Graphic Identity Guidelines

St.Mary's
COLLEGE *of* MARYLAND

The Public Honors College

CONTENTS

THE ROLE OF GRAPHIC IDENTITY

This document establishes rules for the consistent implementation of the St. Mary's College of Maryland graphic identity and offers recommendations for color and typography in print and electronic communications. These standards govern the development of communi-cations in all media created by internal and commissioned designers and producers. A well-managed graphic identity is key to effective communications. The use of these guidelines will contribute to a powerful and unified expression of the St. Mary's brand, and help maintain a strong brand identity for St. Mary's College of Maryland as a leading institution among its peers.

INSTITUTIONAL POSITIONING

St. Mary's graphic identity system reflects the college's position as Maryland's only charted public honors college, committed to providing the highest levels of academic excellence for all students.

The core of this system is the new St. Mary's wordmark. Emphasizing the name "St. Mary's," the wordmark projects a bolder and more confident outlook. By placing "College of Maryland" together on on line, we clearly state that the college is part of the Maryland system, distinguishing it from the many other St. Mary's Colleges. The brand recognition St. Mary's secured during the last decade allows the college to adopt this assertive, unadorned approach, which is employed by many of the most prestigious colleges and universities. Through repeated application of the wordmark, St. Mary's builds loyalty and awareness among its various audiences. Failure to use this wordmark, or approved variations of it, will diminish the identity system's effectiveness.

Our primary mark includes the tag line of "the Public Honors College," and comes in four variations, or lock-ups.

These wordmarks can be downloaded as JPG or PNG files at **www.smcm.edu/publications/ graphics** under the Marketing-Collateral-Logos section. For EPS and AI vector files, contact a staff member at **www.smcm.edu/publications/ staff.html**.

CENTERED

St Mary's
COLLEGE *of* MARYLAND
The Public Honors College

Our secondary mark has no tag line. The secondary mark is used for office and department lock-ups. Subordinate type should always be set in Baskerville SBOP Roman upper and lower case. If the wordmark prints in navy, the subordinate type should print in black or warm gray.

St Mary's
COLLEGE *of* MARYLAND

FLUSH LEFT

St Mary's
COLLEGE *of* MARYLAND
The Public Honors College

For merchandise and especially embroidered items, a simplified wordmark is available (St. Mary's) and also a symbolized wordmark (StM). These tertiary marks should not be used unless the primary and secondary marks are too large for the item being branded (for example, on embroidered merchandise where "College of Maryland" and "the Public Honors College" will be too small to be legible). See page 19 for examples of correct usage for the tertiary wordmarks.

These wordmarks can be downloaded as JPGs or PNG files at **www.smcm.edu/publications/graphics**.

St Mary's

StM

HORIZONTAL OPTIONS

St Mary's COLLEGE *of* MARYLAND
The Public Honors College

St Mary's
COLLEGE *of* MARYLAND • _The Public Honors College_

The St. Mary's College seal represents the history, tradition, and mission of the College. The seal is not immediately identifiable as representing St. Mary's, particularly when reproduced at smaller sizes. Therefore, the seal should not be used interchangeably with the College logo.

Use of the College seal is limited to the following:

• Formal College documents, such as diplomas, certificates, legal documents, contracts

• Communications from the Office of the President

The College seal should not be used on promotional materials, banners, general stationery, business cards, napkins, cups, College vehicles, or most campus signage. The seal may be used in certain architectural inlays in buildings when approved and authorized by the President's Executive Council.

The seal should be clear and readable when reproduced. As a guideline, the seal should be no smaller than 0.5" and no larger than one-third width of the printing surface (that is, the surface area of the official document being used). The seal may be reproduced in navy, warm gray, black, white, gold, and silver.

The College seal artwork is by request only. Contact a staff member at www.smcm.edu/publications/staff.html.
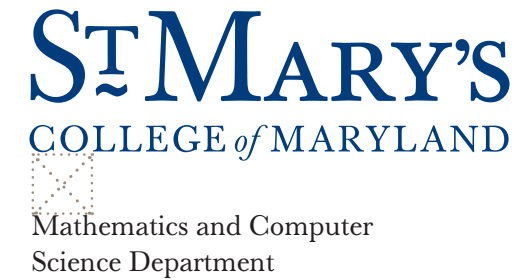
Each configuration that combines the wordmark and subordinate type in a defined relationship is referred to as a lock-up. Each lock-up is designed to satisfy specific application requirements of scale, media, and reproduction method. Each lock-up defines the relationship of the wordmark and subordinate type (size, scale, and position of each element). One of these recommended lock-up styles should be used whenever possible.

Subordinate type for a department or office should always be set in Baskerville SBOP Roman upper and lower case. Generally, if the wordmark prints in navy, the subordinate type should print in black or gray.

FLUSH LEFT, HORIZONTAL

St.Mary's
COLLEGE of MARYLAND
Mathematics and Computer Science Department

FLUSH LEFT, VERTICAL

St.Mary's
COLLEGE of MARYLAND
Mathematics and Computer Science Department

CENTERED

St.Mary's
COLLEGE of MARYLAND
Mathematics and Computer Science Department
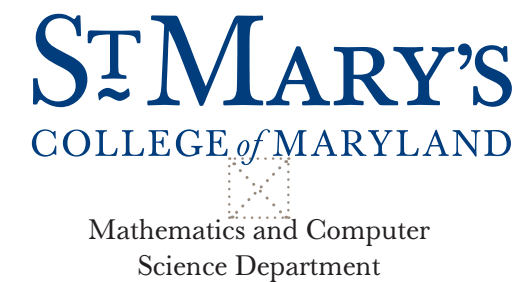
CLEAR SPACE

The visual character of the St. Mary's identity depends on clean, spacious, and elegant layouts. Always use the recommended clear space, as shown below, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo's impact.

See page 5 for examples of the correct spacing of text placed near the wordmark.

- Generous clear space and consistent placement are essential for maintaining the integrity of the identity and its consistent application.

- The clear space is measured by the height of the "small cap" letters (x-height) in the St. Mary's portion of the wordmark, as indicated in the diagram below. The minimum clear space must always be at least the width and height of one "x" on all sides of the wordmark. No typography or design element may be placed within this area.

smallcap
x-height

MINIMUM SIZE

Please follow these minimum-size guidelines to ensure the legibility and clarity of the St. Mary's wordmark in print layouts and Web site design. Do not reproduce the wordmark in print or electronic applications in a size smaller than that shown below.

.25"

The minimum height of "St. Mary's" in the wordmark is .25" for print usage; 25 pixels for electronic media.

.5"

The minimum diameter of the seal is .5" for print usage; 50 pixels for electronic media.

INCORRECT USAGE

The St. Mary's College of Maryland wordmark should be rendered with consistency and respect.

