



Saint Martin's
UNIVERSITY

YOUR QUICK LOOK AT THE UNIVERSITY STYLEGUIDE

Everyone in the Saint Martin's community has a role to play in successfully building and maintaining the Saint Martin's brand. You are a Saint Martin's University brand-builder!

Visit stmartin.edu/marcom to download official logos and fonts and other useful branding resources.

OFFICIAL UNIVERSITY LOGOS

The Saint Martin's Logo is constructed of two elements: The diamond icon and logotype. There are two layouts, the primary being horizontal and the secondary vertical.

When creating a document the primary logo must always be the first logo that is seen. If the logo needs to be repeated in a piece, the secondary logo may be used if necessary.

NOTE: The secondary logo can be used as the primary logo if space and layout issues occur.

There is also the option of using the reversed logotype version. In those instances the gray diamond should be used on the SMU red background and the SMU red diamond on gray or black backgrounds.

A reversed version (white logo) is also available for one color print jobs. This version may also be used in third party applications, where the logo needs to be placed over a different color or photo. **Reach out to the Office of Marketing and Communications for these specific logos.**

Always defer to the University's creative team in the Office of Marketing and Communications for any branding and style questions. marcom@stmartin.edu.

OFFICIAL COLORS

Using color is a very important way to highlight the Saint Martin's brand. Red and white being our primary colors and black and gray being our secondary colors. codes.



PANTONE PMS: 200
CMYK: 3 100 70 12
RGB: 186 12 47
HEX: BA0C2F



WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: FFFFFFFF



BLACK: PROCESS BLACK C
CMYK: 60 40 40 100
RGB: 0 0 0
HEX: 000000



GREY: 60% BLACK
CMYK: 0 0 0 60
RGB: 128 130 133
HEX: 808285

Primary logo



Saint Martin's
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Secondary logo



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>> See page 2 for more styleguide information

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YOUR QUICK GUIDE TO THE UNIVERSITY STYLEGUIDE

FONTS

HEADER AND SUBHEAD FONT

Knockout 49 or Knockout 48 is to be used on headlines and subheads. Using the official University red is a nice way to call out the header as well. The Knockout font should not be used in large blocks of text unless on a dark background. In that case Knockout font can be used but should be reversed out in white.

Headlines and subheads can be set in either all caps or sentence case.

BODY TEXT

Mercury should be used for body copy in your publication. Use Mercury for blocks of copy when those areas are longer than one or two sentences.

LOGO DO'S AND DON'TS

- When placing the Saint Martin's logo, make sure there is proper space around the logo to distinguish it from other design elements. The space around the logo should be no less than the height of the "S" in "Saint."
- Do not change the font or typeset the logotype.
- Do not alter the layout of the logo.
- Do not scale the logo disproportionately.
- Do not place the logo at an angle.
- Do not use the logotype on its own.
- Do not add text or other elements to the logo.
- Do not alter the colors of the logo.
- Do not add a drop shadow.
- Do not place the logo in a box.

QUESTIONS?

Always defer to the University's creative team in the Office of Marketing and Communications for any branding and style questions.
Email: marcom@stmartin.edu.

Knockout HTF49 Liteweight

Knockout HTF48 Featherweight

Mercury Roman

Mercury Semibold

Mercury Italic

