



**ST. BONAVENTURE
UNIVERSITY**

BRAND GUIDE

UPDATED MAY 2019

Why does brand consistency matter? Our brand is a promise. It's a living, breathing expression of our values, our successes, our community. And brand consistency keeps that promise.

When people see or hear the marks of our brand—our logos, our colors, our language—they understand our commitment and know what follows represents the values and mission of St. Bonaventure University.

It's not enough to just build awareness of St. Bonaventure University—brand awareness is simply a first impression. It puts us on the radar and brings people through the door. But brand consistency is how we build on that awareness to create trust and nurture that growing relationship. Strong brand consistency helps us to:

- **Maximize the effects of reach and frequency.** Reach is the number of people exposed to our brand. Frequency is the number of times they are exposed. When we reach multiple people with the same brand, we give them a common experience upon which our brand and reputation can grow virally—the “Oh, Bona’s? Yeah, I know them!” effect. When we keep our brand consistent over multiple exposures (frequency), we build familiarity and trust. We don’t need to keep introducing ourselves and can instead build a conversation about who we are.

- **Speak with a unified voice.** Following brand guidelines when speaking about ourselves and presenting ourselves to the world magnifies the impact of our efforts. Brand consistency across departments and divisions demonstrates an institution whose members not only communicate with each other efficiently, but are also independently committed to the same institutional mission.
- **Leverage our successes across the university.** When we present our diverse community as a unified brand with a singular voice, then success in one area—say, a faculty member’s paper being published in an influential journal or a student winning an award in their field of study—will positively impact other areas, such as undergraduate recruitment or alumni engagement. A rising tide lifts all ships.

LANGUAGE



Why do we sweat the details? We want to speak with a singular voice about who we are. But these days, our voice is usually conveyed through writing—whether in print, online, or social media. And each of us writes in our own unique way. By agreeing to uniform writing style guidelines, however, we are able to ensure that our focus is on what we write, not how we punctuate or capitalize or the vagaries of formatting.



This is why, when it comes to how our writing is composed and published, we need to all be on the same page...or, rather, in the same book—the AP Stylebook, that is.

Why AP style?

The Associated Press Stylebook is the gold standard of mainstream media publishing. Its guidelines are clear and concise, emphasizing accuracy and brevity. What's more, because it is used so much in journalism, it is familiar to most readers. So, when reading our literature, they will not be distracted by unfamiliar styling. Instead, they'll simply take in what we're saying and become part of the conversation.

How to use AP style

Individuals tasked with writing for the university should own a copy of the AP Stylebook. You can always purchase an electronic version online. Although you can also find several summaries online from various sources and these can be convenient in a pinch, we prefer you rely on the Stylebook itself and our own summaries and guidelines as much as possible.

The AP Stylebook is designed for ease of use: It is organized just like a giant glossary. Want to know when to use a person's title and whether it should be capitalized? Titles are right there under T. Whether to spell out or use a numeral? That's found under N. It's simple, direct, and set up for your success.

A FEW QUICK TIPS

- **Books, articles, magazines.** Use quotation marks around the titles of books, songs, TV shows, computer games, poems, speeches and works of art. Do NOT use quotation marks around magazine or newspaper titles or the Bible. Do not underline or italicize any of the above.
- **Colons.** Capitalize the first word after a colon only if it is a proper noun or begins a complete sentence.
- **Commas.** In general, if a comma does not make clear what is being said, it should not be there. If omitting the comma could lead to confusion or misinterpretation, then use the comma. In a series: Do not put a comma before the conjunction in a series unless doing so avoids confusion. For example: The flag is red, white and blue. But: We want to thank our parents, the president, and God.
- **Dates.** Abbreviate the month, use a figure only for the day (no st, nd, rd or th). A comma is not necessary if only a year and month are given, but do use a comma to set off the year if both month and day are given. Use figures with the letter s but no apostrophe when discussing decades—the 1950s. Use figures for centuries—the 20th century. Capitalize days of the week, but do not abbreviate.
- **Hyphens.** Hyphens are joiners. Use them to avoid ambiguity (He re-covered his roof) or to form a single idea from two or more words: small-business owner, first-quarter touchdown, well-known man (but: He was well known). However, do not use with adverbs: a very good time, an easily remembered rule. Use hyphens when describing a person's dual heritage: African-American, Italian-American.

