

BRAND GUIDELINES



UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

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01

IDENTITY

01

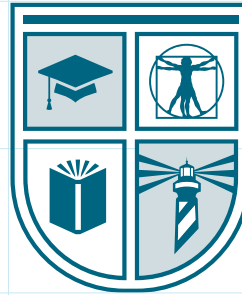
IDENTITY

PRIMARY LOGO

Our logo is one of the most recognizable elements of our brand, so it's important to use it correctly and consistently. This section outlines which logos to use, and how to use them.

The logo comes in a number of versions, to fit a variety of applications. Whenever possible, use the preferred version of the primary logo. Some layouts may require or lend themselves to the other lockups—a centered layout may benefit from the vertical alignment, or a horizontal layout may require the horizontal alignment—so there's room for discretion in which you select.

ANATOMY



SHIELD

UNIVERSITY *of*
ST. AUGUSTINE *for*
HEALTH SCIENCES

WORDMARK

Preferred Lockup

This alignment should be used almost exclusively, in all types of compositions.



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Vertical Alignment

For rare instances with restrictive height and width limitations.



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Horizontal Alignment

For rare instances with extreme width but limited height.



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for HEALTH SCIENCES

01

IDENTITY

SHIELD

The confident stance and imagery of the shield represents who we are at the purest level. Always be thoughtful when determining how to apply the shield.

Several variations of the shield have been developed to ensure its integrity and assist in consistency.

ANATOMY

Our shield includes several symbols that embody our core values.

Raised Bar

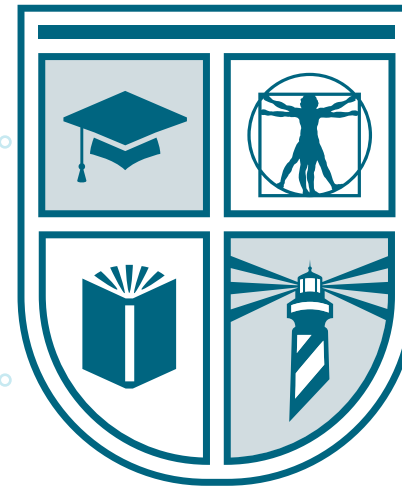
We are setting the next standard, always.

Mortar Board

Our **student first** approach and our **professionalism** contribute to the achievement and success that our graduates embody and carry forward.

Academic Motif

An open book represents the endeavors and mindset we embody: built for **promoting excellence and innovation in education** through **integrity**.



Vitruvian Man

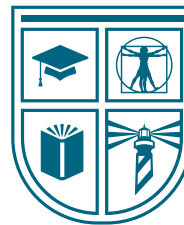
We focus on the whole continuum of care, through **collaboration** and a commitment to **health and wellness**.

Lighthouse

Inspired by our founding location, we are a constant beacon of light to **creative and critical thinking**, so that no matter the challenge, our **responsiveness** will be prepared.

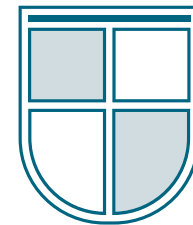
Knocked-Out Shield

For instances where there are production limitations, this version removes the interior tint so that the shield motifs can render clearly.



Simplified Shield

For applications with extreme limits on size, this version protects our motifs by removing them.



01

IDENTITY

LOGO COLORS

Our logo is built to be flexible and adaptable for all printing and digital applications. The versions here make up a snapshot of the most common variations.

Use your discretion in choosing the color option that works best for your application.

TWO-COLOR

Pantone 315 + Black



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ONE-COLOR

Pantone 315



UNIVERSITY *of*
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ONE-COLOR

Black



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Reversed Logos

Use these reversed versions when placing the logo on a background that's too dark for the other color combinations. This can include various colors and photos, but always make sure that there's adequate contrast between the logo and the background.

REVERSED TWO-COLOR

Pantone 315 + White



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REVERSED TWO-COLOR

White



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01

IDENTITY

LOGO COLORS

Our identity system supports a full range of color needs and variations. For a complete list and guidance for which alternate version would best support your particular needs, please contact Marketing.

