

Salve Regina University Brand Guidelines

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The Salve Regina Story

This language serves as a companion to the visual brand and a reservoir of inspiration for the University's communications going forward:

The world urgently needs what Salve offers: A national university driven by the Critical Concerns of the Sisters of Mercy — Earth, immigration, women, racism, nonviolence — that are more relevant than ever. Students, faculty, and staff who engage with timeless questions and urgent issues in inspiring new ways. A four-year program — the Salve Compass — that helps every undergraduate student connect their passions and their pursuits, their values and their vision of the future. Creative, compassionate, collaborative graduates who have the skills, the will, and the values to move the world forward. Our mission calls us to be bold — for our students and for our communities. We're proud to respond to that call.

Logo

LEVEL 1

University Logo

The Salve Regina University logo is the keystone of our visual identity. The logo, or a University unit or department logo, should be used on all communications materials.

Using the logo consistently will enhance the recognition of the University by all audiences. The official logos feature a center stacked layout and a horizontal, left-aligned logo. The official logo used when communicating with external audiences. When appropriate, it may be substituted with the secondary left aligned or “Newport” logos.



Official Logo



University Logo Variations

Variations on primary mark include a left-aligned logo and logo with an abbreviated school name and location (Newport, R.I.). The primary stacked logo should be the first choice when the University logo is used. When space is constrained or if there is a desire to use a less formal mark, the primary logo may be substituted with one of these logo variations.



Crest



Salve Newport Logo



Salve Only Logo

The Crest

1 Ironwork

The open gates of Ochre Court, the iconic heart of our campus, symbolize the start of Salve students' academic journey and the celebration of their achievements at graduation. Along the way, the University welcomes students to open their minds to intellectual pursuits and critical thought through teaching and research.

The founding Sisters of Mercy were intentional in ensuring that the gates would remain open, inviting students across generations to join a community of learners who make a difference by turning empathy into action.

2 Compass

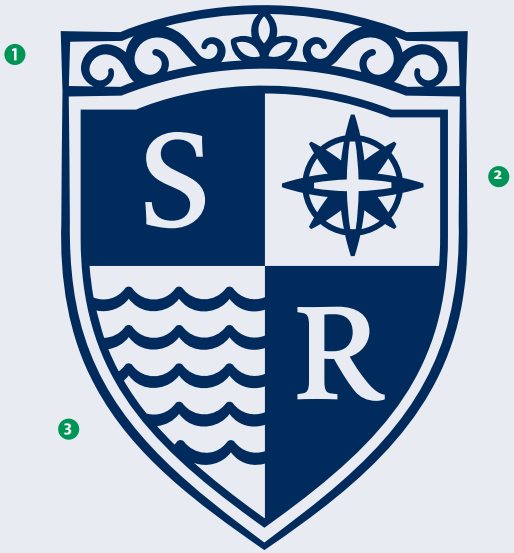
The compass symbolizes the University's strategic vision and mission to prepare students to navigate their lives with enduring values, address complex critical concerns, and work for a world that is harmonious, just, and merciful. The compass also represents a dedication to the core values and guiding principles that serve as the foundation for Salve's transformative educational experience. As the University continues to rise in distinction, these ideals will continue to inspire innovation across curricular and co-curricular programming.

Embedded in the compass, the Mercy Cross symbolizes the University's commitment to its Catholic heritage and the vision of its founders. Welcoming people of all beliefs, Salve is dedicated to creating a community of belonging, compassion and mercy.

3 Water

The ocean waves symbolize Salve's amazing location and deep connection to its home in Newport, Rhode Island. A rich history of collaboration between the University and the surrounding community illustrates the ways in which students are shaped by vast opportunities for experiential learning and service.

Salve students learn, live and make a difference in their home away from home through fieldwork, clinical placements, internships, research, volunteerism and more — an impactful exchange between the campus community and the City by the Sea.



University Logo Usage

The logo must be reproduced from high-resolution digital artwork.

As the primary graphic identity for the University, the formal logo (or official unit logo) must appear on all communications, including brochures, stationery, business cards and websites.

