



聖若瑟大學 丁巳  
UNIVERSITY OF  
SAINT JOSEPH

# LOGO GUIDELINES 2019

Reference Code: ECL-501-0316-02

## STYLE GUIDE | TABLE OF CONTENTS

The Logo Explained .....	2
The Clear Space .....	4
The Main Grids .....	5
The Colors .....	6
The Logo Backgrounds .....	7
The Black&White Horizontal Version .....	9
The Colored Vertical Version .....	11
The Black&White Vertical Version .....	12
The Simplified USJ Version Vertical Color .....	14
The Simplified USJ Version Vertical Black&White .....	15
The Simplified USJ Version Horizontal Color .....	16
The Simplified USJ Version Horizontal Black&White .....	17
Logo per Academic Units Vertical Version Color .....	18
Logo per Academic Units Vertical Version Black&White .....	19
Logo per Academic Units Horizontal Version Color .....	20
Logo per Academic Units Horizontal Version Black&White .....	21
Logo per Administrative Units .....	23
Business Card .....	38
Business Card Examples .....	39
USJ Letterhead .....	40
Academic Units Letterhead .....	41
USJ Envelope .....	43
USJ Design Samples .....	44
USJ Stamp .....	45
Stamps for Administrative Units .....	46
Logo Proper Use .....	47
Logo Minimum Sizes .....	48

## University of Saint Joseph Logo



### The University of Saint Joseph Logo

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

#### 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 **Alpha** and **Omega**, 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 letterings 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).

## University of Saint Joseph Logo



### The University of Saint Joseph Logo

- 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 an other item approved by the USJ Rector.
- 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 logotype, as long as a 20% safety area is maintained around the USJ logo.
- The USJ logo must be used on all university digital media and stationery items: videos, website, posters, adds, letterheads, envelopes, business cards, etc.

## STYLE GUIDE | The Clear Space

The minimum clear space for the University of Saint Joseph logo is defined as the height of the **pink block M** (always in proportion with the Logo). Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



Example 1 with white background



Example 2 with colored background the Logo should maintain the Clear Space in proportion.





## STYLE GUIDE | The Colors















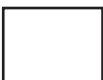
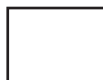
### USJ Academic Units Colors

	Faculty of Humanities
	Faculty of Creative Industries
	Institute of Science and Environment
	School of Business and Law
	School of Education
	Faculty of Social Sciences
	Faculty of Religious Studies

### USJ Administrative Units Colors

	Administrative Units
--	----------------------

### The Color scheme for USJ Logo

Grayscale	RGB	CMYK	Pantone C
	K=100 R=98 G=27 B=75		C=60 M=100 Y=45 K=30 Pantone 511 C
	K=82 R=0 G=85 B=129		C=100 M=25 Y=0 K=50 Pantone 3025 C
	K=25 R=19 G=181 B=234		C=69 M=7 Y=0 K=0 Pantone 2915 C
	K=48 R=6 G=141 B=146		C=84 M=27 Y=42 K=3 Pantone 5483 C
	K=38 R=0 G=169 B=78		C=94 M=0 Y=100 K=0 Pantone 7482 C
	K=62 R=239 G=66 B=54		C=0 M=90 Y=86 K=0 Pantone Bright Red C
	K=40 R=247 G=149 B=32		C=0 M=50 Y=100 K=0 Pantone 1495 C
	K=0 R=255 G=255 B=255		C=0 M=50 Y=100 K=0

## STYLE GUIDE | The Logo Backgrounds

On white backgrounds the Logo should maintain the Clear Space in proportion.  
The Logotype is writing in dark blue ( C=100 M=25 Y=0 K=50 )



聖若瑟大學 丁屋  
UNIVERSITY OF  
SAINT JOSEPH

On coloured backgrounds the Logo can be use with the Logotype font in White.  
The Logotype is writing in white ( C=0 M=0 Y=0 K=0 )