- It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

- It should never be interpreted in a playful manner, shown at an angle, or filled with pattern, texture, or photographic imagery.

Do not set the wordmark in alternate typefaces.

Do not add additional text to the wordmark except in an approved "lock-up" (see page 5)

Do not alter the letterforms or add special effects in any way.

Do not rescale, stretch or otherwise manipulate the wordmark.

Do not reproduce the wordmark in colors other than the approved college colors.

Do not use the wordmark on an angle other than a 90° angle.

Do not obscure the wordmark by placing other strong graphic elements near, next to, or behind a color logo. A white (reversed) logo is preferable in most instances.

Do not add a box or a shape to the wordmark.

The St. Mary's college colors are blue and white. They represent the core identity of the college and should be used across all communications. Warm gray is an accent color. Accurate color references are shown in the color-specifications table. When color printing is not an option, the wordmark should be printed in solid black (on white or light-color backgrounds) or reversed-out white (on dark backgrounds).

COLOR VARIATIONS

The St. Mary's wordmark may be reproduced in blue, or in black or white.

Color should always print 100 percent solid ink. Do not use gradients or tints of Pantone inks. Certain printing and reproduction methods may require the use of the black or reverse versions. Gold and silver are permitted for special circumstances (foil stamping).

PRINT COLOR SPECIFICATIONS

SPOT COLORS:
Pantone 281
Pantone Warm Gray 9

CMYK:
Navy Blue –   C:100 M:93 Y:32 K:31
Warm Gray –   C:48 M:47 Y:51 K:12

WEB RGB:
Navy Blue –   R:0 G:32 B:92
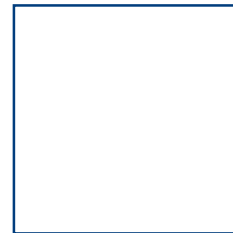Warm Gray –   R:132 G:120 B:112

WEB HEX:
Navy Blue –   00205c
Warm Gray –   847870

Note: Please be sure to use Pantone swatches to match colors. Colors reproduced in this document may not be accurate.

COLLEGE COLORS

Navy: Pantone 281

White

ACCENT COLOR

Pantone Warm Gray 9

These complementary colors do not replace the college colors. They have been selected because they compliment the college navy and warm gray and avoid unpleasing contrasts. These recommended colors might be used as highlights in publications or other promotional media. The main guideline when choosing such colors is that they avoid confusion with the college colors. Colors chosen should be sufficiently distinct from navy blue and warm gray to avoid the impression that they are variations of college colors. Different shades of blue or gray should be avoided as highlight colors. See page 16 for examples of correct complementary color palette usage.

PRINT COLOR SPECIFICATIONS

SPOT COLORS:
Pantone 1797
Pantone 356
Pantone 320
Pantone 1235
Pantone 7401
Pantone 729

CMYK:
Red –   C:10 M:100 Y:85 K:0
Green –   C:89 M:28 Y:100 K:16
Aqua –   C:80 M:22 Y:31 K:0
Gold –   C:0 M:30 Y:100 K:0
Lt Yellow –   C:3 M:10 Y:41 K:0
Brown –   C:26 M:49 Y:76 K:6

WEB RGB:
Red –   R:209 G:50 B:56
Green –   R:0 G:121 B:53
Aqua –   R:0 G:153 B:168
Gold –   R:255 G:184 B:29
Lt Yellow –   R:249 G:224 B:164
Brown –   R:183 G:129 B:79

WEB HEX:
Red –   d0343a
Green –   007935
Aqua –   0099a9
Gold –   ffb81d
Lt Yellow –   f7e0a5
Brown –   b68250

COMPLEMENTARY COLORS

Pantone 1797

Pantone 356

Pantone 320

Pantone 1235

Pantone 7401

Pantone 729

Note: Please be sure to use Pantone swatches to match colors. Colors reproduced in this document may not be accurate.

Typography is an important element of any design system and creates a distinctive and unified style for college communications. When applied consistently across the entire range of marketing communications, typography helps unify the appearance of all materials so that audiences recognize and become familiar with the St. Mary's identity.

Recommended fonts are shown at right. As a general rule, these fonts should be used for all communications materials. Other fonts may be used at the designer's discretion as long as they do not compete with or overshadow the St. Mary's wordmark or deviate from the integrity of the St. Mary's identity guidelines. Use of fonts other than the ones shown here should be approved by the Office of Marketing & Communications.

Note: These recommended fonts for designers are not standard on most computers. For general use, such as the body of a letter or HTML text in websites, Times and Arial will suffice (shown at far right).

SERIF

BaskervilleSBOP-Roman
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwx
1234567890

BaskervilleSBOP-Ita
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwxyz
1234567890

BaskervilleSBOP-RomanSC
ABCDEFGHIJKLMNOP
ABCDEFGHIJKLMNOPQRSTUV
1234567890

BaskervilleSBOP-Bol
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

BaskervilleSBOP-BolIta
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstu
1234567890

SANS SERIF

ITC Franklin Gothic Std Book
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Book Italic
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Medium
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Demi
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxy
1234567890

ITC Franklin Gothic Std Heavy
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvw
1234567890

ITC Franklin Gothic Std Book Condensed
ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Medium Italic
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Demi Italic
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

