

Graphics Standards

Overview

This chapter outlines the standards for how to use the basic elements of our visual identity — the logo, seal, medallion, monogram, custom signatures, word marks, athletic marks, compliant individuality marks, event marks, donor recognition marks, sustainability marks and color palettes.

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Official University Master Logo

Logo History

The University of San Diego logo has been altered several times since it was adopted in the university's early days. And in 2006, after much analysis and input from key leaders across the campus, the Board of Trustees unanimously adopted a new logo. At the heart of the logo is a depiction of The Immaculata, a signature building on campus and arguably one of the most recognized features in the San Diego region. The Immaculata is a symbol of the Catholic foundation upon which the university was built. It's also the crown jewel of the Spanish Renaissance architecture for which the university is so well-known. The logo also features the university's full and official name, University of San Diego, which helps distinguish it from surrounding universities.

The design was the product of a meticulous and deliberate process that involved analysis, research and input from the Branding and Visual Identity Task Force. The 30-member task force — made up of faculty, alumni, students and administrators — met regularly for more than a year to discuss the logo as well as other major elements of the university's visual identity.



The Immaculata History

The Immaculata was consecrated on May 4, 1959. In his sermon on that sunny Monday afternoon, Bishop Charles Francis Buddy expressed his hope that the chapel, as he called The Immaculata, would provide for the students a rendezvous with the Divine.

In an editorial the next day, Monsignor James P. O'Shea, first and longtime editor of The Southern Cross, wrote about the event in a way that left no doubt of the role the founders had hoped the church would play in the history of the University of San Diego and in the lives of its students.

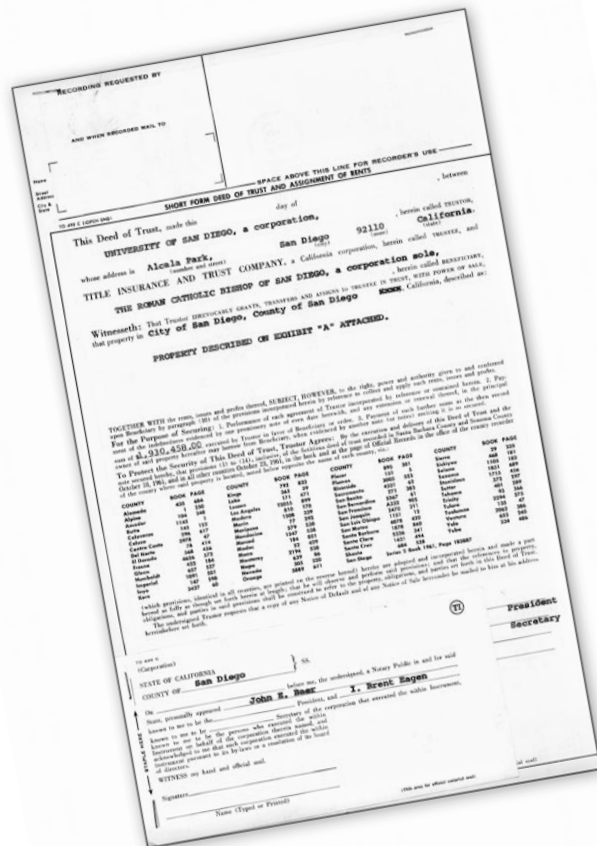
"It was eminently proper that these young men and women of the schools should predominate in the congregation on Dedication day," O'Shea wrote. "It was chiefly for them the Immaculata was built and beautified. It was for youth with its spark and spangle, its enthusiasm, its courage and its hope that years of anxious thought and effort, years of plans and prayers were spent. For it was youth that inspired this home of education with its throne — the Immaculata.

"When the founder officiates in the church, it is for them;" O'Shea continued, "when he preaches, it is to them; when he offers the Holy Sacrifice of the Mass, it is offered in their interests; when he blesses, he blesses them; when he prays, his petitions are for them."

The Immaculata was built for the students of the San Diego College for Men and the San Diego College for Women, but, was transferred to the Diocese of San Diego because it needed additional neighborhood churches.

Archival documents show that in the summer of 1970, a clarification in the university's property title was made to reflect that ownership of The Immaculata was transferred to the Diocese of San Diego. Records also show that the university would continue to provide landscape maintenance. Today, the University of San Diego still provides landscaping, as well as other maintenance for the cherished church building.

When the University of San Diego created the logo that depicted The Immaculata, it was done with the blessing of Bishop Robert H. Blom and The Most Reverend Salvatore Cordileone '78 (B.A.), the auxiliary bishop and a member of the USD Board of Trustees.





General Guidelines

Locked Arrangement

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

Reproduction Restrictions and Unacceptable Applications

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.

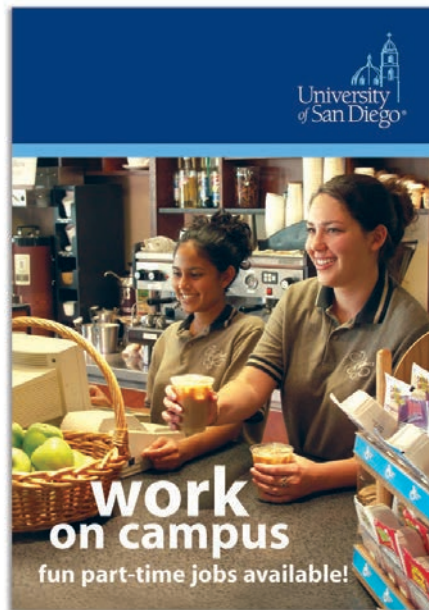
Where to Download a University Visual Identity Element

The use of all university visual identity elements must be approved by the Department of Marketing and Strategic Partnerships. To request the creation of these elements or other custom designs, fill out a project request form at www.sandiego.edu/marketing/services.php.

Background Use

To ensure maximum contrast, do not use a white visual identity element on a light background or a dark colored visual identity element on a dark background. Do not repeat or alter any of the university visual identity elements to create a pattern, design or background.

Do not place a box or other shape around the visual identity element. If the university's logos, word marks, signatures or other marks appear on a colored background, the background color must be either white, Founders Blue, Torero Blue or Immaculata Blue. Using the university's marks on any other colors is prohibited.





Clear zone requirement



1"

Minimum size allowed

Clear Zone

A clear zone must always exist around the visual identity element to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone. No elements, such as typography, other marks or graphics should cross the clear zone. If the element is placed over a photo, it should be positioned over a visually neutral part of the photo so that it remains clearly visible and recognizable. Change or adjust the photo, background or design to ensure readability of the visual identity element being used. The element must always appear crisp and clear. Placing the element too near a cut, column gutter, edge or fold also violates the clear zone. The element also cannot be placed close to distracting design elements and must not be placed in a way that it appears to be part of a larger design element.

Size Restrictions

The proportions of university visual identity elements cannot be altered in any way. To ensure legibility and recognition on all materials, the elements may not appear smaller than the sizes that are diagramed in this chapter. For additional assistance on size restrictions for business cards, stationery, note pads or other similar uses, refer to the business system standards chapter of the manual.

Cease and Desist Use of Non-Sanctioned Marks

Employees must use only the sanctioned logos, word marks, signatures and other marks. They must cease and desist the use of all other non-sanctioned marks, which are prohibited and considered counterfeit and an infringement on the University of San Diego trademarks. There will be a grace period as materials with older logos, word marks, signatures or other

marks are depleted. However, the logos, word marks, signatures and other marks listed in this manual must be used as new materials are produced or ordered. Eventually, violations will be addressed and the materials in question could be subject to confiscation and destruction.

Hierarchy of Prominence

The elements used for custom signatures — for schools, departments or collegiate and club teams — relay a hierarchy of prominence. The university must receive the most prominence. The college, schools or collegiate and club teams must receive secondary prominence. The names of the academic units within the college or schools must receive the third-level prominence. Therefore, the names of the college, schools organizations and clubs are bold and in uppercase, while the names of academic units within are italicized and in upper and lowercase. The names of administrative units should be formatted in uppercase.



