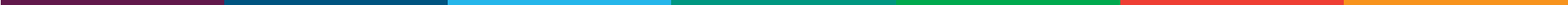


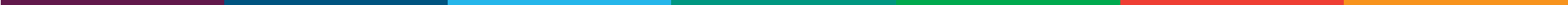
BRAND STYLE GUIDE





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LOGO CONCEPT



LOGO CONCEPT

THE UNIVERSITY OF SAINT JOSEPH LOGO

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



LOGO CONCEPT

INSIGNIA

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



A Ω



LOTUS FLOWER

Symbol of Macao Special Administrative Region of China



ELLIPTICAL CROSS

Diocese of Macao

A Ω

LETTERS ALPHA AND OMEGA

First and last letters of the Greek alphabet, and a symbol of Christ in the Book of Revelation.



OUTER RIM OF THE CIRCLE

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).



LOGO CONCEPT

THE USJ LOGOTYPE

The USJ logotype is written in traditional Chinese by the calligrapher Ouyang Zhongshi, alongside English, the main medium of instruction at USJ, using the font Trajan Pro.



The logotype and insignia must always be used together, except in University Diplomas, Certificates, Awards, or other items specifically approved by the USJ Rector. Variations of the logo presented in this style guide are permitted, including landscape or portrait forms, the expanded logotype in English or Portuguese, and a condensed form (USJ). The logo must never be used at a size where the insignia is less than 2 cm in diameter, though it may be scaled up to any size.

Logos of non-USJ partner institutions, such as funding or research partners, may be included on covers with the USJ logotype, provided a 20% safety area is maintained around the USJ logo. Finally, the USJ logo is required on all university digital media and stationery items, including videos, websites, posters, advertisements, letterheads, envelopes, and business cards.

PROPER USE OF LOGO



PROPER USE OF LOGO

CLEAR SPACE

The minimum clear space for the University of Saint Joseph logo is defined as the height of the light blue block M (always in proportion with the logo).

Understanding the clear space rule is essential, as it is also the standard for logo positioning and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



Example 1: with white/ light background



Example 2: with coloured/ dark background

block M =



PROPER USE OF LOGO

MONOCHROMATIC

The USJ monochromatic logo (black and white) is designed for versatile use across different media and backgrounds.

This version maintains the integrity of the brand identity while providing a clean, professional appearance suitable for print, digital, and promotional materials.

*When applying the monochromatic logo, please ensure the correct version is used according to background color. The black hollow logo must be applied on light backgrounds, while the white version is reserved for dark backgrounds. This guideline ensures consistency and clarity in all visual communications.



Example 1: with white/ light background



Example 2: with coloured/ dark background

PROPER USE OF LOGO

MONOCHROMATIC

The monochromatic white hollow logo may be applied on different colored backgrounds, provided the contrast ensures clear visibility. This version is adaptable and works well when integrated into diverse design contexts, maintaining consistency while complementing the overall visual composition. Always ensure the background color supports legibility and preserves the integrity of the logo.



PROPER USE OF LOGO

MONOCHROMATIC

In special occasions, a modified version of the USJ logo with an alternative single colour may be used with prior authorisation.



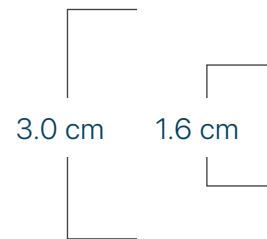
PROPER USE OF LOGO

MINIMUM SIZE

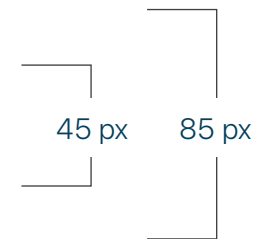
When reproducing the USJ logotype, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful function of communication.

Generally, the USJ logotype should never appear less than 2cm tall in printed materials, and no less than 36px tall in the digital realm.

Print Minimum Size:



Web Minimum Size:



IMPROPER LOGO USAGE

INCORRECT MODIFICATIONS

Never alter, distort, or remove elements of the logo. Unauthorized changes weaken brand consistency and professionalism.



1	2	3
4	5	6

Do not:

1. alter the logotype (insignia and lettering) in any way;
2. redesign, redraw, animate, modify, distort or scale it incorrectly;
3. redesign, redraw, animate, modify, distort or scale it incorrectly;
4. remove any elements of the insignia;
5. add color strokes underneath the legacy logo;
6. adapt legacy versions with multiple gradients

CORE VISUAL IDENTITY ELEMENTS



COLOR

COLOUR SCHEME FOR THE USJ LOGO

The USJ insignia is defined by its official colour scheme, which serves as the foundation of the university's visual identity. These key colours conduct the insignia and must be applied consistently across all brand applications. They represent the primary palette for the logo and related materials, ensuring clarity, recognition, and cohesion throughout academic and promotional communications.

