



SAINT AUGUSTINE'S  
UNIVERSITY

*Transform. Excel. Lead.*

# Graphic Identity & University Style Guide



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**UNIVERSITY NAME,  
DEPARTMENT AND  
INSTITUTE LOGOS,  
MARKS AND TAGLINE**

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# About the name of the Institution

The official name is Saint Augustine's University and is preferable in all formal uses including but not exclusive to news releases, feature articles, academic journals and publications on the web.

- Abbreviations of Saint are not acceptable in any official or professional use or display of the university name, i.e. St. Augustine's University, St. Augustine's or St. Aug University. The entire name of the university should always be used, i.e. Saint Augustine's University.
- **St. Aug is not acceptable for any correspondence from the university.**
- Saint Augustine's and SAU may be used in informal correspondences or displays. The acronym SAU may be used for athletics, student activities and intercampus use only. Externally, SAU must be preceded with Saint Augustine's University.
- For use outside of athletics, SAU must be used in conjunction with Saint Augustine's University. **For example:** *Saint Augustine's University (SAU), admitted 1500 students for the fall semester.*

# Official university logo

## ***Horizontal Logo-official graphic arrangement of symbol, word mark and tagline***



SAINT AUGUSTINE'S  
UNIVERSITY

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## ***Vertical Logo-official graphic arrangement of symbol, word mark and tagline***

SAINT AUGUSTINE'S  
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The official university logo has been designed to function as part of a flexible and cohesive visual system, consisting of the name, seal and tagline.

A designated horizontal and vertical version allows for different uses, giving flexibility within the university's necessary communication guidelines.

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*Transform. Excel. Lead*

## Reproducing the official logo

The University shield and shield logo both have a protected area. No lines, words, or artwork may overlap or intersect this mark and no changes may be made to the design.

***The minimum print size for the official horizontal university logo is 4.5 inches wide. The minimum print size for the official vertical university logo is 1.5 inches wide.***

## Examples of Incorrect Logo Usage



SAINT AUGUSTINE'S  
UNIVERSITY  
*Transform. Excel. Lead.*

Too small.



SAINT AUGUSTINE'S  
UNIVERSITY  
*Transform. Excel. Lead.*

Low resolution.

SAINT AUGUSTINE'S  
UNIVERSITY



Logo altered.



SAINT AUGUSTINE'S  
UNIVERSITY  
*Transform. Excel. Lead.*

Logo stretched.



Logo on dark  
background.  
(Use png file instead)

# Official University Seal

*Maximum size: 3 ½" in diameter*

*Minimum size: 1 ¾" in diameter*



The **Seal used in isolation** is reserved for formal uses only such as commencement, convocation, diplomas and other events or documents as approved by the President or the Vice President of Marketing and Chief Communications Officer. **Under no other circumstance should the Seal stand alone without prior approval.** The Seal should never be used as part of the background of a document.

The University Seal was created with the oak tree and falcon's bell from the University seal. The falcon's bell, symbolic of the school's athletic mascot and subordinate to an oak tree of learning is symbolic of the purpose of the institution. The white twisted band in the shape of a circle represents the ties that bind the institution. The Seal is circular to represent a continuity of the vision of the founders and the infinity of the accomplishments of our graduates. The olive branches on either side of the image represent peace and goodwill to our community and the world as we strive to be good neighbors and stewards of the intellectual capital that we cultivate at this institution.

# Official University Shield

*Maximum size: 3 ½" in diameter*

*Minimum size: 1 ¾" in diameter*



The Shield is the official University crest. It incorporates two images, Saint Augustine and the tree of knowledge, that have been the official symbols of the university for several decades. The Shield was incorporated in 1867 in Raleigh, NC.

The background of the Shield consists of seven wavy stripes, representing “Seven Springs,” the original name of the property on which the school was established. Forming a cross against this background are two bands of priestly black, representing the two chief clerics who made the school possible, Bishop Atkinson and Father Smith. The heart of gold, enflamed and pierced by arrows is the internationally recognized symbol of Saint Augustine of Hippo, representing his zeal and the pain of his sacrifices.

