



Brand Guidebook

September 2017



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Essential to the success of Saint Joseph’s University brand is the use of our distinctive logos, colors and voice. A consistent, cohesive graphic style establishes an identity and recognition of the University.

This brand book is a guideline of University design elements to be used for print, web and digital communications. Design or color alterations to the specifications in this manual are not permitted. Improper use of university logos or incorrect colors may result in redesign and reprinting. This includes projects designed and printed by outside vendors.

Resources for SJU’s editorial style are available at sju.edu/styleguide.
For other questions related to visual design, print, brand voice, content, web design and structure, consult the Marketing and Communications team at sju.edu/marcomm.

Primary color palette

PMS: 201 CMYK: 0-100-63-29 RGB: 161-31-53 Hex: #9e1b32	PMS: Cool Gray 11 CMYK: 0-2-0-63 RGB: 83-86-91 Black: 70% Hex: #6c6f70	PMS: black CMYK: 0-0-0-100 RGB: 0-0-0 Hex: #010101
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The primary palette is the foundation for all designs.

MERCHANDISE ORDERS

Departments and clubs that order merchandise such as T-shirts, pens, tote bags, mugs, table skirts, etc. should adhere to the primary color palette when ordering these items.

T-shirt colors can be 201 red, gray, black or white. Some outside vendors stock the University's 201 red color for T-shirts and table banners. Email getcreative@sju.edu for their contact information.

Institutional logos

UNIVERSITY SEAL

The University crest is an emblem, which references the history and founding of the Jesuit order (the Society of Jesus) by Saint Ignatius of Loyola. It also contains iconography symbolic of Saint Joseph, the patron saint of the University.

This crest is featured in the official University seal. The graphic icons in the image to the right, rendered in shapes and lines, were simplified to give the seal a crisp appearance in small-scale reproductions.

The Saint Joseph's University seal is the official seal of the University. It is to be used for legal documents, diplomas and commencement programs. It may not be used on general University publications or on any merchandise. The use of this seal must always be cleared through Marketing and Communications.



UNIVERSITY LOGOS

Saint Joseph's University's graphic identity consists of two parts:

The logotype, which is the institution's initials with the icon of a lily (the liturgical flower of Saint Joseph) above the letter 'J.'

The logotype combined with the full name of the institution, stacked or in one line. This is the official identity signature for Saint Joseph's University.

The logo colors are Pantone 201 and Cool Gray 11.



DEPARTMENTAL
AND PROGRAM
LOGO TREATMENT

The names of schools and programs are added flush left below the university logo.



SECONDARY DEPARTMENTAL
AND PROGRAM LOGO
TREATMENT

The SJU logo is separated from the department name with a vertical pipe.



SOLID HAWK LOGO

This version of the Hawk logo may be used for non-athletic print and digital materials with permission from the Office of Marketing and Communications. This Hawk does not replace the official University logotype and does not take the place of the athletic Hawk logos.



ATHLETIC LOGOS

The athletic logotype does not replace the official University logotype.

These logos are reserved for athletic purposes only, and their use must be approved by the Office of Marketing and Communications.

All other versions of athletic logos have been retired and may not be used.



SOCIAL MEDIA PROFILE LOGOS



Email signature

Arial Bold 10/14
Name, color is black.

Arial Regular 10/14
Color is dark gray (70% black).

Joseph Hawk
Saint Joseph's University
Director of Marketing Communications
p/610-660-5555; c/610-888-5555

Arial Bold 14/14
Color is closest red to 201C.

Live greater.

Actual size

Joseph Hawk
Saint Joseph's University
Director of Marketing Communications
p/610-660-5555; c/610-888-5555

Live greater.

Fonts: **frutiger**

san-serif typeface

Frutiger is a sans-serif typeface created in 1975 by the Swiss type designer Adrian Frutiger. It was commissioned in 1968 by the newly built Charles de Gaulle Airport in Roissy, France, which needed a new directional sign system.