*Custom signature
for an academic unit within a school*



Primary Configuration

Shown here is the primary configuration of the master logo.



Secondary Configuration

Shown here is the secondary configuration of the master logo. It should be used only when space limitations preclude the use of the primary configuration of the logo. No other configurations of the logo are authorized.

Official University Master Logo Guidelines

The official university master logo is the cornerstone of the University of San Diego's visual identity. It denotes the university's Catholicity. It has presence. And the logo, like the university, is classic and will stand the test of time. The university logo represents everything for which USD stands. Consistent use of the logo builds recognition over time. Therefore, it is vital that the logo be used correctly and with the utmost respect.

Applying the Logo

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



Components of the Master Logo

The master logo is comprised of two components, the symbol and the word mark.

- The symbol is The Immaculata. It is unique and has been hand-drawn specifically for the University of San Diego. No other replication or rendering of The Immaculata symbol is allowed. It may not be re-created in any way.
- The graphic representation of the name University of San Diego is called the word mark. The word mark also was hand-drawn. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist. No other typeface can be substituted for the word mark. The word mark may not be re-created in any way.

Master Logo Positioning

It is preferable that the master logo appear on the front of printed materials, but, in some occasions, it 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 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 in specific situations. For additional assistance on how to apply the master logo, contact the Department of Marketing and Strategic Partnerships.

Clear Zone

A clear zone must always exist around the logo to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.



Clear zone requirement

Graphics Standards

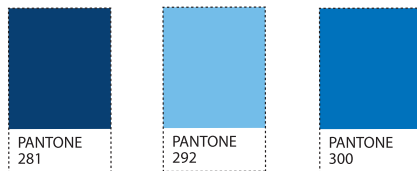
Two-color application



Two-color: Founders Blue Pantone 281 and Immaculata Blue Pantone 300



Two-color reverse: Torero Blue Pantone 292 and white



Founders Blue: Pantone 281 Torero Blue: Pantone 292 Immaculata Blue: Pantone 300

One-color application



One-color: Founders Blue Pantone 281



One-color: Immaculata Blue Pantone 300



One-color reverse: white

Color Specifications

The master logo may only appear in the applications and color options shown here.

Size Restrictions

To ensure legibility and recognition on all materials, the logo may not appear smaller than the sizes shown here.



Minimum size allowed

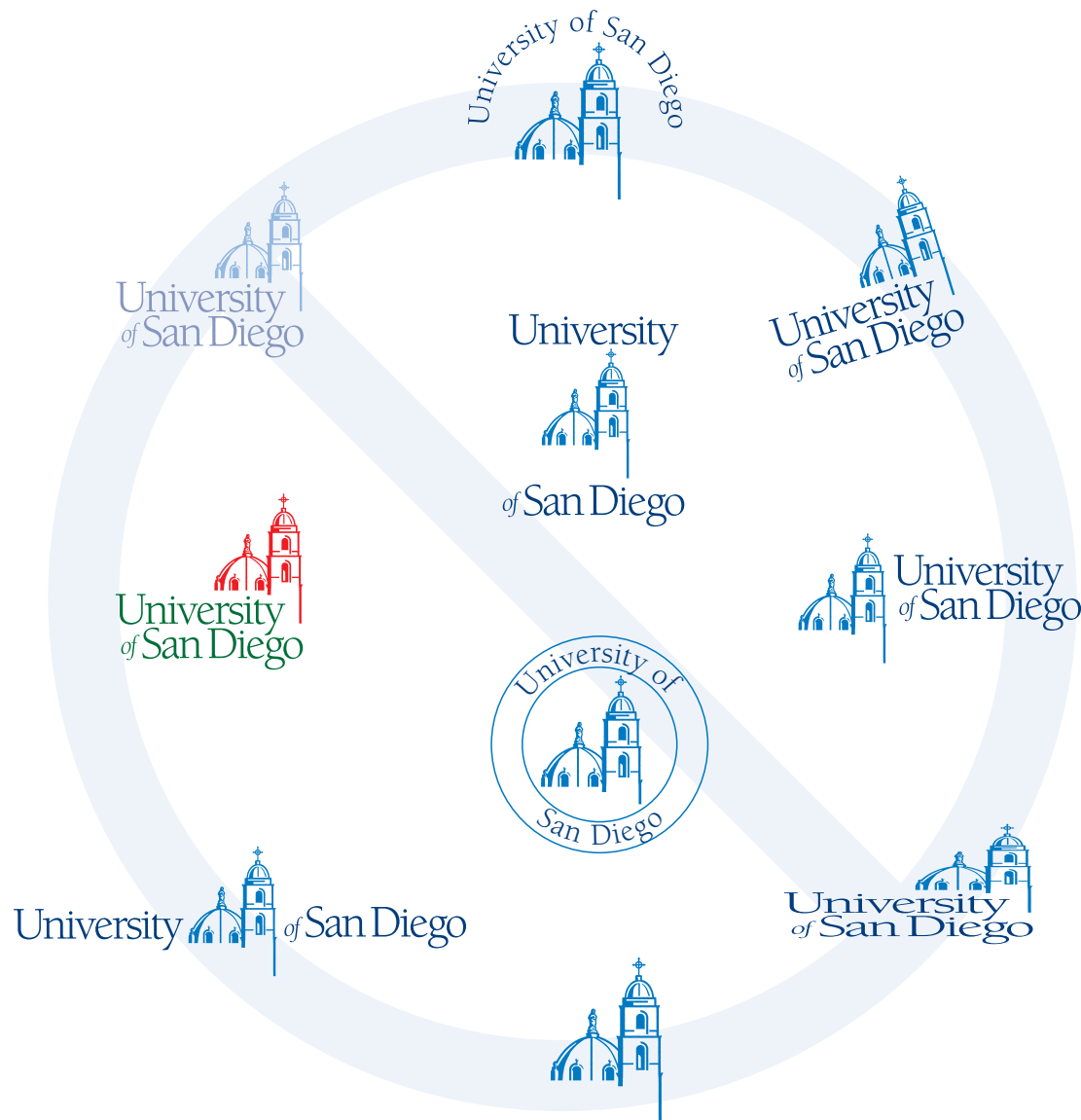
Graphics Standards

Unacceptable Applications

Shown here are examples of unacceptable applications of the official university master logo. To ensure consistency, do not alter the master logo in any way.

How to Incorporate the Master Logo in Merchandise Applications

For information regarding how to use the master logo in merchandise applications, see the Merchandise Standards chapter of this manual.



Custom Signatures

Background

Over the years, various units associated with the university — from colleges and schools, to centers, institutes, programs, department, offices and even student groups — have created artwork, which was occasionally used in place of the university logo.



*Custom signature
for the college and schools*

This artwork, which didn't always list the name of the university and, in some cases didn't even list the full name of the organization for which it was designed, created confusion in the marketplace and hindered the communication efforts of the university. The university recognizes the need for various units to be identified and has created guidelines for several types of custom signatures and marks.



*Custom signature for academic units
within the college and schools*



*Custom signature
for administrative units*



*Custom signature
for student clubs and organizations*

Custom Signatures

The official university logo may be combined with the name of the college or schools, academic units within the college, schools or administrative units or student clubs and organizations to create custom signatures.

Custom signatures are created for use by schools, programs, departments and offices that are part of the university's formal organizational structure. Custom signatures may not be created for use by individuals or for task forces, committees or other temporary groups that might be representing initiatives that could change as the university's priorities shift.

Custom signatures have been created for:

- College of Arts and Sciences
- Hahn School of Nursing and Health Science
- Joan B. Kroc School of Peace Studies
- School of Business Administration
- School of Law
- School of Leadership and Education Sciences
- Shiley-Marcos School of Engineering

All other custom signatures must be approved by the Department of Marketing and Strategic Partnerships. Any request of a design that falls outside of the university's sanctioned structure is subject to a thorough review and, ultimately, will be presented for authorization by the vice president of University Relations before design begins. To request the creation of other custom signatures, fill out a project request form at www.sandiego.edu/marketing/services.php.

