com)  
[www.fontspring.com](http://www.fontspring.com)

## ITC BERKELEY OLDSTYLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?!@#\$%^&\*()=+

## MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?!@#\$%^&\*()=+

## ADOBE GARAMOND PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?!@#\$%^&\*()=+

## ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?!@#\$%^&\*()=+

## GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.;?!@#\$%^&\*()=+



# Photography

Strong photography is key to telling the story of the University of San Diego.



For some projects, it is preferable for photos to capture candid moments and not feel staged or posed. For others, it is crucial to connect the viewer/reader to USD by including a recognizable campus landmark or featuring subjects wearing well-branded campus apparel.

Great care should be taken when choosing existing photos for a project or when commissioning a professional photographer to shoot new photos. When choosing and hiring a photographer for a new photo shoot, please use photographers who are approved by USD's procurement department and conversant with the USD brand. If you need assistance in choosing a photographer, University Publications maintains a list of preferred vendors.



Students grant USD the right to use their photographs, quotes and comments for use in publicity, advertising, fundraising and marketing purposes upon becoming a student of the university. Releases should be obtained from faculty and staff. Particular care should be taken in obtaining releases from minors.

USD's website has specific requirements for photography. Find dimensions, approximate aspect ratios and examples to illustrate where the text area will be on each type of image area in the photo guidelines for web.

## PHOTO GUIDELINES FOR WEB

<https://usandiego.atlassian.net/wiki/display/WR/Photography+Templates>

## PHOTO GUIDELINES AND REQUIRED RELEASE FORM

[www.sandiego.edu/publications/resources/photo-guidelines.php](http://www.sandiego.edu/publications/resources/photo-guidelines.php)

**UNIVERSITY PHOTO GALLERY** (Login with USDOne username and password.)

[gallery.sandiego.edu](http://gallery.sandiego.edu)



# Writing

For nearly every project — brochures, articles, flyers, web pages — the writing comes first. Strong story telling is at the heart of USD’s identity, as is our reputation for academic excellence.

Toward that end, it’s important to proofread your work. Don’t allow your message to be discounted due to misspellings or poor grammar. The University of San Diego has a comprehensive Writing Standards Guide, based on the *Associated Press Stylebook*, the standard used by most of the nation’s newspapers and publications. Some guidelines listed here are specific to USD. When there is a discrepancy, the university’s style guide takes precedence over the *Associated Press Stylebook*. *Webster’s New World College Dictionary* is the preferred primary dictionary.

USD’s Writing Standards Guide, which can be found online, goes into great detail about preferred style for referring to specific things when you write, such as when to abbreviate something and how to refer to the names of the founders, the university president, the names of schools and the names of buildings. The following pages answer some of the most common questions that arise, and include entries that are unique to USD’s writing style which may deviate from the *Associated Press Stylebook*.

## ENTIRE WRITING STANDARDS GUIDE

[www.sandiego.edu/publications/resources](http://www.sandiego.edu/publications/resources)

**academic degrees:** The preferred style is to avoid abbreviation and to spell out degrees whenever possible. Use an apostrophe when spelling out degrees. Use abbreviations — such as BA, MA, JD, LL.M and PhD — when the preferred form is cumbersome. Academic abbreviations should not include periods. The degree should be set off by commas when used in the middle of a sentence. (Example: Jane Smith, JD, was the keynote speaker.)

**academic titles:** Capitalize and spell out formal titles such as chancellor, chair, etc., only when they precede a name. This includes any modifiers germane to the title. Lowercase in all other instances.

**Alcalá:** Include an accent over the final a in all references. (Note: Notice the direction of the accent — Right: á; Wrong: à.)

**Alcalá Park:** This is the name of the campus, but should not be used as a synonym for the name of the university.

**alum:** Avoid using this common, yet slang, version of the word. The correct singular of alumni is alumnus.

**alumna:** singular, female

**alumnae:** plural, female

**alumni:** plural male; or plural male and female

**alumnus:** singular, male

**a.m., p.m.:** Lowercase with periods.

**ampersand (&):** University of San Diego colleges, schools, centers, institutes, programs or departments must spell out the word “and” in their proper name in print, on the web and in other references.

**Catholic:** Always uppercase when referring to the Catholic Church.

**Changemaker:** One word. Uppercase. If being used to modify a common noun to a proper noun, capitalize both words to form the proper noun. (Example: Some of the Changemaker students were Changemaker Engineers.)

