LUX ET SPES

STONEHILL COLLEGE

GRAPHICS STANDARDS MANUAL

Summary

This visual identity is the "face" Stonehill College will show the public. It is representative of Stonehill College's unique character and purpose. The signature's wide exposure secures its position as one of the most important aspects of Stonehill College's visual image.

Any identity system can only be as strong as the means established to maintain it. It is critical that this identity, despite a wide range of possible applications, maintain its integrity.

This Graphics Standards Manual defines the visual identity system. It provides a framework that allows for proper implementation in the future. The following basic guidelines have been developed to reinforce the strength of the new identity for Stonehill College. Care should be taken to adhere to the guidelines in all print, screen, and three-dimensional applications.

Signature Defined

Several signature configurations have been developed for Stonehill College. Each signature is composed of the new shield and wordmark. The signatures have been carefully composed and should not be manipulated in any manner.
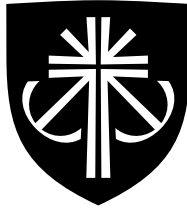
LUX ET SPES

Shield

Signature

STONEHILL
COLLEGE

Wordmark

LUX ET SPES

LUX ET SPES

LUX ET SPES

PMS 268

SHC_Shield_LUX_268.eps

Black

SHC_Shield_LUX_K.eps

Reverse

SHC_Shield_LUX_R.eps
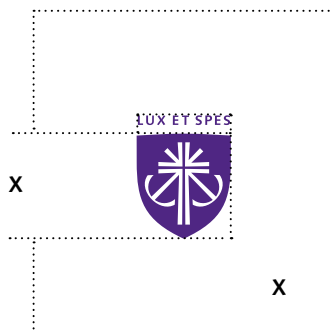
Color

The primary identification color is purple PANTONE 268.

Minimum Clear Space

To achieve the desired impact and strength, it is recommended that a minimum clear space surround the shield, (defined as X).

Other graphic elements should not crowd the shield. Placing the shield on a solid color background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.

Minimum Clear Space

LUX ET SPES

STONEHILL COLLEGE

PMS 268

SHC_Sig01_LUX_268.eps

LUX ET SPES

STONEHILL COLLEGE

Black

SHC_Sig01_LUX_K.eps

LUX ET SPES

STONEHILL COLLEGE

Reverse

SHC_Sig01_LUX_R.eps

Color

The primary identification color is purple PANTONE 268.

Minimum Clear Space

To achieve the desired impact and strength, it is recommended that a minimum clear space surround the signature, based on the height of the shield (defined as X).

Other graphic elements should not crowd the signature. Placing the signature on a solid color background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.

LUX ET SPES

STONEHILL COLLEGE

X

X

Minimum Clear Space

Stonehill College **Signature_02 with LUX ET SPES**

LUX ET SPES

STONEHILL COLLEGE

LUX ET SPES

STONEHILL COLLEGE

LUX ET SPES

STONEHILL COLLEGE

PMS 268

SHC_Sig02_LUX_268.eps

Black

SHC_Sig02_LUX_K.eps

Reverse

SHC_Sig02_LUX_R.eps

Color

The primary identification color is purple PANTONE 268.

Minimum Clear Space

To achieve the desired impact and strength, it is recommended that a minimum clear space surround the signature, based on the height of the shield (defined as X).

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LUX ET SPES

X

STONEHILL COLLEGE

X

Minimum Clear Space

PMS 268

SHC_Sig03_LUX_268.eps

Reverse

SHC_Sig03_LUX_R.eps

Black

SHC_Sig03_LUX_K.eps

Color

The primary identification color is purple PANTONE 268.

Minimum Clear Space

To achieve the desired impact and strength, it is recommended that a minimum clear space surround the signature, based on the height of the shield (defined as X).

Other graphic elements should not crowd the signature. Placing the signature on a solid color background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.

X

X

Minimum Clear Space

PMS 268

SHC_Sig04_LUX_268.eps

Black

SHC_Sig04_LUX_K.eps

Reverse

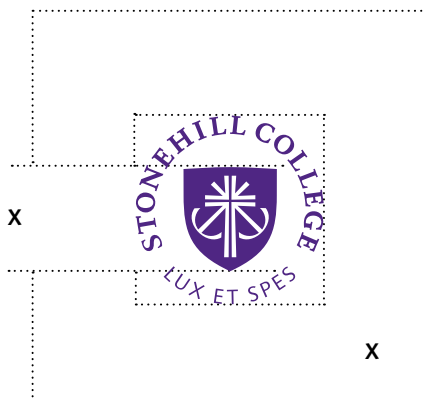SHC_Sig04_LUX_R.eps

Minimum Clear Space

Color

The primary identification color is purple PANTONE 268.

