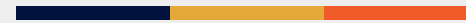




ST. FRANCIS XAVIER
UNIVERSITY

VISUAL IDENTITY GUIDE



Version 1.0

August 2021



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Introduction

Over the last year we embarked on an effort to better define our story, to strengthen and codify the way we present ourselves to the public, and to build a brand architecture and vocabulary that will unify the university community.

The StFX Visual Identity Guide represents one chapter of the StFX Brand Book, which is nearing completion. The StFX Brand Book will cover three key areas: our brand position and creative platform, including key messages and themes; the visual vocabulary we use to express the ourselves in a collective and cohesive way; and guidelines and samples of how these elements can be put to use to establish a compelling brand architecture into the future.



Who is this guide for and what will it help us do?

The StFX Visual Identity Guide has been developed to provide tools and direction to anyone communicating on behalf of the university. Specifically, it provides the rules and protocols related to the use and implementation of the university's visual assets -- logos, typography, colors, and creative design.

Whether originating from a member of faculty, a department leader, a communications leader, internal and external writers and designers, the goal is to present to a cohesive and coordinated livery that effectively represents the university community.

A unified and cohesive visual approach to our communications across every touchpoint will help build a strong, and lasting connection with our audiences



Retiring the “Swoosh”

The X-Ring marketing logo was created in the late 1990s and no longer represents the university. It should be replaced in every instance, at first opportunity. Recognizing that replacing this logo has budget implications, it is recommended that departments contact Marketing & Communications for guidance.





Is it StFX or STFX? Depends.

The rule is simple: When used in copy (headlines, subheads, body copy, etc.—pretty much everywhere that is not the logo) the treatment should always follow the type treatment being used in that context. For example:

“Since 1853, StFX has been...”

When using sentence or title case, StFX should appear in sentence/title case, with the capital ‘S’ and ‘FX’, and lowercase ‘t’. You can expect to use a lowercase ‘t’ in everyday writing.

“WELCOME TO STFX”

When type is being set in allcaps, usually in headlines or subheads, ‘STFX’ should appear in allcaps.

“StFX UNIVERSITY, PO Box 5000, ANTIGONISH NS”

The only time a small cap ‘t’ should be used is when set in Adobe Garamond SmCap (one of our official fonts). In this case the ‘t’ should be set as the small cap, and ‘S’ and ‘FX’ as caps.

One Exception

When being used in a digital address (email, URL, social media), StFX should either appear in all lowercase or all uppercase. For example:

visit@stfx.ca

VISIT@STFX.CA



OUR CREST, SEAL & LOGO
FOR EVERY DAY INTERNAL STAKEHOLDERS



Our crest and seal



St. Francis Xavier University's academic crest is an important part of the university's heritage. It is a symbol of the university's commitment to personal and community betterment through education. It represents university as it is meant to be. In the most official and formal circumstances, such as letterhead, ceremonial applications, etc., the full colour crest should always be used.

The shield within the crest can stand on its own as proxy in select cases where the legibility of the crest details cannot be maintained. Guidance for its use is covered in the following pages.

The seal functions as the official signature of the university and requires specific approval for its use from the Office of Marketing & Communications.

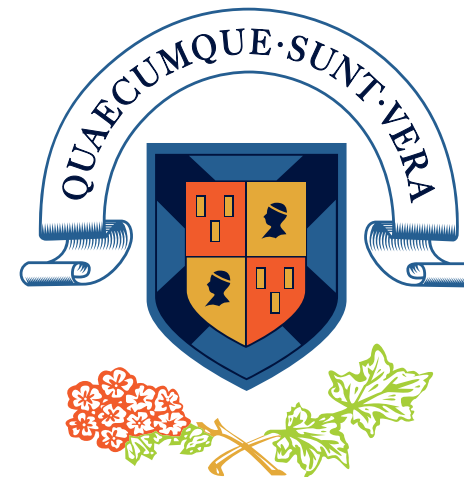
OFFICIAL LOGO — STACKED (PRIMARY USE)

The official StFX University logo combines the university crest with a typeset wordmark of our full name. This centred, stacked format is the primary preferred configuration and is to be used on all official university communications unless otherwise approved.

Size and Safety Area

Certain elements such as the university motto and the shield details will become illegible below a certain size. This version of the logo should never be used smaller than 1.35" in total width for print, and 135px for digital.

Note: The university logo should never be recreated or typeset—only official logo files can be used in communications.



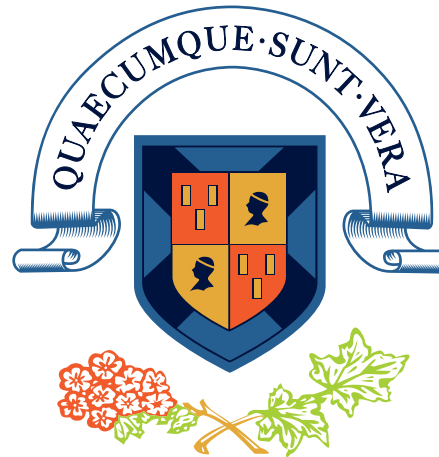
ST. FRANCIS XAVIER
UNIVERSITY

OFFICIAL LOGO — HORIZONTAL (SECONDARY USE)

In cases where the stacked configuration doesn't work well, the horizontal version is available for use as required. It is an acceptable version and while the stacked should always be the default choice, use of the horizontal orientation is left to the discretion based on the needs of the user.

Size and Safety Area

Certain elements such as the university motto and the shield details will become illegible below a certain size. This version of the logo should never be used smaller than 2.2" in total width for print, and 220px for digital.



ST. FRANCIS XAVIER
UNIVERSITY



x = the width of the inner shield

THE CREST GIVES US THE BUILDING BLOCKS FOR THE BROADER BRAND ARCHITECTURE

While the official StFX University logo stands as the singular, official proxy for the university, the goal of the brand architecture is to knit together a network of diverse and often complex assets with a consistent visual vocabulary, resulting in a compelling and robust visual program.

Using the official logo as our base, we can draw from select individual elements as the building blocks for a branded visual program.

The crest, which comprises the university's motto, the shield, and the mayflowers and maple leaves, can be used on its own, in full colour, one-colour and ghosted applications.

The shield already exists outside the crest as a central element in the university seal. As the core central element, it has the strength to stand as proxy for the crest when size and circumstance prohibits the use of the full crest.

The core colours of the shield provide a strong brand palette to underpin branded touchpoints.

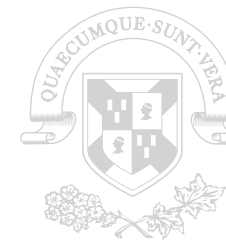
There may be limited situations when the full wordmark can be used on its own with the expressed approval of Marketing & Communications. An abbreviated version has also been created, again only for limited use in approved circumstances.