The Shield tells the story of our institution and should only be used at the discretion of the Office of the President.

# Official university tagline

The official university tagline is, *Transform. Excel. Lead.*

“Great Minds Study Here” is NOT the University’s tagline and should not be represented as such.

Never use the tagline as the title of a publication or as a predominant feature of any page, although it may be used as the dominant feature on banners and displays. The tagline should not be used as a headline, but may be used in the content of body copy.

The logo with tagline should appear on the front cover of periodicals and brochures, advertising (including print, broadcast, web, posters, and flyers, outdoors) except when using brand extension logos.

When used alone, the tagline should appear in Minion Pro Bold Italic:

*Transform. Excel. Lead.*

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# REPRESENTING THE BRAND

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# SAU administrative offices and departments

The logo below is used for the offices, departments and work groups at Saint Augustine’s University. The tagline is replaced by the office or department name.



SAINT AUGUSTINE’S  
UNIVERSITY  
*Office of the President*

SAINT AUGUSTINE’S  
UNIVERSITY  
*Information Technology*

*This variation of the logo without the shield can be used on apparel by departments who wear shirts to self-identify. Refer to the Athletic Style guide for their apparel and uniform choices.*

# SAU academic divisions

The logo below is for the schools and academic divisions of Saint Augustine’s University. The tagline is replaced by the School or division name.



SAINT AUGUSTINE’S  
UNIVERSITY  
*School of Applied Health & Medical Sciences*

# SAU Sub-brands

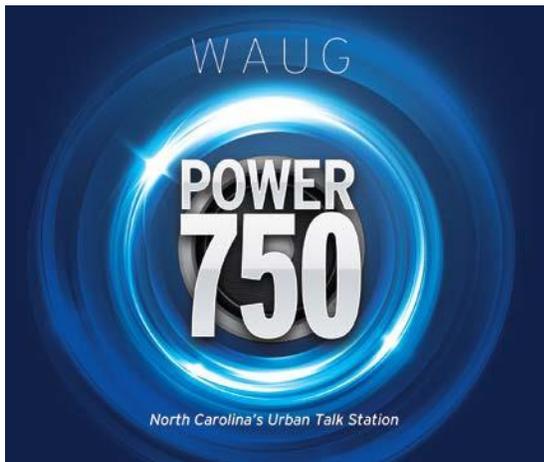
Having distinctive personalities and missions, sub-brands are prominently linked to the university while requiring differentiation because they provide significantly different services. Below are two sub-brands of the University.

## *Saint Augustine's University Golf Course and Recreational Complex at Meadowbrook*



SAINT AUGUSTINE'S UNIVERSITY  
GOLF COURSE AND RECREATIONAL COMPLEX  
AT  
**MEADOWBROOK**

**WAUG**



*Owned and operated by Saint Augustine's University*

**WAUG**  
TV 68/168

*Owned and operated by Saint Augustine's University*

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# COLOR PALETTE

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# University color palette

The University color palette has been updated and expanded. It provides a fresh and flexible foundation for all communication materials as Saint Augustine’s University introduces its new identity. Color is a powerful communicator. Please be mindful of the colors you use in publications representing the University. The color palette is divided into two separate sets: **Primary and Complementary.**

The **Primary** palette — navy blue, white and gray — is to be used for all institutional marks, athletic marks and official communication that represents the University. The University’s colors originated from former Saint Augustine’s University President Dr. Charles Boyer, a graduate of Yale University, which uses navy and white as their school colors.

**Pantone Color:** PMS 540, Cool Gray 8 and white make up the University’s primary palette. The PMS (Pantone Matching System) color used for the Saint Augustine’s University blue is PMS 540. PMS represents a standard used by the printing and graphic arts industry so that your color will always be consistent.