WEB FONTS

Arial
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

Times Roman
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold
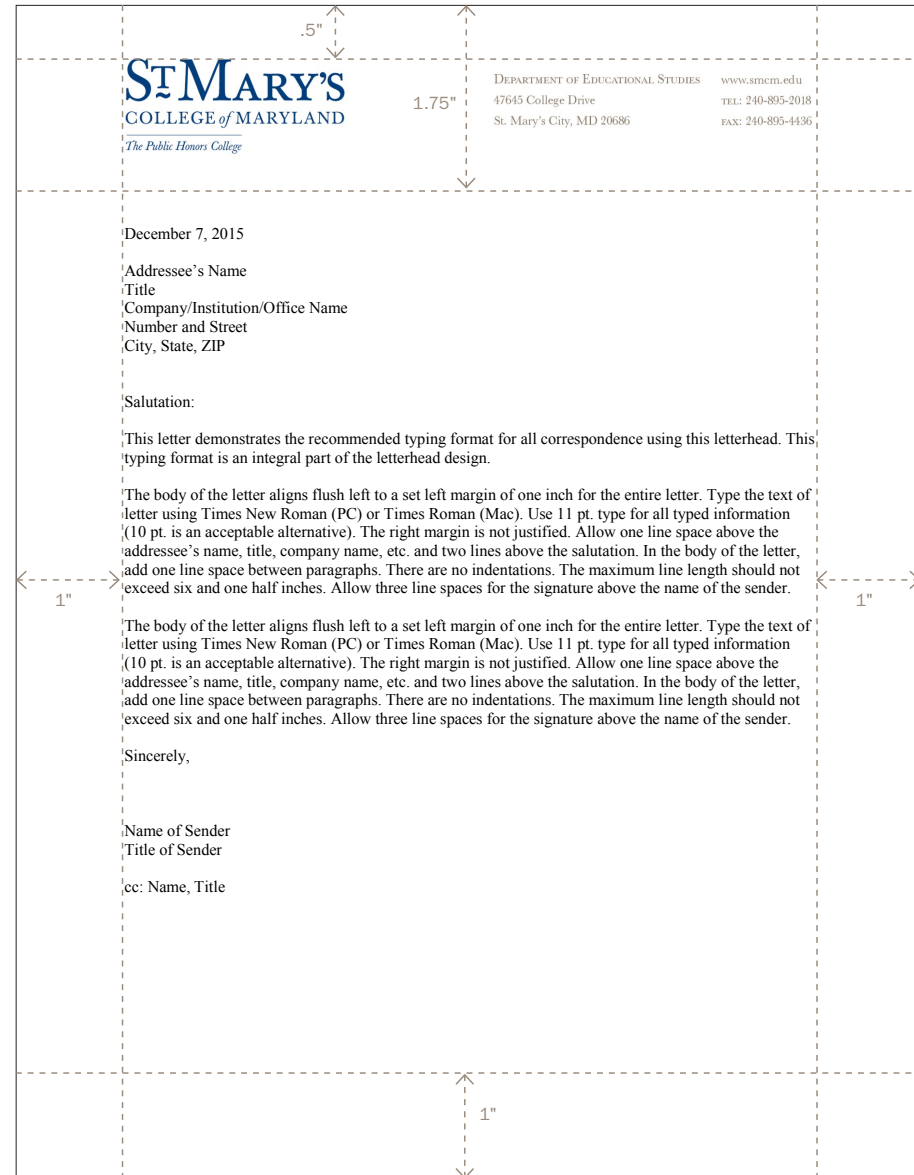**ABCDEFGHIJKLMNOP**
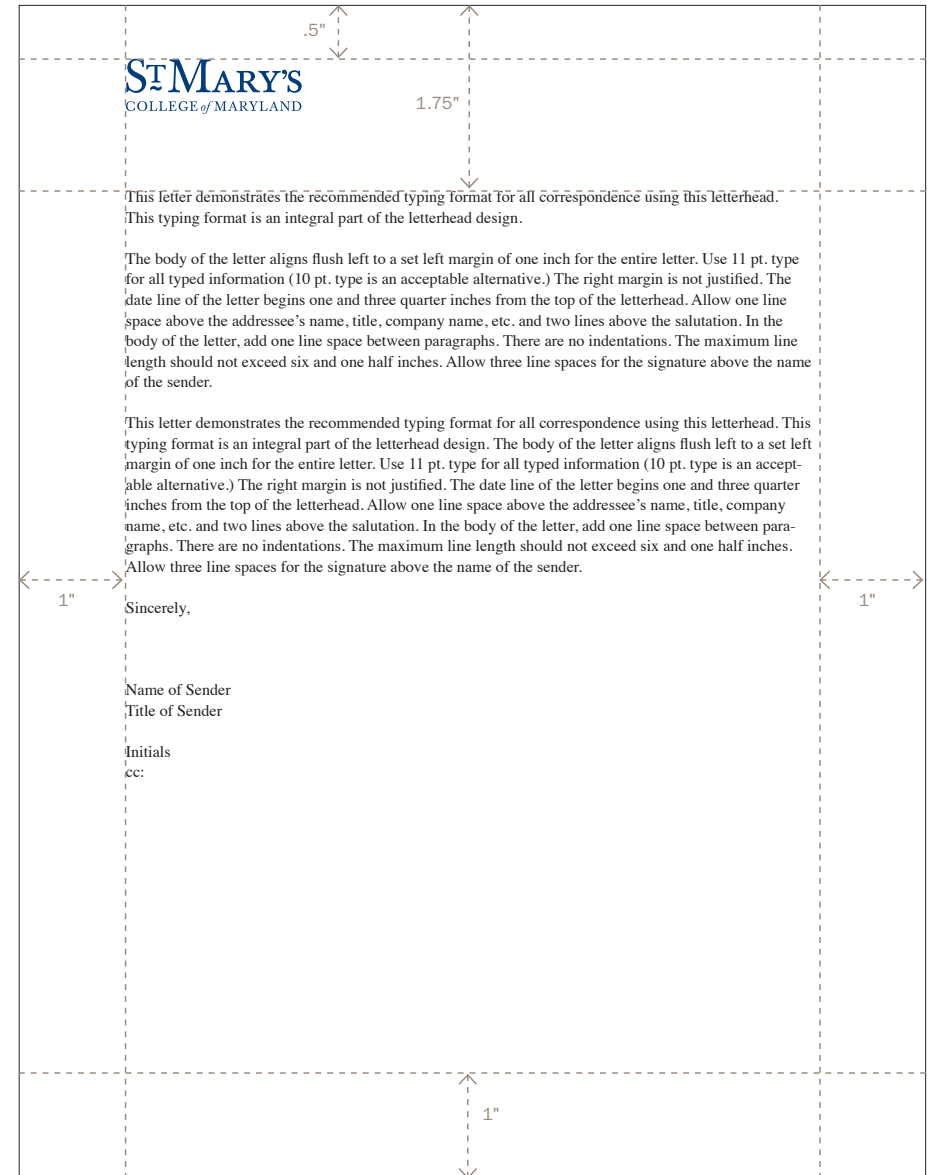**abcdefghijklmnopqrstuv**
1234567890

LETTERHEAD

College letterheads follow the format at right. The typing format for the standard letterhead and letterhead second sheet (shown at right) is an integral part of the design and should be followed.

