



聖若瑟大學 丁巳
UNIVERSITY OF
SAINT JOSEPH

BRAND GUIDELINES 2020/21

12.1.

USJ LOGO CONCEPT

BRAND GUIDELINES | LOGO CONCEPT

University of Saint Joseph Logo



The University of Saint Joseph Logo

The University of Saint Joseph (USJ) logo includes two elements: the USJ insignia and the accompanying lettering.

USJ Insignia

The USJ insignia is based on the original insignia of the “Instituto Inter-Universitário de Macau”, which includes three main elements in its inner circle:

- The Lotus Flower, symbol of Macao Special Administrative Region of China;
- The Elliptical Cross of the Diocese of Macao;
- The letters Alpha and Omega, first and last letters of the Greek alphabet, and a symbol of Christ in the Book of Revelation.

The outer rim of the circle includes two letterings with the words “University of Saint Joseph” in:

- Latin, root language of Portuguese, one of the official languages of Macao SAR;
- Traditional Chinese Calligraphy developed by the renowned Calligrapher 歐陽中石 (Ouyang Zhongshi).

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- The USJ logotype is written in traditional chinese, by the Calligrapher Ouyang Zhongshi, and English, the main medium of instruction at USJ, using the font "Trajan Pro".
- The USJ logotype and insignia are never to be used separately except in University Diplomas, Certificates and Awards, or other items as approved by the USJ Rector.
- The USJ logo can have the variations presented in this style guide, including landscape or portrait forms, the expanded logotype in English or Portuguese, and a condensed form (USJ).
- 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.
- Logos of non-USJ partner institutions, for example funding or research partners, may be included on covers with the USJ logotype, as long as a 20% safety area is maintained around the USJ logo.
- The USJ logo must be used on all university digital media and stationery items: videos, website, posters, advertisements, letterheads, envelopes, business cards, etc.

BRAND GUIDELINES | INQUIRY

For any further inquiry regarding the usage of USJ BRAND GUIDELINES 2020/21, please do not hesitate to contact:

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