FRANCISCAN
UNIVERSITY
OF STEUBENVILLE

Visual Identity Manual
2016

Contents

Introduction

Franciscan University of Steubenville's visual identity is one of the most important components of our brand. These guidelines are intended for anyone who is considering using the Franciscan University logo or seal in any application including forms, covers, clothing, labeling, documents, signage, etc. This reference manual provides basic instructions regarding FUS logotype, family of colors, typefaces, and sizes. These guidelines will serve as a tool to help us manage our communications more successfully both internally and externally.

For the FUS identity to work effectively, everyone employing the logo or seal should follow the guidelines set forth in this manual. Their consistent use will ensure a memorable identity for the University. Please familiarize yourself thoroughly with these guidelines and always refer to them before employing the logo or seal on any product or in any publication.

This manual has been designed to serve as a brief and concise guide for the use of the logo or seal of FUS by those who deal with printers, suppliers, news media, etc. A well-managed visual identity will ensure that we communicate effectively and consistently with our constituents. Your contribution to the effort is greatly appreciated and will play an important role in unifying our image.

THE LOGO

The official Franciscan University logo has two versions–horizontal and vertical–and cannot be altered in any way. It must always appear in its original form and should never be redrawn. The logo symbol (the chapel) must not be used by itself. It can only appear as the symbol with the attached title as it appears in the examples below. The font used is Adobe Garamond semibold.

UNIVERSITY DIVISIONS

Specific divisions and progams within the University can use the logo, but only in the proper form. Both the vertical and horizontal logo must have the division name centered beneath the logo in Adobe Garamond semibold using all capitalized letters. The color version must have the division listed in PMS 350.

FRANCISCAN UNIVERSITY
OF STEUBENVILLE

ALUMNI RELATIONS

FRANCISCAN UNIVERSITY
OF STEUBENVILLE

OFFICE OF ADMISSIONS

FRANCISCAN
UNIVERSITY
OF STEUBENVILLE

PILGRIMAGES

FRANCISCAN
UNIVERSITY
OF STEUBENVILLE

GRADUATE SCHOOL

UNIVERSITY DIVISIONS

Online Programs

Specific divisions and progams within the University can use the logo, but only in the proper form. Both the vertical and horizontal logo must have the division name centered beneath the logo in Adobe Garamond semibold using all capitalized letters. The color version must have the division listed in PMS 350.

UNIVERSITY DIVISIONS

Austrian Program

Specific divisions and progams within the University can use the logo, but only in the proper form. Both the vertical and horizontal logo must have the division name centered beneath the logo in Adobe Garamond semibold using all capitalized letters. The color version must have the division listed in PMS 350.

UNIVERSITY DIVISIONS

Summer Youth and Adult Conferences

Specific divisions and progams within the University can use the logo, but only in the proper form. Both the vertical and horizontal logo must have the division name centered beneath the logo in Adobe Garamond semibold using all capitalized letters. The color version must have the division listed in PMS 350.
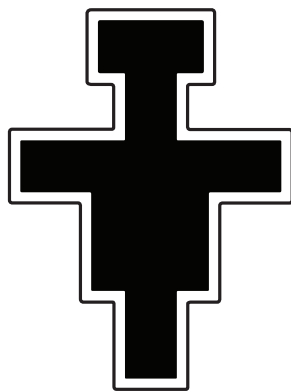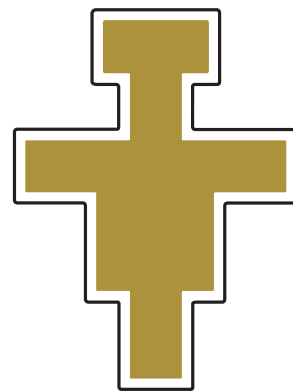
UNIVERSITY DIVISIONS

Franciscan University Press

Specific divisions and progams within the University can use the logo, but only in the proper form. Both the vertical and horizontal logo must have the division name centered beneath the logo in Adobe Garamond semibold using all capitalized letters. The color version must have the division listed in PMS 350.

UNIVERSITY DIVISIONS

I Love Franciscan

Specific divisions and progams within the University can use the logo, but only in the proper form. Both the vertical and horizontal logo must have the division name centered beneath the logo in Adobe Garamond semibold using all capitalized letters. The color version must have the division listed in PMS 350.

