



The University Logo

The Saint Leo University logo, shown above, is comprised of two components: a stylized rendering of the lion and the logotype in a distinct arrangement. The combination of the contemporary lion image and the classic use of typography symbolizes the university's desire to be forward looking while respecting the past. The logo is one of three registered trademarks of the university.

Trademark Usage Guidelines

Saint Leo University has exclusive rights to its name, trademarks, logotypes, mottoes, and mascots, and prohibits their unauthorized use. This policy has been set in place by the university to protect the symbols that are associated with its name and its reputation. Because trademarks and service marks are valuable assets, they must be used correctly to avoid loss or dilution in the marketplace.

The university's three registered trademarks include the logo above, "Saint Leo University," "You'll love the person you become here." Other trademarks include "Saint Leo College," "Saint Leo Lions," "SLU Lions," and "Lions," as well as icons like the lion, the monarch, the interlocking SLU, and the university seal. The official colors for the university logotype (trademark) are Dark Green (Pantone 554) and Golden Yellow (Pantone 130).

Required Permission

Use of Saint Leo University trademarks in print, multi-media, advertising, promotional material, and on clothing or other merchandise, requires the express permission of the university's director of University Communications or the associate vice president of Marketing. Any person or entity seeking to obtain such permission should submit a Trademark Use Request form to either administrator. Vendors also must expressly agree to abide by these usage guidelines by means of a formal written contract or acceptance of a university purchase order. The university's general counsel must approve all such written contracts. In the absence of a written contract, the vendor will receive a purchase order requiring the vendor to adhere to these guidelines.

Applicability of Guidelines

These usage guidelines are applicable to all Saint Leo staff, students, faculty, vendors, contractors, partners, manufacturers, customers, creative agencies, consultants, professional writers, and editors, regardless of whether such persons or entities applied for permission to use a university trademark. All persons or entities using a Saint Leo trademark will take reasonable care to prevent the unpermitted use of the trademark by others. Saint Leo University reserves the right in its sole discretion to terminate or modify permission to display the Saint Leo University trademarks by any person or organization.

Approved Graphic Styles

Use of the Saint Leo University trademarks must conform to approved standards as authorized by the university in the Saint Leo University Graphic Standards Manual. Alterations or modifications to the university's trademarks are not allowed, except with the express approval of the review committee consisting of the general counsel, the director of University Communications, and the associate vice president of Marketing.

Prohibited Use

The university's trademarks are intended to present a positive image of Saint Leo University, and may not be altered in any way. Nor can the university's trademarks be used to promote a business, product, or service in any way that could state or imply an endorsement by the university.

The university's trademarks shall not be used in any way that discriminates or implies discrimination against any persons or groups based on any protected status or characteristic under applicable federal, state, or local law or in any other way that would be a violation of the university's anti-discrimination policies. Furthermore, the use of university trademarks with the following types of products normally will not be approved:

- *products that could be used to injure or kill*
- *alcohol-related products*
- *tobacco-related products*
- *sexually suggestive products*
- *food and beverage products and accompanying packaging (other than for limited internal consumption in connection with official university events)*
- *products that present an unacceptable risk of liability*
- *products that are inimical to the mission or image of the university*

Certain artwork or designs will not be approved for use in conjunction with the university's trademarks. These include the following:

- *art depicting the use or endorsement of alcohol*
- *art depicting the use or endorsement of illegal drugs*
- *art depicting the use or endorsement of tobacco products*
- *art depicting the use or endorsement of firearms or other weapons*
- *art depicting racist, sexist, hateful, demeaning or degrading language or statements*
- *art depicting profanity*
- *art depicting sexual acts*
- *art depicting statements impugning other universities*
- *art or a design incorporating trademarks or copyrights not owned by the university, unless written permission for such use, satisfactory in form and substance to the university, is obtained from the mark holder or copyright owner.*

Trademark Symbol

All university trademarks must be indicated by the registered trademark symbol ® or the ™ designation, depending on the trademark being used and the item on which it will appear. Please consult with the director of University Communications for guidance.

The official colors for the university logotype (trademark) are Dark Green (Pantone 554) and Golden Yellow (Pantone 130). The logo also may be used as a one color image or it may be reversed out of a dark background, if appropriate.

The following list outlines the basic rules for working with the logotype:

- *Maintain the proportions of the logotype as shown in this manual.*
- *Do not obscure any part of the logotype.*
- *Do not remove the word “University.”*

As shown in the example below, at least a 3/8” zone of white space must be maintained around the logo.



