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Last Approved	N/A	Owner	Matthew Krob
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		Applicability	Saint Louis University Campus Wide

Logo Policy

Responsible University Official: Co-director, Marketing and Communications / Laura Geiser

Policy Owner: Director, Design Services / Matt Krob

Policy Contact: Director, Design Services / Matt Krob

1.0 Reason for Policy

The University's logos are touchstones of the brand and among its most valuable assets. The purpose of this policy is to formalize the rules for the display and use of the Saint Louis University brand and set parameters to build a consistent visual presentation for the University.

2.0 Policy Statement

University logos are trademarked. They are only to be used for official Saint Louis University business and promotion. Commercial use is restricted to official University-approved partners and those entities that have followed proper licensing procedures.

To maintain the strength of the brand, a tiered logo system brings consistency to current and future logos or wordmarks.

Level One / Top-Level Logos

There is one Saint Louis University logo that is usable by all units; alternate logos representing SLU are not to be created and are not permitted for use. The University logo includes variations (e.g., horizontal, vertical, etc.) to allow for optimal use in space-limited settings. Use of one of the approved variations is encouraged when there exists a logistical reason not to use the primary logo.

Similarly, other top-level marks include the University's wordmarks, lettermarks and Billiken logos. Like the University's primary logo, these marks cannot be altered.

Level Two / Restricted Logos

Within the University's logo system also exists a set of restricted marks. These marks include the University seal, the Billiken Athletics logos and any vintage or historic University and/or Athletics logos and graphics. Access and use of these marks will only be granted after permission has been obtained from the Division of Marketing and Communications and/or the Department of Athletics.

Level Three / Academic and Non-academic Logos

For the University's colleges, schools, departments and other academic and administrative units (including divisions and departments), there exists a specific visual identity within the University's overall brand standards. This visual identity, or "lockup," refers to the consistent use of the University's name and logomark with the name of a college, school, or academic/administrative unit. These lockups effectively tie the individual entity to the overall University brand. While it is necessary for communications from a specific academic unit to bear that unit's name, it is also necessary and advantageous to tie that unit back to the SLU brand. This not only allows for cohesion across communications coming from all units on campus but also allows departments to utilize the power of the SLU brand.

None of the above-mentioned marks should be altered, redrawn, distorted or rebuilt. An independent secondary graphic mark for a school or college is not permitted. **Any exceptions to this policy will only be considered after consultation with the Division of Marketing and Communications (Marcom).**

Level Four / Academic Centers and Institutes Logos

A lockup system has been created for the centers and institutes of SLU. These entities have been identified by the deans of SLU's colleges and schools in conjunction with the Office of the Provost. When a center or institute is named, an opportunity exists to have a logo developed by Marcom within the University's centers/institutes logo lockup system. Following the implementation of this policy, only these marks will be permitted for centers and institutes. The mark provides a unique identifier and a clear and consistent visual connection to the University.

Level Five / Academic and Non-academic Sub-brand Marks

Rules also exist for academic and non-academic sub-brand marks, which are never to be substituted for the SLU logo. These can include but are not limited to a broad group of University-approved programs, scholarships, organizations, registered student organizations, groups, clubs, fundraising campaigns, projects, or annual or ongoing events.

Sub-brand Marks for time-bound or annually occurring events

Separate marks may be considered for time-bound or annual events but must be approved by the Division of Marketing and Communications. These could include fundraising campaigns, Homecoming and Family Weekend, Fall Welcome, etc.

These marks should:

- **Use approved University fonts** (Brandon Grotesque, Farnham and Crimson Pro) unless there is a clear strategic reason not to do so.
- **Use approved University colors.** New sub-brand marks must include SLU blue, and should be predominantly blue and white, with a secondary accent color of College Church Gray. The secondary color palette and any additional colors should not be utilized unless there is a clear strategic reason to do so.
- **Include the University's name.** It must feature the Saint Louis University wordmark or the University name in a SLU-branded font.
- Any mark containing an **acronym** must ensure that there is a variation of that design that contains the acronym's full name written out.
- **Graphic elements should be used sparingly.** Any graphics should be guided by and complementary to the University's visual brand.

