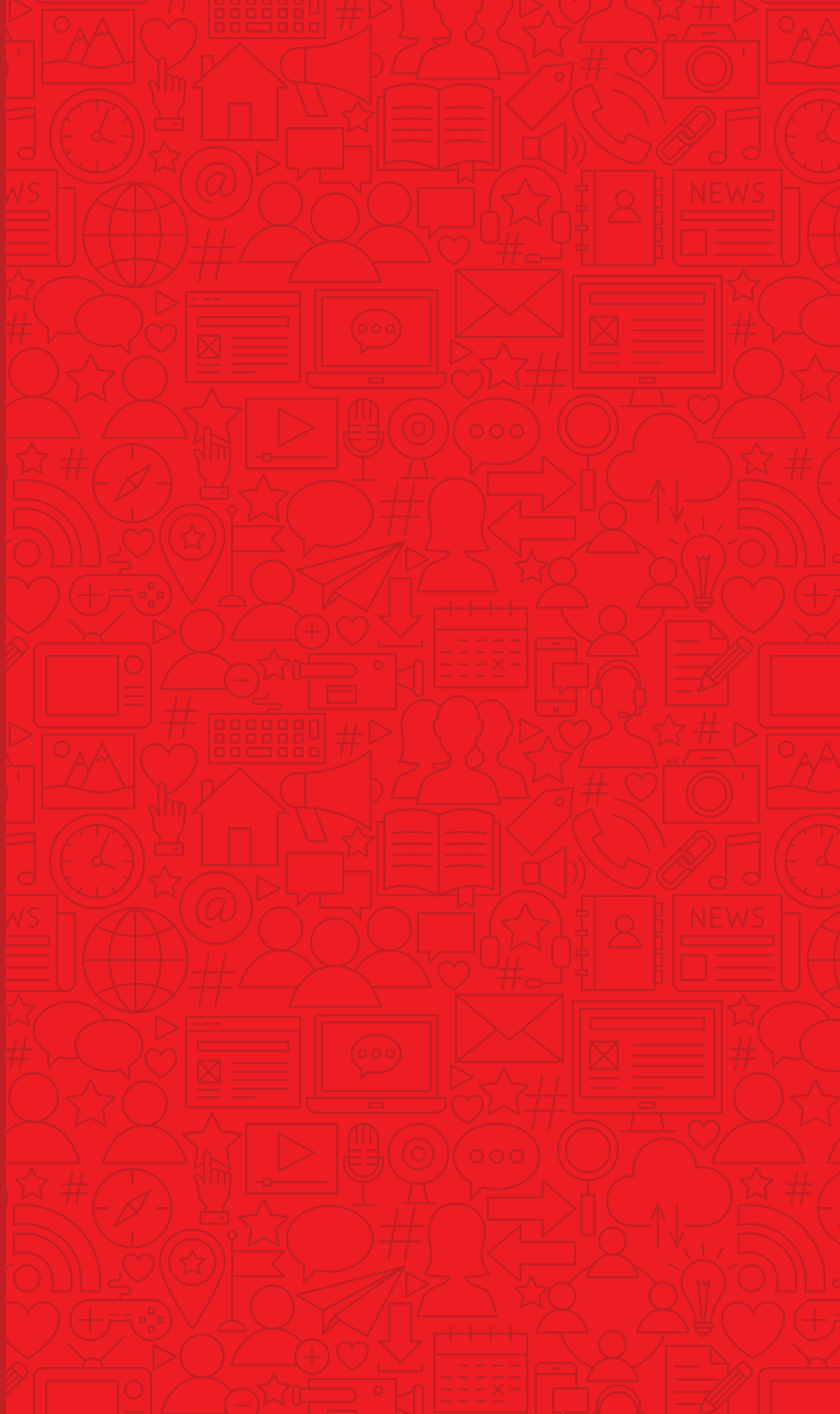


Visual Identity Handbook



Fairfield
UNIVERSITY

Effective
January 2020



VISUAL IDENTITY

Fairfield University's ability to carry out its mission can be helped or hindered by the perceptions of the people it seeks to serve. Its visual image – the appearance of the University's brochures, advertisements, and other materials – says something about its values, purpose, and services. A cohesive graphic style conveys a sense of identity and personality, which helps to create greater recognition and understanding.