	CMYK & PANTONE C	RGB	HEX CODE
	C=0 M=50 Y=100 K=0	R=255 G=255 B=255	#ffffff
	C=0 M=50 Y=100 K=0 Pantone 1495 C	R=247 G=148 B=29	#f7941d
	C=0 M=90 Y=86 K=0 Pantone Bright Red C	R=239 G=66 B=54	#ef4236
	C=94 M=0 Y=100 K=0 Pantone 7482 C	R=0 G=169 B=78	#00a94e
	C=93 M=17 Y=62 K=0 Pantone 8725 C	R=22 G=127 B=98	#167f62
	C=69 M=7 Y=0 K=0 Pantone 2915 C	R=19 G=181 B=234	#13b5ea
	C=100 M=25 Y=0 K=50 Pantone 3025 C	R=0 G=85 B=129	#005581
	C=60 M=100 Y=45 K=30 Pantone 511 C	R=98 G=27 B=75	#621b4b

ACADEMIC UNITS

OFFICIAL COLOR IDENTITY AND LOGOS FOR ACADEMIC UNITS

Each faculty logo follows the official USJ identity system while incorporating a distinctive color to represent its academic area.

This gradient serves as the primary palette for visual identity and promotional materials, ensuring flexibility while maintaining consistency.



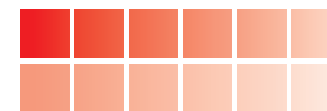
聖若瑟大學
USJ
MACAU

藝術及人文學院
Faculty of Arts
and Humanities



聖若瑟大學
USJ
MACAU

商學及法律學院
Faculty of
Business and Law



聖若瑟大學
USJ
MACAU

健康及環境科學學院
Faculty of Health and
Environmental Sciences



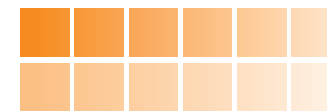
聖若瑟大學
USJ
MACAU

宗教研究及哲學學院
Faculty of Religious
Studies and Philosophy



聖若瑟大學
USJ
MACAU

教育學院
School of
Education



聖若瑟大學
USJ
MACAU

博士生院
Doctoral School



RESEARCH UNITS

OFFICIAL LOGOS FOR THE RESEARCH UNITS

The research units' logo shall follow the faculty-assigned color to ensure consistency within the broader identity system. Adhering to the designated palette reinforces cohesion, clarity, and professionalism across all applications.



聖若瑟大學
USJ
MACAU

數據工程與科學研究所
Institute of Data
Engineering and Science



聖若瑟大學
USJ
MACAU

應用神經科學實驗室
Laboratory of Applied
Neurosciences



聖若瑟大學
USJ
MACAU

林家駿主教教育研究中心
Domingos Lam Centre
for Research in Education



聖若瑟大學
USJ
MACAU

教師專業發展中心
Teachers' Professional
Development Centre



聖若瑟大學
USJ
MACAU

沙勿略回憶與認同研究中心
Xavier Centre for
Memory and Identity



聖若瑟大學
USJ
MACAU

文化永續研究中心
Research Laboratory
for Cultural Sustainability



聖若瑟大學
USJ
MACAU

建築、設計與藝術應用研究中心
Centre on Applied Research
in Architecture, Design and Art



聖若瑟大學
USJ
MACAU

數位媒體與文化研究中心
Research Centre in Digital
Media and Cultural Studies



聖若瑟大學
USJ
MACAU

澳門社會發展觀察中心
Macao Observatory for
Social Development



聖若瑟大學
USJ
MACAU

智慧康養實驗室
Smart Elderly
Healthcare Laboratory



聖若瑟大學
USJ
MACAU

聖大-江瀚細胞營養與健康研發院
The USJ-Kong Hon Academy for
Cellular Nutrition and Health



聖若瑟大學
USJ
MACAU

智慧健康與長壽科學研發院
USJ-Academy for Smart
Health and Longevity R&D

ADMIN AND SERVICE UNITS

OFFICIAL LOGOS FOR ADMINISTRATIVE AND SERVICE UNITS

The office logo shall be presented exclusively in monochrome to uphold a consistent and professional identity across all applications. This format enhances clarity, ensures versatility, and provides adaptability in both digital and print contexts.



