

USING THE LOGO IN PRINTED MATERIALS

For printed materials produced in any Microsoft Office program or WordPerfect, use the WMF versions of the logos. These logos will not look good on the screen, but will print clearly at any size.

TO USE THE LOGO IN MICROSOFT WORD

1. From the *Insert* menu, select *Picture > From File*.
2. Navigate to the J: drive (*Dept on 'Staff-server\Dept_storage*).
3. Double-click on the *snclogos* folder.
4. Double-click on the *SNC Logo* or *Green Knight* folder (whichever one you wish to use).
5. Double-click on the *Print* folder.
6. Double-click on the file you wish to insert. Again, use the WMF versions of the logos. (If you are unsure which file to use, open the *ReadMe.txt* file and read it first.)
7. To resize the logo after inserting it into a document:
 - a. Click once on the logo to select it.
 - b. Right-click on the logo and select *Format Picture*.
 - c. On the *Position* tab, check the *Float over text* box. Click *OK*.
 - d. Grab a corner box around the logo and drag to make it smaller or larger. Drag it only by the corners!
8. To move the logo after inserting it into a document:
 - a. Click once on the logo to select it.
 - b. Right-click on the logo and select *Format Picture*.
 - c. On the *Position* tab, check the *Float over text* box. Click *OK*.
 - d. Click on the logo and drag it to the new location.
9. To wrap text around the logo after inserting it into a document:
 - a. Right-click on the logo and select *Format Picture*.
 - b. On the *Position* tab, check the *Float over text* box.
 - c. On the *Wrapping* tab, choose the wrapping options you prefer. Click *OK*.

MAILED MATERIALS

- Prior approval is required from the Mail Center when printing logos on items mailed via the U.S. Postal Service.

FOR ASSISTANCE

- For advice regarding logo usage and guidelines, contact Creative Services (ext. 4427 or ext. 3259).
- For advice regarding accessing these College visual symbols, contact Computer Services (ext. 3550).
- For advice regarding mailed materials and stationery, contact the Manager of Printing and Distribution (ext. 3951).

ST. NORBERT COLLEGE

LOGO USAGE GUIDELINES

The consistent application of the College logo, mascot, and crest produces a cohesive graphic identity for SNC. Standardized usage is important in maintaining that identity. These guidelines, and the associated policy, unify the way that the College's image is communicated.



The College crest
(Round seal)



College logo
(St. Norbert College with
laurel leaves & shield)



Mascot/athletic logo
(Green Knight on
a charging horse)

***These guidelines are to be used in all
marketing and communications.***

THE COLLEGE CREST/SEAL

The use of the College crest requires approval from the Office of the President. It is reserved for use on diplomas, commencement programs, academic certificates, and other official documents as determined by the Office of the President.



THE COLLEGE MASCOT/GREEN KNIGHT – ATHLETIC LOGO

Since the mascot does not contain a specific reference to the College, it must be accompanied by the logo or the name "St. Norbert College." The mascot is only to be used on newsletters, notecards, brochures, banners or other printed materials that represent or promote varsity athletics.



** Existing mascot materials that do not conform to this standard will be exempted until May 1, 2004 as inventories are replaced.*

THE COLLEGE LOGO

All printed materials (including posters, flyers, etc.) should include the College logo prominently and legibly displayed.

- ▶ For printed projects, the official College colors green (PMS 349) and gold (PMS 124) must be used. If those colors are not available, choose colors that most accurately represent them, or use all green or all black.
- ▶ When resizing the logo, the words "De Pere, Wisconsin" must remain legible.



HOW TO GET THE LOGO

Electronic versions of the College logo and the Green Knight are available on the J: drive (*Departments/Departmental Data* on the Mac) in the *snclogos* folder. For College web pages, the logo is already on the web server and can simply be referred to in the HTML code (see Using the Logo on College Web Pages, below).

Camera-ready versions of the logos for printed materials are available from Creative Services. Questions regarding use of the logos should be directed to Creative Services, x4427.

LOGO DOS & DON'TS

For printed projects, the official College colors green (PMS 349) and gold (PMS 124) must be used for the all the logos. (Seal, College logo and mascot.) If those are colors are not available, choose colors that most accurately represent them or all green or all black.

- ▶ Do not alter or redraw the logos in any way.
- ▶ Avoid setting the logos against busy graphic backgrounds, making the logos difficult to see.
- ▶ The logos must be placed right side up and never on an angle.
- ▶ The logos cannot be enclosed by any other graphic (e.g., box, border, photo, etc.).
- ▶ The logos cannot be used as a design pattern.
- ▶ The logos should have sufficient space around it; type or images must not be too close.

USING THE LOGO ON COLLEGE WEB PAGES

For electronic materials such as web pages and PowerPoint presentations, use the GIF versions of the logos. Small, medium, and large versions of the logos have been provided. If you require a size other than those provided, please contact Creative Services or Computer Services. Do not copy the logos into your own web directory.

For College web pages, the logos are already on the server. The HTML code for retrieval can be found at:

<http://www.snc.edu/compser/handouts/usesnclogo.htm>