In addition to its image-enhancing value, a carefully managed visual identity program actually saves time and money. By applying these simple guidelines, stylistic decisions may be made quickly, efficiently, and cost-effectively. Consistent application of the standards outlined in this manual will help enhance Fairfield University's visibility, image, and reputation.

Fairfield University's Division of Marketing and Communications monitors and maintains Fairfield's brand identity. **All materials bearing the University seal and/or the University's logo, including publications, post cards, advertisements, apps, all indoor and outdoor building signage, and promotional products (pens, banners, notebooks, apparel, etc.) must be designed and approved by Marketing & Communications.** It is recommended that Design & Print be consulted when purchasing those products to ensure that the University logo is prominently and properly displayed.

**To learn more about the Division of Marketing and Communications at Fairfield University
please visit: <https://www.fairfield.edu/marketing>**



WORKING WITH VENDORS

The Fairfield University seal, shield, and signature are protected by copyright. All restrictions apply. Design or color alternations to the specifications in this manual are prohibited without the permission and consultation of Fairfield University Marketing & Communications. The University reserves the right to reject delivery of materials containing unauthorized or incorrect use of its seal, shield, and/or signature pursuant to the enclosed handbook.

*This edition of the Visual Identity Handbook replaces any previous version. The online edition of the Handbook contains the most current version of these materials, which is available at:
<https://www.fairfield.edu/visualidentityhandbook.com>*

The policies contained herein are subject to change without prior notice.

THE UNIVERSITY SEAL

When the University was founded in 1942, its official name was “Fairfield University of St. Robert Bellarmine.” The gold pine cones on the seal come from the Bellarmine family’s coat of arms. Superimposed on the cones is the badge of the Society of Jesus. There are three compartments in the upper portion of the shield because “the school is dedicated and exists in the Name of the Father, and of the Son, and of the Holy Spirit.” The central compartment portrays a hart crossing a ford, part of the coat of arms of the diocese of Hartford, whose boundaries once encompassed the town of Fairfield. The two outer compartments show clusters of grapes, symbols taken from the town seal and representing its verdant fields.

Historically, institutional seals were used to authenticate official messages. The design is purposefully intricate and descriptive.

An effective visual identity mark (logo) is just the opposite – a simple, expressive graphic device that is easily distinguished from others.

The University seal is not a logo and is for official use only. Alternatives to the University seal are prohibited.

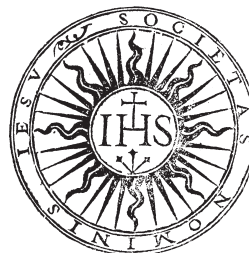


SEAL USAGE

The University seal is used for diplomas, certificates, official documents, and communications from the President’s Office. The seal must be printed as a complete unit.

IHS SYMBOL

Fairfield University also utilizes the Jesuit symbol in its forms as a graphic element. Marketing & Communications will work with you to promote its proper use and style.



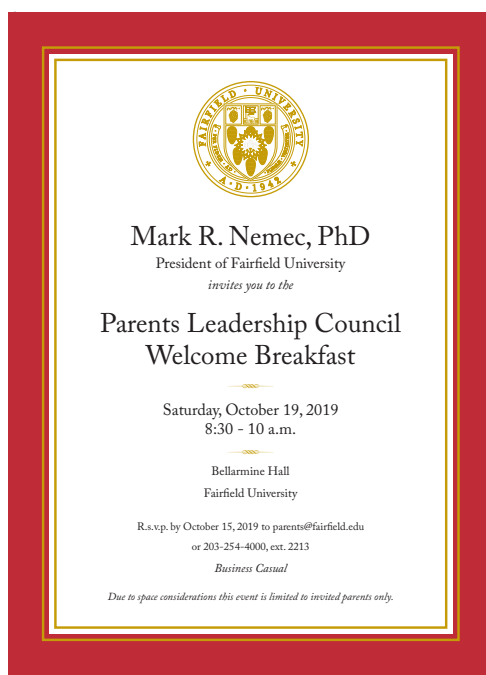
Approved University Seal Usage in Documents

The proper usage and placement of the University seal in official documents is shown here.

