



THOMAS MORE  
UNIVERSITY

Make It **More.**

## USING THIS MANUAL

No two institutions of higher education are the same, each has their own traditions and characteristics which make it unique. The story of Thomas More University deserves to be told clearly and with integrity. The resources provided in this manual will assist in keeping the visual identity and brand message consistent and coherent as Thomas More University continues its mission of providing a quality education in the Catholic intellectual tradition.

This manual contains very specific, easy-to-follow instructions for the correct use of the official Thomas More University visual identity elements, including the logo, wordmark, brandline, and signature. You will be given direction for proper size, style and placement of these elements, as well as various ways in which you may and may not use them.

Should you need further instruction regarding the use of our visual identity, require assistance in developing your communications or desire additional copies of the visual standards manual please contact the Communications Department. It is crucial to adhere to the guidelines set forth in this manual to maintain the integrity of the Thomas More University identity, which in turn improves the ease, attractiveness, and efficacy of your communications.

## ELECTRONIC FILES

Electronic art files and additional copies of the visual standards manual may be requested from the Communications Department by emailing [crisjt@thomasmore.edu](mailto:crisjt@thomasmore.edu) or calling 859-344-3443. The following information will help you choose the correct electronic format. In general, keep in mind that gif and jpeg files are preferred for online and website applications, eps, tiff, and jpg files can be used for non-web applications.

EPS (Encapsulated PostScript file) - These may be scaled at virtually any size without image degradation as they are based on mathematical equations and also called “vector” files. Keep in mind that in order for these files to print clearly, they need to be imaged on true postscript-capable printers.

TIFF (Tagged Information File Format) - TIFF files may not be scaled up (they can't be used in sizes larger than their original dimensions), but they may be reduced (or scaled down).

GIF (Graphics Interchange Format) - GIF files may seem to work effectively when placed and used in MS Office applications, (such as Microsoft Word) but they are not recommended when scaling or resizing of the visual identity is necessary. Scaling or resizing GIF files after placing them into such a program at their actual size can cause the image quality to degrade immediately and substantially. GIF stands for Graphics Interchange Format.

JPEG (Joint Photographic Experts Group) - Commonly used for e-mailing photographs and certain other images, or for displaying them on Web applications. Quality may vary, although it is possible to obtain a very high degree of resolution using the JPEG format.

PDF (Portable Document Format) - The standard file format used for electronic transmission is the PDF. Software from Adobe Acrobat makes it possible to view or print files across platforms (Windows to Mac OS, for example), and allows recipients to see the file as it was created to appear, rather than in a modified format. Any “finished” documents created in Word, Publisher, InDesign, Quark, etc. should be generated as a PDF for submission or dissemination.

# Make It More.

## WHAT IS A BRAND?

A great brand represents the total culture of an organization—its philosophy, its dedication to principles, its uniqueness, the respect it fosters with everything and everyone it connects with. It represents a promise from an organization to deliver on an expectation. It unites everyone responsible for that delivery with a common focus and rally cry.

## THE THOMAS MORE UNIVERSITY BRAND

Thomas More is rooted in the Catholic Intellectual Tradition and focused on the future—focused on providing intellectual development and career preparation, but there is so much more. At Thomas More, students have the freedom to explore their ideas with the support of a nurturing community of faculty and scholars. They learn to harness the power of human reason, solve problems and discover truth. They are encouraged to seek purpose and become the person they were created to be. They are given a gift—an opportunity—to Make It More.

## OUR BRAND IS HOW WE TELL OUR STORY

Thomas More University has committed to a strategic brand initiative in an effort to advance our reputation in the higher education market. Through a consistent voice, we have the ability to lift up the distinctive qualities that make Thomas More unique. As a foundation for this comprehensive plan, we lead with the brand statement—Make It More:

**This brandline offers Thomas More key advantages:**

- It names our patron and exemplar
- It's an aspirational imperative
- It promises a positive outcome
- It provides a message platform to:

Be More. Do More. Seek More. Achieve More. Create More.

- It encourages enrollment—make the decision, Make It [Thomas] More.

**Through message creation we will work to authentically capture the key attributes of our core identity:**

- Welcoming, nurturing, and affable
- Firmly committed to the liberal arts
- Devoted to our Catholic principles and values
- Inspired by the Catholic Intellectual Tradition as a Diocesan University

## A UNIFIED COMMUNITY

We all represent the Thomas More brand. In our work, in our actions, in our commitment to students, and in our faith and belief in the mission of the University. It is a critical time in higher education for Thomas More to take the opportunity to deploy a powerful, consistent and comprehensive brand position that better reflects who we are. Collectively, we have the power to carry on the tradition of intellectual freedom and academic pursuit for our students.

