

UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

USJ

BRAND GUIDELINES

VERSION 3.0

The Impact of a Unified Voice

At the University of Saint Joseph, our brand is more than a logo or a color palette, it is the story we are telling together. Every image, design choice, and word (spoken and written) is a chance to share who we are and what we stand for. When our communications are consistent, strategic, and aligned, we build our name recognition, amplify our presence, and strengthen our reputation in the minds of prospects, current students, alumni, partners, and the entire USJ community.

A Foundation for Expression

The USJ Brand Guidelines are your toolkit. They are not here to restrict creativity, but to provide the foundation that ensures our collective voice is strong, recognizable, and memorable. The guidelines are a starting point that give every department, program, and initiative the confidence to create while staying connected to the larger USJ story.

What You Will Find Inside

These guidelines outline the proper use of USJ's brand messages, logos, colors, elements, and typography. They offer direction on how to bring our refreshed identity to life across print, digital, social media, signage, collateral, and more.

Whether you are producing a flyer, writing a social post, or creating a presentation, these standards ensure that everything representing the USJ name reflects the quality, impact, and purpose of our institution.

How to Use This Guide

Together, we will continue to build a brand that shows USJ is a place where people belong, become, and thrive.

If you have questions or need guidance, the Office of Marketing and Communications is here to help: **marketing@usj.edu**

VISUAL LOGOS

Official Logo

The Official Logo is best used for official University communications from the Office of the President, the Office of the Provost, the Office of Institutional Advancement, and the Office of Alumni Relations. The three main variations of the University of Saint Joseph Official Logo are configured according to available space. Each orientation consists of an icon (the shield) and the wordmark (text with the name and location of the University). In order of priority, the shield is always first, whether it is at the top or the left. The name, "University of Saint Joseph" must always be the first set of words visible in the logo, and the location of the University, Connecticut," must sit below the University name. A yellow line separates and defines the two lines of text.

These elements must never be separated, and the orientation of text to the shield must never be reconfigured.

Logo Variations

HORIZONTAL



STACKED



VERTICAL



Use this version of the Official Logo on dark backgrounds, where the navy type version would be hard to read. The dividing line must always be yellow, except when the logo is displayed in a single color – in that case, the line should match the text color.

HORIZONTAL



STACKED



VERTICAL



1 Color Variations

NAVY



WHITE



BLACK



Minimum Size

1.5"



.5"

Follow the minimum-size guidelines to ensure the legibility and clarity of the logo in print and website design.

Clear Space



"Clear space" refers to the visually uninterrupted space around the logo. This space ensures the logo is clear and visually prominent. The minimum distance from the logo is the shield icon's maximum horizontal width from the outermost edge/maximum height and width of the total logo.

Violations



DO NOT CHANGE THE COLOR OF ANY PART OF THE LOGO



DO NOT USE A BACKGROUND THAT WILL MAKE THE LOGO ILLEGIBLE



DO NOT ADD ANY OTHER LOGOS OR ICONS TO THE LOCKUP



DO NOT REPLACE THE SHIELD WITH ANY OTHER ICONS OR LOGOS



DO NOT ADD ANY EFFECTS TO THE LOGO



DO NOT DISTORT THE SHAPE OR INTEGRITY OF THE LOGO

VISUAL LOGOS

Standard Logo

When representing the University of Saint Joseph, the full name of the University must always appear with its location – Connecticut. The order is fixed: *University of Saint Joseph* comes first, followed by *Connecticut*. The wordmark is considered official brand artwork, not editable text. It should never be retyped, recreated, or modified for any representation of the University.

Logo Variations

HORIZONTAL W/ STATE

PREFERRED VERSION

UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

USJ

STACKED W/ STATE

USJ

UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

HORIZONTAL

UNIVERSITY OF
SAINT JOSEPH

USJ



Important: While this logo is a key part of the USJ brand suite, it does not replace the “with State” version and should not be used for external marketing materials.

This version of the Standard Logo is best used when a background is dark, whereas the Navy Type version would be illegible. The dividing line must always be yellow, unless the entire logo is one color; then, it becomes the same color as the text.

HORIZONTAL W/ STATE

UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

USJ

STACKED W/ STATE

USJ

UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

HORIZONTAL

UNIVERSITY OF
SAINT JOSEPH

USJ

1 Color Variations



Minimum Size

1.5"



.375"

Follow the minimum-size guidelines to ensure the legibility and clarity of the logo in print and website design.