Certificates



Presidential Invitations



Elements of Identity

These terms are helpful in understanding the components of our visual identity program:

Visual Identity Program

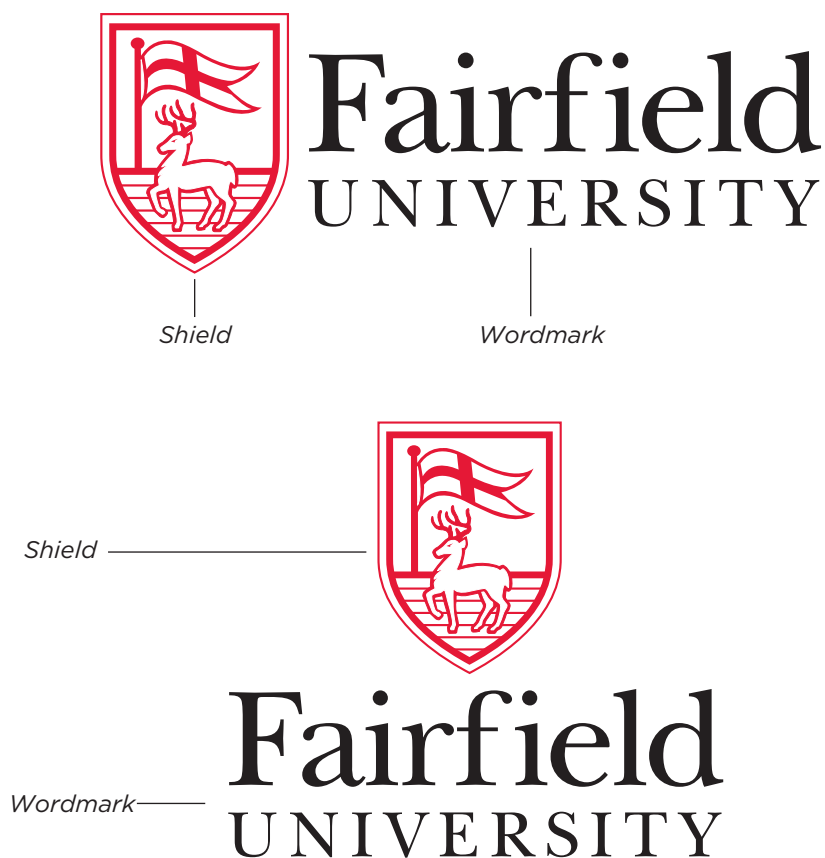
A system of visual communications, graphically coordinated in such a way that the public easily identifies Fairfield University and its activities.

Logo (Signature)

The logo includes two elements: a shield and a wordmark. The shield, or graphic identifier, reflects the organization's spirit and philosophy, and promotes immediate identification by the public. It should not be redrawn or modified. The wordmark represents the institution's name, designed in a unique and individual form. The wordmark typically appears with the shield. ***The shield never stands alone without express permission from Marketing & Communications.***

Correct Logo Usage

The logo should be reproduced with the exact spatial relationships shown here.