Sub-brand Marks for non-time-bound or one-time events

Marks that are not time-bound may be considered but must be approved by the Division of Marketing and Communications. These marks should follow the same rules as the time-bound event logos, except as they relate to the inclusion of graphic elements. The extent and degree of graphics incorporated into the design will be determined by the scope and impact of the group or event that the mark is being created for.

Any graphic elements should always work in a complementary — and not competitive — relationship with the University's visual brand.

Level Six / Marketplace Sub-Brand Marks

These product brands have significant recognition or equity in the marketplace beyond that of Saint Louis University, may compete with off-campus/external commercial entities in the marketplace and may be multi-institutional (e.g., TGI, SLUCare). Solutions may range from a standardized co-branding execution to the creation of a completely unique design. Those interested in developing a marketplace sub-brand mark must work in consultation and collaboration with the Division of Marketing and Communications.

3.0 Scope

This policy applies to all operating units of Saint Louis University, including SLU Madrid, and all faculty, staff, students, volunteers and other workforce members not otherwise identified.

4.0 Procedures

Information about and rules pertaining to usage of the University's logo system can be found on the SLU Logo Guidelines page on slu.edu. All rules must be followed.

5.0 Sanctions

Individuals who fail to comply with this policy and the procedures associated with it may be subject to disciplinary actions guided by the University's *Staff Performance Management Policy, SLU Faculty Manual (St. Louis Campus)* or *Student Handbook*. Non-compliance with this policy may result in disciplinary action, up to and including separation from the University.

6.0 Responsibilities

Maintenance and oversight of the University's brand is the responsibility of the Division of Marketing and Communications. Any questions pertaining to the University's logo system should be sent to the director of design services.

7.0 References

University policies including but not limited to:

Non-Retaliation Policy

Reporting Concerns of Misconduct Policy

Staff Performance Management Policy

University resources including but not limited to:

SLU Faculty Manual (St. Louis Campus

Student Handbook

SLU Logo Guidelines page

8.0 Definitions

Lettermark: A typography-based logo that's comprised of a few letters, usually an institution's initials. The lettermark is all about simplicity. By using just a few letters, lettermark logos are effective at streamlining any institutional brand if they have a long name.

Lockup: Refers to the consistent use of the University's name and logomark with the name of a college, school or academic/administrative unit.

Logo: A graphic representation or symbol of an institution's name, trademark, abbreviation, etc., often uniquely designed for ready recognition.

Logomark: A logo centered around a symbolic image or icon. The SLU logomark is the shield containing the fleur de lis, the crown and the cross.

Mark: A representative graphic that works in conjunction with University branding. This graphic should not confuse, compete or lessen the SLU brand in any way.

Sub-brands: Exhibit their own distinct personalities, though they are indisputably linked to SLU.

A sub-brand unit's mission differs somewhat from the core University mission, and it also has multiple sources of support external to SLU. Support is defined as significant funding, staffing, facilities or other material support.

SLU sub-brands may be granted a higher level of differentiation if the sub-brand unit provides a unique set of products or services, serves different target audiences or otherwise requires its own market positioning to be successful.

The graphic identity of SLU sub-brands must be congruent with SLU's core brand, but sub-brand units may request permission to co-brand and use additional marks under certain circumstances. While sub-brands must reflect the core brand platform, they may include some distinct messaging to highlight their differentiating advantages within their unique competitive markets.

Wordmark: A distinct, text-only typographic treatment of the name of a product, service, company, organization or institution that is used for purposes of identification and branding. A wordmark can be an actual word (e.g., Apple), a made-up name that reads like a word (e.g., Google), or an acronym, initialism or a series of letters (e.g., IBM).

9.0 History

This is a new university policy.

Approval Signatures

Step Description	Approver	Date
Chief Policy Officer hold before ULC to make required edits	Michael Reeves	Pending
Policy Review Committee	Michael Reeves	1/9/2025
Policy Review Committee	Matthew Krob	12/19/2024
Chief Policy Officer review before PRC	Michael Reeves	12/18/2024

Applicability

SLUCare, Saint Louis University