FULL COLOUR CREST



SHIELD



GHOSTED CREST



BASE COLOUR PALETTE

ST. FRANCIS XAVIER
UNIVERSITY

FULL WORDMARK STACKED
(WEBSITE HEADER ONLY)

ST. FRANCIS XAVIER UNIVERSITY

FULL WORDMARK SINGLE LINE
(AS SUBTEXT FOR SELECT UNIT MARKS)

STFX
UNIVERSITY

ABBREVIATED WORDMARK

THE X-RING AS DESIGN ELEMENT

The X-Ring is perhaps the most recognizable and iconic proxy for our brand. Imbued with the values of what it means to be a Xaverian, it is a useful design element across the board in our communications—from official stationery, to signage, to in-market communications.

As a valuable asset in our overall livery, it will be important to ensure the X-Ring visual gets used appropriately and consistently. Please consult with Marketing & Communications Department to approve usage.



LOGO COLOURS

The university's official logo is made up of a group of 6 colours—these are not to be adjusted in the logo files. They form the foundation of a broader brand colour palette and the basis for a more robust visual vocabulary outlined later in this guide.

StFX Blue, Marigold, and White are the primary colours—the balance used for accent and texture.



ST. FRANCIS XAVIER
UNIVERSITY

StFX Blue



White



Marigold



Sky Blue



Skylight



Pumpkin



Greenleaf



* Pantones are approximations of brand colours—use should be limited to colour matching in vinyl, embroidery, etc. Consult with Marketing & Communications prior to usage.

Print 4c Process	RGB	HEX	Pantone*
100C 60M 0Y 80K	0R 27G 64B	001b40	PMS295
0C 0M 0Y 0K			
10C 35M 90Y 0K	213R 168G 69B	d5a845	PMS143
80C 50M 5Y 25K	66R 95G 142B	425f8e	PMS647
64C 40M 4Y 20K	94R 115G 158B	5e739e	PMS645
0C 79M 93Y 0K	211R 93G 51B	d35d33	PMS166
40C 0M 100Y 0K	177R 205G 73B	b1cd49	PMS382

Greys

Body Copy



92%K

Accents



80%K



50%K



30%K



15%K



7%K

PRIMARY

StFX Blue, **Marigold** and **White** are the core brand colours—the other logo colours form the basis of the secondary palette, used for accent and texture.

StFX Blue

Marigold

White

SECONDARY

While the logo colours provide the base of our brand expression through consistent use, they do not exclude use of other complementary colours.

Sky Blue

Skylight

Pumpkin

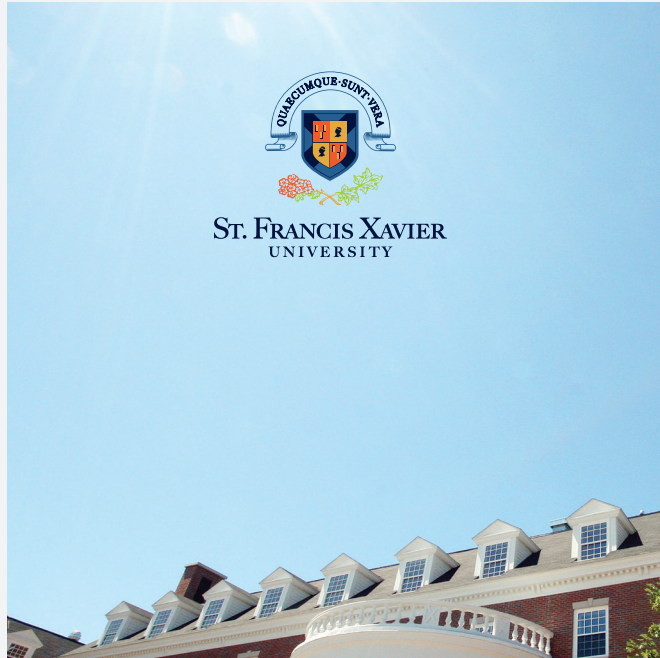
Greenleaf

Greys

FULL COLOUR APPLICATION

When using full colour process, we have both full colour and reversed logo options. When contrast varies, such that neither hold the detail of the crest, the logo can also be placed on a solid background (preferably on the StFX Navy where appropriate).

Full Colour Logo on light background



Full Colour Logo reversed on dark background



Full Colour Logo on high contrast, reversed on blue background



ONE-COLOUR REPRODUCTION

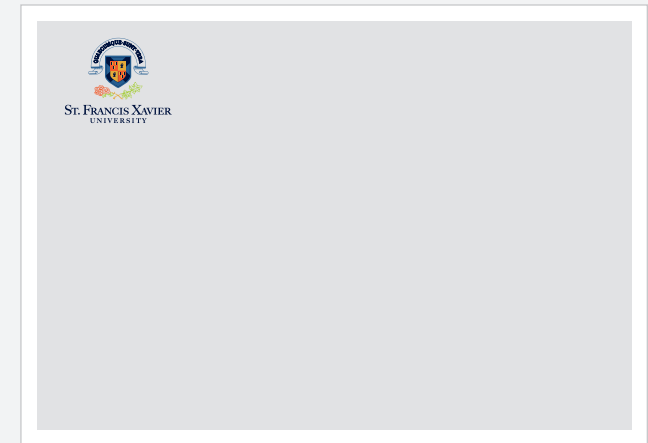
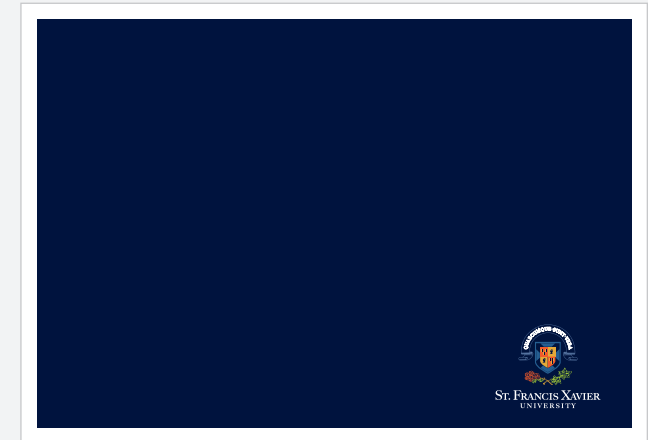
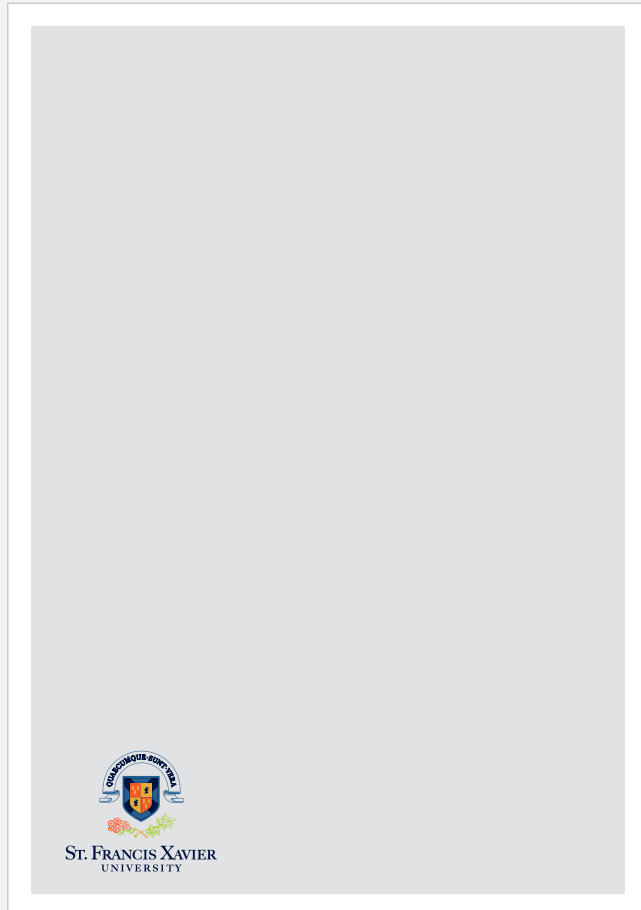
It is also acceptable for the logo to be reproduced in a single colour—preferably in StFX Navy, black, or white. On a limited basis, with the approval of the Marketing & Communications Office it can appear on any of the six key brand colours.