Letters should be set in Times New Roman (Windows) or Times Roman (Mac) at 11 pt. The left and right margins should be set at 1". The upper margin should be set at 1.75" and the bottom margin at 1". The signature should be set flush left. The body copy is flush left—not justified.
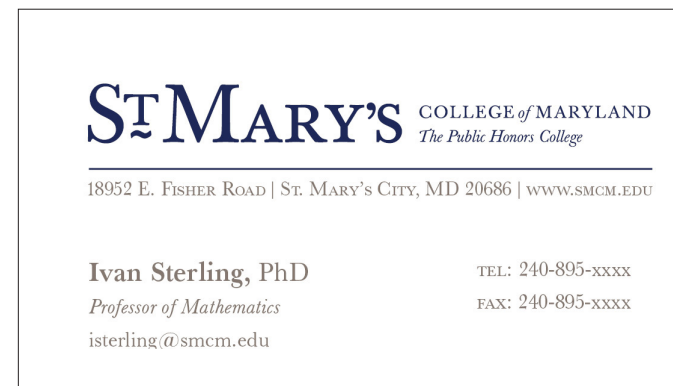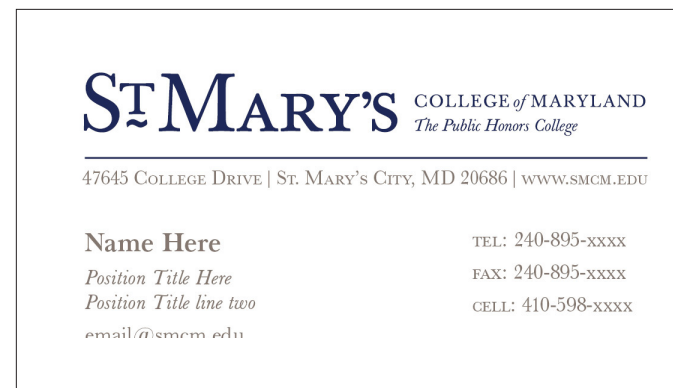
The date line of the letter begins one and three quarters inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc., and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

SECOND SHEET

.5"

1.75"

StMary's
COLLEGE of MARYLAND
The Public Honors College

DEPARTMENT OF EDUCATIONAL STUDIES   www.smcm.edu
47645 College Drive   TEL: 240-895-2018
St. Mary's City, MD 20686   FAX: 240-895-4436

December 7, 2015

Addressee's Name
Title
Company/Institution/Office Name
Number and Street
City, State, ZIP

Salutation:

This letter demonstrates the recommended typing format for all correspondence using this letterhead. This typing format is an integral part of the letterhead design.

The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Type the text of letter using Times New Roman (PC) or Times Roman (Mac). Use 11 pt. type for all typed information (10 pt. is an acceptable alternative). The right margin is not justified. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Type the text of letter using Times New Roman (PC) or Times Roman (Mac). Use 11 pt. type for all typed information (10 pt. is an acceptable alternative). The right margin is not justified. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

Sincerely,

Name of Sender
Title of Sender

cc: Name, Title

1"   1"

1"

.5"

StMary's
COLLEGE of MARYLAND

1.75"

This letter demonstrates the recommended typing format for all correspondence using this letterhead. This typing format is an integral part of the letterhead design.

The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Use 11 pt. type for all typed information (10 pt. type is an acceptable alternative.) The right margin is not justified. The date line of the letter begins one and three quarter inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.
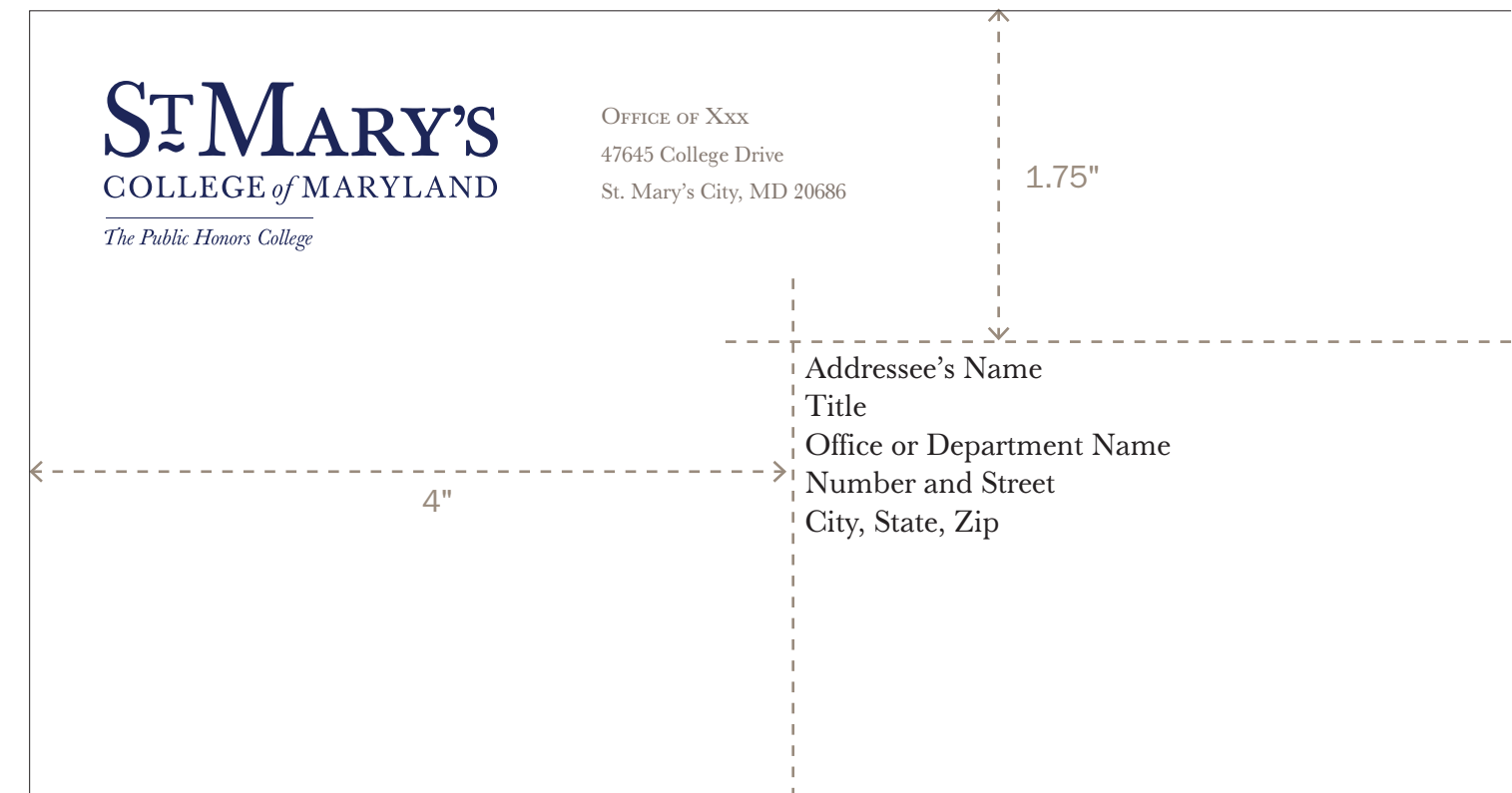
This letter demonstrates the recommended typing format for all correspondence using this letterhead. This typing format is an integral part of the letterhead design. The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Use 11 pt. type for all typed information (10 pt. type is an acceptable alternative.) The right margin is not justified. The date line of the letter begins one and three quarter inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

Sincerely,

Name of Sender
Title of Sender

Initials
cc:

1"   1"

1"

BUSINESS CARDS

St Mary's COLLEGE *of* MARYLAND
The Public Honors College

47645 COLLEGE DRIVE | ST. MARY'S CITY, MD 20686 | WWW.SMCM.EDU

Name Here
Position Title Here
Position Title line two
email@smcm.edu

TEL: 240-895-xxxx
FAX: 240-895-xxxx
CELL: 410-598-xxxx

St Mary's COLLEGE *of* MARYLAND
The Public Honors College

18952 E. FISHER ROAD | ST. MARY'S CITY, MD 20686 | WWW.SMCM.EDU

Ivan Sterling, PhD
Professor of Mathematics
isterling@smcm.edu

TEL: 240-895-xxxx
FAX: 240-895-xxxx

#10 ENVELOPE

Address on envelope should be typed as shown, 4" from left and 1.75" from top.