The logo may be used in various places on publications, signage, marketing, and communications materials. Any such usage of the logo shall conform with the Trademark Usage Guidelines and have the written approval of either the director of University Communications or the associate vice president of Marketing. This also includes appropriate use of the official taglines for both the traditional undergraduate and non-traditional adult-learner degree programs. While the ideal brochure or booklet will include the university logo on the front cover, at a minimum the university logo must appear on the exterior of the publication.

Approved University Institutional Marks

SAINT LEO UNIVERSITY 8-21-12 PAGE 1 OF 2									
INSTITUTIONAL MARKS									
1	2	3	4	5	6	7	8		
INSTITUTIONAL MARKS									
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INSTITUTIONAL MARKS									
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SCHOOL SEALS									
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SAINT LEO UNIVERSITY

UNIVERSITY DIVISION MARKS

1	SAINT LEO UNIVERSITY. Academic Affairs	2	SAINT LEO UNIVERSITY. Academic Affairs	3	SAINT LEO UNIVERSITY. Academic Student Support Services	4	SAINT LEO UNIVERSITY. Academic Student Support Services
5	SAINT LEO UNIVERSITY. Accounting and Budgets	6	SAINT LEO UNIVERSITY. Accounting and Budgets	7	SAINT LEO UNIVERSITY. Accounting and Finance	8	SAINT LEO UNIVERSITY. Accounting and Finance
9	SAINT LEO UNIVERSITY. Accounts Payable	10	SAINT LEO UNIVERSITY. Accounts Payable	11	SAINT LEO UNIVERSITY. Advancement Services	12	SAINT LEO UNIVERSITY. Advancement Services
13	SAINT LEO UNIVERSITY. Alumni Relations	14	SAINT LEO UNIVERSITY. Alumni Relations	15	SAINT LEO UNIVERSITY. Business Affairs	16	SAINT LEO UNIVERSITY. Business Affairs
17	SAINT LEO UNIVERSITY. Campus Bookstore	18	SAINT LEO UNIVERSITY. Campus Bookstore	19	SAINT LEO UNIVERSITY. Campus Life	20	SAINT LEO UNIVERSITY. Campus Life
21	SAINT LEO UNIVERSITY. Campus Security and Safety	22	SAINT LEO UNIVERSITY. Campus Security and Safety	23	SAINT LEO UNIVERSITY. Career Services	24	SAINT LEO UNIVERSITY. Career Services
25	SAINT LEO UNIVERSITY. Center for Online Learning	26	SAINT LEO UNIVERSITY. Center for Online Learning	27	SAINT LEO UNIVERSITY. Center for Values, Service, and Leadership	28	SAINT LEO UNIVERSITY. Center for Values, Service, and Leadership
29	SAINT LEO UNIVERSITY. Continuing Education and Student Services	30	SAINT LEO UNIVERSITY. Continuing Education and Student Services	31	SAINT LEO UNIVERSITY. Copy Center	32	SAINT LEO UNIVERSITY. Copy Center
33	SAINT LEO UNIVERSITY. Counseling Services	34	SAINT LEO UNIVERSITY. Counseling Services	35	SAINT LEO UNIVERSITY. Daniel A. Cannon Memorial Library	36	SAINT LEO UNIVERSITY. Daniel A. Cannon Memorial Library
37	SAINT LEO UNIVERSITY. Development	38	SAINT LEO UNIVERSITY. Development	39	SAINT LEO UNIVERSITY. Dining Services	40	SAINT LEO UNIVERSITY. Dining Services
41	SAINT LEO UNIVERSITY. Distance Learning	42	SAINT LEO UNIVERSITY. Distance Learning	43	SAINT LEO UNIVERSITY. Donald R. Tapia School of Business	44	SAINT LEO UNIVERSITY. Donald R. Tapia School of Business
45	SAINT LEO UNIVERSITY. Enrollment and Online Programs	46	SAINT LEO UNIVERSITY. Enrollment and Online Programs	47	SAINT LEO UNIVERSITY. First Year Experience	48	SAINT LEO UNIVERSITY. First Year Experience
49	SAINT LEO UNIVERSITY. Graduate Admissions	50	SAINT LEO UNIVERSITY. Graduate Admissions	51	SAINT LEO UNIVERSITY. Graduate Social Work	52	SAINT LEO UNIVERSITY. Graduate Social Work
53	SAINT LEO UNIVERSITY. Graduate Studies in Criminal Justice	54	SAINT LEO UNIVERSITY. Graduate Studies in Criminal Justice	55	SAINT LEO UNIVERSITY. Graduate Studies in Education	56	SAINT LEO UNIVERSITY. Graduate Studies in Education
57	SAINT LEO UNIVERSITY. Graduate Studies in Theology	58	SAINT LEO UNIVERSITY. Graduate Studies in Theology	59	SAINT LEO UNIVERSITY. Health and Wellness Center	60	SAINT LEO UNIVERSITY. Health and Wellness Center