SHIELD



PRIMARY LOGO

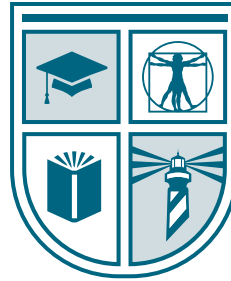


WEIGHTED ALTERNATE LOGO

For certain applications, such as embroidery, an alternate logo, with some elements adjusted for weight, may be needed because of certain production limitations. For a complete list of alternates and guidance for which alternate version would best support your particular needs, please contact Marketing.

Note

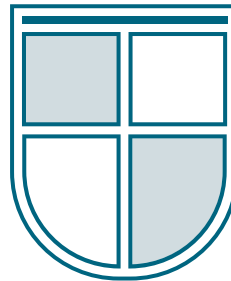
Only use authorized digital art files for the logo in our communications and materials. Do not attempt to typeset or recreate the logo yourself. Contact Marketing to secure the proper file and asset for your use.



CUSTOMIZED WORDMARK

These alternate logos have a more pronounced wordmark.

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HEALTH SCIENCES



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01

IDENTITY

PROPER USAGE

It's important that the logo always remain prominent and legible, so keep these parameters in mind when applying it in layouts.

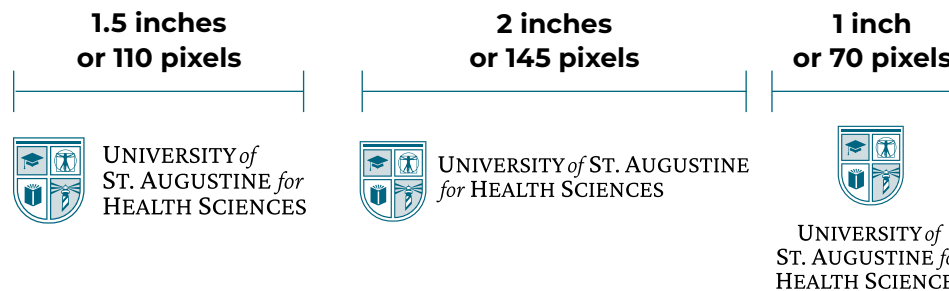
Clear Space

Always make sure that there's enough space around the logo to set it apart from other design elements. This clearance around the perimeter should be no smaller than half the width of the shield.



Minimum Size

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—either in print or on screen. There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.



Below 1 inch or 70 pixels

Only use logos with the simplified shield.



01

IDENTITY

PROPER USAGE

Avoid these pitfalls when using the logo.

DON'T skew, stretch, or bend the logo in any way.



DON'T rotate the logo.



DON'T use drop shadows or other visual effects.



DON'T change any of the logo's fonts.



DON'T change the colors to unapproved colors.



DON'T break the logo apart, and don't move the elements to unapproved lockups.



DON'T outline the logo or its elements.