聖若瑟大學
USJ
MACAU

學術事務處
Academic
Affairs Office



聖若瑟大學
USJ
MACAU

招生事務處
Domestic Student
Recruitment Office



聖若瑟大學
USJ
MACAU

高管培訓及持續進修處
Executive Training &
Life-Long Learning Office



聖若瑟大學
USJ
MACAU

財務處
Finance Office



聖若瑟大學
USJ
MACAU

人力資源處
Human Resources
Office



聖若瑟大學
USJ
MACAU

信息系統處
Information
Systems Office



聖若瑟大學
USJ
MACAU

國際事務處
International
Affairs Office



聖若瑟大學
USJ
MACAU

圖書館
Library



聖若瑟大學
USJ
MACAU

學生及校友事務處
Office for Student
and Alumni Affairs



聖若瑟大學
USJ
MACAU

素質保證辦公室
Quality Assurance
Office



聖若瑟大學
USJ
MACAU

科研事務處
Research Support
Office



聖若瑟大學
USJ
MACAU

秘書及媒體公關處
Secretariat and
Public Relations Office



聖若瑟大學
USJ
MACAU

科技及設施處
Technology and
Facilities Office

TYPEFACE

TRAJAN PRO BOLD

Trajan Pro Bold is the official typeface of the USJ brand, reserved for formal use. It should be applied to titles, official covers, and other contexts requiring tradition and authority. Consistent use reinforces the university's identity and communicates professionalism in high-profile settings.

POPPINS

Poppins is the chosen sans-serif typeface for general communications. It is ideal for paragraphs, presentations, digital content, and everyday materials where clarity and modern design are essential. Its clean style ensures readability across formats, supporting a contemporary and approachable brand image.

TRAJAN PRO BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 / & - ; , .

POPPINS BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 / & - ; , .

POPPINS REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 / & - ; , .

MONOGRAM PATTERN

MONOGRAM

This pattern is derived directly from the official insignia and presented in a consistent, repeating format. It should only be used within the approved color ranges and gradients assigned to each faculty, ensuring the design remains subtle, elegant, and aligned with the university's identity. The monogram pattern serves as a decorative element that reinforces brand recognition without replacing or altering the official logo.



STATIONERY



STATIONERY

BUSINESS CARD FOR ACADEMIC UNITS

All USJ business cards follow a standardized template to ensure consistency across the institution. Each card must adapt the appropriate academic or administrative logo, maintaining the official identity system. The design layout, typography, and assigned faculty colors are fixed elements and should not be altered.



STATIONERY

BUSINESS CARD FOR ADMINISTRATIVE AND SERVICE UNITS

All USJ business cards follow a standardized template to ensure consistency across the institution.

Each card must adapt the appropriate academic or administrative logo, maintaining the official identity system. The design layout, typography, and assigned colors are fixed elements and should not be altered.



STATIONERY

LETTERHEAD AND ENVELOPES

The official USJ letterhead follows a standardized template that incorporates the university insignia and designated typefaces. Faculty or administrative logos may be applied where appropriate, but the overall layout, proportions, and spacing must remain consistent.



STATIONERY

LETTERHEAD

*Recommended formatting:
Times New Roman in size 12 pt or
Calibri in size 11 pt



聖若瑟大學
UNIVERSITY OF
SAINT JOSEPH

MM, DD, YYYY (e.g. September 1, 2026)

Insert Name Here
Insert Company Name Here
Insert Address Line One Here
Insert Address Line Two Here
City

Dear Insert Name Here:

Times New Roman, font size 12 pt, color 82% of black. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Best Regards,

Sender Name
Title

UNIVERSITY OF SAINT JOSEPH
ESTRADA MARGINAL DA ILHA VERDE, MACAU, CHINA | 中國澳門青洲英坭馬路14-17號
TEL: +853 8592 5600 | FAX: +853 2872 5517 | WWW.USJ.EDU.MO

STATIONERY

LETTERHEAD

*Recommended formatting:

Times New Roman in size 12 pt or

Calibri in size 11 pt



聖若瑟大學
UNIVERSITY OF
SAINT JOSEPH

MM, DD, YYYY (e.g. September 1, 2026)

Insert Name Here
Insert Company Name Here
Insert Address Line One Here
Insert Address Line Two Here
City

Dear Insert Name Here:

Times New Roman, font size 12 pt, color 82% of black. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Best Regards,

Sender Name
Title

UNIVERSITY OF SAINT JOSEPH
ESTRADA MARGINAL DA ILHA VERDE, MACAU, CHINA | 中國澳門青洲河邊馬路14-17號
TEL: +853 8592 5600 | FAX: +853 2872 5517 | WWW.USJ.EDU.MO

INQUIRY & DOWNLOAD

INQUIRY

For any further inquiry regarding the usage of **USJ BRAND STYLE GUIDE**, please do not hesitate to contact:

Secretariat and Public Relations Office

E spro@usj.edu.mo

T +853 8592 5644

DOWNLOAD

For access to official USJ logos, templates, and brand collateral, please visit <https://qae.usj.edu.mo/>.