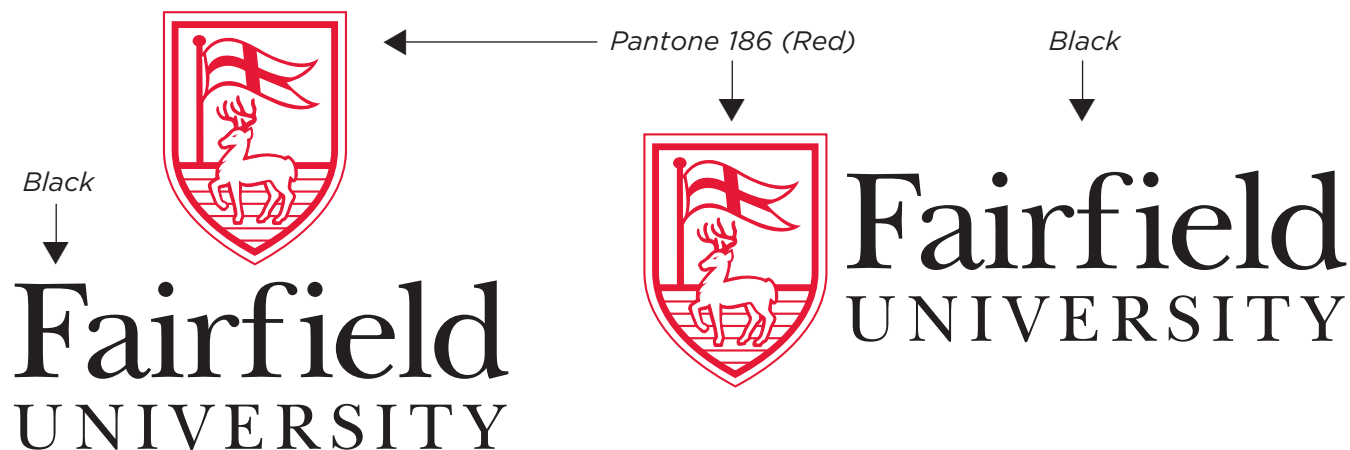


Reproducing the Wordmark and Shield

The wordmark is hand-styled and kerned. It should be reproduced photographically or digitally from the original art and should not be typeset or keyboarded.

Color Usage

The official colors in the Fairfield Visual Identity Program are Pantone 186 (red) and Pantone Black. When the official colors are used, the shield prints in PMS 186 and the wordmark prints in black.*



Pantone 186

When printing in four color process (CMYK), use this formula to match Pantone 186:

C=0	R=224
M=91	G=58
Y=76	B=62
K=6	



Pantone Black

When printing in four color process (CMYK), use this formula to match Pantone Black:

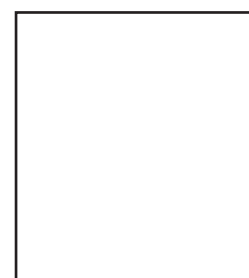
C=0	R=35
M=0	G=31
Y=0	B=32
K=100	



Pantone 429

When printing in four color process (CMYK), use this formula to match Pantone 429:

C=0	R=188
M=0	G=190
Y=0	B=192
K=30	



White

C=0	R=255
M=0	G=255
Y=0	B=255
K=0	

**When printing as a knockout (reversed): Print logo positive as shown here. Negative space of logo and type reverses to white, not transparent to background (as shown here and on the next page).*



Optional Color Usage

If Pantone 186 and/or black are not available for printing, please contact Design & Print for optional color approval.

Correct Logos and Wordmarks

The following are samples of the University logo and wordmark. Other permutations, such as reverse knockout text for use on dark backgrounds, single color logo, rule, and school name; as well as other color versions are not permitted.

The official logo:

Vertical Design



Fairfield
UNIVERSITY



Fairfield
UNIVERSITY

Horizontal Design



Fairfield
UNIVERSITY



Fairfield
UNIVERSITY



Fairfield University



Fairfield University



Fairfield University

The official wordmark:

Vertical Design

Fairfield
UNIVERSITY

Fairfield
UNIVERSITY

Horizontal Design

Fairfield University

Fairfield University

The official antlers:

stand alone visual ID



University Logo with School and Divisions Names

The following are samples of the University logo with the names of individual schools and divisions. These are reserved for special use by the schools' deans and directors.

Other permutations, such as black shield and text; reverse white knockout text for use on dark backgrounds; single color logo, rule, and school name; as well as other color versions are subject to consultation with Design & Print.



