

Identifying

LOYOLA UNIVERSITY NEW ORLEANS

LOYOLA

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A GRAPHIC IDENTITY GUIDE TO LOGO USAGE ON
LETTERHEAD, ENVELOPES, BUSINESS CARDS, AND PUBLICATIONS



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University Publications and Advertisement Policy

The Office of Publications and Marketing Communications is charged by the university with the responsibility of ensuring that all official Loyola publications and advertisements project a consistent editorial and graphic identity that upholds the image of the university as expressed in the mission, educational purpose, goals, and character and commitment statements.

Publications and advertising required by all divisions and departments of the university will be produced or approved by the Office of Publications and Marketing Communications within the Division of Institutional Advancement. The director of publications and marketing communications will work with deans and department heads to determine design, approve content, and advise on distribution for all recruitment, development, and official university publications and ads. Admissions and development publications have scheduling priority. Advertising space reservations are handled by the assistant director of publications and marketing communications.

The Office of Publications and Marketing Communications offers writing, editing, photography, design, and print production management at no cost to colleges or departments, to help create the best publications possible to meet specific needs. Departments pay for out-of-house pre-press services, printing, and postage. Advance planning will result in faster production.

A New Image for Loyola

When the Rev. Bernard P. Knoth, S.J., arrived at Loyola in August 1995 as the university's 15th president, one of his immediate concerns was to redefine the image, including the visual identity, of the institution for the 21st century.

A unified approach to graphics fosters better communication through utilization of a strong, consistent institutional identity system which provides strength and cohesiveness to support the image of the university to both internal and external audiences. After much research and input from faculty and staff, the Office of Publications designed a new logo along with a letterhead, envelope, and business card package.

For consistency, the new logo retains the previous logotype but incorporates the word "University" into the words "Loyola New Orleans" to distinguish Loyola as an institution of higher education locally, nationally, and internationally. The new look establishes an identity system that creates a stronger graphic image for Loyola to make print materials more readily identifiable at a glance. A graphic element representing Marquette Hall was also added to the logo. This architectural graphic illustrating Marquette Hall, the oldest building on the main campus, depicts a traditional, classic image in a new, contemporary style. The historic facade fronts St. Charles Avenue which visually supports Loyola's location in New Orleans and distinguishes it from Loyola University Chicago, Loyola Marymount University in Los Angeles, and Loyola College in Maryland.

Letterhead, envelopes, and business cards are printed on recycled stock to make a positive environmental statement. The "recycle" logo, along with the official university seal, is watermarked in the letterhead.

The success of any identity program depends on the cooperation of all members of the university community. Adherence to a few simple rules will result in improved communications.



Distinguishing MARKS

Who were we?

Over the years, our institution has

been known by more than one

name, including these:

Loyola of the South

Loyola New Orleans

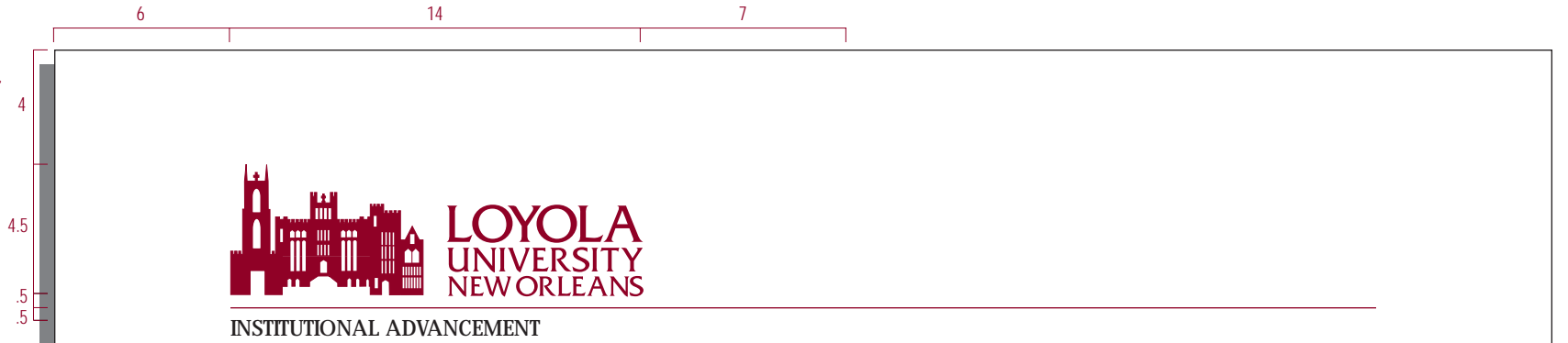
Loyola University, New Orleans

Loyola University of New Orleans

Who are we now?