- **Numbers.** In general, spell out one through nine; use figures thereafter. Always use figures for units of measure, when referring to someone's age and in all tables and statistics. Use figures with time, along with a.m. and p.m.
- **Titles.** In general, only capitalize when it is a formal title (not simply a job title) used directly before someone's name—President Dennis R. DePerro, but: Our university president, Dennis R. DePerro, is our 21st president.

Bona's style guide

In addition to the AP Stylebook, we also have our own St. Bonaventure University Writing Style Guide, available from our Office of Marketing & Communications. Contact Tom Donahue (tdonahue@sbu.edu) for a PDF of our guide. It details how we prefer university-specific spellings and capitalizations rendered as well as lays out where we prefer to differ from the AP Stylebook on certain matters.

Some quick tips

Campus buildings and spaces. As a general rule, capitalize campus buildings that have a formal, given name, including the word Building, Hall, Library, and so on. For example: Devereux Hall, Holy Name Library for the Franciscan Institute, The John J. Murphy Professional Building, Maintenance/Central Receiving Building, University Chapel. Departments and Offices. Capitalize, including Department and Office: Department of History, Office of Admissions. (This varies from AP.)

HOW WE REFER TO OURSELVES

We all have different names in different contexts. We may use our complete first and last name when meeting a professional contact for the first time, but we have a fun nickname among our closest friends. Our brand name allows the same flexibility as we establish relationships and connections among our community.

- **St. Bonaventure University.** Please note that the university is incorporated as “St.” and not the word “Saint.” This is the name used in all formal university literature and in the first instance in larger publications, such as recruitment materials. Thereafter, we adopt our more casual monikers:
- **Bona’s.** This is who we are among our community. It’s a nod to our history and our former name of St. Bonaventure’s College (before we became a university in 1950). Equally important, it establishes and reinforces a sense of intimacy and camaraderie. The apostrophe is important here: It denotes ownership of ourselves, who we are.
- **Bonnies.** This is the official name of our university athletics. “Bonnies” should also be used when speaking generally and casually about our student body or alumni (Bonnies in service, Bonnies succeed in business, or Bonnies take home the title).
- **#Bonas.** This is our official university hashtag appropriate for use on all things Bona’s—from undergraduate recruitment to university advancement, and on-campus events. When we are consistent with our hashtag, we multiply the voice of our community throughout social media. Use it often. Use it with pride.

HOW WE TALK ABOUT OURSELVES

A critical part of our brand is community, and this needs to resonate in how we refer to ourselves as well as our voice and tone. All of our writing needs to welcome people in, include them in who we are, and establish a warm and inviting relationship with them.

- **University Reference.** Keeping in mind the official name of the university is St. Bonaventure (not Saint Bonaventure) University and reinforcing it with consistent, correct usage is important. Also, in printed references, conversation, and materials the word university should be lower case unless used as the complete name “St. Bonaventure University.”
- **Second person plural.** We don’t want to sound stuffy or pretentious. We must always speak like we are representatives of a community, not an inaccessible institution. For this reason, we use we, us and our whenever possible. For example: Our students, not St. Bonaventure students. We believe, not Bona’s believes.
- **Tone.** Our Brand Personality should come through in all of our communications. We want to be sure to strike a nuanced and personable tone—not a caricature or concept. This requires a sense of balance: friendly but not overly casual, intelligent but not academic, confident but not cocky. Ensure that you gather a clear sense of the full Brand Personality before putting fingertips to keyboard for any university communications.

LOGOS



How to use our official logo

The official St. Bonaventure University logo is the foundational graphic element of our brand system. Its consistent application and faithful reproduction strengthens our brand and reinforces the reputation of St. Bonaventure with the University community of students, faculty, staff, and alumni; other academic institutions; the people of Western New York and surrounding regions; and the wider world.

