

SOCIAL MEDIA BRAND GUIDELINES



Santa Clara
Leavey School of Business

TABLE OF CONTENT

- LEAVEY LOGO
- COLOR PALETTE
- TYPEFACES
- BRAND TEMPLATES
- GETTING FEATURED IN LEAVEY MAIN CHANNELS



Santa Clara
Leavey School of Business



Santa Clara
Leavey School of Business

LEAVEY LOGO



Santa Clara
Leavey School of Business

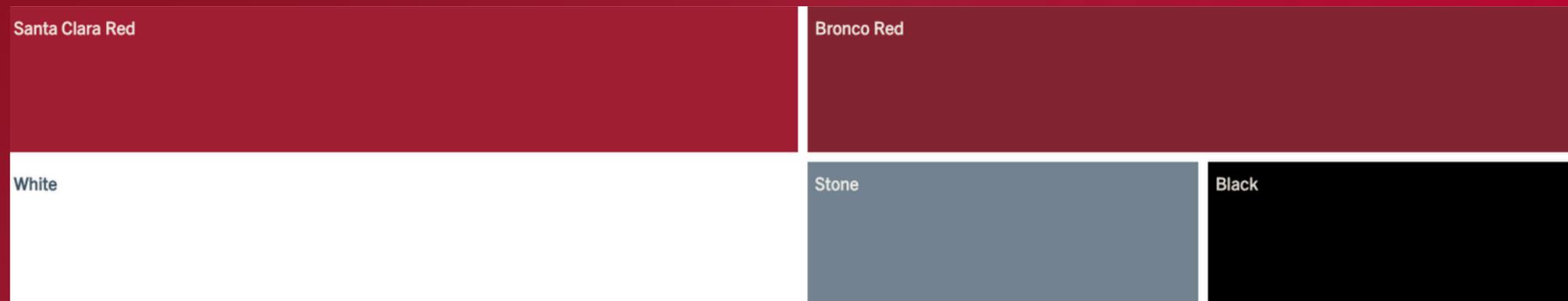
Logo consistency is important because it leads to brand recognition. When prospective/current students and/or alumni recognize our brand (and have positive associations with it), they're more likely to keep engaging with us for the long term.



Santa Clara
Leavey School of Business

COLOR PALLETE

PRIMARY COLORS



SECONDARY COLORS



Color palette branding is a tangible component of our brand, whether it's SCU and/or Leavey School of Business, which is what people notice first and foremost. The branded colors actually increase brand recognition by up to 80 percent.