## PRESERVING OUR NAME

Moving forward we will refrain from using the “TMU” acronym in all verbal or written outward-facing communication. Preferred reference to the University should always be the full name “Thomas More University” and “Thomas More” or “the University” secondarily. The use of TMU is acceptable in internal communications only.

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## ELEMENTS OF THE VISUAL IDENTITY

The Thomas More University visual identity consists of the logo (shield), wordmark, and brandline. **It is preferred that the logo, wordmark, and brandline be combined to create a distinct signature.** NOTE: Because the elements of the Thomas More University visual identity have been carefully crafted, only electronic files (which are obtainable from the University Communications Office) should be used. Do not attempt to recreate the art, letter forms, spacing or styling of the identity in desktop publishing as this will result in inconsistencies that compromise the integrity of the brand identity.

### LOGO



### PRIMARY WORDMARK

THOMAS MORE  
UNIVERSITY

### SECONDARY WORDMARK

THOMAS  
MORE  
UNIVERSITY

### BRANDLINE

Make It **More.**

#### LOGO

The logo is a stylized shield with a cross as the focal point and the initials “T” and “M” outlined by the position of the logomark’s elements. This strongly communicates the centrality of the University’s Catholic heritage, and corresponding commitment to academic excellence and community service.

#### BRANDLINE

The wordmark is composed of the words “Make It More.” set in the typeface Priori Sans. The brandline names our patron and exemplar, is an aspirational imperative, and promises a positive outcome. It provides a message platform that is versatile and encourages enrollment—make the decision, Make it [Thomas] More.

#### WORDMARK

The wordmark is comprised of the words “Thomas More University,” with “Thomas More” set in the serif typeface Granjon and “University” set in a smaller point size and centered beneath “Thomas More.” The horizontal or vertical wordmark may be used by itself as space or application necessitate. The wordmark should appear in black or white (not blue).

PRIMARY SIGNATURE



THOMAS MORE  
UNIVERSITY

Make It **More.**

ALTERNATE SIGNATURES



THOMAS MORE  
UNIVERSITY

Make It **More.**



THOMAS  
MORE  
UNIVERSITY

Make It **More.**

PRIMARY SIGNATURE

The horizontal signature is the primary signature configuration.

ALTERNATE SIGNATURES

Alternate signatures are to be used in situations where the primary signature does not give the University identity elements maximum exposure in the given space.



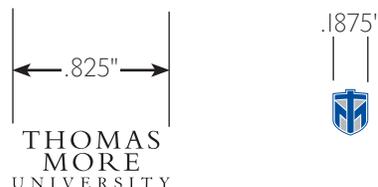
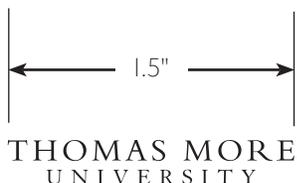
THOMAS  
MORE  
UNIVERSITY

Make It **More.**

# GUIDELINES FOR USING VISUAL IDENTITY

## SIZE AND PROPORTION

To prevent loss of detail the size of the logo should not be smaller than these guidelines: Primary signature never less than 1.75". Alternate horizontal logo never less than 2.25", the vertical signature with shield above should appear no less than 1", and the vertical with shield to left no less than 1.45". The horizontal wordmark should appear no less than 1.5" and the vertical no less than .825". The shield should appear no less than .1875" in width.



