



# UNIVERSITY OF NOTRE DAME

# Letter from the Office of Public Affairs and Communication

*Dear colleagues:*

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I know that many of you will agree that the University of Notre Dame is a unique and special place, where a wealth of disciplines, voices, and ideas—informed by our Catholic tradition—converge to create an unparalleled educational experience for undergraduate and graduate students alike. Indeed, Notre Dame has achieved a distinctive position among the nation's top institutions of higher learning by virtue of its strong academic rankings, outstanding faculty, and unwavering commitment to educate the minds and hearts of its students.

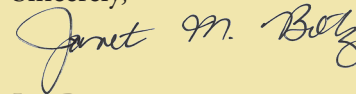
As we enter a new era in the University's history—one that will be characterized by Notre Dame's burgeoning research enterprise and increasingly global presence—it is more important than ever to present a clear, unified identity to the world. To that end, the Office of Public Affairs and Communication, in conjunction with the University's Trustees and Office of the President, requests your assistance in promoting the University's

image consistently and clearly across all media and to all constituents.

This manual outlines the standards for using the University's visual identity in print publications, on websites, and in commercial products. You will find information regarding the proper use of the University's word mark and seal, along with the approved typography and color palette options. By applying these standards consistently in all materials that are produced, you help to create a unified identity that is instantly recognizable by our many constituents worldwide.

Please join me and all of the communications professionals across campus in using this information to preserve and promote the singular identity that is Notre Dame.

Sincerely,



Jan Botz

*Vice President, Public Affairs and Communication*

This guide provides standards for using the key elements of Notre Dame’s visual identity, which will help to protect and build the value of Notre Dame’s image.

These standards are for Notre Dame faculty, staff, and commercial partners who participate in communicating the University’s messages and identity.



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# The Visual Identity

## GENERAL INFORMATION

### What is the visual identity?

The visual identity of the University of Notre Dame is the principal identifier of the University in all communications related to official business and in promotional products.

The visual identity comprises three elements:

- 1) a graphic design
- 2) typographical presentation of the University's name
- 3) specific colors

The visual identity consists of the University's traditional shield in combination with the words "University of Notre Dame."

### Why is using the visual identity important?

Used appropriately, typography, color, and the elements within the visual identity represent the University in a clear and consistent manner. Consistency in identifiers breeds awareness of the brand, promoting instant recognition and awareness, which is the first step in building the equity of the institution. The visual identity simultaneously expresses a sense of Notre Dame's scholarship and its Catholicity.

### When to use the visual identity

The visual identity is to be incorporated in all

- Letterhead, stationery
- Business cards
- Publications for external promotion, official information
- News releases, publicity, community relations, government relations
- Advertising, promotions
- Exhibitions and presentations: PowerPoint, posters, banners, and signage
- Video
- Digital communication (Web pages, email)

## ARTWORK

Approved logo files are available for download on the Web: [mark.nd.edu](http://mark.nd.edu).

Note: You'll need to login with your user ID and password.



## TYPOGRAPHY

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### Primary typeface

**Adobe Garamond** is used in all stationery and all other applications where information is presented in conjunction with the visual identity. The letterforms that make up the words “University of Notre Dame” within the system have been altered specifically for this use.

### Stationery

Adobe Garamond is used when creating stationery and all other applications. Suggestions for setting letters in Adobe Garamond are given in the section about stationery.

### Don't

The University requires that you use these approved configurations and refrain from recombining the shield and wordmark in unapproved ways. Please do not substitute other faces for use with the shield.

### Note

If you have a special request to use the shield without the wordmark, it must first be approved and authorized by the Agency<sup>ND</sup>.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz&z*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz&z*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz&z*

0 1 2 3 4 5 6 7 8 9

## COLOR

The official colors of the visual identity are Madonna blue and papal gold.

The following standard colors and their electronic equivalents are colors that work well with the University visual identity and are recommended to ensure consistency from one medium to the next.

Unless in a very controlled environment, and handled by a professional, colors will not always be consistent through the different media. These complementary palettes have been chosen for their consistency and will help to standardize color from one medium to the next.

Shown here is the standard two-color design for the visual identity. Details of the type treatment, color scheme, and other graphic elements in the visual identity are set forth in the next section.



