



SALVE REGINA  
UNIVERSITY

# Brand Guidelines

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For further information regarding brand guidelines, please contact the Office of Marketing and Communications.

# Official University Logo

The Salve Regina University logo is the keystone of our visual identity. The logo, or a University unit or department logo, should be used on all communications materials.

Using the logo consistently will enhance the recognition of the University by all audiences. The official logos include a center stacked layout and a horizontal, left-aligned logo. When appropriate, either may be substituted with the “Newport” logo.



**SALVE REGINA  
UNIVERSITY**



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UNIVERSITY**

# Primary Promotional Logo

Variations on the official marks include a logo with an abbreviated school name and location (Newport, R.I.). This is the primary promotional logo to be used when space is constrained or there is an opportunity to use a less formal mark. This logo should only be used when the context of Salve Regina as an institution of higher education is understood.



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# On-Campus Logo

The SALVE stand-alone logo is reserved for on-campus use, including building and digital signage, banners, student engagement collateral, etc. Please contact the Office of Marketing and Communications ([communications@salve.edu](mailto:communications@salve.edu)) for further information and artwork.



# The Crest

'*Salve Regina, Mater misericordiae*' is the beginning of an ancient Latin hymn that translates today to 'Hail Holy Queen, Mother of Mercy, our life, our sweetness and our hope.' It was under the protection of Mary, Queen of Heaven and Mother of Mercy, that the Religious Sisters of Mercy founded the University.

## 1 Scroll work

The open gates of Ochre Court, the iconic heart of our campus, symbolize the start of Salve students' academic journey and the celebration of their achievements at graduation. Along the way, the University welcomes students to open their minds to intellectual pursuits and critical thought through teaching and research.

The founding Sisters of Mercy were intentional in ensuring that the gates would remain open, inviting students across generations to join a community of learners who make a difference by turning empathy into action.

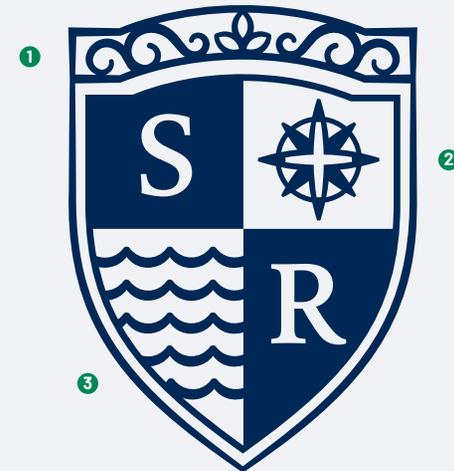
## 2 Compass

The compass symbolizes the University's strategic vision and mission to prepare students to navigate their lives with enduring values, address complex critical concerns, and work for a world that is harmonious, just, and merciful. The compass also represents a dedication to the core values and guiding principles that serve as the foundation for Salve's transformative educational experience. As the University continues to rise in distinction, these ideals will continue to inspire innovation across curricular and co-curricular programming.

Embedded in the compass, the Mercy Cross symbolizes the University's commitment to its Catholic heritage and the vision of its founders. Welcoming people of all beliefs, Salve is dedicated to creating a community of belonging, compassion and mercy.

## 3 Water

The ocean waves symbolize Salve's amazing location and deep connection to its home in Newport, Rhode Island. A rich history of collaboration between the University and the surrounding community illustrates the ways in which students are shaped by vast opportunities for experiential learning and service.



Salve students learn, live and make a difference in their home away from home through fieldwork, clinical placements, internships, research, volunteerism and more – an impactful exchange between the campus community and the City by the Sea.

The crest is not to be used as a replacement for the full marks but as an accent where appropriate.

# Unit Logos

Unit logos are a way of branding individual units within the University. University units include approved offices, academic departments, centers and institutes. Any group meeting one of these criteria is eligible to receive a unit logo, which must be created by Design Services. Unit logos can replace the main Salve Regina University logo on printed and online materials; it is not necessary to use both logos. All unit logos will follow the same format with only the name of the unit changing.



**GLOBAL EDUCATION  
AND FELLOWSHIPS**



**FACILITIES**

# Social Media



Primary Account Logo



Team Account Logo



# Color Palette

The primary color of Salve Regina University is Pantone 295. This is the preferred color that should be used in most applications. Secondary colors should be used sparingly to add dimension to a design. Tertiary colors are reserved as accent colors in print and digital applications such as sidebars, subheads.

## PRIMARY COLOR

**PANTONE 295**  
**CMYK** 100 52 0 63  
**RGB** 0 40 85  
**HEX** #002855

## SECONDARY COLOR

**CMYK** 0 0 0 0  
**RGB** 0 0 0  
**HEX** #ffffff

## TERTIARY COLOR

**PANTONE 117**  
**CMYK** 0 24 100 21  
**RGB** 201 151 0  
**HEX** #C99700

## TERTIARY COLOR

**PANTONE 7725**  
**CMYK** 100 0 7 64  
**RGB** 0 135 85  
**HEX** #008755

# Typography

PRIMARY

## Milo Serif Pro

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**BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\***

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**MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*

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**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*

## Milo Pro

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**BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\***

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**MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*

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**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*

# Typography

## SECONDARY

Secondary typefaces are readily available on computers and may be used as an alternative to the primary typeface Milo.

## Franklin Gothic

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### HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\***

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### MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\***

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### BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\***

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## Garamond Premiere Pro

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### BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\***

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### REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\***

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### LIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\***

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