UNIVERSITY SPORTS

FUS primary_PMS.eps

FUS primary_BW.eps

FUS primary_KO.eps

Baron Bust_PMS.eps

Baron Bust_BW.eps

Baron Bust_KO.eps

FUS crest_PMS.eps

FUS crest_BW.eps

FUS crest_KO.eps

Barons wordmark_PMS.eps

Barons wordmark_BW.eps

Barons wordmark_KO.eps

UNIVERSITY SPORTS

Barons wordmark_FU_PMS.eps

Barons wordmark_FU_BW.eps

Barons wordmark_FU_KO.eps

FUS ligature_PMS.eps

FUS ligature_BW.eps

FUS ligature_KO.eps

Franciscan wordmark_PMS.eps

Franciscan wordmark_BW.eps

Franciscan wordmark_KO.eps

Lady Barons_PMS.eps

Lady Barons_BW.eps

Lady Barons_KO.eps

Basketball_PMS.eps

Basketball_BW.eps

Basketball_KO.eps

UNIVERSITY SPORTS

CrossCountry_PMS.eps

CrossCountry_BW.eps

CrossCountry_KO.eps

Lacrosse_PMS.eps

Lacrosse_BW.eps

Lacrosse_KO.eps

Rugby_PMS.eps

Rugby_BW.eps

Rugby_KO.eps

Soccer_PMS.eps

Soccer_BW.eps

Soccer_KO.eps

UNIVERSITY SPORTS

Softball_PMS.eps

Softball_BW.eps

Softball_KO.eps

SwimDive_PMS.eps

SwimDive_BW.eps

SwimDive_KO.eps

Tennis_PMS.eps

Tennis_BW.eps

Tennis_KO.eps

TrackField_PMS.eps

TrackField_BW.eps

TrackField_KO.eps

UNIVERSITY SPORTS

LOGO FILES

Volleyball_PMS.eps

Volleyball_BW.eps

Volleyball_KO.eps

LOGO USAGE

"Black & White" (BW) files are solid black and solid white with a white outline. Solid black may be edited to a different color as needed.

"Knock Out" (KO) files are white with open negative space to allow the background color to show through the mark.

**DO NOT** reverse out a BW file for use on a solid color or patterned background. **Use a KO file instead.**

MINIMUM SIZE

For best readability, use the logo at $1^1/_4$ inches or larger. When the space available for the logo does not allow the logo to be that large, it should not appear smaller than the measurements below. For best readability, use darker colors at the smaller sizes (Black or PMS 350).

Horizontal

The horizontal logo should never be smaller than $^7/_8$ inch wide. If you intend to print using uncoated paper, the minimum size should increase from $^7/_8$ inch to $1\ ^1/_8$ inches. Failure to do this will cause the letters to fill in and become unreadable.

7/8"

FRANCISCAN UNIVERSITY
OF STEUBENVILLE
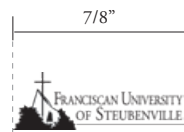
Vertical

The vertical logo should never be used at less than $^5/_8$ inch tall. If you intend to print on uncoated paper, the minimum size should increase from $^5/_8$ inch to at least 1 inch tall. Failure to do this will cause in the letters to fill in and become unreadable.

5/8"

