



Publications Guide



St. Mary's University

S A N A N T O N I O , T E X A S



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Message from the President

We are committed to integrating and coordinating communications to deliver a clear, consistent and compelling message about St. Mary's University.

The mission of the publications area of the Office of University Communications is to support the communication needs of the University. The primary goal is to present a consistent, uniform, accurate and impressive image of St. Mary's University as a quality institution of higher learning.

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The quality of any organization is reflected by the quality of its publications and communications. Each year, St. Mary's produces hundreds of brochures, manuals, newsletters, guides and other printed and electronic materials. These graphic communications should be visually consistent and have the appearance of being a part of the same stylistic family. Consistency contributes to an institution's strong visual identity, and more effectively communicates the immediate message.

This Publications Guide will help answer questions faculty and staff members may have when developing University publications. Following these policies will enhance the quality of publications at St. Mary's, and that, in turn, will enhance how people see the University.

The integrated marketing plan is a tool to guide both short- and long-term marketing planning.

All communications, particularly external communications, the University Web site and those used as marketing tools to contribute to the positive perception and image of the University, must follow the standards described in the Guide and must be designed by the Office of University Communications.

About Integrated Marketing

Integrated marketing refers to the concept that all components of an organization have a responsibility for projecting the brand and image of the organization through its function, a concept grounded in marketing best practices. The integrated marketing plan is a tool to guide both short- and long-term marketing planning.

The Publications Guide outlines the standards that must be applied to the visual and verbal expression of the University. This guide also includes the process for consultation with the Office of University Communications and offers publishing tips and advice to be used when creating a form of communication.

The Office of University Communications is available to assist you with any problems you may encounter when planning or working on your publication. The office, located in St. Louis Hall, Room 216, can be reached at 436-3327.

Cordially,



Charles L. Cotrell, Ph.D.
President

Graphics

Approved University Logo, Seal and Images

ST. MARY'S UNIVERSITY



An Interpretation of the St. Mary's University Logo

Blending the legacy of the past with momentum for the future, the name of the University appears in Bauer Text Initials, a style that is a fresh, modern rendering of a very old and stately typeface.

The essence of the University—its Catholic nature—is portrayed by the cross. Creating an appropriately Hispanic motif—reflecting the decades of service that St. Mary's has committed to the people of San Antonio and the Southwest—the cross also is reminiscent of the design of a medieval cathedral in Saragossa, Spain, where, according to tradition, Blessed William Joseph Chaminade first witnessed his inspiration to found the Society of Mary.

The interlocking hearts that form the center of the cross testify to the Marianist charisms of community and caring. The lines of the hearts that draw out to the sides and curve back to the center allude to the sense of community and caring that is fostered within the University family, itself. This special posture does not

remain trapped within however; it is projected out—conveyed through the upward thrust of the vertical lines—toward the larger communities of city, country and cosmos as St. Mary’s students, faculty and staff take leave of the school to proceed along life’s paths.

**The logo, like the seal,
is St. Mary’s signature
and must be used properly
and presented consistently
to convey its
intended character.**

The symbol pays tribute to the renowned architectural features of the campus—with the curves of the horizontal crossbar imitating the graceful archways of the University’s contemporary structures, and the pointed vertexes signifying the distinguishing apex of the revered St. Louis Hall.

Finally, the four directions created by the cross subtly portray the four tenets comprising the institution’s mission statement: “Founded and fostered as a community of faith, the University gives Christian purpose and dynamism to a pursuit in which people of varied traditions and experiences unite in commitment to an educational venture, in dedication to a life of scholarship, and in the extension of service to society.”

The University Logo

Visual contact through written correspondence is one of the main communication channels of any institution. For this reason, the University logo is very important in style form and practical application. The logo, like the seal, is St. Mary’s signature and must be used properly and presented consistently to convey its intended character.

The University logo is composed of a cross motif and the name of the University. The cross motif was specially designed to reflect St. Mary's religious nature, as well as its history and areas of influence.