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SAINT LEO UNIVERSITY			
UNIVERSITY DIVISION MARKS			
61	SAINT LEO UNIVERSITY. Human Resources	64	SAINT LEO UNIVERSITY. Instructional Technology
62	SAINT LEO UNIVERSITY. Human Resources	63	SAINT LEO UNIVERSITY. Instructional Technology
65	SAINT LEO UNIVERSITY. Marketing	66	SAINT LEO UNIVERSITY. Marketing
66	SAINT LEO UNIVERSITY. Marketing	67	SAINT LEO UNIVERSITY. MBA Program
69	SAINT LEO UNIVERSITY. Media Services	70	SAINT LEO UNIVERSITY. Media Services
71	SAINT LEO UNIVERSITY. Multicultural and International Student Programs	72	SAINT LEO UNIVERSITY. Multicultural and International Student Programs
73	SAINT LEO UNIVERSITY. Network and System Services	74	SAINT LEO UNIVERSITY. Network and System Services
75	SAINT LEO UNIVERSITY. Online Undergraduate Admissions and Advising	76	SAINT LEO UNIVERSITY. Online Marketing
77	SAINT LEO UNIVERSITY. Online Undergraduate Admissions and Advising	78	SAINT LEO UNIVERSITY. Online Marketing
80	SAINT LEO UNIVERSITY. Parent Relations	79	SAINT LEO UNIVERSITY. Parent Relations
81	SAINT LEO UNIVERSITY. Payroll	82	SAINT LEO UNIVERSITY. Payroll
83	SAINT LEO UNIVERSITY. Payroll	84	SAINT LEO UNIVERSITY. Physical Plant
85	SAINT LEO UNIVERSITY. President's Office	86	SAINT LEO UNIVERSITY. President's Office
87	SAINT LEO UNIVERSITY. President's Office	88	SAINT LEO UNIVERSITY. Professional Development
89	SAINT LEO UNIVERSITY. Registrar	90	SAINT LEO UNIVERSITY. Registrar
91	SAINT LEO UNIVERSITY. Registrar	92	SAINT LEO UNIVERSITY. Residence Life
93	SAINT LEO UNIVERSITY. School of Arts & Sciences	94	SAINT LEO UNIVERSITY. School of Arts & Sciences
95	SAINT LEO UNIVERSITY. School of Arts & Sciences	96	SAINT LEO UNIVERSITY. School of Education & Social Services
97	SAINT LEO UNIVERSITY. Stephen Herrmann Mail Center	98	SAINT LEO UNIVERSITY. Stephen Herrmann Mail Center
99	SAINT LEO UNIVERSITY. Student Financial Services	100	SAINT LEO UNIVERSITY. Student Financial Services
101	SAINT LEO UNIVERSITY. Student Involvement	102	SAINT LEO UNIVERSITY. Student Involvement
103	SAINT LEO UNIVERSITY. Student Involvement	104	SAINT LEO UNIVERSITY. Student Services
105	SAINT LEO UNIVERSITY. Student Involvement	107	SAINT LEO UNIVERSITY. Student Services
108	SAINT LEO UNIVERSITY. Trane Stop	109	SAINT LEO UNIVERSITY. Undergraduate Admissions
109	SAINT LEO UNIVERSITY. Trane Stop	110	SAINT LEO UNIVERSITY. Undergraduate Admissions
111	SAINT LEO UNIVERSITY. University Advancement	112	SAINT LEO UNIVERSITY. University Advancement
113	SAINT LEO UNIVERSITY. University Advancement	114	SAINT LEO UNIVERSITY. University Communications
115	SAINT LEO UNIVERSITY. University Financial Aid Services	116	SAINT LEO UNIVERSITY. University Financial Aid Services
117	SAINT LEO UNIVERSITY. University Financial Aid Services	118	SAINT LEO UNIVERSITY. University Ministry
119	SAINT LEO UNIVERSITY. University Technology Services	120	SAINT LEO UNIVERSITY. University Technology Services
120	SAINT LEO UNIVERSITY. University Technology Services	121	SAINT LEO UNIVERSITY. The Center for Veteran Student Services