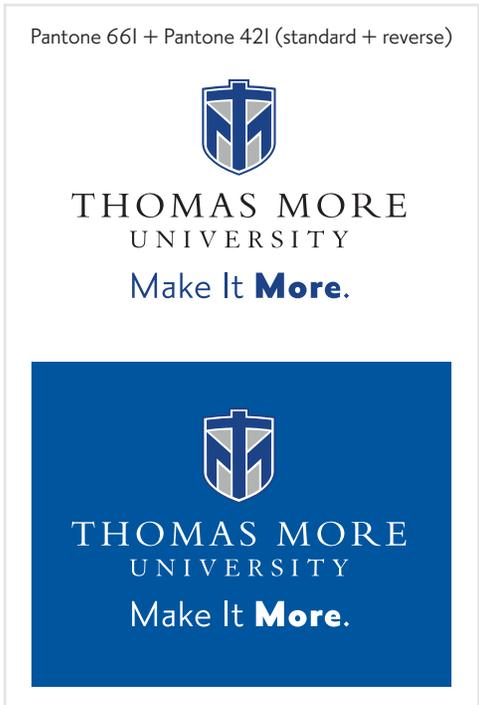
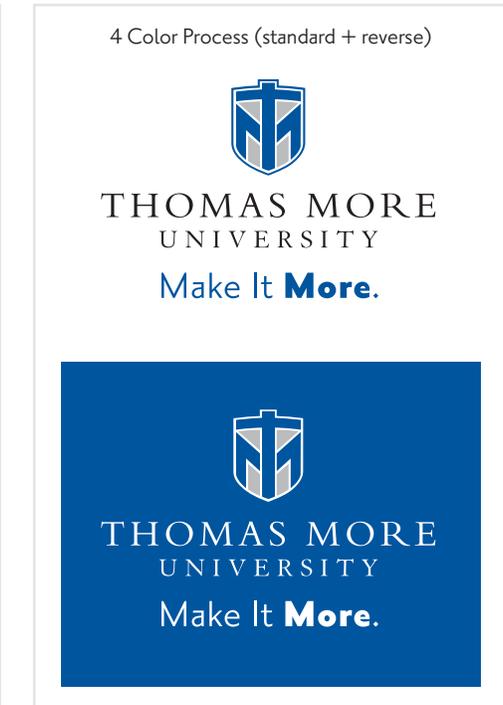
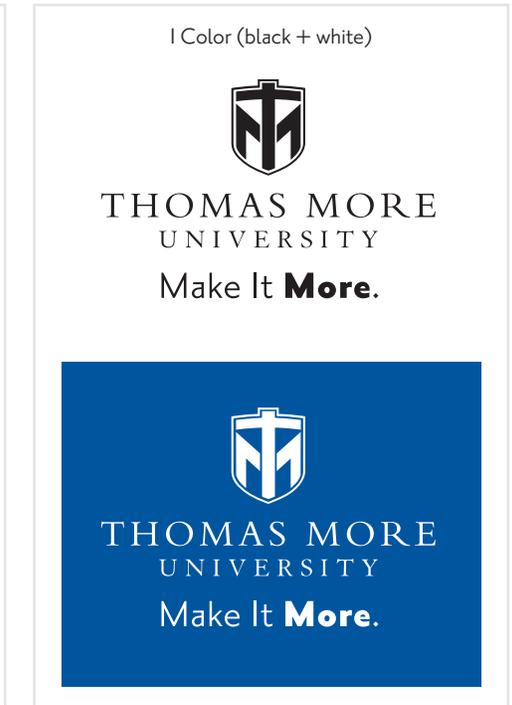
## APPLICATION OF WHITE SPACE

Please allow for at least a zone of white space the size of the "T" in Thomas More must be maintained around the signature or logomark, except when it appears with the address block.