The logo must appear prominently on all materials published by the University in print or electronic format. The logo must not be altered, compressed or rearranged in any way, and should always be used in the proportion and configurations shown below. The primary use of the logo is on stationery and related materials, University identification and signage and as a signature for printed materials. Because the logo is a registered trademark, any deviation from it is not acceptable.

The University name is always printed in Bauer Text Initials, proportionate to the logo as shown. Below are the logo's acceptable styles.



ST. MARY'S
UNIVERSITY



Incorrect Usages

- Do not delete “St. Mary’s University” from the logo. It is one entity and defines who we are.
- Do not break up “St. Mary’s University” and the cross.
- Do not put a box around the logo.
- Do not underline any part of the logo.

Logo's Safe Area



When the logo is used in advertising or any other printed material, ample space should surround it to allow good readability and distinction. The logo has a “safe area,” or space around it that must not touch other elements. The illustration below shows the safe area in gray.

The “safe area” should always be preserved around the logo. Elements, such as typography, photographs and page borders, should be set away from the logo’s “safe area.” No other type should be adjacent to the name and logo except department names, the University address and department phone numbers. The logo also must not be too close to a cut or folded edge.



The features of this logo must not be blended with other designs, such as the University seal, organizational logos, original drawings or additional lettering.

Please contact the Office of University Communications to consult with you on the consistent application of the logo.



The University Seal

The University seal is the official identification of St. Mary's University. The seal is generally restricted to academic publications, such as diplomas and commencement programs, and for formal and ceremonial uses, such as in official documents and other specially printed materials.

Use of the seal must be approved in advance by the Office of University Communications.

Symbolism of the University Seal

The five-pointed star is a symbol both of Texas, the Lone Star State, and the University's patroness, St. Mary, properly greeted in Christian prayer under the symbol of a star of extraordinary brilliance as "Morning Star" and "Star of the Sea."

Inside the star stands the letter M, the traditional monogram of St. Mary. Combined with the letter A it can be in two ways: as MA, an abbreviation of Mater (Mother) and thus a more elaborate Marian monogram, and as AM, an acronym formed of the first letters of the opening words of the prayer, Ave, Maria (Hail Mary).

The olive wreath enveloping the star is widely used as a mark of distinction or the sign of particular merit, recalling the ancient wreath of honor with which those who conquered were crowned.

The year, 1852, at the bottom of the seal recalls the year of the initial Marianist foundation in San Antonio, St. Mary's Institute, from which St. Mary's University is directly descended.





Digital Artwork

Low-resolution, high-resolution, and Web-quality digital files of the St. Mary's logo, seal and other images can be found at www.stmarytx.edu/logos. Camera-ready reproduction proofs of the logo may be obtained at the Office of University Communications.

Please call the Office of University Communications if you need assistance downloading or obtaining the logo and images.

Colors and Fonts

Pantone 2955



Pantone 141



Pantone 871



Primary Color Palette

The colors designated to represent St. Mary's University are blue and gold. In every possible instance, the logo should be printed in Pantone Matching System (PMS) 2955 blue. Gold can be printed in PMS 141 or PMS 871 (metallic).

These primary colors must be used in pieces that:

- promote the University
- are used to target prospective students
- reach a general external audience

San-Serif Font

Serif Font

Fonts

The choice of fonts can have a major impact on the overall professionalism a publication conveys. Using too many font faces is visually confusing to the reader. Consider using only one to two font families in your publication; one for the headlines and subheads, one for the body text.

Research shows that serif fonts, especially small ones, are easier to read than san-serif fonts (serifs are the little tick marks at the end of lines in the letters). The eye tracks across the serifs of the letters making reading easier.

ALL CAPS are difficult to read. If you want to emphasize a word consider using bold versions of that font as an alternative. **Stretching**/compressing fonts look awkward. Consider the extended or condensed version of that font or even another font family.