聖若瑟大學 丁屋  
UNIVERSITY OF  
SAINT JOSEPH



聖若瑟大學 丁屋  
UNIVERSITY OF  
SAINT JOSEPH





聖若瑟大學 丁屋  
UNIVERSITY OF  
SAINT JOSEPH



聖若瑟大學 丁屋  
UNIVERSITY OF  
SAINT JOSEPH



聖若瑟大學 丁屋  
UNIVERSITY OF  
SAINT JOSEPH

STYLE GUIDE | The Black&White Horizontal Version

Example 1: White Background



Example 2: With Block M as the Clear Space



= Block M





聖若瑟大學 註冊商標  
UNIVERSITY OF  
SAINT JOSEPH



聖若瑟大學 註冊商標  
UNIVERSITY OF  
SAINT JOSEPH



聖若瑟大學<sup>丁</sup>  
UNIVERSITY OF  
SAINT JOSEPH



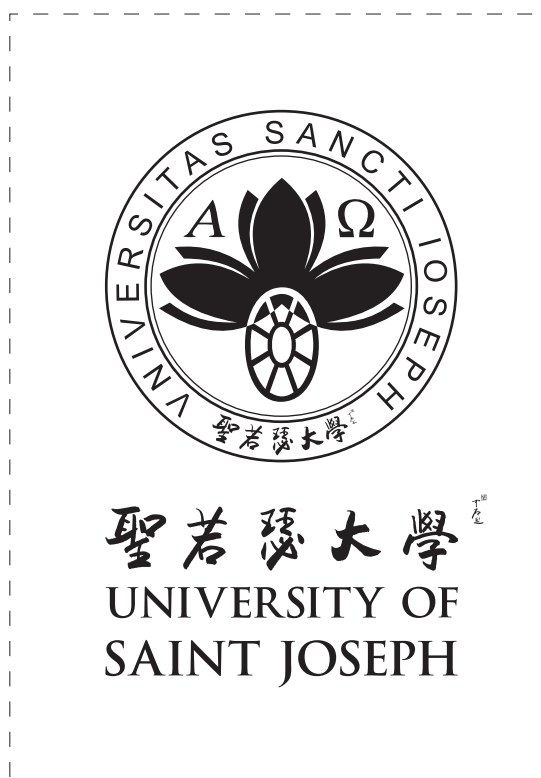
聖若瑟大學<sup>丁</sup>  
UNIVERSITY OF  
SAINT JOSEPH



聖若瑟大學<sup>丁</sup>  
UNIVERSITY OF  
SAINT JOSEPH

# STYLE GUIDE | The Black&White Vertical Version

Example 1: White Background



Example 2: With Block M as the Clear Space  = Block M





聖若瑟大學<sup>TM</sup>  
UNIVERSITY OF  
SAINT JOSEPH



聖若瑟大學<sup>TM</sup>  
UNIVERSITY OF  
SAINT JOSEPH







STYLE GUIDE | The Simplified USJ Version Horizontal Color





聖若瑟大學<sup>®</sup>  
USJ



聖若瑟大學<sup>®</sup>  
USJ



聖若瑟大學<sup>®</sup>  
USJ



聖若瑟大學<sup>®</sup>  
USJ

STYLE GUIDE | Logo per Academic Units | Vertical version | Color

The lettering for the name of the faculties and administration units use the font “PT Serif Regular”.



聖若瑟大學

USJ

Faculty of  
Humanities



聖若瑟大學

USJ

Faculty of  
Creative  
Industries



聖若瑟大學

USJ

Institute of  
Science and  
Environment



聖若瑟大學

USJ

School of  
Business  
and Law



聖若瑟大學

USJ

School of  
Education



聖若瑟大學

USJ

Faculty of  
Religious  
Studies



聖若瑟大學

USJ

Faculty of  
Social  
Sciences

STYLE GUIDE | Logo per Academic units | Vertical version | Black&White

The lettering for the name of the faculties and administration units use the font “PT Serif Regular”.