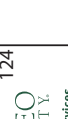










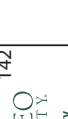








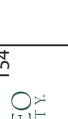














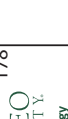


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SAINT LEO UNIVERSITY

UNIVERSITY DIVISION MARKS








121	 Academic Affairs	122	 Academic Affairs	123	 Academic Student Support Services	124	 Academic Student Support Services	125	 Accounting and Budgets	126	 Accounting and Budgets
127	 Accounting and Finance	128	 Accounting and Finance	129	 Accounts Payable	130	 Accounts Payable	131	 Advancement Services	132	 Advancement Services
133	 Alumni Relations	134	 Alumni Relations	135	 Business Affairs	136	 Business Affairs	137	 Campus Bookstore	138	 Campus Bookstore
139	 Campus Life	140	 Campus Life	141	 Campus Security and Safety	142	 Campus Security and Safety	143	 Career Services	144	 Career Services
145	 Center for Online Learning	146	 Center for Online Learning	147	 Center for Values, Service, and Leadership	148	 Center for Values, Service, and Leadership	149	 Continuing Education and Student Services	150	 Continuing Education and Student Services
151	 Copy Center	152	 Copy Center	153	 Counseling Services	154	 Counseling Services	155	 Daniel A. Cannon Memorial Library	156	 Daniel A. Cannon Memorial Library
157	 Development	158	 Development	159	 Dining Services	160	 Dining Services	161	 Distance Learning	162	 Distance Learning
163	 Donald R. Tapia School of Business	164	 Donald R. Tapia School of Business	165	 Enrollment and Online Programs	166	 Enrollment and Online Programs	167	 First Year Experience	168	 First Year Experience
169	 Graduate Admissions	170	 Graduate Admissions	171	 Graduate Social Work	172	 Graduate Social Work	173	 Graduate Studies in Criminal Justice	174	 Graduate Studies in Criminal Justice
175	 Graduate Studies in Education	176	 Graduate Studies in Education	177	 Graduate Studies in Theology	178	 Graduate Studies in Theology	179	 Health and Wellness Center	180	 Health and Wellness Center

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SAINT LEO UNIVERSITY

UNIVERSITY DIVISION MARKS

181	 Human Resources	182	 Human Resources	183	 Instructional Technology	184	 Instructional Technology	185	 Marketing	186	 Marketing
187	 MBA Program	188	 MBA Program	189	 Media Services	190	 Media Services	191	 Multicultural and International Student Programs	192	 Multicultural and International Student Programs
193	 Network and System Services	194	 Network and System Services	195	 Online Marketing	196	 Online Marketing	197	 Online Undergraduate Admissions and Advising	198	 Online Undergraduate Admissions and Advising
199	 Parent Relations	200	 Parent Relations	201	 Payroll	202	 Payroll	203	 Physical Plant	204	 Physical Plant
205	 President's Office	206	 President's Office	207	 Professional Development	208	 Professional Development	209	 Registrar	210	 Registrar
211	 Residence Life	212	 Residence Life	213	 School of Arts & Sciences	214	 School of Arts & Sciences	215	 School of Education & Social Services	216	 School of Education & Social Services
217	 Stephen Herrmann Mail Center	218	 Stephen Herrmann Mail Center	219	 Student Financial Services	220	 Student Financial Services	221	 Student Involvement	222	 Student Involvement
223	 Student Services	224	 Student Services	225	 Trape Stop	226	 Trape Stop	227	 Undergraduate Admissions	228	 Undergraduate Admissions
229	 University Advancement	230	 University Advancement	231	 University Communications	232	 University Communications	233	 University Financial Aid Services	234	 University Financial Aid Services
235	 University Ministry	236	 University Ministry	237	 University Technology Services	238	 University Technology Services	239	 The Center for Veteran Student Services	240	 The Center for Veteran Student Services

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Examples of unacceptable uses of logo



[Do not use a low resolution file]



[Do not italicize the logo]



[Do not tilt the logo]



[Do not put a rule around the logo]



[Do not condense the logo]



[Do not use the logo as part of a heading]

University Seal

The university seal, shown below, is the legal seal of the university and is used only for diplomas, transcripts, certificates, and other legal documents as designated by the President's Office. As the official legal seal of the institution, its usage is constrained to formal applications. The university seal is not to be used on letterhead or as an alternative to the university logo. Use of the seal is determined exclusively by the president or his designated representative. The seal should not be modified or combined with other forms.