St Mary's
COLLEGE *of* MARYLAND

The Public Honors College

OFFICE OF XXX
47645 College Drive
St. Mary's City, MD 20686

1.75"

Addressee's Name
Title
Office or Department Name
Number and Street
City, State, Zip

4"

Poster/Flyer Footers: Blue (full bleeds) and White (no bleeds)

8.5 x 11"

8.5 x 14"

11 x 17"

Bottom portion is reserved for only the college logo.

InDesign templates with the footer in place and jpg files to place at the bottom of Publisher, Word and PowerPoint documents are available in the sizes shown above.
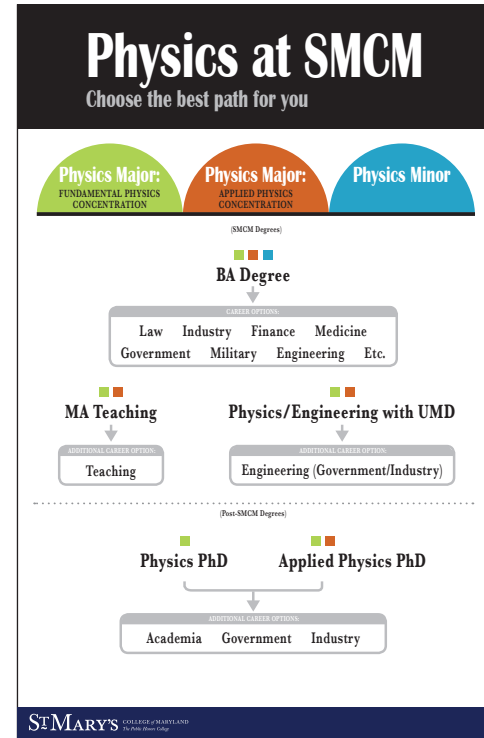
Early Action postcard
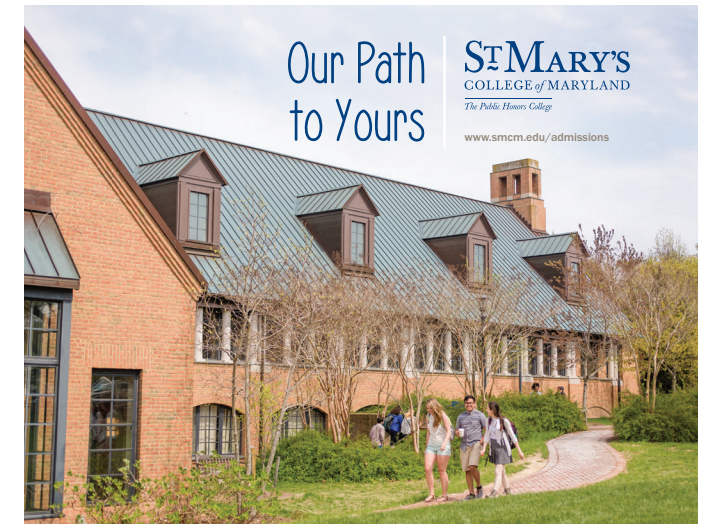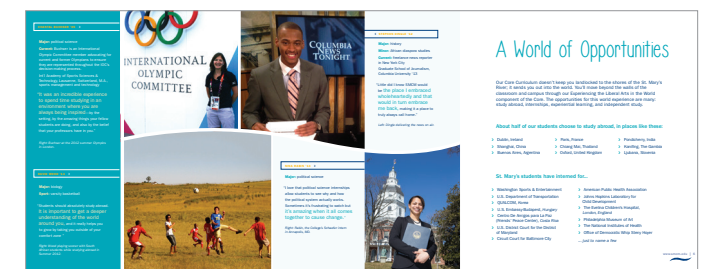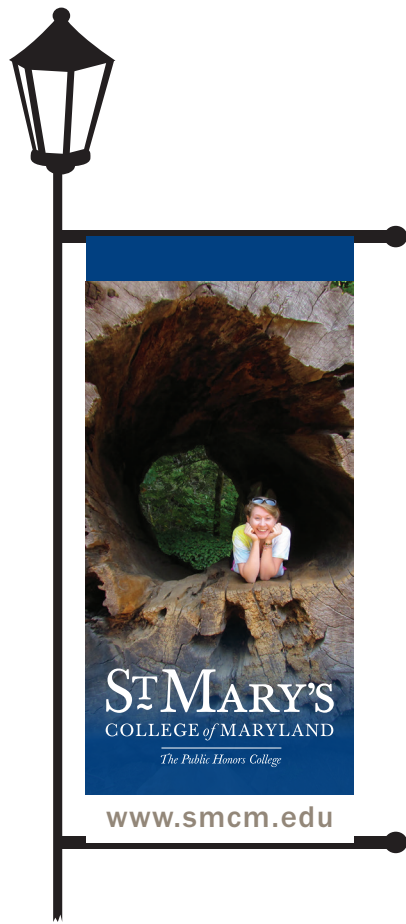
Viewbook cover and inside spreads utilizing College complementary colors

Seahawk Graphic Identity Guidelines

St Mary's
Seahawks

CONTENTS

Our seahawk logo is comprised of three components:

1. "St. Mary's" portion borrowed from the College logo

2. the seahawk head

3. the word "Seahawks" or a sports team or athletic department name

No components may be removed from these lockups, other than what is shown in the styleguide. The "Seahawks" text may be swapped for a sport's team or athletic department name only. This portion of the logo may not be removed altogether.

See pages 32-34 for examples of proper logo usage.

The seahawk logo is available in two variations, or lock-ups: flush left and centered, and a single illustrative seahawk head mark that may be used alone.

FLUSH LEFT

SEAHAWK HEAD

These logos can be downloaded as JPG or PNG files at
www.smcm.edu/publications/graphics.

