Rivier University Graphic Identity Standards

With the transition to Rivier University on July 1, 2012, Rivier launched a new logo and graphic identity. The University’s graphic identity consists of the primary University logo and two alternate wordmarks.

The primary University logo is the means by which Rivier University is recognized. The primary logo should appear on all official University communications, except when wordmarks may be an accepted alternative as approved by the Office of Marketing and Communications.

PRIMARY LOGO & ALTERNATE WORDMARKS

Primary University logo

Alternate University Wordmarks

Stacked

One Line
The logo should appear in Rivier University’s signature color, blue (PMS 2945); black; or reversed to white on a dark background or on an image.

C = 100    M = 52    Y = 2    K = 12

*Our 4 color process breakdown has been customized to match PMS color 2945.*

Since color appears differently on various surfaces and materials, please consult the Office of Marketing and Communications for additional color information.
The primary University logo consists of a circle and a cross, with Rivier and University set in stylized text. The cross represents Rivier’s Catholic heritage, while the circle represents the University’s connection to the world. The focus of ‘Riv’ within the circle demonstrates that the change to University does not change the identity or mission of Rivier.

**Usage and Size:**

- The primary University logo is approved for use on all communications and is the required format for all print publications.

- The logo is sized at 2 inches wide by .92 inches tall for use on a 8.5” X 11” document. For smaller or larger sized documents, consult the Office of Marketing and Communications for size guidelines.

- The logo should have .375 inch of clear space on all sides. Do not place objects or text within the clear zone. The only text permitted in the clear zone is the University street address (see logo variations on page 5 with street address).

**Clear zone:**

*When placed on 8.5” x 11” or smaller document, a minimum of .375 inch of space (approximately the height of the capital letter R in Rivier), must be left free of all content on all sides of the logo.*
The logo is commonly reversed to white for usage on a blue background or on an image. In its reversed format, the cross and the letters ‘Riv’ are knocked out completely and the background color or image shows through. The logo should be placed on a colored background or image, and should not be placed in a small box.

When the reversed version of the logo is placed on an image, it must remain highly visible. Select an image with a background that does not distract from the visibility of the logo.
PRIMARY LOGO WITH ADDRESS

A standard format is used when the University’s address appears with the logo. These format options are limited to a print publication’s mailing panel, last page, or back panel, and should not appear on the front page of a document.

Option 1

Option 2: There may be times it is necessary to have more information within the address. When necessary, the top line should not exceed the height of the vertical rule to its left. Allow additional information to drop below this vertical rule. Vertical rule should not be extended.

Option 2

STACKED WORDMARK USAGE

The stacked University wordmark is utilized when the primary University logo does not fit the size and format needed. The Stacked University wordmark uses the same fonts that are used in the primary University logo, but does not include the circle and cross icon. This version is well suited for formats that require high visibility of the University name.

Usage and Size:

- This version does not take the place of the primary University logo on print communications and publications. It is approved for use on signage, banners, apparel, promotional items and other uses as approved by the Office of Marketing and Communications.

- As the stacked wordmark is not used on print publications, there is no standard size. The size varies depending on the usage, but proportions remain the same.
STACKED WORDMARK REVERSE USAGE

The stacked wordmark may appear in white on a blue background. It should be placed on a background, not in a small box.

ONE LINE WORDMARK USAGE

Rivier University

The one line University wordmark is utilized when a horizontal format is required.

Usage and Size:

• This version does not take the place of the primary University logo on print communications and publications. It is approved for use on signage, website, banners, promotional items, and other uses as approved by the Office of Marketing and Communications.

• As the one line wordmark is not used on print publications, there is no standard size. The size varies depending on the usage, but proportions remain the same.

The one line wordmark may appear in white on a blue background.
The circle and cross symbol from the primary University logo may be used on its own for a limited number of approved uses. This symbol is not an official logo and may not take the place of the primary University logo on communications.

**Usage and Size:**

- This format is approved for use on apparel, informal communications such as PowerPoint presentations, and other uses as approved by the Office of Marketing and Communications.

- When used on informal communications, the symbol should be used on its own and should not be paired with the primary Rivier University logo or the alternate wordmarks.

- The symbol may be used in the background of a document, and the recommended opacity setting is 15% for print documents and 20% for electronic documents that will not be printed.

- Size of the symbol may vary depending on usage.
While individual offices and departments may not have department-specific logos, they may utilize one of two standard formats for use on apparel. This format should not be used as a logo for an individual office or department.