**class years and degrees:** List the graduation years and academic degrees for alumni in the following ways:

Single degree:

- David Jones '90 (BA)
- Mary (Daly) Smith '90 (MEd)

Multiple degrees:

- David Jones '90 (BA), '92 (MEd)
- Mary (Daly) Smith '90 (BA), '92 (MEd)
- Married couples who are alumni:  
John Smith '85 and Mary Smith (only John is an alumnus)
- John Smith '85 and Mary Smith '87 (both are alumni)
- An alternate option would be John '85 and Mary '87 Smith

**co-curricular/co-curriculum:** Hyphenate.

**composition titles:** In general, all of the following composition titles should be in italics in body copy: book titles, magazine titles, computer game titles, movie titles, opera titles, play titles, album titles, poem

titles, radio and television program titles, and the titles of lectures, speeches and works of art, including exhibitions and performances.

Capitalize the principal words, including prepositions of four or more letters. Capitalize an article — the, a, an — or words of fewer than four letters if it is the first or last word in a title.

Exceptions: These rules do not apply to the Bible and books that are primarily catalogs of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications.

In headline text, do not use italics or quotation marks.

**departments:** Capitalize only when referring to the formal name of a department. Do not abbreviate.

**doctor, Dr.:** When referencing people who hold doctorate degrees or honorary doctorate degrees, list their name and doctorate degree on first reference (Example: Jane Smith, PhD) In subsequent references, it is acceptable to list the Dr. abbreviation before the person's last name.

**faculty:** Faculty refers to the entire instructional staff. It takes a singular verb. The plural is faculties. When referring to an individual, use the phrase "faculty member". When referring to a group of individuals numbering fewer than the entire faculty, use the phrase "faculty members."

**Father:** Father is the more common and informal title used when referring to a priest and is used in most instances at University of San Diego. Father is always capitalized and spelled out when used as a title before the name of a priest.

**first-year:** This term is preferred over "freshman."

**foreign words or phrases:** Italics are used for foreign words or phrases in a foreign language if they are likely to be unfamiliar to readers. If a foreign word or phrase is not listed in *Webster's New World College Dictionary*, italicize it.

**health care:** Two words.

**Mass:** Always capitalize when referring to the ceremony.

**months:** Months are spelled out when they stand alone or are listed with only a year. When a phrase lists only a month and a year, do not separate the year with comma. When used with a specific date, abbreviate January, February and August through December. Spell out March, April, May, June and July. The exception to this rule is when referring to a month in a formal invitation. In formal invitations for university events all months of the year are to be spelled out.

**numbers:** Spell out numbers zero through nine. (Example: She purchased four books for the class.) Use numerals for 10 through 999,999. Use a comma in numbers above 999. (He registered for 15 units. There are more than 7,000 students

at the university) Express numbers larger than that with a combination of numerals and words. (Example: There are more than 3.5 million residents in the city.) Spell out first through ninth, starting with 10th use figures when they indicate sequence in time or location. (Examples first base, the First Amendment, he was first in line. He was 10th in line.) Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names that are geographic, military or political designations: (Examples: 1st Ward, 7th Fleet, and 1st Sgt.)

**Pope:** Capitalize pope when used as a formal title before a name. Lowercase in all other uses.

**Reverend:** Reverend is usually reserved for formal uses in letters and introductions and is abbreviated before a name. The title is spelled out and lowercase if it follows a name or is independent of a name.

**The Immaculata:** This is the signature building on campus. It is one of the rare instances where the word The is capitalized in all references to the building or the church. (Example: Mass was held in The Immaculata.)

**times:** Use numerals, without colons and zeros for even hours. (Example: 10 a.m. or 2 p.m.) Use a colon and numerals to separate hours from minutes in partial hours. (Example: 10:15 a.m. or 2:30 p.m.) Spell out noon and midnight but do not capitalize.

**time, date, location:** This is the preferred order when writing a sentence that lists these elements. The date should be set off by commas. (Example: The lecture will be held at 4 p.m., Sept. 28, in Shiley Theatre.)

**titles:** Capitalize and spell out titles when used directly before an individual's name (Examples: Dean Jane Smith, Vice President John Jones). Lowercase and spell out when they are separate from a person's name, are set off from a person's name using commas or are not used with a person's name. (Examples: Jane Smith was named dean of the school in 2001. John Jones, the vice president of the company, will retire in June. The vice president issued a statement.)

