

SAINT ANSELM COLLEGE



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BRANDING GUIDELINES
Revised 01.2019

CONTENTS

- GRAPHIC SYSTEM COMPONENTS2
- COLOR PALETTE3
- OFFICIAL TYPEFACES4
- COLLEGE LOGO5
- SUPPORTING LOGOS6
- INCORRECT USES OF LOGOS7
- COLLEGE SEAL8
- THE "A" SHIELD9
- BRANDING GUIDELINES HIERARCHY10
- ACADEMIC DEPARTMENTS11
- CENTERS & INSTITUTES12
- ADMINISTRATIVE OFFICES13
- GENERIC LOGOS14
- OTHER LOGOS15
- COLLATERAL16
 - Business Cards.....17
 - Business Card Exceptions18
 - Internal Stationary.....19
 - External Stationary20
 - Email Signatures21
- LOGO LIBRARY22
 - Academic Department Logos.....23
 - Center and Institute Logos25
 - Administrative Office Logos.....27

If you have any questions or concerns, please contact Annee Newton Giard, Director of Creative Services, at agiard@anselm.edu or ext. 7454.

GRAPHIC SYSTEM COMPONENTS

SAINT
ANSELM
COLLEGE



1 8 8 9



Archer
Gotham

Saint Anselm College’s Branding Guidelines are a graphic system—a toolkit of the institutional logo, colors, and typefaces that are associated with the Saint Anselm brand.

The Branding Guidelines reinforce the institution’s messages, creating a unified, strong, university-wide identity. Using a basic set of rules ensures that all of Saint Anselm’s communications can be easily identified as coming from the same college.

The components of the Saint Anselm College Branding Guidelines include:

- The Saint Anselm College logo, logo variations, and authorized department and center treatments with respect to logo hierarchy.
- The Saint Anselm College official colors and accompanying color palette.
- The Saint Anselm College core typefaces and complete typeface set.

COLOR PALETTE



C100;M60;Y0;K56
R25;G62;B95
HEX# 153E5F

Primary. Our school color is a deep blue and we continue to leverage it in all our communications. We also use white as a color in our palette to encourage an openness in layouts.



Secondary. Inspired by the beautiful colors of Alumni Hall and the Quad in the fall, our bright colors were designed to work in pairs. Each color pair may be used together or independently, making it easy to create harmony and pops of bright color in a design.



Neutral. Neutral colors offer a point of balance within the wider palette. Use these to create pause and contrast to bright colors of the secondary palettes.

OFFICIAL TYPEFACES

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

abcdefghijklmno
pqrstuvwxyz

0123456789

Archer. Use the following weights:
light, book, medium, semibold
(Do not use italic weights)

Windows PC alternate:
Times New Roman

Use for:
headlines, introductory copy, quotes

Gotham. Use the following weights:
light, book, medium, bold
(Do not use italic weights)

Windows PC alternate:
Arial

Use for:
body copy, information callouts,
introductory copy, subheads

The Campus Print Shop is equipped
with a computer workstation on which
our official typefaces are loaded and
available for use.

COLLEGE LOGO

SAINT
ANSELM
COLLEGE



1 8 8 9



Primary Logo. This is the Saint Anselm College logo. It is strong, sophisticated and timeless. The logo should be used in a clearly protected space. It should not be distorted, stretched, or squeezed, nor recreated in any other typeface. The font used in the logo should be used only in the logo.

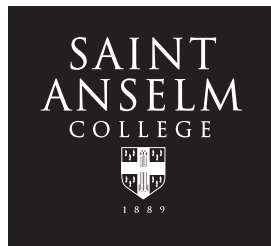
This is the preferred configuration of the logo.

The logo must be used in its entirety as a graphic/digital image. It may not be separated into component parts, altered in proportion, or printed in color combinations other than those indicated in this guide. The logo may not be used with the wordmark or seal, placed at an angle, or positioned off-sides. The logo should not be used as a background image. The wordmark and logo should be used in a size large enough to ensure legibility.

To help ensure the wordmark stands out, allow sufficient “buffer space” around it—clear space without any other type or intrusive artwork. This ensure quick recognition of our logo and our brand.

Space around the logo should be equal to (or greater than) the height of the “A” in Saint Anselm.

SUPPORTING LOGOS



Secondary Logo. The secondary logo should be used sparingly and only when space prohibits using the primary logo configuration.

Tertiary Logo. The tertiary logo should be used sparingly, only when space prohibits using the primary and secondary logo configurations, and only where the logo is left-aligned.