02

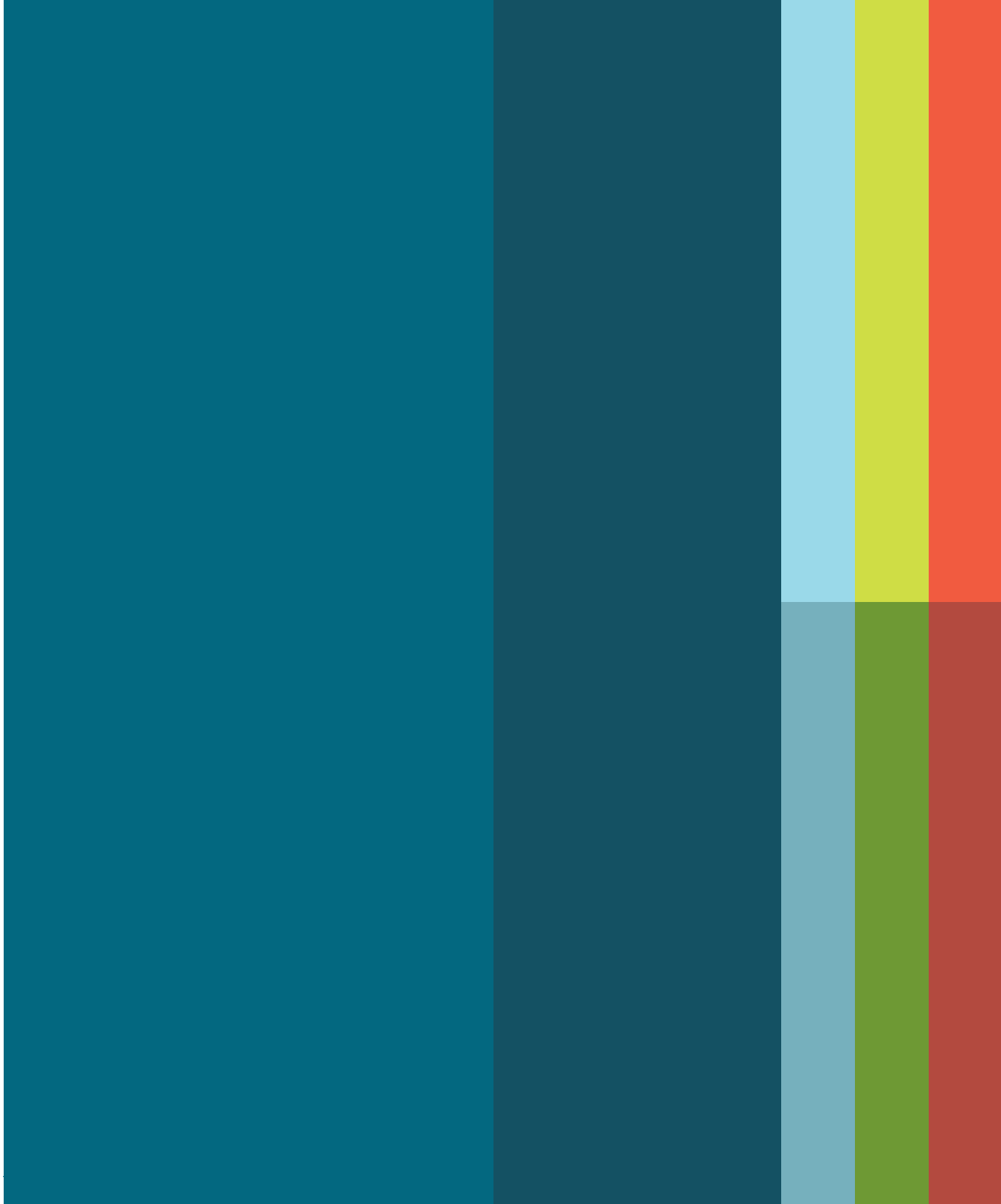
COLOR

02

COLOR

OVERVIEW

Our color palette is an essential element of the University's visual language. By using color consistently and properly, we can protect and strengthen the brand. The USA palette includes primary and secondary colors.



COLOR BUILDS

Our color palette is built around these two colors: our primary blues. While this palette is limited, it offers the versatility to keep our communications looking fresh and dynamic. These blues also ground and unify the colors of the brand, reflecting our institution's philosophy and mission.

Note

When using color builds, always use the color values listed in this section. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns. In general, these color code sources originated from official Pantone Color Bridge swatch books.

PMS 315C

CMYK: 91/49/37/12
RGB: 0/103/127
HEX: 00677F

PMS 7477C

CMYK: 92/58/45/27
RGB: 19/81/99
HEX: 135163

Primary

These are our core colors. Generally, they should be the most prominent colors in any piece, making up about 80 percent of the palette for any particular communication.

02

COLOR

COLOR BUILDS

Continued.

PMS 629C

CMYK: 37/0/7/0
RGB: 161/216/224
HEX: A1D8E0

PMS 5493C

CMYK: 46/5/14/14
RGB: 131/175/180
HEX: 83AFB4

PMS 381C

CMYK: 23/0/89/0
RGB: 201/221/3
HEX: C9DD03

PMS 377C

CMYK: 51/5/98/23
RGB: 115/150/0
HEX: 739600

PMS 7417C

CMYK: 0/80/80/0
RGB: 220/80/52
HEX: DC5034

PMS 7608C

CMYK: 5/77/68/26
RGB: 164/73/61
HEX: A4493D

PMS 427C

CMYK: 7/3/5/8
RGB: 228/230/227
HEX: E4E6E3

COOL GRAY 6C

CMYK: 16/11/11/27
RGB: 163/167/169
HEX: A3A7A9

BLACK

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

Secondary

These colors add variety to the brand. Their brightness and vibrancy contrast nicely with the primary blues. All together, these colors should make up about 20 percent of the palette for any particular communication.

