The Gotham font family has been chosen as the primary typeface for Saint Mary's University communications. It combines two characteristics: strong—even modern—caps and welcoming, legible lowercase. The variety of weights provides versatility for text, headline, and display uses.

**Restricted situations**
Only the book and bold weights of Gotham may be used for university stationery and academic unit logomarks (see Academic Unit Logomarks section for guidelines on building such logomarks).

**All other situations**
All weights of Gotham may be used for Marketing and Communication pieces, except as noted at right.

**Sources**
Gotham Open Type: typography.com/fonts/gotham/overview

Web fonts:
Gotham (available for purchase or for a cloud subscription): Hoefler & Co. foundry, typography.com/cloud/welcome

GOTHAM

**Light**

ABCDEF

GHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Book**

ABCDEF

GHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Medium**

ABCDEF

GHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Bold**

ABCDEF

GHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

**Black**

ABCDEF

GHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Ultra (Reserved for special advertising and merchandise applications where size and impact are important. It may only be used when the type is positive—not reversed out of a dark color. Use of this font requires permission from the Marketing and Communication office.)

ABCDEF

GHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
If Gotham is not available, Trebuchet may be used as a substitute font. Trebuchet is commonly supplied as system typeface.

**TREBUCHET**

Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
The official Saint Mary’s University color is Pantone® 186C red. This color is at the core of each individual color palette. The palettes shown here include primary and auxiliary colors for each academic unit.

Pantone® 295C navy and Pantone® 116C yellow—Athletic Department colors—have been added as accent colors for use by the traditional undergraduate program and for recruitment.

SGPP uses a more limited and sophisticated color scheme.

Other subtle, compatible color schemes may be developed for non-recruitment materials such as alumni magazines.

Standard Pantone® spot colors, Pantone® Bridge CMYK, RGB, and hexadecimal formulas are provided.

Use approved colors for all graphic work. In print, use spot colors when feasible to obtain a strong and uniform look across materials.

NOTE: White is a school color and thus a brand color universitywide; it is not listed above because the treatment is often achieved by leaving the background empty (with no fill) so the paper or screen appears white.
NOMENCLATURE

Logomark:
The terms to the right describe the visual components that form the Saint Mary’s logomark. It is helpful to regularly use these terms, as it is easy for miscommunication to occur in this area.

Symbol:
The symbol is a shorthand identifier. The symbol may only be used in isolated cases as an unofficial “lockup” to connect important, narrow institutional functions to the symbol of the university—such as in context of a small lapel pin used for alumni. Permission must be obtained from the Marketing and Communication office for using the symbol in this capacity.

The symbol may only be used by itself under the following circumstances:
The symbol as a graphic element. The symbol art may be used in isolation as an enlarged decorative element or as a transparency or other subtle watermark effect under text or an image.

Clear Space:
Observe the clear space zone around the logomark; text or graphics may not be placed within it without permission.
NOTE: Individual academic unit logomarks are to be created only from official editable vector templates. Once a custom logomark is created, the fonts should be outlined in the file.

SIZE OPTIONS
This page shows guidelines for the size of logomarks that include schools, departments, or other university units such as centers (SM1, SM2, SM3). The following two pages feature guidelines for creating such logomarks, whether they include a single unit (SM1A, SM2A, SM3A) or a unit plus a secondary unit (SM1B, SM2B).

SM1 Large

The largest logomark, SM1, can be enlarged to any size. It can be used on signage, window and door decals, event banners, and folders. It can also be used as a graphic element on school, program, or department print covers, PowerPoint presentations, opening video screens, or posters.

SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS

SM2 Medium

The SM2 logomarks are solely for use on letterhead and envelopes, and can only be used at 100%.

SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS

SM3 Small

SM3 logomarks are used for mail panels, back covers, and mailing labels, and can only be used at 100%. The SM3 logomark is commonly used with an address block.
The logomarks on this page, in the three sizes described on previous page, include a single level A unit, such as traditional undergraduate, graduate, or adult learner programs, or centers.

NOTE: University centers, departments, institutes, or schools may no longer display any kind of artwork or logo next to the university logomark. Only typographic identifiers may be used.

No typography may exceed the width of the university nameplate coupled with the university logomark as shown. If it exceeds that width, break into multiple lines of text.

No typography may exceed twice the width of the university nameplate. If it exceeds that width, break into multiple lines of text.

The general university URL can be displayed underneath an address block. Do not use a URL on the return address of an envelope.
The logomarks on this page, in the sizes described on the academic unit logomarks sizing page, show the options for adding a level B unit to the logomarks described on the previous page.

NOTE: There is no option for adding a level B unit to SM3A.

NOTE: For additional detail, see level A specs on previous page.

SM1B

Saint Mary’s University of Minnesota

GRADUATE SCHOOL OF HEALTH AND HUMAN SERVICES
COUNSELING AND PSYCHOLOGICAL SERVICES

Identifier level B text
Gotham Book: 80% of level A text
Leading: Matches level A
Tracking: –13

SM2B Shown at actual size.

Saint Mary’s University of Minnesota

GRADUATE SCHOOL OF HEALTH AND HUMAN SERVICES
COUNSELING AND PSYCHOLOGICAL SERVICES

Identifier level B text
Gotham Book 7 pt.
Leading: 10.75 pt.
Tracking: –13
To ensure legibility, use the following guidelines to determine minimum display sizes for both versions of the Saint Mary’s logomark.

**Standard Version**

Minimum width
7 picas 6 pt (1.25”)
120 px

**Vertical Version**

Minimum width
5 picas (.83”)
80 px
Use these clear space and corner positioning guidelines for display of the logomark. In very tight spaces such as on environmental banners, the clear space zone and the corner positioning guidelines can be relaxed. Consult with Marketing and Communication when these spacing guidelines cannot be followed.

## CLEAR SPACE

**2X SIZE OF SYMBOL**

**1X SIZE OF SM SYMBOL**

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## CORNER POSITIONING

Follow these two guidelines for positioning of the logomark on back cover panels and large horizontal spaces.

**Standard Spacing**

**Tighter Corner Spacing**

**2X SIZE OF SYMBOL**

**SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS**

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Use these logomark treatments (SM4) to add a URL to the logomark. The guidelines for the construction of the SM4 logomarks are exactly the same as for SM1A except that the font used for the added text is Gotham Black.

**SM4**

**Standard**

Vertical distance from base of logomark to top of added text block is equivalent to the leading in Saint Mary’s University.

**Vertical**

For extremely horizontal spaces, such as on an envelope flap, the URL can be displayed adjacent to the logomark as shown.

**Horizontal**

For extremely horizontal spaces, such as on an envelope flap, the URL can be displayed adjacent to the logomark as shown.

**ADDITIONAL TREATMENTS**

**Address block**

The university URL can also be positioned below the address block on SM3A.

**Alternate text**

These specs can also be used for added text—a Twitter hashtag such as the current recruitment message, an event hashtag, or any other text.

#TIYT