聖若瑟大學  
**USJ**

**Faculty of  
Humanities**



聖若瑟大學  
**USJ**

**Faculty of  
Creative  
Industries**



聖若瑟大學  
**USJ**

**Institute of  
Science and  
Environment**



聖若瑟大學  
**USJ**

**School of  
Business  
and Law**



聖若瑟大學  
**USJ**

**School of  
Education**



聖若瑟大學  
**USJ**

**Faculty of  
Religious  
Studies**



聖若瑟大學  
**USJ**

**Faculty of  
Social  
Sciences**

STYLE GUIDE | Logo per Academic Units | Horizontal version | Color



聖若瑟大學  
USJ

Faculty of  
Humanities



聖若瑟大學  
USJ

Faculty of  
Creative Industries



聖若瑟大學  
USJ

Institute of Science  
and Environment



聖若瑟大學  
USJ

School of  
Business and Law



聖若瑟大學  
USJ

School of  
Education



聖若瑟大學  
USJ

Faculty of  
Religious Studies



聖若瑟大學  
USJ

Faculty of  
Social Sciences



聖若瑟大學  
USJ

Faculty of Humanities



聖若瑟大學  
USJ

Faculty of Creative Industries



聖若瑟大學  
USJ

Institute of Science and Environment



聖若瑟大學  
USJ

School of Business and Law



聖若瑟大學  
USJ

School of Education



聖若瑟大學  
USJ

Faculty of Religious Studies



聖若瑟大學  
USJ

Faculty of Social Sciences

## STYLE GUIDE | Logo per Academic units | Library

The lettering for the name of the Academic Units and Administrative Units use the font “PT Serif Regular”.



聖若瑟大學  
USJ

Library



聖若瑟大學  
USJ

Library



聖若瑟大學  
USJ

Library



聖若瑟大學  
USJ

Library



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ





## STYLE GUIDE | Logo per Administrative Units | University Press

The lettering for the name of the faculties and administration units use the font “PT Serif Regular”.



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



STYLE GUIDE | Logo per Administrative Units | Rector's Office



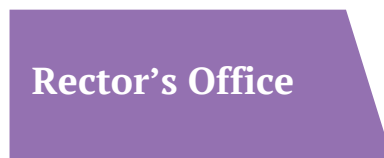
聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ





聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



STYLE GUIDE | Logo per Administrative Units  
Public and International Relations Office

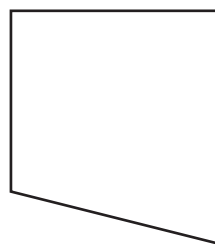


聖若瑟大學  
USJ

Public and  
International  
Relations  
Office



聖若瑟大學  
USJ



聖若瑟大學  
USJ

Public and  
International  
Relations  
Office



聖若瑟大學  
USJ

Public and  
International  
Relations  
Office

STYLE GUIDE | Logo per Administrative Units  
Information Technology Office



聖若瑟大學  
USJ

Information  
Technology  
Office



聖若瑟大學  
USJ

Information  
Technology  
Office



聖若瑟大學  
USJ

Information  
Technology Office



聖若瑟大學  
USJ

Information  
Technology Office

STYLE GUIDE | Logo per Administrative Units  
Students Recruitment Office



聖若瑟大學  
USJ

Student  
Recruitment  
Office



聖若瑟大學  
USJ

Student  
Recruitment  
Office



聖若瑟大學  
USJ

Student  
Recruitment Office



聖若瑟大學  
USJ

Student  
Recruitment Office



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



STYLE GUIDE | Logo per Administrative Units  
Office for Students and Alumni Affairs



聖若瑟大學  
USJ

Office  
for Student  
and Alumni  
Affairs



聖若瑟大學  
USJ

Office  
for Student  
and Alumni  
Affairs



聖若瑟大學  
USJ

Office for Student  
and Alumni Affairs



聖若瑟大學  
USJ

Office for Student  
and Alumni Affairs







聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



STYLE GUIDE | Logo per Administrative Units  
 Faculties, Administration and Operations Office



