

# Rivier University Graphic Identity Standards



Revised February 2023  
Office of Marketing and Communications  
Rivier University

# Rivier University

## Graphic Identity Standards

The University's graphic identity consists of the primary University logo and two alternate wordmarks. 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

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##### Primary University logo



##### Alternate University Wordmarks

###### Stacked

Rivier  
UNIVERSITY

###### One Line

Rivier University

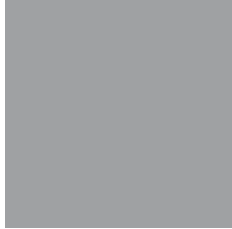
## COLORS

### Primary Color Palette

pms 2945u  
cmyk: c100, m52, y2, k12



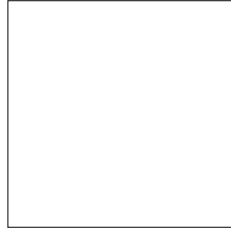
pms 422c  
cmyk: c19, m12, y13, k34



Black



White



The logo should appear in Rivier University's signature color, blue (PMS 2945U); 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 2945U.*



## UNIVERSITY FONTS

The following fonts are approved for use on University publications.

### **Galaxie Polaris** (Sans Serif Choice)

Headlines, Subheads,  
and Highlight Copy.

### **Noto Sans**

Alternate sans serif.

### **Myriad Pro**

Alternate sans serif.

### **Cambria** (Serif Choice)

Body Copy

### **Noto Serif**

Alternate serif typeface.

### **Times New Roman**

Alternate serif typeface.

## COLORS

## FONTS

## PRIMARY LOGO USAGE

## PRIMARY LOGO USAGE



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.

### Usage and Size:

- The primary University logo should be utilized on communications unless one of the alternate wordmarks is approved by the Office of Marketing and Communications.
- The logo is sized at 2 inches wide by .92 inches tall for use on 8.5" X 11" or smaller documents. For larger size 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 variation on page 5 with street address) unless approved by the Office of Marketing and Communications.

### 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.*



## PRIMARY LOGO REVERSE USAGE

The logo is commonly reversed to white for usage on a solid approved colored background or over-top an image. In its reversed format, the cross and the letters 'Riv' are knocked out completely and the background should not interfere with logo clarity, and maintain .375 inch of clear space on all sides.

## PRIMARY LOGO REVERSE USAGE



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

### PRIMARY LOGO WITH ADDRESS

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



420 South Main Street • Nashua, NH 03060-5086

## STACKED WORDMARK USAGE

### 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:**

- 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 usage as approved by the Office of Marketing and Communications.

## STACKED WORDMARK REVERSE USAGE

The Stacked wordmark may appear in white for usage on a solid approved colored background or over-top an image. In its reversed format, the background should not interfere with logo clarity, and maintain .375 inch of clear space on all sides.



Rivier  
UNIVERSITY

## 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 can be approved for use on signage, website, banners, promotional items, and other usage as approved by the Office of Marketing and Communications.
- The one line wordmark size varies depending on the usage, but proportions remain the same.

The One Line wordmark may appear in white for usage on a solid approved colored background or over-top an image. In its reversed format, the background should not interfere with logo clarity, and maintain .375 inch of clear space on all sides.



Rivier University

## STACKED WORDMARK REVERSE USAGE

## ONE LINE WORDMARK USAGE

## ONE LINE WORDMARK REVERSE USAGE

## CIRCLE AND CROSS SYMBOL

## CIRCLE AND CROSS SYMBOL



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.



*15% screen for printing*



*20% screen for  
electronic documents*

- Size of the symbol may vary depending on usage.