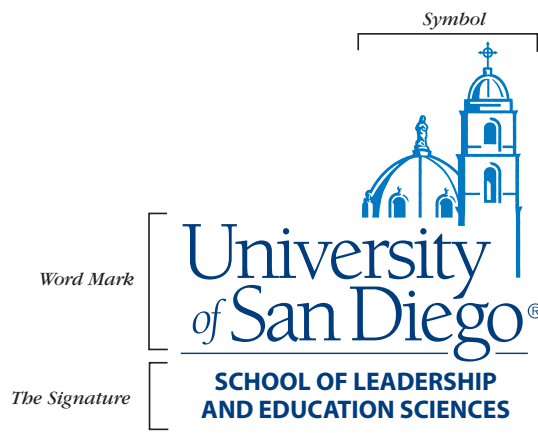
Primary Configuration

Shown here is the only authorized primary configuration of these types of custom signatures.

Components of the Custom Signatures

Custom signatures can be comprised of three components — the symbol, the word mark and the signature.

- The symbol is The Immaculata. It is unique and has been hand-drawn specifically for the University of San Diego. No other replication or rendering of The Immaculata symbol is allowed. It may not be re-created in any way.
- The graphic representation of the name University of San Diego is called the word mark. The word mark was hand-drawn. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist. No other typeface can be substituted for the word mark. The word mark may not be re-created in any way.
- The signature is the graphic representation of the name of the college or schools, an academic unit within the college or schools, or an administrative unit. This element was hand-drawn. Do not attempt to recreate the signature through typesetting. A comparable font does not exist.



Custom Signatures as a Substitute for the Official University Master Logo

The custom signatures may be used in lieu of the official university master logo on products or merchandise, in printed materials and on stationery. However, they may not be used to substitute the official university master logo on business cards.

Custom Signature Positioning

When used in lieu of the official university master logo, it is preferable that the custom signature appear on the front of materials. However, in some occasions, it may need to appear on the back of a publication or other printed piece.

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

Two-color application



Two-color: Founders Blue Pantone 281
and Immaculata Blue Pantone 300



Two-color reverse:
Torero Blue Pantone 292 and
white

One-color application



One-color:
Founders Blue Pantone 281



One-color:
Immaculata Blue Pantone 300



One-color reverse: white

Color Specifications

The custom signatures may only appear in the applications and color options shown here.

Clear Zone

A clear zone must always exist around the custom signature to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.

Size Restrictions

To ensure legibility and recognition on all materials, the custom signature may not appear smaller than the size shown here.



Clear zone requirement



1"

Minimum size allowed

How to Incorporate Custom Signatures in Merchandise Applications

For information regarding how to use custom signatures in merchandise applications, see the Merchandise Standards chapter of this manual.

Custom Signatures for Student Clubs and Organizations

How Students Should Apply the University's Master Logo and Other Marks

Over the years, various units associated with the university — including student groups — have created artwork, which was occasionally used in place of the university logo. This artwork, which didn't always list the name of the university and, in some cases didn't even list the full name of the organization for which it was designed, created confusion in the marketplace and hindered the communication efforts of the university.

Therefore, when students are representing the university in an official capacity — either off-campus at a sanctioned student function or on-campus during events such as Torero Days — they are required to use the master logo on their materials, along with the guidelines governing the university's visual identity. For more specific assistance in determining how students should apply the university's visual identity guidelines, contact the Department of Marketing and Strategic Partnerships.

The university also recognizes the need for a select few student clubs and organizations to have their own custom signature marks.

Student Clubs and Organizations

The official university master logo may be combined with the name of a select few student clubs and organizations — namely the undergraduate and graduate student associations — to create custom signatures. These are the only custom signatures for student clubs and organizations that have been approved by the vice president for University Relations. Employees are prohibited from creating their own custom signatures.

Applying the Custom Signatures for Student Clubs and Organizations

The custom signatures for student clubs or organizations can be used on all materials produced by that club or organization, especially on those pieces that will be seen off campus.

Custom signatures have been created for the following student clubs or organizations:

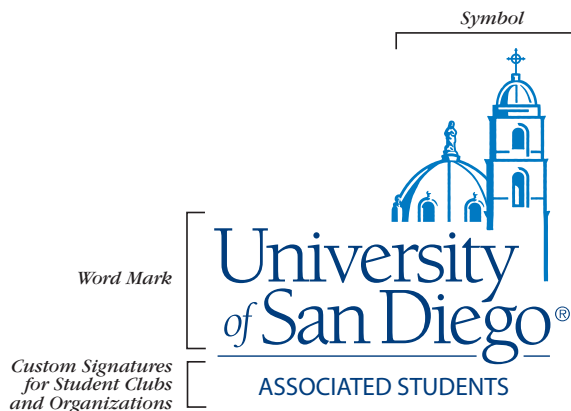
- Associated Students
- College of Arts and Sciences
 - Graduate Student Association
- Graduate Business Student Association
- Graduate Nursing Students Association
- Graduate Student Council
- Master's Entry Program in Nursing
 - Student Association
- Peace and Justice Graduate Student Association
- School of Leadership and Education Sciences
 - Graduate Student Association
- Student Bar Association



Primary Configuration

Shown here is the primary configuration of the custom signature for student clubs and organizations.

Custom Signatures for



Components of the Custom Signatures for Student Clubs or Organizations

The custom signature for student clubs or organizations is comprised of three components — the symbol, the word mark and the signature. The symbol is The Immaculata. It is unique and has been hand-drawn specifically for the University of San Diego. No other replication or rendering of The Immaculata symbol is allowed. It may not be re-created in any way. The graphic representation of the name University of San Diego is called the word mark. The word mark was hand-drawn. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist. No other typeface can be substituted for the word mark. The word mark may not be re-created in any way. The signature is the graphic representation of the name of the student club or organization. This element was hand-drawn. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist.

Custom Signatures as a Substitute for the Official University Master Logo

The custom signatures for student clubs or organizations may be used in lieu of the official university master logo on products or merchandise, in print materials and on stationery. The only exception is that they may not be used to substitute the official university logo on business cards.

Custom Signature Positioning

It is preferable that the custom signature for student clubs or organizations appear on the front of printed materials, but, in some occasions, it may need to appear on the back of a publication or other printed piece.

Wherever its location, the custom signature for student clubs or organizations 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 custom signature for student clubs or organizations also must appear on the return address portion of each university envelope, mailing label or printed mailing panel. For additional assistance on how to apply the custom signature for student clubs or organizations, contact the Department of Marketing and Strategic Partnerships.

Graphics Standards

Two-color application



Two-color: Founders Blue Pantone 281 and Immaculata Blue Pantone 300



Two-color reverse: Torero Blue Pantone 292 and white

One-color application



One-color: Founders Blue Pantone 281



One-color: Immaculata Blue Pantone 300



One-color reverse: white

Color Specifications

The custom signatures may only appear in the applications and color options shown here.

Clear Zone

A clear zone must always exist around the custom signature to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.

Size Restrictions

To ensure legibility and recognition on all materials, the custom signature may not appear smaller than the size shown here.



Clear zone requirement



Minimum size allowed

How to Incorporate Custom Signatures for Student Clubs or Organizations in Merchandise Applications

For information regarding how to use custom signatures for student clubs or organizations in merchandise applications, see the Merchandise Standards chapter of this manual.

The image shows the primary configuration of the University of San Diego word mark. The word "University" is in a large, blue, serif font. Below it, the word "of" is in a smaller, blue, serif font, followed by "San Diego" in the same large, blue, serif font. A registered trademark symbol (®) is located at the end of "San Diego".

