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# SANTA CLARA UNIVERSITY

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## **STYLE GUIDELINES**

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THIS STYLE GUIDE HAS BEEN CREATED TO INFORM AND ASSIST WITH THE BASIC GUIDELINES FOR THE SANTA CLARA UNIVERSITY TEMPLATE SYSTEM. WHILE THERE ARE SOME HARD AND FAST RULES, THE GUIDELINES HAVE BEEN KEPT FLEXIBLE IN MANY PLACES TO ENSURE ADAPTABILITY WITH COPY, IMAGES, AND GRAPHICS FOR EACH TEMPLATE.

PMS 201

SANTA CLARA UNIVERSITY

PMS 201  
TWO LINES

SANTA CLARA  
UNIVERSITY

BLACK

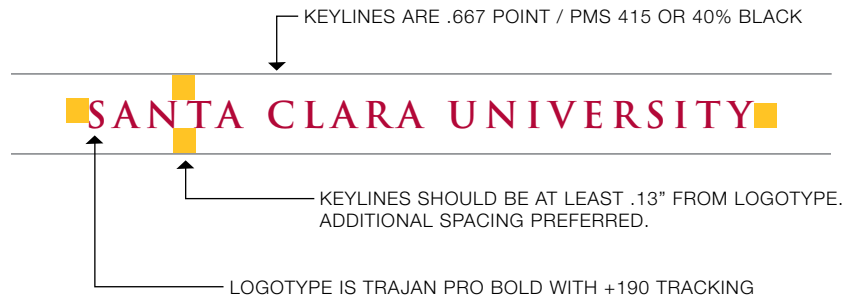
SANTA CLARA UNIVERSITY

WHITE ON  
PMS 201

SANTA CLARA UNIVERSITY

WHITE ON  
50% BLACK

SANTA CLARA UNIVERSITY



Consult the INDD templates for best Logotype size for your piece.

1. SANTA CLARA UNIVERSITY

2. SANTA CLARA UNIVERSITY

3. SANTA CLARA UNIVERSITY

4. SANTA CLARA UNIVERSITY

5. SANTA CLARA UNIVERSITY

1. Do not track the logotype more OR less than 190
2. Do not alter the color from the approved palette
3. Do not change the logotype font from Trajan Bold
4. Do not change the background color from the approved palette
5. Do not place logotype on image