Secondary Logos

A secondary logo is a graphic, image, mark, stylized text, or symbol other than the official Saint Leo University logo that is used to identify, represent, advertise, or promote a department, office, center, or other university entity.

Secondary logos should be design elements that are graphically subordinate to the Saint Leo University logo and should only be used for branding or marketing purposes.

The secondary logos that include the university mascot “Fritz” should only be used for marketing and branding purposes as approved by the Student Government Union. All requests to use the “Fritz” logo options should be sent directly to the Student Government Union at sgu@saintleo.edu.



Official Logotype Font

Berkeley Oldstyle ITC

Berkeley Oldstyle ITC is the typeface used for the Saint Leo University Logo. This logotype design cannot be modified or rearranged in any way. The type can be used alone, or in its specified arrangement. The Berkeley font is versatile, offering different weights and italics for use with headlines or body copy. It is used on all stationery and most printed material. To maintain a consistent image, it is important to use Berkeley Oldstyle ITC as the standard text in printed materials whenever possible. This typeface is available in PC and Mac formats.

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&
 1234567890\$¢£1234567890\$
 1/8 ¼ 3/8 ½ 5/8 ¾ 7/8
 ()., -: ; ! ? / " — - * % # @ ' ”

Meta Typeface

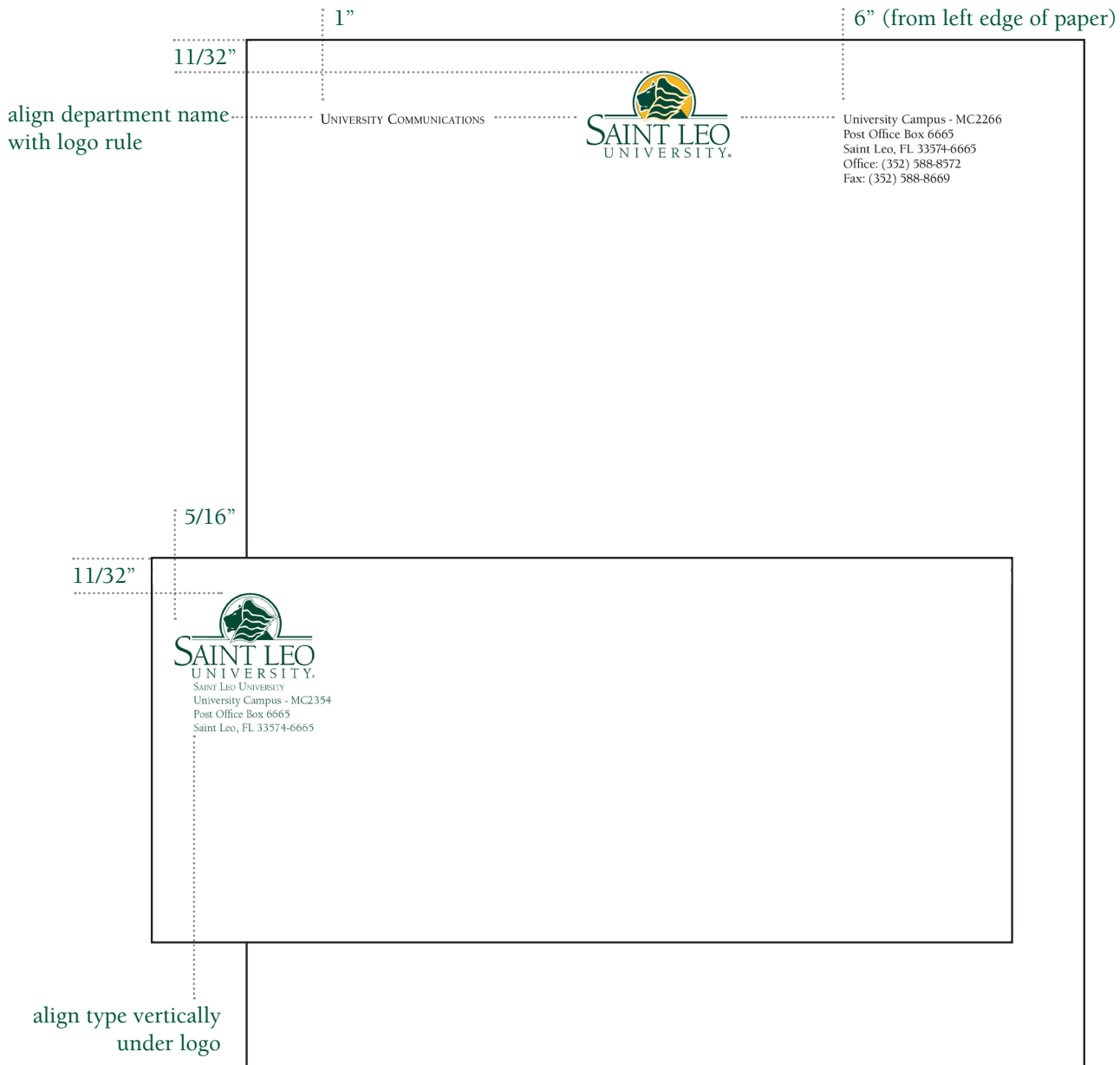
The Meta typeface is used in recruitment materials, as an alternative to Berkeley Oldstyle ITC.

