STU SU

St. Thomas UNIVERSITY STUDENTS' UNION

BRANDING GUIDE

FULL FORMAT
Logo including St. Thomas University Student's Union extension. Intended for use on major STUSU marketing materials. ie: Letterhead, business cards, invoices, etc.

SECONDARY FORMATS
Logo excluding St.Thomas University Student's Union extension and substituted with "Students' Union" extension. To be used where other branding elements already feature the logo with the St. Thomas University Student's Union extension.

Logo excluding St.Thomas University Student's Union extension. To be used where other branding elements already feature the logo with the St. Thomas University Student's Union extension.

REVERSE FORMAT LOGO (KNOCKOUT):
Intended for use when the logo is
being applied to a solid backgroud
color (I.e. Embroidery).
This logo is not to be applied to any
color outside of the STUSU brand colors
or on top of any imagery.

BLACK & WHITE
Intended for use when printing the
STUSU logo on a black and white document.
A Black or White profile is to be applied
with a 30% tint to the left triangle.

STU
SU St. Thomas
UNIVERSITY
STUDENTS' UNION

STU
SU STUDENTS'
UNION

STU
SU

STU
SU St. Thomas
UNIVERSITY
STUDENTS' UNION

STU
SU STUDENTS'
UNION

STU
SU
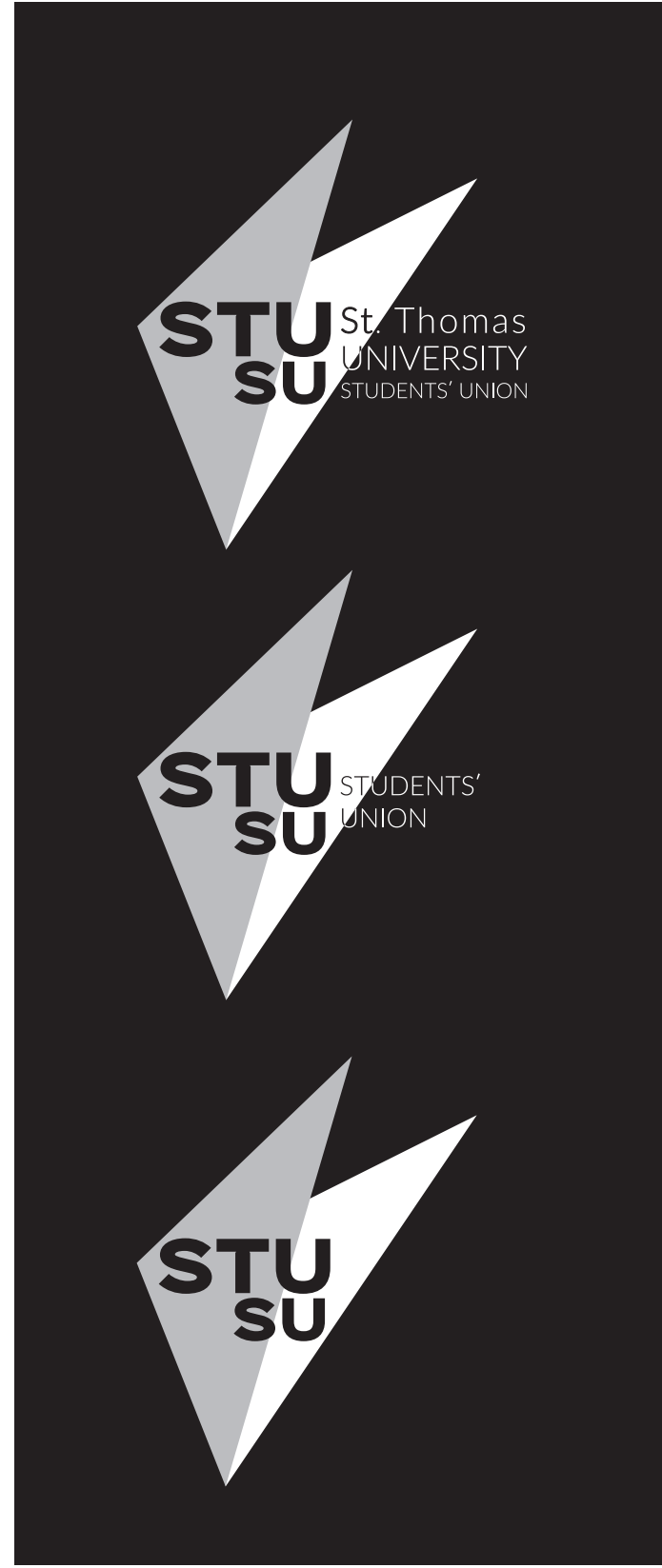
Pantone
343 C

100%

C	88	R	14	HEX
M	41	G	85	# 0E553F
Y	78	B	63	
K	38			

Pantone
125 C

60% Tint

C	15	R	218	HEX
M	29	G	179	# DAB36F
Y	66	B	111	
K	0			

Pantone
125 C

40% Tint

C	8	R	233	HEX
M	18	G	204	# E9CC9E
Y	41	B	158	
K	0			

White
100%

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

Black
100%

C	75	R	0	HEX
M	68	G	0	# 000000
Y	67	B	0	
K	90			

Black
40% Tint

C	0	R	188	HEX
M	0	G	190	# BCBEC0
Y	0	B	192	
K	30			

Lato

SinkinSans

STU
SU

St. Thomas
UNIVERSITY
STUDENTS' UNION

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato is a sanserif typeface family designed in the Summer 2010 by Warsaw-based designer Lukasz Dziedzic ("Lato" means "Summer" in Polish). It tries to carefully balance some potentially conflicting priorities: it should seem quite "transparent" when used in body text but would display some original traits when used in larger sizes. The classical proportions, particularly visible in the uppercase, give the letterforms familiar harmony and elegance. At the same time, its sleek sanserif look makes evident the fact that Lato was designed in 2010, even though it does not follow any current trend. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

The Lato font family is available as a free download under the SIL Open Font License 1.1. The fonts can be used without any limitations for commercial and non-commercial purposes. They can be also freely modified if the terms of the license are observed. Lato consists of nine weights (plus corresponding italics)

SINKIN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sinkin Sans is a simple, pleasant, luxuriously proportioned and easy to read sans-serif, supplied in all 9 standard web weights, 100 to 900, plus italics, so the face is a comprehensive illustration of the CSS web font numerical scale.

Sinkin Sans is designed with tiny, inconspicuous notches that sink into verticals at the intersections of strokes, adding highlights to congested corners.
The incisions make right angles appear sharper and improve definition in more intricate characters.