Minimum Clear Space

To achieve the desired impact and strength, it is recommended that a minimum clear space surround the signature, based on the height of the shield (defined as X).

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PMS 268+872

SHC_Sig04_2Color.eps

Summary

A two-color version of Signature_04 can be used for special applications.

Color

This signature uses purple PANTONE 268 and metallic gold PANTONE 872.

Minimum Clear Space

To achieve the desired impact and strength, it is recommended that a minimum clear space surround the signature, based on the height of the shield (defined as X).

Other graphic elements should not crowd the signature. Placing the signature on a solid color background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.
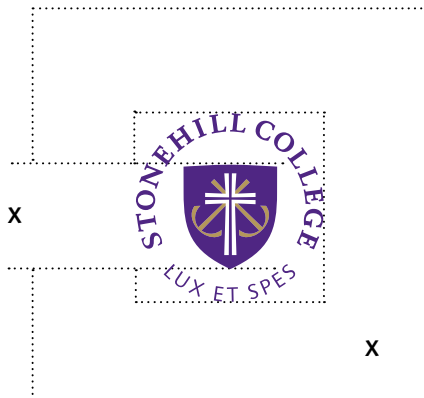
Minimum Clear Space

Colors

The primary identification colors are **purple** PANTONE 268, and **metallic gold** PANTONE 872. When a metallic color is not available use PANTONE 7557. The consistent use of these colors will reinforce the identity.

The secondary color palette features a range of colors that compliment the primary identification colors. This palette can be expanded as needed.

PANTONE color swatches should always accompany any artwork given to a vendor.

The signature may be printed in spot-color or in four-color (CMYK) process.

On a website, match RGB to the PANTONE colors as closely as possible.

Primary Colors

PANTONE 268 C	PANTONE 872 C	PANTONE 7557 C

PANTONE

C90; M100; Y0; K0	C20; M35; Y70; K15	C20; M35; Y70; K15

CMYK

Secondary Colors

PANTONE 3248 C	PANTONE 377 C	PANTONE 1545 C	PANTONE 4545 C

C50; M0; Y15; K0	C35; M0; Y100; K20	C20; M76; Y100; K78	C5; M5; Y25; K5

Date

Name of Recipient
Title of Recipient
Street Address
City, State, Zip Code

Salutation:

A piece of stationery is printed for the purpose of typing a letter. Therefore, when the letter is absent from the letterhead it is meaningless. A letterhead should not appear as a piece of advertising, it should subtly convey the information that is desired. A letterhead is one of the most used pieces of material that represents the organization's personality, and therefore, a system for typing should be established.

The preferred typeface chosen for all correspondence is Times, 10 point on 14 point leading. This face is readily available and does not compete with the signature or secondary information and reproduces well on typewriters, laser prints, copies and fax sheets. When a larger type size is preferred, the letter may be typed in 11 point with 15 point leading.

Letters are typed left justified (rag right), single space between lines, double space between paragraphs. Do not use indent. Double space between the last line of the letter and the complimentary close and 4 returns below the close to the typed signature.

The left margin is 1.3125 inch; the top margin to the date is 1.875 inches from the top edge; the bottom margin is 1 inch.

The typing width may vary, depending on the length of the letter. The maximum typing width is 6.1875 inches (with a right margin of 1 inch).

When typing the envelope, the address begins 4 inches from the left edge. The first line of the address begins 2 inches from the top.

Complimentary close,

Typed Signature
Title
Company Name

LUX ET SPES

STONEHILL COLLEGE

320 Washington Street
Easton, MA 02357-6242
TEL 508.565.1652
FAX 508.565.1545
www.stonehill.edu

Date

Name of Recipient
Title of Recipient
Street Address
City, State, Zip Code

Salutation:

A piece of stationery is printed for the purpose of typing a letter. Therefore, when the letter is absent from the letterhead it is meaningless. A letterhead should not appear as a piece of advertising, it should subtly convey the information that is desired. A letterhead is one of the most used pieces of material that represents the organization's personality, and therefore, a system for typing should be established.

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When typing the envelope, the address begins 4 inches from the left edge. The first line of the address begins 2 inches from the top.