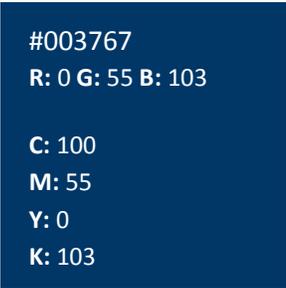
**RGB Color:** RGB (red, green, blue) color is the combination used by digital media, i.e.: computer monitors, web graphics and video applications. The RGB color combinations for the logos are:

Blue: R: 0, G: 55, B: 103                      Gray: R: 161, G: 161, B: 164

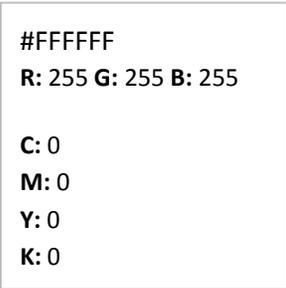
**CMYK Color:** CMYK, or four color process printing, uses four process inks to match the desired Pantone color. The CMYK combinations for the logo are:

Blue: C: 100, M: 55, Y: 0, K: 55                      Gray: C: 0, M: 1, Y: 0, K: 43

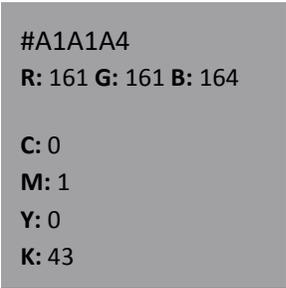
## Primary Palette



#003767  
R: 0 G: 55 B: 103  
  
C: 100  
M: 55  
Y: 0  
K: 103



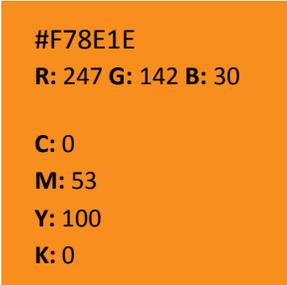
#FFFFFF  
R: 255 G: 255 B: 255  
  
C: 0  
M: 0  
Y: 0  
K: 0



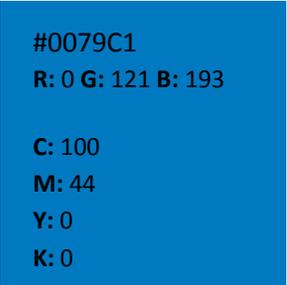
#A1A1A4  
R: 161 G: 161 B: 164  
  
C: 0  
M: 1  
Y: 0  
K: 43

The **Complementary** palette — as defined by its name — is used to complement the primary palette in the design of campus communication materials. It should be used in conjunction with the primary palette, but not to overpower or distort the color perception of the University which is dark blue. These colors should not be used on any of the logos except where already authorized and indicated in this guide.

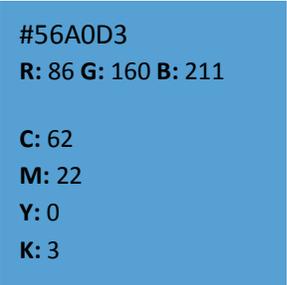
**Complementary  
Palette**



#F78E1E  
R: 247 G: 142 B: 30  
  
C: 0  
M: 53  
Y: 100  
K: 0

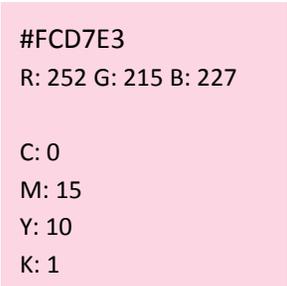


#0079C1  
R: 0 G: 121 B: 193  
  
C: 100  
M: 44  
Y: 0  
K: 0



#56A0D3  
R: 86 G: 160 B: 211  
  
C: 62  
M: 22  
Y: 0  
K: 3

**Athletic Pink**



#FCD7E3  
R: 252 G: 215 B: 227  
  
C: 0  
M: 15  
Y: 10  
K: 1

*Athletic pink is reserved for Lady  
Falcons and “Think Pink” game  
apparel.*

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# ATHLETIC MARKS

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# Athletic Logos

The Falcon logo was created for the **exclusive use** of the athletics division and has become synonymous with athletic programming.

