

University of Saint Mary Branding Standards & Style Guide

We have one official school logo – and the fonts are proprietary. The main or “stacked” logo should be used whenever possible.

PMS 289 – Dark Blue

PMS 109 - Gold



Horizontal orientation may be used when vertical spacing is an issue. This version is also commonly used for headers within the university’s website.



Additional acceptable logo usage:

White letters with black drop shadow on dark blue back ground – No spire in some cases – extremely limited – such as web.



University Seal – is for limited use, mainly when referring to academic excellence in brochures or for commencement. Use sparingly – and usage must be approved by V.P. of Marketing.



Best Midwestern College Distinction – blurb to accompany mention – may delete “parents” when recruiting adult students.



The Princeton Review has honored USM as a “Best Midwestern College” for the past five years for academic excellence and feedback from students, parents, educators, and *Princeton Review* staff.

Accreditations:

- The university is regionally accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools (NCA).



Accreditations continued:

- Kansas State Department of Education



NCATE stands for National Council for Accreditation of Teacher Education



The following blurbs must appear in print materials when mentioning NCATE accreditation. On the web, a link to the blurb is sufficient.

University of Saint Mary is accredited by the National Council for Accreditation of Teacher Education (NCATE). This accreditation covers initial teacher preparation programs and advanced educator preparation programs. NCATE is recognized by the U.S. Department of Education and the Council for Higher Education Accreditation to accredit programs for the preparation of teachers and other professional school personnel.

CCNE – Commission on Collegiate Nursing Education

Please note that USM is not accredited by CCNE, rather USM's Bachelor of Science in Nursing program is fully accredited by CCNE.



The following blurbs must appear in print materials when mentioning CCNE accreditation. In online ads, the seal or mention must be hyperlinked to the blurb.

The Bachelor of Science in Nursing program at the University of Saint Mary is accredited by the Commission on Collegiate Nursing Education (CCNE), One Dupont Circle, NW, Suite 530, Washington, DC 20036, (202) 887-6791.

IACBE – International Assembly for Collegiate Business Education – the following blurb must appear in print materials when mentioning IACBE. In online ads, the seal or mention must be hyperlinked to the blurb. [found at <http://www.stmary.edu/academics/Default.asp>]



The University of Saint Mary has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE), located in Olathe, Kansas. The business programs in the following degrees are accredited by the IACBE:

- Bachelor Degree of Science in Business Administration and Accounting, with concentrations in general management and marketing.
- Master Degree of Business Administration with concentrations in General Management, Human Resource Management, Finance, Health Care Management, and Marketing/Advertising Management

Brand Identity – traditional, classic, and friendly

Sponsored by the Sisters of Charity of Leavenworth – should include when possible

Voice and Tone – friendly, conversational, we use “you” language as much as possible in marketing materials to engage prospective students.

Fonts: in body text in print materials we lean towards Times New Roman style to mimic our logo font. Body copy text should be no smaller than 11 point type to ensure ease of readability.

Headlines and photo captions may be sans serif fonts such as Arial, Verdana, Helvetica, etc. Headlines should be at least 2 point sizes bigger than body text and may be bolded. Photo captions should be aligned left and no smaller than 10 point type.

Align Left Body Copy text– we never justify body copy. Always align left, avoiding syllable word splits at end of lines and orphans and widows. Tighten kerning if need be. But don’t go beyond -.2 tightening.

When to list USM – Must spell out first with (USM) at end, can use USM in 2nd mention.

Main Campus taglines: Be Inspired
 Realize Your God-given Potential

Overland Park Campus taglines:

Small Campus. Big Ideals (but we don’t use it very much any more)
and
Your success matters to us!

Main Campus Address: 4100 South 4th Street
 Leavenworth, KS 66048

SAINT MARY WRITING GUIDELINES

We adhere to the Associated Press Stylebook for writing style, with a few exceptions we will list below. Also listed below, writing guidelines specific to the University of Saint Mary or academic life on campus.