This applies to all versions of the logo.



LOGO PLACEMENT

The official logo must always be present in external communications, either in the stacked or horizontal form. It's preferred placement will be in any of the corners as dictated by content (though top or bottom centre is acceptable when using the stacked logo).



LIMITED-USE BRAND SIGNATURES USING THE SHIELD AND COLOUR PALETTE

The official logo is always the default for any communications. However, there will be cases in which the complexity of the full logo and crest make it difficult to maintain legibility (examples—certain signage applications; digital uses like display ads, avatars, email signatures; small-size embroidery; small branded items, serial on-campus posters, etc.).

We have developed a suite of abbreviated marks for use ONLY with the approval and oversight of Marketing & Communications:

SHIELD WITH FULL WORDMARK



ST. FRANCIS XAVIER
UNIVERSITY



ST. FRANCIS XAVIER
UNIVERSITY



ST. FRANCIS XAVIER UNIVERSITY
UNIVERSITY AS IT'S MEANT TO BE

SHIELD WITH ABBREVIATED NAME—LONG FORM, STACKED UNIVERSITY



StFX
UNIVERSITY



StFX
UNIVERSITY




StFX
UNIVERSITY



StFX
UNIVERSITY

ABBREVIATED NAME—LONG FORM, STACKED, W/O UNIVERSITY

The academic crest is reinforced in every touch point, be it abbreviated name, long form, stacked, w/o university, or simply by using colours drawn from the crest as its proxy.

 When the shield is omitted, the tri-colour mnemonic drawn from StFX's academic crest is used as its proxy.

StFX
UNIVERSITY

StFX

DEPARTMENT/UNIT LOCK-UPS WITH THE SHIELD (EXTERNAL COMMUNICATIONS)

For all external or off-campus communications, the official university logo must be present. When an individual department or unit also needs to be represented, the department/unit lock-up should appear smaller than the official logo, and ideally in an opposing corner so as to create distance between the repeated shield. When multiple units are needed, please contact Marketing & Communications for assistance.

Examples



FACULTY OF SCIENCE
ST. FRANCIS XAVIER UNIVERSITY



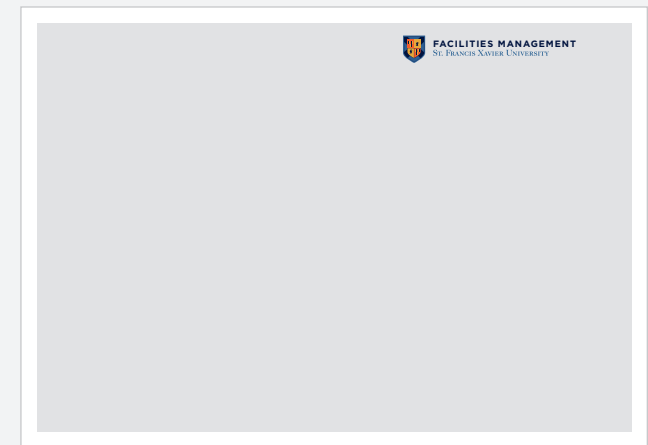
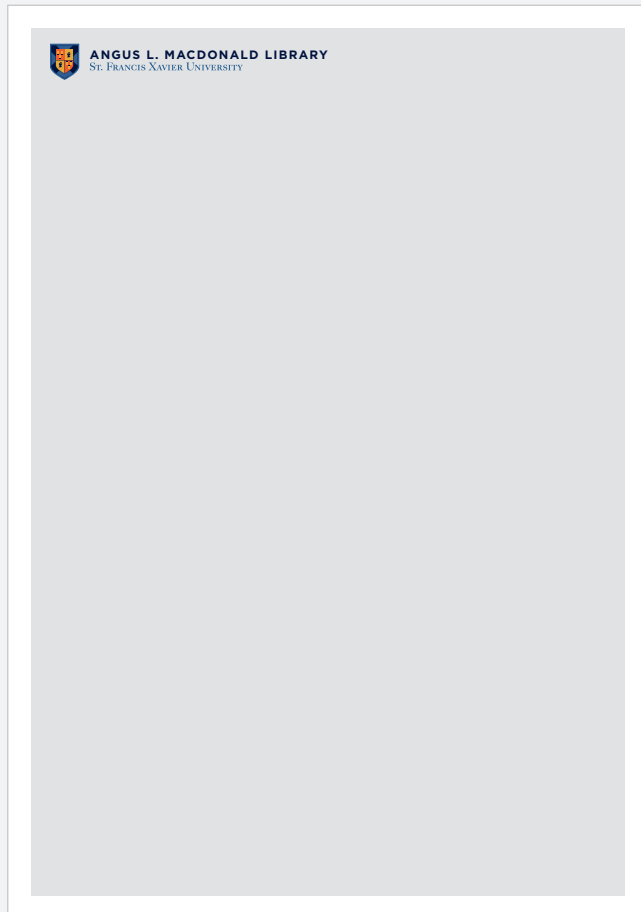
ANGUS L. MACDONALD LIBRARY
ST. FRANCIS XAVIER UNIVERSITY



FACILITIES MANAGEMENT
ST. FRANCIS XAVIER UNIVERSITY

SINGLE DEPARTMENT/UNIT LOCK-UPS IN LIEU OF OFFICIAL LOGO (INTRA-CAMPUS ONLY)

FOR INTRA-CAMPUS MATERIALS ONLY, an individual department/unit may use their respective lock-up on its own in lieu of the full logo (lock-ups will be provided by Marketing & Communications and must not be typeset/built separately).



