

Brand Identity Overview

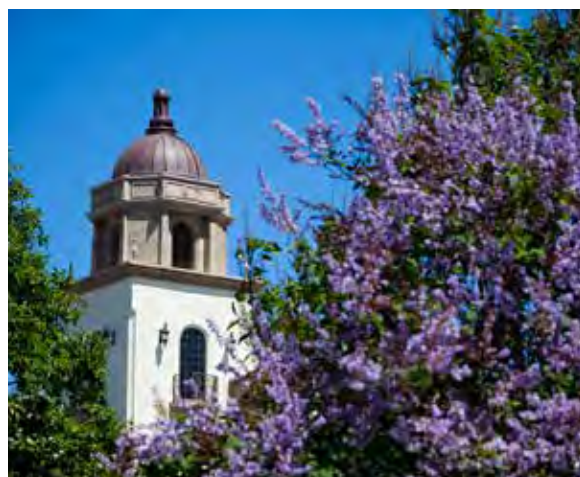


The University of San Diego's brand is reflected in what we do and say, what we print and proclaim and what message we impart as an institution. The key to enhancing USD's brand is a consistent and reliable visual identity, which builds and protects its image.

Introduction

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

The key to enhancing the University of San Diego's brand is a consistent and reliable approach to its visual identity, which builds and protects its image. Consistency in the way all marketing materials look promotes instant recognition to all who see what the university has to



offer. Each entity on campus will have different needs in designing materials for print, web marketing, advertising and promotions.

Among the wealth of information offered, find details about how to use the expertise of the Department of University Publications, which can provide guidance for projects such as creating an ad, scheduling a photographer, planning an event or designing and printing pieces ranging from postcards to newsletters to pamphlets and beyond.

USD's brand guidelines are laid out in various sections which contain specifics about proper use of the University of San Diego's colors, logo and writing style when creating printed materials, websites, clothing and even PowerPoint® presentations. The guide explains the university's web standards, contains sample printed pieces, offers tips for planning a great event and includes an A-to-Z communications style guide to make sure written materials are consistent.

You may download PDFs of sections about specific topics relating to the university's brand identity standards — graphics/print, writing, business systems, merchandise, licensed trademarks, signage, web and event planning — at www.sandiego.edu/publications.

Although this material could be read from cover to cover, it was designed to be used more like a reference book — similar to a dictionary or encyclopedia — in which

readers could flip directly to the section about which they want to learn. Therefore, key components were repeated in many of the sections so that no matter which section is being referenced, each is self-contained.

While the guidelines provide a basic foundation for developing marketing materials, the university acknowledges that these standards cannot address every situation that may arise.

Brand identity standards should be followed for all communications materials. If materials are found not to conform to these standards, the department or office producing the materials will be asked to take corrective actions.

About the Office of University Publications

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

The Department of University Publications is a team of experienced professionals who have been recognized in their disciplines for their expertise in the areas of marketing, publications, writing and design. The staff provides professional services in design, editing and copywriting.

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

Brand Personality

This section addresses the University of San Diego's personality and includes some basic information such as how to refer to the university's name in marketing materials. It also outlines information about the university's history, mission statement, vision statement and core values. Also find an overview of the university's brand promise, brand attributes and tips for how to articulate our brand in a matter of seconds.

University History

The importance of the University of San Diego's visual identity can be traced to Mother Rosalie Clifton Hill, superior vicar of the Religious of the Sacred Heart and superior of the San Francisco College for Women. In 1937, she was contacted by Bishop Charles Francis Buddy, newly assigned as the first bishop of the Diocese of San Diego. The bishop, who was educated by the Religious of the Sacred Heart, was clear about his intentions. He

wanted to build an institution of higher education that would provide the best in sacred and secular learning. Bishop Buddy discussed with Mother Hill his vision of a Catholic college in his new diocese, and she agreed to help.

The two founders chose a site and named it Alcalá Park, in honor of San Diego, a Franciscan lay brother from the Spanish town of Alcalá de Henares, near Madrid in Spain. Inspired by the University of Alcalá de Henares, Mother



Hill chose Spanish Renaissance architecture for the university's first structure. Mother Hill felt that although usefulness and efficiency must always prevail, they should not overpower beauty. The university in Spain not only served as a model for USD's founders physically, through its architectural style, but, philosophically through its determination to prevail as an educational institution that serves society and the human condition.

With that in mind, Mother Hill plotted the floor plans for the San Diego College for Women. Groundbreaking occurred in May of 1948, and the College for Women opened its doors in 1952 with 50 students, a handful of professors and a campus still under construction. In the spring of 1954, the men's institution had temporary quarters as professors welcomed 39 students in the San Diego College for Men and 60 students in the School of Law.