Sinkin Sans was created to be the web font for the 2014 K-Type site redesign, and to celebrate the launch the whole family of 18 fonts is gifted under the Apache 2.0 licence, absolutely free for Commercial and Personal use.
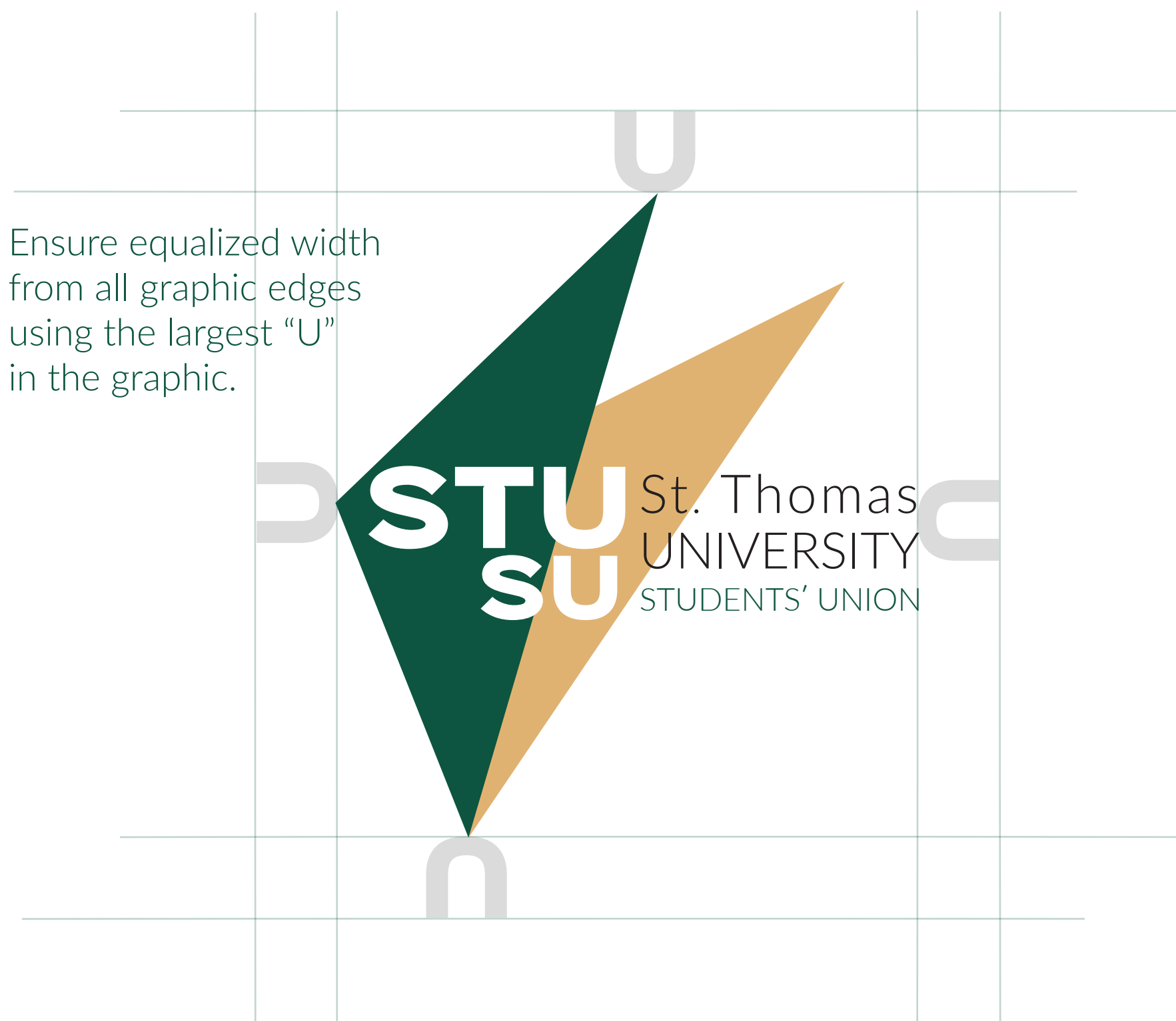