Stationery

All official stationery and business cards are ordered online at nortonlewis.com/stmarys/orders.php. Orders are monitored and edited for style by the Office of University Communications, which also gives final approval.

Letterhead

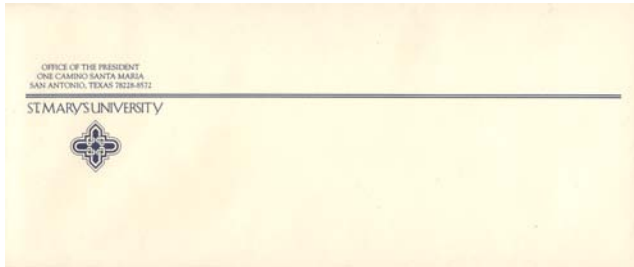
The standard 8 1/2" x 11" stationery and No. 10 envelope are available in two types of stock, cream-colored laid and bond, which is the less expensive of the two choices. This stationery is always printed in the University color, PMS 2955 blue.

To preserve and enhance the University's identification, all letterhead, envelopes and business cards must bear the official logo in the official St. Mary's stationery style. The required typeface for all addresses on letterhead and envelopes is Goudy Oldstyle, 9 point.

Whenever a department or division needs a graphic element to identify a specific program, contact the Office of University Communications at 436-3327.



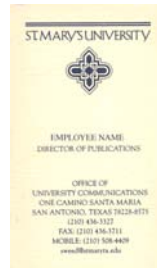
Goudy Old Style



Envelopes

University policy prohibits the use of individual names on office envelopes. Although envelopes may be ordered in a specific size to fit a publication, it is very costly and usually only done for special high-end publications.

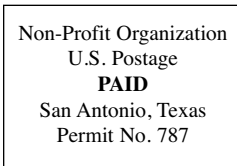
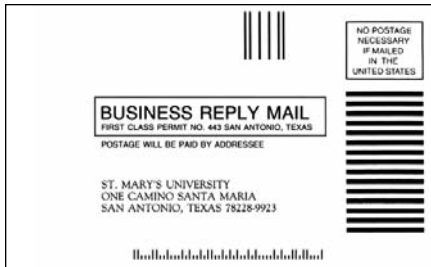
Creativity in designing mailing pieces should be approached with caution and only by someone with a current copy of U.S. Postal Service standards. Mailing pieces must conform to postal codes. Deviating from standard formats and sizes may double or triple your mailing costs. You are urged to contact the University Mail Room to make sure your pieces meet all regulations.



Business Cards

All business cards are printed on cream colored cover stock. Names on business cards are in 7-point Goudy Oldstyle, bold, all caps, centered above the person's title, which is in 6-point Goudy Oldstyle regular, all caps. The department name, address and telephone number are in 7-point Goudy Oldstyle regular, all caps, centering each line.

A maximum of 10 lines may be used on the card for lengthy titles, complex addresses or multiple telephone numbers, e-mail, and fax numbers. If a University employee is affiliated with any non-University business or interest, it may not be listed on their St. Mary's business cards.



Mailing Permits

The University has bulk mailing and business reply permits that may be used by any University office for University-related projects. The permits may not be used by non-University entities or private projects not connected with the University. All departments must consult with the Mail Room supervisor in the planning stage of their project to ensure their proposed mailing meets postal requirements for use of the permits.

Editorial Standards

St. Mary's University is the full name of our institutions and must be used at least once in each publication, usually in the first reference. The University also may be referred to as "St. Mary's" or "the University" in subsequent references. The University must not be referred to as "StMU."

In matters of editorial style, the standards for all University publications shall be those found in the Associated Press Stylebook and the St. Mary's University Style Guide. AP Style and the St. Mary's Style Guide provide rules for capitalization, punctuation, abbreviation, spelling and other material to enhance clear writing and present a style that is uniform and avoid inconsistencies.