FRANCISCAN
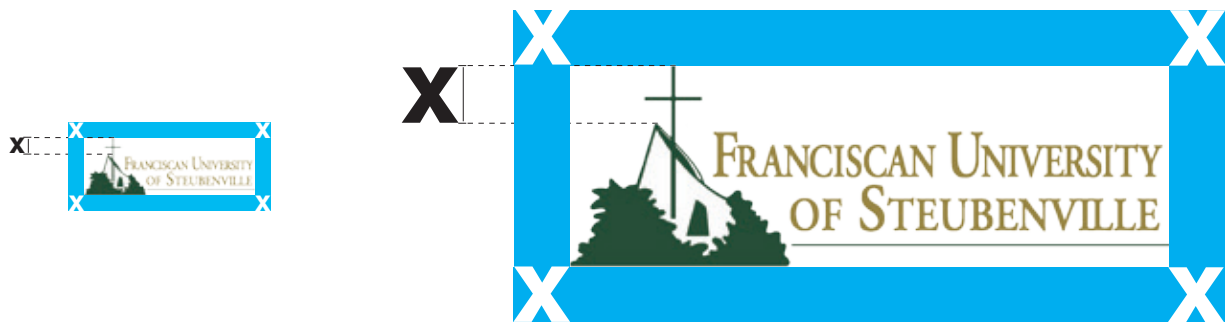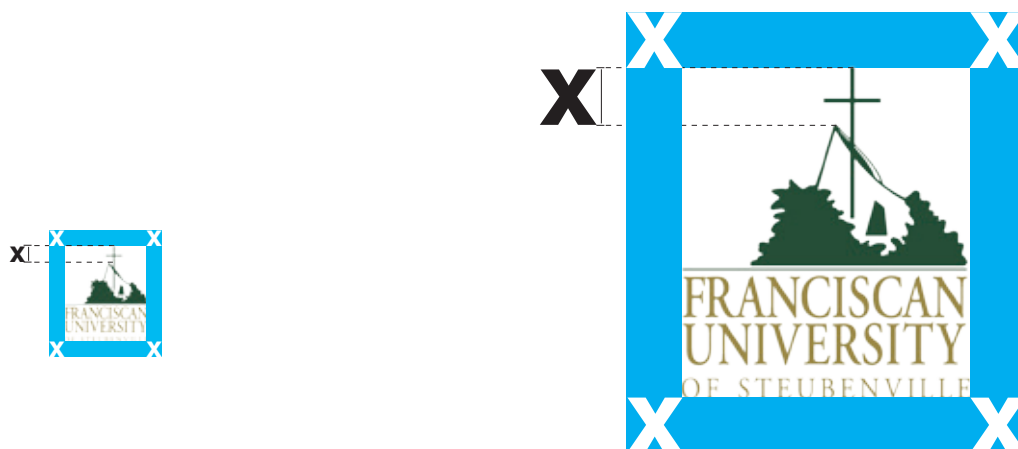UNIVERSITY
OF STEUBENVILLE

CLEAR SPACE

To protect and strengthen the visual impact of the logo, it must always be surrounded by clear space. Clear space is the area surrounding the signature that must be kept free of logos, text, and other graphic elements. The minimum required clear space is an 1/8" and shown below.
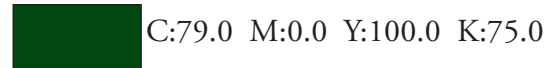
Horizontal

Vertical

LOGO COLOR SPECS

Pantone

Use these colors in the logo when pantone colors are being used.

Pantone 350

Pantone 4505

Full Color (CMYK)

Use these colors in the logo when full color (four color process, CMYK) is being used.

C:79.0 M:0.0 Y:100.0 K:75.0

C:0.0 M:15.0 Y:78.0 K:36.0

Full Color (RGB)

Use these colors in the logo when full color is being used for jpegs.

R:39.0 G:78.0 B:55.0

R:153.0 G:134.0 B:67.0

Full Color (HTML)

These colors in the logo on the internet.