Complimentary close,

Typed Signature
Title
Company Name

Founded by the Congregation of Holy Cross

No Department or Office Name

SHC_Letterhead_LUX.indd
Master Page A

Letterhead (70% Scale)

LUX ET SPES
STONEHILL COLLEGE

One Line Department or Office

320 Washington Street
Easton, MA 02357-6242
TEL 508.565.1652
FAX 508.565.1545
www.stonehill.edu

1-Line Department or Office Name

SHC_Letterhead_LUX.indd
Master Page B

LUX ET SPES
STONEHILL COLLEGE

**Two Line Department
or Two Line Office**

320 Washington Street
Easton, MA 02357-6242
TEL 508.565.1652
FAX 508.565.1545
www.stonehill.edu

2-Line Department or Office Name

SHC_Letterhead_LUX.indd
Master Page C

#10 Envelope (100% Scale)

No Department or Office Name

SHC_Envelope_LUX.indd
Master Page A

STONEHILL COLLEGE

LUX ET SPES

320 Washington Street
Easton, MA 02357-6242

Name of Recipient
Title of Recipient
Street Address
City, State, Zip Code

www.stonehill.edu

#10 Envelope (70% Scale)

LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office
320 Washington Street
Easton, MA 02357-6242

Name of Recipient
Title of Recipient
Street Address
City, State, Zip Code

www.stonehill.edu

1-Line Department or Office Name

SHC_Envelope_LUX.indd
Master Page B

LUX ET SPES

STONEHILL COLLEGE

**Two Line Department
or Two Line Office**
320 Washington Street
Easton, MA 02357-6242

Name of Recipient
Title of Recipient
Street Address
City, State, Zip Code

www.stonehill.edu

2-Line Department or Office Name

SHC_Envelope_LUX.indd
Master Page C

Business Card (100% Scale)

Jennifer Smith
Director of Institutional Advancement

STONEHILL COLLEGE

320 Washington Street, Easton, MA 02357-6242
TEL 508.565.1652   FAX 508.565.1545
EMAIL jsmith@stonehill.edu
www.stonehill.edu

Founded by the Congregation of Holy Cross

No Department or Office Name

SHC_BCard_LUX.indd
Master Page A

Jennifer Smith
Director of Institutional Advancement

STONEHILL COLLEGE

One Line Department or Office
320 Washington Street, Easton, MA 02357-6242
TEL 508.565.1652   FAX 508.565.1545
EMAIL jsmith@stonehill.edu
www.stonehill.edu

1-Line Department or Office Name

SHC_BCard_LUX.indd
Master Page B

Jennifer Smith
Director of Institutional Advancement

STONEHILL COLLEGE

**Two Line Department
or Two Line Office**
320 Washington Street, Easton, MA 02357-6242
TEL 508.565.1652   FAX 508.565.1545
EMAIL jsmith@stonehill.edu
www.stonehill.edu

2-Line Department or Office Name

SHC_BCard_LUX.indd
Master Page C

Adding Department or Office Names to Signatures

When adding department or office names to signatures use the EPS templates provided. Templates are provided for purple PANTONE 268 and reverse versions of each signature.

The department or office name should be typeset in **Utopia Regular**. The font, point size, leading and text alignment are selected by using paragraph style set up in the EPS.

Department or office names longer that 30 characters should be broken into two lines. Care should be taken to create sensible line breaks. The following pages show examples of proper implementation.

LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office

Signature_01

LUX ET SPES

STONEHILL COLLEGE

One Line Department or
Two Line Office

LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office

Signature_02

LUX ET SPES

STONEHILL COLLEGE

Two Line Department or
Two Line Office

LUX ET SPES **STONEHILL COLLEGE**

One Line Department or Office

Signature_03

LUX ET SPES **STONEHILL COLLEGE**

Two Line Department or
Two Line Office

STONEHILL COLLEGE LUX ET SPES

One Line Department or Office

Signature_04

STONEHILL COLLEGE LUX ET SPES

Two Line Department or
Two Line Office

Minimum Size   Adding Department or Office Name

The recommended minimum cap-height of the
wordmark is 1/8" high. At this size the point size of the
Department or office name is 7.5 pt on 10.5 pt leading.
For larger applications the signature should be scaled up
proportionally. The EPS files provided are scaled to the
recommended minimum size.

LUX ET SPES

STONEHILL
1/8"   COLLEGE

7.5pt ——————————One Line Department or Office

LUX ET SPES

1/8"   STONEHILL COLLEGE

7.5pt ——————————One Line Department or Office

LUX ET SPES

1/8"   STONEHILL COLLEGE

7.5pt ——————————One Line Department or Office

1/8"