Fairfield
UNIVERSITY

College of Arts
and Sciences



Fairfield University

Graduate School of Education
and Allied Professions

Wordmark without shield

Fairfield
UNIVERSITY

Marketing & Communications

Fairfield University

School of Engineering

Chemistry & Biochemistry



Fairfield University

Office of Scholarly Development



Fairfield University

Department of Communication



Fairfield University

DiMenna-Nyselius Library



Fairfield University

Dolan School of Business logo

The following are samples of the the Dolan School of Business logos in horizontal and vertival layouts. These are reserved for special use by the school's dean. Other permutations, as well as other color versions are subject to consultation with Design & Print.



Fairfield University
Dolan School of Business



Fairfield University Dolan School of Business



Marion Peckham Egan School of Nursing and Health Studies Logo

The following are samples of the the Marion Peckham Egan School of Nursing and Health Studies logos in horizontal and vertical layouts. These are reserved for special use by the school's dean. Other permutations, as well as other color versions are subject to consultation with Design & Print.



Fairfield University Egan School
of Nursing and Health Studies



Fairfield University Egan School of Nursing and Health Studies



Compatible Typography

Typefaces that complement the signature are to be used for supplementary copy, such as address blocks, signage, and advertisements. The recommended text font for use in Fairfield's print materials is New Baskerville. The suggested sans serif complementary font is Calibri. Examples shown here are 12 point. On occasion, as recommended by Design & Print, other complementary serif and sans serif fonts may be utilized.

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

New Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

New Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

New Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

New Baskerville Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

University Stationery

Typing Format for Letterhead

The flush left, block style, letter-typing format is suggested. The top margin is set at 2-1/4" and the left, right, and bottom margins at 1-1/8." All letterheads are to be ordered through, and approved by, Design & Print.



Fairfield
UNIVERSITY

Marketing & Communications

Date

Name
Title
Company
Address
City, State Zip Code

Salutation:

This letter illustrates the recommended typing format for correspondence using the new Fairfield University letterhead. This font is 12 point Times Roman, which is available in most word-processing software. Courier is also acceptable if you prefer a more traditional, typewriter look.

The top margin is 2-1/4". The left, right, and bottom margins are 1-1/8". After typing the date, make three hard returns and type the name and address block. Hit three hard returns and type the salutation. Make two hard returns and begin the letter text. Make two hard returns to start each new paragraph.

Two hard returns after the final paragraph, type the complimentary close, and allow four hard returns before typing the sender's name and title. Make two hard returns before typing the optional writer's or administrative assistant's initials and two more hard returns before the enclosure and copy information.

Complimentary close,

Name of Sender
Title

Writer's or administrative assistant's initials

Encl.
cc:

1073 North Benson Road Fairfield, CT 06824-5195 Tel: (203) 254-4000 www.fairfield.edu

University Stationery

Typing Format for Envelope

Suggested format: The top margin is set at 1-1/2" and the left margin at 3-1/2". All envelopes are to be ordered through, and approved by, Design & Print.



Fairfield
UNIVERSITY

1073 North Benson Road
Fairfield, CT 06824-5195

Marketing & Communications

Name
Title
Company
Address
City, State Zip Code

Business Card

To maintain consistency, this format is used for University business cards. All cards are to be ordered through, and approved by, Design & Print.



Fairfield
UNIVERSITY

School of Engineering

John J. Doe, Ph.D.
Professor of Engineering

Tel: 203.254.4000 x1111
Fax: 203.254.4000
jdoe@fairfield.edu
www.fairfield.edu
1073 North Benson Road
Fairfield, CT 06824-5195

Note:

Only official University-provided content information is included on business cards. University-provided cell phone numbers may be included, and on occasion, individual cell phones of professors may be included for easy access. No personal or individual content information will be included on business cards. Also, additional University-provided social media addresses may be included on the back side of the business card, but not personal or individual social media addresses.



@fairfieldu

#fairfieldu

University Stationery

Mailing Label

Suggested format: The top margin is set at 1-1/2" and the left margin at 1-1/2".



Memorandum

Shown here is the typing format for an external memorandum.

Note Pads and Routing Slips

To channel printing resources more effectively, personalized note pads and routing slips have been replaced with non-personalized forms.