All copy should be reviewed by the University Communications staff to ensure conformity to this editorial style.



Publications Planning and Printing

Here are some guidelines to consider when planning and printing publications with help from the Office of University Communications.

- Allow six weeks between the time you submit all copy for design and layout and your requested date of completion. Large jobs may require more than six weeks notice.
- Complete a publications request form to aid as a checklist for all the necessary information required to begin your project.
- Consult with the University Communications staff for editorial and production advice early in your project if you are unsure about any of the University's publication policies
- It is best for each department to write the material for each publication, when possible, to better expedite the planning and printing process.
- Jobs will not be sent to printer/vendor prior to obtaining a purchase order number.



Printing Policy

Publications vary widely in cost, depending on format, design, amount of text, number of copies needed, photos, type and weight of paper, type of binding and number of ink colors. Costs may be lowered dramatically by designing your piece to fit a standard printing press size; however, we prefer that printing jobs required by any of the University's offices, schools, departments or programs be submitted to the Publications staff in the Office of University Communications. Our staff prepares job specifications, submits them for bidding and coordinates work with the vendor. This policy excludes printing done in the University Duplicating Office.

Questions to Ask When Planning a Publication

Whether the job is a simple invitation or a multi-page booklet, production can be more complicated than you might think. The world of printing is constantly changing, and new technologies are developing every year. Your publication may lend itself to being produced on a desktop publishing program and printed by a quick print shop. Or it may require the services of a graphic designer, photo imaging editor and a high quality multicolor printer.

The following questions are to ensure that all University publications are of the highest quality possible and conform to the standards set forth in this guide.

- What is the purpose of the publication? Is it a promotional piece, or an informational piece?
- What is the message to be communicated?
- Who is the audience? What is the audience's age, education, background, experience and reading level?
- What do you want the audience to do after reading your publication?
- What does the audience know about your institution? What should it know?
- What type of publication will be most effective? Announcement/flyer, invitation, brochure, magazine, newsletter, poster, postcard, other?
- How is the publication to be used? Will the publication work alone or is it part of a series?
- How will the publication be distributed? Will it be distributed by hand or will it be mailed? Will it be a self-mailer? Will it be mailed first class or bulk rate?
- How many copies are needed?





- When are they needed?
- What is the budget for this publication?
- Who will be paying for the publication?
- Who will write the copy?
- Are there photos or other artwork available? Is there enough time to take new photos or to prepare illustrations or other artwork? Is there a budget for photography?
- What are the expectations on this job? Inexpensive or more costly paper? One color of ink? Two colors? Four colors?
- How can you cut costs without losing effectiveness?
- What approvals are required before the publication can be printed? Content? Editorial? Design? Budget? U.S. Postal Service?

Answering these questions will determine what direction your publication should take.

Working with a Graphic Designer

This is a collaborative process. Respect the designer's expertise and understand that this is a team effort. To minimize errors, give the graphic designer the copy saved on a disk (include a paper copy) as a Word document. Copy is reviewed by our editors. Be aware that editing and text changes are part of the process.

Format

After consulting with the Office of University Communications about your publication, the graphic designer will fit your text and photos into a format. Changes at this point can add hours of work for the graphic designer. Copy-fitting is a precise, exacting job—adding or deleting copy can ripple through the document and cause changes on each page.



Proofreading

Proof the job carefully before it goes to the printer. If possible, ask someone unfamiliar with the copy to help you. In particular, look at dates, phone numbers, anything which would be disastrous if wrong. It is much cheaper to make changes now than to reprint later.

Printing Proof

Printers will show you a photographic proof of your high resolution output. If your department works closely with a printer for any project there are some things to keep in mind when proofing. Sometimes when the job is output from the disk, the type can get shifted or certain elements may not appear (borders, pieces of type, screens). Check to make sure the piece folds correctly and the image is facing the right direction when it folds. The printer will charge extra for any changes needed at this point in the process.