STONEHILL COLLEGE
LUX ET SPES

7.5pt ——————————One Line Department or Office

LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office

LUX ET SPES

STONEHILL COLLEGE

One Line Department or
Two Line Office

LUX ET SPES

STONEHILL COLLEGE

Long Line Department or Long Line Office

1-Line Department or Office Name

SHC_Sig01_LUX_Template_268.eps

2-Line Department or Office Name

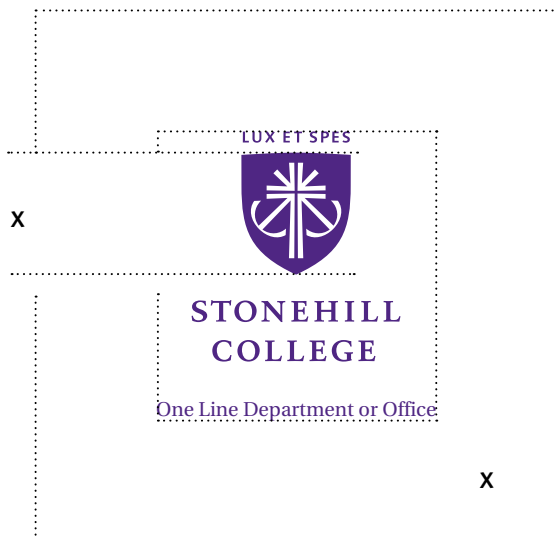SHC_Sig01_LUX_Template_268.eps

DON'T

Names longer than 30 characters should be broken into 2 lines. Care should be taken to create sensible line breaks.

Color

The primary identification color is purple PANTONE 268. Templates for purple PANTONE 268 and Reverse version of the signature are provided.

Minimum Clear Space

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LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office

X

X

Minimum Clear Space

LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office

LUX ET SPES

STONEHILL COLLEGE

Two Line Department or
Two Line Office

LUX ET SPES

STONEHILL COLLEGE

Long Line Department or Long Line Office

1-Line Department or Office Name

SHC_Sig02_LUX_Template_268.eps

2-Line Department or Office Name

SHC_Sig02_LUX_Template_268.eps

DON'T

Names longer than 30 characters should
be broken into 2 lines. Care should be
taken to create sensible line breaks.

Color

The primary identification color is purple PANTONE 268.
Templates for purple PANTONE 268 and Reverse version
of the signature are provided.

LUX ET SPES

X

STONEHILL COLLEGE

One Line Department or Office

X

Minimum Clear Space

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Minimum Clear Space

LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office

1-Line Department or Office Name

SHC_Sig03_LUX_Template_268.eps

LUX ET SPES

STONEHILL COLLEGE

Two Line Department or
Two Line Office

2-Line Department or Office Name

SHC_Sig03_LUX_Template_268.eps

LUX ET SPES

STONEHILL COLLEGE

Long Line Department or Long Line Office

DON'T

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Color

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clear space, providing maximum legibility is maintained.

LUX ET SPES

STONEHILL COLLEGE

One Line Department or Office

X

X

Minimum Clear Space

One Line Department or Office

Two Line Department or
Two Line Office

Long Line Department or Long Line Office

1-Line Department or Office Name

SHC_Sig04_Template_268.eps

2-Line Department or Office Name

SHC_Sig04_Template_268.eps

DON'T

Names longer than 30 characters should
be broken into 2 lines. Care should be
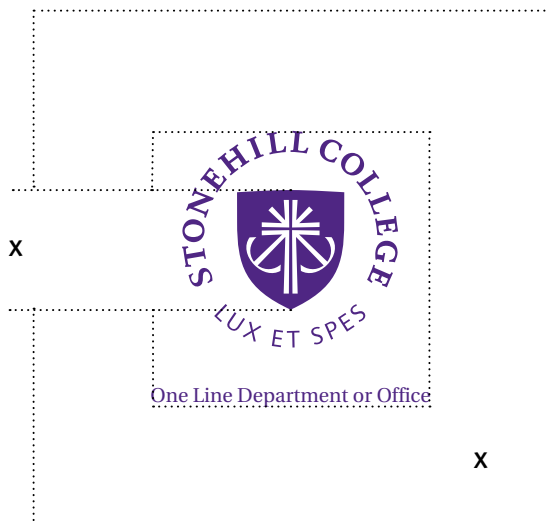taken to create sensible line breaks.

Color

The primary identification color is purple PANTONE 268.
Templates for purple PANTONE 268 and Reverse version
of the signature are provided.

Minimum Clear Space

To achieve the desired impact and strength, it is
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signature, based on the height of the shield (defined as X).

Other graphic elements should not crowd the signature.
Placing the signature on a solid color background or on
a photo or illustration is not an intrusion of the minimum
clear space, providing maximum legibility is maintained.

One Line Department or Office

X

X

Minimum Clear Space

Signature Configuration DONT'S

DON'T alter the elements within the shield.

DON'T alter the letter space of the wordmark or the size relationship.

DON'T alter the space between the symbol and the wordmark.

DON'T substitute other typefaces in the configuration.

DON'T stretch or condense the symbol or wordmark.

Pattern

The shield may be used as a decorative element in a pattern on a variety of materials such as envelope interiors, endpapers, publication covers, tote bags, and architectural applications.

When the pattern is used in a printed or screen application, one of the approved signatures must also appear in its entirety.