Clear Space



"Clear space" refers to the visually uninterrupted space around the logo. This space ensures the logo is clear and visually prominent. The minimum distance from the logo is the Capital U's maximum horizontal width from the outermost edge/maximum height and width of the total logo.

Violations



DO NOT CHANGE THE COLOR OF ANY PART OF THE LOGO



DO NOT USE A BACKGROUND THAT WILL MAKE THE LOGO ILLEGIBLE



DO NOT ADD ANY OTHER ICONS OR LOGOS TO THE LOCKUP



DO NOT REPLACE THE LETTER-MARK WITH ANY OTHER ICONS OR LOGOS



DO NOT ADD ANY EFFECTS TO THE LOGO



DO NOT DISTORT THE SHAPE OR INTEGRITY OF THE LOGO

VISUAL LOGOS

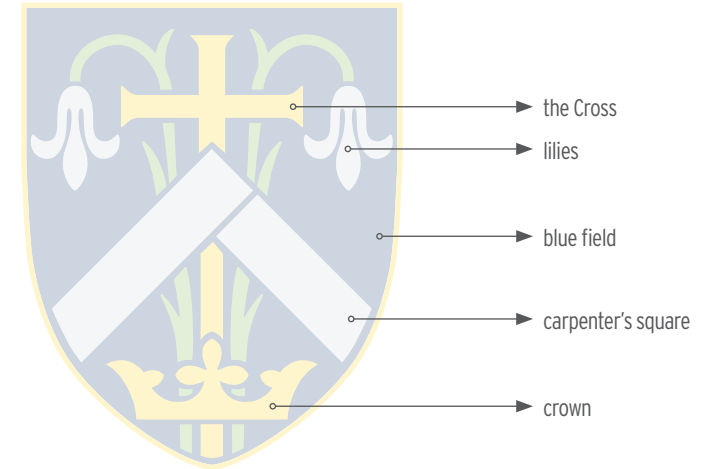
University Shield

At the heart of USJ's identity is the shield, an emblem rich with history and meaning. It combines two legacies: the insignia of the Sisters of Mercy (the Cross and Crown) and the Coat of Arms of Saint Joseph.

The Coat of Arms, as described by medieval heralds, features a blue field with a silver carpenter's square, layered over three silver lilies. The carpenter's square honors Saint Joseph's craft and occupation and stands for accuracy and truth. The lilies symbolize integrity and indicate that Saint Joseph was the earthly spouse of the Blessed Virgin Mary, whose purity is represented by the chaste white lily. Three flowers are used to represent the Blessed Trinity. However, in the University shield, the center flower is replaced by the cross, which, combined with the crown, represents the Sisters of Mercy under whose sponsorship the University of Saint Joseph was founded and continues to flourish.

When produced in a single color, the background of the Coat of Arms must always be the darkest part of the shield, to allow the elements to be prominent in the foreground.

SHIELD - 4 COLOR



SHIELD - COLOR VARIATIONS



VISUAL LOGOS

University Seal

These circular seals are among USJ's most distinguished marks and are reserved for leadership and legacy. The seals are not common logos, they are symbols of authority and respect, used exclusively when representing special offices or groups of leadership designated for ceremonial use as well as for the President, Provost, USJ Trustees, and USJ Ambassadors. The University Seal is best utilized whenever the history, founding principles, or core messages of USJ are being emphasized.

To preserve their integrity, these seals also follow strict rules: the shield background must remain the darkest element, and no alterations of any kind are permitted.

SEAL - 4 COLOR



SEAL - COLOR VARIATIONS



1" MINIMUM SIZE

VISUAL LOGOS

Wordmarks

When representing the University of Saint Joseph, the full name of the University must always appear with its location – Connecticut. The order is fixed: University of Saint Joseph comes first, followed by Connecticut. The wordmark is considered official brand artwork, not editable text. It should never be retyped, recreated, or modified for any representation of the University.

HORIZONTAL SANS SERIF

UNIVERSITY OF SAINT JOSEPH

STACKED W/ STATE SANS SERIF

UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

STACKED SERIF

UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

VISUAL LOGOS

Spirit Mark

The Spirit Mark consists of the letters "USJ" in our branded 1932 Blue (Navy) using the Special Forces font in Regular. This mark is a distinctive component to USJ's brand identity and can be used independently in some circumstances.