Primary Configuration

Shown here is the primary configuration of the word mark.

The image shows the secondary configuration of the University of San Diego word mark. The words "University of San Diego" are written in a blue, serif font, with "of" in a smaller size. A registered trademark symbol (®) is located at the end of "San Diego".

Secondary Configuration

Shown here is the secondary configuration of the word mark.

Official University Word Mark

Official University Word Mark Guidelines

The graphic representation of the name University of San Diego is called the word mark.

Applying the Word Mark

There are limited ways the word mark can be used. The word mark may not be used in print. For information regarding how to use the word mark in merchandise applications, see the Merchandise Standards chapter of this manual.

Creation of the Word Mark

The word mark was hand-drawn specifically for the University of San Diego. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist. No other typeface can be substituted for the word mark. The word mark may not be re-created in any way.



Official University Seal

Official University Seal Guidelines

The university seal is the official, legal mark of the University of San Diego. It is vital that the seal be used with the utmost respect.

Seal Background

The current seal, adopted in 1997, combines features from the seals of 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 seal is the university's emblem of excellence. It claims the university's history, reminds one of the patron saint, St. Didacus, and the university founders. It tells its story and challenges the university to fulfill its mission.

Applying the Seal

Use of the seal should be limited to applications in which official verification of the university identity is required. The seal is reserved for use on official presidential or Board of Trustees correspondence. It is appropriate to use the seal on certificates, medals, programs for presentations by dignitaries and collateral materials for formal or commemorative events. It also may appear on legal documents and may be used on diplomas, materials, regalia or custom items connected to commencement. For information regarding how to use the seal in merchandise applications, see the Merchandise Standards chapter of this manual.

The seal should not be used in applications that are not directly related to the official business of the university. The seal should not appear, for example, on publicity fliers or newsletters.

Components of the Seal

The seal is comprised of four components:

- The shield
- Three intertwined golden rings
- Motto scroll
- Two outer rings

Symbolism of the Seal's Components

The Shield

The shield is divided into two sections. The top section shows a dove on a field of blue. It is separated from the lower section by a horizontal bar in the form of a rope. The lower section is quartered by a Celtic cross. In the first quadrant is a lamp of learning. In the second quadrant is a laurel wreath. In the third quadrant is an earthenware pot called a Spanish *olla*. And in the fourth quadrant are three nails.

- The dove represents the Holy Spirit, the source of truth and wisdom.
- The rope represents the belt worn in the religious clothing of the Franciscans, including San Diego, who was a Franciscan brother.
- The Celtic cross expresses the university's Catholic identity and the boundless love and infinite mercy of Jesus Christ. This version of the cross is often used by academic institutions because learning was kept alive in the Dark Ages by Celtic monks, who preserved and transmitted the faith and the knowledge of the past. Therefore, it symbolizes both the love of God and the love of learning.
- The laurel wreath, which was part of the seal for the College for Women, was conferred as a mark of achievement in ancient times. It represents honor, glory, justice and truth and challenges the university to excellence.

- The lamp comes from an older version of the university seal and expresses the role of the scholar, to bring light into the darkness of ignorance.
- The earthenware pot, or Spanish *olla*, was widely used in Spanish heraldry to symbolize serving and feeding the poor. In iconography it is the usual symbol of San Diego. It reminds one that knowledge should be used to serve humanity.
- The three nails represent Jesus Christ on the cross. They were on the seal of the Diocese of San Diego and on the seal of founder Bishop Charles Francis Buddy.

The Three Intertwined Golden Rings

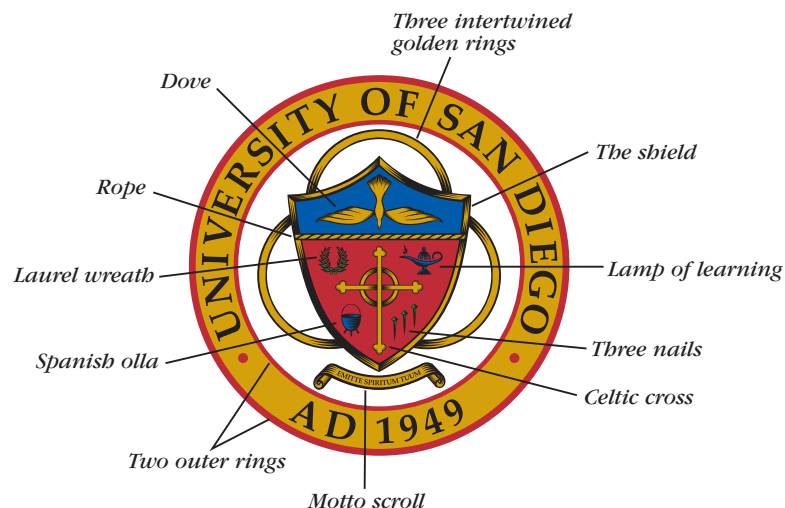
- The three golden rings represent two sets of three. The first set is reverence to God and the Holy Trinity — God the Father, God the Son and God the Holy Spirit. The second set represents education of the whole person — body, mind and soul.

The Motto Scroll

- The university's motto, *Emmitte Spiritum Tuum*, "Send Forth Thy Spirit," was taken from Psalm 104, which reads: "Thou shalt send forth thy spirit and they shall be created, and thou shalt renew the face of the earth."

The Outer Circles

- The outer circles frame the name of the university and the date of its founding.



Five-color or four-color process application



Five-color Pantone or four-color process

One-color application



One-color:
Founders Blue Pantone 281



One-color:
Immaculata Blue Pantone 300



One-color reverse: white

Do Not Use the Seal as a Substitute for the Official University Master Logo

The seal should not be confused with the official university master logo. But, because the seal can only be used in specific, pre-approved applications, in those rare instances, it may be used in lieu of the official university master logo.

Color Specifications

The seal may only appear in the applications and color options shown here.

Other Applications

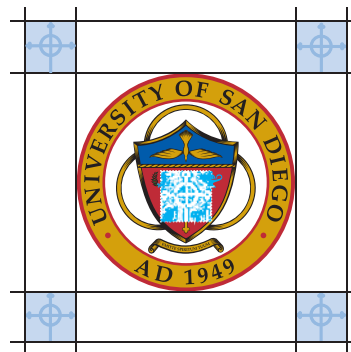
The seal in its entirety also may be blind embossed, embossed with silver metallic foil, used with metallic silver ink or debossed into glass, metal or wood.

Clear Zone

A clear zone must always exist around the seal to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.

Size Restrictions

The proportions of the seal cannot be altered in any way. To ensure legibility and recognition on all materials, the seal may not appear smaller than the size shown here.



Clear zone requirement



Minimum size allowed



Official University Medallion

Official University Medallion Guidelines

The university medallion serves as an alternative to the university seal for graphic design purposes.

Medallion Background

The medallion, like the logo, features a depiction of The Immaculata. And, like the seal, the medallion features the name, University of San Diego, and the year the university was founded. The Immaculata, in the foreground, represents the importance of the university's Catholic foundation. The westward view in the background is something many people recognize and appreciate. It also provides a sense of place and indicates, in a literal way, the university's proximity to the Pacific Ocean. But, it also represents — in a figurative way — the access to the amazing weather, endless recreation and unforgettable international experiences that San Diego offers.

Applying the Medallion

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

For information regarding how to use the medallion in merchandise applications, see the Merchandise Standards chapter of this manual.