Frutiger’s goal was to create a sans-serif typeface with the rationality and cleanliness of Univers, but with the organic and proportional aspects of Gill Sans. The result is that Frutiger is a distinctive and legible typeface. Ascenders and descenders are very prominent, and apertures are wide to easily distinguish letters from each other.

Usage

Frutiger is most often used for headlines. Large headlines and messages are in 45 light upper and lower case. Depending on the content hierarchy, subheads are in 75 black or 65 bold in upper and lower case, never all caps. Color of heads should be red (PMS 201C), black or gray (70% of black). Gray should always be used as a supplement to red or black, never by itself.

FEELS:

bold and assertive

USED FOR:

big bold statements
subheads/body lead-in
call-outs
short factual body copy

Aa

75 BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

55 ROMAN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklno
pqrstuvwxyz
1234567890

Aa

65 BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

45 LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklno
pqrstuvwxyz
1234567890

Fonts: sabon

serif typeface

Sabon is the name of an old style serif typeface designed by the German-born typographer and designer Jan Tschichold (1902–1974) in the period 1964–1967.

A modernist, he played a significant role in British book design, creating timeless modern layouts and fonts for Penguin Books.

Usage

Sabon is used for body copy. Size is generally 10 point. Color is often gray (70% of black). Gray is easier on the eyes and gives accompanying color headers (black/red) a heightened level of hierarchy.

FEELS:

quiet
professional
smart

USED FOR:

body copy

Aa

ROMAN

ABCDEFGHIJKLN
OPQRSTUVWXYZ
abcdefghijkln
opqrstuvwxyz
1234567890

Aa

65 BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

ROMAN

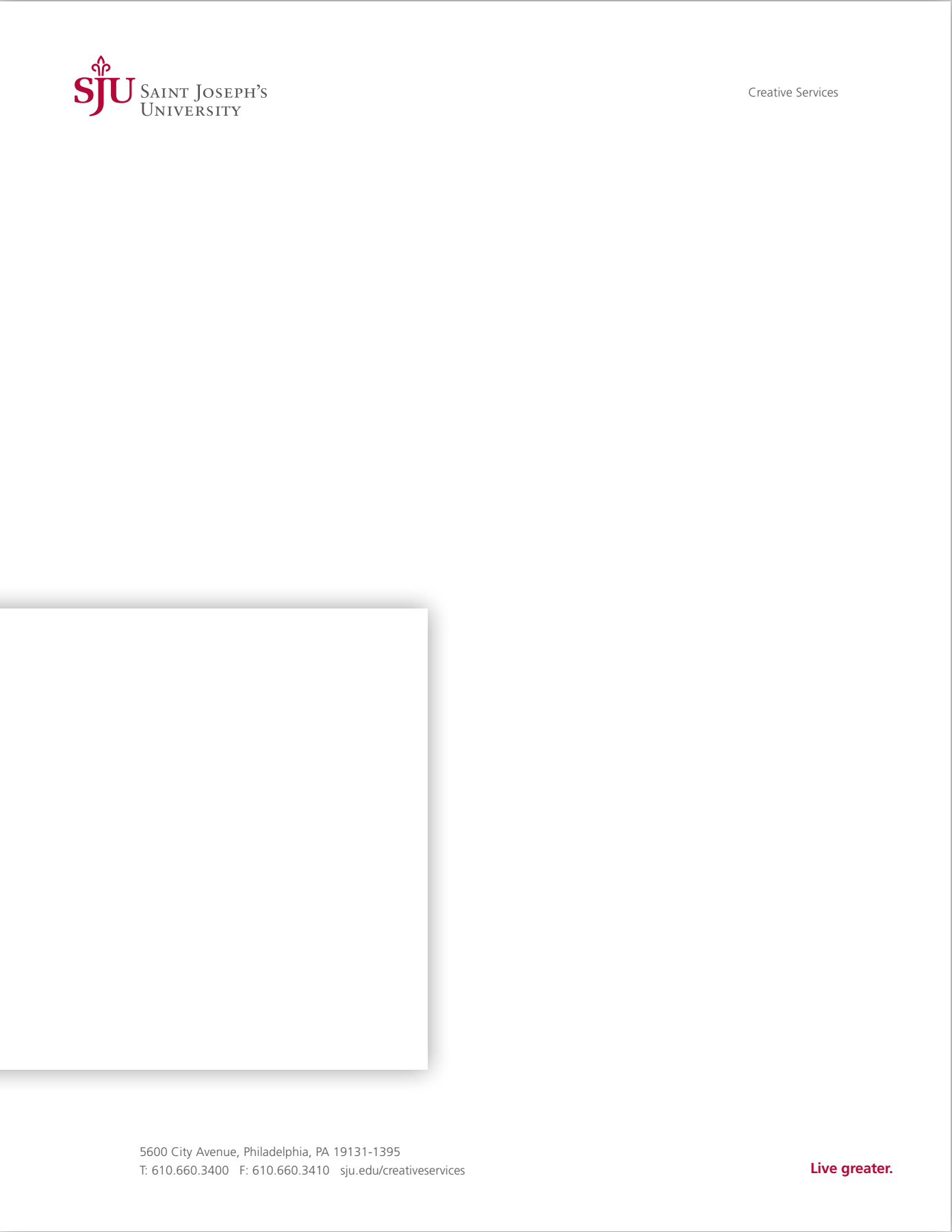
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklno
pqrstuvwxyz
1234567890