**Usage and Size:**

- This format is approved for use on department apparel and uniforms.
- All versions must be created by the Office of Marketing and Communications.
**Incorrect usage of Primary University Logo**

The logo should not be altered in any way. The following examples show *incorrect* usage.

![Correct Proportion](image1)

![Incorrect Proportion](image2)

_Do not change the proportions of the logo._

The circle should be perfectly round, rather than oval shaped or distorted as in the examples below. To size the logo proportionately, hold the ‘shift’ key and drag from the corner, rather than the sides. The logo is sized to fit an 8.5” X 11” or smaller document. Place the logo within your document without sizing it.

![Do not change the typefaces used within the logo.](image3)

_Do not change the typefaces used within the logo._

The typefaces have been purposefully selected and stylized and should not be changed.

![Do not change the color of the logo.](image4)

_Do not change the color of the logo._

The logo always appears in one color, and the circle is always the same color as the text.

![Do not pair the Circle & Cross Symbol with any variation of the Rivier University logo.](image5)

_Do not pair the Circle & Cross Symbol with any variation of the Rivier University logo._
Do not separate or use individual elements of the logo on their own.
With the exception of the circle and cross symbol, the logo must be used in its entirety, without alterations. ‘Riv’ cannot be used on its own without the circle.

Do not apply effects such as drop shadows.
The only instance in which a drop shadow may be approved is for use on banners, when the drop shadow enhances visibility of the logo.

Do not place the logo in a box.
The logo should not be placed in a box in order to be visible on top of a background or an image. Instead use the reversed version of the logo on a blue background or on an image.
Use of the Rivier seal is reserved for official communications from the Office of the President as well as on official documents such as diplomas and transcripts. The seal may not be used on any other print publications, banners, signs, etc.

The seal was updated in October 2012 to reflect the change from College to University.

The Raiders Athletic logo was updated in July 2012 to reflect the change from ‘College’ to ‘University.’ The design and colors were simplified to allow for better reproduction.

Primary Raider Logo, 2-color
(PMS 2945 and PMS 428):
Primary Raider logo, 1-color
(PMS 2945):

Additional athletic marks

The following are alternate athletic marks that may be used in place of the primary Raider logo.

2-color:

1-color:
‘Transforming hearts and minds to serve the world’ is much more than a marketing slogan or tagline. This statement is the core mission of Rivier University and is referred to as our identity line.

IDENTITY LINE USAGE

When utilized within text, the identity line should be set in single quotation marks in lower case letters as in the following example.

Rivier University’s mission of ‘transforming hearts and minds to serve the world’ is at the heart of all that we do as an institution.

The word ‘transforming’ is capitalized only when the identity line begins a sentence as in the following example. Do not capitalize other words in the identity line. Do not italicize the identity line.

‘Transforming hearts and minds to serve the world’ is the core mission of Rivier University.

When used by itself such as at the bottom of an email signature, the identity line should appear in all capital letters and no single quotes.

TRANSFORMING HEARTS AND MINDS TO SERVE THE WORLD

Transforming Hearts and Minds to Serve the World is the core mission of Rivier University.

(Do not use initial caps for all words within the identity line)

Transforming hearts and minds to serve the world is the core mission of Rivier University.

(Do not italicize the identity line)
The University Identity Package consists of letterhead, envelopes (various sizes), and business cards. Offices may not alter the design of stationery items. A limited number of departments have been approved for department-specific envelopes. All other offices utilize the general University envelope pictured below.

Letterhead and envelopes are ordered through the Business Office.

Business cards are ordered on the Marketing and Communications pages of the website at www.rivier.edu/mc.
All University letters must follow the standard letter format (pictured below).

- The required font is Times New Roman, a standard on University computers. The color should be black.
- The preferred point size for text is 12 point. The point size may be reduced to 11 point, but should not be used smaller. Letter copy should be reduced to fit the page, rather than reducing the point size.
- Copy should be set in single space format and left justified.
- Margins should be set at a minimum of 2 inches from the top of paper and 5/8 (.625) inches from the left and right sides of paper. For shorter letters, the start of the letter can drop down more than 2 inches.
- See line spacing on example below.

