St. Ambrose University

a guide to

Graphic Standards

St. Ambrose University

Dear members of the university community,

Over the past several years, St. Ambrose University has enjoyed a period of unprecedented growth. We now offer more than 80 undergraduate programs of study and 16 graduate degree programs, and we are continuing to expand into new areas of academic study.

While such growth is welcome, it can also create divergent views among the greater community of what St. Ambrose University really is. We must give individual programs the attention they deserve, but at the same time we need to reinforce and build on the values and liberal arts tradition that are at the heart of the university.

A key component to achieving this is a consistent identity for St. Ambrose that communicates at once our sense of unity and distinctiveness.

To that end, I am pleased to provide you with this copy of the St. Ambrose graphic standards manual. It has been developed to ensure the consistent use of the university's logo and other marks in the media and on our stationery, business cards, signage and publications.

With these standards, we will convey to our many audiences a single, recognizable identity and image of academic excellence that is in keeping with our traditions of Catholic values and community. Our university has a strong reputation and a solid presence in the Quad City community. Strengthening and promoting that image will benefit all of our programs and new initiatives.

I am asking programs and departments campus-wide to adopt and follow the guidelines found in this manual. They are designed to provide you with the flexibility and guidance to achieve your program's goals, while furthering the entire university's mission within the Quad Cities, the region, and beyond.

Ed Rogalski

St. Ambrose University

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The bishop logo made its debut in 1987 in conjunction with St. Ambrose's move from a college to a university. To recognize the university's new status, a campus committee worked with a local advertising agency to create a new logo. The result was the bishop image. Although the wordmark alongside the bishop has undergone minor changes over the years, the bishop logo essentially remains the same.

Research done in 1999 with prospective students and community leaders showed that the general public recognizes the logo and identifies it with St. Ambrose. This recognition is one of the key factors to broadening and strengthening the university's image in the community and beyond.

The logo is the official mark of St. Ambrose. It is used to provide continuity among the many diverse print pieces that represent the university.

The logo should appear on all materials —such as brochures, advertising, and admissions pieces—that are targeted primarily to audiences outside the university. While it is usually not the largest or most prominent graphic element on a piece, it will provide a mark that quickly and easily identifies a print piece or ad as St. Ambrose.

St. Ambrose University

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The bishop logo, with the St. Ambrose wordmark, is the only St. Ambrose logo. The bishop may not be used alone, nor with "SAU," nor with "St. Ambrose University" in a different font, nor with any other wording or department name.

The preferred form is to position the bishop to the left of the wordmark. The bishop may be screened back at 20%.

The logo can also be used in the horizontal form illustrated here. Again, the bishop may be screened back at 20%.

Print-quality, electronic and camera-ready copies of the bishop logo are available by calling the Communications and Marketing Office.

S^tAmbrose University

Department of
Computer and
Information Science

S^tAmbrose University

DEPARTMENT OF HISTORY

Departments, colleges and programs should not have individual logos, and the bishop logo may not be incorporated into another design or changed in any way.

In instances in which a department wants to include its name in conjunction with the university logo—such as departmental stationery or envelopes—please follow the example at left. The department name is set in Sabon font type and centered under the St. Ambrose University mark. Departments can get templates, with exact font and size information, through the Communications and Marketing Office.

St. Ambrose University

In the past, the bishop logo appeared with a horizontal bar. This has been phased out. Please use the updated logo on all new materials. Contact Communications and Marketing to receive a copy of the updated logo.

St. Ambrose University Seal

The seal is to be used on documents of a formal or official nature, such as diplomas, commencement programs and as the watermark on St. Ambrose letterhead. In general, it should not be used on publications, and it should not appear on general print pieces or items such as mugs, folders, T-shirts or notepads.
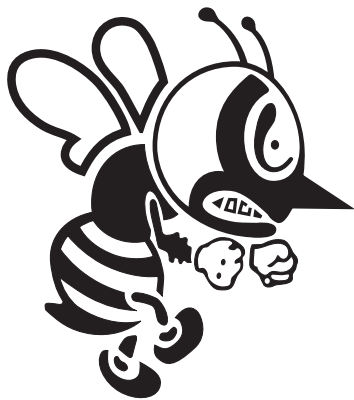
St. Ambrose Fighting Bee

This is the official bee design. It is used primarily in reference to athletic teams, but it can also be used on print pieces, especially for extra-curricular items or events, and on clothing, mugs and other paraphernalia.

St. Ambrose University

Merchandise

Merchandise includes pens, T-shirts, mugs, keychains, bookmarks, notepads and other items that are used to promote the university and its programs. Because merchandise is often bound by the limitations of physical size and vendor technology, it may not always be possible to adhere to the standards guidelines when working with these items.

All merchandise should prominently include the name St. Ambrose, St. Ambrose University, or SAU. When practical, merchandise intended for external audiences should include the St. Ambrose logo. The seal should not be used on merchandise.

Typography

Sabon

the University serif font

Futura Book

the University sans serif font

The standard fonts for St. Ambrose publications and letters are Sabon for body text and Futura Book for headlines. Please call the Communications and Marketing Office if you are interested in obtaining copies of these fonts.