CENTERED

Just as the St. Mary's College colors are navy and white, so too are the Seahawk colors. They represent the core identity of the college's athletic department and sports teams and should be used across all athletic related communications. Gold is an accent color. Accurate color references are shown in the color-specifications table. When color printing is not an option, the wordmark should be printed in solid black (on white or light-color backgrounds) or reversed-out white (on dark backgrounds).

COLOR VARIATIONS

The St. Mary's Seahawk logo may be reproduced in its standard color palette version: navy/white/gold, or in one-color variations: navy, black, and white.

Color should always print 100 percent solid ink. Do not use gradients or tints of Pantone inks. Certain printing and reproduction methods may require the use of the black or reverse versions.

As a rule of thumb: navy and white should be the primary colors used, with gold as a smaller percentage as to not confuse the main college and seahawk colors of navy and white.

PRINT COLOR SPECIFICATIONS

SPOT COLORS:
Pantone 281
Pantone 7406

CMYK:
Navy Blue –   C:100 M:93 Y:32 K:31
Seahawk Gold –   C:0 M:25 Y:100 K:0

WEB RGB:
Navy Blue –   R:0 G:32 B:92
Seahawk Gold –   R:255 G:194 B:14

WEB HEX:
Navy Blue –   00205c
Seahawk Gold –   FEC10D

Note: Please be sure to use Pantone swatches to match colors. Colors reproduced in this document may not be accurate.

COLLEGE COLORS

Navy: Pantone 281

White

ACCENT COLOR

Gold: Pantone 7406

The flush left, centered, and seahawk head logos are available in the color variations below. At no time should the logos be recreated in any other color or color combinations, including gold which is reserved as an accent color exclusively.

Each configuration that combines the wordmark and subordinate type in a defined relationship is referred to as a lock-up. Each lock-up is designed to satisfy specific application requirements of scale, media, and reproduction method. Each lock-up defines the relationship of the wordmark and subordinate type (size, scale, and position of each element). One of these recommended lock-up styles should be used whenever possible.

Subordinate type for a sport, department, or office should always be set in ITC Franklin Gothic STD Book upper and lower case. Generally, if the logo prints in navy or navy with gold accent, the subordinate type should print in navy or gold.
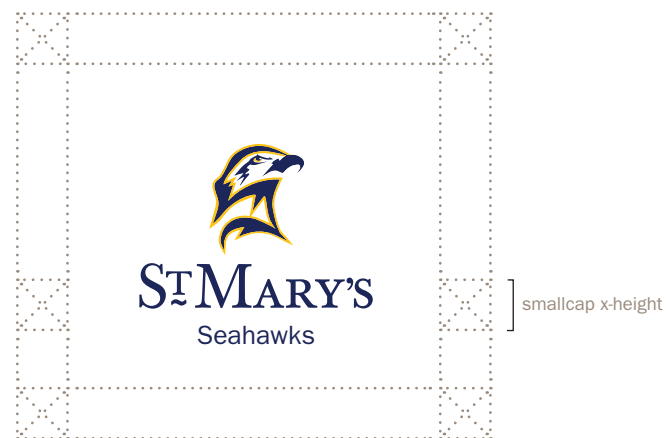
FLUSH LEFT, HORIZONTAL

subordinate type

subordinate type may be reproduced in gold as an alternate option

CENTERED

CLEAR SPACE

The visual character of the St. Mary's Seahawk identity depends on clean, spacious, and elegant layouts. Always use the recommended clear space, as shown below, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo's impact.

See page 25 for examples of the correct spacing of text placed near the wordmark.

• Generous clear space and consistent placement are essential for maintaining the integrity of the identity and its consistent application.

• The clear space is measured by the height of the "small cap" letters (x-height) in the St. Mary's portion of the wordmark, as indicated in the diagram below. The minimum clear space must always be at least the width and height of one "x" on all sides of the wordmark. No typography or design element may be placed within this area.

smallcap x-height

smallcap x-height

MINIMUM SIZE

Please follow these minimum-size guidelines to ensure the legibility and clarity of the St. Mary's Seahawk wordmark in print layouts and Web site design. Do not reproduce the wordmark in print or electronic applications in a size smaller than that shown below.

.25"

The minimum height of "St. Mary's" in the wordmark is .25" for print usage; 25 pixels for electronic media.

.5"
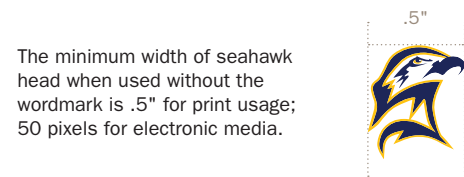
The minimum width of seahawk head when used without the wordmark is .5" for print usage; 50 pixels for electronic media.

1/3 width of head

INCORRECT USAGE

The St. Mary's Seahawk wordmark should be rendered with consistency and respect.

• It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

• It should never be interpreted in a playful manner, shown at an angle, or filled with pattern, texture, or photographic imagery.

Do not set the wordmark in alternate typefaces.

Do not add additional text to the wordmark except in an approved "lock-up" (see page 5)

Do not alter the letterforms or add special effects in any way.

Do not rescale, stretch or otherwise manipulate the wordmark.

Do not swap colors (see page 23 for approved color variations).

Do not recreate the one color versions (see page 23 for approved color variations).

Do not reproduce the wordmark in colors other than the approved variations (see page 23).

Do not use the wordmark on an angle other than a 90° angle.

Do not obscure the wordmark by placing other strong graphic elements near, next to, or behind a color logo. A white (reversed) logo is preferable in most instances.

Do not add a box or a shape to the wordmark.

Typography is an important element of any design system and creates a distinctive and unified style for college communications. When applied consistently across the entire range of marketing communications, typography helps unify the appearance of all materials so that audiences recognize and become familiar with the St. Mary's Seahawk identity.

Recommended fonts are shown at right. As a general rule, these fonts should be used for all communications materials. Other fonts may be used at the designer's discretion as long as they do not compete with or overshadow the Seahawk logo or deviate from the integrity of the graphic identity guidelines. Use of fonts other than the ones shown here should be approved by the Office of Marketing & Communications.

Note: These recommended fonts for designers are not standard on most computers. For general use, such as the body of a letter or HTML text in websites, Times and Arial will suffice (shown at far right).