CENTRES OF EXCELLENCE CO-BRANDING

StFX University has a number of sub-brands that are referred to as ‘Centres of Excellence’ on campus. These centres include The Frank McKenna Centre For Leadership, The Brian Mulroney Institute of Government, Coady International Institute, and the Gerald Schwartz School of Business. StFX Athletics is also considered a Centre of Excellence, however it will be published in a future version of the StFX Visual Identity Guide.

Research has demonstrated a greater audience knowledge and/or affinity toward the StFX brand and experience than any program, school or institute. For example, prospective students report the StFX experience as being the primary driver behind a student’s choice to attend the university. As a result, it is important that the StFX brand be seen as the lead, umbrella brand when co-branding with our Centres of Excellence.

To bring consistency across all such properties, the primary lock-up will consist of the abbreviated horizontal StFX logo, paired with the name of the school typeset using Gotham in StFX Blue, and one of our other core colours for accent—Sky Blue, Marigold, Pumpkin or Greenleaf (light grey may also be used as an accent).

For large applications such as on-campus signage, the lock-up can use the shield on its own.

For small applications such as promotional items such as pens, embroidery on polos, etc., the school/institute name is used in short form and paired with the StFX logotype and colour bar.

A benefit of this approach is that it fits within the broader StFX graphic standards with guidance required only for the logo lock-up use itself.

Separate graphic standards will be available to outline usage.

Main Logo



On-campus Applications



Small Applications



Main Logo



On-campus Applications



Small Applications



The background features a faint, light blue watermark of a university crest. The crest is a shield divided into four quadrants, with a profile of a person's head in the top-left and bottom-left quadrants, and a building with windows in the top-right and bottom-right quadrants. Above the shield is a scroll with the word 'ERA' written on it. Below the shield are two crossed objects, possibly golf clubs, and a large leaf.

EVERYDAY USE AND DESIGN FONTS



EVERYDAY FONTS

For email, letters, memos, etc.

**STFX UNIVERSITY HAS TWO FONTS FOR EVERYDAY USE:
CALIBRI (SANS SERIF) AND GARAMOND (SERIF).**

CALIBRI (EMAIL, LETTERS/MEMOS, ETC.)

Calibri in two weights (regular or bold) is to be used for all emails, and as an everyday choice of sans serif font for other internally-produced communications such as letters, memos, etc. The ideal size in email copy for Calibri Regular is 12pt, and in a letter format is 11pt.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Regular (used for all email communications, and as a sans serif choice for letters, memos, etc.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold (used as an accent in email, letters, memos, etc.)

GARAMOND (LETTERS/MEMOS, ETC.)

Adobe Garamond Pro in three weights (regular, italic, or semi-bold) is to be used as an everyday choice of serif font for internally-produced communications such as letters, memos. The ideal size in copy for the regular font in a letter is 12pt.

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Adobe Garamond Pro Regular (used as a serif choice in letters, memos, etc.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Adobe Garamond Pro Italic (used for accent in letters, memos, etc.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Adobe Garamond Pro SemiBold (used for accent in letters, memos, etc.)



DESIGN FONTS

For professional designer use in all printed
and digital marketing materials

BRAND FONT—SANS SERIF (PROFESSIONAL PRINT USE)

GOTHAM IS OFFICIAL SANS SERIF BRAND FONT FOR PROFESSIONAL DESIGNER USE IN ALL PRINTED MARKETING MATERIALS.

When used thoughtfully, typography can help to underpin a brand both visually and tonally, adding meaning to what is communicated and dimensionalizing the overall brand livery.

A balance of serif and sans serif provided flexibility to set the tone in disparate communications with varied audiences while maintaining a cohesive brand.

With straighter lines and subdued character, Gotham works broadly as headline, subhead and long blocks of copy, with tight and extended line space, and at small sizes.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Light—headlines and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Book—body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium—headlines and highlighting key information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Bold—headlines and highlighting key information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Black—headlines and highlighting key information

TYPE APPLICATIONS WITH GOTHAM FAMILY

Headlines can be set in sentence case or allcaps. Title case is generally avoided. Primarily in Black or Bold but can use light weight when tonally appropriate.

Callouts set with enough contrast in weight compared to surrounding text—primarily in Medium or Bold.

Callouts set with enough contrast in weight compared to surrounding text—primarily in Medium or Bold.

**Lorem ipsum
dolor sit amet,
consectetuer
adipiscing.**

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

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing. Ehenianienia natusto evenda solor si tempore volores enti audam rendis modit perit optatquo tem

ALTERNATIVE SANS SERIF BRAND AND WEB FONT (BRANDED DIGITAL AND ON-CAMPUS USE)

The brand font Gotham will be the choice for most StFX branded applications. However if you are preparing branded materials in-house, **Montserrat** is our royalty-free substitute and should be used for any internally-produced print and digital marketing materials.

MONTERRAT is a very close match to Gotham. Some of the characters aren't quite balanced as Gotham so it is reserved for internal and digital uses to approximate the brand font.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Light—headlines and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Regular—body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Medium—headlines and highlighting key information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Bold—headlines and highlighting key information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat ExtraBold—headlines and highlighting key information

BRAND FONT—SERIF (SECONDARY/ACCENT)

ADOBE GARAMOND PRO IS THE OFFICIAL SERIF BRAND FONT FOR INTERNAL AND PROFESSIONAL DESIGNER USE.

Adobe Garamond Pro should be used in limited cases. It can be used as a more formal typeface in letter communications, and provides an option as an accent serif font in design applications—most commonly used in italics for callout quotes, but it may provide a tonally sophisticated alternative in other cases as well where appropriate.

For letter writing or to project a more formal tone

Dear Frank,
Tate net illoren issimoluptia nim quae con cone erum que estiam cus volorrore volorem poriore ea sequis sinihillam sit archici piciditas aborit escia sum re comnis...

Callout quote set in Reg. Italic or SemiBld Italic

“Lorem ipsum dolor sit amet, consectetur adipiscing.”

“Lorem ipsum dolor sit amet, consectetur adipiscing.”

SmallCap for addresses on official stationery, thank you cards, etc.

1234 ALUMNI AVENUE
PO Box 505
ANTIGONISH, NS

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Adobe Garamond Pro Regular (used as a secondary accent)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Adobe Garamond Pro Italic (used for call out quotes)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Adobe Garamond Pro SemiBold (used as a secondary accent)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Adobe Garamond Pro SemiBold Italic (used for call out quotes)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZI234567890

Adobe Garamond Small Cap (limited use—stationery contact info)

The background features a large, faint watermark of a university crest on the left side. The crest is a shield divided into four quadrants, with a central figure and various symbols. Above the shield is a scroll with the word 'ERA' visible. Below the shield are two crossed objects, possibly golf clubs, and a leafy branch.