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ&
 1234567890\$¢£1234567890\$
 1/8 1/4 3/8 1/2 5/8 3/4 7/8
 ()., -: ; ! ? / " — - * % # @ ' ”

Standard Letterhead and Envelope

Stationery plays an important role in representing the university. The logo should be positioned on all business stationery as shown below: horizontally centered and 11/32” from the top of the sheet. Office or division title should align with the horizontal rule in the logo and be set one inch from the left edge of the paper. Address copy also should align with the logo and be positioned six inches from the left edge of the sheet. (See example below.)

Logo and return address should be positioned on envelopes as shown below: 11/32” from the left edge of the envelope, 5/16” from the top. The office name should align vertically with the left edge of the letter “U” in University on the logo.



Business Card

The standard business card is 3½” by 2”. The logo should be positioned as shown below and the card should be printed in two colors. The copy should be set 5/32” to the right of the logo. Name, title, and contact information should be printed in PMS 554.



Brand Identity Elements

In 2005, Saint Leo University completed a comprehensive identity study designed to define the university’s unique brand and position in the market. The research findings provided Saint Leo with specific identity elements to distinguish its marketing and communication efforts. At that time a color palette, branding taglines, and positioning statements were introduced and incorporated into the university’s graphic standards.

Color Palette

The identity study introduced a new palette of colors designed to compliment the traditional university colors. The Pantone Matching System (PMS) colors listed below were designated for use in the university’s graphic identity program, serving as secondary/supporting color elements in marketing and student recruitment materials.

Primary Colors

PMS 554



PMS 130



Secondary Color Palette

PMS 617



PMS 682



PMS 7509



PMS 180



PMS 7504



PMS 7454



Mosaic (Bar Symbol)

The identity study described Saint Leo University as a mosaic, a complex higher education institution that serves students, offers multiple degree programs, and is present in multiple locations. The bar symbol was introduced as a visual differentiator, designed to distinguish the university in its marketing and student recruitment materials.

The mosaic bar also represents the diversity of the students we serve, and it is reminiscent of a military ribbon, an identifiable symbol that visually connects the university with its long tradition of service to the military.

Formatting standards for university email

In an effort to provide a professional, consistent look across all Saint Leo University email communications, email formatting standards have been established. These standards are required business practice for all university faculty and staff members.

Typeface

You may choose from the following typefaces set between 10 and 12 point font size:

Sans Serif Typefaces:

- Arial
- Calibri (Microsoft's default font)

Serif Typeface:

- Times New Roman

Minimize use of type colors, italics, and bold face—when overused, these options lose their effectiveness.

Do not type in all capital letters. Using “all caps” is the equivalent of raising one's voice.

Background

Choose only a white background for emails. Patterned or colored backgrounds can be distracting and detract from the consistent and professional image we want to project as an institution of higher learning.

Email signatures

Signatures should be used for all external email correspondence.

We recommend using your full signature in a first email, and then a less formal short signature (such as a first name) in replies to a thread or series of emails.

Please include only the information below in your email signature:

Name
Title
Saint Leo University
Location, Address
Work Telephone
Mobile Telephone (*if applicable*)
Email address
University tagline, business-related message, or social media icons*

*You may choose to include a maximum of two lines relating to university business at the end of your email signature.

Examples of appropriate taglines and messages include:

What you need for where you're going

You'll love the person you become here

Serving those who serve our nation

Register for 2013 Commencement by November 1

Registration for Spring I begins November 1

Listen to Lions games live [insert link]

Are you Connected to Saint Leo? [with social media icons]

It is not acceptable to promote organizations other than Saint Leo University or to include favorite quotations in university email correspondence.