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August 27, 2012

Ms. Cara Smith
10 Main Street
Nashua, NH 03060

Dear Cara:

I am writing to you today to recognize the 60th anniversary of your Rivier graduation, and to invite you and your fellow graduates of the Class of 1952 to a very special weekend. Rivier’s Alumni Reunion Weekend will take place on campus September 28 – October 1, 2012.

The Office of Development and Alumni Relations has an exciting weekend planned in your honor, with events including Anniversary Class Dinners, Alumni Awards luncheon with the presentation of the Sister Madeleine of Jesus Awards, Reunion Barbecue, Saturday evening celebration featuring a Battle of the Chefs with global cuisine, 15th Annual Rivier University Golf Classic, and more!

In addition to celebrating your Reunion, you will have the special opportunity to be part of the celebration of our transition to Rivier University. Our dedicated alumni have contributed to building the solid foundation that has made this transition possible. Throughout the weekend, we will celebrate both our proud past and our exciting future marked by ever continuing academic distinction, global engagement, and student leadership.

I hope you will make plans to attend part or all of our Alumni Reunion Weekend, and I invite you to reach out to your fellow classmates to encourage their attendance as well.

To view the full schedule and to register, visit www.rivier.edu/reunion or contact the Office of Development and Alumni Relations at (603) 897-8665. I look forward to welcoming you to campus next month!

Sincerely,

Mary Smith
Director of Operations
STANDARD EMAIL & SIGNATURE FORMATTING

The primary University logo may be used in an email signature. The alternate versions of the logo and the circle and cross symbol on its own may not be used. Background images, quotes, and other text or graphics may not be used. The University logo may be used with or without the ‘transforming hearts and minds to serve the world’ identity line. Icons for official University social media pages are permitted. The Athletics Department and Admissions Offices may utilize the Rivier Raiders athletic logo in addition to the Rivier University logo.

The preferred format for the content of email signatures is:

Mary Smith
Director of Operations
Additional Title (if applicable)
Office/Department (if applicable)
Rivier University
420 South Main Street
Nashua, NH 03060
(555) 555-5555

Example 1:
Correct use of Primary University logo and Identity line:

Mary Smith
Director of Operations
Rivier University
420 South Main Street
Nashua, NH 03060
(555) 555-5555

Example 2:
Correct use of Primary University logo and additional approved icons:

Mary Smith
Director of Operations
Rivier University
420 South Main Street
Nashua, NH 03060
(555) 555-5555

As in the examples to the left, the primary University logo must be positioned after the signature information. It should be larger than any additional logos and should appear above them.
The University has a confidentiality statement that can be used to close an email. The statement should be set in a font no smaller than 8 point and no larger than 11 point. Regular or italicized typefaces are acceptable, as well as a dark grey font color.

This email communication, including any attached files may contain material that is proprietary, privileged, confidential, or otherwise legally exempt from disclosure. This communication is intended solely for the use of the individual or entity to which it is addressed. If you are not the intended recipient or the person responsible for delivering this communication to the intended recipient, you are prohibited from retaining, using, disseminating, forwarding, printing or copying this communication. If you have received this communication in error, please immediately notify the sender via return email or phone.

Other offices, such as the Office of Information Technology, may use other/additional statements appropriate for their areas such as:

“Rivier University IT will never ask for your password. Please never give your password to anyone!”

Imagery may be used as appropriate for email communications, when utilized in conjunction with the body copy of the communications (ie: Photos inserted into body copy area of communication).

STANDARD EMAIL FONT USAGE

Fonts used in University emails should be both legible and professional. Black should be the only color utilized. Please use traditional fonts, such as Arial or Times New Roman in all University email communications. Do not use script fonts.

Example 1: Unacceptable email font signature usage

Mary Smith
Rivier University
555*555*5555
"Information is not knowledge"
-Albert Einstein

Example 2: Unacceptable usage of signature background imagery

Mary Smith
Rivier University
555*555*5555
"Information is not knowledge"
-Albert Einstein
ELECTRONIC TEMPLATES

**Electronic letterhead** (Microsoft Word template) is available for download. The template is an exact replica of the University letterhead and may not be altered in any way. Departments may not add their department name to the electronic letterhead.

An **electronic agenda** (Microsoft Word template) is also available for download. This template should not be used for letters in place of the electronic letterhead.

There are two options to choose from when developing an agenda or other form of non-official University communication.
Office of Marketing and Communications

Please direct questions pertaining to University graphic identity standards, as well as specific requests, to the Office of Marketing and Communications at marketing@rivier.edu, or (603) 897-8514.