1932 BLUE (NAVY)

USJ

SPIRIT MARKS - COLOR VARIATIONS

USJ

USJ

USJ

VISUAL LOGOS ATHLETICS

BlueJays

As a National Collegiate Athletic Association (NCAA) Division III school, USJ has 14 varsity teams, alongside a robust intramural, recreation, and wellness program. The University is a member of both the NCAA and the Great Northeast Athletic Conference (GNAC).

Joey, the Blue Jay is USJ's official mascot. The athletic logos flex across different formats depending on space and placement. In text, the name is written as two words with a capital B and J, Blue Jays. In logo form, it unites as one: BlueJays

As with all USJ marks, these logos are protected artwork and are not to be altered in any way.

Logo Variations

BLUE JAY



BLUEJAYS - WORDMARK

BLUEJAYS
UNIVERSITY OF SAINT JOSEPH

BLUEJAYS LOGO - STACKED



VISUAL LOGOS ATHLETICS

Athletic Spirit Mark

The Spirit Mark includes an "Athletics" variation for each athletic team the University offers and can be used on athletic uniforms, clothing, and other promotional materials for the teams. The Athletics Mark uses the Special Forces font in Italics. Outside the department of Athletics, the Regular Mark may be used on collegiate paraphernalia including, but not limited to, bumper stickers, car magnets, and other promotional materials that do not require the official University of Saint Joseph logo. Neither Mark may be used on advertisements or materials that promote academic programs, such as degree fact sheets, information session advertisements, or other academic events.

SPIRIT MARK - ATHLETICS

USJ
ATHLETICS

USJ Title
Special Forces Italic

Athletics/Sports Team
Interstate Light

SPIRIT MARK - ALL TEAMS

USJ

BASEBALL

USJ

BASKETBALL

USJ

FIELD HOCKEY

USJ

LACROSSE

USJ

SWIMMING & DIVING

USJ

SOCCER

USJ

SOFTBALL

USJ

TENNIS

USJ

VOLLEYBALL

VISUAL LOGOS

School Logos

The logo variations for each of the University of Saint Joseph's three schools are configured according to space allowed. Each orientation consists of an icon (the shield), and the wordmark (text with name and location of the University). In order of priority, the shield is always first, whether it is at the top or the left. The name, "University of Saint Joseph," must always be the first set of words visible in the logo, and the name of the individual school replaces "Connecticut." It must always sit below the University name. A yellow line separates, yet unifies the two lines of text.

These elements must never be separated, and the orientation of text to the shield must never be reconfigured.

Logo Variations

SCHOOL LOGO - STANDARD



SCHOOL LOGO - OFFICIAL - HORIZONTAL



STACKED



VERTICAL



VISUAL LOGOS

Department Logos

The logo variations for all of the University of Saint Joseph's departments are configured according to space allowed. they are offered in both Standard and Official variations, but for all marketing and communications efforts, the Standard variation is preferred.

STANDARD - HORIZONTAL

USJ

DEPARTMENT OF NURSING

OFFICIAL - VERTICAL



UNIVERSITY OF
SAINT JOSEPH
DEPARTMENT OF EDUCATION

VISUAL LOGOS

Office Logos

For all offices on USJ's campus there are Standard and Official logo variations. It is preferred that offices that are not related to Presidential or Alumni fields use the Standard variation.

Logo Variations

STANDARD



OFFICIAL



UNIVERSITY OF
SAINT JOSEPH

ALUMNI ASSOCIATION

VISUAL LOGOS

Standard Shield Logos

The use of the Standard Shield Logo is primarily for on-campus purposes only. This is to highlight student facing departments, forming a sub-identity for USJ.

USJ



COLOR VARIATIONS



DIVISION/DEPARTMENT



VISUAL LOGOS

Alumni

These logos provide the USJ Alumni Association with their own USJ sub-branding. These logos are to be used for any and all USJ Alumni efforts including merchandise, printed goods, digital, etc.