Graphics Standards

Two-color application



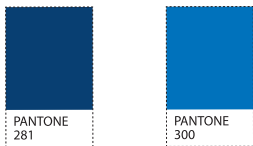
Two-color: Founders Blue Pantone 281 and Immaculata Blue Pantone 300



Preferred two-color reverse: Founders Blue Pantone 281 and Immaculata Blue Pantone 300



Alternate two-color reverse: Immaculata Blue Pantone 300 and white



Founders Blue: Pantone 281 Immaculata Blue: Pantone 300

One-color application



Preferred one-color option: Founders Blue Pantone 281



Alternate one-color option: Founders Blue Pantone 281



Preferred one-color reverse: white



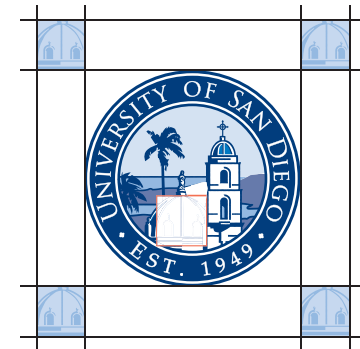
Alternate one-color reverse: white

Color Specifications

The medallion may only appear in the applications and color options shown here.

Clear Zone

A clear zone must always exist around the medallion to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.



Clear zone requirement

Size Restrictions

To ensure legibility and recognition on all materials, the medallion may not appear smaller than the size shown here.



1"

Minimum size allowed

Official University Monogram

Monogram History

In 1979, then President Author E. Hughes commemorated the University of San Diego's 30th anniversary by unveiling a new university logo. The primary component of that logo remains intact and has become known as the university monogram. President Hughes said the design, "... conveys a feeling of dignity and tradition so appropriate to the goals and values of the University of San Diego. It transmits visually the cultural and historic heritage of our institution and ties it to our campus architecture. The architecture shall be preserved as USD continues to grow and serve a community which itself is embedded in a Spanish heritage of beauty, dignity and culture." Fittingly, the typeface is called University.

The design for what is now the monogram was created by Therese Whitcomb. Whitcomb '53 (B.A.) is the university's first graduate. She also is a former director of design, professor of art and director of Founders Gallery.

Official University Monogram Guidelines

The university monogram is the University of San Diego's acronym and shorthand identifier.

Applying the Monogram

The monogram is designed to be used primarily for on-campus applications, including environmental signage, university vehicles or employee uniforms and clothing. The monogram also may be used on very specific pre-approved merchandise. The

monogram cannot be used in print, on the web or in materials being distributed off campus.

For information regarding how to use the monogram on merchandise, see the Merchandise Standards chapter of this manual.

Custom Monograms

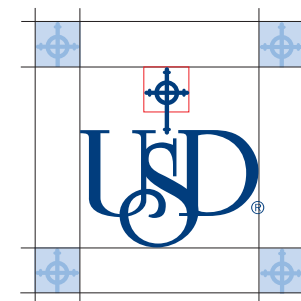
The monogram may be combined with the names of individual academic or administrative departments to create custom monograms for use on employee uniforms and clothing. However, these units may not create their own custom monograms.

Clear Zone

A clear zone must always exist around the monogram to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.

Size Restrictions

To ensure legibility and recognition on all materials, the monogram may not appear smaller than the size shown here.



Clear zone requirement



Minimum size allowed



Primary Spirit Mark

Shown here is the only authorized configuration of the primary spirit mark.

Primary Spirit Mark

History

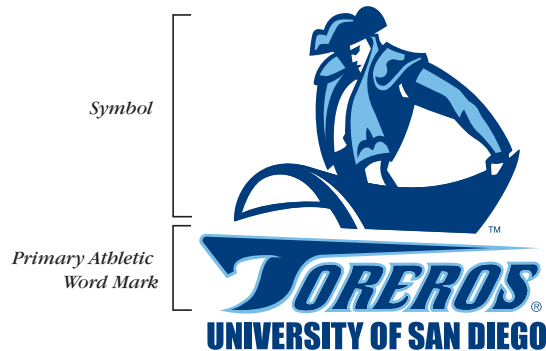
Until 1961, the University of San Diego athletic teams were called the Pioneers because of the pioneering spirit students embraced during the early years of the university's existence. But, in the fall of that year, at the suggestion of Bishop Charles Francis Buddy, one of the university's founders, the teams adopted the nickname the Toreros. In his announcement about the name change, Bishop Buddy said the name Toreros is more in keeping with the friendly relationship between San Diego and Mexico. The word Torero comes from the Spanish term *toro*, the bull, and from the word *torear*, to fight bulls. All of the contestants in the ring are called Toreros. A Torero signifies courage, honor 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.

Spirit Marks

The Torero symbolizes the University of San Diego's spirit and, therefore, is the foundation of USD spirit marks.

Applying the Spirit Marks

The 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 marks are not appropriate for use on academic materials.



Components of the Primary Spirit Mark

The primary spirit mark is comprised of two components — the Torero symbol and the primary athletic word mark.

- The Torero symbol is unique and has been hand-drawn specifically for the University of San Diego. No other replication or rendering of the Torero symbol is allowed. It may not be re-created in any way.
- The primary athletic word mark also was hand-drawn. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist. No other typeface can be substituted for the word mark. The word mark may not be re-created in any way.

Do Not Use the Primary Spirit Mark as a Substitute for the Official University Master Logo

The primary spirit mark must be used in conjunction with the official university master logo.

Official Custom Intramural Team Signatures

The primary spirit mark may be combined with the names of individual intramural team sports to create custom team signatures. Intramural teams may use these custom team signatures in the same ways that the collegiate and club teams are allowed to use the primary athletic mark. See the primary athletic mark section of this manual for additional information. Use of custom intramural team signatures, other than those that are officially sanctioned, is strictly prohibited. Intramural teams cannot create their own custom intramural team signatures.

Sanctioned Intramural Team Signatures

Custom intramural team signatures are available for the following:

- 3x3 Basketball
- 5x5 Basketball
- Dodgeball
- Doubles Tennis
- Flag Football
- Inner-Tube Water Polo
- Singles Tennis
- Softball
- Speed Soccer
- Volleyball



Graphics Standards

Two-color application



*Preferred two-color:
Founders Blue 281 and Torero Blue Pantone 292*



Alternate two-color: PMS 281 and PMS 292



*Two-color reverse:
Torero Blue Pantone 292 and white*

One-color application



One-color: Founders Blue Pantone 281



*Alternate one-color:
Immaculata Blue Pantone 300*



One-color reverse: white

Color Specifications

The primary spirit mark may only appear in the applications and color options shown here.

Clear Zone

A clear zone must always exist around the primary spirit mark to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.



Clear zone requirement

Size Restrictions

To ensure legibility and recognition on all materials, it may not appear smaller than the size shown here.



1.25"

Minimum size allowed

How to Incorporate the Primary Spirit Mark in Various Applications

There are limited uses for the primary spirit mark. The primary spirit mark may be used on the following applications:

- *Print:* The primary spirit mark may be used on printed materials. However, it must be accompanied by the official university master logo elsewhere on the piece.
- *Recruitment materials:* The primary spirit mark may appear on recruitment materials. Wherever its location, the primary spirit mark must be given prominence in the design and should not be considered an afterthought.

The primary spirit mark may not be used on the following applications:

- *Advertisements:* The primary spirit mark cannot be used on advertisements.
- *Video:* The primary spirit mark cannot be used on videos.
- *Television broadcasts:* The primary spirit mark cannot be used on television broadcasts.

How to Incorporate the Primary Spirit Mark in Merchandise Applications

For information regarding how to use the primary spirit mark on merchandise, see the Merchandise Standards chapter of this manual.



Secondary Spirit Mark

Shown here is the only authorized configuration of the secondary spirit mark.

Secondary Spirit Mark

Applying the Secondary Spirit Mark

The secondary spirit mark is reserved for use on merchandise. When using the secondary spirit mark on merchandise, however, the name University of San Diego must be included elsewhere on the piece in the approved athletic Impact font. The secondary spirit mark is not appropriate for use on the web, academic materials, printed materials or any other materials that will be distributed off campus.

Creation of the Secondary Spirit Mark

The secondary spirit mark is the Torero symbol. The Torero symbol is unique and has been hand-drawn specifically for the University of San Diego. No other replication or rendering of the Torero symbol is allowed. It may not be re-created in any way.