## LOGO AND WORDMARK APPAREL 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.

## LOGO AND WORDMARK APPAREL USAGE

# INCORRECT USE OF LOGO AND WORDMARKS

## Incorrect usage of Primary University Logo

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



*Correct Proportion*



### ***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 resizing it.

### ***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.***

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

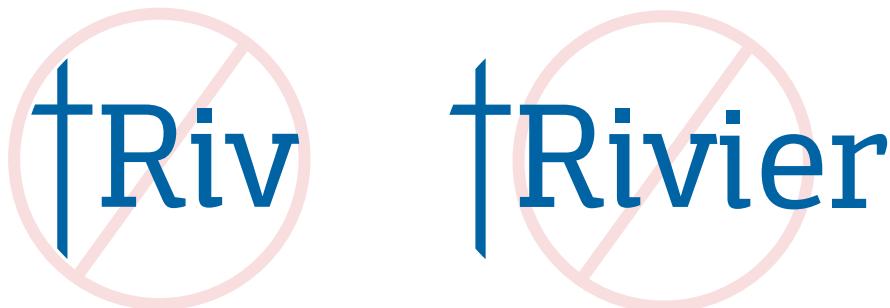


***Do not*** pair the Circle & Cross Symbol with any variation of the Rivier University logo.



***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.



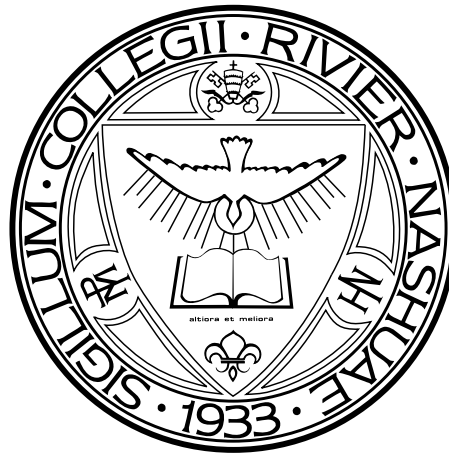
***Do not place the logo in a box.***

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.



# THE UNIVERSITY SEAL

## THE UNIVERSITY SEAL



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. unless authorized by the Office of Marketing and Communications.

# RAIDERS ATHLETIC LOGO

The Raider Athletic Logos were refreshed in 2023, maintaining the Rivier color blue, and enhancing them with a darker blue which has been integral to Rivier's Athletics Department identity.

Full Logo



## COLORS

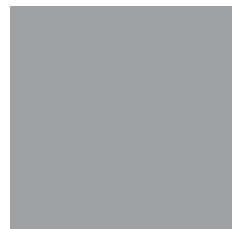
pms 2767c  
cmyk: c95, m89, y43, k64



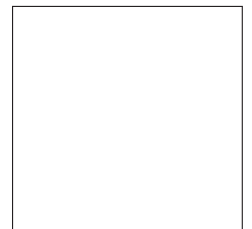
pms 2945u  
cmyk: c100, m52, y2, k12



pms 428c  
cmyk: c0, m0, y0, k33



White



To have Athletic logos adjusted to accommodate specific needs, please consult the Marketing & Communications Department.

**ADDITIONAL  
RAIDERS  
ATHLETIC  
LOGOS**



**R-Only**



**R-Reversed**



**Raider Head Combo**



**Rivier Head Athletics**

(Individual sport logos also available)



**R & Shield**



**Raider Head**



**Text**

## IDENTITY LINE

## IDENTITY LINE USAGE

## INCORRECT USE OF IDENTITY LINE

### IDENTITY LINE

**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 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.**

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.

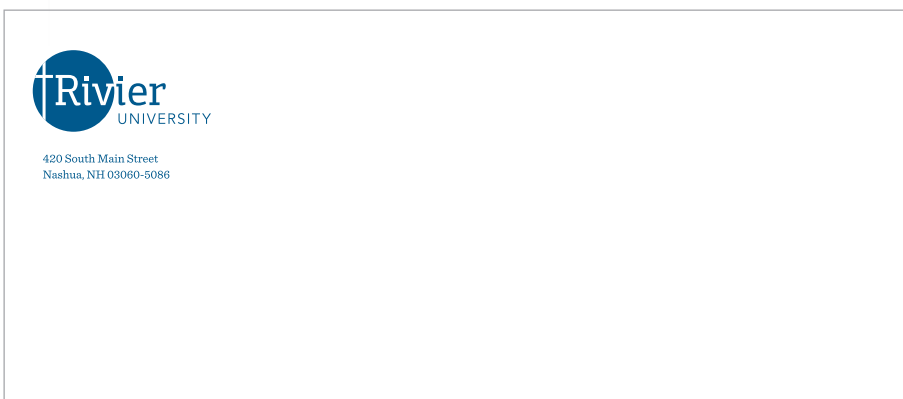
*(Do not italicize the identity line)*

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

*(Do not use quotation marks or apostrophes within the identity line)*

## IDENTITY PACKAGE

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.