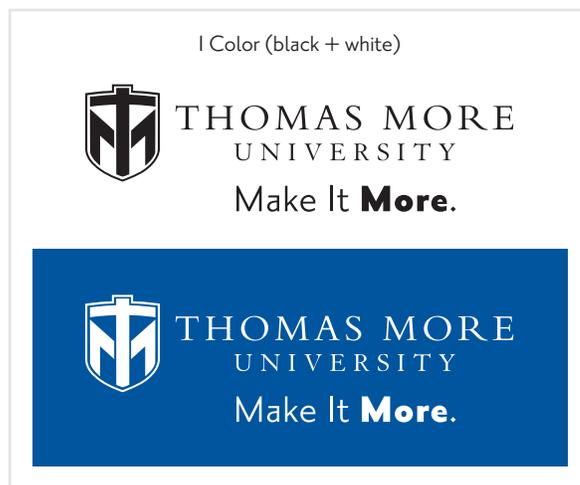
# ALTERNATE SIGNATURE COLOR USAGE

## SIGNATURE 1

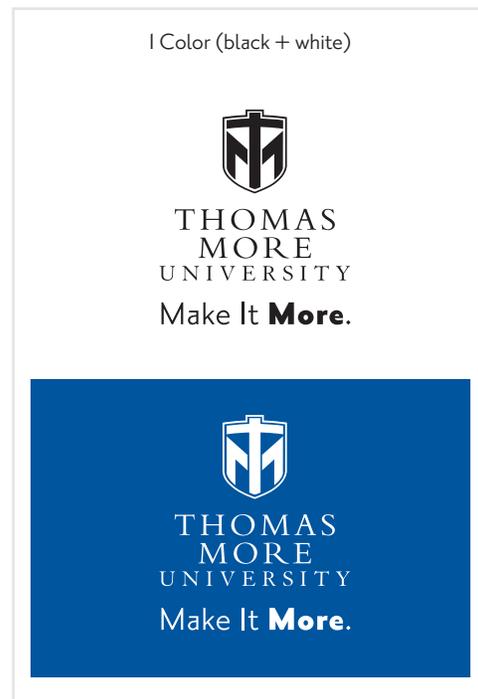
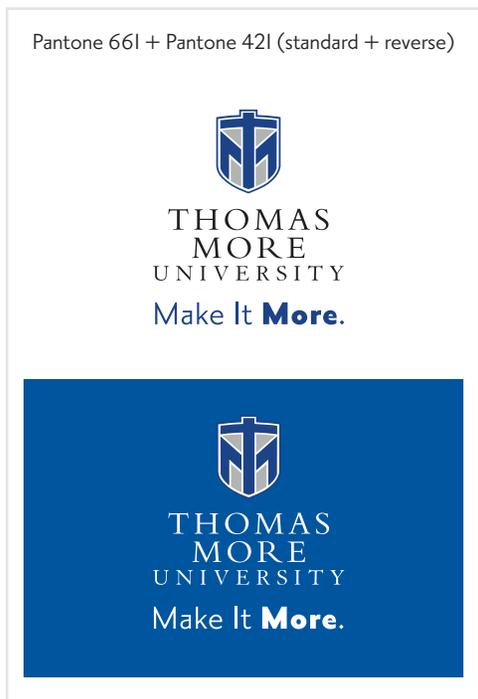
<p>Pantone 661 + Pantone 421 (standard + reverse)</p>  <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p> <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p>	<p>4 Color Process (standard + reverse)</p>  <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p> <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p>	<p>1 Color (black + white)</p>  <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p> <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p>
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## SIGNATURE 2

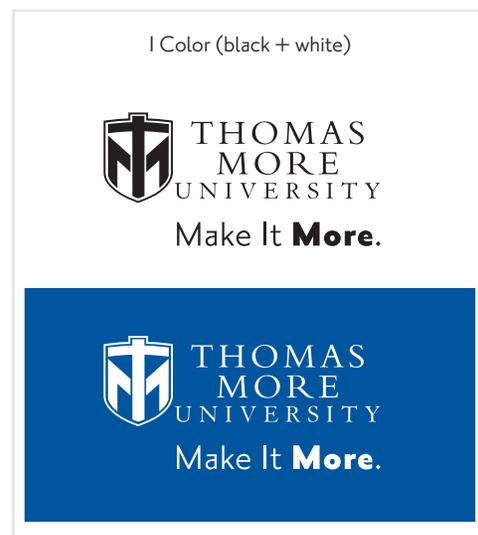
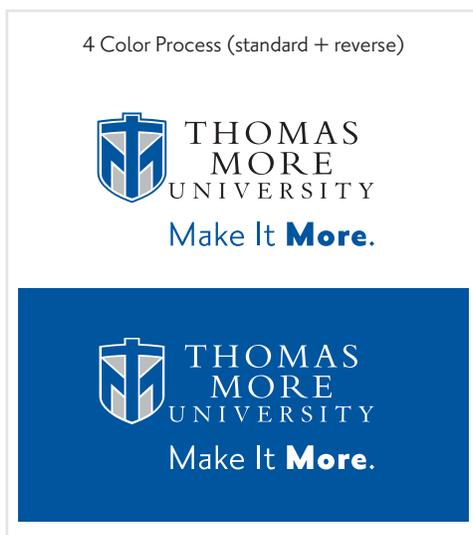
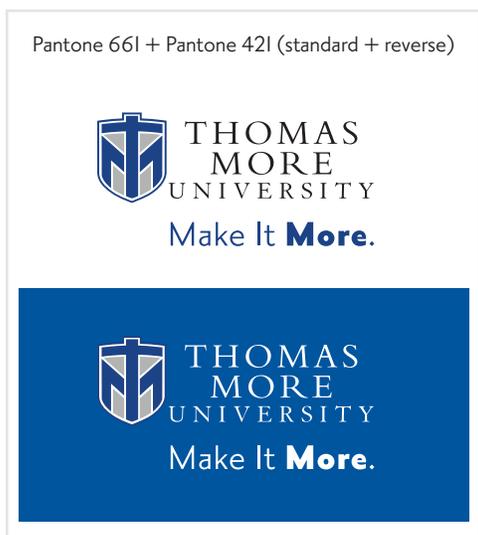
<p>Pantone 661 + Pantone 421 (standard + reverse)</p>  <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p> <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p>	<p>4 Color Process (standard + reverse)</p>  <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p> <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p>
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<p>1 Color (black + white)</p>  <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p> <p>THOMAS MORE UNIVERSITY Make It <b>More.</b></p>
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### SIGNATURE 3