Do Not Use the Secondary Spirit Mark as a Substitute for the Official University Master Logo

The secondary spirit mark should not be confused with the official university logo. The secondary spirit mark cannot be used in lieu of the official university logo.

Graphics Standards

Two-color application



*Two-color:
Founders Blue 281 and Torero Blue Pantone 292*



*Two-color reverse:
Torero Blue Pantone 292 and white*



One-color reverse: white

One-color application



One-color: Founders Blue Pantone 281



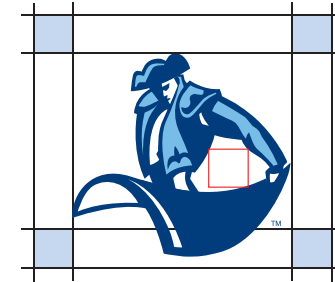
One-color: Immaculata Blue Pantone 300

Color Specifications

The secondary spirit mark may only appear in the applications and color options shown here.

Clear Zone

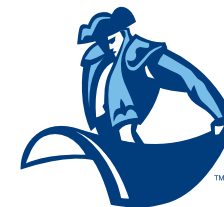
A clear zone must always exist around the secondary spirit mark to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.



Clear zone requirement

Size Restrictions

To ensure legibility and recognition on all materials, it may not appear smaller than the size shown here.



Minimum size allowed

How to Incorporate the Secondary Spirit Mark in Various Applications

The secondary spirit mark may not be used on the following applications:

- *Print*: The secondary spirit mark may not be used on printed materials.
- *Advertisements*: The secondary spirit mark may not be used on advertisements.
- *Video*: The secondary spirit mark may not be used on videos.
- *Television broadcasts*: The secondary spirit mark may not be used on television broadcasts.
- *Recruitment materials*: The secondary spirit mark may not be used on recruitment materials.

How to Incorporate the Secondary Spirit Mark in Merchandise Applications

The secondary spirit mark may only be used for merchandise. For information regarding how to use the secondary spirit mark on merchandise, see the Merchandise Standards chapter of this manual.



Primary Word Marks

Shown here are the only authorized configurations of the primary athletic word mark.

Athletic Marks

History

Until 1961, the University of San Diego athletic teams were called the Pioneers because of the pioneering spirit students embraced during the early years of the university's existence. But, in the fall of that year, at the suggestion of Bishop Charles Francis Buddy, one of the university's founders, the teams adopted the nickname the Toreros. In his announcement about the name change, Bishop Buddy said the name Toreros is more in keeping with the friendly relationship between San Diego and Mexico. The word Torero comes from the Spanish term *toro*, the bull, and from the word *torear*, to fight bulls. All of the contestants in the ring are called Toreros. A Torero signifies courage, honor 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.

Background

The University of San Diego recognizes and appreciates the distinctive role that intercollegiate athletics and club sports play in building and strengthening the University of San Diego's national profile and relationship with constituents. All the University of San Diego athletic marks are official identities of the collegiate and club sports programs and are exclusive to those programs.

Applying Athletic Marks

The use of all athletic marks is limited for uniforms, gear, marketing materials for collegiate and club sports programs and certain university trademark licensees. If you are unsure whether you are authorized to use the marks, contact the Department of Marketing and Strategic Partnerships.



Components of the Primary Athletic Word Mark

The primary athletic word mark is comprised of two components, the nickname symbol and the word mark.

- The nickname symbol is the word Toreros. It is unique and has been hand-drawn specifically for the University of San Diego. No other replication or rendering of the nickname symbol is allowed. It may not be re-created in any way.
- The graphic representation of the name University of San Diego is called the word mark. The word mark also was hand-drawn. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist. No other typeface can be substituted for the word mark. The word mark may not be re-created in any way.

Primary Athletic Word Mark as a Substitute for the Official University Master Logo

The primary athletic word mark 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.

Primary Athletic Word Mark Positioning

When used in lieu of the official university master logo, it is preferable that the primary athletic word mark appear on the front of on all materials produced or published by the collegiate and club sports programs or certain university trademark licensees. However, in some occasions, it may need to appear on the back of a publication or other printed piece. Wherever its location, the primary athletic word mark must be sized and positioned for easy and quick visibility and recognition, and should be factored into the design and not considered an afterthought. The primary athletic word mark also must appear on the return address portion of each university envelope, mailing label or printed mailing panel. For additional assistance on how to apply the primary athletic word mark, contact the Department of Marketing and Strategic Partnerships.

Two-color application



*Preferred two-color:
Founders Blue 281 and Torero Blue Pantone 292*



*Alternate two-color:
Founders Blue 281 and Torero Blue Pantone 292*



*Two-color reverse:
Torero Blue Pantone 292 and white*

One-color application



One-color: Founders Blue Pantone 281



One-color reverse: white

Color Specifications

The primary athletic word mark may only appear in the applications and color options shown here.

Clear Zone

A clear zone must always exist around the primary athletic word mark to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.



Clear zone requirement

Size Restrictions

To ensure legibility and recognition on all materials, it may not appear smaller than the size shown here.



1.25"

Minimum size allowed

How to Incorporate the Primary Athletic Word Mark or Custom Team Signatures in Various Applications

The primary athletic word mark or custom team signature is the preferred mark to use in most applications. These marks may be used on the following applications:

- *Print:* The primary athletic word mark is required on printed materials produced or published by the collegiate and club sports programs. Wherever its location, the primary athletic word mark must be given prominence in the design and should not be considered an afterthought.
- *Advertisements:* The primary athletic word mark must appear on all advertisements produced or published by the collegiate and club sports programs. Custom team signature marks or secondary athletic marks may appear in advertisements as well, as long as they are used in conjunction with the primary athletic word mark.
- *Recruitment materials:* The primary athletic word mark may appear on recruitment materials. Wherever its location, the primary athletic word mark must be given prominence in the design and should not be considered an afterthought.

How to Incorporate the Primary Athletic Word Mark or Custom Team Signatures in Merchandise Applications

For information regarding how to use these marks on merchandise, see the Merchandise Standards chapter of this manual.



Secondary Word Marks

Shown here are the only authorized configurations of the secondary athletic word marks. There are very limited and specific ways the secondary word marks can be used.

Applying Athletic Marks

The use of all athletic marks is limited for uniforms, gear, marketing materials for collegiate and club sports programs and certain university trademark licensees. If you are unsure whether you are authorized to use the marks, contact the Department of Marketing and Strategic Partnerships.

Do Not Use the Secondary Athletic Word Marks as a Substitute for the Official University Logo

The secondary athletic word marks may not be used in lieu of the official university master logo under any circumstance.

Two-color application



*Preferred two-color:
Founders Blue 281 and Torero Blue Pantone 292*



*Alternate two-color:
Founders Blue 281 and Torero Blue Pantone 292*



*Two-color reverse:
Torero Blue Pantone 292 and white*

One-color application



One-color: Founders Blue Pantone 281



One-color reverse: white

Color Specifications

The secondary athletic word mark may only appear in the applications and color options shown here.

Clear Zone

A clear zone must always exist around the secondary athletic word mark to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.



Clear zone requirement

Size Restrictions

To ensure legibility and recognition on all materials, it may not appear smaller than the size shown here.



1.25"

Minimum size allowed

How to Incorporate the Secondary Athletic Word Marks in Various Applications

- *Print:* The secondary athletic word marks may be used on printed materials. However, when these marks appear in print, the primary athletic word mark must appear — without exception — on the front cover of the printed piece. See the print portion of the primary athletic word mark section of this manual for additional guidelines.
- *Advertisements:* The secondary athletic word marks may be used in advertisements as long as they are used in conjunction with the primary athletic word mark. See the advertisements portion of the primary athletic word mark section of this manual for additional guidelines.
- *Recruitment materials:* The secondary athletic word marks may be used on recruitment materials. However, when these marks are used, the primary athletic word mark must appear — without exception — on the front cover of the materials. See the recruitment materials portion of the primary athletic word mark section of this manual for additional guidelines.