St. Bonaventure University reserves the right to determine visual identity symbols and standards that are linked to the university's name, brand, and university operations. Sub-brand or program logos must adhere to university brand standards, as determined by the Office of Marketing and Communications. Alternative logos are not permitted, and university resources are not approved to support purchases using nonstandard logos. Event-specific logos for limited use may be developed and approved in collaboration with the Office of Marketing and Communications.

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.



The primary logo is comprised of the icon and word mark in Museo Slab 900.

Our logo & word mark

The official St. Bonaventure University logo should never be recreated or typeset. Only official logo files should be used in all marketing and communications materials.

The primary logo is the preferred graphic to use in most applications. The secondary logo may be used when a horizontal application is preferred. In some circumstances where a graphic application of a “badge” is preferred, or where there is a size restriction, the tertiary logo may be used in place of the primary and secondary.

The official icon may be used as a stand alone graphic, but only when accompanied by the word mark within branding materials.

Alternate variations can be found on the pages that follow.

Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.



Primary logo



Secondary logo



Tertiary logo



Word mark
(single color use only)



Primary icon



Secondary icon
(single color use only)

Primary logo colors

The full-color logo is the preferred graphic to use in most applications. The established brand colors must be followed in all print and web treatments. All other usages are dependent upon print and web limitations.



Full-color



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



BONA YELLOW (SUN)
PMS 115C
CMYK 0 | 6 | 87 | 0
RGB 253 | 218 | 36
HEX #FDDA24



Single-color



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



Black & white



White (Knockout)

Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Secondary logo colors

The full-color secondary logo is the preferred graphic to use in most applications. The established brand colors must be followed in all print and web treatments. All other usages are dependent upon print and web limitations.



Full-color

ST BONAVENTURE
UNIVERSITY



BONA YELLOW (SUN)
PMS 115C
CMYK 0 | 6 | 87 | 0
RGB 253 | 218 | 36
HEX #FDDA24



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



ST BONAVENTURE
UNIVERSITY

Black & white



Single-color

ST BONAVENTURE
UNIVERSITY



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



ST BONAVENTURE
UNIVERSITY

Two-tone
(Can be used in limited color applications)



BONA gray (WOLF)
PMS WARM GRAY 4C
CMYK 11 | 13 | 15 | 27
RGB 182 | 173 | 165
HEX #B6ADA5



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227

Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Tertiary logo colors

The full-color logo is the preferred graphic to use in most applications. The established brand colors must be followed in all print and web treatments. All other usages are dependent upon print and web limitations.



Full-color



BONA YELLOW (SUN)
PMS 115C
CMYK 0 | 6 | 87 | 0
RGB 253 | 218 | 36
HEX #FDDA24



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



Single-color



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



Black & white



Grey-scale knockout
(60% gray can be used when
the black & white variation is
not applicable)



Two-tone
(Can be used in limited
color applications)



BONA gray (WOLF)
PMS WARM GRAY 4C
CMYK 11 | 13 | 15 | 27
RGB 182 | 173 | 165
HEX #B6ADA5



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227

Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Word mark colors

The official St. Bonaventure University word mark may be used as a stand alone graphic in a limited color palette. When needing to brand in small space, the word mark is preferred.



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227

**ST BONAVENTURE
UNIVERSITY**

Single-color (PMS 476)

**ST BONAVENTURE
UNIVERSITY**

Black & white

**ST BONAVENTURE
UNIVERSITY**

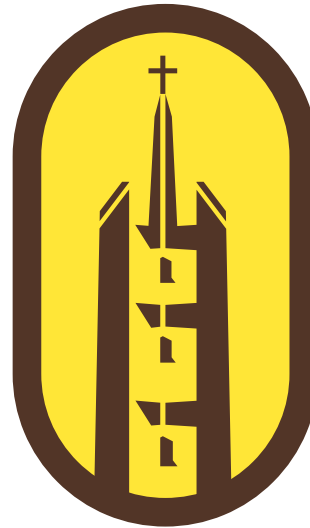
Brown & white (Knockout)

Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Icon colors

The full-color icon is the preferred graphic to use in most applications. The established brand colors must be followed in all print and web treatments. All other usages are dependent upon print and web limitations.