Note

When using color builds, always use the color values listed in this section. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns. In general, these color code sources originated from official Pantone Color Bridge swatch books.

GRADIENT TEXTURES

The gradient texture floods are a great way to add depth and sophistication to our communications. Note: The options shown here are the only ones approved for use for color floods and backgrounds. When you're choosing a color flood, it's important to consider your audience and your scenario. Use the primary blues for most marketing instances.

You can add depth, increase legibility, and change the look of a layout by moving the texture gradient within a flood in one of these colors. Remember to try to keep the integrity of the brand color by pairing it with the best gradient.

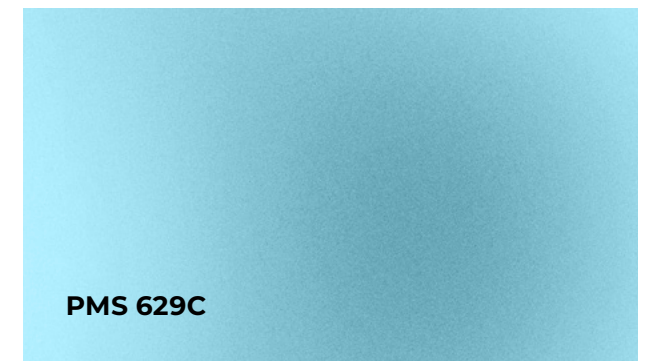
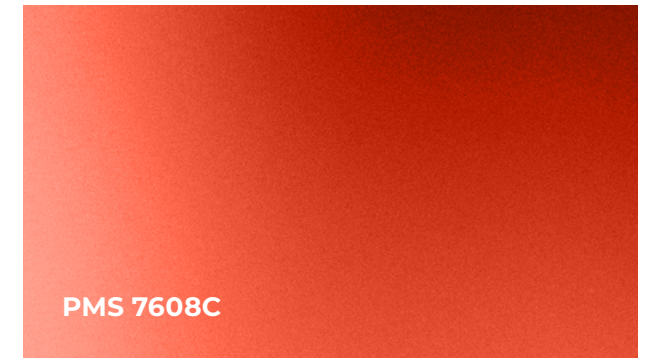
Note

When using color builds, always use the color values listed in this section. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns. In general, these color code sources originated from official Pantone Color Bridge swatch books.

Primary Colors



Secondary Colors

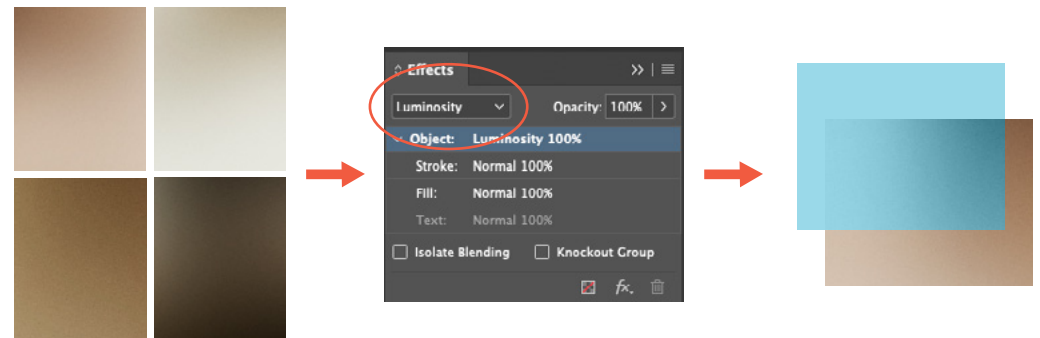


Neutral Color



How to Create

Turn the chosen texture JPG to Luminosity in effects. Then layer it on top of one of the five approved colors above.