The secondary athletic word marks may not be used on the following applications:

- *Video:* The secondary athletic word marks may not be used on videos. See the video portion of the primary athletic word mark section of this manual for additional guidelines.

How to Incorporate the Secondary Athletic Word Marks in Merchandise Applications

For information regarding how to use the secondary athletic word marks on merchandise, see the Merchandise Standards chapter of this manual.



Applying Athletic Marks

The use of all athletic marks is limited for uniforms, gear, marketing materials for collegiate and club sports programs and certain university trademark licensees. If you are unsure whether you are authorized to use the marks, call the Department of Marketing and Strategic Partnerships at (619) 260-4690.

Official Custom Athletic Signatures

The primary athletic word mark may be combined with either the names of individual collegiate or club team sports to create custom team signatures. It also may be combined with the names of athletic administrative units to create custom athletic administrative signatures. Use of custom athletic signatures, other than those that are officially sanctioned, is strictly prohibited. Athletic units cannot create their own custom athletic signatures.



Components of the Custom Athletic Signatures

The athletic signature is comprised of three components: the word mark, the nickname symbol and the signature.

- The graphic representation of the name University of San Diego is called the word mark. The word mark was hand-drawn. Do not attempt to recreate the word mark through typesetting. A comparable font does not exist. No other typeface can be substituted for the word mark. The word mark may not be re-created in any way.
- The nickname symbol is the word Toreros. It is unique and has been hand-drawn specifically for the University of San Diego. No other replication or rendering of the nickname symbol is allowed. It may not be re-created in any way.
- The graphic representation of the team or administrative unit is called the signature. This element was hand-drawn. Do not attempt to recreate the signature through typesetting. A comparable font does not exist.



Sanctioned Collegiate Team Signatures

Custom collegiate team signatures are available for the following:

Men

Baseball
Men's Basketball
Men's Cross Country
Football
Golf
Men's Rowing
Men's Soccer
Men's Tennis

Women

Women's Basketball
Women's Cross Country
Women's Rowing
Women's Soccer
Softball
Women's Swimming
Women's Tennis
Women's Track
Volleyball

Neutral

Basketball
Cross Country
Rowing
Soccer
Tennis

Sanctioned Club Team Signatures

National Collegiate Athletic Association rules require that collegiate sports and club sports be distinguished. In cases where a club sport could be confused with a collegiate sport, the word club must appear on the custom club team signature for that club sport. Custom club team signatures are available for the following:

Beach Volleyball	Running
Club Baseball	Snow Club
Cycling	Surf Team
Dance Company	Ultimate Frisbee
Dancesport	Men's Water Polo
Equestrian	Women's Water Polo
Golf Club	Waterski
Judo	Women's Lacrosse
Men's Lacrosse	Women's Soccer
Men's Soccer	Women's Volleyball
Men's Volleyball	Running
Quidditch Club	Cheerleading
Roller Hockey	Rock Climbing
Rugby	Tennis

Sanctioned Administrative Signatures

Custom athletic administrative signatures are available for the following:

Academic Support
Athletics
Development
Event Staff
Facilities
Jenny Craig Pavilion
Marketing
Media Relations
Sports Center
Sports Medicine
Sports Performance

Sanctioned Intramural Team Signatures

For information regarding custom intramural team signatures, see the primary spirit mark section of this chapter.

Two-color application



*Two-color:
Founders Blue 281 and Torero Blue Pantone 292*



*Two-color reverse:
Torero Blue Pantone 292 and white*

One-color application



One-color: Founders Blue Pantone 281



One-color reverse: white

Do Not Use the Custom Athletic Signatures as a Substitute for the Official University Master Logo

Custom athletic signatures may not be used in lieu of either the primary athletic word mark or the official university master logo at any time.

Color Specifications

Custom athletic signatures may only appear in the applications and color options shown here.

Clear Zone

A clear zone must always exist around the custom athletic signature to allow for maximum legibility. Use the guidelines shown here to create the proper clear zone.

Size Restrictions

To ensure legibility and recognition on all materials, a custom athletic signature may not appear smaller than the size shown here.

Applying Custom Athletic Signatures

For information regarding how to apply custom team signatures, see the primary athletic mark section of this chapter.



Clear zone requirement



1.25"

Minimum size allowed



*Example of a Custom Mark
for a Compliant Individuality Unit*

Custom Marks for Compliant Individuality Units

Custom Marks for Compliant Individuality Units

Sometimes academic units are created with special funding that dictates that a custom mark be created. Compliant individuality marks will only be authorized in extremely rare situations and only for academic units. Custom compliant individuality marks will not be authorized for administrative units. In these very infrequent cases, these marks must be approved by the vice president for university relations and must be created only by the Department of Marketing and Strategic Partnerships. University employees are prohibited from hiring outside designers to create compliant individuality marks. Specific guidelines and processes will be used when creating these marks. Among them, the name University of San Diego must appear prominently in the compliant individuality mark and the color blue must be dominant in the design.

Sanctioned Compliant Individuality Marks

Custom marks have been created for the following compliant individuality units:

Ahler's Center for International Business
Burnam Moores Center for Real Estate
Energy Policy Initiatives Center
Justice In Mexico Project

Applying Custom Marks for Compliant Individuality Units

Custom marks for compliant individuality units may be used on materials for those units. The guidelines governing the use of custom marks for compliant

individuality units are similar to those that must be adhered to when using the official university master logo.

Programs, Departments or Offices Within Compliant Individuality Units

Unlike custom signatures created with sanctioned modifications to the official university logo, custom marks for compliant individuality units cannot be further altered to list programs, departments or offices within those units.

Compliant Individuality Marks as a Substitute for the Official University Master Logo

Officially sanctioned compliant individuality marks may be used in lieu of the official university master logo on products or merchandise, in print materials, on stationery and on business cards.

Compliant Individuality Mark Positioning

It is preferable that the compliant individuality mark appear on the front of all materials for that unit. However, in some occasions, it may need to appear on the back of a publication or other printed piece.

Wherever its location, the compliant individuality mark must be sized and positioned for easy and quick visibility and recognition, and should be factored into the design and not considered an afterthought. The compliant individuality mark also must appear on the return address portion of each university envelope, mailing label or printed mailing panel. For additional assistance on how to apply compliant individuality marks, contact the Department of Marketing and Strategic Partnerships.



Event Marks

Event Specific Mark Guidelines

Marks may be designed for collateral materials, websites or promotional pieces created to support a select few special or commemorative events — such as special anniversaries, building dedications or capital campaigns. Event specific marks also may be created for signature events — such as Alumni Honors, Homecoming or high-end donor recognition events. Event specific marks are reserved for the university's highest profile events, which are hosted either by the president, the Board of Trustees or the university as a whole. Event specific marks are not appropriate for general events such as annual lectures or programs hosted by individual entities.

Sanctioned Event Marks

Custom marks have been created for the following signature events:

- Alumni Honors
- Founders' Gala
- Homecoming
- Wine Classic

Time Limit for Event Specific Marks

Event specific marks can only be used for the materials related to one particular event. When the set timeframe expires, proper steps must be taken immediately by the unit involved to remove the event specific mark from circulation.

How to Request an Event Specific Mark

Event specific marks must be approved in advance, and in writing, by the Department of Marketing and Strategic Partnerships. All event specific marks must be created by the Department of Marketing and Strategic Partnerships. Academic and administrative units cannot create their own event specific marks. To request the creation of an event specific mark, fill out a project request form at www.sandiego.edu/marketing/services.php.

Event Specific Marks Cannot Be Used as a Substitute for the Official University Master Logo

Event specific marks cannot be used in lieu of the official university master logo under any circumstance. The master logo always must accompany an event specific mark.