Aa

45 LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklno
pqrstuvwxyz
1234567890

Stationery



Power point template

Download templates for 16:9 and 4:3 power point presentations in the Nest - Marketing Communications document repository.



Red block



#LiveGreater

SJU SAINT JOSEPH'S
UNIVERSITY

Using a **RED BLOCK** is not required.

Should you choose to use the red block, you may use only **ONE** per ad/spread.

Blocks of color. Blocks of color should be used sparingly for emphasis and to establish information hierarchy. Messaging in the block either sets up a live greater scenario or answers it. If the message is too long to fit comfortably, either edit or move that information to a side bar or body copy.

When the red block is used over a photo, it should be noticeably transparent. To maintain its color vibrancy, it is actually built with **2 blocks** on top of each other. The **bottom block is white** with a normal opacity of 60-80% in the effects window. The **top block is PMS 201C** with multiply selected in the effects window with **100% opacity**. The copy on the block is always white in Frutiger light. If the headline prior to the block ends with a period, the type in the block begins with an initial cap. If no period, the type is a continuation and is lowercase.

Photography



Photography should convey a light, airy quality which complements the headline — the headline being the real hero in the new branding. Imagery should give off a friendly, inviting vibe. Photographs should utilize compositions with plenty of negative space for text.

Never use low-resolution or cell-phone images in print pieces.

Existing marketing images can be found at **sjuphoto.com** and searched by keyword. For information about how to use the archive site, please visit sjuphoto.com/faq.

For assistance with image selection, or to schedule a photo shoot for your specific marketing piece or event, please email Creative Services at getcreative@sju.edu. Allow at least one week for photo shoot scheduling and at least two working days for processing once the shoot has taken place.

feels:
light
energetic
alive
positive

Video



simple white super




red background super

end card sequence

Live greater.



Examples

The story of  Saint Joseph's is a history of people who never sit back and watch the world go by.

In fact, they change it for the better. **LIVE GREATER**



Find your purpose.

Live greater.

Translation: Find your God-given gift and use it. That Jesuit ideal is a big deal at Saint Joseph's. As one of the country's great 28 Jesuit schools, we inspire students to dig deep and discover what they live for. Pushing them to do things like build communities in South America and save lives by preventing brain disorders in young athletes. Time to light up the world. **#LiveGreater**



Live greater.

Find the magis within.

Giving your all isn't easy. It takes initiative. Guts. Strength. But if you've got the courage to be a Hawk, we'll show you the way: magis. It's the Jesuit ideal that inspires us daily to think more broadly, work a little harder, and make the most of our God-given talents. Because that's what Hawks do. **#LiveGreater**





Life isn't a
spectator sport.

LIVE GREATER

#LiveGreater

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UNIVERSITY



Achieve what you thought was impossible.