**USD:** Always spell out the University of San Diego name in full on first reference in the body of your copy. It is preferred to then refer to "the university," although the acronym USD may be used on subsequent references.

**website:** One word. Lowercase.

**years:** Use figures, without commas. (Example: 1975) Use an s without an apostrophe to indicate spans of decades or centuries. (Examples: the 1800s, the '90s) Years are the lone exception to the rule in numerals that a figure should not start a sentence. (Example: 1976 was a good year.) When referring to an academic year, list it without abbreviation. (Example: The scores went up during the 2016-2017 school year.)

# Business Systems

The department of University Publications maintains the integrity of the university's business system in conjunction with University Copy.

## Stationery

University Copy works with Office Depot to provide all stationery products such as business cards, note pads and name tags for the campus community. All stationery items must be ordered online through Office Depot's Business Solutions Division, which requires a unique login and password. Only users with an Office Depot login and USD credit card number will be able to place stationery orders.

### FOR DETAILS ABOUT HOW TO USE THIS SERVICE:

[www.sandiego.edu/copy/documents/USD-OfficeDepotQuickInternetOrderingGuide.pdf](http://www.sandiego.edu/copy/documents/USD-OfficeDepotQuickInternetOrderingGuide.pdf)

### TO PLACE A STATIONERY ORDER:

[www.business.officedepot.com](http://www.business.officedepot.com)

## Email Signatures

The university has adopted an official format for the email signatures of all campus employees, which includes a standardized method of listing contact information. At your discretion, you may include social media icons, as well as the university's logo or other custom signatures or marks. The basic email signature template is as follows:

### **DIEGO TORERO**

*Title, School or Department*  
On Campus Address, Room 123  
University of San Diego  
5998 Alcalá Park  
San Diego, CA 92110-2492  
Phone: (619) 260-4600  
[www.sandiego.edu](http://www.sandiego.edu)

NAME: ARIAL BOLD 12 PT ALL CAPS

TITLE: ARIAL REGULAR ITALIC 12 PT

ALL ELSE: ARIAL REGULAR 12 PT



POWERPOINT TEMPLATE

## PowerPoint Presentations

In an effort to promote recognition and maintain consistency, the university has created a simple PowerPoint template, which is recommended when communicating to external and internal audiences. The template ensures a unified color palette and logo placement, while offering flexibility in layout.

When creating a PowerPoint, please keep the following best practices in mind:

**Do** be consistent with font sizes (especially the header size).

**Do** be consistent with fonts and font colors.

**Do not** stretch images or distort logos.

**Do** take care that text lines up in a consistent manner.

### POWERPOINT TEMPLATE

[www.sandiego.edu/publications/resources/electronic-resources.php](http://www.sandiego.edu/publications/resources/electronic-resources.php)

# Web

USD's web standards are meant to create consistency in the university's presence on the web and tie USD's website to its brand and marketing efforts.

Branding for the web is unique, and may not conform to the same principals that apply to other media. Web standards must take into account various web browser environments, display resolutions, screen sizes, rapidly evolving mobile technology among other factors.

USD uses the Cascade Server content management system; ITS training is required in order to be allowed to make content changes to USD department websites.

## Responsive Design

All new University of San Diego websites use a responsive framework. Responsive design is a way of designing websites that adapt to a mobile-first range of screen sizes and device types.

Our main website, sandiego.edu, introduces millions of people around the world to the University of San Diego. It's important for the site to display properly on a number of platforms, including computers, tablets and mobile devices of varying sizes. USD's responsive web design fits small screen devices, such as phones held in landscape or portrait mode, iPads and smaller tablets.



- Do** think about keeping web content concise and to the point.
- Do** make sure that USD websites follow the guidelines set forth by Web Services.
- Do not** underestimate the power of quality photography, online and off.

### FOR FURTHER INFORMATION, CONTACT:

[web@sandiego.edu](mailto:web@sandiego.edu)

### WEB GUIDELINES

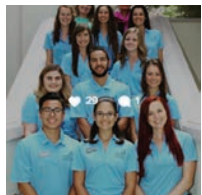
[www.sandiego.edu/web](http://www.sandiego.edu/web)



**USD LLCs** @USDLLC · Jan 25  
 Spring semester 2016 has officially begun! Remember to take time to stop and smell the roses in... [instagram.com/p/BA-Kan6sCou/](https://www.instagram.com/p/BA-Kan6sCou/)



**USD Communication Studies**  
 40 mins · San Diego · 📍  
 March 2nd is the deadline for applications to study abroad with Communication Studies this summer!



