



UNIVERSITY OF SAINT JOSEPH

聖若瑟大學 丁石龍

LOGO STYLE GUIDE

The University of Saint Joseph Logo

The University of Saint Joseph (USJ) logo includes three parts: the insignia, the accompanying logotypes in English or Portuguese and the accompanying logotype in Chinese. The USJ logotypes are never to be used without the insignia. The logo can be in color or monochromatic. The USJ logo must be used on all university stationery items: letterhead, envelopes, business cards, etc.

The USJ logo may never be used so small that its insignia is less than 2 cm in diameter. The logo may be scaled up to any size. In other (non-stationery) print applications, the insignia may exceptionally be used alone (without the logotype) but only if it is 2 cm or larger in size.

The USJ logo should appear on the cover of all printed materials published by the university and its Faculties or Service Units.

Logos of non-USJ partner institutions, for example funding or research partners, may be included on covers with the USJ logo, as long as a safety area is maintained around the logo.

For specific applications — design posters or covers, web, television broadcast or electronic presentations such as PowerPoint — it can also be used an adapted version of the USJ logo that has a vertical aspect-ratio placing the logotype in English or Portuguese under the Insignia.

The USJ insignia is based on the original insignia of the “Instituto Inter-Universitário de Macau”, the Portuguese or English Logotypes uses the font “Trajan Pro” and the Chinese Logotype is a Calligraphy developed by the renown Calligrapher 歐陽中石.



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