### SIGNATURE 4



### COLOR PALETTE

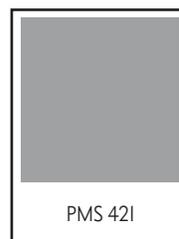
The official colors for the Thomas More University visual identity are blue, gray and black. To maintain the integrity of the identity, it is important not to deviate from these colors in representing the logomark. Avoid screening (tinting) the blue—screening turns the color purple.

BLUE



CI00; M 69; Y 0; K9  
#00099

GRAY



C0; M 0; Y 0; K33  
#99CC99

BLACK



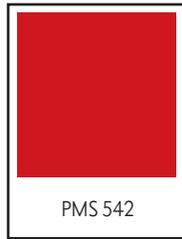
C0; M 0; Y 0; K100  
#000000

## ADDITIONAL COLOR PALETTE

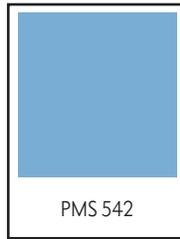
To allow for further design options, a supporting color palette has been approved for secondary use in University communications. Shown are the PMS, CMYK and hexadecimal codes required to accurately represent these colors. Remember, these are accent colors and **should not be used for the logomark**.



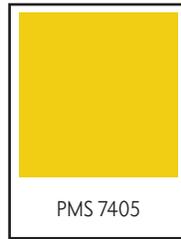
PMS 465  
C25; M 40; Y 74; K3  
#bd965c



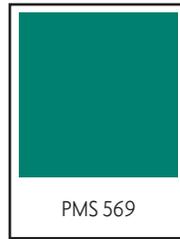
PMS 542  
C0; M 100; Y 100; K15  
#ce181e



PMS 542  
C50; M 21; Y 5; K0  
#7baed4



PMS 7405  
C0; M 10; Y 99; 0  
#ffde05



PMS 569  
C98; M 0; Y 57; K17  
#00937f



PMS 179  
C0; M 79; Y 100; K0  
#f15c22

### IMPROPER USE OF THE LOGO

the sizes and position of the signature elements should never be changed, though the whole element may be sized to any percentage. Basic rules when using the signatures include:

- Maintain proportions
- Do not obscure any signature part
- Do not remove the word "University"
- Do not move the logo behind or under the word mark
- Use the proper color combination

If you are unsure that you are using the signature correctly, please contact the Communications Department for guidance.

Just a few unacceptable signature treatments:



## UNACCEPTABLE USES OF THE VISUAL IDENTITY

The identity elements of the Thomas More University wordmark and logo (shield) should never be combined with other logos or logo elements. Below are samples of what **NOT TO DO**.



THOMAS MORE  
UNIVERSITY



THOMAS MORE  
UNIVERSITY

## ASSETS

### TYPEFACES

Typography is a major factor in maintaining and promoting identity's visual continuity. Scala is the preferred serif typeface for headlines, subheads and body copy. Body copy should rarely appear at smaller than 9 pt. when using Scala. Priori Sans or Franklin Gothic may be used as a complementary sans serif font. When these fonts are not available for recommended serif fonts to use are Adobe Garamond and Times New Roman. The recommended alternative sans serif font is Helvetica.

### PRIMARY TYPEFACES

#### SCALA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Condensed Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

#### PRIORI SANS

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ XYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

#### FRANKLIN GOTHIC BOOK

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Demi**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

# COLLEGE LOGO TREATMENTS

## PART OF THE THOMAS MORE UNIVERSITY FAMILY

Thomas More is comprised of three Colleges: The College of Liberal Arts and Social Sciences, The College of Business, and The St. Elizabeth College of Natural and Health Sciences. These three colleges have their own set of logo treatments for marketing their specific fields of study. External marketing should always include the Thomas More University word mark. Internal marketing does not require University branding.

