

Admission Graphic Standards Quick Guide

January 2025

LOGOS

The **College logo** is used as the main brand identifier of the College in all forms of communication. The **French Cross** is a sacred symbol. Care should be taken to assure its use is appropriate and respectful. Use **only official files** for the College logo and French Cross exactly as provided. **Logos may not be altered in any way**, rotated, used to create patterns, used to create new logos, or with cause-related symbols. **Contact the Marketing Department** at smcmarketing@saintmarys.edu to request a logo file, if you have questions, or would like a review of your layout or design.

Main Logo (Preferred Primary Logo)



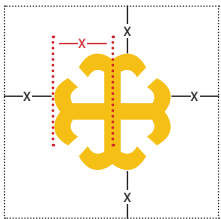
Horizontal Version



Stacked Version



French Cross



Centered Version



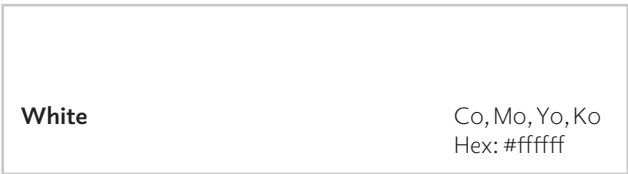
Allow **clear space** around the College logo and French Cross equal to half the width of the French Cross (X). No other graphic elements may be placed within this clear space.



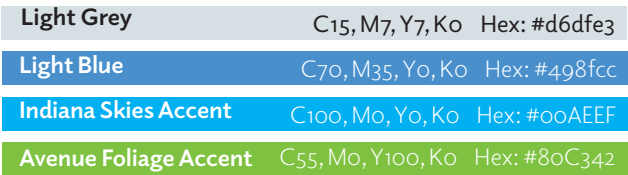
The College logo and French Cross may be presented **only** in **Saint Mary's Blue** (preferred); in **white** on darker or photographic backgrounds; or **black** only if color printing is not available.

BRAND COLORS

Main Palette



Accent Palette



BRAND FONTS

Abhaya Libre

Regular-Used for primary headlines
Use Times when unavailable

Elido

Regular & *Italic*-Used for primary body text
Bold & Bold Italic-Used for subheads
Use Arial when unavailable