EXCLUSION ZONES
The 'exclusion zone' is the clear area that
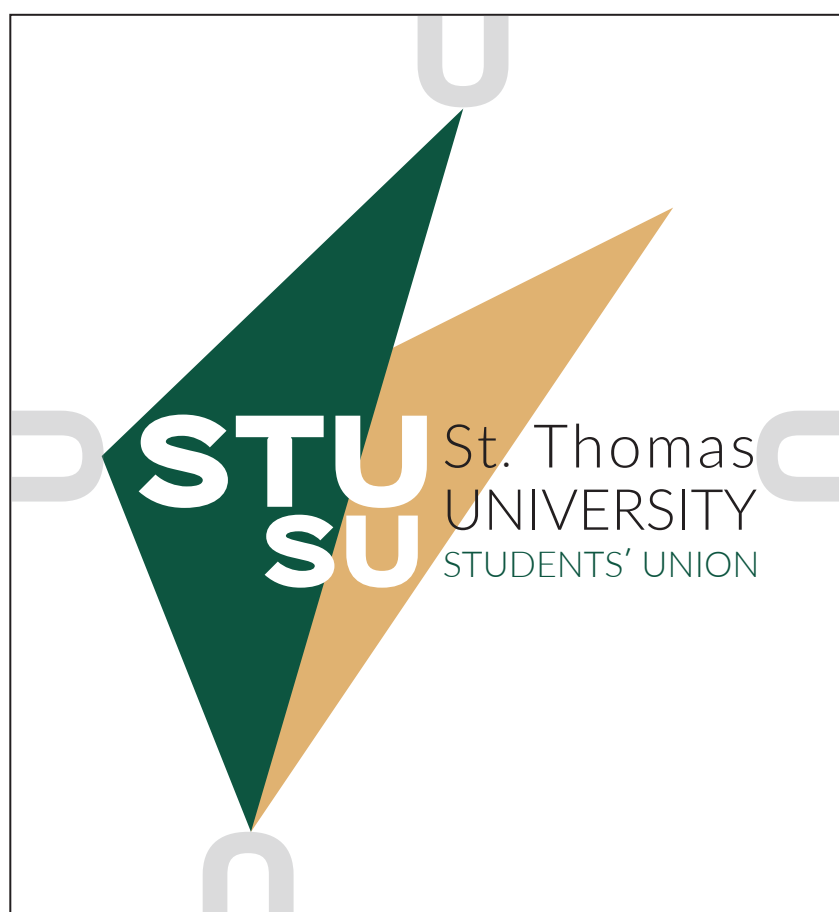surrounds the STUSU logo.
To ensure your logo retains visual clarity and impact,
nothing should ever appear inside the exclusion zone.

