

03.01 BRAND COLOR + 03.02 SIZE / TYPOGRAPHY + 03.03 THE FRENCH CROSS 03.04 THE COLLEGE SEAL + 03.05 ALTERNATE LOGO

BRAND COLOR

The blue and white school colors of Saint Mary's College are colors traditionally associated with the Virgin Mary. These are often applied to athletic symbols and/or the printed items at the college. The use of blue ink on white, or the opposite, isn't mandatory for all uses for the logo or seal, but it is often the most appropriate color choice. For instance, the basic stationery for the college letterheads, envelopes, note cards, business cards, and name badges are printed on white and in blue ink.





SIZE / TYPOGRAPHY

OFFICIAL LOGO

The logo may be enlarged or reduced in size as required. The minimum size of the logo is often determined by the method of reproduction or fabrication. The minimum size, using optimal reproduction methods, can be measured by the height of the NOTRE DAME typeface. No less than 1/16" of this height is allowed. Using less than optimal reproduction methods, the logo should only be used at a size that does not compromise quality and legibility.

Below both the square and rectangular images are shown. The rectangular logo is the Saint Mary's secondary logo and is only to be used when the square logo does not fit properly into a space.

SUB LOGO

For use in conjunction with the Saint Mary's College logo, such as contact information below the logo (i.e., department, address, web address, etc.) use Palatino:



Palatino Regular Palatino Italic **Palatino Bold Palatino Bold Italic**

SAINT MARY'S COLLEG



N O T R E D A M E • I N D I A N A Department of Gender and Women's Studies

THE FRENCH CROSS

The floriated, or French cross, comes to us from and is one of the symbols used by the Congregation of the Sisters of the Holy Cross. It is used in the college logo and has been, on occasion, a design element itself, such as at the top of major signage, and is a reminder of the college's history. Great care has been and should continue to be taken with the use of this symbol because of what it symbolizes. The cross, in any form, should be treated with reverence. The French cross should only be used within the logo treatment.



*For further guidance on the use of the the french cross, please contact the Integrated Marketing and Communications Department at Ext. 4595 for assistance.

THE COLLEGE SEAL

There is an interesting history to the seal, published in the 1941–43 Courier. Until the time of the centennial of Saint Mary's College in 1944, the insignia of the Congregation was used as the college seal. The three educational facilities operated by the Congregation of Holy Cross each adopted a variation of the original Congregation's seal.



*Please note that there have been several versions of the seal that should not be used. If you have permission to use the seal, verify that the one you are using is the one pictured. Verify that the seal contains the Greek letters Alpha and Omega pictured on the pages of an open book. Also verify that the seal contains the proper punctuation: Saint Mary's College (with an apostrophe), and Notre Dame, Indiana (separated by a comma or bullet). The outer circle should not be fluted or wavy.

DESIGN

Designed by Dom William Wilfrid Bayne, O.S.B., of the Priory of Saint Gregory the Great, Portsmouth, Rhode Island, a well-known authority on heraldry, the seal contains two fleurs de lis, indications that the school was founded directly from France. The anchor is a symbol of hope and steadfastness. Two anchors cross in saltire to form the Greek letter Chi, which refers to Christ, the source of Virtue and Hope. The cross is the principal charge on the coat of arms.

USAGE

The college seal is overused at the present time, which degrades its intended use on diplomas, materials from the President's office, Board of Trustees, and other formal documents issued by Saint Mary's College.

Use of the college seal outside of the format applications listed above is prohibited.

THE SOPHIA PROGRAM LOGO

The Sophia Program logo is the only approved exception. Used in conjunction with the college's name, it is a deritive of the logo, supporting the Gen Ed program.



ALTERNATIVE LOGO

An alternative logo was created for use on materials when none of the standard logos are permitted. This logo can be used on pennants, cups, giveaways, etc. This is also the logo to use if an alumnae is requesting a logo for personal use.

Use of the college seal outside of the format applications listed above is prohibited.



*For further guidance on the use of the Saint Mary's College brand logos, fonts, or colors, please contact the Integrated Marketing and Communications Department at Ext. 4595 for assistance.