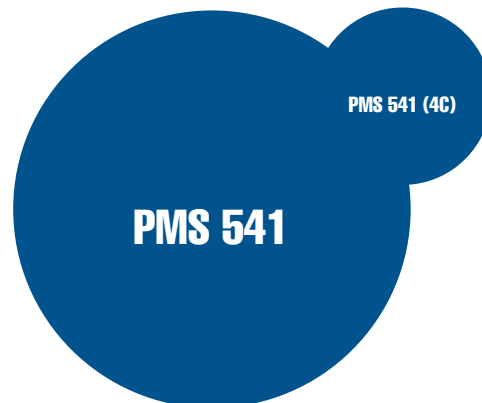
### PANTONE COLORS AND INK MIXES

### CMYK EQUIVALENTS

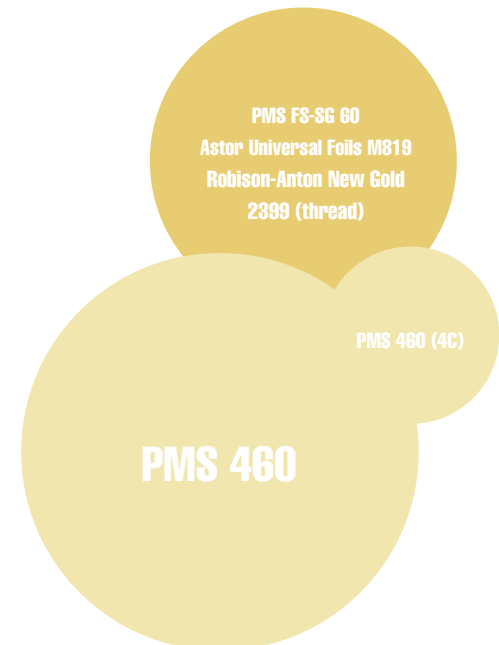
### RGB EQUIVALENTS

### BINHEX EQUIVALENTS

**PMS 541**  
**C=100, M=55, Y=0, K=45**  
**R=0, G=0, B=102**  
**#000066**  
**Robison-Anton Lt. Navy 2303 (thread)**



**PMS 460**  
**C=5, M=5, Y=40, K=0**  
**R=247, G=231, B=156**  
**#F7E79C**

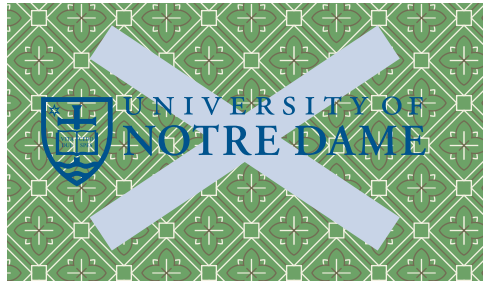


## BACKGROUNDS

The University visual identity may appear on photos or graphs where there is a clear area that does not create a busy, cluttered, or confusing background.

### Don't

- Do not place the visual identity on visually distracting backgrounds, photos, or patterns.



### Background colors

Regarding background colors, symbols are most effective when placed on white, off-white, neutral, or very light-colored backgrounds.

### Background fields

When the visual identity appears in a background field—that is, when it appears dropped out of another color or surprinted over another color—be careful to avoid the perception that the visual identity is embedded in a shape. The visual identity should appear as though it is *on* the field of color, not *in it*.



### Do

- To ensure a minimum background field, use the size and placement guidelines (shown next page) for minimum clearance area as shown.



The reversed one-color version is most effective when reversed out of a color field that is no less than the value of a 60 percent black screen.



## SIZE AND PLACEMENT

- The University shield should never appear smaller than 3/8 inch wide.



- Do not crop any part of the identity or bleed it off a page.

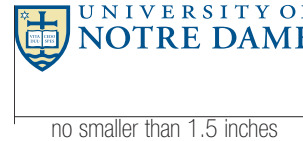


- Allow a reasonable amount of space around the identity, using the capital "M" as a rule. See example below.



## MINIMUM SIZE

The identity should always be reproduced at a size where it is clearly legible in the medium used; 1.5 inches is the minimum size for high-resolution printed material. The visual identity is to be rendered larger than this minimum size when reproduced via low-resolution media in order to retain design integrity.



## PAPER

**Neenah Classic Crest** is the paper stock used on all business materials. This paper is compatible with both commercial printing processes and laser printing.