To maintain logo integrity, determine the exclusion
zone by the height of the STUSU "U".

Exclusion zones are determined by a defined ratio
instead of a measure to keep exclusion zones
consistent when scaling the logo.

Ensure equalized width
from all graphic edges
using the largest "U"
in the graphic.

STU
SU
St. Thomas
UNIVERSITY
STUDENTS' UNION

Example:

STU
SU
St. Thomas
UNIVERSITY
STUDENTS' UNION

The design consists of two triangular geometric shapes housing the STUSU acronym.

The use of the triangles is to imply "Strength in Motion" as Saint Thomas University students are always striving, always innovating and always in motion; their futures being their trajectory.

Triangles are also a consistant visual element on the St. Thomas University campus. They are referenced within the structure of its buildings such as the rooftops and building fronts. They can be seen in the steeples adorning George Martin Hall and Holy Cross House. They even inhabit the ground its students walk upon in the central courtyard.

Triangles are a shape of stability and fortitude which is perfectly representative of St. Thomas University.

BREATHING SPACE:

Keep clear space around the logo keeping the provided exclusion zones.

"KEEP IT IN THE STUSU":

Avoid placing the logo on any color that is not within the STUSU color palette. If it must be placed on an alternative color - use the Reverse Format Logo and "knock it out!"

DO NOT STRETCH OR SKEW:

The logo looks great. Leave it that way. Do not stretch or skew the design in any way or you loose design integrity.
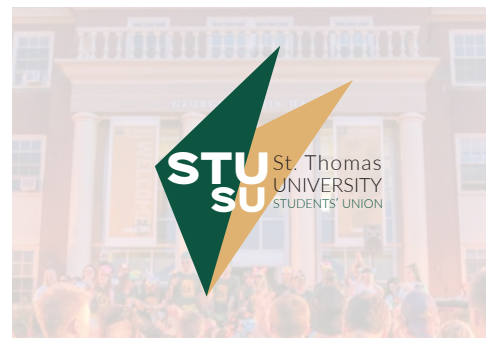

"NO SUBSTITUTIONS, EXCHANGES OR REFUNDS!":

Do not replace or substitute fonts featured in the STUSU logo.

BACKGROUND CHECK:

Do not place the STUSU logo on top of images as it reduces readability. If you MUST place it on top of an image, the image must be treated in some way; such as dropping the opacity to create maximum contrast.

MORE QUESTIONS ABOUT THE DESIGN?

Designer Contact: Cat Squires - rockhilldesigncompany@gmail.com