## Primary Athletic Marks



This logo should always be used in situations that would be considered official, such as business communications, signage or marketing material. This logo should also be used instead of the secondary logos or marks when it is deemed that the audience lack familiarity with Saint Augustine's University. This logo is also available for specific sports including the band and the Bluechips. The logo version on a white background is most legible and the recommended choice for use in media.



Black and white versions of the primary athletic mark are above. Black imprint on white background is recommended for optimal legibility and detail.

# Secondary marks

Secondary marks can be used on athletic apparel, uniforms and merchandise. These logos/marks should never be used in situation that would be considered official. These marks are not sport specific.



Falcons

Falcons

Falcons

# Incorrect use of Falcons logo



Do not separate the elements.



Do not stretch or distort the logo.



Do not use the logo as a part of copy.



Do not add information or elements.



Do not substitute the colors.



Do not screen or watermark the logo.



Do not use the logo as part of a pattern on apparel.



Do not use the logo on a busy background or photograph without approval from Marketing and Communications.

# Trademark usage and licensing

Faculty, staff and students wanting to produce T-shirts and other commercial-type items must submit designs to the Office of Marketing and Communications for written approval through a licensed vendor. Departments should adhere to the following guidelines for purchasing items bearing Saint Augustine's University's name, logo or marks:

- 1. The design being purchased must be submitted to the Office of Marketing and Communications for approval before the order is placed (or requisition sent to Purchasing).*
- 2. The name of the vendor producing the order should be submitted to Licensing with the design.*
- 3. The vendor must be licensed with the university or must sign a one-time limited agreement. If the vendor selected is not licensed, the licensing director will determine whether the vendor may be used.*
- 4. If the design is approved, Licensing will write an approval allowing the vendor to produce the design and giving the vendor royalty information including whether or not royalties are waived. A copy of the approval should be attached to the requisition package and submitted to business and finance.*

Royalties are usually waived for items produced exclusively for a university affiliated club, organization, or department when the design bears the name of the group and the products are being sold to the members at cost. Items bearing university trademarks that are being sold as fundraisers by Registered Student Organizations (RSO) are usually not subject to standard royalty rates. The designs must be submitted for approval by the Office of Marketing and Communications, who will determine on a case-by-case basis whether royalties apply.

Most, but not all, uses of these marks must bear the ® registered mark. Licensing must state in its approval of each use of the mark whether the ® for registered mark or the ™ trademark symbol should be used.

Saint Augustine's University marks may not be used in conjunction with other trademarks or registered marks without written permission from the owner of the mark. Using the university seal in non-university publications is prohibited without prior approval from the Office of Marketing and Communications. Saint Augustine's University reserves the right to reject delivery of materials containing unauthorized or incorrect usage based on the guidelines in this guide.

Saint Augustine's University marks may not be used in conjunction with references to alcohol or drugs. Nor will any use of university trademarks that is judged to be in poor taste be allowed. If you are unsure about the use of the marks, contact the Office of Marketing and Communications.

# Advertisements

Any advertising, regardless of the medium, that will include graphic representation of the university and uses the university logo and /or trademarks must be approved by the Office of Marketing and Communications to ensure compliance with identity standards and brand messaging.

The official Saint Augustine's University logo has the “***Transform. Excel. Lead.***®” tagline and should be used in all ads. Exceptions must receive prior approval. All advertising requires the registered trademark symbol ® when using any registered Saint Augustine’s University trademarks. The logo with tagline should appear on the front cover of periodicals, brochures and all advertising (including print, broadcast, web, posters, and flyers) except when using brand extension logos.

When a department or office specific logo is used (like the one below), the tagline should appear on the front or back cover of the publication.



Submit all proposed advertising before publication to the Office of Marketing and Communications at [branding@st-aug.edu](mailto:branding@st-aug.edu).