**gousdalumni**  
 Joan B. Kroc Institu...



# Social Media

Social Media guidelines have been developed for all University of San Diego students, faculty and staff. As technology evolves, the medium continues to grow in both functionality and popularity.

Most universities use social media to engage with prospective students, current students, parents, faculty, administrators, and alumni. Before adding a social media platform, it is wise to check with the Office of Digital Communications. Discuss the way the platform will be presented, such as the name, graphics, target audience and develop a strategy for tracking metrics. Determine who will manage the content, what kind of content will be shared, and what platform would be best. ITS can offer suggestions on technical considerations and tools to efficiently administer social media sites.

A USD staff or faculty member should always oversee and take responsibility for a department's or organization's social networking accounts. It's great — and, in fact, desired — to have students tweeting or posting to Facebook so that the voice and interaction is genuine and organic, but when a student graduates or moves on to other work, it's critical that university employees and faculty have access to any social media accounts open on behalf of the university.

## OFFICE OF DIGITAL COMMUNICATIONS

[dcim@san Diego.edu](mailto:dcim@san Diego.edu)

## INFORMATION TECHNOLOGY SERVICES (ITS)

[web@san Diego.edu](mailto:web@san Diego.edu)

## SOCIAL NETWORKING DIRECTORY

[www.sandiego.edu/directory/social-networking.php](http://www.sandiego.edu/directory/social-networking.php)

## SOCIAL MEDIA GUIDELINES

[www.sandiego.edu/documents/directory/social\\_media\\_guidelines.pdf](http://www.sandiego.edu/documents/directory/social_media_guidelines.pdf)

# Videography

Video is a great storytelling device, particularly on social media. A number of departments on campus, including Admissions, Athletics, and the various schools have created videos to promote their programs and successes.

In an effort to standardize the branding elements of these videos, please consider the following recommendations.

Whenever possible, compelling stories in print pieces should be accompanied by a 30- to 60-second video vignette of the interview subject, summing up the essence of the story in a sound bite (much like an elevator speech).

In print, this should be referenced at the end of a story as follows:

 [sandiego.edu/video/kayak](https://sandiego.edu/video/kayak)

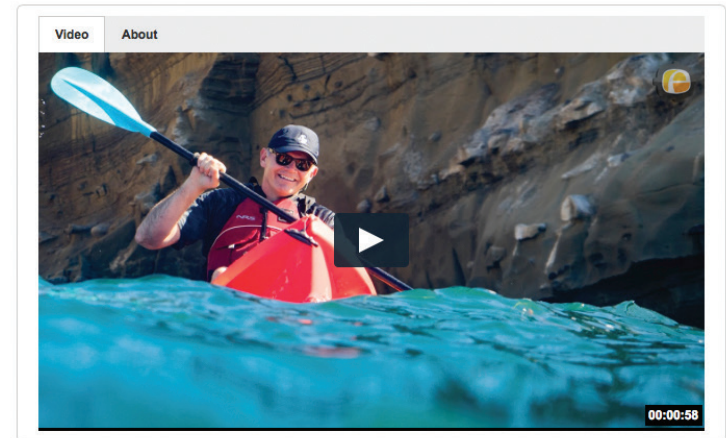
Once videos are uploaded to YouTube, the preferred platform, contact ITS to set up a redirect to the vanity URL that follows the above naming convention. A vanity URL is a unique web address that is branded for marketing purposes, and is meant to be easy to remember, use and share.

## INFORMATION TECHNOLOGY SERVICES (ITS)

[web@sandiego.edu](mailto:web@sandiego.edu)

## TO VIEW A COLLECTION OF VIDEOS BY VARIOUS ENTITIES ON CAMPUS, VISIT:

[www.youtube.com/user/uofsandiego](https://www.youtube.com/user/uofsandiego)



## Video Repository/B-Roll

University Communications has developed a video repository that services the USD community, as well as approved campus vendors. The repository — which contains a detailed archive of compiled video files, as well as video “B-roll” — can be accessed through Google Drive, once you’ve been provided access to share the folder via the Department of Digital Communications and Institutional Marketing.

University Communications has developed a video studio which has resources available to the schools and college to support their videography efforts. Cameras, microphones, tripods and other equipment are available for pre-scheduled use by contacting the office of Digital Communications, which is located in the Degheri Alumni Center, Suite 103.