Logo Variations



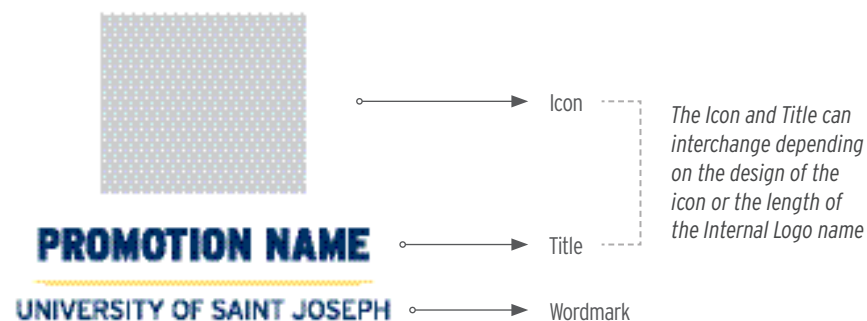
VISUAL LOGOS

Internal Logo

The University of Saint Joseph allows the use of Internal Logos for the following internal efforts: student-led clubs, services, campaigns, and organizations. These internal logos, which offer efforts the opportunity to uniquely brand themselves, must be created or approved by the Office of Marketing & Communications before being used in print, websites, or on promotional items. Internal Logos are not interchangeable with secondary unit logos and cannot serve as a replacement for the official USJ logo.

contact the Office of Marketing & Communications to have an Internal Logo created

INTERNAL LOGO - SETUP



Icon: A symbol representing the internal effort. This excludes any words, except for monogram arrangements of 1-3 letters.

Title: The official name of the effort. Depending on the length of the name, this can range from 1-3 lines. It must maintain adequate spacing and not become overcrowded.

Wordmark: This includes the title of the internal effort and "University of Saint Joseph." The font, format, color, and arrangement of this may not be altered.

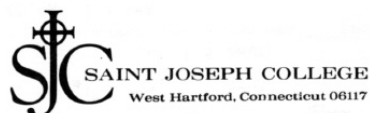
EXAMPLES



VISUAL LOGOS

Old Logos

Since the founding of the institution in 1932 as Saint Joseph College, the University of Saint Joseph has gone through a number of logos. These are used for historical reference only, and not to be used on any current materials promoting the University of Saint Joseph since the college became a University in 2012.



VISUAL ELEMENTS

Icons

These set of USJ Icons may be used on collegiate paraphernalia including, but not limited to, bumper stickers, car magnets, and other promotional materials that do not require the official University of Saint Joseph logo.

The use of these Icons are strictly prohibited to the discretion of the Office of Marketing & Communications.

ICON EXAMPLES



Building Silhouettes



Building Sketches



Arrows



Yellow Line

VISUAL ELEMENTS

Patterns

Patterns may be used on collegiate paraphernalia including, but not limited to: social media assets, stationery, digital wallpapers, physical wallpapers, and other materials that the office of Marketing & Communications deems appropriate.

These patterns are meant to be a creative extension to the overall brand, highlighting the traditional elements of the USJ Shield and provide visual interest to marketing collateral.

Standard Patterns

SOLID SHIELD



NAVY



YELLOW



GRAY

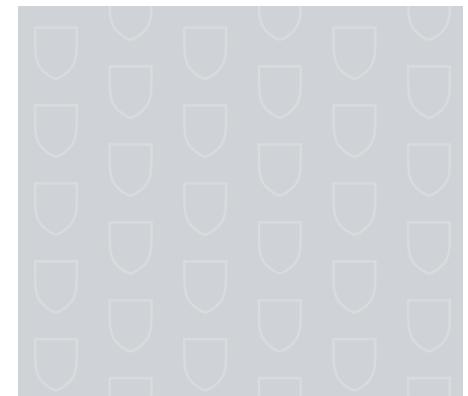
HOLLOW SHIELD



NAVY



YELLOW



GRAY

VISUAL ELEMENTS

Frame

The use of the Shield Frame element is to show depth and movement in select USJ photography. This is to be used only at the discretion the Office of Marketing & Communications.

Shield Frame

EXAMPLES



VISUAL COLORS

Primary Colors

These colors make up the main visual identity for USJ. **1932 Blue (Navy)** and **Crown Yellow** are the 2 most prominent colors in our brand, where White and Black are to be used as accents to them when appropriate. These 2 primary colors are found in our logos and are the only colors to be used when using our logo.

Secondary Colors

The secondary colors: Carpenter Gray, **Mercy Blue**, **Asylum Blue**, and **Lily Green** are used as accent colors in marketing materials, including the USJ website. These colors are used not only to represent University of Saint Joseph's traditions, but to create a harmonious balance when applied together.