21412a

998643

Color Separations

When the logo is seen in PMS 350 and PMS 4505, the chapel and rule below the school's name should always be seen in PMS 350 and the name in PMS 4505. Whenever the colors are black plus either one of these two PMS colors, the school's name should always be in black. Never use black with any other color or any other combination of PMS colors.
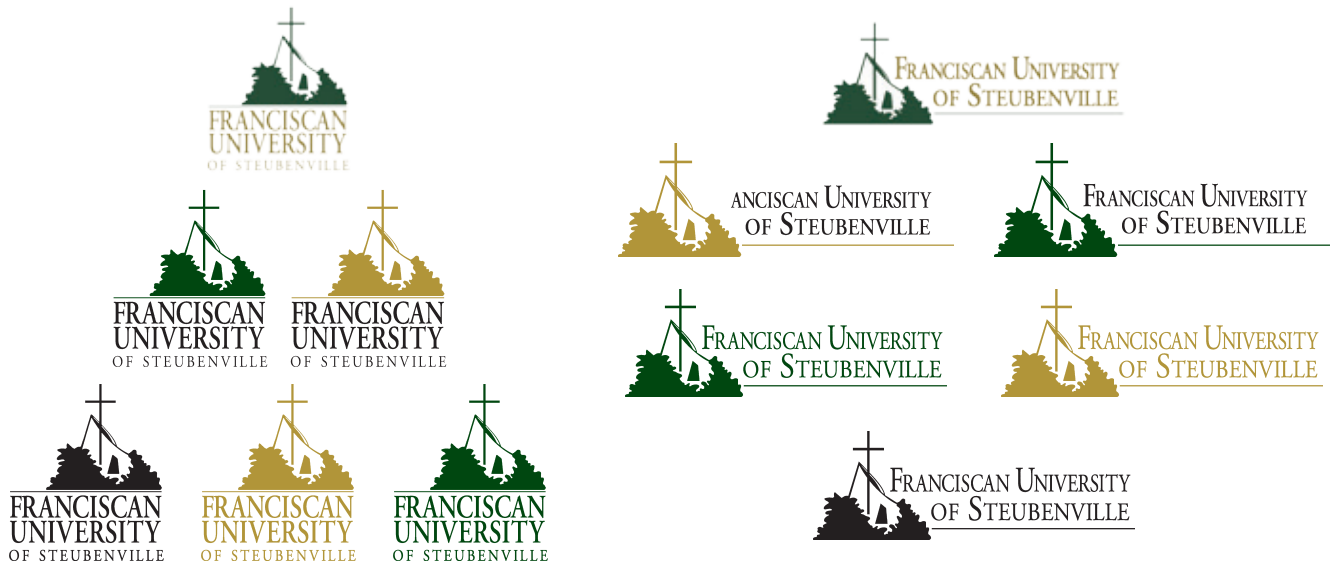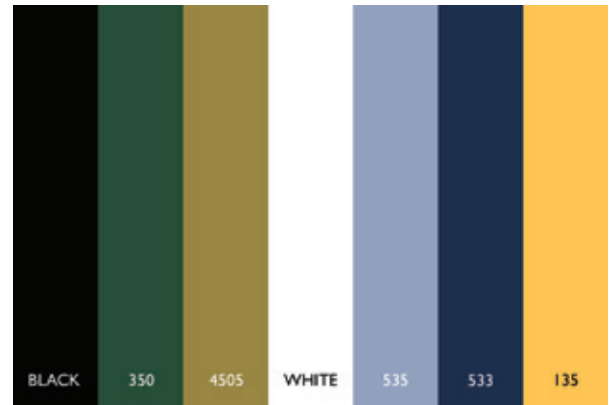
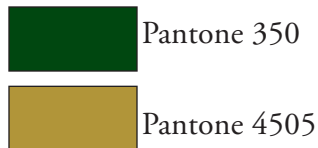# UNIVERSITY COLOR PALETTES

Warm Color Palette
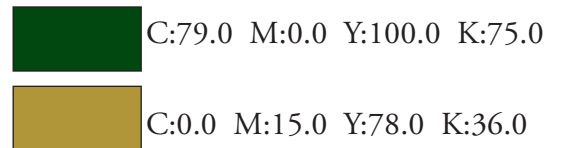
Description here
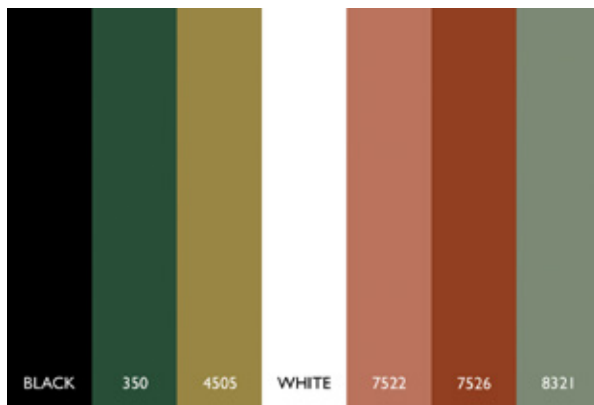
Cool Color Palette

Description here

Pantone

Use these colors in the logo when pantone colors are being used.

Pantone 350

Pantone 4505

Full Color (CMYK)

Use these colors in the logo when full color (four color process, CMYK) is being used.

C:79.0 M:0.0 Y:100.0 K:75.0

C:0.0 M:15.0 Y:78.0 K:36.0

Full Color (RGB)

Use these colors in the logo when full color is being used for jpegs.

R:39.0 G:78.0 B:55.0

R:153.0 G:134.0 B:67.0

Full Color (HTML)

These colors in the logo on the internet.

21412a

998643
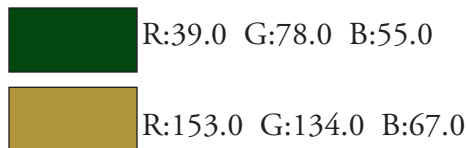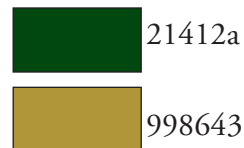
OLD VERSIONS

There are many different examples of old logos no longer in use. Please be aware of this and avoid using them. Elements that will indicate the old logos are the font being used, ragged right text, and the lines in the shrubs around the chapel.