## TO REQUEST ACCESS, EMAIL:

[dcim@sandiego.edu](mailto:dcim@sandiego.edu)

## Bumpers and Chyrons

The University of San Diego has standards for consistent video bumpers. Bumpers may include a slide with masthead/date, story title and subhead; an optional slide with subject name and title; an optional slide of intro text about the story; and a closing bumper of the USD logo. While schools and other campus entities should feel free to use the same approach, there is no requirement to use title cards at the beginning of a video, as the main idea of the video should be made clear within the first 20 seconds. However, every video should close with a logo bumper. On the following page are examples of video bumpers for schools, institutional campaigns and *USD Magazine*.

In general, main subjects of videos should be identified upon their first appearance with an ID heading and subhead, known as a chyron, within a graduated black bar in the lower third of the video. A chyron should run at a length of 8 to 10 seconds (if you're using b-roll and need to cut, it could be shorter). Fonts for ID heading and subheads should be as follows:

- Name: 64pt Myriad Pro Light (Torero Blue - #75bee9)
- Title: Myriad Pro Light Semicondensed (White - #ffffff)

## Video Platform

You are encouraged to post your video content to the USD YouTube channel (or your school/college channel). As a best practice, you ought to embed your YouTube video on a USD website page, and share that page in order to drive traffic to our website rather than to YouTube. It is also recommended that you use YouTube's feature that prevents related videos from appearing after an embedded video ends, as these can distract viewers or display unsavory content. YouTube provides an easy way to do this: simply go to your video on YouTube, select "Share," select "Embed," and uncheck the box that says "Show suggested videos when the video finishes." You can then copy and paste the embed code onto the USD website as HTML in the usual fashion.

For additional information and support on best practices for uploading video content, and for available equipment, contact the Office of Digital Communications.

### OFFICE OF DIGITAL COMMUNICATIONS

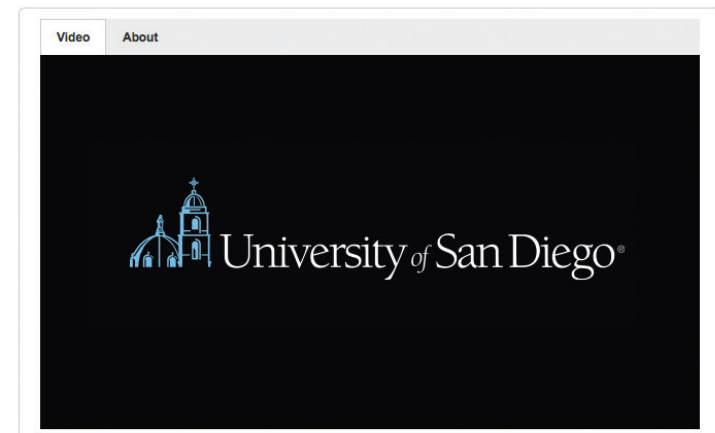
dcim@sandiego.edu  
(619) 260-7460



SCHOOL OF BUSINESS CLOSING VIDEO BUMPER



USD MAGAZINE VIDEO WITH CHYRON



USD MAGAZINE CLOSING VIDEO BUMPER

# Leading Change: The Campaign for USD

In February 2016, the University of San Diego announced the public phase of the most ambitious fundraising effort in its 67-year history.

*Leading Change: The Campaign for USD* has set a goal of \$300 million to fund new learning spaces, scholarships for deserving students, secure high-caliber faculty and endowed chairs/professorships. The campaign seeks to find answers from students, teachers, mentors, parents and advocates to two essential questions: What do you care about? And what are you doing about it? As members of the USD community, all of us can contribute to the campaign's success. Toward that end, here are some tools to assist in the cross-campus promotion of the *Leading Change Campaign*.

## Resources

The comprehensive campaign website contains specifics including goals by type, purpose and school or area, current progress by area, campaign success stories and campaign success stories.

University on-campus marketing colleagues can log in with their USDOne username and password to download assets such as the official campaign logo (in versions that work for print, online and various social media).

### CAMPAIGN WEBSITE

[leadingchange.sandiego.edu](http://leadingchange.sandiego.edu)



VERTICAL CAMPAIGN LOGO



VERTICAL CAMPAIGN LOGO  
REVERSED WITH BLUE



VARIATIONS OF THE HORIZONTAL CAMPAIGN LOGO



The full name of the comprehensive campaign, *Leading Change: The Campaign for USD*, should be italicized in print and online, as should shortened versions, such as *Leading Change* and the *Leading Change Campaign*.