AVENIR NEXT THAI MODERN

REGULAR

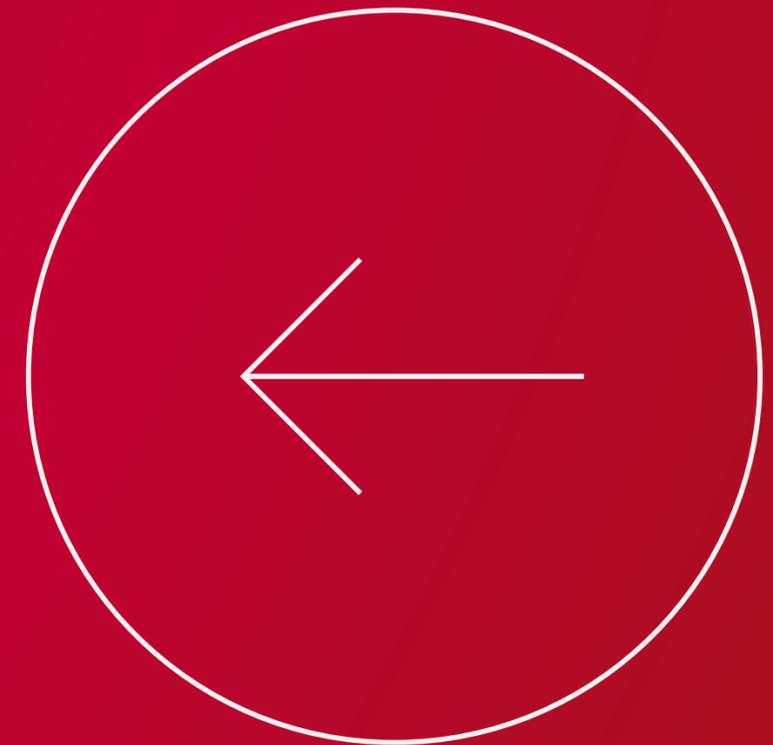
MEDIUM

SEMI-BOLD

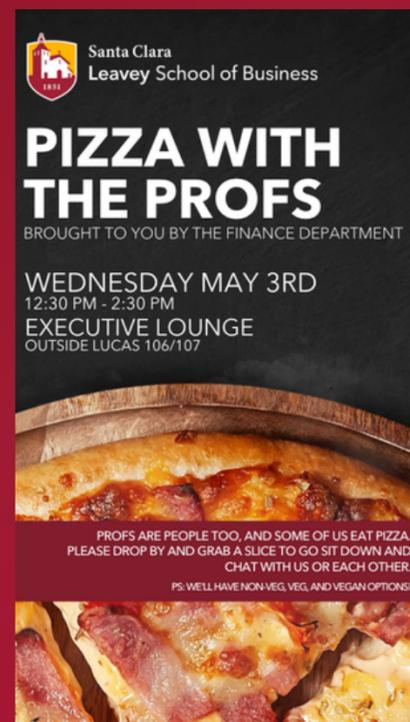
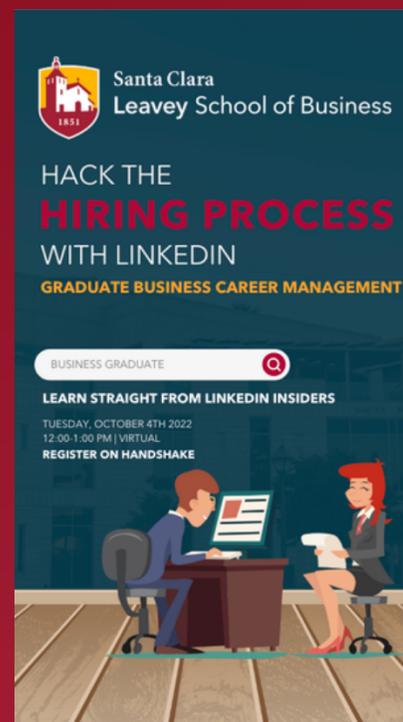
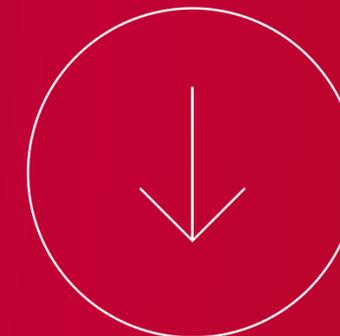
BOLD

EXTRA-BOLD

TYPEFACE



BRAND TEMPLATES



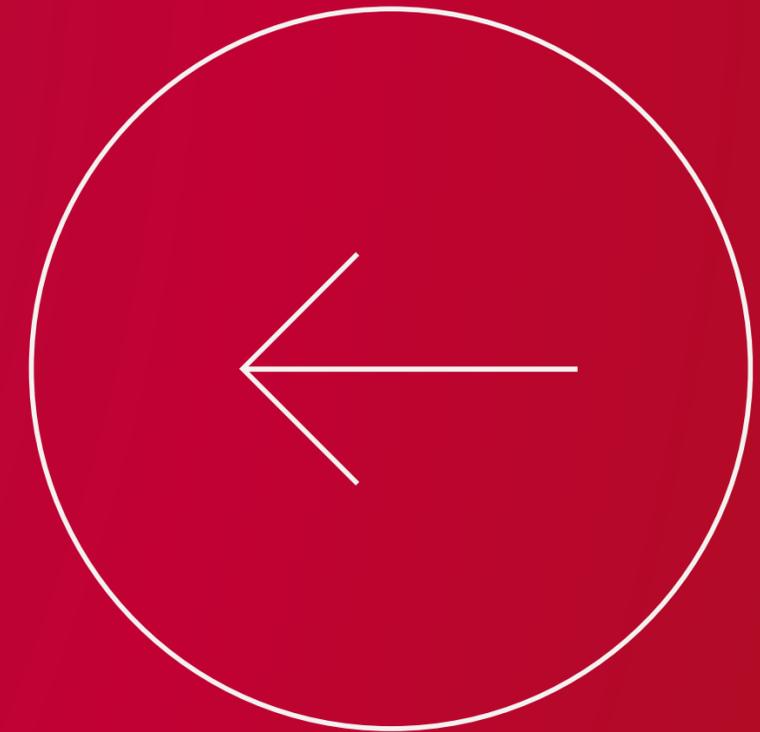
Canva and Google Slides brand templates to promote organization events are available for different Leavey School of Business departments and organizations. These types of templates provide brand consistency for the MarCom Team to share in the LSB main channels but also for organizations and departments to keep up with the Leavey School of Business social media brand guidelines. If you need access to a template please contact ssocorro@scu.edu for further instructions.

GETTING FEATURED

Digital signs in Lucas Hall are intended to be a communication resource for Leavey School of Business students, staff, faculty, alumni, and guests of the School and University.

Content for the digital signs and social media submissions are supervised by the Business School Dean's Office Marketing & Communications team. For social media features, the LSB social media channels can only accept graphics displayed in a vertical format for Instagram and Facebook stories!

In order to get featured in our Leavey Weekly Report (posted every Monday morning throughout the Fall, Winter, and Spring quarters) you must submit the flyer the week before the next weekly report. We recommend every flyer to be properly branded or use one of the provided brand templates!



[CLICK HERE TO
SUBMIT YOUR
FLYER!](#)