In 1965, the Second Vatican Council encouraged Catholic colleges and universities to "unite in a mutual sharing of effort." With this directive from the church, the institutions began the process of combining academic, fiscal and physical resources. In 1972, they merged to become the University of San Diego.

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 is becoming a nationally preeminent Catholic university known for educating students who are globally competent, ethical leaders working and serving in our complex and changing world.



Core Values

The University of San Diego expresses its Catholic identity by witnessing and probing the Christian message as proclaimed by the Roman Catholic Church. The university promotes the intellectual exploration of religious faith, recruits persons and develops programs supporting the university's mission, and cultivates an active faith community. It is committed to the dignity and fullest

development of the whole person. The Catholic tradition of the university provides the foundation upon which the core values listed below support the mission.

Academic Excellence

The university pursues academic excellence in its teaching, learning and research to serve the local, national and international communities. The university possesses that institutional autonomy and integrity necessary to uphold the highest standards of intellectual inquiry and academic freedom.

Knowledge

The university advances intellectual development; promotes democratic and global citizenship; cultivates an appreciation for beauty, goodness, and truth; and provides opportunities for the physical, spiritual, emotional, social and cultural development of students. The university provides professional education grounded in these foundations of liberal learning while preparing students to understand complex issues and express informed opinions with courage and conviction.

Community

The university is committed to creating a welcoming, inclusive and collaborative community accentuated by a spirit of freedom and charity, and marked by protection of the rights and dignity of the individual. The university values students, faculty and staff from different backgrounds and faith traditions and is committed to creating an atmosphere of trust, safety and respect in a community characterized by a rich diversity of people and ideas.

Ethical Conduct

The university provides a values-based education that informs the development of ethical judgment and behavior. The university seeks to develop ethical and responsible leaders committed to the common good who are empowered to engage a diverse and changing world.



Compassionate Service

The university embraces the Catholic moral and social tradition by its commitment to serve with compassion, to foster peace and to work for justice. The university regards peace as inseparable from justice and advances education, scholarship and service to fashion a more humane world.

Brand Characteristics

To understand what's at the heart of the university's brand, it is helpful to be familiar with its voice and appreciate the many ways it speaks to people. The Spanish Renaissance architecture says that USD is timeless, traditional and steeped in Catholic heritage. The innovative programs housed in its buildings say USD's liberal arts education is contemporary and cutting-edge.

The caliber of the faculty members — recognized leaders in their respective fields for everything from teaching techniques to academic research — says students will receive the finest education. The university's small class sizes say professors aren't just teachers but, lifelong mentors. The university's global focus on border relations with Mexico and peacemaking efforts from Nepal to Uganda says that the University of San Diego is making a difference around the world. And the more than 50,000 hours of community service that students dedicate each year say that USD is changing lives right in San Diego.

These are just some of the ways the University of San Diego speaks to people — not just in words, but, in actions. When people see something that carries the university's name or logo, it should call to mind these characteristics, values, standards and goals. All of these qualities are part of USD's identity, its very essence. The USD brand is a powerful communication tool that must be wielded with care.

Brand Promise

The University of San Diego is a leading Catholic institution for socially conscious students who strive to serve as ethical leaders and to connect their values to success.

Brand Attributes

These attributes are what the university is, what it believes in and what makes it stand out.

- Rich Catholic tradition
- Small class sizes taught not by teaching assistants but by professors, most of whom have earned the highest degrees in their fields
- Rigorous academics that require hands-on research by graduate and undergraduate students
- A global perspective that teaches students how to work toward peace and justice
- A curricula that combine learning with compassionate community service
- Classes infused with a focus on ethics and values
- A peaceful setting defined by Spanish Renaissance architecture

Brand Colors

The University of San Diego's primary colors are Founders Blue, Immaculata Blue, Torero Blue and Alcalá White. These traditional colors were chosen because of their association with the Virgin Mary and everything she represents.

- Blue signifies truth, intellect, fidelity, prudence, peace, eternity and faith.
- White symbolizes life, love, purity, joy, innocence, light and integrity.

What's in a Name?

Consistently using the name University of San Diego is vital in building and guarding the university's identity and image. The goal is to make sure that the University of San Diego is known and instantly recognized — in name and in unparalleled reputation — throughout the region, across the nation and around the world.

Rules for Referring to the University of San Diego

The university's name is University of San Diego, not The University of San Diego. Do not capitalize the word the when it precedes the university's official name.

All marketing materials and formal or official correspondence must use the university's full, official name, University of San Diego, on first reference. On second reference, the institution may either be referred to as the university or as USD.

Alphabet Soup: The ABCs of Our Name

Whether referring to the University of San Diego in conversation or in written materials, extreme care must be taken when calling it USD. The problem is labeled by some as an "alphabet soup" issue. The acronym isn't universally recognized and is often confused for other institutions in the San Diego area, whose names share the same letters. And USD, when used in conversation, can sometimes even be misheard by others as USC. So, rather than being forced to define ourselves by who we aren't — rather than by who we are — it's best to limit the use of the USD acronym.

Do not start a sentence with the USD acronym. For example, do not say, "USD was recognized for its unrivaled approach to teaching." It is preferable to begin

second-reference sentences with this type of phrasing, “The university was recognized for its unrivaled approach to teaching.”

Do not capitalize the word “university” when it stands apart from the official name, University of San Diego. The word “university” should be lowercase in all other references. (Example: There are more than 7,000 students at the university.)

Elevator Speech

Articulating the Essence of the University of San Diego in Seconds Flat

Elevator speeches were invented in Hollywood where producers, writers or directors took the opportunity to pitch movie ideas to busy agents and studio executives during chance meetings in hallways and on elevators. Smart writers and producers honed their elevator speeches to three or four seconds.

Marketing and communication specialists have adapted the elevator speeches for the corporate world. Studies have shown that 16 seconds is the average time spent with a stranger in an elevator. It’s also the time needed to make a favorable first impression and deliver a speech about what a company or organization has to offer.

University of San Diego’s Elevator Speech:

“The University of San Diego is a small, private, Catholic university where students get a strong liberal arts education, one-on-one time with professors, hands-on research skills and a chance to serve the community and promote peace and justice around the world.”

Alma Mater

Hail to you Alma Mater
Hail to USD
We sing this song
Our spirits high
With strength and loyalty
Hail to you Alma Mater
Home of the blue and white
You lead us onward and in our lives
By your guiding light
Honor and proud tradition
Spirit and unity
Hail to you our Alma Mater
USD

Lyrics by Thomas G. Ventimiglia



Fight Song

Fight Toreros! Fight Toreros!
Show them we’ve got clout
All the teams that come to beat us
Try and try but can’t defeat us
First we size them up
Then we knock them out
Fight Toreros! Fight Toreros! On to victory!
We live by our reputation
We’re the greatest in the nation
Toreros of USD.
Fight, fight, fight!
We fear no opposition
Fight, fight, fight!
With all the spirit and tradition
And we’ve got the team that will always reign supreme
That will always reign supreme
Fight Toreros! Fight Toreros! On to victory!
We live by our reputation
We’re the greatest in the nation
Toreros of USD

Music by Brian K. Ransom

Based on a theme by Thomas G. Ventimiglia

Envisioning 2024

Inspired by faith, informed by our core mission and values, and dedicated to the ongoing legacy of our founders, the University of San Diego's new strategic plan envisions a more distinctive identity among the most respected Catholic universities in the world.

Student and Alumni Success



By many different measures, USD students and alumni are successful. This principle builds upon this success by identifying specific targets that would place USD among the best in the nation. This requires that we develop curricular and co-curricular experiences that improve student learning, increase retention and graduation rates, and provide more and higher quality opportunities for internships and careers after graduation, and lay the foundation for living purposeful lives.

Global Citizenship



USD is in an excellent position to build upon the success of our global initiatives, including study abroad and the growth in international students. This principle supports programming that develops a global mindset in USD graduates as demanded by Pope Francis in his rejection of the globalization of indifference and a throwaway culture. USD seeks to set the standard as a school that produces liberally educated leaders with a global mindset, who embrace difference at home and abroad and act with integrity and compassion as changemakers engaged in a complex and ever-changing world.

Culture of Engagement



This principle describes the observable changemaker behavior we wish to see in USD students and alumni. It creates an environment for USD to rethink its outreach to alumni and other key constituents to create a 21st century model for alumni engagement. The ultimate aim is to develop a culture of engagement in students, alumni, and the USD community to serve humanity.

Institutional Effectiveness



As a relatively young university, USD has made significant progress developing its resources and processes. This principle describes USD's desire to create resources and processes that set the standard for institutional efficiency and effectiveness at a contemporary Catholic university. Human, physical, technological and financial resources, and the associated processes that set the standard for institutional effectiveness, will set us apart from our peers.

Prominent Profile



We are proud of the many recognitions that USD and its academic units have received, as well as the many recognitions received by our students, alumni and faculty. We will continue to develop and elevate our regional, national and international profile by effectively telling compelling stories about our programs, students, faculty and alumni.

These five principles will guide and inform our decision making as we look toward our vision of USD in the year 2024.

Learn more about the strategic plan at <http://www.sandiego.edu/envisioning-2024>.