



# LIGHTING THE WAY FORWARD

UNIVERSITY OF SAN DIEGO  
BRAND GUIDELINES

# LIGHTING THE WAY FORWARD

There's something unique and altogether extraordinary about the light at the University of San Diego.

It's the golden hue that comes from our specific place on the West Coast, known for its picturesque coastline, azure waters and rays of sunlight that shine year-round.

It's the warm glow that comes from the lamp of learning, which is featured in the second quadrant of the shield in USD's official seal. Filled with oil that burns eternally, the lamp of learning represents knowledge, enlightenment, the pursuit of wisdom and USD's never-ending search for beauty, goodness and truth. It's the fiery passion we experience as we confront humanity's challenges by fostering peace, working for justice and leading with love. It's the glimmer of hope and unfailing optimism we feel, knowing that at USD we're always striving to make tomorrow brighter than today.

It's the flicker of radiance that comes from the University of San Diego's renaissance. Starting in 2024, when USD celebrated its 75th anniversary, and continuing until 2030, when the current strategic plan comes to a close, this renaissance symbolizes a new beginning, a rebirth. It's a chance to grow, learn, create, discover, explore and innovate. It's a time to be inspired and to inspire others. It's a time to be revived in a place of beauty and in an era of wellness that restores the body, invigorates the mind and renews the spirit. It's a time to celebrate our past, make the most of our present and prepare for a future that will outshine all expectations.

This miraculous light, which can only be truly experienced here, emanates from our Catholic heritage and our abiding belief that God is the source of all light ... and all that is good in this world. That's what inspires each of us at the University of San Diego to continue Lighting the Way Forward.

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## Preferred Translation of the Bible

The Bible has been translated countless times into many languages over the centuries.

Translations take into account the nuances, depth and evolution of languages and make the Bible and its passages, stories, messages and lessons accessible to people of all ages from around the world. In short, translations help bridge the gap between ancient languages and the languages of today, while bringing the Bible to life in ways that resonate uniquely, yet authentically, with each reader.

The *New American Bible Revised Edition (NABRE)* is the preferred translation used most often by the University of San Diego. This translation of the Bible has been identified by the United States Conference of Catholic Bishops as the standard for the Catholic Mass and other liturgical uses. Many Bible verses about light guide the University of San Diego as we continue Lighting the Way Forward.

### Examples of Bible Verses Featuring Light

For God who said, "Let light shine out of darkness," has shone in our hearts to bring to light the knowledge of the glory of God on the face of Christ."

— 2 Corinthians 4:6

Then God said: Let there be light, and there was light.

— Genesis 1:3

They were overjoyed at seeing the star ...

— Matthew 2:10

Arise! Shine, for your light has come, the glory of the Lord has dawned upon you.

— Isaiah 60:1

You have brought them abundant joy and great rejoicing; They rejoice before you as people rejoice at harvest, as they exult when dividing the spoils.

— Isaiah 9:2

Jesus said to them, "The light will be among you only a little while. Walk while you have the light, so that darkness may not overcome you. Whoever walks in the dark does not know where he is going. While you have the light, believe in the light, so that you may become children of the light."

— John 12:35-36