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# UNIVERSITY DOCUMENTS AND SIGNATURES

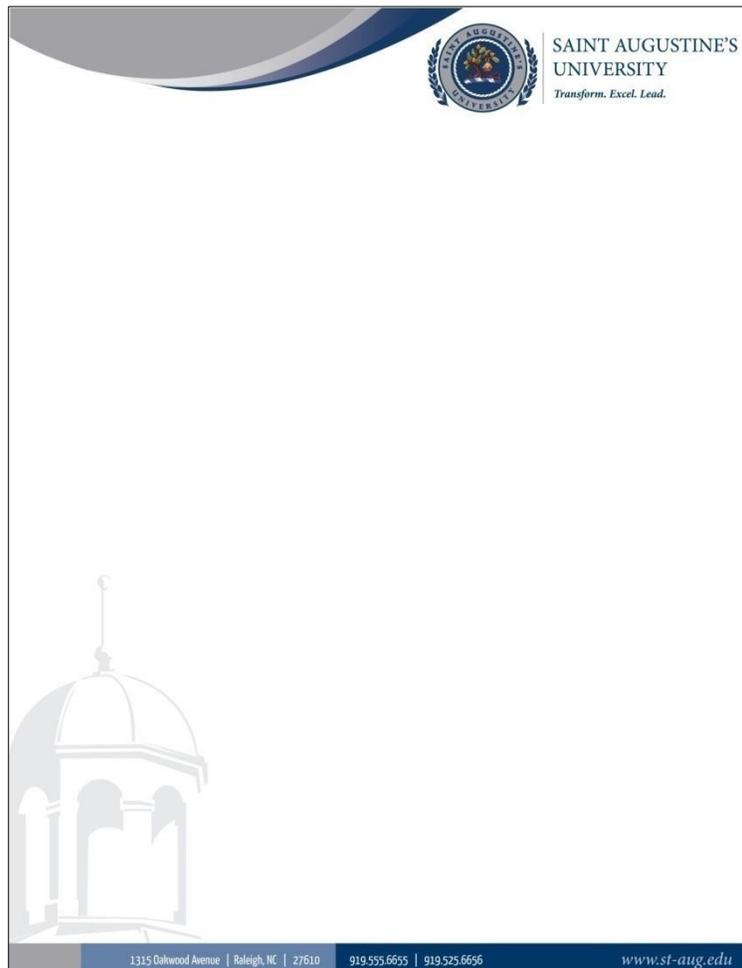
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*Business Cards*