DO NOT USE

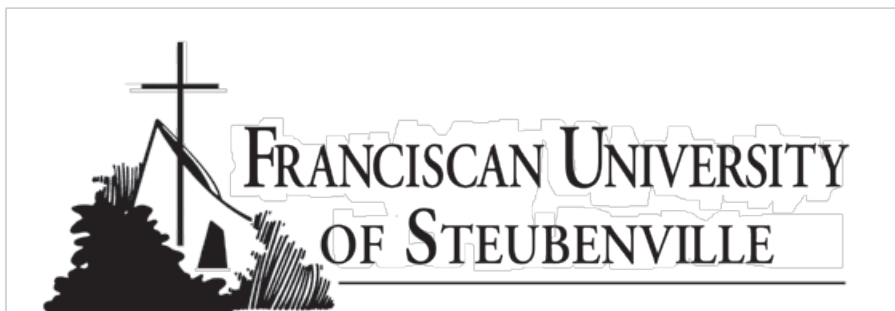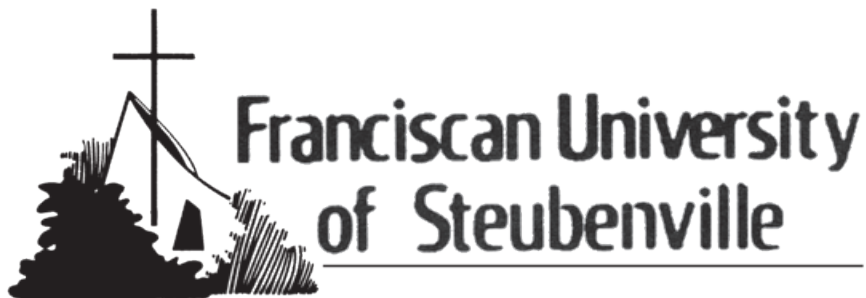## INCORRECT USAGE

Re-sizing

When reducing or enlarging the logo it should always be done proportionally. In no instance should the logo be stretched or compressed.

Color Treatment

The color combinations of the logo should be Pantone 350 and 4505 or the CMYK equivalents. When printing a two-color piece (black with Pantone 350 or black with Pantone 4505), have the school name in black and the chapel in the opposite color. Do not use any other colors or color combinations. For merchandise only, the logo may be used in any single solid color. The entire logo can be seen in black or reversed out (white).
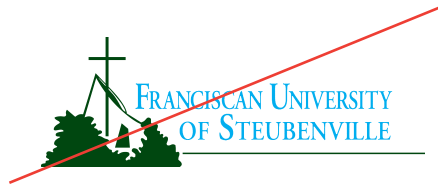
INCORRECT USAGE

Effects

Never use effects or other filters on the logo.

Drop shadow

Stroke

Outline

Different font

Separate

Never use the elements of the logo independently of one another. The chapel cannot become line art.

THE SEAL

The official seal of Franciscan University of Steubenville is a symbol used for academic purposes only. It represents the University's Catholic, Franciscan, and educational mission, all of which are symbolized by various components in the seal. The seal, except for the name change to Franciscan University of Steubenville, is an exact version of the original image created in 1946.

Description

Emblazoned on the left side of the shield is the coat of arms of the Third Order Regular of St. Francis. The top section shows a clothed arm representing St. Francis of Assisi; the other arm is the arm of Our Lord. The hand of Christ bears one of the wounds of his passion; the hand of St. Francis bears the stigma of his passion. The crossing of the arms forms the Greek letter *Chi*, the first letter of Christ in Greek. Below this is a crown of thorns. This crown along with the letters OPC and the three nails of the Passion distinguishes the Third Order Regular branch of the Franciscan family.

The right side is the coat of arms of Baron Frederick Wilhelm Augustus Von Steuben (from whom the city of Steubenville takes its name), plus a flaming heart to represent the Province of the Most Sacred Heart of Jesus, the division of the Third Order Regular that operates the University.

A band encircles the seal and bears the inscription, Franciscan University of Steubenville and A.D. 1946 (founding year of the University) between two crosses.

On the sides of the shield is the motto "with fortitude and prudence." The same motto, *Fortitudo et Prudentia*, is located on the coat of arms of one of the oldest family names in Ireland, Aeoghan, more recently spelled Egan. Father Dan Egan, TOR, served as the first president of Franciscan University.

Seal Use

The seal is used for diplomas, certificates, brochures, and documents of a formal, official nature. The seal is also the appropriate subordinate symbol to the logo used on academic publications. The seal may be used for merchandising or promotional items that reflect institutional quality.