Wordmark. The college wordmark consists of the stylized words "Saint Anselm College." It must always be used in its entirety and should only be used when design constraints prohibit the use of one of the approved versions of the college logo.

Logo color options. Ideally, we would always reproduce our logo in full color, but from time to time, we may need to print our logo in black and white.

The Saint Anselm College logo should not be reproduced in any colors other than our standard PMS 289 blue, black, or white.

If the logo appears over photography, the logo must be positioned so that it lands in an area of the photograph where it is highly visible.

INCORRECT USES OF LOGO



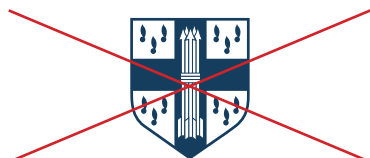
Do not manipulate. Never manipulate or distort the Saint Anselm College logo, for example, by stretching or compressing it.



Do not redesign elements. Never try to change the size or orientation of different logo elements. Examples include changing the size or positioning of the shield and text.



Do not create a composite logo. Never use only one element of the logo in conjunction with another treatment, for example, combining the shield with the college name in another font, even if it is our brand font.



Do not use the shield alone. Never use the shield alone as a graphic element. Its usage conflicts with the monastic identity system.



Do not use different colors. Never change the color of the logo to anything other than the approved blue (PMS 289), black, or white. This applies to all instances of the logo and wordmark.



Do not use the seal. The seal should never be used in conjunction with the college logo and should never be used on materials unless they relate to specific instances detailed on the President's Seal page.

PRESIDENT'S SEAL



President's Seal. Use of the official Saint Anselm College seal is reserved for the Office of the President, diplomas, or legal contracts. The seal may also be used for official ceremonial materials including certificates and commencement materials, if permission is obtained from College Communications and Marketing (CCM).

The seal may also appear on approved high-end promotional items including plaques, banners, and furniture, only if explicit permission has been obtained prior to ordering.

Use of the seal with the words "Saint Anselm College" on the same surface is redundant. The seal can be blind-embossed, screened, or watermarked.

All use of the President's seal must be pre-approved by CCM.



No unit of Saint Anselm College should develop a logo that incorporates the seal. The seal should never be used in communications in lieu of the Saint Anselm College logo. Official art should be obtained from CCM and not scanned from an existing copy of the seal.

THE “A” SHIELD



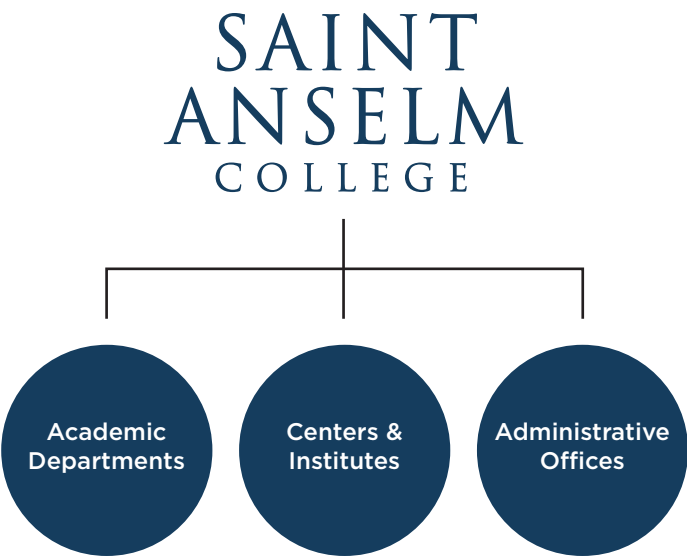
The “A” Shield. The “A” shield is a graphic element that aligns with the new Saint Anselm College branding identity, established in 2012. It plays a key role in Saint Anselm College’s new internal identity on campus.

The “A” shield may appear on materials and promotional items as a stand-alone or in any of the approved logo lockups appearing on the following pages, as they relate to department- or center-specific branding.

As a stand-alone element, the “A” shield may appear in any of our brand-approved colors.

The “A” shield may not appear in conjunction with any of the classic Saint Anselm identity elements or fonts as a composite logo and is only to be used as a logo element as detailed in the pages that follow.

BRANDING GUIDELINES HIERARCHY



Parent Brand. Saint Anselm College has adopted a “parent brand” strategy in its internal and external branding structure.