Paper specifications

- Avon Brilliant White, Smooth Finish
- 60# text for the letterhead, second sheet, and envelope
- 100# cover for business cards

A protected field, the height and width of the "M" in "Notre Dame" around the visual identity ensures that it stays highly visible and prominent within a design.



## ACCEPTABLE USES

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### Do's

- Do show the visual identity as one color (the strongest color available—i.e., in a brochure printed in black ink, show the logo in black).
- Maintain the horizontal orientation of the visual identity.



- A centered version of the visual identity has been designed and made available for use in print and other media.



### Note

You must use one of the above two versions of the identity: either the shield left of word-mark or center stacked.

If you are *currently* using a version other than the two options specified above, please contact Agency<sup>ND</sup> for a revision at no charge.

### Do's

- The visual identity may be used in a variety of sizes.



- The one-color version will also work well when used in black or any other solid color that is equivalent to the value of a 60 percent screen of black.



- Two-line version of the visual identity used on core business materials:



## UNACCEPTABLE USES

### Don'ts

- The visual identity should never be used when the total width of the shield and word-mark measures less than 1.5 inches.



- Do not place lines, rules, borders, or shapes in close proximity to the identity.



- Do not use the one-color version of the visual identity in a color that is lighter than a 60 percent screen of black.



### Don'ts

- Do not tint or screen the visual identity or make different elements of the visual identity different colors.



- Do not tilt or rotate the visual identity.



- Do not separate the visual identity elements or change the orientation of one to the other.



- Do not bleed the visual identity off the page or crop it.



- Do not print type or images over the visual identity or use the visual identity as a background element.



### Common errors in the use of the visual identity

- Distorting the visual identity:



- Placing embellishments, lines, rules, borders, or shapes in close proximity to the identity:



- Placing the visual identity in a box:



- Separating the shield from the university name:



# Quick Summary

## USING THE VISUAL IDENTITY



### RESTRICTED USE OF THE VISUAL IDENTITY

The visual identity is not to be used for commercial purposes (products for resale) on apparel or on items sold in the bookstore.



### RESTRICTED USE OF THE SEAL

The seal is used as the University's Imprimatur in certain formal circumstances and official documents, such as documents from the President's Office or other high-level administration offices. The seal adds authority and authenticity to important documents, including diplomas. Use only as approved.

**Don't** use the seal in less formal applications, such as documents related to routine events or athletic competitions.

### General

The visual identity must be used on all nonathletic, noncommercial institutional or promotional materials.

The visual identity is not to be used for commercial purposes (products for resale).

Do not use the Leprechaun, interlocking ND, or shamrock on academic or non-athletic promotional material.

### Color

The official colors of the University identity are blue and gold.

For print use  
Spot color (coated and uncoated paper):  
PMS 541 (blue)  
PMS 460 (papal gold)  
Process color (CMYK):  
Gold: C=5, M=5, Y=40, K=0  
Blue: C=100, M=55, Y=0, K=45

For Web use  
RGB color:  
Blue: R=0, G=0, B=102  
#000066  
Gold: R=247, G=231, B=156  
#F7E79C

### Size and Placement

The visual identity should never appear smaller than 1.5 inches. Do not crop or bleed it; allow space around it.

### Typography

Primary typeface: Adobe Garamond

### Background

Use a clear background. Use special version of the visual identity for use on dark backgrounds with insufficient contrast.

### Paper

Neenah Classic Crest  
Paper specs: Avon Brilliant White, Smooth Finish; 60# text for the letterhead, second sheet, and envelope



COLLEGE OF ARTS AND LETTERS  
DEPARTMENT OF ART, ART HISTORY & DESIGN

## STATIONERY

### Why using the visual identity on stationery is important

It is crucial to remember that the intent of creating the visual identity was to present Notre Dame to its audiences under a single, unifying visual element in which individual identities would not supersede the identity of the overall institution.

### AVAILABLE TO ORDER

- Letterhead
- Personalized Letterhead
- Second Sheet
- Business Card
- Envelope

Other business forms that are available to order online are interoffice memoranda, one- and two-pocket folders, and facsimile forms.