STATIONERY SYSTEM

INSTITUTIONAL STATIONERY

A strong and consistent stationery program is a foundation piece of the overall brand architecture. Our program builds in the required flexibility to customize the originating office, faculty, department, institute and school, while maintaining a broadly consistent and structured approach.

Left corner placement of the logo on all pieces—letterhead, business cards and envelopes—strengthen the overall cohesiveness.

Aligning the left side margin and footer with the centre of the logo provides additional visual structure.



Day Month Year

Dear members of the Xaverian community,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, magna aliquam erat volutpat. Ut wisi enim ad minim veniam nisl ut aliquip ex ea commodo consequat. Duis autem vel e consequat, vel illum dolore eu feugiat nulla facilisis at vero praesent luptatum zzril delenit augue duis dolore te feuga

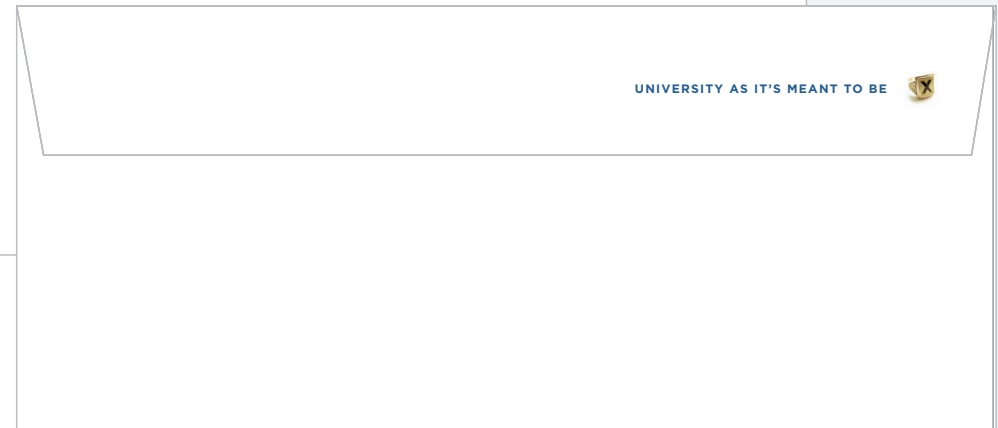
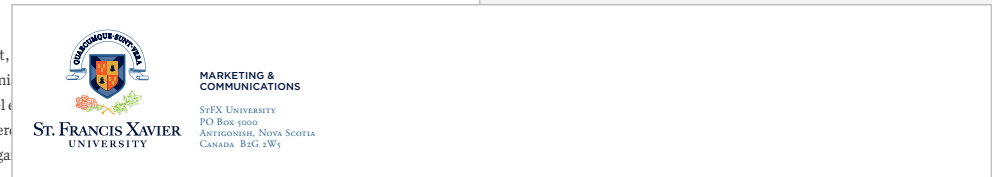
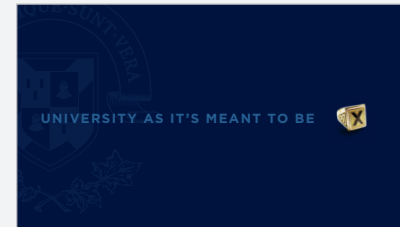
Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolore magna aliquam erat volutpat. Ut wisi enim ad minim lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Kyler Bell
Director, StFX Marketing



MARKETING & COMMUNICATIONS
StFX UNIVERSITY · PO Box 5000 · ANTIGONISH, NOVA SCOTIA CANADA B2G 2W5 · T. 902.867.1234 · StFX.CA



FLEXIBILITY

The top line of the footer provides space for single-line descriptor of the origin department, faculty or office, anchored with the centre of the top logo and balanced with the visual of the X-Ring icon to the left.

First and second page letterhead for each will be made available electronically in Word.

ORIGINATING DEPARTMENT



Day Month Year

Dear members of the Xaverian community,

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Sincerely,

Kyler Bell
Director, STFX Marketing

 **MARKETING & COMMUNICATIONS**
STFX UNIVERSITY · PO BOX 5000 · ANTIGONISH, NOVA SCOTIA CANADA B2G 2W5 · T. 902.867.1234 · STFX.CA

ORIGINATING FACULTY



FACULTY OF ARTS
STFX UNIVERSITY · PO BOX 5000 · ANTIGONISH, NOVA SCOTIA CANADA B2G 2W5 · T. 902.867.1234 · STFX.CA

ORIGINATING OFFICE



OFFICE OF THE PRESIDENT
STFX UNIVERSITY · PO BOX 5000 · ANTIGONISH, NOVA SCOTIA CANADA B2G 2W5 · T. 902.867.1234 · STFX.CA

LETTER TEMPLATE— DEFINED MARGINS FOR PROPER ALIGNMENT

Using the centre of the crest to anchor the left side margin, we achieve a strong asymmetrical structure counter-balanced by the overhang of the left side of the logo.

The overall defined width allows plenty of room for content, and is designed to limit the width to 15-17 words maximum (which is important not to exceed for readability).

Typeface:

As previously noted, there are two choices for fonts for internally-produced letters, memos and other communications.