The logo may not be cut or cropped in any way.

If you have any questions about the use of the Salve Regina University logo, please contact the Marketing and Communications Department/ Design Services at salvedesign@salve.edu.





University Logo Clearspace

Appropriate clearspace should always be left around the logo border. Clearspace can be measured by comparing the space around the mark to the initial “S.”



Do Not Use Page

The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, the vertical line, outlines, embellishments and manipulating the design of the crest. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

The logo may not be cut or cropped in any way.

If you have any questions about the use of the Salve Regina University logo, please contact the Marketing and Communications Department/ Design Services at salvedesign@salve.edu.



DO NOT
Apply outlines



DO NOT
Add drop shadows



DO NOT
Apply gradients



DO NOT
Stretch



DO NOT
Elongate



DO NOT
Change colors



DO NOT
Add patterns or images



DO NOT
Adjust the proportion
of crest to text size



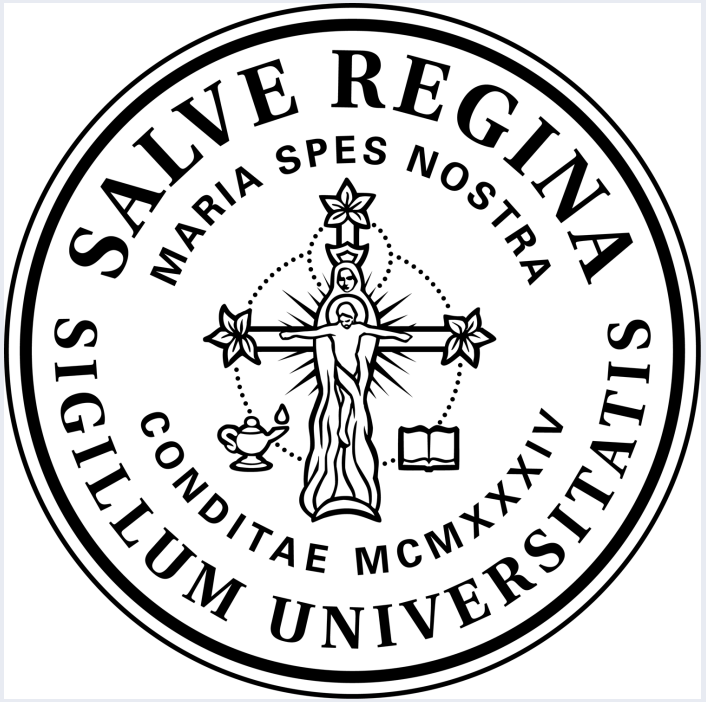
DO NOT
Alter the design
of the crest

University Seal

The Salve Regina University seal is used for only the most formal occasions, appearing on University diplomas, formal invitations and ceremonial documents deemed appropriate by the Office of the President.

It is not downloadable and may not be used as a graphic element without permission from the office of Marketing and Communications.

If you have any questions about the use of the Salve Regina University seal, please contact the Marketing and Communications Department/ Design Services at salvedesign@salve.edu.



Logo

LEVEL 2

Unit Logos

Unit logos are a way of branding individual units within the University. University units include approved offices, academic departments, centers and institutes.

There are two unit logo designs - 1) for centers and institutes and 2) for offices or departments. Any group meeting one of these criteria is eligible to receive a unit logo, which must be created by Design Services.

Unit logos can replace the main Salve Regina University logo on printed and online materials; it is not necessary to use both logos. All unit logos will follow the same design format with only the name of the unit changing.

