Graphic Identity Guide

Message from the President

University Seal

University Wordmark

University Color

University Stationery

Communication Resources
1 August 2006

Dear Members of the Fordham Community,

I am pleased to introduce the design of our new University letterhead, business cards and collateral communication materials. Our strategic plan identifies a number of initiatives that, when successfully realized, will allow us to achieve our ambitious vision for Fordham. Necessary to our advancement is the clear and direct association of all of the University’s schools, departments, programs, centers and institutes with each other and with the symbols that have been the graphic expression of the heritage, values and traditions of the University for 165 years. The development of new University stationery marks the first step in creating a comprehensive visual identity system for Fordham.

This Graphic Identity Guide provides useful information about how to order the University stationery, and how to use Fordham’s official wordmark and color appropriately in your communications on behalf of the University.

The greatest impact of our new graphic identity will be delivered through its immediate and comprehensive use. The Office of Procurement stands at the ready to fulfill your orders.

In the coming months, this system will be expanded to include additional guidelines for the graphic expression of Fordham on signage, clothing, banners, print and promotional items. I look forward to sharing news of this initiative with you as it progresses.

Sincerely,

Joseph M. McShane, S.J.
The Fordham University Seal

The great seal of Fordham University proclaims that Fordham has been a Jesuit university since its founder, Archbishop John Hughes, entrusted it to the care of the Society of Jesus in 1846. Hence, the coat of arms of the Society of Jesus stands at the center of the Great Seal of the University.

The coat of arms bears the Greek letters for the name Jesus—IHS—with the cross resting in the horizontal line of the letter H, and the three nails beneath, all in gold in a field framed in maroon, the color of the University, with silver fleurs-de-lys on the edge of the maroon frame. Around the Society’s coat of arms, a scroll with the University’s motto, Sapientia et Doctrina (Wisdom and Learning), is etched. The scroll rests on a field in which tongues of fire are displayed, recalling the outpouring of the gifts of the Holy Spirit of Wisdom (sapientia) that marked the first Pentecost.

A laurel wreath at the center of which are engraved the names of the disciplines that are or have been taught at the University rests at the top of the seal. (The University had a medical school from 1905 to 1921 and a College of Pharmacy from 1912 to 1971.) These central heraldic devices are enclosed within a circular field fashioned as a belt and edged with beads. The field bears the University’s name (rendered in Latin) and the date of its foundation. Fordham University is one of only two institutions in the world whose seals are enclosed with a belt surround. Oxford University, the mother of the universities in the English-speaking world, is the other university whose seal is fashioned in this way.

Appropriate Use of the One-Color Fordham University Seal

- The Fordham one-color seal may be used in custom Fordham maroon ink, black, or in four color process maroon match. The seal can also be reversed (white) out of a color field (custom Fordham maroon or black, or in four color process maroon match). Do not apply any other color to the seal.

- The Fordham seal is provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be requested through the Office of University Marketing and Communications, (212) 636-6530.

- Do not reproduce the seal as a standalone graphic any smaller than 1” in height.

- Do not “stretch” or otherwise change the proportions of the seal.
The Fordham University wordmark combines the name of the University set in the Fordham font, Bernhard Modern BT, with the great seal of the University and the tagline, “The Jesuit University of New York.” The wordmark is the primary graphic identity symbol of the University and should be used on all forms of communication that represent Fordham to the external public.

- Use the wordmark on all publications, advertisements, mailing panels and envelopes that convey Fordham University materials.
- The wordmark may only appear in Fordham maroon and black, or in black only. Do not reproduce the wordmark in any other color.
- The wordmark may also be knocked out of a Fordham maroon or black background. Do not set the white (reverse) version of the wordmark against any color but maroon or black. Do not reverse the logo from any textured or pictorial background, nor from any tint of maroon or black. The elements are too complex to reproduce well on any background that is not printed as a solid.

**Appropriate Use of the Fordham University Wordmark**

- This is the correct version of the Fordham University wordmark. The wordmark should always be used with the tagline, “The Jesuit University of New York” and the great seal of the University. The elements are provided as a lockup and should not be separated.

- Clear space minimum requirements = 1x the height and width of the seal. Clear space requirements must be observed at any reproduction size.

- Wordmark should not be used smaller than 3.5” in width. (See sample at right.)

- Do not typeset any other words appearing on publication covers in the wordmark font. This will diminish the impact of the University’s wordmark.

- Do not typeset the wordmark yourself. All wordmarks are provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be requested through the Office of University Marketing and Communications, (212) 636-6530.
There is as much folklore as there is fact surrounding the history of Fordham’s official school color. But one thing is known for certain — maroon was not the original school color, magenta was.