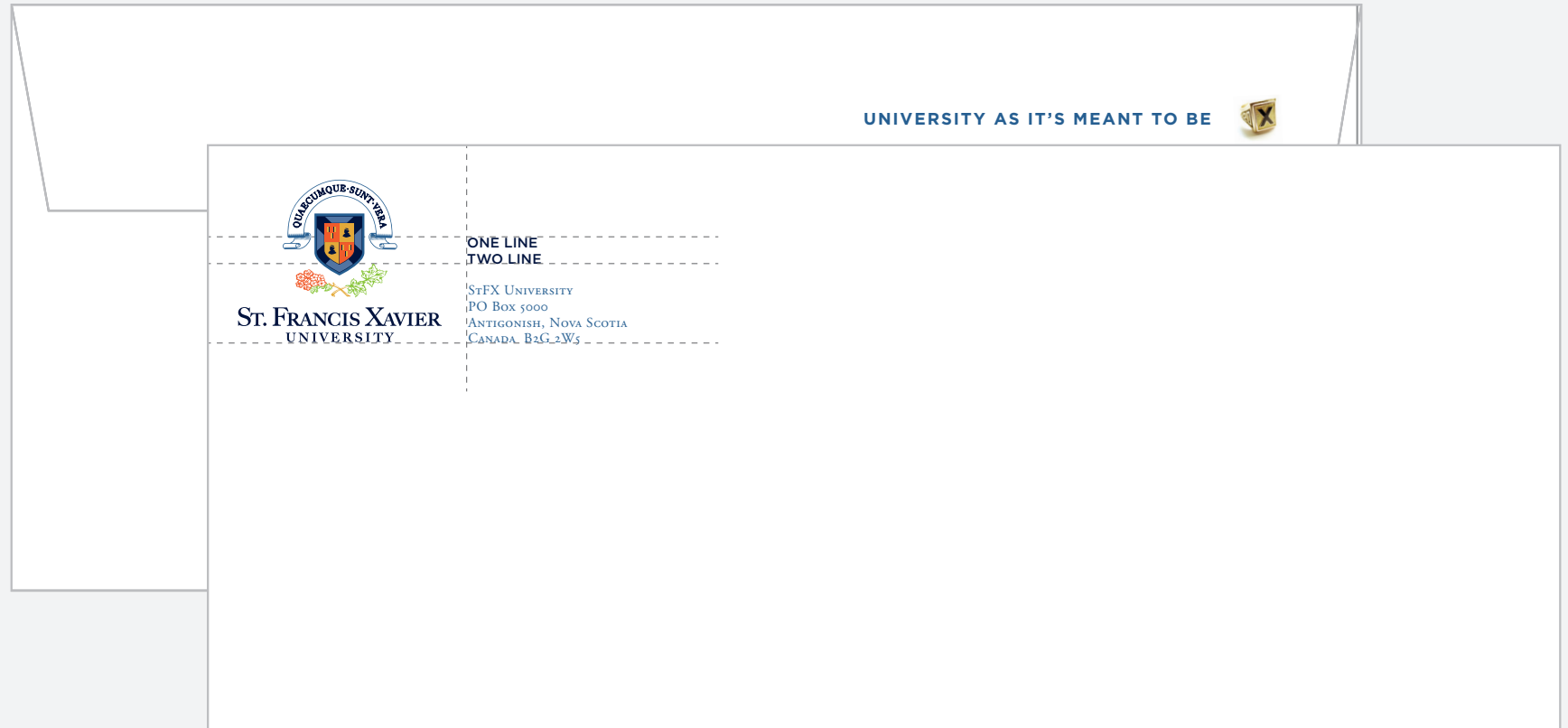
At the discretion of the user, 12pt Garamond (pictured here) can be used as a choice of serif font for body copy, and 12pt semi-bold for heads and subheads. If larger headers are desired, they should be set a minimum of 14pt.

If a sans serif is preferred, 11pt Calibri may be used for body copy, with the bold version as heads and subheads. Larger heads/subheads should be set at 14pt.

Footer Examples

OFFICIAL BUSINESS CARD AND ENVELOPES

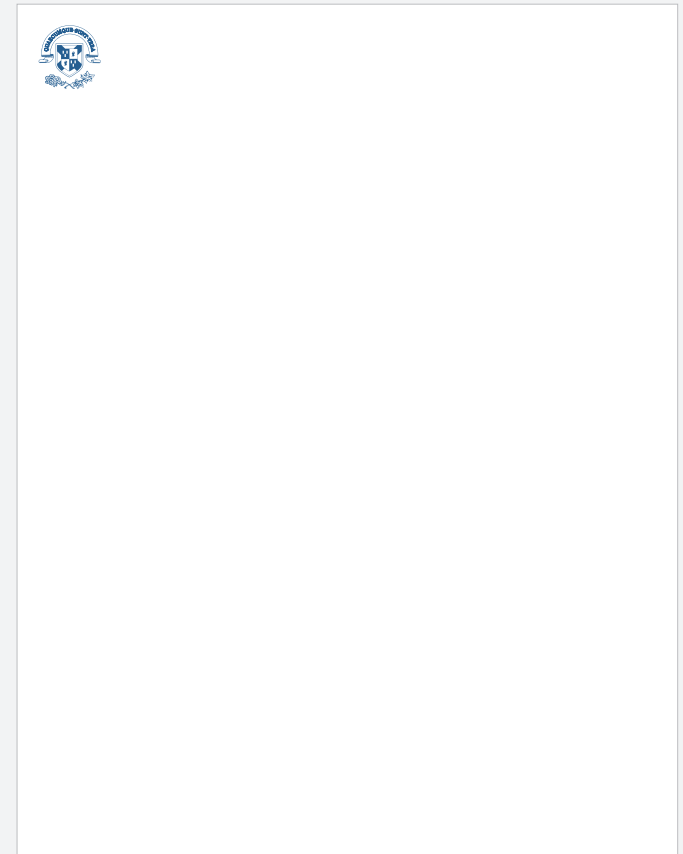
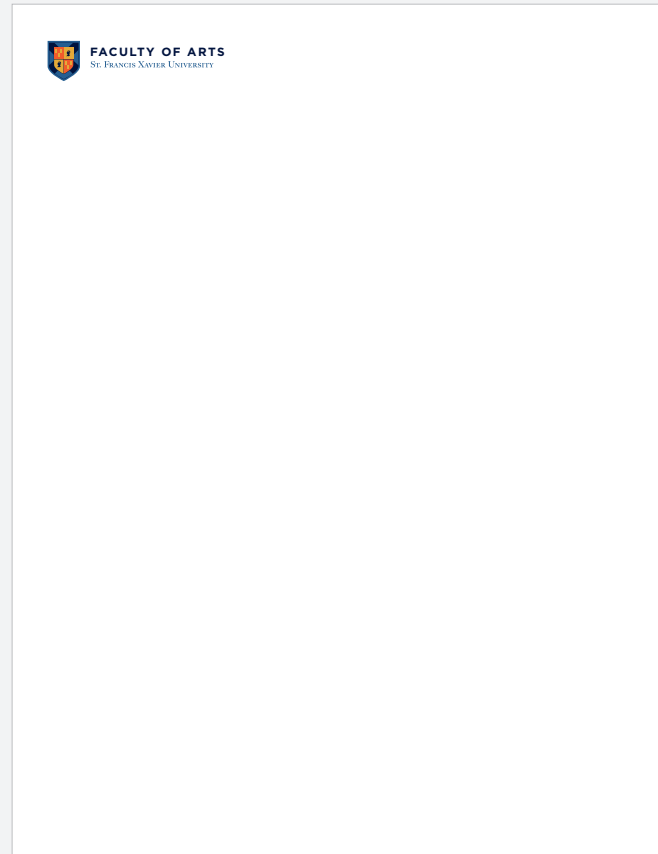
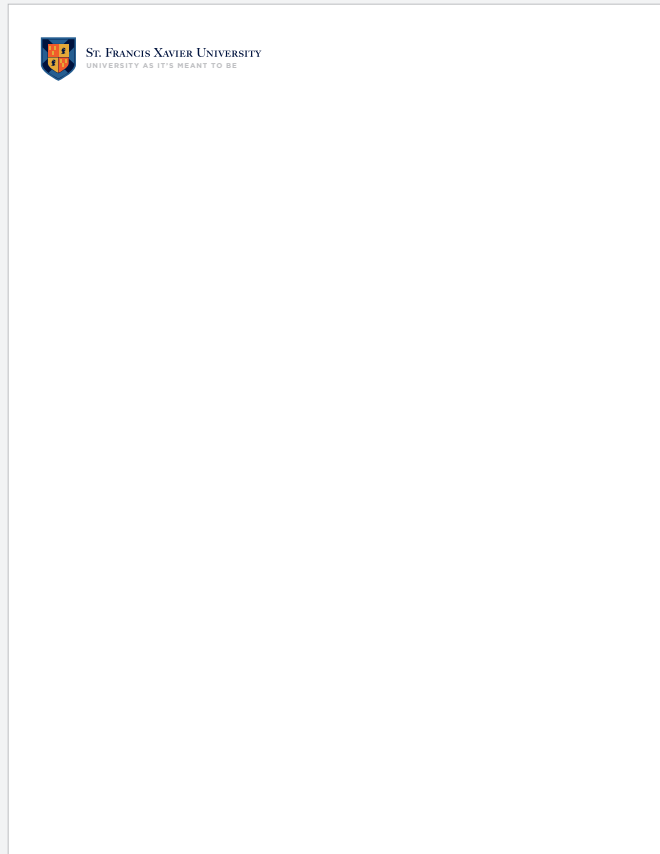
Designed to maintain the strong left alignment and balanced asymmetry.