Colors marked with  /  are to be used for formal, institutional purposes only.

Primary Colors

ACCENT
#00214a

 **1932 Blue (Navy)**

Pantone 282 C/M/U
C100 M68 Y0 K54
R0 G45 B98
#002d62

ACCENT
#ffdb33

 **Crown Yellow**

Pantone 116 C/M
Pantone 114 U
C0 M16 Y100 K0
R255 G210 B0
#ffd200

White

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Black

Tint 90%
C0 M0 Y0 K100
R0 G0 B0
#000000

Carpenter Gray

Pantone 428 C/M
Pantone 427 U
C2 M0 Y0 K18
R207 G212 B216
#cfd4d8

Asylum Blue

C100 M0 Y0 K5
R0 G165 B227
#00a5e3

Mercy Blue

C89 M56 Y0 K0
R11 G109 B183
#0b6db7

Lily Green

Pantone 369 C/M
Pantone 368 U
C59 M0 Y100 K7
R108 G179 B63
#6cb33f

Free Gold

Pantone 871 C

Secondary Colors

White and **Black** are vital colors for basic communication - it is preferred that a tint of 90% Black to be used for body copy in any USJ marketing materials.

Free Gold is a Metallic Ink that is to only be used for Presidential and commemorative purposes at the discretion of the Office of Marketing & Communications.

VISUAL TYPOGRAPHY

Primary Typefaces

Borges and Interstate are the primary fonts used when typographically representing the University of Saint Joseph. These two typefaces – one serif, one sans serif – carry numerous weight options, which leave room for creative variations. Due to copyright/licensing laws, only the USJ Marketing & Communications department may use them for official marketing materials. We use the different fonts and weights to create contrast and balance hierarchy.

Google and System font alternatives are to be used for when Borges and Interstate are not available.

SERIF TYPEFACE

Borges

Borges is our brand's Serif Typeface. It is primarily used for body copy and headlines. It is also used for the wayfinding systems on campus.

WEIGHTS

Borges ExtraLight	Borges Medium
<i>Borges ExtraLight Italic</i>	<i>Borges Medium Italic</i>
Borges Light	Borges Bold
<i>Borges Light Italic</i>	<i>Borges Bold Italic</i>
Borges Regular	Borges Black
<i>Borges Regular Italic</i>	<i>Borges Black Italic</i>

SAMPLE

Belong. Become. Thrive.

Borges Regular

EXTENDED WEIGHTS (MARKETING USE ONLY)

Borges Open	Borges Titling
<i>Borges Poema</i>	

System Font Alternative
(not to be used for external
marketing purposes)

» Cambria

*Use only when our primary
fonts and Google font
alternatives are unavailable.*

Google Font Alternative
(not to be used for external
marketing purposes)

» Crimson Text

SANS SERIF TYPEFACE

Interstate

Interstate is our brand's Sans-Serif Typeface. It is primarily used for headlines, call-to-action statements, and body copy.

WEIGHTS

Interstate Hairline
Interstate Hairline Italic
 Interstate Hairline Condensed
Interstate Hairline Condensed Italic
 Interstate Thin
Interstate Thin Italic
 Interstate Thin Condensed
Interstate Thin Condensed Italic
 Interstate Extra Light
Interstate Extra Light Italic
 Interstate Extra Light Condensed
Interstate Extra Light Condensed Italic
 Interstate Light

Interstate Light Italic
 Interstate Light Condensed
Interstate Light Condensed Italic
 Interstate Regular
Interstate Regular Italic
 Interstate Regular Condensed
Interstate Regular Condensed Italic
 Interstate Bold
Interstate Bold Italic
 Interstate Bold Condensed
Interstate Bold Condensed Italic

Interstate Bold Compressed
Interstate Black
Interstate Black Italic
Interstate Black Condensed
Interstate Black Condensed Italic
 Interstate Black Compressed
Interstate Ultra Black
Interstate Ultra Black Italic
Interstate Ultra Black Condensed
Interstate Ultra Black Condensed Italic

SAMPLE

Belong. Become. Thrive.

Interstate Regular

System Font Alternative
 (not to be used for external
 marketing purposes)

» Calibri

*Use only when our primary
 fonts and Google font
 alternatives are unavailable.*

Google Font Alternative
 (not to be used for external
 marketing purposes)

» Overpass

VISUAL TYPOGRAPHY

Secondary Typeface

Special Forces serves as the typeface used in the Lettermark of USJ's Standard Logo. Although, it is the primary typeface used for USJ Athletics logo suite.