聖若瑟大學  
 USJ

Faculties  
 Administration  
 and Operations  
 Office



聖若瑟大學  
 USJ

Faculties  
 Administration  
 and Operations  
 Office



聖若瑟大學  
 USJ

Faculties  
 Administration  
 and Operations Office



聖若瑟大學  
 USJ

Faculties  
 Administration  
 and Operations Office



聖若瑟大學  
USJ



聖若瑟大學  
USJ



聖若瑟大學  
USJ



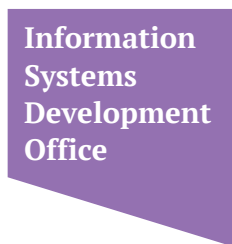
聖若瑟大學  
USJ



STYLE GUIDE | Logo per Administrative Units  
 Information Systems Development Office



聖若瑟大學  
 USJ



聖若瑟大學  
 USJ



聖若瑟大學  
 USJ



聖若瑟大學  
 USJ





# STYLE GUIDE | Business Card

The Faculty Logo

Personal Contacts  
**PT Serif Bold 9pt**  
PT Serif Regular 8pt

**Card Name Holder (PhD)**  
Professional Position 1  
Professional Position 1

**UNIVERSITY OF SAINT JOSEPH**  
Estrada Marginal da Ilha verde 14-17, Macao  
www.usj.edu.mo

email@usj.edu.mo  
(M) +853 #####  
(F) +853 #####

University Contacts  
**PT Serif Bold 7pt CAPITALS**  
PT Serif Regular 7pt

Personal Contacts  
PT Serif Regular 7pt

## STYLE GUIDE | Business Card Examples



**Lorem Ipsum Smith**  
Rector

UNIVERSITY OF SAINT JOSEPH  
Estrada Marginal da Ilha verde 14-17, Macao  
www.usj.edu.mo

rector@usj.edu.mo  
(M) +853 8796 4490  
(F) +853 2872 5517



**Lorem Ipsum Abreu (PhD)**  
Associate Professor  
Dean

UNIVERSITY OF SAINT JOSEPH  
Estrada Marginal da Ilha verde 14-17, Macao  
www.usj.edu.mo

lorem.ipsum@usj.edu.mo  
(M) +853 6655 4494  
(F) +853 2872 5517



**Lorem Ipsum Gonçalves (PhD)**  
Assistant Professor  
Coordinator

UNIVERSITY OF SAINT JOSEPH  
Estrada Marginal da Ilha verde 14-17, Macao  
www.usj.edu.mo

lorem.ipsum@usj.edu.mo  
(M) +853 6655 4494  
(F) +853 2872 5517



## STYLE GUIDE | USJ Letterhead

Body text: font “Times New Roman”, size 12 pt, color 82% black.



March 00, 2017

Insert Name Here  
Insert Company Name Here  
Insert Address Line One Here  
Insert Address Line Two Here  
City

Dear Insert Name Here:

Times New Roman, font size 12 pt, color 82% of black. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Best Regards,

Best Regards,

Sender Name  
Title

## STYLE GUIDE | Academic Units Letterhead | Example 1

Body text: font “Times New Roman”, size 12 pt, color 82% black.



March 00, 2017

Insert Name Here  
Insert Company Name Here  
Insert Address Line One Here  
Insert Address Line Two Here  
City

Dear Insert Name Here:

Times New Roman, font size 12 pt, color 82% of black. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Best Regards,

Sender Name  
Title

## STYLE GUIDE | Academic Units Letterhead | Example 2

Body text: font “Times New Roman”, size 12 pt, color 82% black.



