



graphic identity guide



September, 2005

Dear Colleagues:

A distinctive graphic identity communicates volumes about an institution's stability, credibility and strength. From a Saint Anselm College education to Nike sneakers, reputations are built on quality, consistency and trust.

Over the years Saint Anselm College has grown into a more complex organization, comprising a number of academic and administrative departments. Obviously, no single department or unit can operate apart from the larger institution of the college. Helping to build recognition and understanding of the college as a whole is a responsibility we all share.

As part of its goal to facilitate broader public awareness and recognition of the college, the Office of Public Relations is responsible for implementing and updating a graphic identity program. The initial phase of the program in 2002 established standards for the use and display of the college's primary identifiers—the presidential seal, college logo, and wordmark. This latest version includes the addition of new athletic logos, guidelines for subordinate logos, the Web site, and promotional products.

I have approved these graphic standards for use as the primary means of visually communicating the college identity. I am asking everyone who develops or uses materials that represent the college to work within these guidelines.

Questions regarding clarification or interpretation of situations not covered by this document should be referred to the Office of Public Relations, ext. 7240.

Many thanks for your continued cooperation.

Sincerely,

A handwritten signature in cursive script, reading "Rev. Jonathan DeFelice".

Rev. Jonathan DeFelice, O.S.B.
President

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This manual is a working document. As questions arise, they will be addressed in subsequent editions of this document. Please share your comments and questions with any member of the Public Relations Office, 641-7240.

Mission

Saint Anselm College is a Catholic liberal arts college in the Benedictine tradition. The college offers students access to an educational process which encourages them to lead lives that are both creative and generous. Saint Anselm challenges its students to engage in the fullest experience of a liberal arts education, to free themselves from the strictures of ignorance, illiteracy and indecision, and to dedicate themselves to an active and enthusiastic pursuit of truth. It is through an appreciation of the several kinds of truth—scientific, technical, poetic, philosophical, and theological—that students learn to challenge both personal and social problems.

Saint Anselm seeks to admit students who are capable of benefiting from the liberal arts education it offers. The college stands open to receive students of every race, national origin, and creed. Indeed, the college seeks to enroll a student body which reflects a variety of racial and cultural backgrounds. As a Catholic, Benedictine institution, Saint Anselm observes and promotes Christian and Catholic standards of value and conduct. The college accepts and retains students on the condition that they respect and observe those standards.

Vision

As it approaches the 125th anniversary of its founding, Saint Anselm College, devoted to the highest ideals of liberal education and faithful to its Catholic and Benedictine identity, seeks to advance significantly as a leading liberal arts college. The college continues to strengthen its commitment to developing well-educated students with the skills to live as virtuous citizens and principled leaders. Guided by its convictions about the true nature of learning and human greatness, the college promotes rigorous intellectual inquiry that begins with a profound understanding of the spiritual and social dimensions of the human person.

What is graphic identity?

Graphic identity is any visual or graphic image, such as a logo, that serves as a simple signature or identifier for an organization. It is a readily identifiable symbol that visually represents the organization to the numerous audiences it serves.

What is a graphic identity program?

In its most basic form, a graphic identity program is a set of rules for use of an organization's logo or other visual identifiers.

Why do we need a graphic identity program?

Each year, the college produces hundreds of publications, advertisements, electronic presentations, and other print or visual items. Each of these items is an "ambassador" of the college. It is important that each one appears to be part of the same family by sharing certain graphic elements in common. In addition to its image-enhancing value, a carefully managed graphic identity program actually saves time and money. By applying these simple guidelines, stylistic decisions may be made quickly, efficiently, and cost-effectively.

What materials should adhere to the graphic identity program?

All publications or communications distributed off campus or to a reading public larger than an individual class or student group must adhere to the graphic identity program. A few commonly produced campus publications are Web pages, newsletters, postcards, catalogs, bulletins, brochures, booklets, invitations, announcements, flyers, programs, advertising, letterhead and posters. Publications produced with private funds or to support students organizations are also subject to these guidelines if the college's name is used in any way to support or promote the organization or activity.

How do I obtain graphic identity art?