## Email Signature

All community members are encouraged to add the campaign link and tag line beneath their email signature. The campaign email signature template is as follows:

### DIEGO TORERO

*Title, School or Department*  
On Campus Address, Room 123  
University of San Diego  
5998 Alcalá Park  
San Diego, CA 92110-2492  
Phone: (619) 260-4600  
[www.sandiego.edu](http://www.sandiego.edu)  
[leadingchange.sandiego.edu](http://leadingchange.sandiego.edu)

NAME: ARIAL BOLD 12 PT ALL CAPS

TITLE: ARIAL REGULAR ITALIC 12 PT

ALL ELSE: ARIAL REGULAR 12 PT

## Social Media

Social media managers are encouraged to use the *Leading Change* image as profile pictures on Facebook and elsewhere as appropriate and link to the campaign website whenever feasible. Note that the hashtag #LeadTheChange is encouraged to promote the *Leading Change Campaign*.

## Business Systems

University Copy works with Office Depot to provide stationery products such as business cards, note pads and name tags. There is now an option to print the *Leading Change* logo on the back of business cards, as well as to order other campaign items such as letterhead.

### FOR FURTHER INSTRUCTIONS:

[www.sandiego.edu/copy/products/stationery.php](http://www.sandiego.edu/copy/products/stationery.php)

### TO PLACE A STATIONERY ORDER:

[www.business.officedepot.com](http://www.business.officedepot.com)

VARIATIONS OF CAMPAIGN HASHTAGS



LEADING CHANGE CLOSING VIDEO BUMPER

# Leadership Listings

Following is the preferred way to list the names of university leadership:

## Executive Officers

James T. Harris III, DEd, President  
Andrew T. Allen, PhD, Vice President and Provost  
Msgr. Daniel J. Dillabough '70, Vice President, Mission and Ministry  
Terry Kalfayan, CPA, Vice President, Finance and Chief Financial Officer  
Timothy L. O'Malley, PhD, Vice President, University Relations  
Ky Snyder, Vice President, Operations and Chief Operations Officer  
Carmen M. Vazquez, MSW, CSW, Vice President, Student Affairs

## Deans

Theresa Byrd, EdD, University Library  
Stephen Ferruolo, JD, PhD, School of Law  
Jaime Alonso Gómez, PhD, School of Business  
Sally Brosz Hardin, PhD, RN, FAAN, Hahn School of Nursing and Health Science  
Nicholas Ladany, PhD, School of Leadership and Education Sciences  
Jason Lemon, PhD, Division of Professional and Continuing Education  
Patricia Márquez, PhD, Joan B. Kroc School of Peace Studies  
Noelle Norton, PhD, College of Arts and Sciences  
Chell A. Roberts, PhD, Shiley-Marcos School of Engineering

## Board of Trustees – Officers

Donald R. Knauss, Chair  
Luis Maizel, Vice Chair  
Sister Carolyn Osiek, RSCJ, ThD, Secretary  
Jeffrey Martin, Treasurer

## Board of Trustees – Members

Frank D. Alessio  
Richard M. Bartell '75  
William Barulich  
Cindy Basso '89, Esq.  
Mark Bosco  
Constance M. Carroll, PhD  
Royal W. Carson III  
Robert R. Dean '94  
Very Rev. Msgr. Richard F. Duncanson, STD '68  
Ron L. Fowler, Chair Emeritus  
Kevin R. Green, '76, '79  
David Hale  
James T. Harris III, DEd  
Daniel C. Herbert, '82, '86  
Roger A.P. Joseph '74  
Mark King  
Stanley W. Legro  
Susan H. Mallory  
James B. McCarthy  
Rev. Peter M. McGuine '85  
Darrin Montalvo  
Sister Mary Theresa Moser, RSCJ, PhD  
Tom Mulvaney '77  
Ann Navarra  
James D. Power IV '85  
Matthew J. Reno '80  
Byron C. Roth '85  
Peter Seidler  
Darlene Marcos Shiley, Chair Emerita  
Susanne Stanford, Esq. '75

University Publications  
Degheri Alumni Center, Room 326  
[www.sandiego.edu/publications](http://www.sandiego.edu/publications)  
[publications@sandiego.edu](mailto:publications@sandiego.edu)

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