## IDENTITY PACKAGE

*Ordering information for stationery items is available on the Finance page of the Rivier University Intranet.*

*Ordering information for business cards is available on the Marketing page of the Rivier University Intranet.*

# STANDARD LETTER FORMATTING

## STANDARD LETTER FORMATTING

All University letters should follow the standard letter format (pictured below).

- The required font is Times New Roman, a standard on University computers.
- 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 1 3/4 (1.75) inches down from the top of paper, 7/8 (.875) inch from the left, and 3/4 (.75) inch from the right sides of paper.
- See line spacing on example below.

*Standard University second sheet letterhead should be used when necessary. If a second sheet of University letterhead is needed, begin typing 1.5" from the top of the paper.*

**Top of sheet,  
down to date:**  
Minimum 1 3/4 inches

**Space Between:  
Date to Address**  
1 space

**Address to Greeting:**  
2 spaces

**Body of letter  
paragraph spacing:**  
1 space

**Body to Closing:**  
1 space

**Space for Signature:**  
3 spaces

The image shows a sample letter with various parts highlighted in yellow and connected to callout boxes on the left. The callouts specify: 'Top of sheet, down to date: Minimum 1 3/4 inches' (pointing to the top margin), 'Space Between: Date to Address 1 space' (pointing to the space between the date and address), 'Address to Greeting: 2 spaces' (pointing to the space between the address and 'Dear Cara'), 'Body of letter paragraph spacing: 1 space' (pointing to the space between paragraphs), 'Body to Closing: 1 space' (pointing to the space between the last paragraph and 'Sincerely'), and 'Space for Signature: 3 spaces' (pointing to the space between 'Sincerely' and the signature).

**Rivier UNIVERSITY**

420 South Main Street  
Nashua, NH 03060-5086  
(603) 888-1311 • www.rivier.edu

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](http://www.rivier.edu/reunion) <<http://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,

*Sister Paula Marie Buley, IHM*

Sister Paula Marie Buley, IHM  
President

TRANSFORMING HEARTS AND MINDS TO SERVE THE WORLD



## 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 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  
Office/Department (if applicable)  
Rivier University  
420 South Main Street  
Nashua, NH 03060  
(555) 555-5555

### **Example: Use of primary University logo in a signature line:**

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



## EMAIL & SIGNATURE FONT CHOICE

- The preferred point size for signature text is 12 point. The point size may be reduced to 11 point, but should not be used smaller.
- The preferred font color is black.
- The preferred fonts are outlined on page 2 of this guide.
- Do not use script and stylized fonts in signature lines or body copy.

## STANDARD EMAIL & SIGNATURE FORMATTING

*The primary logo can be acquired from the Rivier University Intranet.*

*As in the example to the left, the Primary University logo must be positioned after the signature information. Additional logos and links (e.g. social media icons) are not permitted in email signatures.*

## EMAIL FONT USAGE

## INCORRECT EMAIL FONT USAGE

### Example 1: Unacceptable email font usage and signature

Mary Smith  
Rivier University  
555\*555\*5555

"Information is not knowledge"  
-Albert Einstein

### Example 2: Unacceptable usage of background imagery

Mary Smith  
Rivier University  
555\*555\*5555

"Information is not knowledge"  
-Albert Einstein

## CONFIDENTIALITY USAGE IN EMAIL

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.