Loyola University New Orleans

All measurements are given in picas and points.



LETTERHEAD

Typesetting: Department: Friz Quadrata 9 U.C. Address: Friz Quadrata 8 U.C. & L.C. C Rule: .5 point.

Color Usage: LOYOLA UNIVERSITY NEW ORLEANS Logo and rule: Maroon (PMS 202) Department, address, and all type: black

Note: Letter: Times 11 FL. U.C. & L.C. with 1 inch margins, centered over watermark seal

Mr. John Doe
XYZ Corporation
123 Main Street
New York, NY 10000

Dear Mr. Doe,

The Loyola University New Orleans letterhead has been designed with a specific format as demonstrated here. Body type is aligned flush left (ragged right) with one-inch left and right margins with no indentations.

Skip one line space between paragraphs to allow for separation.

Skip two lines after the date and begin the address. The salutation follows one line space below the fold line.

By following this format on all letters, we can promote a consistent visual appearance, which will help reinforce the Loyola University New Orleans identity.

January 1, 2000

This visual consistency will reflect positively both on internal and external communications and benefit the institutional image.

Our goal is to reflect the innovative, progressive philosophy of Loyola University New Orleans outwardly—through a unified visual appearance and improved image to support our growing reputation as a top 10 regional university. Proper implementation depends on the cooperation of all faculty and staff.

Sincerely,

Joseph J. Mansfield
Vice President

JJM/mem

7214 St. Charles Avenue, Campus Box 909, New Orleans, LA 70118, Telephone: 504.861.5432, Facsimile: 504.861.5990



BUSINESS CARD

Typesetting: Department: Friz Quadrata 8 U.C. Address: Friz Quadrata 6.85 U.C. & L.C. C Name: Friz Quadrata 9 U.C. B Title: Friz Quadrata 7 U.C. & L.C. I Rule: .5 point.

Color Usage: LOYOLA UNIVERSITY NEW ORLEANS, Logo and rule: Maroon (PMS 202) Department, address, and all type: black

LOYOLA UNIVERSITY NEW ORLEANS, INSTITUTIONAL ADVANCEMENT
7214 St. Charles Avenue, Campus Box 909, New Orleans, LA 70118

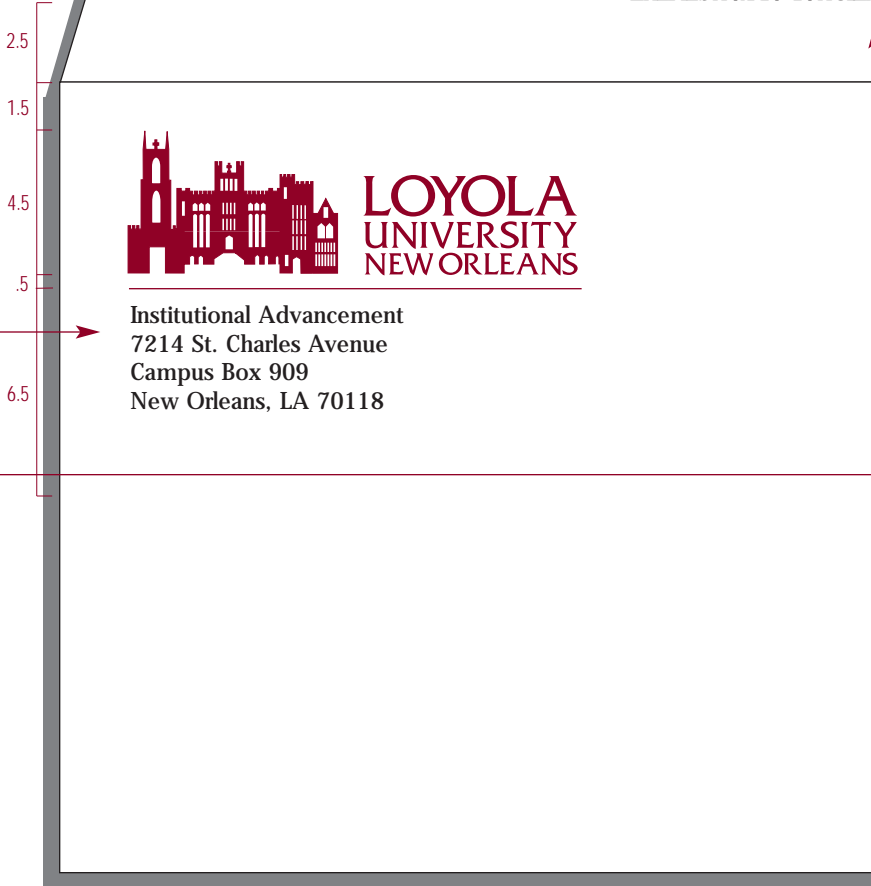
ENVELOPES

Typesetting: Department: Friz Quadrata 8 U.C. B Address: Friz Quadrata 8 U.C. & L.C. C Rule: .5 point.