Guidelines

To ensure consistent and effective use of the University's seal, the following guidelines have been established:

1. The seal should be reproduced from authorized reproductions and may not be re-drawn, re-proportioned, or modified in any way. The seal, therefore, must be used in its entirety as a visual unit.

2. The seal may appear only in the following colors:

   a. Black

   b. Entire seal in any dignified and academic solid color approved by the Advertising and Publications Office

   c. Official colors (full color)

Full color usage must follow these specific instructions: The cross and arm of Francis are black; the arm of Christ and the hand of Francis are white. The clouds below the arms are silver, as is the background behind the letters OPC (*Opus Passionis Christi*—Work of the Passion of Christ) and what appears in white on the right side of the shield. The area behind the cross and the area of the shield containing the heart are both blue. The flames from the heart are red, as is the bar that extends from left to right on the right side of the shield. The crown appears in black with a gold background. The shield is encircled in a background of silver. The motto *Fortitudo et Prudentia* appears in red on a golden scroll. (The word "*et*" is hidden by the base of the shield.) A golden band encircles the seal, while the words Franciscan University of Steubenville and A.D. 1946 appear in red between the two crosses.

3. When using the seal in reverse (i.e. white type and art on a black background), the entire seal should be reprinted in reverse without screening.

4. If you wish to screen the seal in any way, please obtain prior approval from the Advertising and Publications Office.

5. The logo and seal represent different facets of the University. They should not be used on the same page of any publication.
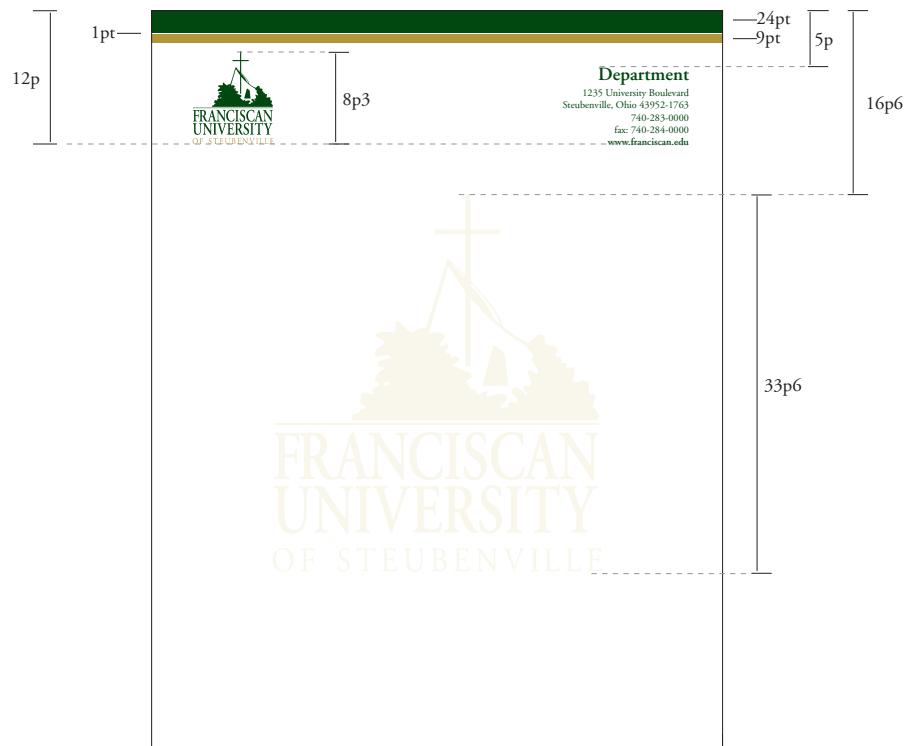
LETTERHEAD
(On 8.5x11 Sheet)

The Mail Room produces letterhead for offices and departments following the dimensions below. Please contact the Mail Room for your letterhead needs.