DESIGN: CENTERS AND INSTITUTES





DESIGN: OFFICES OR DEPARTMENTS





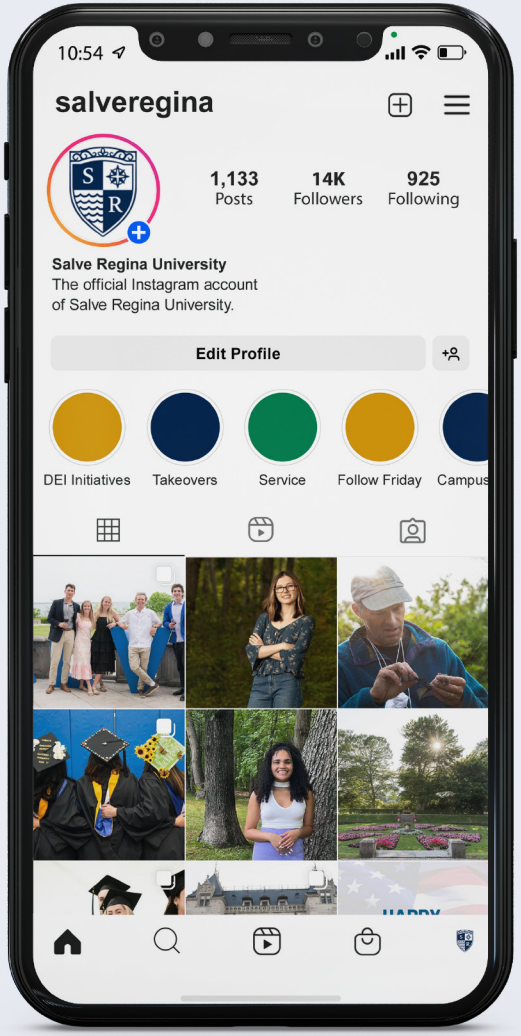


Logo

LEVEL 3

Social Media

Primary Account Logo



Colors

Color Palette

The primary color of Salve Regina University is Pantone 295. This is the preferred color that should be used in most applications. Secondary colors should be used sparingly to add dimension to a design. Tertiary colors are reserved as accent colors in print and digital applications such as sidebars, subheads.

PRIMARY COLOR

PANTONE 295
CMYK 100 69 8 54
RGB 0 45 91
HEX #002D58

PRIMARY COLOR

CMYK 0 0 0 0
RGB 0 0 0
HEX #ffffff

SECONDARY COLOR

PANTONE 117
CMYK 6 27 100 12
RGB 213 166 25
HEX #D5A619

SECONDARY COLOR

PANTONE 7725
CMYK 97 0 86 15
RGB 0 148 87
HEX #009457

Color Ratio
Below is a guide for recommended color ratios in compositions/layout.



Typography

Typography

PRIMARY

American type designer Michael Abbink created this serif font between 2009 and 2010. The family has 12 weights, ranging from Regular to Black (including italics) and is ideally suited for advertising and packaging, book text, editorial and publishing, logo, branding and creative industries as well as small text.

As part of the Salve Regina University brand, TT Tsars A is best used for headlines and display copy.

Milo Serif Pro

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

PRIMARY

American type designer Michael Abbink created this serif font between 2009 and 2010. The family has 12 weights, ranging from Regular to Black (including italics) and is ideally suited for advertising and packaging, book text, editorial and publishing, logo, branding and creative industries as well as small text.

As part of the Salve Regina University brand, TT Tsars A is best used for headlines and display copy.

Milo Pro

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

ALTERNATIVE

Garamond Premier Pro had its genesis in 1988 when Adobe senior type designer Robert Slimbach visited the Plantin-Moretus Museum in Antwerp, Belgium, to study their collection of Claude Garamond's metal punches and type designs. By modeling Garamond Premier Pro on these hand-cut type sizes, Slimbach has retained the varied optical size characteristics and freshness of the original designs, while creating a practical 21st-century type family.

Garamond Premier Pro contains an extensive glyph complement, including central European, Cyrillic and Greek characters, and is offered in five weights ranging from light to bold.

As part of the Salve Regina University brand, Garamond Premiere Pro is best used for body copy and captions.

Garamond Premiere Pro

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

SECONDARY

Franklin Gothic is a large family of sans-serif typefaces in the industrial or grotesque style developed in the early years of the 20th century by the type foundry American Type Founders.

As part of the Salve Regina University brand, Franklin Gothic is best used for digital copy as headlines and body copy.

Franklin Gothic

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*