Colors

Graphic designers and printers use a color matching system referred to as "PMS" (Pantone Matching System) to identify hundreds of colors.
"St. Ambrose blue" is PMS 287. Please use this number if you wish to specify St. Ambrose's blue when dealing with printers.

St. Ambrose University

S^tAmbrose University

OFFICE OF THE PRESIDENT

518 West Locust Street ▪ Davenport, Iowa 52803 ▪ 563/333-6213

Letterhead and Envelopes

■ Letterhead with the watermark is available in the Business Office to all departments for a small charge. Departments that need large quantities of letterhead or envelopes should call the Business Office a few days ahead of time.

■ Departments that can justify a need for personalized stationery should see the Communications and Marketing Office for assistance. All St. Ambrose letterhead should follow the specifications in the example at left.

Business Cards

■ Business cards are available to all faculty and staff through the Communications and Marketing Office. Orders are processed several times a year. All business cards representing St. Ambrose should follow the specifications below.

S^tAmbrose University

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St. Ambrose University

Advertising placed by any university department, whether print, radio or television, should prominently feature St. Ambrose. All print ads should carry the St. Ambrose logo.

The goal is not to make all advertising look alike, but to achieve certain standards of consistency in the message and image, and to make sure the university as a whole is not compromised for the sake of an individual program. By coordinating advertising efforts we can make all our advertising dollars stretch further and work more effectively. The Communications and Marketing Office can advise and assist you in creating and placing advertising.

The first step in planning a publication is to decide what you really need. Communication objectives can be accomplished in many ways: a brochure, poster, letter, newsletter, open house, informational meeting, Web site, advertisement or speech. How do you decide what will best meet your objectives? Answering the following questions may help:

- **What do you hope to accomplish?** What is your message and what response are you hoping for? What problem do you want to solve?

- **Who is your audience?** Don't say everyone. The more specific you can be, the more effective you will be. What is the best way to reach them? What do you want them to do?

- **What is your budget for this project?** Will there be mailing costs? Are there ways to lower costs by creating something that could be used by another department as well? Are there existing products on campus that can fill your need?

- **What is your deadline?** Do you need it prior to an event? How long will it take to design? For a printed piece, how long will it take to write, edit, and print it? Who needs to be involved and who should review and sign off on the project? Will your audience need time to respond?

- **How will the material be distributed?** Will you have to use a mailing house? Are there postal restrictions on format? How will you get the mailing list?

- **Are there any related pieces?** In addition to belonging to the university's family of publications, should it share the "look" of related pieces produced by your unit or by the university? Could this material, or any part of it, have any other uses on campus or can it be augmented by existing material?

St. Ambrose University

- Keep it simple. A well-designed publication communicates quickly and clearly.

- Decide what's important and make it important. There are hundreds of ways to organize information on a page. Make sure the most important elements catch your readers' attention by using careful organization and emphasis—making some elements bigger than others, for instance.

- Don't use more than two different fonts in one publication. There are two types of fonts: serif, which looks like this, and san-serif, which doesn't have lines on the ends of letters. Pick a sans-serif font, like Futura, for headlines, and a serif font, like Sabon, for the actual text.

- Don't be afraid of white space—it's the best way to add emphasis or draw the reader's attention to certain information.

- Align left is the easiest formatting to read. Centered text can be difficult to read because the eye constantly has to search out where the next line begins.

- Save bold and italic text for headlines and headings. In the text, if you make your point with clear, concise writing, you won't need to bold or italicize for emphasis.

- Put only one space after a period between sentences. The two-space rule developed to accommodate monospaced typewriters—the proportional digital spacing of modern computers makes double-spacing unnecessary.

- Avoid underlining if at all possible. Like double-spacing after a period, underlining for emphasis is left over from the days of typewriters. Bold or italics is preferable over underlining.

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Assistance with publications, advertising and Web publishing is available from the Communications and Marketing Office.

The Communications and Marketing Office has a twofold purpose: to keep the campus and greater community informed and engaged, and to promote the image of the university. This is done with institutional publications, advertising, the Web site, special events and media relations; and through helping other departments with these kinds of projects.

Communications and Marketing staff can:

- help you define your audience and suggest ideas to communicate your message most effectively;

- determine how to get the highest quality product for your budget;

- design, or help you design, your publication, while utilizing the St. Ambrose graphic standards;

- suggest printers who specialize in your type of project, or act as the liaison between you and the printer;

- review your final product before it goes to the printer.

Communications and Marketing also maintains the overall look and content of the Web site. If you wish to create or redesign a Web site for your department, please contact Communications and Marketing for assistance. Guidelines for creating official university Web pages are available on-line at www.sau.edu/guidelines.html or from the Communications and Marketing Office.

The Communications and Marketing Office can also help you get publicity in the media for your event or news item.

There are usually several projects going through the Communications and Marketing Office at any one time. The more advance notice you can give, the better. More lead time means more time to help you create a quality product.

Contact
Communications and Marketing staff members are available at any time to offer advice and assistance for your project. Contact them at 333-6295.