Dimensions

LETTERHEAD

Color
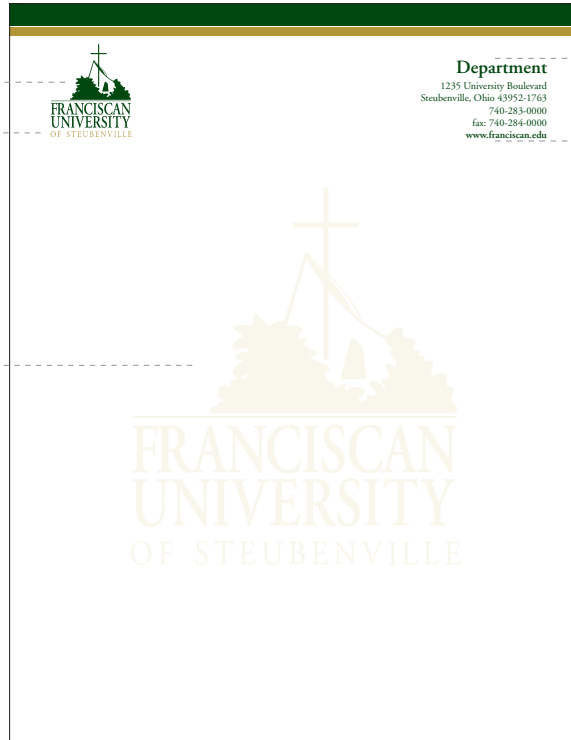
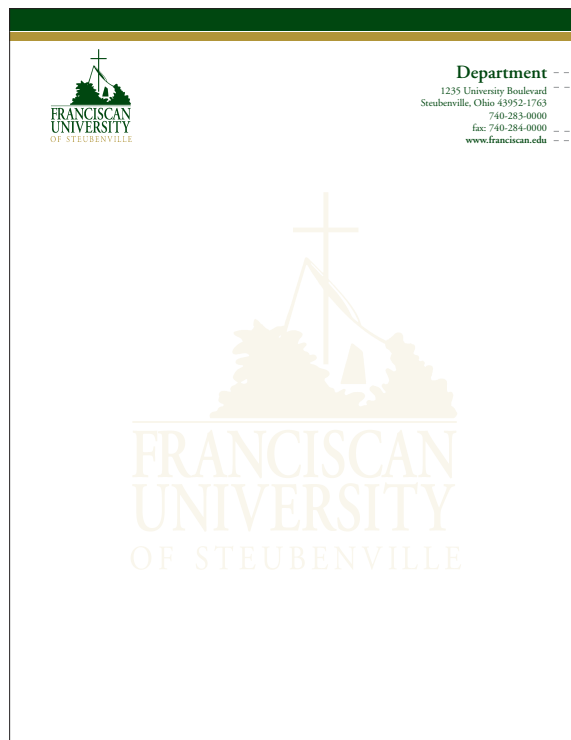Green — Pantone 350

Gold — Pantone 4505

Green — Pantone 350

Gold — Pantone 4505

Department
1235 University Boulevard
Steubenville, Ohio 43952-1763
740-283-0000
fax: 740-284-0000
www.franciscan.edu

All text: Green — Pantone 350

7% Screen of
Gold — Pantone 4505

Type

Department — Adobe Garamond — Semibold - 20pt
1235 University Boulevard
Steubenville, Ohio 43952-1763 — Adobe Garamond — Regular - 11pt / 13pt leading
740-283-0000
fax: 740-284-0000
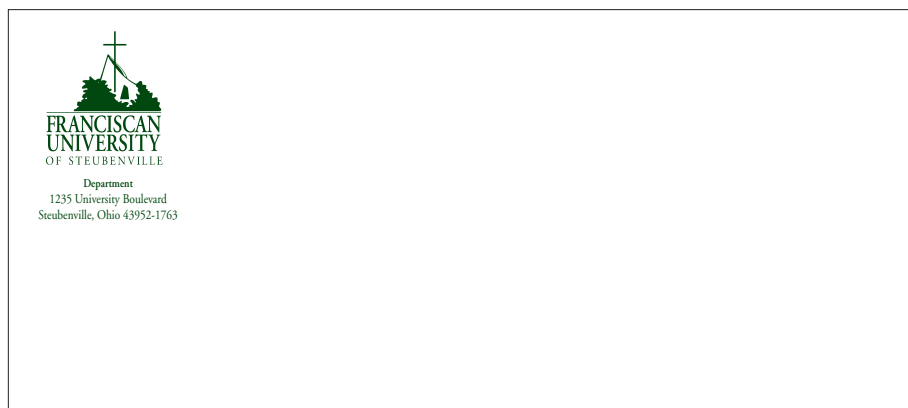www.franciscan.edu — Adobe Garamond — Semibold - 11pt / 13pt leading