聖若瑟大學

USJ

Faculty of  
Humanities

March 00, 2017

Insert Name Here

Insert Company Name Here

Insert Address Line One Here

Insert Address Line Two Here

City

Dear Insert Name Here:

Times New Roman, font size 12 pt, color 82% of black. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Best Regards,

Sender Name

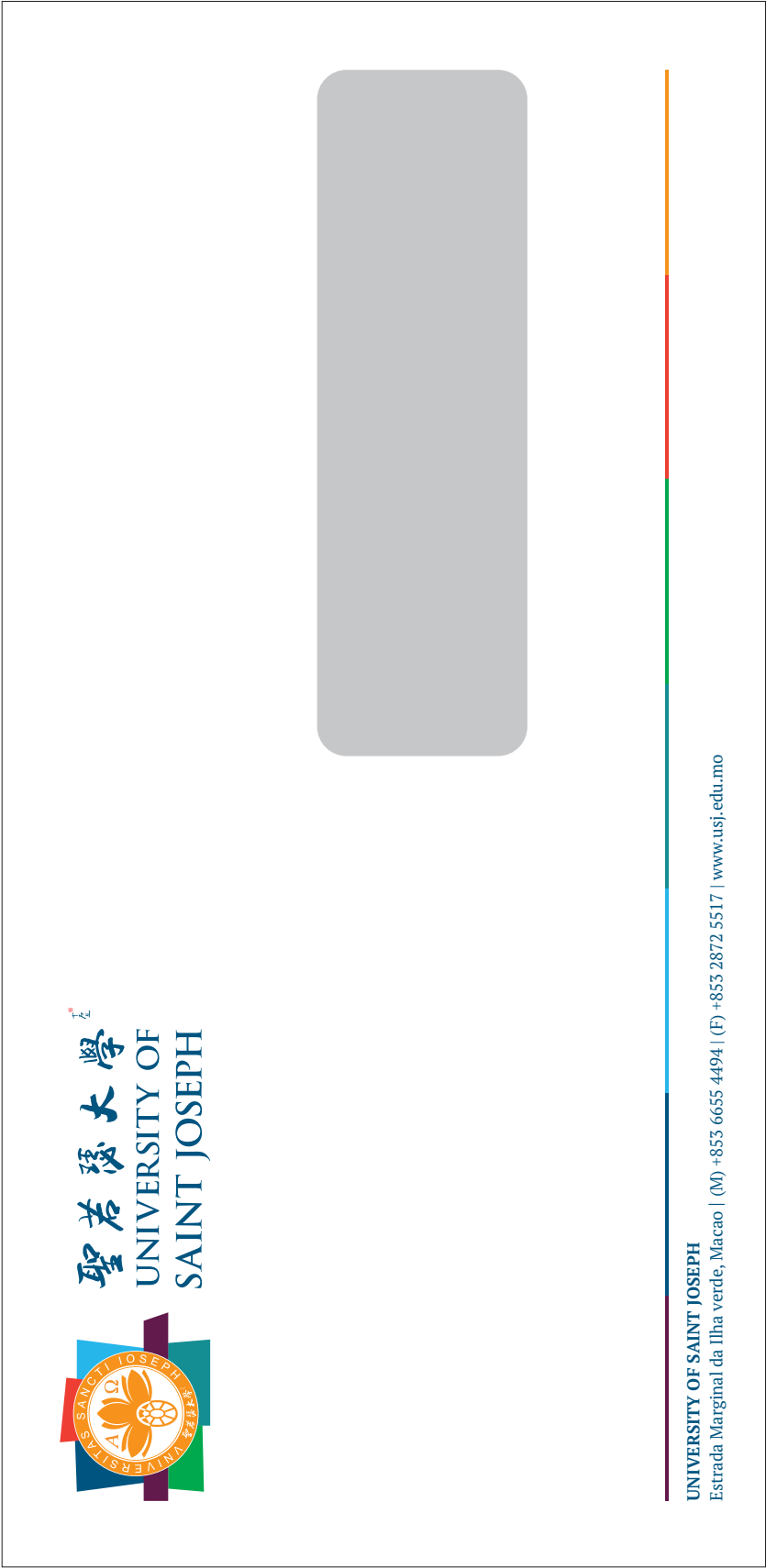
Title

UNIVERSITY OF SAINT JOSEPH

Estrada Marginal da Ilha verde, Macao | (M) +853 6655 4494 | (F) +853 2872 5517 | www.usj.edu.mo

