



上智大学
SOPHIA UNIVERSITY

叡智が世界をつなぐ

Sophia University Visual Identity System

In education and research, in extracurricular activities and in many other places, we use a variety of design items that visually symbolize Sophia University. The essence of what Sophia University stands for as expressed by these design items is called Visual Identity (VI), and visually symbolizes the following.

- ◇ Especially in the case of elements such as the school insignia, our aspirations (the spirit since our founding and educational philosophy, etc.) and meaning of our existence
- ◇ The love for and pride in Sophia shared by students, graduates, faculty and staff members and others involved in the University
- ◇ The expression to the outside world of the pride in being Sophia University

Considering these kinds of roles played by VI, it is important to promote the following.

- ◇ That those involved in communicating messages from Sophia University first of all understand and share the VI principles and approach.
- ◇ Based on that shared understanding, that the various design items speak with “one voice”; in other words, that Sophia VI is deployed while maintaining high consistency and continuity down to the small details.

VI will be managed as a system combining the following two aspects.

- ◇ Various “design elements” whose use depends on the people using them, the purpose, and the situation.
- ◇ “VI management” as a combination of design rules (from an offensive standpoint), aimed at accurate and high-quality design work, and management rules (from a defensive standpoint) for avoiding inappropriate use, such as in ways that tarnish the reputation of Sophia.

The main points regarding “design elements” are explained below.

For more detailed information about the design elements, or for VI management including the procedures for their actual use, please contact us as follows.

For further information:

Office of Public Relations, Bureau of General Affairs, Sophia School Corporation

Ext.: 3179

Email: sophiapr@cl.sophia.ac.jp

I. The main design elements underlying VI

The main design elements on which the Sophia University Visual Identity System is built are as follows. We deploy these as appropriate to the user, purpose, and situation.

School insignia



- ◇ The official and only shape signifying Sophia School Corporation, Sophia University, and the institutions established by them.
- ◇ It is indispensable as something visually symbolizing our aspirations, traditions, and status, the fruits of a century of efforts. To protect and heighten this value, we limit its use and deploy it cautiously.

Origins of the insignia and school name

The eagle of the school insignia is an eagle taking wing powerfully toward the light of truth. Its figure expresses the essence and ideals of Sophia University. The two characters in the center stand for Lux Veritatis, the Light of Truth. "Jochi Daigaku" has long been known overseas by the name of Sophia University. The word "Sophia" is from the Greek ΣΟΦΙΑ and means the wisdom shown in ethical activities that further the goals of human existence. This wisdom, SOPHIA, is the ultimate gift that the University aspires to pass on to its students.

University logo



- ◇ This is a logotype (text string represented as a single graphic element) symbolizing Sophia University, displayed on official documents, name cards, envelopes, pamphlets, advertising, websites and various other visual media.
- ◇ Whereas use of the school insignia is limited, the University logo, as a symbol representing Sophia University, is used wherever possible on a variety of media including printed matter and websites.

The University logo includes the eagle that is part of the school insignia, and displays the school name emphasizing the link between “上智 (Jochi)” and Sophia. Making use of these elements as a set, we appeal strongly to our visual identity on and off campus.

Tagline

叡智が世界をつなぐ

Sophia — Bringing the World Together

- ◇ In the various visual communication items, a tagline is a logo expressing the aspirations and vision of Sophia University as a simple verbal statement.
- ◇ As the name implies, it is deployed basically as a “tag” attached to the University logo on pamphlets, posters, name cards, envelopes, the official website and other communication items.

When using a tagline in text

When used not as a logotype but in text, the tagline text should be used as specified below (posted May 13, 2013 by the Office of Management Planning, Bureau of General Affairs, on the Sophia Bulletin Board).

Sophia

Japanese: 叡智が世界をつなぐ or 叡智(ソフィア)が世界をつなぐ

English: Sophia — Bringing the World Together

Note that an em dash is to be used between “Sophia” and “Bringing.”

Emblem



- ◇ The school insignia and University logo being visual symbols of Sophia University, their use is subject to some limitations for the sake of caution. The emblem, on the other hand, is for use in a broader range of situations, with design rules being implemented to heighten the presence of Sophia University on and off campus.
- ◇ In addition to use as an emblem, it can be used as a background pattern.

Sedes Sapientiae, Latin for “The Seat of Wisdom,” is a phrase invoking Holy Mary. The entire Latin phrase *Universitas Sedis Sapientiae* means University of the Seat of Wisdom, and indicates the ties of Sophia to the world’s Catholic universities.

School color



- ◇ The school color is a design tool for actively, emphatically conveying in various media that this is Sophia University or a message from Sophia University.
- ◇ It is used basically as a wave shape in combination with the sub-color.



Compassionate Claret

In the 100 years since our founding, Sophia University has continued to educate young people, endowing them with wisdom and a global perspective based on Christian humanism. The color symbolizing our unbroken flow of thoughts and feelings is Compassionate Claret.

The name was created by combining the compassion that is at the foundation of Sophia's pursuit of humanism, academic disciplines, and contributions to society, with the "claret" (a particularly deep shade of red) color of the red wine produced in the Bordeaux region of France.



Wisdom Fruit

The knowledge young people gain through their education leads to wisdom that brings the world together. As Sophia University looks ahead to the next 100 years, we will advance this mission even further. The color vividly symbolizing our commitment is Wisdom Fruit.

This name was created from "the fruit of wisdom," figurative of the way people gain outstanding wisdom and share it with others. We see this Wisdom Fruit as something that becomes sweeter and more delicious as it is shared more deeply with more and more people.



Wave of the Future

Led by the aspirations and convictions we have followed ever since the founding, we will begin to walk toward the future with flexibility and sincerity.

Wave of the Future vibrantly and powerfully combines two colors that symbolize the 100 years of Sophia University up to now and the next 100 years, representing our own vibrant, powerful approach and our desire to bring the world together with wisdom.

The wave shape is a design suggesting the S of Sophia.

Be sure to make full and effective use of the VI system as you create various items.

When making use of the school insignia, University logo, emblem, Wave of the Future and other VI elements, first obtain permission from the Director of the Sophia School Corporation Bureau of General Affairs, and then develop designs in conformance with the Visual Identity Guidelines of Sophia University.

When you are thinking about using VI elements for items such as the ones below, inquire with the Office of Public Relations, Bureau of General Affairs, Sophia School Corporation. (For items that have already been developed in the Office of Public Relations, design data is also available.)

- ◇ Name cards, envelopes, letterheads, PowerPoint templates, etc.
- ◇ Pamphlets, posters, fliers, websites, advertising, etc. issued by Sophia University, faculties/departments and other university organizations
- ◇ Other items (e.g., mascot character using the eagle motif, uniforms or flags of student groups, goods bearing the school emblem)