Use only electronic files or hard-copy, reproduction-quality graphic art provided by the Office of Public Relations. Samples of usable logos may be found in the back of this document. The logos may not be redesigned. Do not change the relationship, size, perspective, shape, or configuration in any way. Contact Public Relations for usable copies of our logos at 641-7240 or www.anselm.edu/pr.

Additional questions?

For assistance in planning a publication, or if you have questions about logo usage, call the director of publications at 641-7242.

When designing publications for external audiences, it is recommended that one of the following standard college descriptions be used. Two versions of varying lengths are available for your use:

Version One

Founded in 1889, Saint Anselm College is a Benedictine, Catholic, liberal arts college dedicated to undergraduate education. Located on 400 acres overlooking Manchester, NH, Saint Anselm seeks to provide an educational experience that promotes the intellectual, spiritual and personal growth of its students. Saint Anselm College is the third oldest Catholic college in New England.

Version Two

Founded in 1889, Saint Anselm College is a Benedictine, Catholic, liberal arts college dedicated to undergraduate education. Located on 400 acres overlooking Manchester, NH, Saint Anselm seeks to provide an educational experience that promotes the intellectual, spiritual and personal growth of its students. The college's nationally recognized Humanities Program challenges students to think critically about timeless questions of value, moral choice and human greatness. The college's Benedictine heritage is reflected in long-standing traditions of hospitality, a love of learning, community service, and citizenship. The third oldest Catholic college in New England, Saint Anselm enrolls just under 2,000 students, with about 40 percent participating in community service in New Hampshire and throughout the country.

The Office of Public Relations has the responsibility to ensure that all official Saint Anselm publications and printed materials project a consistent editorial and graphic identity.

To ensure editorial consistency among printed and Web publications, the college follows the guidelines of the *Chicago Manual of Style* for all publications except *Portraits Magazine* and news related writing, which follows the *Associated Press Stylebook and Briefing on Media Law*. Our guide for word use and spelling is *Webster's New World College Dictionary*. We have created an online style guide (www.anselm.edu/styleguide) addressing college-specific usage as well as the most common style questions regarding capitalization, punctuation, title, etc. For guidance on style questions not addressed there, refer to *The Chicago Manual*, *AP Stylebook*, or *Webster's Dictionary*.

Publications and advertising required by all academic and administrative departments of the college, whether produced on campus or with external vendors, should be reviewed by the Office of Public Relations. As needed, the director of publications will work with staff and faculty to assist with design, review, and content. Admission and development publications have scheduling priority.

The Office of Public Relations offers editing, design, and print production management at no cost to departments, to help create the best publications possible to meet specific needs. Photography, external design services, printing, and postage are charged to the department requesting the service.

Fonts

We recommend Times, Times New Roman, Helvetica, or Arial in size 10, 11, or 12 points for letters or other written correspondence.

College Colors

Color plays a special role in creating a distinctive identity. A beautifully designed publication can lose its connection with the college when the predominant colors do not feature and complement the selected college colors.



Saint Anselm Blue
PMS 289
100C, 60M, 0Y, 56K



White
0C, 0M, 0Y, 0K

FIRST IMPRESSIONS MATTER

Over the years, the college has been known by several names including:

St. Anselm's
St. Anselm College
St. A's

The preferred method of referring to the college is:

SAINT ANSELM COLLEGE

Guidelines

1. In written materials, the logo, in one of its correct forms must appear on the front or back cover of all publications.
2. The college name must be prominent in all publications.
3. The name of a department should be separate from any of the college's identifying symbols.
4. On the first reference, use the formal name "Saint Anselm College." Subsequent references may name "the college" or "Saint Anselm."
5. Individual logos for college departments are not allowed, exceptions are listed on page 10.
6. Official letterhead, business cards, and envelopes are ordered through the Office of Public Relations. Please use only the official letterhead, business cards, and envelopes for all college correspondence.

Individual letters written on institutional stationery send a powerful message, both about the writer and the college. Because of the importance of projecting a consistent graphic image at this personal level, a standard format has been developed for college stationery.

In addition to the college logo, information contained on the stationery may include department/academic unit name, college affiliation, address, telephone/fax numbers, e-mail, and college Web site.

Contact the Office of Public Relations at 641-7240 for information on ordering letterhead, envelopes, business cards, and other printed materials. Letterhead, envelopes, and business cards can also be ordered online at www.anselm.edu/pr.