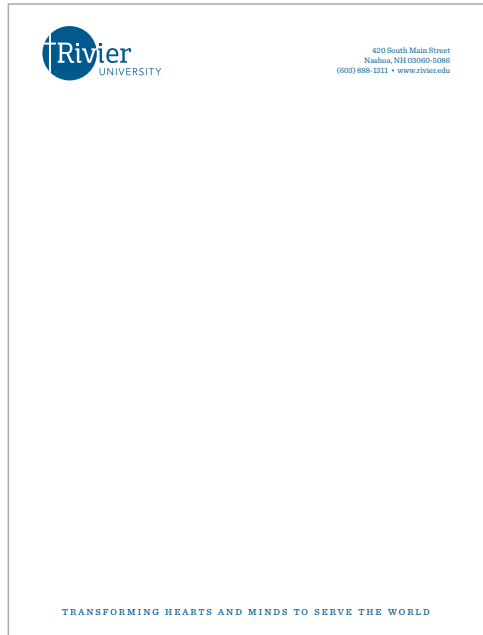
Regular or italicized typefaces are acceptable, as well as a dark grey font color.

*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.*

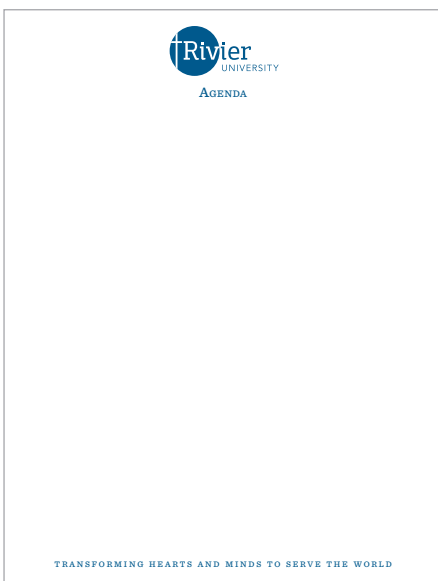
# ELECTRONIC TEMPLATES

# ELECTRONIC TEMPLATES

**University letterhead** (Microsoft Word template) is available for download on the Rivier University Intranet. 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.



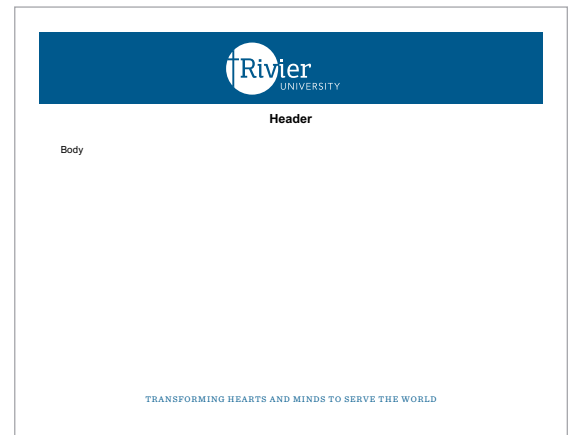
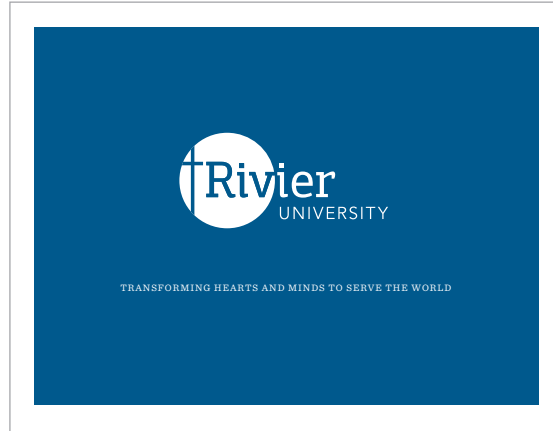
An **electronic agenda** (Microsoft Word template) is also available for download. This template should not be used for letters in place of the electronic letterhead. All letters must utilize the print or electronic letterhead. Both eAgenda templates are available in both horizontal (landscape), as well as vertical (portrait) formats.



# ELECTRONIC TEMPLATES

*cont.*

A **Powerpoint template** is also available for download.





# 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](mailto:marketing@rivier.edu).

