



聖若瑟大學



UNIVERSITY OF SAINT JOSEPH

# LOGO STYLE GUIDE

Reference Code: ECL-501-0316-02

# The University of Saint Joseph Logo

The University of Saint Joseph (USJ) logo includes two elements: the USJ insignia and the accompanying logotype.

## USJ INSIGNIA

The USJ insignia is based on the original insignia of the “Instituto Inter-Universitário de Macau”, including 3 main elements in its inner circle:

*The **Lotus Flower**, symbol of Macau Special Administrative Region of China;*

*The **Elliptical Cross** of the Diocese of Macau;*

*The letters **Apha and Omega** (A Ω), first and last letters of the Greek alphabet, and a symbol of Christ in the Book of Revelation.*

The outer rim of the circle includes 2 logotypes with the words “University of Saint Joseph ” in:

***Latin**, the root language of Portuguese and an official language of Macau SAR*

***Traditional Chinese Calligraphy** developed by the renowned Calligrapher 歐陽中石 (Ouyang Zhongshi).*

## LOGOTYPE

The Logotype is written in traditional chinese, by the Calligrapher *Ouyang Zhongshi* and English, the main medium of instruction at USJ, using the font “Trajan Pro”.

The USJ logotype and insignia are never to be used separately, except in University Diplomas, Certificates and Awards, or any other item approved by the USJ Rector.

USJ Insignia



USJ Logotype



USJ Logo

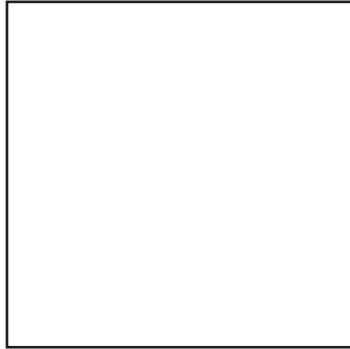
The logo can have the variations presented in this styleguide, including a landscape or portrait forms and the Logotype expanded in English, Portuguese or in a condensed form (USJ).

The USJ logo may never be used so small that its insignia is less than 2 cm in diameter. The logo may be scaled up to any size.

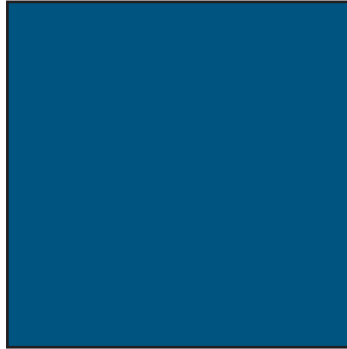
Logos of non-USJ partner institutions, for example funding or research partners, may be included on covers with the USJ logo, as long as a 20% safety area is maintained around the logo.

The USJ logo must be used on all university digital media and stationery items: videos, website, posters, adds, letterheads, envelopes, business cards, etc.

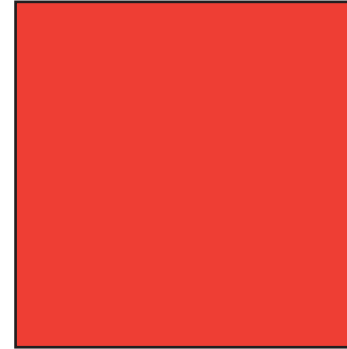
# USJ FACULTY COLORS



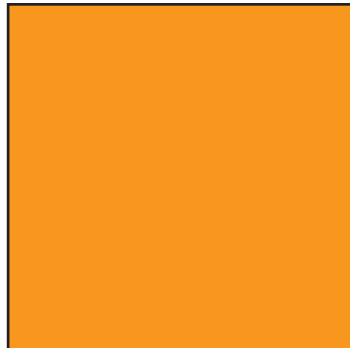
Faculty of Religious Studies



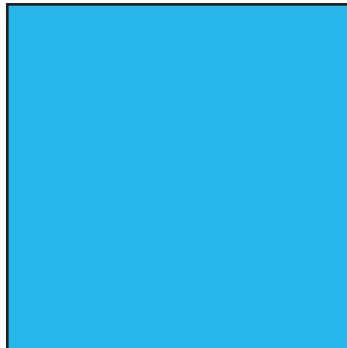
Faculty of Humanities



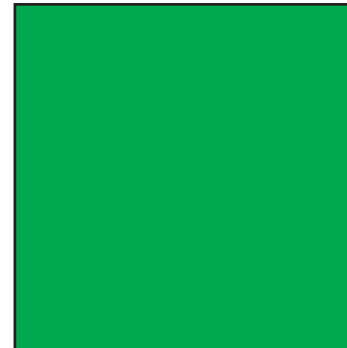
Faculty of Administration and Leadership



Faculty of Psychology and Education

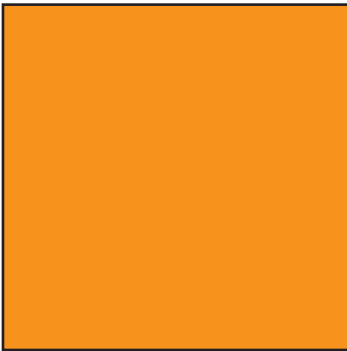


Faculty of Creative Industries

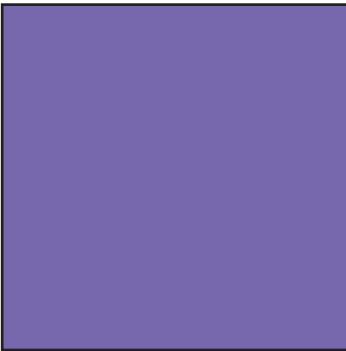


Institute of Science and Environment

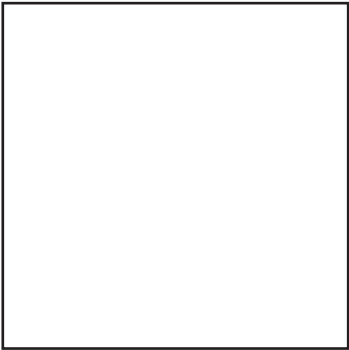
# BASIC COLOR SCHEME FOR WEBSITE, SLIDES, POSTERS, ETC.



Pantone -130 C /Coated  
CMYK - 0 50 100 0  
RGB - 243 146 0  
HTML - F3 92 00



Pantone - 2725 C/Coated  
CMYK - 60 65 0 0  
RGB - 126 101 170  
HTML - 7E 65 AA



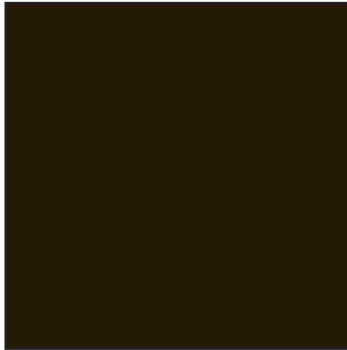
White



Gray 12%



Gray 32%



Black

# USJ INSIGNIA VARIATIONS



# **USJ LOGO VARIATIONS**



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# **USJ LEGACY LOGOS**



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UNIVERSIDADE DE SÃO JOSÉ

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REITORIA