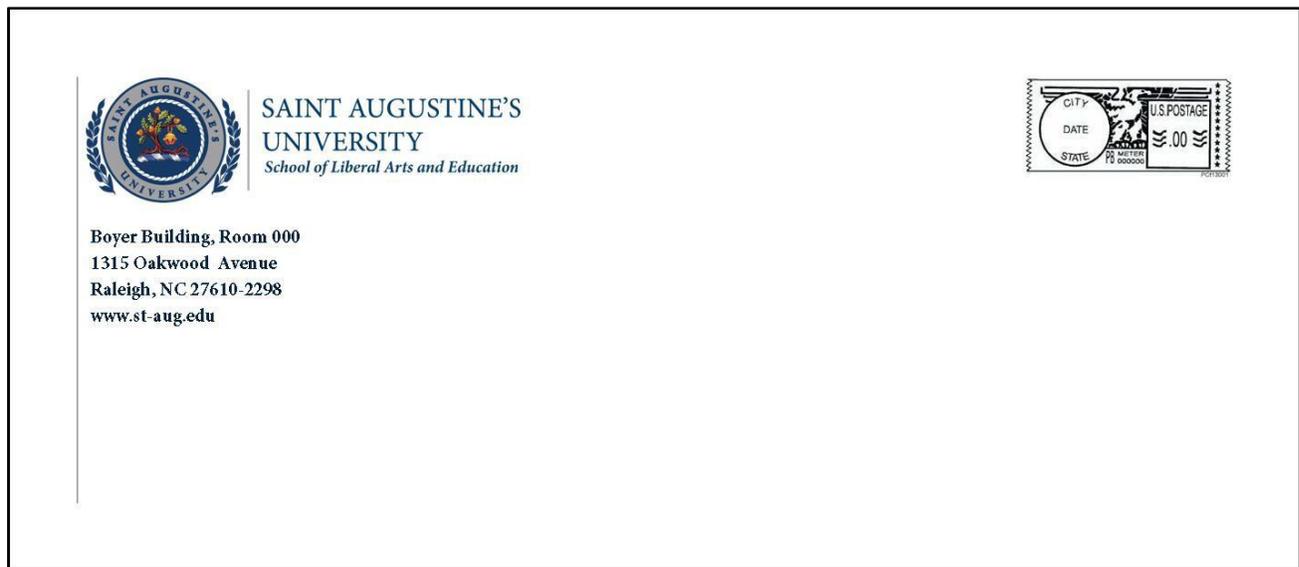
The business card template features a white top section and a dark blue bottom section. In the top left, there is the Saint Augustine's University logo, which is a circular seal with a central figure and the text 'SAINT AUGUSTINE'S UNIVERSITY' around the perimeter. To the right of the logo, the text reads 'SAINT AUGUSTINE'S UNIVERSITY' in a serif font, with the motto 'Transform. Excel. Lead.' in a smaller font below it. Further to the right, the website 'www.st-aug.edu' is displayed in a light blue font. The bottom section of the card is dark blue and contains contact information. On the left, it says 'Building 105 | Address' followed by '1315 Oakwood Avenue | Raleigh, NC | 27610'. On the right, it lists 'email flastname@st-aug.edu', 'phone 919.555.2266', and 'fax 919.555.2266'. In the center-right of the bottom section, there is a placeholder for the name: 'Firstname Lastname' in a large, italicized serif font, with 'Title | Department Here' in a smaller font below it.

*Letterhead*



The letterhead template has a white background with a dark blue header and footer. The header features a decorative blue wave graphic on the left side. On the right side of the header, there is the Saint Augustine's University logo and the text 'SAINT AUGUSTINE'S UNIVERSITY' in a serif font, with the motto 'Transform. Excel. Lead.' in a smaller font below it. The footer is a dark blue bar containing contact information: '1315 Oakwood Avenue | Raleigh, NC | 27610', '919.555.6655 | 919.525.6656', and 'www.st-aug.edu'. A faint, light blue illustration of a domed building is visible in the lower-left corner of the page.

## Envelopes



## Email signature format

### **Joe A. Sample**

*Director/Office of Example*  
Department

1315 Oakwood Avenue  
Raleigh, North Carolina 27610  
Email: [jsample@st-aug.edu](mailto:jsample@st-aug.edu)  
Phone: (919) 516-xxxx | Fax: (919) 516-xxxx  
Website: [www.st-aug.edu](http://www.st-aug.edu)  
(specific website)



**SAINT AUGUSTINE'S  
UNIVERSITY**

*Transform. Excel. Lead.*



*PowerPoint Title Slide*



*PowerPoint Slides*



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# UNIVERSITY STYLE GUIDE

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# Saint Augustine's University Style guide

## *Introduction*

American English is a richly varied language, full of choices. A style guide is not an effort to anoint one of two or more choices as being "correct." That is not the point. A style guide is simply a list of the choices that have been made, mainly for consistency. This style guide notes specific rules and usages to be followed by authors and editors in the Office of Marketing and Communications and other campus communicators. It contains exceptions to both the "Associated Press Stylebook and Libel Manual" and "The Chicago Manual of Style." Where conflicts exist between this guide and other guides, this style guide takes precedence. For other general rules, use a primary style guide that pertains to the publication you are writing or editing.

"The Associated Press Stylebook and Libel Manual" is used specifically for news releases, Saint Augustine's University official publications, brochures, and most documents targeting a general audience. For more detail or when the "AP Stylebook" does not address a topic, use "The Chicago Manual of Style."