**The History of Fordham Maroon**

Magenta was used on the uniforms of Fordham’s “Baseball Nines,” the first athletic club at Fordham, organized in 1859. But magenta was also used by Fordham’s archrival in athletics, Harvard University. In 1874, the matter came to a head. Both institutions claimed prior use of the color, and neither was willing to concede. Since it was considered improper for two schools to be wearing the same color, the matter was to be settled by a series of baseball games. The winning team could lay claim to magenta; the losing team would have to find a new color. Fordham won the competition, but Harvard reneged on its promise to surrender magenta as its school color.

Later that year, as the student body gathered to meet the newly installed 10th president, Rev. William Gockeln, S.J., one of the matters discussed was that of choosing an official college color that would belong to Fordham and Fordham alone. Stephen Wall, class of 1875, suggested maroon, a color not widely used at the time. He explained in a letter to the editors of the College paper that the color looked “something like claret wine with the sun shining through it.” The committee charged with determining the official college color unanimously agreed, and maroon has been the official color ever since. An ironic footnote: Harvard also stopped using magenta in favor of crimson.

**Fordham Maroon in Offset Printing**

Today, Fordham maroon is the foundation color of all materials that represent the University. The color is a custom ink created for Fordham. Please contact the University’s Office of Procurement for ink specifications.

**Fordham Maroon in Four Color Process Printing**

When printing on white paper in the four-color process, which uses percentages of CMYK to build colors, please use the following breakdowns:

Uncoated Stock: C = 10  M = 100  Y = 65  K = 35
Coated Stock:  C = 10  M = 100  Y = 65  K = 45

*Fordham Maroon*
Fordham University Stationery: Overview and Ordering

All University stationery items are to be ordered through the Office of Procurement. Please call (718) 817-4910.

• The official University stationery suite consists of eight elements: letterhead, business card, business (No. 10) envelope, mailing label, fax sheet, buck slip, memorandum sheet and booklet style (9 x 12) envelope.

• All stationery items are to be ordered through the Office of Procurement, (718) 817-4910. They will arrange to have your area's information typeset in the proper font, size, placement, etc. They will also ensure that the approved paper and inks are used to print the materials. Please do not attempt to produce University stationery on your own.

• Letterhead will not be produced for limited or one-time programs or events. Please use your area's letterhead and other official stationery components for University correspondence.

• You will need to submit a requisition form to order stationery. If you do not have a form, you may obtain one from the Fordham Duplicating Center. Please call (718) 817-4918.

• In general, please allow 10 business days for your stationery order to be fulfilled. The Office of Procurement will work with you, however, to meet faster turnaround needs.

• Please note that certain stationery items have minimum quantity requirements. Among these are: letterhead (1,000 sheets); envelopes (1,000 envelopes) and business cards (500).

• The Office of Procurement cannot produce letterhead or other stationery items that do not conform to the guidelines set out in this manual.

• All units are required to use new University stationery in FY07.
Fordham University Stationery: Letterhead

To Order:
- Any academic or administrative area may order letterhead through the Office of Procurement (see page 7 for ordering information).
- This item is a 1,000 sheet minimum order.

Format: Typeset the letter in Times Roman, 12 pt., single spacing. The left and right hand margins are set at 1”. The left hand margin aligns with the F in the wordmark. The bottom margin should also be set at 1”. This allows sufficient clear space above the address line.

Continue the letter on a second sheet using the same 1” left and right margins as on the first sheet. It is recommended that the top margin of the second sheet be set at 1” from the top of the letterhead sheet. The bottom margin should remain at 1”.

The academic or administrative area is on the first line flush right. Its baseline aligns with the tagline, “The Jesuit University of New York.”

The academic department or administrative office is on the second line flush right. The basic stationery design can accommodate three lines of unit/departmental information.

The address, phone and fax numbers are set at the bottom and centered as a unit. E-mail addresses may also be included.
Fordham University Stationery: Personalized Letterhead

To Order:
• Deans, vice presidents and directors of centers and institutes may order personalized letterhead through the Office of Procurement (see page 7 for ordering information).

• This item is a 500 sheet minimum order.

This style accommodates two lines of personalization.
Fordham University Stationery: Business Cards

To Order:
- All employees may request business cards with approval from their area’s dean, vice president or director. Orders should be placed through the Office of Procurement (see page 7 for ordering information).
- There is a 500 card minimum order for business cards.
- As with the letterhead, The Office of Procurement will arrange to have your area’s information typeset in the proper font, size, placement, etc. They will also ensure that the approved paper and inks are used to print the materials. Please do not attempt to typeset your own information.

Format: The elements that will appear on Fordham University business cards are as follows: name, title, unit or department, address, phone, fax, email. Please provide this information to the Office of Procurement when placing your order.
Fordham University Stationery: Envelopes

To Order:
- Any academic or administrative area may order envelopes through the Office of Procurement (see page 7 for ordering information).
- There is a 1,000 piece minimum for any size of envelope.
- Envelopes are available in all standard sizes, including No. 10 business and 9 x 12 booklet.