1. **Never abbreviate “Saint”** when spelling out the institution’s name and avoid the possessive form when referring to the University of Saint Mary.

We are the University of Saint Mary

NOT the University of St. Mary or Saint Mary’s

The only allowable exception for abbreviating “Saint” is in our web address:

www.stmary.edu

2. **Call us by the right name**

Do not refer to us as Saint Mary College or Saint Mary’s College. We became the University of Saint Mary on July 1, 2003. Our acronym is USM. Only use this after you have first spelled out University of Saint Mary (USM) in you copy.

Do not refer to us as Saint Mary’s University – we are USM not SMU

3. Additional word spelling and formatting preferences:

- “email” versus “e-mail”
- “theatre” versus “theater”
- “advisor” versus “adviser”
- “website” versus “web site”
- “health care” versus “healthcare”

4. Comma placement in lists or series

We put a comma before the last item in the list or series before the “and”
i.e. Lions, tigers, and bears

5. Academic Departments are lower case except for proper nouns or adjectives: the department of political science, the political science department, the department of English.

6. Academic majors are lower case except for *English* and *Spanish*.

7. Academic titles – Capitalize and spell out formal titles such as professor, president, dean then they precede a name. Lowercase elsewhere

USM President Steele announced today....

Sister Diane Steele, USM president, announced today...

8. Alumnus, alumni, alumna, alumnae: Use alumnus (alumni in plural) when referring to a man who has attended Saint Mary.

Use alumna (alumnae in the plural) for similar references to a woman

Use alumni when referring to a group of men and women

9. Overland Park Campus appearance

We always capitalize the “C” of Campus in listing Overland Park Campus

10. Main Campus Buildings

Annunciation Chapel

Berchmans Hall (no apostrophe)

Berkel Hall

De Paul Library (there is a space between “De” and “Paul”)

Maria Hall

Miege (careful not to transpose the first “ie”)

McGilley Field House (Field House is two separate words and the first letters are capitalized)

Mead Hall (there is no “e” on the end of Mead)

Mother House (two words)

Ryan Sports Center

Saint Joseph Dining Hall (spell out Saint)

Xavier Hall

11. Main Campus Building Rooms

Academic Resource Center

Berchmans Assembly

Berchmans Pool

Faculty/staff lounge (don’t forget to add the staff)

Goppert Gallery

Maria Hall Lounge
Red Room
Social Room
Walnut Room

12. University

The University of Saint Mary for first reference, if you just list “university” on second reference, DO NOT capitalize the “U” of university.

13. Founders’ Day – plural possessive – more than one person is honored

14. Honors – cum laude, magna cum laude, summa cum laude

15. Offices

Lowercase academic dean’s office, admissions office, business office, development office, financial aid office, president’s office, registrar’s office.

16. Sisters of Charity of Leavenworth and more– you must say the complete “Sisters of Charity of Leavenworth” at first reference. You can drop “Leavenworth” after the 1st reference. Whenever “sisters” is by itself – the first “s” is lower cased. Once you identify a specific sister, such as Sister Diane Steele, you can abbreviate sister to “Sr.” or “Sr. Steele.”

17. Catholic is always capitalized

If you have further questions, contact Laura Davis, USM’s V.P. of Marketing and Communications, at (913) 758-6308 or email davisl@stmary.edu.

Our Mission

The University of Saint Mary educates students of diverse backgrounds to realize their God-given potential and prepares them for value-centered lives and careers that contribute to the well being of our global society.

Our Values

The University of Saint Mary believes in the dignity of each person's capacity to learn, to relate and to better our diverse world. These values include community, respect, justice, and excellence.



Sponsorship



The University of Saint Mary is shaped by the educational mission of the Sisters of Charity of Leavenworth.

"In all our ministries we see Christian education as one of the great acts of charity: serving others at the fullest points of their needs and ministering to their need to know and come to the truth, to be opened to the good and the beautiful, to understand the past, to confront and help shape the future, to be called to justice, to be more fully and completely human and Christian."

- Constitution of the Sisters of Charity of Leavenworth