SERIF

BaskervilleSBOP-Roman
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwx
1234567890

BaskervilleSBOP-Ita
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwxyz
1234567890

BaskervilleSBOP-RomanSC
ABCDEFGHIJKLMNOP
ABCDEFGHIJKLMNOPQRSTUV
1234567890

BaskervilleSBOP-Bol
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

BaskervilleSBOP-BolIta
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

UNIFORMS & OCCASIONAL ACCENT USE (see page 32 for examples)

COLLEGE-REGULAR
ABCDEFGHIJKLMNOPQRSTUV
1234567890

COLLEGE-BOLD
ABCDEFGHIJKLMNOPQRSTUV
1234567890

SANS SERIF

ITC Franklin Gothic Std Book
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Book Italic
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Medium
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Demi
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxy
1234567890

ITC Franklin Gothic Std Heavy
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvw
1234567890

ITC Franklin Gothic Std Book Condensed
ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWX
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Medium Italic
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std Demi Italic
ABCDEFGHIJKLMNOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

WEB FONTS

Arial
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuv
1234567890

Times Roman
ABCDEFGHIJKLMNOP
abcdefghijklmnopqrstuvwxyz
1234567890

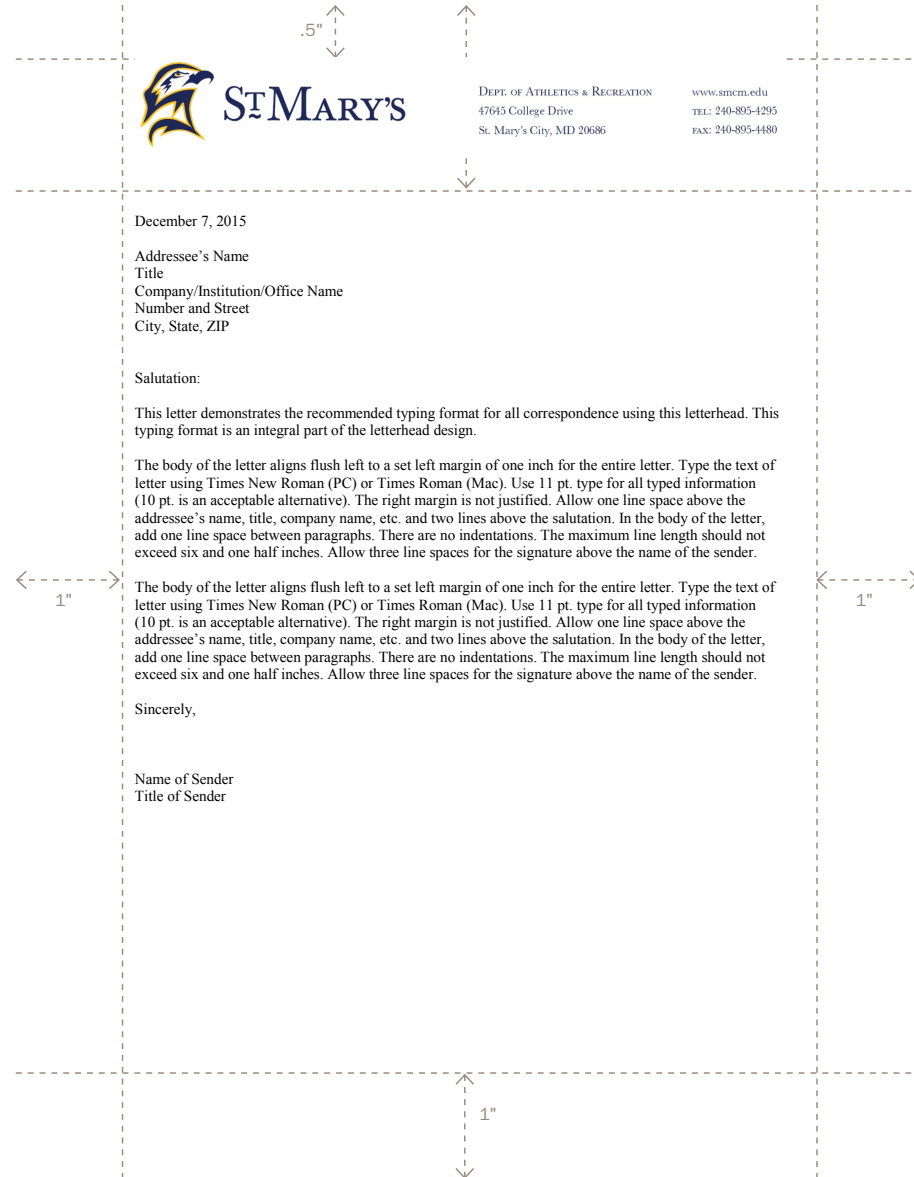**Times Bold**
ABCDEFGHIJKLMNOP
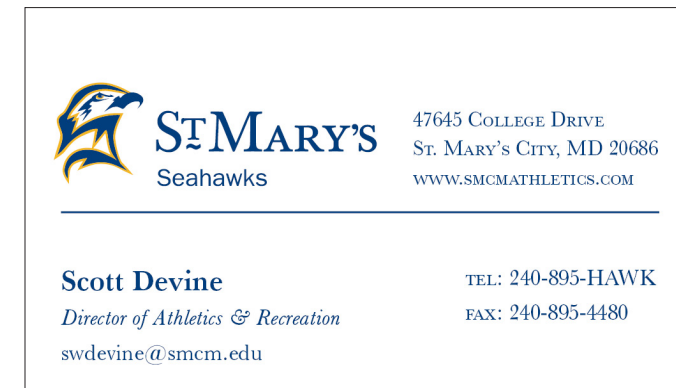**abcdefghijklmnopqrstuv**
1234567890

LETTERHEAD

Seahawk letterheads follow the format at right. The typing format for the standard letterhead and letterhead second sheet (shown at right) is an integral part of the design and should be followed.

Letters should be set in Times New Roman (Windows) or Times Roman (Mac) at 11 pt. The left and right margins should be set at 1". The upper margin should be set at 1.75" and the bottom margin at 1". The signature should be set flush left. The body copy is flush left—not justified.

The date line of the letter begins one and three quarters inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc., and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

.5"

1"

1"

1"

St Mary's

Dept. of Athletics & Recreation
47645 College Drive
St. Mary's City, MD 20686

www.smcm.edu
TEL: 240-895-4295
FAX: 240-895-4480

December 7, 2015

Addressee's Name
Title
Company/Institution/Office Name
Number and Street
City, State, ZIP

Salutation:

This letter demonstrates the recommended typing format for all correspondence using this letterhead. This typing format is an integral part of the letterhead design.