Envelope Return Address: The return address portion of the envelope reflects the vice presidential area, school, or unique office, center or institute. The text can also show departments within those areas and programs within the departments.

Envelopes cannot be personalized with name and title.

Envelopes cannot be produced for limited or one-time programs or events. Please use your area’s official letterhead and other official stationery components.

Format: Typeset the address in 12 pt. Times Roman, single line spacing, flush left. Text prints in black. The paper used for the envelopes is fully laser guaranteed and addresses can be inkjet or laser printed.

Format for No. 10 Envelope: Start the address block 2" from the top edge of the envelope and 4 1/8" from the left hand edge.
Fordham University Stationery: Mailing Labels

To Order:
• Any academic or administrative area may order labels through the Office of Procurement (see page 7 for ordering information).
• There is no minimum order for this item.
• Label sheets are 6-up on 8.5 x 11 pages and are laser and inkjet compatible.
To Order:
- Any academic or administrative area may order this general use fax form through the Office of Procurement (see page 7 for ordering information).
- There is no minimum order for this item.
- Facsimile sheets are 8.5 x 11. As with the rest of the stationery system, these sheets are inkjet and laser compatible.
Fordham University Stationery for Internal Communication: Memorandum Sheets

To Order:
- Any academic or administrative area may order this general use memorandum through the Office of Procurement (see page 7 for ordering information).
- There is no minimum order for this item.
- Memorandum sheets are 8.5 x 11. As with the rest of the stationery system, these sheets are inkjet and laser compatible.
Fordham University Stationery for Internal Communication: Buck Slips

To Order:
- Any academic or administrative area may order memo buck slips through the Office of Procurement (see page 7 for ordering information).
- There is no minimum order for this item.
- The slips are 4” x 7” and come as pads with 100 sheets per pad.
- Personalization: Please note that as with personalized letterhead, only deans, vice presidents and directors of centers and institutes can order these pads with their own name and title. All others will use the office or school name.

To: __________________________
Date: ________________________

☐ For your information.
☐ Please handle this.
☐ Please reply in your own name and send a copy to me.
☐ Please draft a reply for my signature.
☐ Please supply me with pertinent information.
☐ Please comment.

(718) 817-3000  FAX: (718) 817-3005
To strengthen the name recognition of The School of Law, a stationery suite has been established. All items available for the standard University suite are also available for the School of Law.

To Order:
- Any area in the School of Law may order stationery from this suite through the Office of Procurement (see page 7 for ordering information).
- Minimum quantity requirements are the same as for University stationery.
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<td>PHONE NUMBER</td>
<td>SENDER'S REFERENCE NUMBER</td>
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<tr>
<td>RE:</td>
<td>YOUR REFERENCE NUMBER</td>
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- URGENT
- FOR REVIEW
- PLEASE COMMENT
- PLEASE REPLY
- PLEASE RECYCLE

NOTES/COMMENTS:

FORDHAM UNIVERSITY
THE SCHOOL OF LAW

THE OFFICE OF THE DEAN
140 WEST 62ND STREET  NEW YORK, NEW YORK 10023
To: ________________________________

Date: ______________________________

☐ For your information.
☐ Please handle this.
☐ Please reply in your own name and send a copy to me.
☐ Please draft a reply for my signature.
☐ Please supply me with pertinent information.
☐ Please comment.
In addition to the guidelines detailed in this manual, there are many resources available on campus to help you with your communications projects.

**Advertising and Publications**
The Office of University Marketing and Communications also provides myriad creative services to assist you in meeting your publication and advertising needs, from brochures and bulletins to posters and newsletters. The University’s communication specialists can help you effectively reach your audience. Please call (212) 636-6530 for information.

**Media Relations**
The Office of Media Relations can assist you in generating publicity and growing a reputation for excellence intrinsic to Fordham’s many programs. The University’s media relations specialists can help you reach the world through print, broadcast and Web media placements and can connect you to reporters as expert sources. They can also help you prepare for interviews with the press. Please call (212) 636-6530 for information.

**Photography**
The Office of University Marketing and Communications can also aid you with your photography needs. Please call (212) 636-6530 for more information.

**Print Services**
The Fordham Duplicating Center can help with a range of copying, duplicating, binding and color copy services. Please call (212) 636-6048 for information at Lincoln Center and (718) 817-4918 at Rose Hill.

**Office of Procurement**
Official University stationery and business cards may be ordered through the Office of Procurement. Please refer to page 7 for ordering instructions. Your questions may be directed to (718) 817-4910.

**Mailing**
For information about on-campus mailings, please call the mail services area in the Fordham Duplicating Center at (718) 817-4922.

**Human Resources**
For information about requirements for recruitment advertising for new hires, please contact your human resources representative at (718) 817-4931.