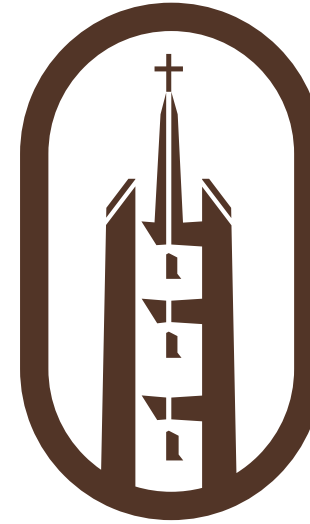
Full-color



BONA YELLOW (SUN)
PMS 115C
CMYK 0 | 6 | 87 | 0
RGB 253 | 218 | 36
HEX #FDDA24



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



Single-color



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



Single-color
on PMS 476



BONA YELLOW (SUN)
PMS 115C
CMYK 0 | 6 | 87 | 0
RGB 253 | 218 | 36
HEX #FDDA24



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227



Black & white (Knockout)



Two-tone
(Can be used in limited
color applications)



BONA gray (WOLF)
PMS WARM GRAY 4C
CMYK 11 | 13 | 15 | 27
RGB 182 | 173 | 165
HEX #B6ADA5



BONA BROWN
PMS 476C
CMYK 48 | 69 | 73 | 57
RGB 78 | 50 | 39
HEX #4E3227

Note:

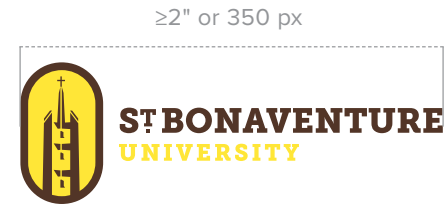
Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Size limitations

All logo variations, including the word mark, should never be used smaller than 1" (for print) or 175 pixels (for web). It is preferred to use the secondary and tertiary logos no smaller than 2" (for print) or 350 pixels (for web).



≥1" or 175 px



≥2" or 350 px



≥1" or 175 px



≥2" or 350 px

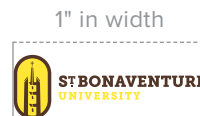


≥1" or 175 px

Improper usage



3/4" in width



1" in width



3/4" in width



1" in height



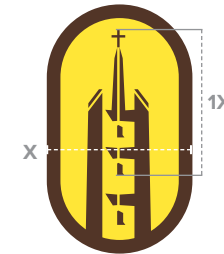
3/4" in height

Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Proportions

The official St. Bonaventure University logo, word mark and icon should never be stretched, squished, or distorted in any way. Proper proportions of all type treatments and icons must be maintained at all times.



Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Improper usage



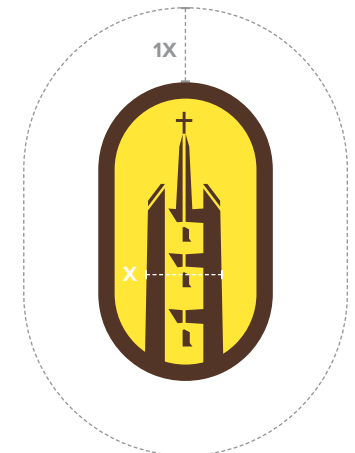
Do not change proportion or position of the logo elements



Do not stretch, condense, or distort any of the logo elements

Clear space

For legibility and prominence the official St. Bonaventure University logo, word mark, and icon should maintain a proportionate amount of clear space around each brand mark at all times. Photos, text, and graphic elements should not fall within this space.