To:
From:
Reference (or Subject):
Date:

This letter illustrates the recommended typing format for the new Fairfield University Memorandum form. This font is 12 points Times Roman, which is available in most word-processing software. Courier is also acceptable if you prefer a more traditional, typewriter look.

The top margin is 2 1/4". The left, right, and bottom margins are 1 1/8". After typing the date, make three hard returns and type the message.

1073 North Benson Road Fairfield, CT 06824-5195 Tel: (203) 254-4000 www.fairfield.edu

University Email Signature

To maintain consistency, this format is used for University email signatures. Email signature layouts for are available through Design & Print.

Note:

Only official University-provided content information is included on email signatures. University-provided cell phone numbers may be included, and on occasion, individual cell phones of professors may be included for easy access. No personal or individual content information will be included on e-mail signatures. University provided social media logos/links are included, but not personal or individual social media links.

John Joe

Director, Marketing & Communications

Fairfield University

1073 North Benson Road
Fairfield, Connecticut 06824
T. 203-254-4000 ex. 1234
#fairfieldu
www.fairfield.edu
jdoe@fairfield.edu



Athletics

The official Fairfield University Athletics logos are shown here. To protect copyrights and licensing arrangements, these graphics cannot be altered without authorization and are limited to use on athletics related materials.

Primary logo



Secondary logo



Pantone 186

When printing in four color process (CMYK), use this formula to match Pantone 186:

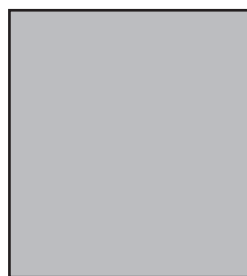
C=0	R=224
M=91	G=58
Y=76	B=62
K=6	



Pantone Black

When printing in four color process (CMYK), use this formula to match Pantone Black:

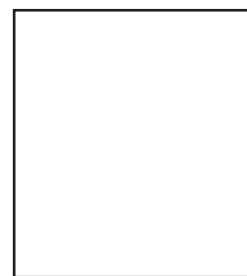
C=0	R=35
M=0	G=31
Y=0	B=32
K=100	



Pantone 429

When printing in four color process (CMYK), use this formula to match Pantone 429:

C=0	R=188
M=0	G=190
Y=0	B=192
K=30	



White

C=0	R=255
M=0	G=255
Y=0	B=255
K=0	

B&W Athletics logos



Athletic logos on dark background



Athletics Teams

A variety of official Fairfield University Athletics team logos are shown here in both horizontal and vertical formats. These logos cannot be altered and are limited to use on athletics related materials. All Fairfield University team logos are available.



Wordmark

FAIRFIELD
UNIVERSITY

STAGS

B&W Wordmark

FAIRFIELD
UNIVERSITY

STAGS

Wordmark logos on dark background

FAIRFIELD
UNIVERSITY

STAGS

FAIRFIELD
UNIVERSITY

STAGS

FAIRFIELD
UNIVERSITY

STAGS

FAIRFIELD
UNIVERSITY

STAGS

FAIRFIELD
UNIVERSITY

STAGS

FAIRFIELD
UNIVERSITY

STAGS

Special Usage of Athletics F and Stag Element

The F and the Stag can appear as a stand alone graphic element as shown, but it must be approved by Design & Print.



ARTS - Approved Secondary Logo/Type Treatments

Secondary logo/type treatments for the Arts are shown here.



ADVANCEMENT - Approved Secondary Logo/Type Treatments

Secondary logo/type treatments for Advancement are shown here.



Fairfield
UNIVERSITY

Golden Stags



Fairfield
UNIVERSITY

Parents Fund



University Banners and Signage

All signage (indoor and outdoor hanging banners, pole banners, event signs, lawn signs, etc.) must be ordered through and approved by Marketing & Communications.



University Vehicle Branding

All vehicle graphics must follow branding standards and be approved by Marketing & Communications.



University Building Signage

All indoor and outdoor building signage must follow branding standards, and are created by Marketing & Communications.





Division of Marketing and Communications

1073 North Benson Road Fairfield, CT 06824-5195 Tel: (203) 254-4000 www.fairfield.edu

Effective January 2020