PMS 201



BLACK

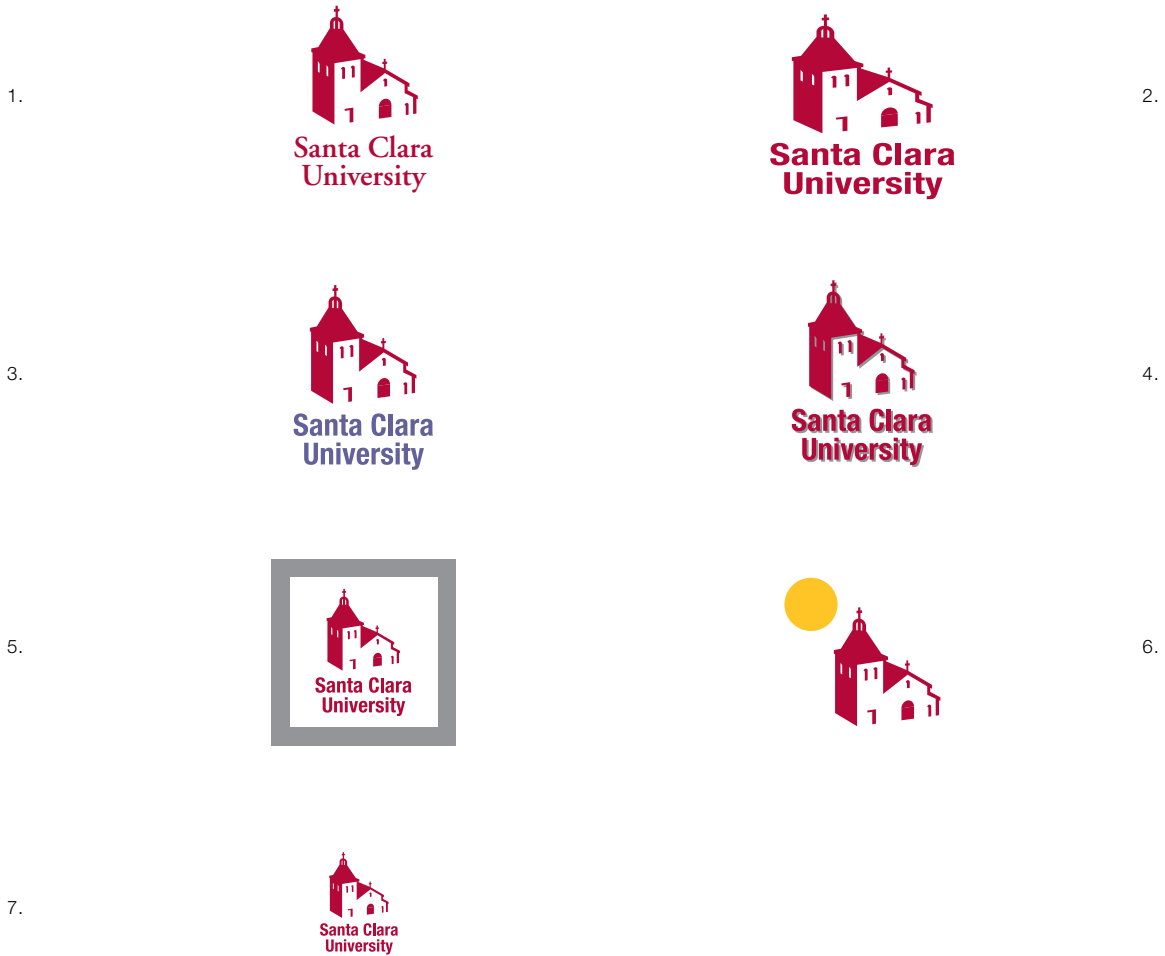


WHITE ON  
PMS 201



WHITE ON  
50% BLACK





1. Do not change the font or attempt to typeset the logotype
2. Do not scale the logo disproportionately
3. Do not alter the distribution of colors within the logotype from approved palette
4. Do not add a dropshadow
5. Do not enclose the logo in ANY shape
6. Do not use the Mission alone or add any other elements to the logo
7. Do not reduce the logo smaller than .61" x .793" or 29% of original logo

PMS 201



PMS 452



BLACK



50% BLACK



WHITE ON  
COLOR  
BACKGROUND



WHITE  
WITH 50%  
OPACITY ON  
DUOTONE  
IMAGE





3.



4.



6.

1. Do not alter the outside of the circular border
2. Do not fill the background with color or screen tint
3. Do not alter the color from the approved palette
4. Do not scale the seal disproportionately
5. Do not change the inside text
6. Do not extract the eagle, or any part of the seal, from its whole



SANTA CLARA UNIVERSITY

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CORRECT USAGE

**The Jesuit University in Silicon Valley**

Tagline = Helvetica Neue Medium 10pt.

1. **The Jesuit University in Silicon Valley**

2. **The Jesuit University in Silicon Valley**

3. The Jesuit University in Silicon Valley

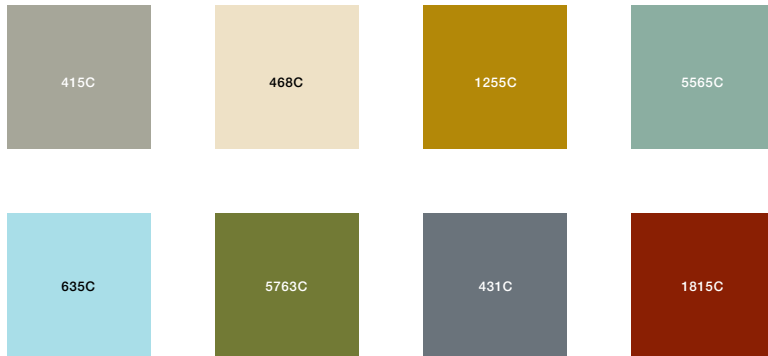
4. **The Jesuit University in Silicon Valley**

1. Do not change the font
2. Do not scale the line disproportionately
3. Do not lower case the u in University
4. Do not go smaller than Helvetica Neue Medium 7 pt.