Adopting this strategy ensures that all sub-brands can be easily recognized as belonging to the same college.

No unit of Saint Anselm College, whether a center, institute, or auxiliary unit, should develop an individual logo that would compete with the official branding guidelines.

ACADEMIC DEPARTMENTS:



Slight variations and opportunities for customization exist between the three groups (academic departments, centers & institutes, and administrative offices) with regards to internal branding guidelines.

CENTERS & INSTITUTES:



Units of Saint Anselm College should never attempt to construct the logo themselves.

Logos will be made available for public download on our website as they are created. Please contact CCM for specific logo requests.

ADMINISTRATIVE DEPARTMENTS:



ACADEMIC DEPARTMENTS



Standard Treatment. The horizontal logo treatment in official blue PMS 289 is the primary academic department treatment and should be used most often. All of the rules regarding the classic college logo also apply to the academic department logos. For example, logos should never be stretched or altered in any way.



Variations. Depending on design, units may utilize the logo in all black or all white. Logos must always be one color—never mix and match.



Use the vertical (stacked) version only when space is limited. Preference is always to use the logo treatment in official blue PMS 289 where possible.



Saint Anselm College
**ENGLISH
DEPARTMENT**



Saint Anselm College
**ENGLISH
DEPARTMENT**

CENTERS & INSTITUTES



Standard Treatment. The horizontal logo treatment in official blue PMS 289 is the primary centers and institutes treatment and should be used most often. All of the rules regarding the classic college logo also apply to the centers and institutes logos.



Variations. Depending on design, units may utilize the logo in all black or all white. Logos must always be one color—never mix and match.



Use the vertical (stacked) version only when space is limited. Preference is always to use the logo treatment in official blue PMS 289 where possible.



Cobranding. In certain situations (primarily external-facing audiences), it may be desired to cobrand with the classic Saint Anselm College logo. Cobranded logos must be requested on a case-by-case basis from CCM and will be approved for one-time use only where appropriate.



ADMINISTRATIVE OFFICES



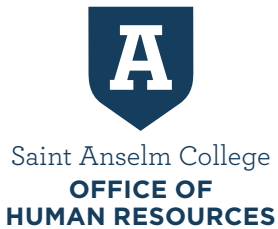
Standard Treatment. The horizontal logo treatment in official blue PMS 289 is the primary administrative offices treatment and should be used most often. All of the rules regarding the classic college logo also apply to the administrative office logos. For example, logos should never be stretched or altered in any way.



Variations. Depending on design, units may utilize the logo in all black or all white. Logos must always be one color—never mix and match.



Use the vertical (stacked) version only when space is limited. Preference is always to use the logo treatment in official blue PMS 289 where possible.



GENERIC LOGOS



Standard Treatment. The horizontal logo treatment in official blue PMS 289 is the primary generic logo treatment and should be used most often. All of the rules regarding the classic college logo also apply to the generic logo. For example, logos should never be stretched or altered in any way.



Variations. Depending on design, units may utilize the logo in all black or all white. Logos must always be one color—never mix and match.



Use the stacked version only when space is limited. Preference is always to use the logo treatment in official blue PMS 289 where possible.



OTHER LOGOS



Exceptions. Exceptions to the “parent brand” strategy for internal and external branding structure are limited to the logos appearing on this page, due to prior agreements and established external brand presence.

For questions regarding athletics logos, please contact Griffin Spencer, Director of Athletic Communications, at gspencer@anselm.edu or ext. 7810.



SAINT ANSELM
COLLEGE

NEW HAMPSHIRE
INSTITUTE OF POLITICS

Alva de Mars Megan Chapel Art Center



COLLATERAL


The following sections represent collateral incorporating the new graphic identity system.

Please contact the Print Shop directly to place your order.

BUSINESS CARDS


p. 603-641-0000
jsmith@anselm.edu
100 Saint Anselm Drive
Manchester, NH 03102-1310
www.anselm.edu

JANE SMITH
Associate Director



Saint Anselm College
ENGLISH DEPARTMENT

SAINT
ANSELM
COLLEGE



1889

Standard Business Cards. All units of Saint Anselm College (academic offices, centers, institutes, and administrative offices) must use the standard business card layout with the exception of those noted on the following page.

Please contact the Print Shop to place your business card order.

p. 603-641-0000
jsmith@anselm.edu
100 Saint Anselm Drive
Manchester, NH 03102-1310
www.anselm.edu

JANE SMITH
Associate Director



MEELIA CENTER
FOR COMMUNITY ENGAGEMENT
Saint Anselm College

SAINT
ANSELM
COLLEGE




1889

BUSINESS CARD EXCEPTIONS

p. 603-641-0000
jsmith@anselm.edu
100 Saint Anselm Drive
Manchester, NH 03102-1310
future.anselm.edu

JANE SMITH
Associate Director



Saint Anselm College
OFFICE OF ADVANCEMENT

—FAITHin—
theFUTURE
The Campaign for SAINT ANSELM COLLEGE


Business Card Exceptions. With approval from CCM, certain offices may be permitted to use the current Capital Campaign logo on the reverse of business cards instead of the classic Saint Anselm logo.


Athletics is permitted to use their logo identity system on their business cards. Units not associated with athletics should not use the athletics logo on their business cards.

Please contact the Print Shop to place your business card order.

p. 603-641-0000
jsmith@anselm.edu
100 Saint Anselm Drive
Manchester, NH 03102-1310
www.anselm.edu

JANE SMITH
Assistant Coach





INTERNAL STATIONARY

Internal Stationary. Stationary for internal purposes may be customized and use department- or office-specific logos in PMS 289 on pre-approved white paper stock.

Corresponding envelopes may also be ordered with department- or office-specific logos in PMS 289 on pre-approved white paper stock.

Please contact the Print Shop to place your stationary order.

 **MEELIA CENTER
FOR COMMUNITY ENGAGEMENT**
Saint Anselm College
100 Saint Anselm Drive
Manchester, NH 03102-1310

RETURN SERVICE REQUESTED

 **MEELIA CENTER
FOR COMMUNITY ENGAGEMENT**
Saint Anselm College

100 Saint Anselm Drive
Manchester, NH 03102-1310
p. 603-641-7010
www.anselm.edu

 Saint Anselm College
ENGLISH DEPARTMENT

100 Saint Anselm Drive
Manchester, NH 03102-1310
p. 603-641-7010
www.anselm.edu

 Saint Anselm College
**COLLEGE COMMUNICATIONS
AND MARKETING**

100 Saint Anselm Drive
Manchester, NH 03102-1310
p. 603-641-7010
www.anselm.edu

EXTERNAL STATIONARY



External Stationary. Stationary for external purposes must use the classic logo in PMS 289 on pre-approved white paper stock but may be customized by department/office name.

Corresponding envelopes may also be ordered with the classic logo in PMS 289 on pre-approved white paper stock.

Please contact the Print Shop to place your stationary order.



MEELIA CENTER FOR COMMUNITY ENGAGEMENT
100 Saint Anselm Drive, Manchester, NH 03102-1310
RETURN SERVICE REQUESTED

MEELIA CENTER FOR COMMUNITY ENGAGEMENT
100 Saint Anselm Drive, Manchester, New Hampshire 03102-1310 • 603-641-7010 • www.anselm.edu



ENGLISH DEPARTMENT
100 Saint Anselm Drive, Manchester, New Hampshire 03102-1310 • 603-641-7010 • www.anselm.edu



COLLEGE COMMUNICATIONS AND MARKETING
100 Saint Anselm Drive, Manchester, New Hampshire 03102-1310 • 603-641-7010 • www.anselm.edu

EMAIL SIGNATURES



Saint Anselm College **OFFICE OF ADVANCEMENT**

Jane Smith

Associate Director
100 Saint Anselm Drive
Manchester, NH 03102
603-641-0000
www.anselm.edu

Jane Smith

Associate Director
Office of Advancement
Saint Anselm College
100 Saint Anselm Drive
Manchester, NH 03102
603-641-0000
www.anselm.edu

Email Signatures. Unit-specific logos may be used in email signatures if desired. Signatures should follow the following formats.

If using a logo:

[logo]

Name

Title

100 Saint Anselm Drive

Manchester, NH 03102

603-641-XXXX

www.anselm.edu

If not using a logo:

Name

Title

Department/Center/Office

Saint Anselm College

100 Saint Anselm Drive

Manchester, NH 03102

603-641-XXXX

www.anselm.edu

The preferred font for email signatures is the brand font Gotham. If Gotham is not available on your system, Arial is an acceptable substitute.

Email signatures must appear in PMS 289 or black.

Please contact CCM if you would like a signature graphic created.

LOGO LIBRARY

The following sections represent a selection of logos available for use.
Logos may be downloaded from our website at www.anselm.edu/brand-guidelines.

If you have any questions or concerns, or do not see your unit represented, please contact Annee Newton Giard, Director of Creative Services, at agiard@anselm.edu or ext. 7454.

ACADEMIC DEPARTMENT LOGOS



Saint Anselm College
BIOLOGY DEPARTMENT



Saint Anselm College
CHEMISTRY DEPARTMENT



Saint Anselm College
CLASSICS DEPARTMENT



Saint Anselm College
**COMPUTER SCIENCE
DEPARTMENT**



Saint Anselm College
**CONTINUING NURSING
EDUCATION DEPARTMENT**



Saint Anselm College
**CRIMINAL JUSTICE
DEPARTMENT**



Saint Anselm College
**ECONOMICS AND
BUSINESS DEPARTMENT**



Saint Anselm College
EDUCATION DEPARTMENT



Saint Anselm College
ENGLISH DEPARTMENT



Saint Anselm College
FINE ARTS DEPARTMENT



Saint Anselm College
HISTORY DEPARTMENT



Saint Anselm College
MATHEMATICS DEPARTMENT



Saint Anselm College
**MODERN LANGUAGES AND
LITERATURES DEPARTMENT**



Saint Anselm College
NURSING DEPARTMENT



Saint Anselm College
**PEACE & JUSTICE
STUDIES DEPARTMENT**



Saint Anselm College
PHILOSOPHY DEPARTMENT



Saint Anselm College
PHYSICS DEPARTMENT



Saint Anselm College
POLITICS DEPARTMENT



Saint Anselm College
PSYCHOLOGY DEPARTMENT



Saint Anselm College
**SOCIOLOGY & SOCIAL
WORK DEPARTMENT**



Saint Anselm College
THEOLOGY DEPARTMENT

ACADEMIC DEPARTMENT LOGOS



Saint Anselm College
**BIOLOGY
DEPARTMENT**



Saint Anselm College
**EDUCATION
DEPARTMENT**



Saint Anselm College
**PEACE & JUSTICE
STUDIES DEPARTMENT**



Saint Anselm College
**CHEMISTRY
DEPARTMENT**



Saint Anselm College
**ENGLISH
DEPARTMENT**



Saint Anselm College
**PHILOSOPHY
DEPARTMENT**



Saint Anselm College
**CLASSICS
DEPARTMENT**



Saint Anselm College
**FINE ARTS
DEPARTMENT**



Saint Anselm College
**PHYSICS
DEPARTMENT**



Saint Anselm College
**COMPUTER SCIENCE
DEPARTMENT**



Saint Anselm College
**HISTORY
DEPARTMENT**



Saint Anselm College
**POLITICS
DEPARTMENT**



Saint Anselm College
**CONTINUING NURSING
EDUCATION DEPARTMENT**



Saint Anselm College
**MATHEMATICS
DEPARTMENT**



Saint Anselm College
**PSYCHOLOGY
DEPARTMENT**



Saint Anselm College
**CRIMINAL JUSTICE
DEPARTMENT**



Saint Anselm College
**MODERN LANGUAGES AND
LITERATURES DEPARTMENT**



Saint Anselm College
**SOCIOLOGY & SOCIAL
WORK DEPARTMENT**



Saint Anselm College
**ECONOMICS AND
BUSINESS DEPARTMENT**



Saint Anselm College
**NURSING
DEPARTMENT**



Saint Anselm College
**THEOLOGY
DEPARTMENT**

CENTER & INSTITUTE LOGOS



ACADEMIC RESOURCE CENTER
Saint Anselm College



CAREER DEVELOPMENT CENTER
Saint Anselm College



CENTER FOR ETHICS IN BUSINESS AND GOVERNANCE
Saint Anselm College



Gregory J. Grappone
HUMANITIES INSTITUTE
Saint Anselm College



Father Jonathan, O.S.B.
CENTER FOR INTERCULTURAL LEARNING AND INCLUSION
Saint Anselm College



MEELIA CENTER FOR COMMUNITY ENGAGEMENT
Saint Anselm College



INSTITUTE FOR SAINT ANSELM STUDIES
Saint Anselm College



ACADEMIC RESOURCE CENTER
Saint Anselm College



CAREER DEVELOPMENT CENTER
Saint Anselm College



CENTER FOR ETHICS IN BUSINESS AND GOVERNANCE
Saint Anselm College



Gregory J. Grappone
HUMANITIES INSTITUTE
Saint Anselm College



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CENTER FOR INTERCULTURAL LEARNING AND INCLUSION
Saint Anselm College