There is no need to include a confidentiality statement as part of an email signature, because Saint Leo University is a private non-profit and not a governmental agency subject to various Freedom of Information Act-type laws.

Please **do not include** photographs or logos (including the Saint Leo University logo) in your signature block. Photographs may be sent as attachments if they are relevant to the subject of your email.

See next page for sample email signatures and p. 15 for instructions on how to create an email signature in Microsoft Outlook.

Suggested email signature samples

This signature samples may be copied, pasted, and edited into Microsoft Outlook (see instructions on next page). Including an email address in your signature is optional.

Version A

John Doe, Ph.D.
Assistant Professor of History
Saint Leo University | University Campus - MC9999
School of Arts and Sciences
33701 State Road 52
Saint Leo, FL 33574-6665
(999) 999-9999
john.doe@saintleo.edu
You'll love the person you become here

Version B

Jane Doe, Ph.D.
Director
Saint Leo University | Savannah Center
532 Stephenson Avenue
Savannah, GA 31405
office: (999) 999-9999
cell: (999) 999-9999
fax: (999) 999-9999
jane.doe@saintleo.edu
What you need for where you're going

Version C

John Doe, Ph.D.
Assistant Professor of History
Saint Leo University | University Campus
(999) 999-9999
john.doe@saintleo.edu
www.saintleo.edu

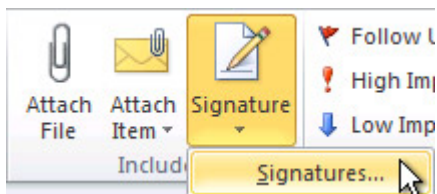
Are You Connected to Saint Leo?



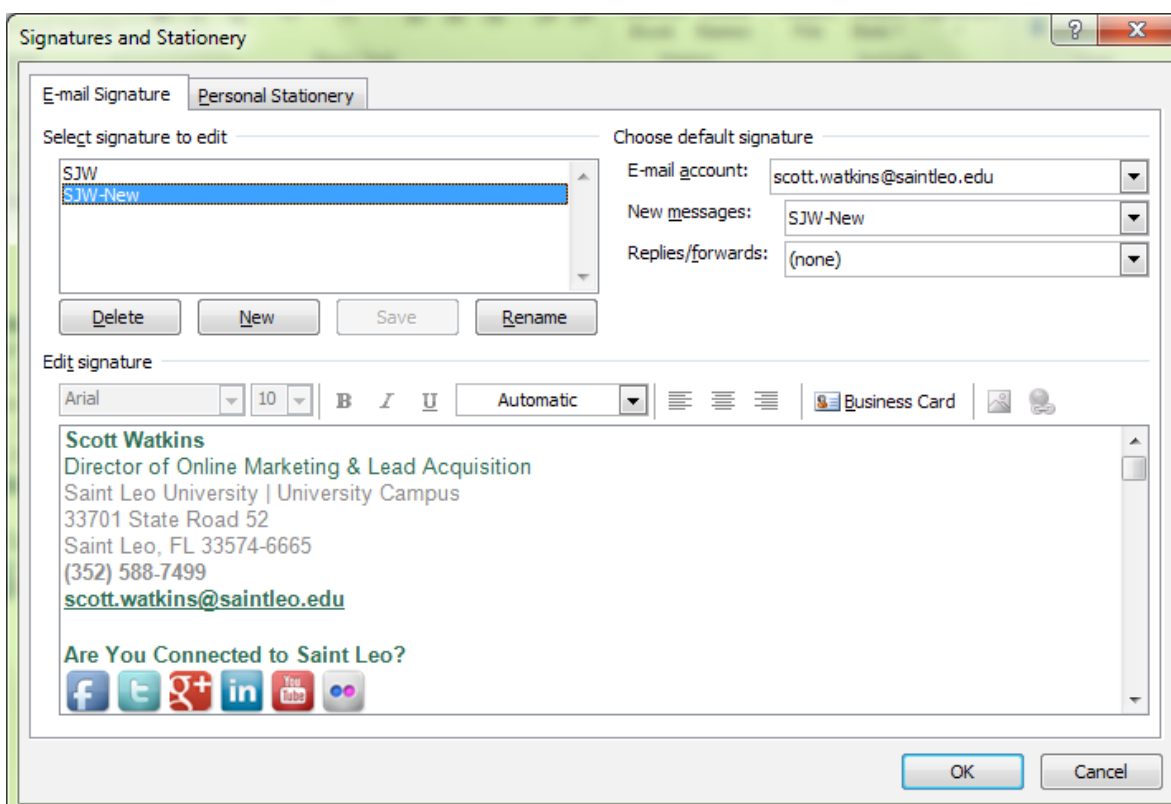
Exceptions to these email standards may be made for special event invitations and some internal communications. If you have questions about email formatting standards, please contact the Office of University Communications at (352) 588-8572 or send your questions to news@saintleo.edu.