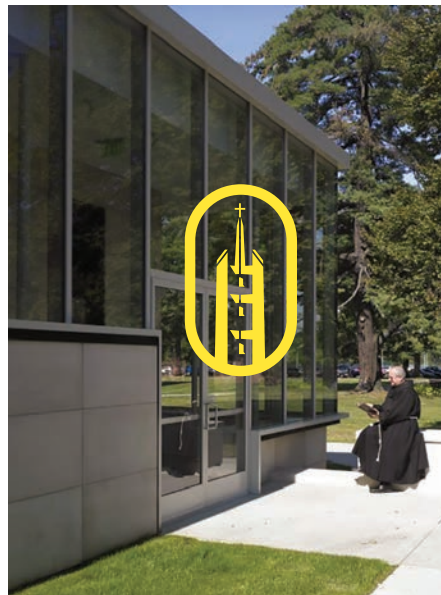


Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

Brand usage over photos

When using brand graphics over full-color photos, only the word mark, icon, and primary logo may be used. A full knockout to white is preferred, but PMS 115 can be substituted when applicable.



Note:

Production-ready and print-quality files for all St. Bonaventure logos may be obtained through the Office of Marketing and Communications.

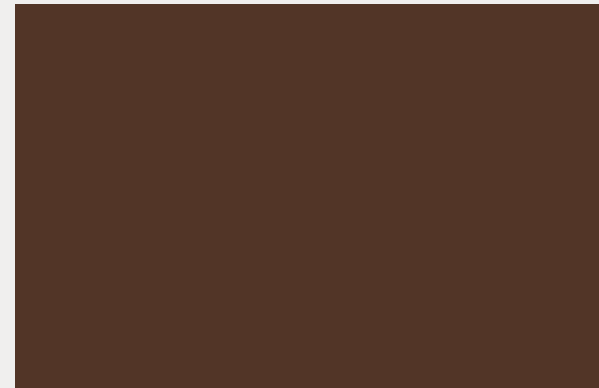
COLOR



Bona Brown* is our primary, dominant brand color.

This brown is authentic, historical and unique among our competitive set. Though our other palettes introduce useful and complimentary tones, no viewer should be left with the impression that the color of St. Bonaventure University is anything other than this specific brown, Bona Brown.

***NOTE: The PMS 476C conversions to CMYK, RGB and Hex are based on equivalents from the Pantone Solid Coated library.**



BONA BROWN

PMS 476C

CMYK 48 | 69 | 73 | 57

RGB 78 | 50 | 39

HEX #4E3227

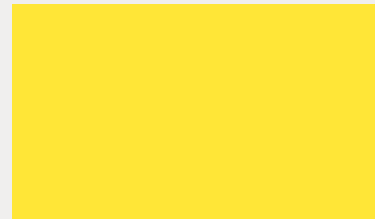
SECONDARY PALETTE

Our secondary palette consists of two colors, each with its own ties to St. Bonaventure history. Bona Yellow and Bona Gray were selected to provide contrast to Bona Brown. They may be used freely in all university communications, but Bona Brown must always be prominent.

TERTIARY PALETTE

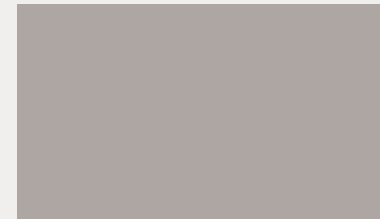
The two colors of our tertiary palette bring depth and variety to our brand executions. It is important to note that the role of the tertiary palette is to support the primary and secondary palettes. These colors bring contrast, energy and a visual pop to our brand. They should always be used in conjunction with Bona Brown and the secondary palette.

Secondary palette



BONA YELLOW (SUN)

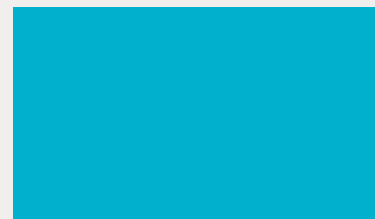
PMS 115C
CMYK 0 | 6 | 87 | 0
RGB 253 | 218 | 36
HEX #FDDA24



BONA GRAY (WOLF)