External Materials



THOMAS MORE  
UNIVERSITY  
College of Liberal Arts  
and Social sciences



THOMAS MORE  
UNIVERSITY  
College of Liberal Arts  
and Social sciences

Internal Materials



College of  
Liberal Arts and  
Social Sciences



College of  
Liberal Arts and  
Social Sciences

External Materials



THOMAS MORE  
UNIVERSITY  
College of Business



THOMAS MORE  
UNIVERSITY  
College of Business

Internal Materials



College of  
Business



College of  
Business

External Materials



THOMAS MORE  
UNIVERSITY  
St. Elizabeth  
College of Natural and  
Health Sciences



THOMAS MORE  
UNIVERSITY  
St. Elizabeth  
College of Natural and  
Health Sciences

Internal Materials



St. Elizabeth College of  
Natural and  
Health Sciences



St. Elizabeth College of  
Natural and  
Health Sciences

## SAINTS LOGO

### SAINTS SIGNATURE - EXTERNAL USAGE

When promoting Thomas More University's athletic teams in outward facing materials, the primary signature is comprised of the wordmark "Thomas More" and the tagline "Saints," which features a cross in the center of the word to communicate the centrality of Thomas More's Christian ideals and heritage. This signature is also representative of the student body and is used in Student Affairs communications.

Pantone 661 + Pantone 430 (standard + reverse)



### SAINTS SIGNATURE - ON-CAMPUS USAGE

The simplified S icon is the primary signature used on campus or on materials where the correlation with the University (Thomas More) is clear. This signature is appropriate for uniforms, promotional pieces, schedules, signage and other athletic and student affair uses. Use of the signature should be governed by appropriateness for space and/or application.

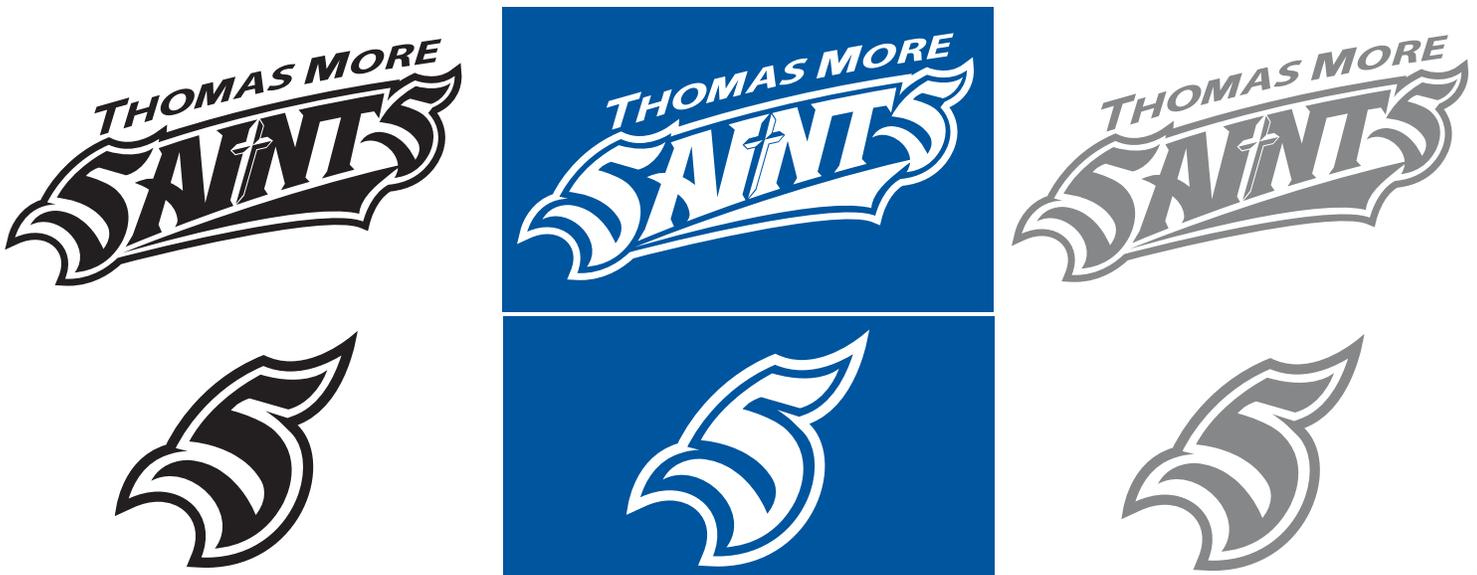
Pantone 661 + Pantone 430 (standard)



### COLOR USAGE

The Saints signature uses blue, white, and gray. To maintain the integrity of the identity, it is important not to deviate from these colors. The word mark and tagline appear in blue (PMS 661) with white around "Saints," the outline appears in gray (PMS 430 or 58% screen of black).