This typeface is to be used only at the discretion of the Office of Marketing & Communications.

SERIF TYPEFACE

Special Forces

Special Forces

Special Forces Italic

VISUAL TYPOGRAPHY

Legacy Typefaces

Borges Versalitas is a legacy typeface used in the USJ Official Logo. This typeface is for Legacy use only at the discretion of the Office of Marketing & Communications.

SERIF TYPEFACE

BORGES VERSALITAS

BORGES BLANCA VERSALITAS

BORGES GRIS VERSALITAS

BORGES NEGRA VERSALITAS

VISUAL TYPOGRAPHY

Hierarchy

These are examples of best practices when using USJ's Typography for various print or digital collateral. The goal is to display information clearly and legibly.

EXAMPLE 01

Callout

BIGGER HEADLINE

Subhead/Secondary Headline

TERTIARY HEADLINE

Optatur magna vit fugiandeles dolo es ea quia
dolorectaest es arum quatet laboratet quassun
tionecte consequ ametur sumqui blaudae proreic
ipsisinc totatquibus ipsusdae il mos et pe cum
velestios conesto rectum latem qui re non est, unt,
cus et lab iniscite re culpa volorrovid mo odiorio.

Title and/or Main Headline

Borges Extra Light
Tracking 0

Interstate Bold Compressed
Point size 50
Leading 42
Tracking 0

Subhead

Borges Extra Light Italic
Tracking 10

Tertiary Headline

Interstate Regular
Tracking 25

Body Copy

Borges Light
Leading AUTO
Tracking 0

EXAMPLE 02

CALLOUT

Headline Stacked to Several Lines

Subhead/Secondary Headline with several lines of text. Hendaes con et eumet estiberaessi tem ut latis aut doluptasit molupienti omnis a voluptati.

Optatur magna vit fugiandeles dolo es ea quia dolorectaest es arum quatet laboratet quassun tionecte consequ ametur sumqui blaudae proreic ipisinc totatquibus ipsusdae il mos et pe cum velestios conesto rectum latem qui re non est, unt, cus et lab iniscite re culpa volorrovid mo odiorio.

Title and/or Main Headline

Interstate Bold Compressed
Tracking 5

Borges Extra Light
Point size 30
Leading 30
Tracking -25

Subhead

Interstate Bold
Leading AUTO
Tracking 10

Body Copy

Borges Light
Leading AUTO
Tracking 0

**WHAT IS
"LEADING?"**

Leading is a crucial element of typography that affects readability and visual appeal by controlling the vertical spacing between lines of text. It's a key factor in creating comfortable and engaging reading experiences.

With our typefaces, text generally looks best with leading set slightly looser than the default.

**WHAT IS
"TRACKING?"**

Tracking is used to modify the horizontal spacing between characters in a block of text to improve its overall visual appearance and readability.

VISUAL TEMPLATES

Stationery

When communicating with member in and out of the USJ community, it is important that what they receive is displayed with intentions and purpose. Shown here are a few examples of print/stationery items.

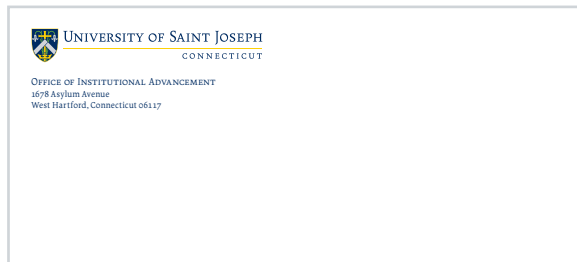
All of these are available for customization and download.

LETTERHEAD - WORD DOC.

UNIVERSITY OF SAINT JOSEPH CONNECTICUT	USJ	Department/Division Name Title
University of Saint Joseph 1678 Asylum Avenue West Hartford, CT 06117 usj.edu		

	UNIVERSITY OF SAINT JOSEPH CONNECTICUT	Department/Division Name Title
University of Saint Joseph 1678 Asylum Avenue West Hartford, CT 06117 usj.edu		
<i>Founded by the Sisters of Mercy</i>		

ENVELOPES



BUSINESS CARDS



MORE
COMING
SOON