Event Specific Slogan Guidelines

Slogans or taglines may be designed for collateral materials, websites or promotional pieces created to support a select few special or commemorative events — such as special anniversaries, building dedications or capital campaigns. Event specific slogans also may be created for signature events — such as Alumni Honors, Homecoming or high-end donor recognition events. Event specific slogans are reserved for the university's highest profile events, which are hosted either by the president, the Board of Trustees or the university as a whole. Event specific slogans are not appropriate for

general events such as annual lectures or programs hosted by individual entities. Slogans for general events should simply be incorporated into text written about the event, but, should not be used as an element of design in the materials.

Time Limit for Event Specific Slogans

Event specific slogans can only be used for the materials related to one particular event. When the set timeframe expires, proper steps must be taken immediately by the unit involved to remove the event specific slogan from circulation.

How to Request an Event Specific Slogan

Event specific slogans must be approved in advance, and in writing, by the Department of Marketing and Strategic Partnerships. All event specific slogans must be created by the Department of Marketing and Strategic Partnerships. Academic and administrative units cannot create their own event specific slogans. To request the creation of an event specific slogan, fill out a project request form at www.sandiego.edu/marketing/services.php.

Event Specific Slogans Cannot Be Used as a Substitute for the Official University Master Logo

Event specific slogans cannot be used in lieu of the official university master logo under any circumstance. The master logo always must accompany an event specific slogan.



Donor Recognition Marks

Marks may be designed for collateral materials, websites or promotional pieces created to support a select few donor recognition clubs. These marks must be approved by the vice president for university relations and must be created only by the Department of University Marketing and Strategic Partnerships. University employees are prohibited from hiring outside designers to create donor recognition marks. Specific guidelines and processes will be used when creating these marks. Among them, the name University of San Diego must appear prominently in the mark and the color blue must be dominant in the design.

Donor recognition marks are reserved for the following clubs:

- Athletics Executive Cabinet
- Maudsley Fellows Society
- Patrons of the Fine Arts
- President's Club
- Puente de Oro Society

To receive donor recognition marks, email marketing@san-diego.edu.

Donor Recognition Marks Cannot Be Used as a Substitute for the Official Master Logo

Donor recognition marks cannot be used in lieu of the official university master logo under any circumstance. The master logo must always accompany a donor recognition mark.



How to apply the recycling mark on printed materials

Sustainability Marks

Sustainability is a major initiative at the University of San Diego and USD is dedicated to the principles of sustainability. The university has its own recycling mark, featuring the motto, “Be Blue. Go Green.” It also has a sustainability task force, made up of representatives from across the campus.

The Department of Marketing and Strategic Partnerships promotes the use of specific paper stocks that are recycled. When using recycled paper, it is appropriate to use the university’s recycling mark.

Applying the Recycling Mark

The recycling mark should always appear in a discreet location and should be kept relatively far away from the university’s master logo and other official marks. Shown here is an example of the proper colors, size and placement of the recycling mark.

Be Blue, Go Green Team

The sustainability effort also led to the establishment of the Be Blue, Go Green Team. This team of students acts as sustainability ambassadors, promoting a greener lifestyle on campus and in the community.

The Be Blue, Go Green Team has undergone special training and is partnering with SDG&E to conduct audits in the community to determine where residents could be more energy efficient and what rebates or special programs may be available to help them meet their goals.



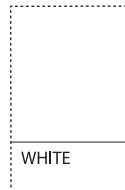
*Founders Blue:
Pantone 281*



*Torero Blue:
Pantone 292*



*Immaculata Blue:
Pantone 300*



Alcalá White

Color

Color Guidelines

The University of San Diego's official colors — blue and white — play an integral role in its identity. Hand picked by the university's founders, 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, covered by 521,296 one-inch square tiles from Japan, is one of the first things people notice on the campus and one of the most recognized landmarks in the region.

Consistent use of the official colors distinguishes the University of San Diego from other institutions. These colors reinforce and strengthen the brand and create a unified look that crosses all disciplines. All university materials and messages, especially those directed to outside audiences, must adhere to the university's color standards.

The university's color standards are to be used for all publications, promotional communications or marketing materials. Additional colors and color combinations, approved by the Department of Marketing and Strategic Partnerships and the Trademark and Licensing Program coordinator, may be used for merchandise. Separate approved color palettes are available for the University of San Diego website. See the Web Standards chapter of this manual for additional information.

Alcalá White

Unlike the paint color aisle in a home improvement store, in which one can choose anything from off-white to eggshell white to brilliant white, there is no actual white ink in printing. The shade of white is determined by the whiteness of the paper on which it is printed. Therefore, there are no Pantone colors associated with the color white. For information regarding paper choices, see the Print Standards chapter of this manual.

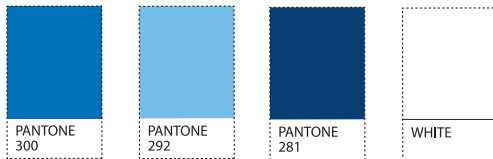
Liturgical Colors

There are specific colors tied to the liturgical seasons of the Catholic Church. Materials created to support the Mass or other rites within the church may use additional liturgical colors outside of the University of San Diego's official color palettes.

Graphics Standards

Primary Palette

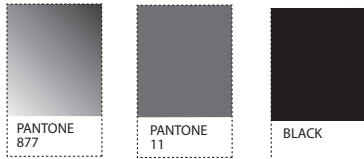
There are four official colors in the university's primary palette.



Color	Coated	Uncoated	Process Color Equivalent	Web Equivalent	RGB
Immaculata Blue	Pantone 300	Pantone 300	(C=100; M=50; Y=0; K=0)	207bc1	(R=32; G=123; B=193)
Torero Blue	Pantone 292	Pantone 292	(C=50; M=10; Y=0; K=0)	84bce8	(R=132; G=188; B=232)
Founders Blue	Pantone 281	Pantone 281	(C=90; M=58; Y=0; K=46)	002868	(R=14; G=62; B=124)
Alcalá White					

Secondary Palette

There are three colors in the university's secondary accent palette. Secondary colors cannot replace, or be used instead of, colors in the primary palette. No other colors can be substituted for or added to the secondary colors listed here. None of the secondary colors — either individually or combined — should ever be more dominant than the colors in the primary palette.



Color	Coated	Uncoated	Process Color Equivalent	Web Equivalent	RGB
Metallic silver	Pantone 877	Pantone 877	NA	NA	NA
Cool gray	Pantone 11	Pantone 11	(C=0; M=2; Y=0; K=68)	70752b	(R=112; G=117; B=13)
Black					



*One-color printing:
Founders Blue:
Pantone 281*



*Two-color printing:
Founders Blue 281 and
Torero Blue Pantone 292*



*Three-color printing:
Founders Blue 281,
Torero Blue Pantone 292
and Immaculata Blue
Pantone 300*



Four-color process printing

Using the University's Colors

- *One-color printing:* When producing a one-color piece, Immaculata Blue, Torero Blue or Founders Blue may be used.
- *Two-color printing:* When producing a two-color piece, colors from the primary palette can be used in any combination or may be used with black.
- *Three-color printing:* When producing a three-color piece, either Immaculata Blue, Torero Blue or Founders Blue may be combined with either Alcalá White or any of the other primary or secondary colors.
- *Four-color printing:* When producing a four-color piece, colors in the primary palette may be used in any combination with colors from the secondary palette. The secondary colors should play only a supporting role in the overall look of the piece. Secondary colors can never be more dominant — either individually or combined — than the colors in the primary palette.

Background Colors

It is preferable that University of San Diego materials be produced on bright white or blue papers, backgrounds or other colors that match — as closely as possible — Founders Blue, Torero Blue or Immaculata Blue.

Other neutral-colored papers, backgrounds or other materials also may be used.

Desktop Printers

The color produced by desktop printers should not be relied on to match any of the primary or accent colors. Only offset printers are reliable in matching PMS colors.