To order:  
(800) 837-3625  
[buy.nd.edu](http://buy.nd.edu)

September 15, 2002

Thomas Walker  
3019 Council Oak Drive  
South Bend, Indiana 46628

Dear Mr. Walker,

Dolor, vero dolore nulla ea delenit in eum, enim lobortis, aliquip autem ea ut praesent duis at dolore? Vero facilisi dolore eum nulla praesent nostrud, molestie vulputate dolore eu quis laoreet adipiscing? Ut illum dolore erat, augue odio vulputate volurpat duis esse dolore in luptatum in. Molestie, eu dignissim enim tincidunt dolore augue tation ad et vulputate iusto luptatum sit aliquip, ex facilisi consequat suscipit wisi. Suscipit qui nisl vel velit ipsum nostrud crisare, amet lobortis luptatum. Qui, duis vero esse eros nostrud, autem ut, ipsum duis ex accumsan.

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Sincerely,

Edward A. Malloy, C.S.C.

306 O'Shaughnessy Hall  
Notre Dame, Indiana, USA 46556-0000  
Telephone (574) 631-7602 • Facsimile (574) 631-6312  
Email [art.art.1@nd.edu](mailto:art.art.1@nd.edu) • Website [www.nd.edu/art](http://www.nd.edu/art)



# UNIVERSITY OF NOTRE DAME

OFFICE OF THE PRESIDENT

Rev. John I. Jenkins, C.S.C.  
*President*

September 26, 2005

Joe Irish  
1234 Notre Dame Ave.  
South Bend, Indiana 46616

Dear Mr. Irish,

Dolor, vero dolore nulla ea delenit in eum, enim lobortis, aliquip autem ea ut praesent duis at dolore? Vero facilisi dolore eum nulla praesent nostrud, molestie vulputate dolore eu quis laoreet adipiscing? Ut illum dolore erat, augue odio vulputate voluptat duis esse dolore in luptatum in. Molestie, eu dignissim enim tincidunt dolore augue tation ad et vulputate iusto luptatum sit aliquip, ex facilisi consequat suscipit wisi. Suscipit qui nisl vel velit ipsum nostrud crisare, amet lobortis luptatum. Qui, duis vero esse eros nostrud, autem ut, ipsum duis ex accumsan.

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Sincerely,

John I. Jenkins, C.S.C.

306 O'Shaughnessy Hall  
Notre Dame, Indiana, USA 46556-0000  
Telephone (574) 631-7602 • Facsimile (574) 631-6312  
Email [art.art.1@nd.edu](mailto:art.art.1@nd.edu) • Website [www.nd.edu/~art](http://www.nd.edu/~art)

## TIPS ON BUSINESS LETTERS

The University's letterhead designs accommodate the standard styles used by most offices—the block letter style, the modified block letter style, and the simplified block letter style.

We recommend that letters be set in 11 point over 13 or 14 point, and that you use a serif font such as Garamond or Times.

### Don'ts

In hard-copy letters on letterhead, do not make the right margin less than .625 inch or more than 1.25 inches.

## ENVELOPES AND BUSINESS CARDS

### CONTACTS

Please direct any questions to Creative Director Tim Legge at (574) 631-4636 or at [tlegge@nd.edu](mailto:tlegge@nd.edu).

### You may order your letterhead and other stationery through Procurement.

Note: There are options available that include gold foil, two-, and one-color variations.

To order:  
(800) 837-3625  
[buy.nd.edu](http://buy.nd.edu)

Rev. John I. Jenkins, C.S.C.  
*President*



UNIVERSITY OF  
NOTRE DAME

Office of the President  
400 Main Building  
Notre Dame, Indiana, USA 46556  
*Telephone (574) 631-5000 \* Facsimile (574) 631-6000*  
*Email [jenkins@nd.edu](mailto:jenkins@nd.edu) \* Website [www.nd.edu](http://www.nd.edu)*



UNIVERSITY OF  
NOTRE DAME

OFFICE OF THE PRESIDENT

502 Grace Hall  
Notre Dame, Indiana, USA 46556

**Note**

The visual identity must appear on all promotional and campaign-based literature.

## ADVERTISING AND PROMOTION

Whenever you are creating ads, always follow our general guidelines for proper display of the identity.

To establish a grid for ads, always use the minimum clear space rule as a starting point. Use the visual identity in a size that's relative to the ad.

On a full-page ad, the visual identity is approximately 2 inches across.

Single-color ads are generally produced in one color—black.




*Do you hear God's call?*

**Prepare for ministry at the University of Notre Dame**

**Master of Divinity Program**      [www.nd.edu/~mdiv](http://www.nd.edu/~mdiv)  
Department of Theology  
131 Malloy Hall  
Notre Dame, Indiana 46556

(574) 631.5682  
mdiv.1@nd.edu




UNIVERSITY OF  
NOTRE DAME

Full tuition scholarships for all admitted students


**LEAVE  
A  
LEGACY**

Introducing the  
Charitable Gift Annuity  
Program.