03

TYPOGRAPHY

LEAGUE GOTHIC

League Gothic is a strong, tall typeface that speaks to USA's boldness and confidence. It only comes in two versions, but they can also be outlined or tracked out for interesting, dynamic type treatments. Note that, at USA, we use it only in all caps. Choose this typeface for bold headlines, but be aware that its legibility can diminish with longer headlines. (In those cases, go with Montserrat.)

License Note

This typeface is available for free through Adobe Fonts with a valid Creative Cloud subscription.
fonts.adobe.com/fonts/league-gothic

LEAGUE GOTHIC

LEAGUE GOTHIC ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%&*.:;()

How to use it

STANDARD

OUTLINED

TRACKED OUT

Applications

- Short headlines
- Subheads
- Stats and numbers
- Labels

MONTSERRAT

Montserrat is our primary typeface for body copy. Its type family is robust, with a wide range of weights, making it versatile and usable in a variety of applications.

License Note

Download this free, web-friendly typeface at fonts.google.com/specimen/Montserrat

Montserrat Light *Italic*
Montserrat Regular *Italic*
Montserrat Medium *Italic*
Montserrat Bold *Italic*
Montserrat Extra Bold *Italic*

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789!@#\$%&*;,()

How to use it

Standard

**SMALL, CAPPED,
AND TRACKED OUT**

Applications

- Body copy
- Headlines
- Subheads
- Stats and numbers
- Labels and captions

FLOOD

Flood is casual and friendly handwritten font that we use as an accent. In layouts, we employ it sparingly and thoughtfully, often for sign-offs and other words we want to highlight. This typeface pairs well with headlines set in League Gothic.

License Note

You may encounter slight variations in the name of this font, depending on where you use it. In application menus, it will display as **Flood Std Regular**. This typeface is available for free through Adobe Fonts with a valid Creative Cloud subscription.

fonts.adobe.com/fonts/flood

FLOOD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*;,()'

How to use it

STANDARD

Applications

- Short headlines
- Sign-offs and accent text
- Names and labels

ALTERNATE SYSTEM FONTS

Our brand typefaces may not always be available for everyone to use in Word documents, PowerPoint presentations, and other digital applications.

In these situations, use the alternate fonts listed here, which are freely available on all computers.

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Applications

- Body copy
- Headlines
- Subheads
- Stats and numbers
- Labels and captions

Franklin Gothic

Franklin Gothic Regular

Franklin Gothic Italic

Franklin Gothic Medium

Franklin Gothic Medium Italic

Franklin Gothic DemiBold

Franklin Gothic DemiBold Italic

Applications

- Short headlines
- Subheads
- Stats and numbers
- Labels

TYPESETTING EXAMPLES

The following pages illustrate suggested type combinations that work well together. Actual type sizes will change based on where content lives, so use the specs here as a guide for the general ratios. Use these pages as inspiration for bringing our brand typefaces to life.

League Gothic

Size: 42/50 pt.

Tracking: 50

Treatment: 0.5 pt. Outline

Treatment: All Caps

Alignment: Centered

League Gothic

Size: 42/50 pt.

Tracking: 50

Treatment: All Caps

Alignment: Centered

LEARN FROM
THE BEST,
THEN BRING IT
OUT WHEREVER
YOU GO.

League Gothic

Size: 30 pt.

Tracking: 225

Treatment: All Caps

Alignment: Flush Left

SET YOUR
MIND TO

League Gothic Italic

Size: 110 pt.

Tracking: 165

Treatment: 0.75 pt. Outline

Treatment: All Caps

Alignment: Flush Left

BEST.

League Gothic Italic

Size: 74/70 pt.

Tracking: -10

Treatment: All Caps

Alignment: Flush Left

***LIFT EVERYONE AROUND
YOU AND MOVE YOUR
FIELD FORWARD.***

Flood

Size: 24 pt.

Tracking: 0

Alignment: Flush Left

A FORCE FOR GOOD.

League Gothic

Size: 33 pt.

Tracking: 225

Treatment: All Caps

M Y **LEADERSHIP** **FORCE FOR GOOD.**

Montserrat Extra Bold

Size: 11.5 pt.