Letterhead and Envelopes

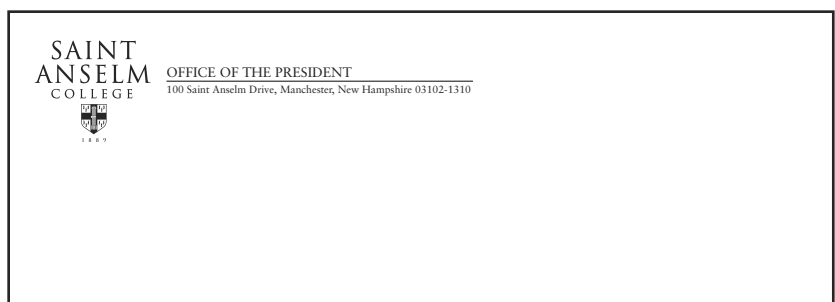
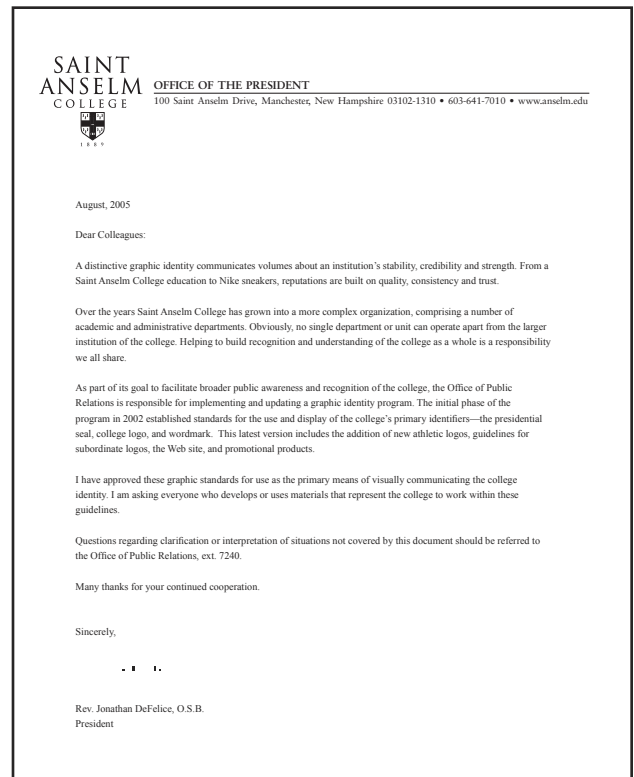
All information on the letterhead and return address of the envelopes are set in Sabon typeface, printed in PMS 289 ink, on 24# Gilbert Oxford Writing, white laser finish.

Official letters should use one inch margins, be in 10, 11, or 12 point size type, and use Times New Roman typeface.

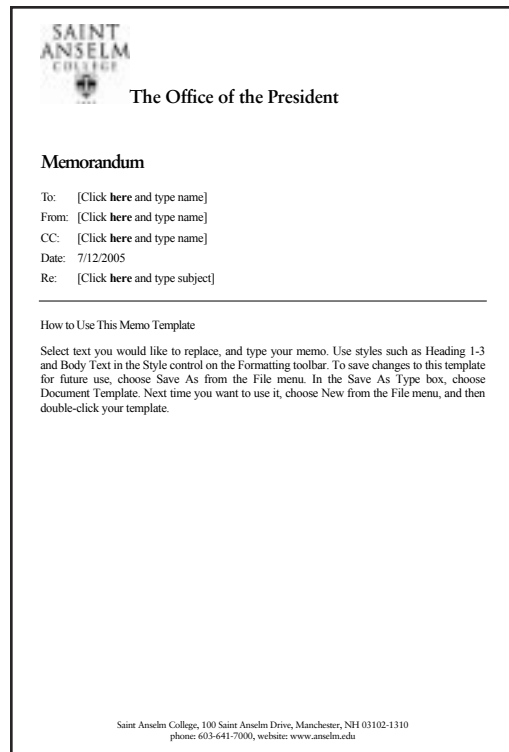
All college departments should use the standard format that has been developed for official business envelopes in a variety of sizes.

Information contained in the return address should be similar to that on the companion letterhead.