Help Notre Dame while receiving income for your lifetime and tax breaks, too. Receive a fixed payout guaranteed by Notre Dame—and provide assistance to the University.

The gift that gives... to your future and to the future of Notre Dame. Contact us about Charitable Gift Annuities today.

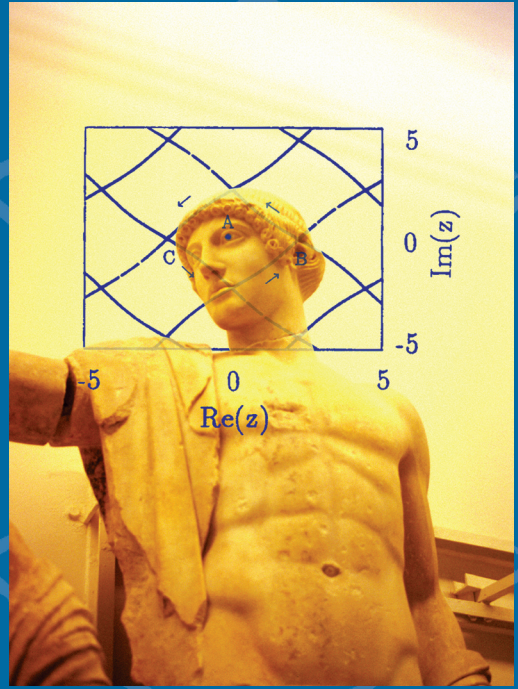


Office of Planned Giving  
University of Notre Dame  
1100 Grace Hall  
Notre Dame, IN 46556  
(574) 631-6368  
nd.pgiving.1@nd.edu



The Graduate School

at Notre Dame...



## THE VISUAL IDENTITY ON THE WEB

All of the standards set for the visual identity in this publication apply to its use on the Web, with certain alterations to colors and typography.

The Web version of the visual identity uses a filled star because of small reproduction size and low resolutions.



### Color

The colors used for the visual identity have Web equivalents of 000066 (blue) and F7E79C (yellow). Do not alter these two primary colors.

### Note

Existing websites not scheduled for redesigning should incorporate one of the visual identity files available on the visual identity site.

- The versatility of the visual identity will allow for inclusion at one of the four corners of the screen or at its center.
- The visual identity should be placed close enough to the top that it is visible without scrolling. If the top (or header) of the page is not a feasible option, the visual identity should be placed in the footer of all the pages on your site.

### Don't

- Do not use the hollow star version on the Web.
- Do not add a drop shadow, bevel, animation, or any other Web technique to the visual identity. This ensures the visual identity's integrity as the signature of the University. Its strength lies in its consistent use.
- Likewise, do not resize or otherwise alter the supplied Web files, as they have been optimized for file size and color to maintain a consistent appearance and quick download.

### Typography

The typeface used in the visual identity is **Adobe Garamond**.

### JPG vs. GIF File Formats

The visual identity must always be saved in the GIF format and using 64 colors or less. It should never be saved as a JPG, as this format will create blurriness with the text making up the visual identity.

### Spacing

When using the visual identity on the Web, an adequate amount of space around it (or padding) must be present, and it should equal the size of the M in "Notre Dame" all the way around.

### Usage

Placing the visual identity on top of a patterned background is not allowed. The visual identity can only be displayed on top of a solid background that uses one of the acceptable colors.



## THE VISUAL IDENTITY IN E-MAIL

### Do

- Do use the two-color version in email.



### Don'ts

- Do not place lines, rules, borders, or shapes in close proximity to identity symbols.
- Do not reduce the visual identity so far that the total width of the shield and the type together measures less than 1.5 inches.



- Do not use the one-color version of the visual identity in a color that is lighter than a 60 percent screen of black.



### ARTWORK

The files available for download on the visual identity site may be used on the Web. The files should not be altered in any way, as they contain the correct proportions for the visual identity and have been optimized for size and Web-safe preferred colors.

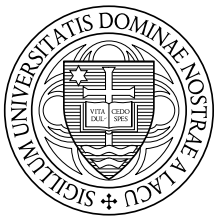
The files are available in various pixel widths and proportionate heights. The words "Vita Dulcedo Spes" on the book within the shield are reduced to single pixels and are unreadable at these sizes, their legibility being sacrificed to allow the visual identity to be used at a small size.

