

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

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.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

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

TREBUCHET

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

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.

RESIDENTIAL UNDERGRADUATE RECRUITMENT PALETTE

Pantone® 186C Red C-2 R-200 M-100 G-16 Y-85 B-46 K-6 hex #C8102E		Pantone® 295C Navy C-100 R-0 M-69 G-40 Y-8 B-85 K-54 hex #002855		Pantone® 116C Yellow C-0 R-255 M-14 G-205 Y-100 B-0 K-0 hex #FFCD00		Black C-0 R-0 M-0 G-0 Y-0 B-0 K-100 hex #000000	
50% Black (for solids) C-0 R-147 M-0 G-149 Y-0 B-152 K-50 hex #939598				75% Black (for type) C-0 R-99 M-0 G-100 Y-0 B-102 K-75 hex #636466			

SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS (SGPP) PALETTE

Pantone® 186C Red C-2 R-200 M-100 G-16 Y-85 B-46 K-6 hex #C8102E		Black C-0 R-0 M-0 G-0 Y-0 B-0 K-100 hex #000000		Pantone® 877C (metallic)	
50% Black (for solids) C-0 R-147 M-0 G-149 Y-0 B-152 K-50 hex #939598				75% Black (for type) C-0 R-99 M-0 G-100 Y-0 B-102 K-75 hex #636466	

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.

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.

NOMENCLATURE

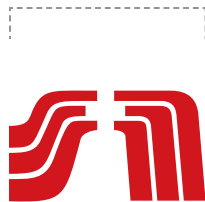
Logomark



Symbol

Nameplate

Symbol



Clear Space



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 Shown at actual size

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 Shown at actual size

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.



SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS

2500 PARK AVENUE
MINNEAPOLIS, MN 55404-4403 USA

SMUMN.EDU

ACCEPTABLE COLOR CONFIGURATIONS

- SM1A & SM1B:** 2-color, 2-color reversed, all white reversed all black
- SM2A & SM2B:** 2-color
- SM3A:** 2-color

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.

SM1A



Vertical distance from base of logomark to top of identifier text block is equivalent to the leading in Saint Mary's University

Gotham Bold Tracking: -7

Cap height of identifier text matches the x-height of University

SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS

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.

SM2A Shown at actual size.




Vertical distance from base of logomark to top of identifier text block is equivalent to the leading in Saint Mary's University

Identifier level A text
Gotham Bold 8.75 pt.
Leading: 10.75 pt.
Tracking: -7
Cap height matches cap height of MINNESOTA.

SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS

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

SM3A with Address Block Shown at actual size.



Vertical distance from base of logomark to top of identifier text block is equivalent to the leading in Saint Mary's University

ADDRESS BLOCK
Gotham 7 pt.
Leading: 10 pt.

Academic unit: Bold
Tracking: -7

Address: Book
Tracking: -13

The general university URL can be displayed underneath an address block. Do not use a URL on the return address of an envelope.

SCHOOLS OF GRADUATE AND PROFESSIONAL PROGRAMS
2500 PARK AVENUE
MINNEAPOLIS, MN 55404-4403 USA

SMUMN.EDU

Address block: 12 pt. max width

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

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.

SM1B



**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.



**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

Minimum Logomark Size

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

Logomark Clear Space and Positioning

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



CORNER POSITIONING

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

Standard Spacing



Tighter Corner Spacing



Logomark and URL Treatments

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

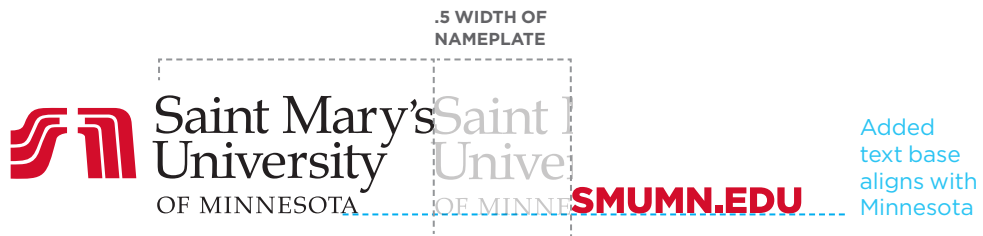


Vertical



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.