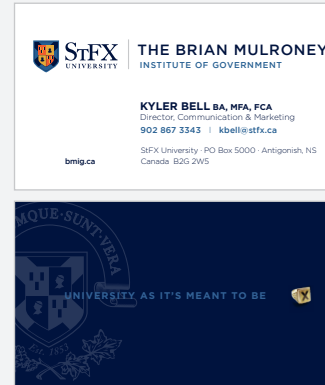
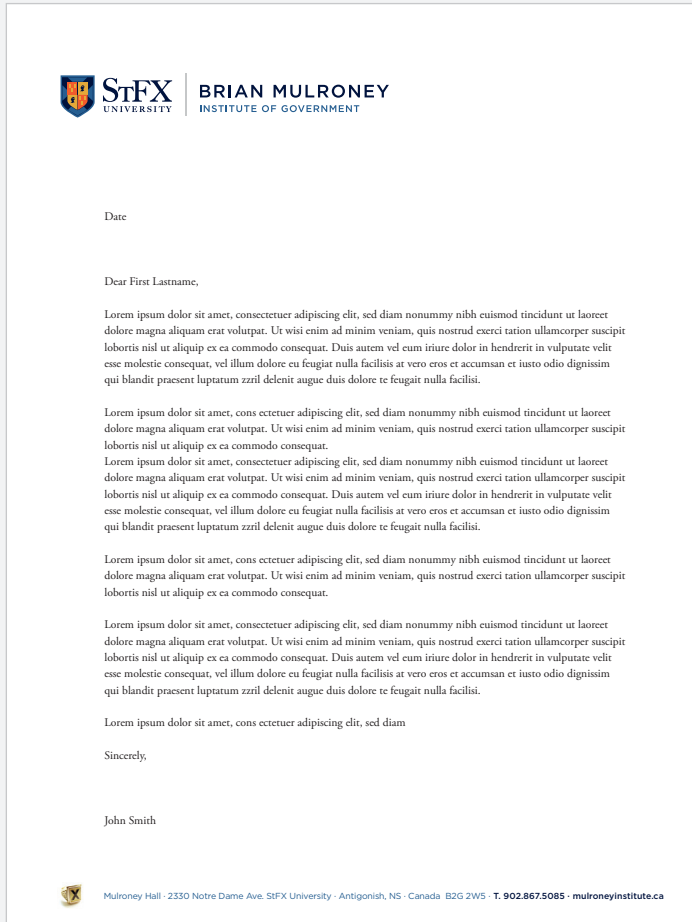
GENERAL AND UNIT LOCK-UP PAGES

For communications other than person-to-person letters, a simplified layout using the shield and wordmark is available—for notices, memos, etc.

Unit lock-up and generic crest page templates are also available as an option. For content, all these templates would use the same typeface options of either Garamond or Calibri as the institutional stationery.



CENTRE OF EXCELLENCE CO-BRANDED STATIONERY AND SIGNAGE EXAMPLE



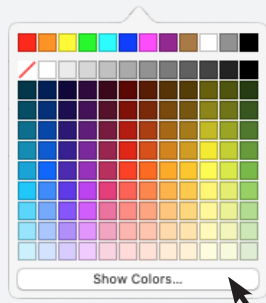
The background features a large, faint watermark of a university crest. The crest is a shield divided into four quadrants, with a building in the top-left and bottom-right, and a profile of a person in the top-right and bottom-left. Above the shield is a scroll with the word 'VERA' written on it. Below the shield are two crossed objects, possibly a staff and a book, with leaves on either side.

DIGITAL ASSETS

EMAIL SIGNATURE

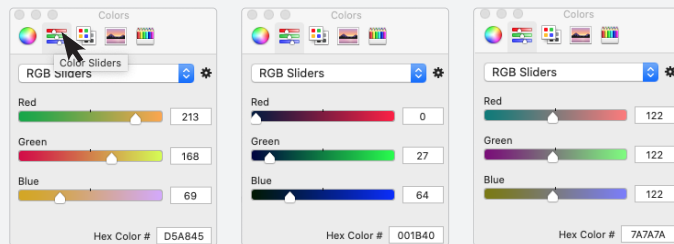
We are in the process of developing a signature generator to allow consistent creation of your own branded email signature.

Until we have a way of enabling this on all computers, we have developed in interim signature that you can create on your own following these specs. The email-specific logo is available from Marketing & Communications.



SIGNATURE COLOUR SELECTION

When selecting font colour, click the **Show Colors** bar, select the **Color Sliders** option, and select **RGB Sliders**. Then select the respective color according to the settings below.



Marigold

StFX Blue

Grey

OPTIONAL

Credentials and preferred pronouns are left to the discretion of each individual. They can be added after FIRST LASTNAME in the first line if desired.