The minimum size of the visual identity, 150 pixels in width, was chosen based on the smallest size at which the star within the shield still remained discernible.

# Notre Dame Trademarks



The Leprechaun is the official mascot of Notre Dame. The first appearance of the Leprechaun as mascot was September 24, 1960. Notre Dame adopted the Leprechaun caricature in 1964, and first printed him on a football schedule. The caricature was drawn by Ted Drake from Elkhart, Ind.



The University of Notre Dame has exclusive rights to its name, trademarks, songs, mottoes, and mascots and prohibits their unauthorized use. The University has a long-standing policy of protecting the symbols that are associated with its name and its reputation as one of the finest universities in the country. Because registered trademarks and service marks are valuable assets, they must be used correctly to avoid loss or dilution in the marketplace.

The University's trademarks include "Notre Dame," "University of Notre Dame," "Fightin' Irish," "Fighting Irish," "Irish," and "ND," as well as icons such as the Leprechaun, the shamrock, the interlocking ND, the University's seals, and the depiction of the Dome.

## TRADEMARKS AND LICENSING

Use of the Notre Dame trademarks in print, multimedia, advertising, promotional material, or on clothing or other merchandise requires the express permission of the University of Notre Dame. Usage requirements are applicable to all Notre Dame staff, students, faculty, partners, manufacturers, customers, creative agencies, consultants, professional writers, and editors. Notre Dame reserves the right in its sole discretion to terminate or modify permission to display the Notre Dame trademarks by any person or organization.

### Use of Trademarks

There are three types of Notre Dame licenses, each granting approval to use the trademarks

of the University, but with different distribution. Creation, adoption, and use of any Notre Dame indicia must conform to approved standards as authorized by the University. It is important that the Notre Dame symbols are used properly and on quality merchandise.

When using the Notre Dame trademarks, whether the item on which the trademark appears is for departmental use, or being sold or otherwise distributed in commerce, you must include the registered trademark symbol ® or the ™ designation, depending on the trademark being used and the item it will appear on.

The licensing department must be contacted to verify correct usage and standards before any visual identity or new design incorporating a Notre Dame symbol is used by either the public or the University community. University departments, staff, and student organizations are required to use licensed vendors to produce merchandise bearing the Notre Dame trademarks. The use of licensed vendors will ensure that the University's name and symbols are used correctly and on items of quality.

## CAMPUS USE OF NOTRE DAME TRADEMARKS

### Vendors

The licensing department can verify that each department or organization's choice of vendor is licensed by the University.

### University Vendor License

A University vendor license authorizes a company to use the trademarks of the University on products that they sell directly to a University department or recognized student group for their own internal use. Recognized student groups must work with Student Activities and complete a "Goods and Services Application." University vendors are not permitted to use the University's trademarks on product that is for resale to anyone outside of the University.

### Campus License

A campus license authorizes a company to use the trademarks of the University on products that they sell to campus retail outlets such as Hammes Notre Dame Bookstore, Varsity Shop, Warren Golf Shop, and LaFortune Student Center. A campus licensee may also sell product directly to a University department or recognized student group.

### National License

A national license authorizes a company to use the trademarks of the University on product sold to any retail outlet across the country. A national licensee may also sell products directly to a University department or recognized student group.

A current list of vendors is available at [nd.edu/~ndlicens/index.shtml](http://nd.edu/~ndlicens/index.shtml).

## COMMERCIAL AND COMMUNITY USE OF NOTRE DAME TRADEMARKS

Any company or organization wishing to use any Notre Dame name, trademark, symbols, slogan, song, or motto that is associated with or owned by the University must receive prior approval through the licensing department of Notre Dame. All vendors who manufacture and sell items imprinted with Notre Dame trademarks (to the public or to Notre Dame retail outlets) are required to be licensed by the University.

Licensees operate under specific guidelines:

- All products and designs must be approved by the University licensing department
- Items must include an approved “officially licensed” hangtag or label
- Royalty reports must be submitted on a regular basis
- Notre Dame *does not* permit the use of its name or graphics in any announcement, advertisement, publication, or report if such use in any way implies university endorsement of any product or service.
- All Notre Dame licensees are required to operate in compliance with the Notre Dame Code of Conduct.