## *About the name of the Institution*

The official name is Saint Augustine's University and is preferable in all formal uses including but not exclusive to news releases, feature articles, academic journals and publications on the web.

- Abbreviations of Saint are not acceptable in any official or professional use or display of the university name, i.e. St. Augustine's University, St. Augustine's or St. Aug University. The entire name of the university should always be used, i.e. Saint Augustine's University, not Saint Augustine's.
- St. Aug is not acceptable in any university correspondence.
- Saint Augustine's and SAU may be used in informal correspondences or displays. The acronym SAU may be used for athletics and intercampus use only. Outside of athletics, SAU can stand alone **only** when used internally. Externally it must be preceded with Saint Augustine's University.
- For public use outside of athletics, SAU must be used in conjunction with Saint Augustine's University. **For example:** *Saint Augustine's University (SAU) admitted 1500 students for the fall semester.*

## *Academic degrees*

When referring to degrees in general, use lowercase and the possessive for bachelor's and master's.

**Right:** *More than 1,000 students earned bachelor's degrees.*

**Right:** *Fewer than a dozen people hold doctorates in this field.*

**Right:** *He was the first in his family to earn a Bachelor of Arts in economics at Saint Augustine's University.*

### *Advisor, adviser*

In a departure from AP style, the preferred spelling is "advisor," which is used more commonly in academe.

### **Alumnus, alumni, alumnae**

Proper usage is as follows:

**Alumnus**-one male graduate

**alumni**-more than one male graduate or a mixture of male and female graduates

**alumna**-one female graduate

**alumnae**-more than one female graduate

**Alum**-informal use only, one graduate

**alums**-informal use only, more than one graduate

### *Board of Trustees*

The Board of Trustees of Saint Augustine's University; Saint Augustine's University Board of Trustees; the board of trustees; the board.

### *Commencement*

Commencement is the preferred term to reference graduation in printed documents, press releases, website and any other printed materials.

### *Courses/programs*

Lowercase when describing courses in general; uppercase the specific course or program.

**Right:** *He is enrolled in a mathematics course, two literature courses, and a physical education class.*

**Right:** *I took Organic Chemistry, Ancient Greek and Roman Mythology, General Physics Lab and Elementary Calculus. I passed two of them but still was dropped from the Biochemistry Program.*

### *Copyright*

Copyrights in all publications published at Saint Augustine's University should list the University as the owner of the copyright regardless of the university department, program, center, institute or other entity producing the publication. The copyright should appear as © followed by the year and the official name of the university—e.g., © 2012 Saint Augustine's University.

### *Dean, Dean's list*

Dean's list (specific honor), Dean Sample.

### *EO/AA statement for publications*

*Saint Augustine's University does not discriminate against employees, students or applicants for admission or employment on the basis of race, gender, disability, age, veteran status, national origin, religion, sexual orientation or political affiliation. Anyone having questions concerning discrimination should contact the Office of Human Resources.*

**The short version for brochures and other small publications that do not have space for the regular EO/AA statement is as follows:**

*Saint Augustine's University is an equal opportunity/affirmative action institution.*

### *Founders Day*

Founders Day does not have an apostrophe.

### *Office of...*

Using "Office of" is standard for all campus offices unless otherwise noted. Check the university directory for official names.

***Example: Office of Undergraduate Admissions, Office of the President***

### *Photo credits*

Photos not taken by a university photographer should always include a credit, such as "Photo courtesy of..." or "Courtesy of..."

### *St. Agnes*

Note that the "St." is not spelled out as "Saint." St. Agnes is the official name of the hospital.

### *Theatre*

Use this spelling when referring to the department on campus and its productions.

### *University motto*

The university motto is *Veritas Liberabit Vos*. When adding the translation, it should be *Veritas Liberabit Vos* (The Truth Shall Set you Free) with *Veritas Liberabit Vos* italicized.