How to create an email signature in Microsoft Outlook

1. Open a new message. On the Message tab, in the Include group, click Signature, and then click Signatures.



2. On the Email Signature tab, click New.

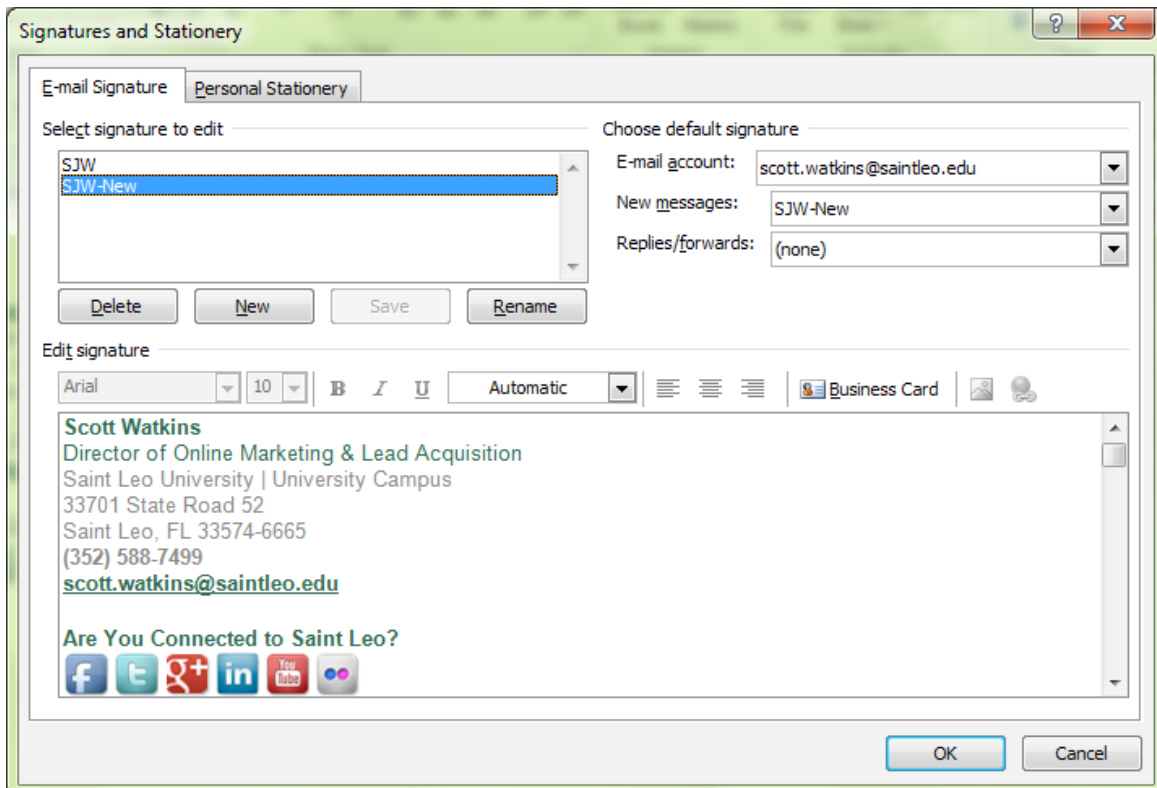


3. Type a name for the signature, and then click OK.



4. In the Edit signature box, type the text that you want to include in the signature, or copy one of the approved samples on the previous page (you can change and edit the sample in the next step).

5. Edit applicable contact information as necessary.
6. Please do not format or change text styles (all text should be Arial 10pt). Please do not change social media icon hyperlinks.
7. Make sure to choose the name of your new signature (from Step #3) from the drop-down menu next to **New messages:**



8. To finish creating the signature, click **OK**.

Note: The signature that you just created or modified won't appear in the open message; it must be inserted into the message. Or simply close the new message that you opened in Step #1 and open a new one. Your new signature should now display in the new message.