ENVELOPES

There are many different types, sizes, and functions of envelopes. Please contact the Public Relations Office or Mail Room with your questions and needs.
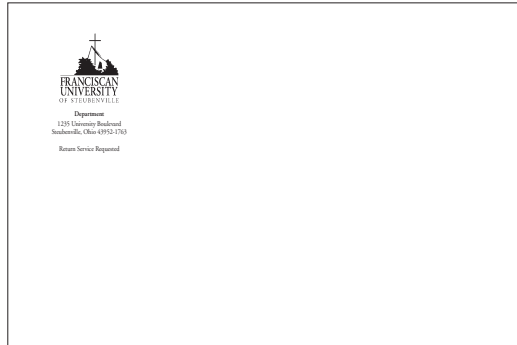
No. 9

BUSINESS REPLY MAIL
FIRST-CLASS MAIL   PERMIT NO. 119   STEUBENVILLE, OH

No Postage
Necessary
if mailed
in the
United States

POSTAGE WILL BE PAID BY ADDRESSEE

DEPARTMENT
FRANCISCAN UNIVERSITY OF STEUBENVILLE
1235 UNIVERSITY BOULEVARD
STEUBENVILLE OH 43952-1763

No. 10

FRANCISCAN
UNIVERSITY
OF STEUBENVILLE

Department
1235 University Boulevard
Steubenville, Ohio 43952-1763

Window

FRANCISCAN
UNIVERSITY
OF STEUBENVILLE

Department
1235 University Boulevard
Steubenville, Ohio 43952-1763

Return Service Requested

ENVELOPES

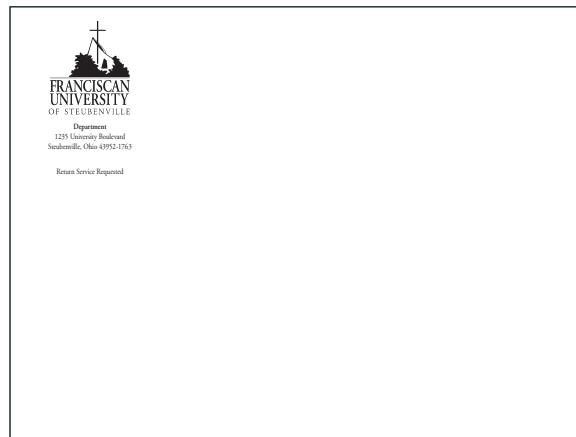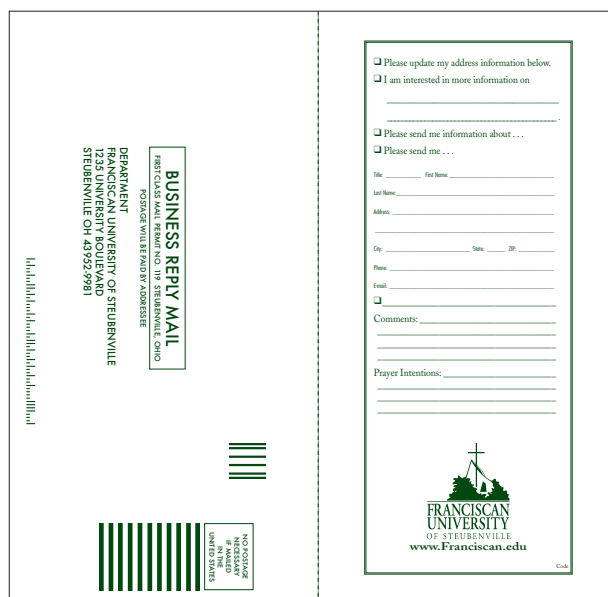### 9x6

12x9

Wallet Flap Monarch

QUICK RULES

1. Re-sizing

When reducing or enlarging the logo it should always be done proportionally. In no instance should the logo be stretched or compressed.

2. Color

The only colors permitted to be used with the logo are PMS 4505, PMS 305, black, and white, or for merchandising purposes, it may be used in any one solid color.

3. Separating the Logo

Do not separate the logo elements under any circumstance.

4. Size

Be careful not to go below the minimum size, or the words in the logo become too difficult to read.

5. Effects

No special creative Photoshop techniques or effects.

6. Current Logo

Be careful not to use an outdated form of the logo.

7. Clear Space

Make certain no other design elements are crowding the school's logo.

8. Divisions

Do not make up new department logos. Go through the Advertising and Publications Office to have it created.

9. Do Not Mix the Logo and Seal

The logo and seal represent different facets of the University. They should not be used on the same page of any publication.

CONTACT

Questions or to request the logo or seal

Please contact the Public Relations Office with all of your logo usage questions or to request graphic design assistance.

Marketing & Communications Office – 740-283-6450