MAIN



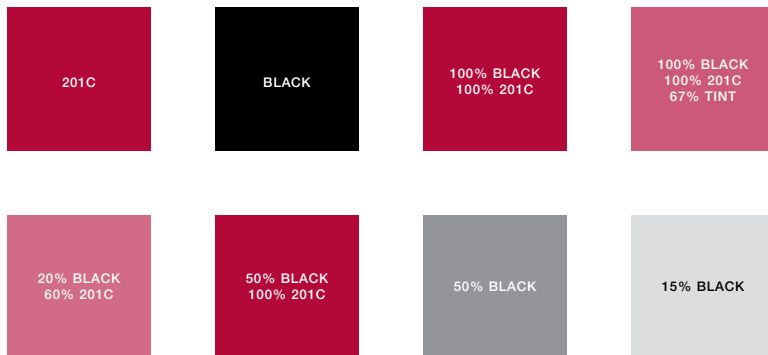
SUPPORTING



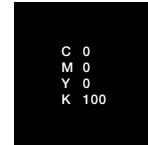
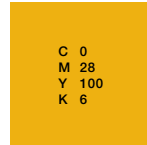
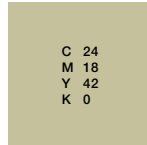
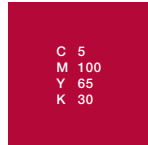
ACCENT



TWO-COLOR

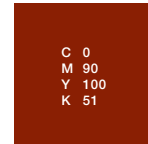
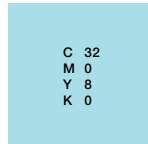
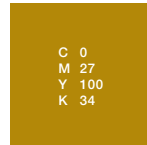
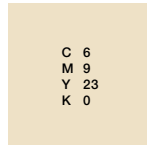
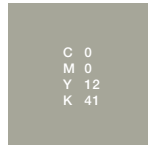


MAIN

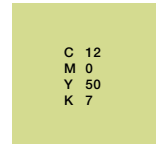
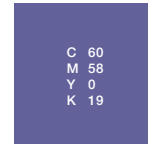
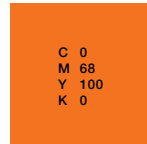
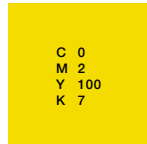
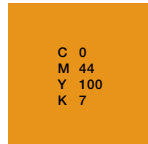


\* For PMS 201  
use this screen mix  
not the CS3 default  
screen mix

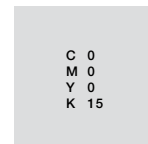
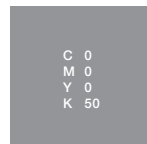
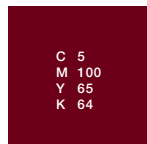
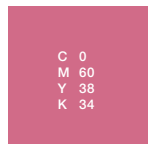
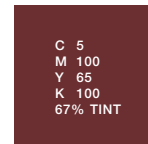
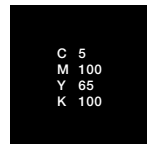
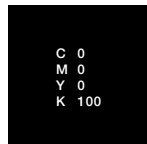
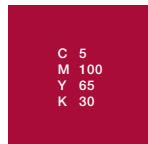
SUPPORTING



ACCENT



TWO-COLOR



TRAJAN PRO

REGULAR

BOLD

ABCDEFGHIJ12345

ABCDEFGHIJ12345

**ABCDEFGHIJ12345**

**ABCDEFGHIJ12345**

TRAJAN

REGULAR

BOLD

ABCDEFGHIJ12345

**ABCDEFGHIJ12345**

HELVETIC NEUE

LIGHT (45)

abcdefghABCDEFGH12345

LIGHT ITALIC(46)

*abcdefghABCDEFGH12345*

ROMAN (55)

abcdefghABCDEFGH12345

ITALIC (56)

*abcdefghABCDEFGH12345*

MEDIUM (65)

abcdefghABCDEFGH12345

MEDIUM ITALIC (66)

*abcdefghABCDEFGH12345*

BOLD (75)

**abcdefghABCDEFGH12345**

BOLD ITALIC (76)

***abcdefghABCDEFGH12345***

HEAVY (85)

**abcdefghABCDEFGH12345**

HEAVY ITALIC (86)

***abcdefghABCDEFGH12345***

BOLD EXTENDED (83)

**abcdefghABCDEFGH12345**

BOLD EXTENDED OBLIQUE (83)

***abcdefghABCDEFGH12345***

ADOBE GARAMOND

REGULAR

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN

ITALIC

*abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN*

SMALL CAPS & OLDSTYLE

ABCDEFGHIJKLMNabcdefghijklmno

SEMIBOLD

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN**

SEMIBOLD ITALIC

***abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN***

SMALL CAPS & OLDSTYLE

**ABCDEFGHIJKLMNabcdefghijklmno**

BOLD

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN**

BOLD ITALIC

***abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN***

HELVETICA ROUNDED

BOLD

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN**

BOLD OBLIQUE

***abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN***

BASE NINE

REGULAR

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN

ITALIC

*abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN*

*Shelby Andante Script*

*Regular*

*abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMN*