



SSMO Campus Brand Styleguide

Ensuring consistent brand application

The SSMO Campus Brand Styleguide applies to all of the Sisters sponsored ministries: Maryville, VCS, SSMO Foundation and SSMO Ministries Corporation. Use this guide when working on websites, social media, printed materials, emails and stationery.

Logo Usage

Clear Space: Maintain clear space around the logo. The logo must be clear and easy to see. This applies to the primary dome logos and all VCS block, alumni and Valiant logos.

Minimum Size: The minimum size for print is 1 inch wide. For digital it is 100 pixels wide.

Prohibited Uses:

- Do not change the logo's colors or add any elements to the logo.
- Do not distort or stretch the logo. Do not use the logo at an angle.
- Do not use outdated versions of the logo. Current logos are in the documents section of your Google Dashboard: https://Dashboards.ssmocampus.org_

Color Palette

- Only use Pantone 654 and the cross in Pantone 320. If using only one color, use Pantone 654.
- You may also use black and white for printed pieces.
- **Block VC and Valiant Logos** use Pantone 654 only. These logos do not use the Pantone 320.
- The logo may also be printed in black and white or used in reverse (white on a dark background)
- Fill out a Communications Request in your Google Dashboard if you need a logo variation.

Pantone 654C

Pantone 651C

Pantone 428C

Pantone 320C

Typography

Verdana is the preferred font. Additional options are Century Gothic and Optima. The logo is Optima font.

- **Headings:** 18pt Bold
- **Subheadings:** 12pt Bold

- **Body Text:** 11 - 12pt Regular

Imagery and Iconography

Images should be high-quality, authentic, and reflect our diverse campus community. Capture genuine moments of learning, collaboration, joy and spirit. Avoid overly posed or staged photos.

- **Do not** use text overlays on images unless necessary for accessibility.
- Icons should be simple, clean, and consistent with the overall brand aesthetic.

Writing Tips, Brand Voice and Messaging

Tone and Grammar: The SSMO campus brand voice is warm, welcoming, and professional. Communications should be clear, concise and positive. Consult the AP Styleguide for all communications. Use correct grammar and punctuation in all communications.

Important Writing Tips:

- Do not use acronyms – exceptions: SSMO, VCS and variations of each school (VCHS) after spelling them out first.
- Write for a 9th-grade audience (use free online readability checkers)
- Avoid using ALL CAPS, symbols (&,#,@) and overusing exclamation points (!).
- Avoid using buzzwords, jargon and overused terms, such as 'impact'.
- Limit the use of contractions (we've, don't)
- Consult [AP Style for dates and times](#).

Social Media

Social Media Posting Tips:

- Social media posts should include clean photos, simple copy or a short-form vertical video.
- Refer to our Flickr page for photos: <https://www.flickr.com/photos/valleycatholic/albums>
- You may use photos taken by someone else, but we will need to review and confirm that they are free to use.
- Avoid using designed graphics as much as possible and do not cover photographs with fonts.
- Provide at least a one week notice to the Communications team for posting content onto campus social accounts.
- Communications reserves the right to alter, edit, deny or delete social posts related to SSMO and its sponsored ministries.

Questions?

Email [Brad Hilliard](#) or [Lizette Santiago](#) with your questions.