The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Type the text of letter using Times New Roman (PC) or Times Roman (Mac). Use 11 pt. type for all typed information (10 pt. is an acceptable alternative). The right margin is not justified. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Type the text of letter using Times New Roman (PC) or Times Roman (Mac). Use 11 pt. type for all typed information (10 pt. is an acceptable alternative). The right margin is not justified. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.
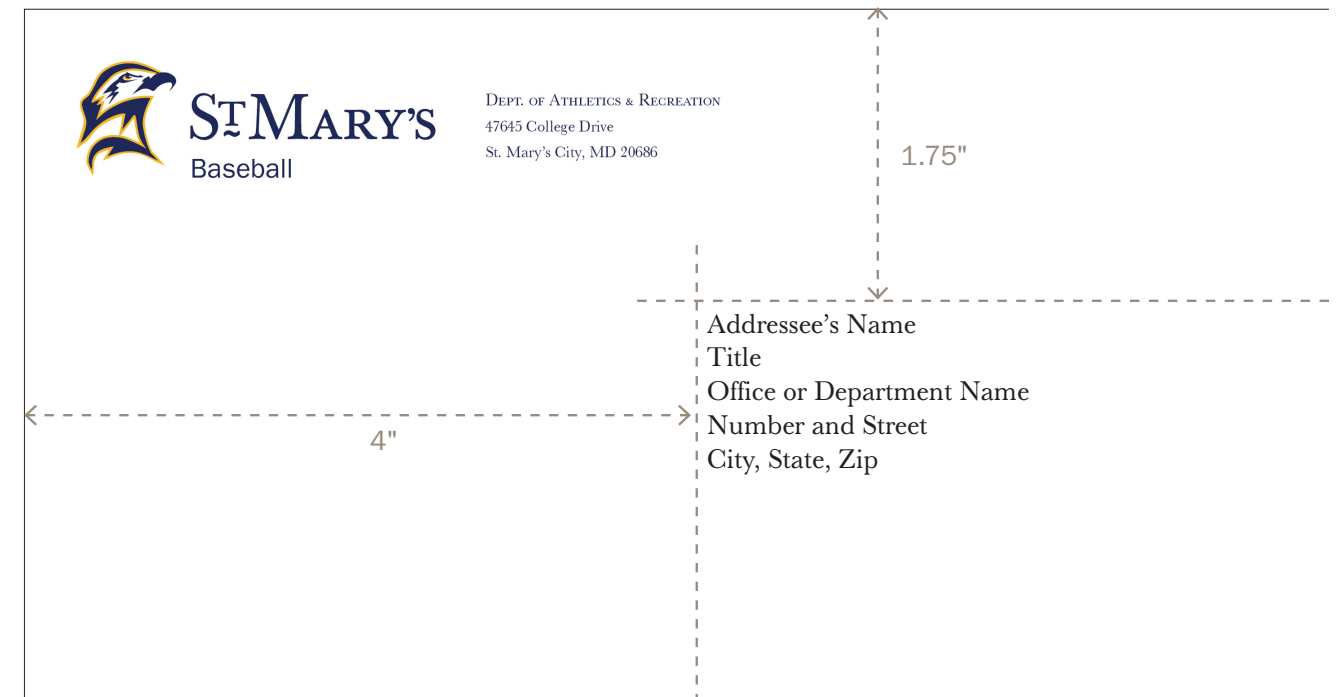
Sincerely,

Name of Sender
Title of Sender

BUSINESS CARDS

St Mary's
Seahawks

47645 College Drive
St. Mary's City, MD 20686
WWW.SMCMATHLETICS.COM

Scott Devine
Director of Athletics & Recreation
swdevine@smcm.edu

TEL: 240-895-HAWK
FAX: 240-895-4480

#10 ENVELOPE

Address on envelope should be typed as shown, 4" from left and 1.75" from top.

St Mary's
Baseball

Dept. of Athletics & Recreation
47645 College Drive
St. Mary's City, MD 20686

1.75"

4"

Addressee's Name
Title
Office or Department Name
Number and Street
City, State, Zip

The text artwork, "St. Mary's" and "Seahawks" is to be used on jerseys and uniforms. They should not be used together to form one logo, or combined with any other logo variations.

"College" block font (or a similar style font) may be used for the letters instead, as seen in the examples to the right.

COLORS:

Following common sports uniform practices, home jerseys should say "Seahawks" on the front and "St. Mary's" on the back, while away jerseys say "St. Mary's" on the front and "Seahawks" on the back, as shown in examples on page 32.

Uniforms (shirts, shorts, pants, jackets, etc.) should be either navy or white to reinforce the primary college/seahawk colors. Neutral gray may be used in approved situations (i.e., baseball). For uniforms, gold is reserved as an accent color.

TEXT ARTWORK:

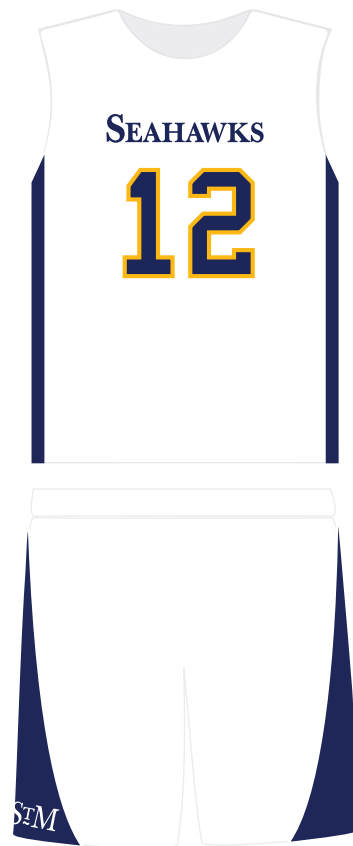## ST MARY'S

SEAHAWKS

UNIFORM LETTER & NUMBER EXAMPLES:

Uniform Text Option 1:
College font used for all text on uniforms

Uniform Text Option 2:
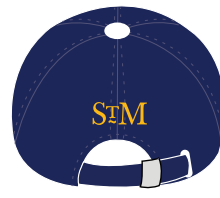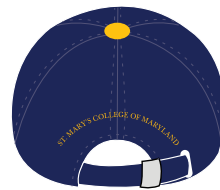*College* font used for numbers and wordmark artwork used for letters

ST. MARY'S
12

SEAHAWKS
12

BACK:

SEAHAWKS
12

BACK:

ST MARY'S
12

FRONT:

The upper right corner should be reserved for the official college athletics branding.

St Mary's
Field Hockey

BACK:

Additional graphics may be placed on the back of shirts or on sleeves.

SEAHAWKS

Uniforms **should not** utilize more gold than navy.

Uniforms **should not** utilize more gold than navy.

Do not use "St. M" artwork as main graphic on large items where the Seahawk logo would fit (see page 3).

Do not use "St. M" artwork as main graphic. (see page 3).

Incorrect shirt layout. **Do not** change seahawk head colors.

Incorrect shirt layout. **Do not** change seahawk head colors.

Do not use blue on blue. Use reverse/white version of seahawk head logo.

STMARY'S
COLLEGE *of* MARYLAND

STMARY'S
Seahawks

Office of Publications

47645 College Drive

St. Mary's City, MD 20686-3001

www.smcm.edu/publications