Color Usage: LOYOLA UNIVERSITY NEW ORLEANS Logo and rule: Maroon (PMS 202) Department, address, and all type: black

Return Address: The address can be printed on the front left side for bulk mail of large quantities.

Envelope Flap: The address should be printed on the back flap for first class and general correspondence.



LEGEND

- B = bold
C = centered
F.L. = flush left (align left)
L.C. = lowercase
pica = unit of measurement
PMS = Pantone matching system
point = unit of measurement of type
Rule = line
U.C. = uppercase
U.C. & L.C. = uppercase and lowercase

Mr. John Doe
Vice President
XYZ Corporation
123 Main Street
New York, NY 10000

Simple House RULES



On first reference, utilize the formal name “Loyola University New Orleans.” In subsequent references, the name may be shortened to “Loyola University” or “Loyola.”



Do keep the name of the university prominent.



Do utilize the name of the college, division, or department separately from the logo.



Do utilize the new logo, in one of its forms shown at right, on all publications. Camera-ready logo slicks and graphic versions of the logo on disk or transmitted via e-mail are available from the Office of Publications and Marketing Communications.



Do order official Loyola University New Orleans letterhead, envelopes, and business cards only through the Twomey Print Shop. Price lists are available from this official source. The letterhead, memorandum, and facsimile cover sheets also are available on disk in select software programs from the Office of Publications and Marketing Communications. Please use only the official letterhead, envelopes, memorandum and facsimile sheets, and business cards for all correspondence.



Individual logos for colleges and departments are not allowed.



Identifying LOYOLA

Stay clued in...



OFFICIAL UNIVERSITY SEAL

The official university seal should be used only on more formal and official documents. It should be used alone and not immediately adjacent to the university logo.

The seal, which was adopted by the university in 1929, reveals the coat of arms of the house of Loyola with the emblem of the Society of Jesus at the top. Above the figures of the wolves appear the fleur-de-lis, which represents the French origin of our city and state. Beneath it is a pelican feeding its young with her own blood; this depicts Loyola as an institution of the state of Louisiana.

The seal is watermarked on the official university letterhead and is printed on the inside of the matching envelopes.

OFFICIAL COLORS

Loyola’s traditional colors are maroon (PMS 202) and gold (yellow gold PMS 130 or metallic gold PMS 873).

In general, for publications printing in two colors only, photos and text should be printed in black and maroon should be used as the second color.

QUESTIONS?

To plan or schedule a publication, call Julia McSherry, director of publications and marketing communications. To place an ad, call Arthur Stern, assistant director. If you have questions about logo usage, call us or any staff member. We can be reached at ext. 5757.

OFFICIAL LOGO

The logo may be used in the following formats:



The horizontal format is preferred.



The logotype without the graphic is acceptable on publications where space is a problem or other graphic elements and photos make the page appear “too busy.”



The logo should be used stacked only on vertical formats; otherwise the horizontal logo is preferred.

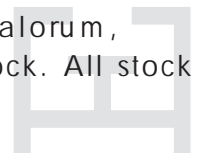
Consistency

To ensure color consistency and the most economical prices, business cards, letterhead, and envelope shells are printed in maroon ink in large quantities and stored by a vendor authorized by the Purchasing Department and Office of Publications and Marketing Communications. The department, division, or college name, address, and phone, fax, and e-mail numbers are printed in black ink as orders are received.

For a price list and to place an order, contact the Twomey Center Print Shop at ext. 5442.

Awareness

Official letterhead and business cards are printed on Gilbert Neutech 25% cotton recycled stock containing 20% post, 55% recovered, and 25% cotton. The "recycle" logo is watermarked in the bottom right corner of the letterhead to indicate Loyola's environmental concern and awareness. Envelopes are printed on Valorum, which also is a recycled stock. All stock is laser compatible.



INSTITUTIONAL ADVANCEMENT
Office of Publications and Marketing Communications
7214 St. Charles Avenue
Campus Box 909
New Orleans, LA 70118

Appreciation

Through your efforts to abide by these guidelines, the university maintains a consistent graphic identity, a major component of integrated marketing. The Office of Publications and Marketing Communications appreciates YOUR assistance and support through the proper use of all university graphic components. Call us at ext. 5757 for more information.