Calibri Bld, 10pt, StFX Blue
 Calibri, 10pt, Black

Calibri Bld, 12pt, all caps, StFX Blue

Calibri Bld, 12pt, all caps, Marigold

Calibri, 10pt, Black

Calibri, 10pt, (link colour)

E-mail PNG of Horizontal Logo

Calibri, 9pt, Grey

FIRST LASTNAME MBA (she/her/hers)
DIRECTOR, MARKETING & COMMUNICATIONS

St. Francis Xavier University
 Antigonish, Nova Scotia · Canada
 t 902 867 3364 · f 902 867 2339
www.stfx.ca

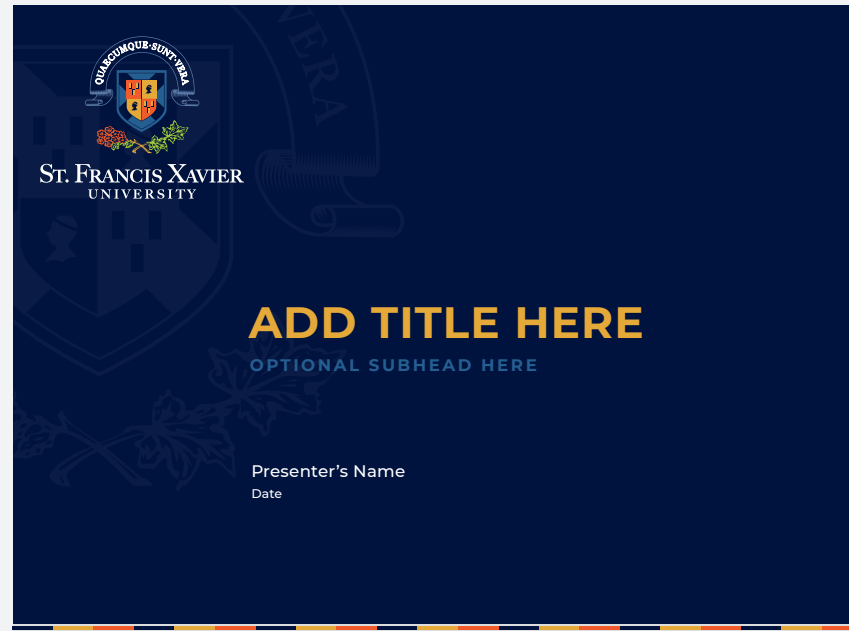


I acknowledge that StFX is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People.

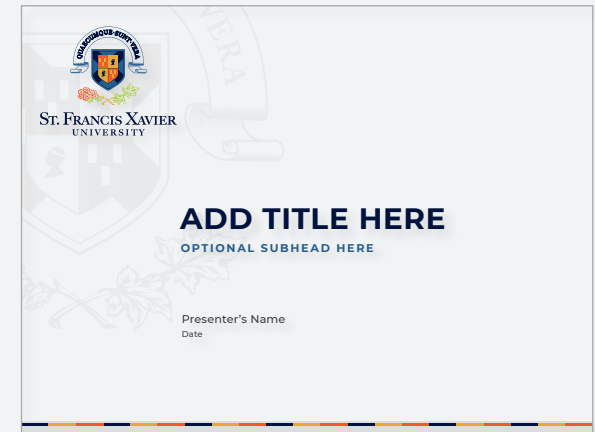
Cover Page

PRESENTATIONS

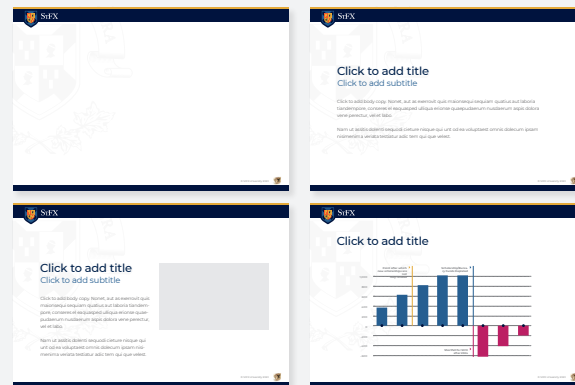
PowerPoint templates will be provided in widescreen at a 16x9 ratio for screen viewing. A 4x3 ratio will also be available for cases when presentations are to be distributed in print on 8.5x11 paper.



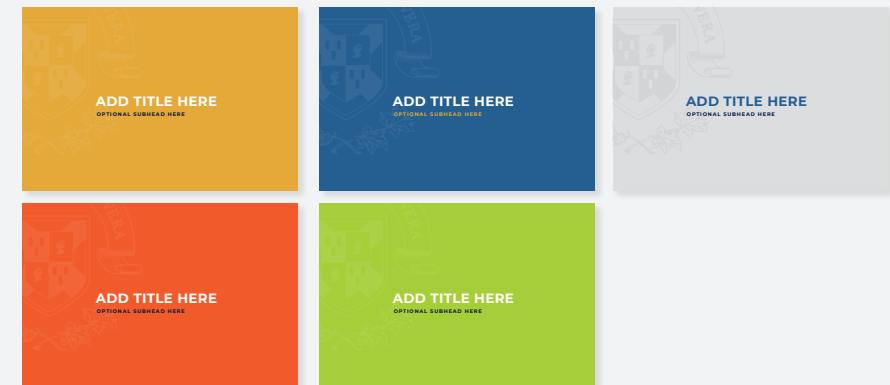
Cover Page (print-friendly option)



Content Pages



Section Breaks / Title Pages





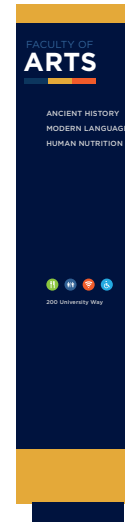
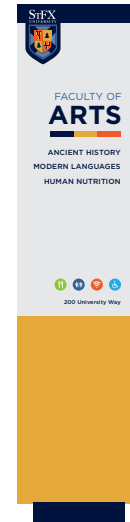
COHESIVE BRANDING

Some examples of applying the visual elements to create a cohesive brand.

BROADER BRAND ARCHITECTURE

WEBSITE HEADER

New brand identity site could use the full crest in the main header, and collapse to the shield (or abbreviated wordmark with colour bar) as an abbreviated proxy for the full crest.

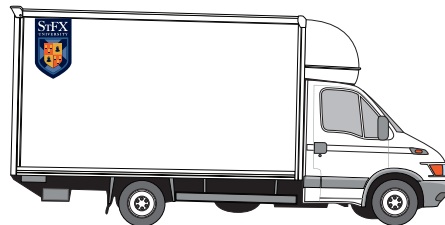
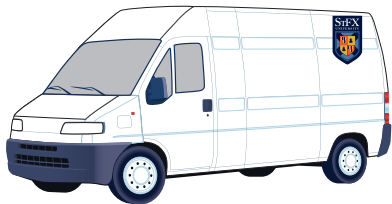


REPETITIVE APPLICATIONS

On-campus signage program can have key markers showing the full crest and other supporting pieces drawing from the brand vocabulary without having to have the full crest every time.

VEHICLE SAMPLES

A branded vehicle program could use one of the approved abbreviated signatures (consistency would be required as this program gets implemented, but these are examples of possible directions).



SMALL APPLICATIONS

Items requiring embroidery or small branded swag might require abbreviated marks.