One-color Use: The word mark, outline and Saints tagline may appear in black, gray, or white.



## OTHER LOGOS/GRAPHIC ELEMENTS



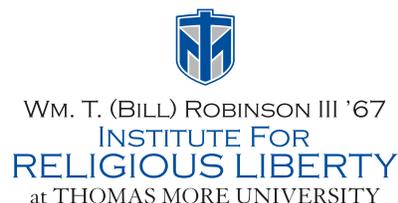
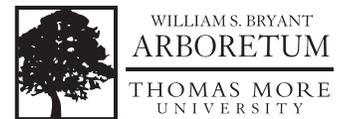
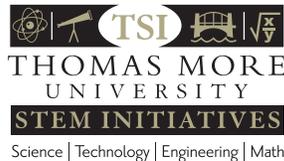
### THE SHIELD

The University seal is used only on formal documents such as diplomas, transcripts and legal papers. The seal is reserved for use by the President's Office and the Registrar's Office. The seal is comprised of the University's motto, "Light Conquers Darkness," the date the University was founded and several symbolic elements: the cross, representing Thomas More's Christian heritage; the lily, representing Mary, the Mother of God; black birds, representing the family ensign of St. Thomas More and clasped hands, representing the state of Kentucky.

If the seal is reproduced in one color, any lines, dots or cross-hatching representing color must be removed. The seal is not a substitute for the logomark. Permission to use the seal must be obtained from the Communications Department.

## OTHER LOGOS/GRAPHIC ELEMENTS

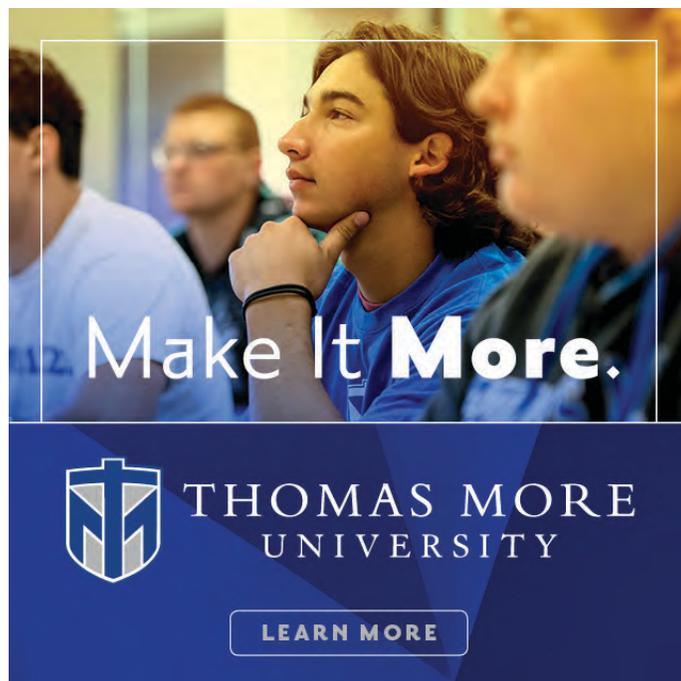
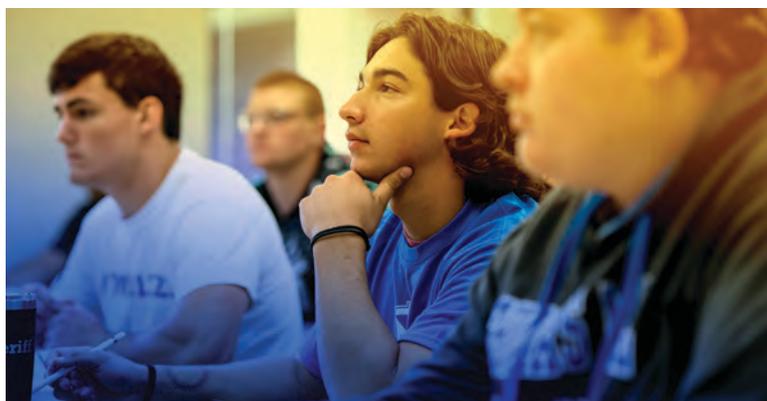
There are any number of initiatives and departments at Thomas More University that have a logo specific to their needs. These logos should not be used in place of the official University signature and should only be used in very specific cases. Please contact the Department of Communications for additional guidance in the use of any of these logos or to discuss logo creation. Below is just a sampling of a few of these logos.