# STYLE GUIDE | USJ Envelope

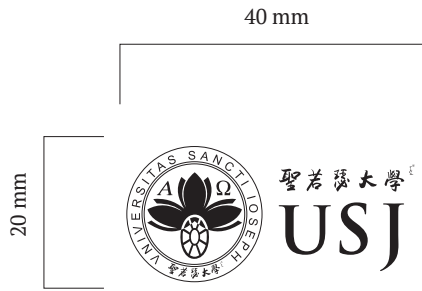
DL size envelope, 220mm X 110mm



# STYLE GUIDE | Design Samples



# STYLE GUIDE | USJ Stamp



# STYLE GUIDE | Stamps for Administrative Units

Minimum size 40 mm X 20 mm | Font: PT Serif **Bold**, 7 pt



**USJ**

Lifelong Learning Office



**USJ**

Students Recruitment Office



**USJ**

Public and International Relations Office



**USJ**

University Press



**USJ**

Office for Students and Alumni Affairs



**USJ**

Quality Assurance Office



**USJ**

Information Technology Office



**USJ**

Information Systems Development Office



**USJ**

Residence Hall Office



**USJ**

Rector's Office



**USJ**

Academic Affairs Office



**USJ**

Counseling Centre



**USJ**

Finance Office



**USJ**

Faculties Administration and Operations Office



**USJ**

Human Resources Office

## STYLE GUIDE | Logo Proper Use

The University of Saint Joseph logotype is our most valuable brand asset. The University of Saint Joseph logotype has been carefully designed and should never be altered in any way.

These examples illustrate how NOT to use the logotype, but do not include all instances of misuse.

Do not:

- alter the logotype (Insignia + Lettering) in any way.
- redesign, redraw, animate, modify, distort, or alter the proportions of the logotype.
- surround the logotype with—or place in the foreground over—a pattern or design.
- add words, images, or any other new elements to the logotype.
- replace the approved typeface with any other typeface.
- enclose the marks in a shape or combine it with other design elements or effects.
- modify the size or position relationship of any element within the marks.

• **Do not retype text**



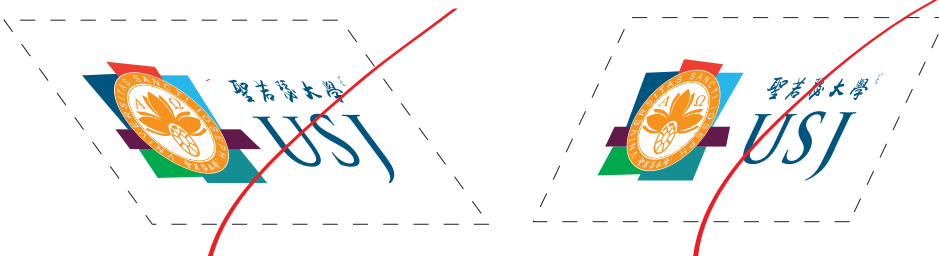
• **Do not stretch**



• **Do not alter color**



• **Do not distort**



• **Do not overlap colors and gradients**





## STYLE GUIDE | Logo Minimum Sizes

When reproducing USJ Logotipo, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function.

Generally, USJ logo should never appear less than 2cm tall in printed materials, and no less than 36px tall in the digital realm.

Print Minimum Size:

Web Minimum Size:





聖若瑟大學

USJ

**UNIVERSITY OF SAINT JOSEPH**  
Estrada Marginal da Ilha Verde, 14-17  
Macao, China  
[www.usj.edu.mo](http://www.usj.edu.mo)