Placement of the college's return address on envelopes, as well as on self-mailers and postcards, should include the logo or wordmark when possible. Envelopes, postcards, and self-mailers featuring design exceptions should be reviewed by the Office of Public Relations prior to being printed.



The business card is one color; PMS 289.



Shown at left is the style for an internal memorandum. For assistance in creating the template for your office, contact the Office of Public Relations at 641-7240.

All college publications should be designed around the logo and college colors so that the logo does not appear out of place. The color harmony between the publication and logo is crucial to ensure the graphic integrity of the college's printed and electronic communications.

The logo can be printed only in Saint Anselm blue, black, or white (reverse), and may also be reproduced as a foil stamp in blue or a metallic color, engraved, embossed, or silk-screened.

Individual logos for college departments are not allowed, except for Athletics, the Dana Center, New Hampshire Institute of Politics, the Institute for Saint Anselm Studies, the Saint Anselm Fund, and the *Alva de Mars Megan* Chapel Art Center.

Seal

The college seal consists of a stylized shield and "1889," the year the college was founded, surrounded by the college name.

Restricted use: the college seal is reserved for use on documents of a formal, official nature, including: diplomas, certificates, commencement materials, publications from the Office of the President, application materials, and for high-end merchandising or promotional items (i.e. crystal bowls, silver platters, watches, etc.) The seal should never be used with the wordmark or logo and should not be used on cover or title pages over the words, Saint Anselm College.

As a practical matter, use of the seal with the words, "Saint Anselm College (i.e. on the cover page of a report) is redundant.

All use of the college seal must be pre-approved by the Office of Public Relations.



Logos

The Saint Anselm College logo is the central element in the graphic identity program. The logo consists of the date “1889” below the college shield with the wordmark placed above or to the right. There are only three correct versions of the logo (shown at right).

Use

The logo or wordmark should appear on the front or back of all publications and printed materials; within all titles for films, videotapes, and slide presentations; and in all print or television advertising.

The logo must be used in its entirety as a graphic/digital image. It may not be separated into component parts, altered in proportion, or printed in color combinations other than those indicated in this guide.

The logo may not be used with the wordmark or seal, placed at an angle, or positioned off-sides.

The Trajan font used in the logo may not be used outside of the logo or in a page layout.

The logo should not be used as a background image or reproduced at less than 100 percent.

The wordmark and logo should be used in a size large enough to ensure legibility. To help ensure the wordmark stands out, allow sufficient “buffer space” around it—clear space without any other type or artwork. The standard amount of buffer space is 1/4 inch.



Version 1



Version 2



Version 3

Wordmark

The college wordmark consists of the stylized words “Saint Anselm College.” The wordmark is set in Trajan typeface in all capital letters.

Use

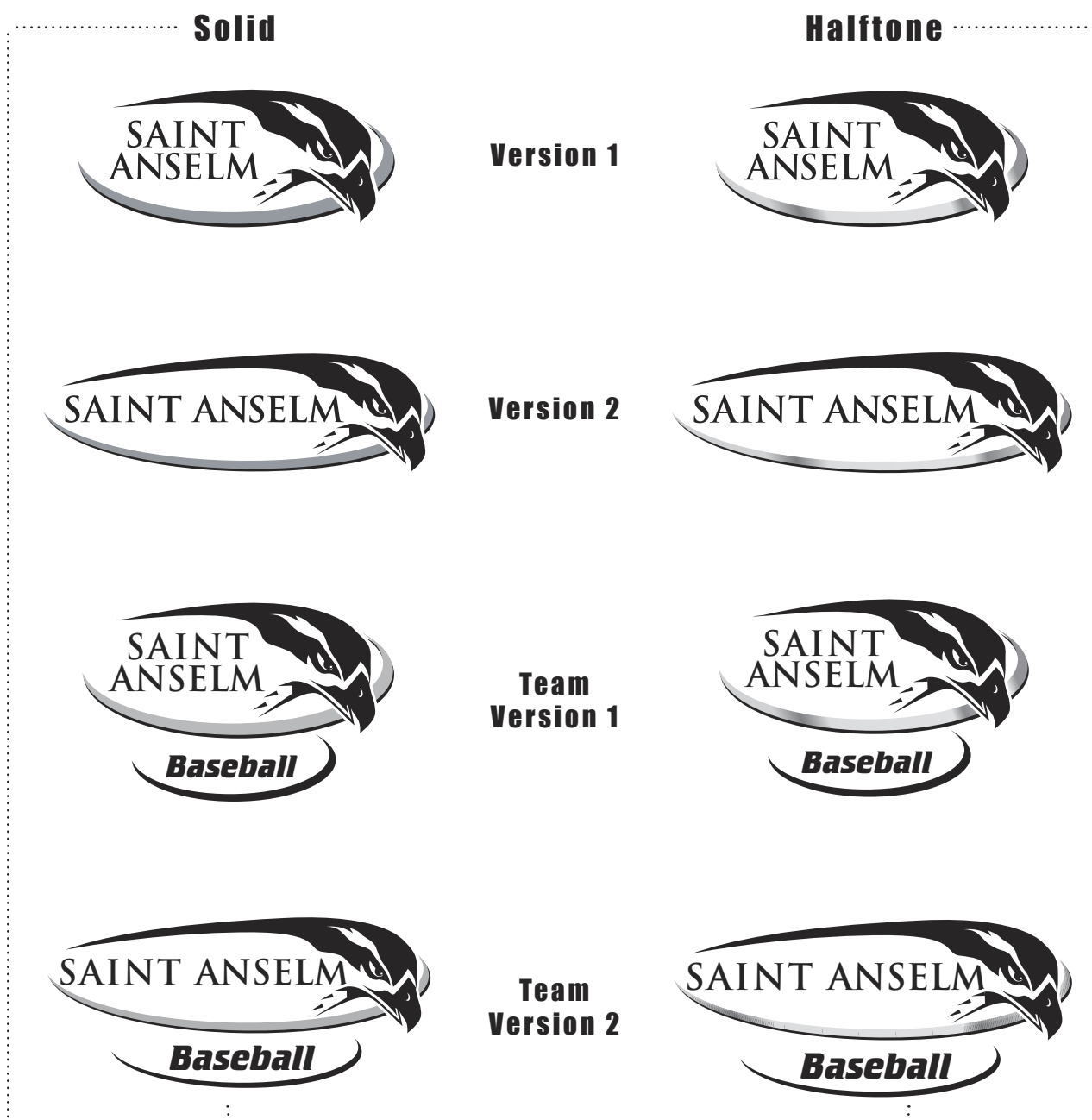
The wordmark must always be used in its entirety, should only be used when design constraints prohibit the use of one of the approved versions of the college logo, and only with the approval of the Office of Public Relations.



Athletic Logos

The modern day Saint Anselm hawk logo was introduced in September 2005. It takes the place of all previous versions of the hawk and appears on all official Saint Anselm sportswear and athletic publications. The updated look is consistent with the overall image of the Graphic Identity Program and features the following options:

- The logo may be used in dark blue (PMS 289) or black.
- The words "Saint Anselm" may not be removed from the graphic.
- When the introduction of another color is desirable in print or on official college sportswear, the complementary stripe may be used in dark grey (PMS 430) or half-tone grey.



Logo Samples

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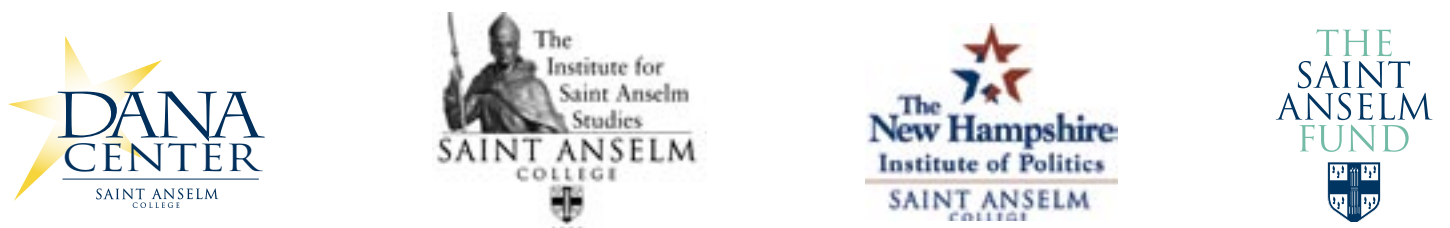
Black



Blue



White



Other

Solid

Halftone



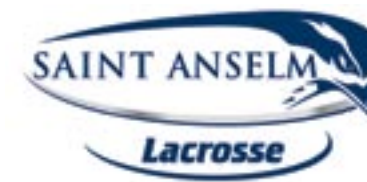
Blue _____



Black _____



2-Color _____



Team _____

Standards

These standards apply to content placed on the college Web sites accessible by the public. Web content publishers must also abide by the college's Web publishing policies available online at www.anselm.edu/webpolicies.

Online Style Guide

To achieve consistency across Saint Anselm's Web sites and electronic publications, the Office of Public Relations has published an Online Style Guide. The style guide establishes the college's preferences in punctuation, style, and usage of many commonly used words and phrases. Additional sections focus on editorial preferences and troublesome areas for writers. The guide can be viewed www.anselm.edu/styleguide.

Writing for the Web

Writing for the Web is different than writing for print. Web visitors scan pages for information rather than reading long pages of brochure-like text. All documents should therefore be edited and optimized for viewing online before being posted on the college Web site.

Compatible Typefaces

Arial is the recommended font for the Web. Web content publishers are advised to use cascading style sheets (CSS) in formatting Web text. Below is a sample CSS style for body text. A complete cascading style sheet for Web text may be linked to at www.anselm.edu/sitewide-style.css.

```
.bodycopy {  
caption: Body Copy;  
color: #666666;  
font-family: Arial, Helvetica, sans-serif;  
font-size: 12px;  
line-height: 16px;  
}
```

Paragraph subheadings should use bolded bodycopy style. All Web text should be left justified and never centered. All Web links should be done in red font (#660000), with an underline rollover effect as specified in the site-wide CSS. Contact the Office of Public Relations for additional information about Web formatting.

Web Page Footers

Out of courtesy for Web visitors, every Web page footer should include a copyright notice, college identification information, mailing address, phone and e-mail address of the author, and the date last modified. This functionality is already included in the CMS and HTML Web templates available through the Office of Public Relations.

Web Author Information

At a minimum, and out of courtesy for Web visitors, the home page of each department, faculty, or staff Web site should include relevant contact information that identifies a site's owner.

Office or Department Home Page

CONTACT INFO:

Public Relations
Saint Anselm College
100 Saint Anselm Drive
Manchester, NH 03102
(603) 641-7240
publicrelations@anselm.edu

Individual Home Page

CONTACT INFO:

Joe X. Doe
Director, Public Relations
Saint Anselm College
100 Saint Anselm Drive
Manchester, NH 03102
(603) 641-7240
jdoe@anselm.edu

Web Page Templates

Most higher-level pages on the college Web site are managed using the college's content management system (CMS), which utilizes a set of predesigned templates.

Non-CMS or HTML-based templates that conform to the new Web site design are available online through the Office of Public Relations Web site. No changes should be made to Web templates without consultation with the Office of Public Relations.

CMS training is offered periodically. If you are interested in getting a CMS account and attending a training session, contact the Office of Public Relations.

Web Color Palette

Web page colors should be chosen from the college's Web color palette. The first three colors (#000066, #660000, and #333399) are primary colors; other palette colors are accent colors. The background color behind Web page text should be white (#FFFFFF). Additional colors should be used sparingly and should complement existing palette colors.



HEX:	#000066	#660000	#333399	#7575BA	#B3B3D9	#CC9966
RGB :	0,0,102	102,0,0	51,51,153	117,117,186	179,179,217	204,153,102

The use of the college seal in electronic media must conform to previously stated guidelines and should be limited in its usage.

Television

All college video productions must incorporate the logo. The logo must be visible for a minimum of :03 seconds as part of the open and close of the video. Color and contrast guidelines stated previously should be followed.

When public or commercial television coverage of an on campus event is expected, the hosting department should make every effort to ensure that the speaker or activity is positioned at or near a banner, sign, or podium featuring the college logo. When another logo is also being featured on campus at public events, the college logo should be the predominant image on display.

PowerPoint and Slide Presentations

The college logo should be used to open and close college produced presentations to all external audiences. Color and contrast guidelines stated previously should be followed.