Tracking: 225

Treatment: All Caps

Montserrat Extra Bold

Size: 11 pt.
Tracking: 250
Treatment: All Caps

Montserrat Bold

Size: 22/32 pt.
Tracking: 0
Treatment: Sentence Case

LOREM IPSUM

**And most of all,
it describes the
experience of
being a part of
the University of
St. Augustine for
Health Sciences.**

Montserrat Bold

Size: 15/24 pt.
Tracking: 0
Treatment: Sentence Case

Montserrat Medium

Size: 9/16 pt.
Tracking: 0
Treatment: Sentence Case

Flood

Size: 15 pt.
Tracking: 0
Alignment: Flush Left

League Gothic

Size: 79 pt.
Tracking: 10
Treatment: All Caps

Montserrat Extra Bold

Size: 8.5 pt.
Tracking: 75
Treatment: All Caps



**Lorem ipsum dolor
sit amet, consectetur.
Nullam malesuada
erat ut turpis.**

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat. Praesent dapibus, neque id cursus faucibus, tortor neque egestas eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilis. Phasellus ultrices nulla quis nibh.

IT BEGINS HERE.

98%

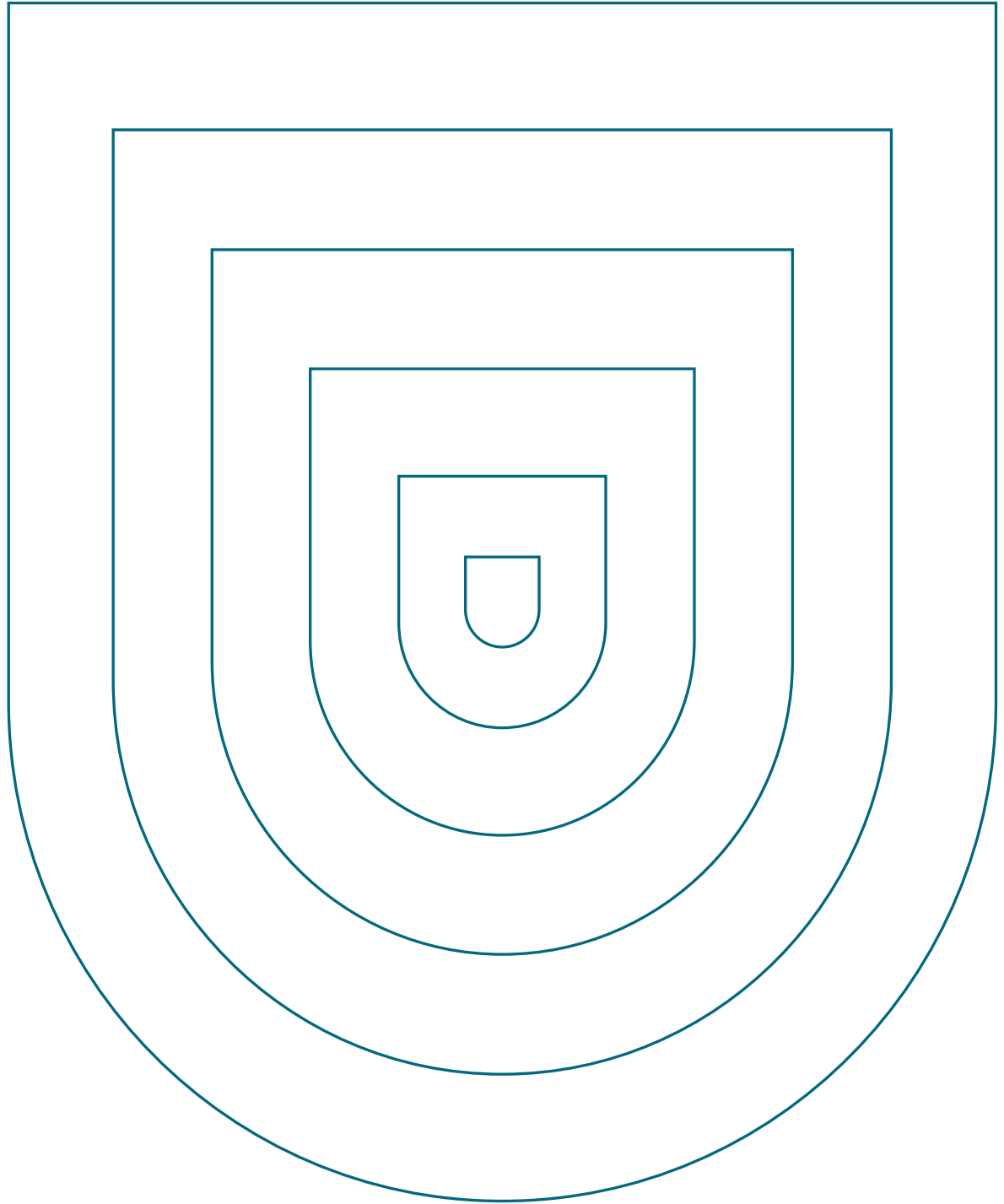
**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUER
ADIPISCING ELIT.**