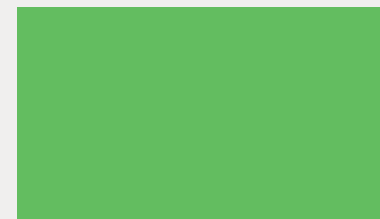
PMS WARM GRAY 4C
CMYK 11 | 13 | 15 | 27
RGB 182 | 173 | 165
HEX #B6ADA5

Tertiary palette



SKY

PMS 2200C
CMYK 82 | 11 | 17 | 3
RGB 4 | 169 | 199
HEX #04A9C7



GRASS

PMS 360C
CMYK 63 | 0 | 84 | 0
RGB 108 | 194 | 74
HEX #6CC24A

TYPOGRAPHY



St. Bonaventure typography consists of two fonts.

PROXIMA NOVA

Proxima Nova is available in 48 separate weights and styles—from thin to black, and regular to extra condensed with italic faces for each. Several examples are displayed at right. For everyday use, the following four weights will be enough to accomplish most tasks:

- Regular
- Italic
- Bold
- Bold Italic

Proxima Nova can be accessed through Adobe Fonts at fonts.adobe.com/fonts/proxima-nova and is free of charge to Adobe CS license holders.

Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

ABRIL

Abril is available in 22 separate weights and styles—from text light to fatface—with italic faces for each. A few examples are displayed at right. For everyday use, text weights should function as serif body and display copy. Fatface should be used for headlines and titles only.

Abril can be accessed through Adobe Fonts at fonts.adobe.com/fonts/abril and is free of charge to Adobe CS license holders.

Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Text Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Fatface Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Fatface Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

HEADLINES

Proxima Nova Black, Proxima Nova Bold (all caps) or Abril Fatface are the headline fonts. These should be used sparingly to draw attention to important text.

HEADINGS

Proxima Nova Bold is the heading font. It should be used in multi-page documents and websites to denote a new section.

SUB HEADLINES

Abril Text Bold (all caps) is the sub headline font. It should be used under headlines or headers.

BODY COPY

Abril Text Regular and Proxima Nova Regular are the paragraph fonts. Either can be used for supportive messaging.

CALLOUTS/FOOTNOTES

Proxima Nova Condensed should be used to call out details on diagrams and to caption photos.

This is a Headline.
THIS IS A HEADLINE.
This is a Headline.

This is a heading.

THIS IS A SUB HEADLINE.

This is serif body copy. Lorem ipsum onescit ipsandandi di nusa sin cum utaes quibus temdor hillant esenienecate voluptaque dem voloria con escid quis nus aut quam ulparitis ipsanda epr oritaria si rate eum ut velitam vendi que porporion eiciis ut everrum vendustis.

This is sans serif body copy. Lorem ipsum onescit ipsandandi di nusa sin cum utaes quibuam hillant esenienecate voluptaque dem voloria con escid quis nus aut quam ulparitis ipsanda oritaria rate eum ut velitam vendi que porporion eiciis ut everrum vendustis dolore.

This is a callout style.

This is a footnote style.

PHOTOGRAPHY



In order to express the full depth and breadth of our story, our visual identity includes photo styles and treatments.

CAMPUS PHOTOGRAPHY

When capturing photography, we should focus on locations and situations that feel specific to our campus and nowhere else. All imagery should support some aspect of the St. Bonaventure Brand Personality, as listed on page 4.



IMAGE TREATMENT AND EFFECTS

It's important that photographs look and feel uniform. The saturation should be consistent and can be adjusted. The colors can be adjusted to reflect our brand palette.

Color overlays can also be used to add visual interest to our photography. When used properly, this treatment can have a unifying effect on photography obtained from multiple sources. To achieve this effect, a layer of a single color from any of our palettes is laid over a full-color or black-and-white photo and set to "Multiply." Additional adjustments to opacity, gradation or contrast may be necessary to obtain optimal results.



CONTACTS



**All questions regarding
the brand and its proper
implementation should
be addressed to the
Office of Marketing and
Communications.**

Tom Missel

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(716) 375-2303

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Beth Eberth

Director of University

Communications

(716) 375-2453

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