## PHOTOGRAPHY GRAPHIC STYLIZATION

The Thomas More University branding uses a visually interesting graphic style to enhance display photography. This effect is designed and intended to be used in applications such as headline images, banners, outdoor use and social media. **This type of treatment is not intended as a replacement or addition to all photography**, and designer's discretion is advised.

A simple Photoshop layer mask has been designed to easily create this effect, and should only be used by the Communications and Public Relations Department. Manipulating the layer mask will create a focus on subjects and objects by highlighting them with the more warm hues. The darker Thomas More University blue should radiate into areas of lesser visual interest. Some examples of this layer mask in use are below.



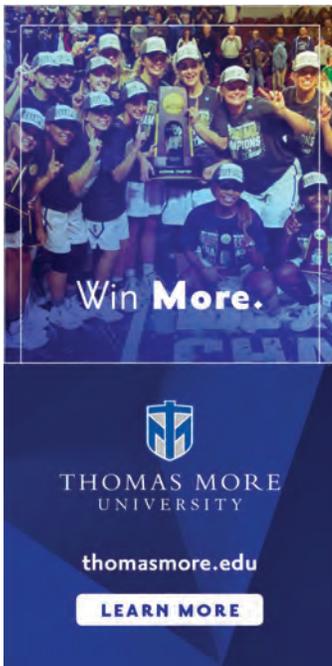
## FRAMES

A simple thin white stroke frame box is used to generate additional visual interest in display imagery. This graphic design is intended to draw viewers into the composition and focus on the subject matter. When applying this stylization, the stroke should not obscure the main focus of the image. In some applications, only showing three of the four sides of the frame with the fourth side tucked behind an object (see above) is also acceptable. An intercepting thin stroke should be used to differentiate these areas of design.

## BACKGROUND TEXTURE

Thomas More University branding uses a visually interesting graphic style to enhance headers, footers and other blocks of space not occupied by photography. This visual area should **only** be used to house the Thomas More University logo, brandline or signature, text, and/or social media icons. This effect is designed and intended to be used in applications such as headers, footers, banners, outdoor use, web and social media. **This graphic element is not intended to be used as a stand-alone image**, and designer's discretion is advised.

A simple EPS image has been designed to easily create this texture, and should only be used by the Communications and Public Relations Department. Manipulating the image will create visual interest and texture for the logos and text placed on top of them. This image should be adjusted by designers to not disrupt the Thomas More University logo or brandline text. Some examples of this background texture in use are below.



## GLOSSARY

**BUSINESS REPLY MAIL** — Special envelopes or cards that are pre-coded and pre-posted; designed to obtain a quick, hassle-free response from the reader of the publication.

**ELECTRONIC FILES** — Computer-generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g., TIFF, GIF , EPS or JPEG).

**FOUR-COLOR PROCESS** — A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (cyan, magenta, yellow and black). See also PROCESS COLORS.

**KERNING** — The process of adjusting the spacing between two letters or characters.

**LEADING** — The vertical distance, in points, from one line of copy to the next.

**LOGO** — Any artwork that translates the values or identity of an individual, company or organization into a graphic image.

**LOGOMARK** — The complete symbol, including type and graphic artwork, designed to represent an individual, company or organization.

**PANTONE MATCHING SYSTEM® (PMS)\*** — A registered trade name for a widely used system of color-matching ink used in printing.

**POINT** — A measurement used to designate type size, one point approximating 1/72 of an inch.

**PROCESS COLORS** — In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

**REVERSE** — Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped (reversed) out of a darker background.

**SANS SERIF** — A typeface that contains no serifs, or “feet,” on the ends of its characters.

**SCREEN** — A version of an image, or type, produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

**SERIF** — Lines that cross or project from the ends of characters in a typeface, sometimes referred to as “feet.”

**SIGNATURE** — The logomark or wordmark combined with the address, phone numbers and/or other contact information.

**SOLID** — Any portion of the printed area of a publication printed at 100% of a given ink color.

**TAGLINE** — A short phrase or sentence that further identifies the mission or programs of an individual, company or organization.

**TWO-COLOR PRINTING** — A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors or one PANTONE color and black.

**WORDMARK** — For the purposes of this guide, wordmark refers to the name “Thomas More University.”

*\*PMS and PANTONE are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE color standards.*