04

GRAPHIC ELEMENTS

RADIATING SHIELD

Inspired by our logo's shield graphic, this simple visual element can add a unique texture to color floods, or it can work as a pattern. The radiating effect of the shield was inspired by the impact our students and faculty have on one another and throughout their careers.



SHIELD PHOTO FRAME

This simpler adaptation of the radiating shield graphic offers options for housing photography. It subtly underscores the brand and adds visual interest to our communications.

Note

Make sure that the photo within the radiating shield container isn't too small.



04

GRAPHIC ELEMENTS

ACCENT MARKS

These simple accent marks can subtly indicate visual connections, frame photos or important content, and create a striking sense of energy.

Note

These accent marks should not be adjusted except for changing their color.

Overlay on photo



Frame for photo or content



KINETIC LINEWORK

USA students are always bettering themselves and moving forward. This simple graphic element can add energy to a layout, moving the reader from one point to another with dynamic linework. This design tool works great for telling stories of collaboration. Keep the linework simple—too many lines in one layout can feel frenetic. The intention is to easily guide the reader through the content.

Note

This accent mark should always be customized and adjusted to work seamlessly within the layout.



“

Every day is a chance to build on yesterday's success.

TAMARA HENNING-GROVER
MASTERS OF OCCUPATIONAL THERAPY



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat. Praesent dapibus, neque id cursus faucibus, tortor neque egestas aequam, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan portitor, facilis, Phasellus ultrices nulla quis nibh. Quisque a lectus. Donec consectetuer ligula vulputate, sem tristique cursus. Nam nulla quam, gravida non, commodo Lorem ipsum dolor sit.

98%

LOREM IPSUM DOLOR SIT AMET, CONSECUTETUER ADIPISCING ELIT.

1:14

LOREM IPSUM DOLOR SIT AMET, CONSECUTETUER ADIPISCING ELIT.



“

Donec nec justo eget felis facilisis fermentum. Aliquam portitor mauris sit amet orcfelis.

LOREM IPSUM DOLOR
DOLOR SIT AMET, CONSECUTETUER
ADIPISCING ELIT.

DR. JAMES CONRAP



04

GRAPHIC ELEMENTS

STACKED BOXES




This element, inspired by medical charts, consists of elevated containers for organizing information. It tends to work well for housing content with less hierarchical importance, like wayfinding information, headers, and footers.

07

Lorem Ipsum

Lorem Itas qui ut molorum nonempori aturio estiam des mi, velesec tatati optatia volor minctius molesed et ea aut mod quae dolorest, ut alia experit endi rem lab il ipsunti nit, conecum, quae volliant et officiatem et molupta tiaspe pero quam ut lis atur.

THE UNIVERSITY OF ST. AUGUSTINE FOR HEALTH SCIENCES

03

LOREM IPSUM DOLOR SIT AMET //
Donec nec justo eget felis facilisis fermentum liquam.



10 **LOREM IPSUM DOLOR SIT AMET //**
Donec nec justo eget felis facilisis fermentum liquam porttitor it amet orci.

THE UNIVERSITY OF ST. AUGUSTINE

LOREM IPSUM DOLOR SIT AMET //
Donec nec justo eget felis facilisis fermentum liquam porttitor it amet orci.