## NOTRE DAME’S LICENSING DEPARTMENT

The licensing department was established to protect the use of the University’s name and symbols and to monitor their usage. The department provides a means of managing the University’s brand through commercial and community entities, as well as campus departments and organizations, while generating revenue in support and within the guidelines of the overall mission of the University.

The licensing program serves the following functions:

- Protecting and preserving the integrity and goodwill of the University;
- Promoting the University’s image to the public at large, through use of the University’s symbols on products and in connection with services;
- Preventing the unauthorized use of the University’s indicia;
- Ensuring that authorized products bearing University trademarks are manufactured under acceptable working conditions; and
- Providing education and support to campus constituents, licensees, and retailers.

### Do’s

- The trademark symbol (® or ™) normally is placed in the lower right corner of the trademark.
- The ® and ™ symbols may appear with the first mention of the University’s name in body copy, but need not appear with the name when it is mentioned subsequently.
- The symbols depicted in this section are registered trademarks of University of Notre Dame and cannot be reproduced without expressed written consent. All rights reserved.

### Don’ts

- The ® symbol is not to be used with the visual identity on stationery, administrative forms, signs, or exhibits.
- Please note that Notre Dame does not allow the visual identity to be used for commercial purposes (products for resale).

### ARTWORK

All artwork must be submitted for approval to the licensing department prior to placing an order for production.

### CONTACT

For additional information regarding the use of Notre Dame trademarks, licensing procedures, or a list of licensed vendors, or to obtain approved artwork, contact: Tomi Gerhold  
Licensing Office  
436 Grace Hall  
Notre Dame, IN 46556  
Phone: (574) 631-9327  
Email: [ndlicens@nd.edu](mailto:ndlicens@nd.edu)  
[nd.edu/~ndlicens/index.shtml](http://nd.edu/~ndlicens/index.shtml)

# TM

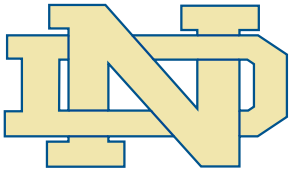
All commercial licensing agreements are written and administered by The Collegiate Licensing Company (CLC). For information on how to obtain a license, please contact CLC at (770) 956-0520 or visit their website at [www.clc.com](http://www.clc.com).

## UNACCEPTABLE APPLICATIONS

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### Don'ts

- Do not stretch or distort proportion.



- Do not crop or obscure the elements.



**Note:** These same standards apply to both the Leprechaun and the shamrock.



- Do not delete any elements.



- Do not overlap. If combining with other identities, differentiate in size.



## MINIMUM SIZE REQUIREMENTS

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The minimum width of the interlocking ND should never be less than .5 inch.



no smaller than .5 inch

The minimum width of the mascot should never be less than .5 inch.



no smaller than .5 inch

The minimum height of the shamrock should never be less than .25 inch.



no smaller than .25 inch



## Symbolism of the Shield

The shield is the symbolic heart of both the visual identity and the seal because it contains a set of images that represent key elements of Notre Dame's values, traditions, and aspirations.



The symbols have these meanings:

**The book:** Our core mission to discover and transmit knowledge

**The cross:** The Catholic Church and our founding religious order, the Congregation of Holy Cross

**The star:** Our Lady, Star of the Sea

**The two waves:** The two lakes on campus; original inspiration for our name, Notre Dame du Lac

**Vita Dulcedo Spes:** From the ancient Marian anthem, "Hail Holy Queen," which calls Mary "Our Life, Our Sweetness, and Our Hope."



## UNIVERSITY OF NOTRE DAME VISUAL IDENTITY RESOURCES

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### Get the Visual Identity

Go to [mark.nd.edu](http://mark.nd.edu)

### Order Stationery

- Procurement Web page: [buy.nd.edu](http://buy.nd.edu)
- (800) 837-3625

### For Assistance

#### The Visual Identity

- Policy: Tim Legge, 1-4636
- General: [mark@nd.edu](mailto:mark@nd.edu)

#### Trademarks and Licensing

- Tomi Gerhold, 1-9327

Agency<sup>ND</sup> is responsible for ensuring the correct use and integrity of the visual identity on all University publications, supplies, materials, and equipment, whether produced by the University or an outside vendor.

Agency<sup>ND</sup> is the official marketing communications department of the University, a department within the Office of Public Affairs and Communication.