MEELIA CENTER FOR COMMUNITY ENGAGEMENT
Saint Anselm College



INSTITUTE FOR SAINT ANSELM STUDIES
Saint Anselm College

ADMINISTRATIVE OFFICE LOGOS



Saint Anselm College
OFFICE OF ADMISSION



Saint Anselm College
COLLEGE ADVANCEMENT



Saint Anselm College
ALUMNI RELATIONS



Saint Anselm College
CAMPUS MINISTRY



Saint Anselm College
**DEPARTMENT OF SAFETY
AND SECURITY**



Saint Anselm College
**COLLEGE COMMUNICATIONS
AND MARKETING**



Saint Anselm College
**OFFICE OF THE DEAN
OF THE COLLEGE**



Saint Anselm College
**OFFICE OF THE DEAN
OF STUDENTS**



Saint Anselm College
DINING SERVICES



Saint Anselm College
**OFFICE OF DIVERSITY
AND INCLUSION**



Saint Anselm College
EVENTS MANAGEMENT



Saint Anselm College
FACILITIES AND PHYSICAL PLANT



Saint Anselm College
FINANCE OFFICE



Saint Anselm College
OFFICE OF FINANCIAL AID



Saint Anselm College
GEISEL LIBRARY



Saint Anselm College
HEALTH SERVICES



Saint Anselm College
OFFICE OF HUMAN RESOURCES



Saint Anselm College
OFFICE OF INFORMATION TECHNOLOGY



Saint Anselm College
OFFICE OF INSTITUTIONAL RESEARCH



Saint Anselm College
OFFICE OF INTERNATIONAL PROGRAMS



Saint Anselm College
CAMPUS MAIL CENTER



Saint Anselm College
OFFICE OF THE PRESIDENT



Saint Anselm College
PRINT SHOP



Saint Anselm College
OFFICE OF THE REGISTRAR



Saint Anselm College
**OFFICE OF RESIDENTIAL
LIFE AND EDUCATION**



Saint Anselm College
**OFFICE OF SPONSORED
PROJECTS AND RESEARCH**



Saint Anselm College
**OFFICE OF STUDENT ENGAGEMENT
AND LEADERSHIP PROGRAMS**



Saint Anselm College
SULLIVAN ARENA

ADMINISTRATIVE OFFICE LOGOS



Saint Anselm College
**OFFICE OF
ADMISSION**



Saint Anselm College
**OFFICE OF THE DEAN
OF STUDENTS**



Saint Anselm College
GEISEL LIBRARY



Saint Anselm College
**OFFICE OF
THE PRESIDENT**



Saint Anselm College
**COLLEGE
ADVANCEMENT**



Saint Anselm College
DINING SERVICES



Saint Anselm College
HEALTH SERVICES



Saint Anselm College
PRINT SHOP



Saint Anselm College
ALUMNI RELATIONS



Saint Anselm College
**OFFICE OF DIVERSITY
AND INCLUSION**



Saint Anselm College
**OFFICE OF
HUMAN RESOURCES**



Saint Anselm College
**OFFICE OF
THE REGISTRAR**



Saint Anselm College
CAMPUS MINISTRY



Saint Anselm College
EVENTS MANAGEMENT



Saint Anselm College
**OFFICE OF
INFORMATION TECHNOLOGY**



Saint Anselm College
**OFFICE OF RESIDENTIAL
LIFE AND EDUCATION**



Saint Anselm College
**DEPARTMENT OF SAFETY
AND SECURITY**



Saint Anselm College
**FACILITIES AND
PHYSICAL PLANT**



Saint Anselm College
**OFFICE OF
INSTITUTIONAL RESEARCH**



Saint Anselm College
**OFFICE OF SPONSORED
PROJECTS AND RESEARCH**



Saint Anselm College
**COLLEGE COMMUNICATIONS
AND MARKETING**



Saint Anselm College
FINANCE OFFICE



Saint Anselm College
**OFFICE OF
INTERNATIONAL PROGRAMS**



Saint Anselm College
**OFFICE OF STUDENT ENGAGEMENT
AND LEADERSHIP PROGRAMS**



Saint Anselm College
**OFFICE OF THE DEAN
OF THE COLLEGE**



Saint Anselm College
**OFFICE OF
FINANCIAL AID**



Saint Anselm College
CAMPUS MAIL CENTER



Saint Anselm College
SULLIVAN ARENA