11

OUR MISSION IS BIGGER THAN ANY ONE CITY, DISCIPLINE, OR PERSON.



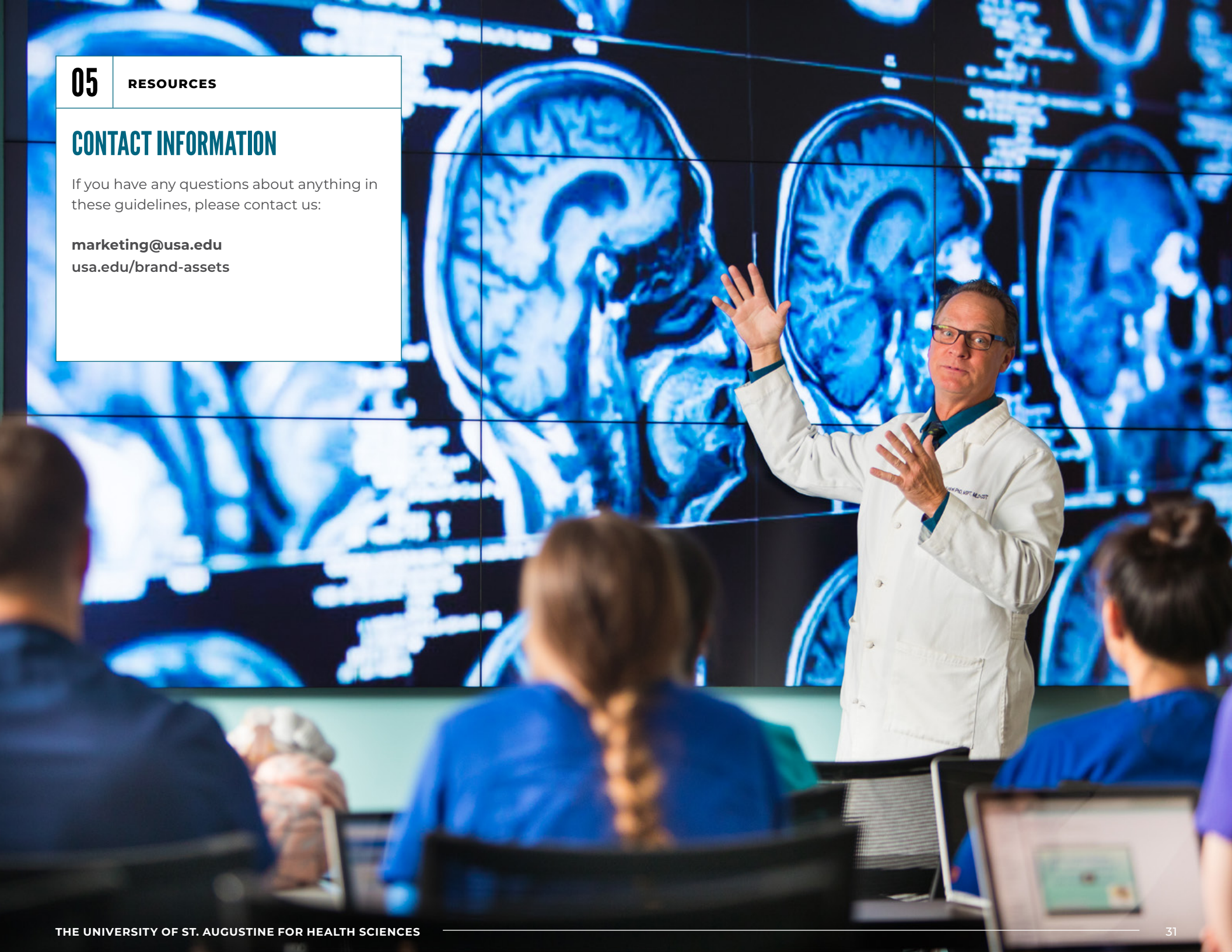
05 RESOURCES

CONTACT INFORMATION

If you have any questions about anything in these guidelines, please contact us:

marketing@usa.edu

usa.edu/brand-assets





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