LIVE GREATER

There's so much more to life. Jesuits called that idea magis. At Saint Joseph's, we live it. Students open their minds and find their fire — then set the world ablaze with it. They start their own companies. Write novels about ethics (and time travel). Win national business competitions. And earn Fulbright awards to teach English in Slovakia. In other words, they're living lives of greater purpose. Find yours.

sju.edu

 **SAINT JOSEPH'S
UNIVERSITY**



Find your higher purpose.

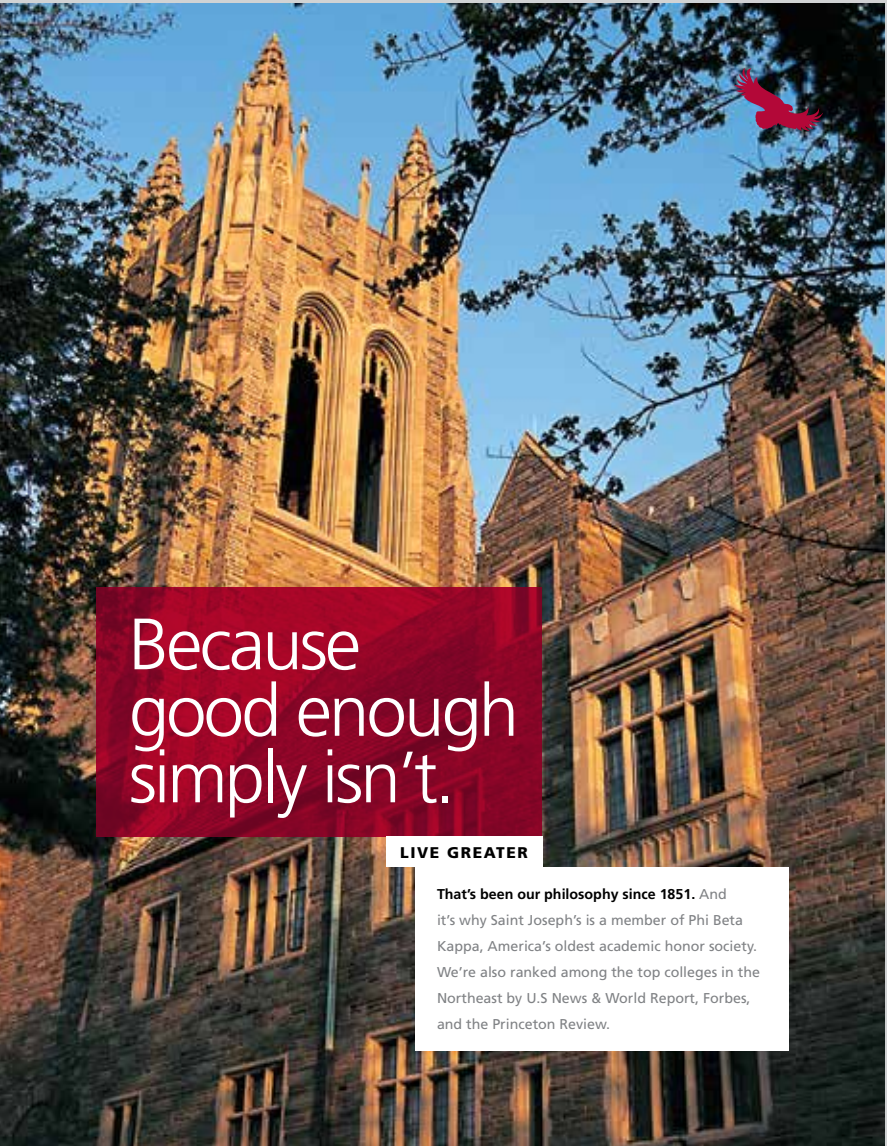
LIVE GREATER

At Saint Joseph's, class isn't just a two-hour block; it's a gateway to living greater. Our 200+ global-minded (and nationally ranked) academic programs create a deeper connection between you and the world around. So you'll become the can-do, will-do thinker who changes it for the better. And there's no greater purpose than that.

#LiveGreater

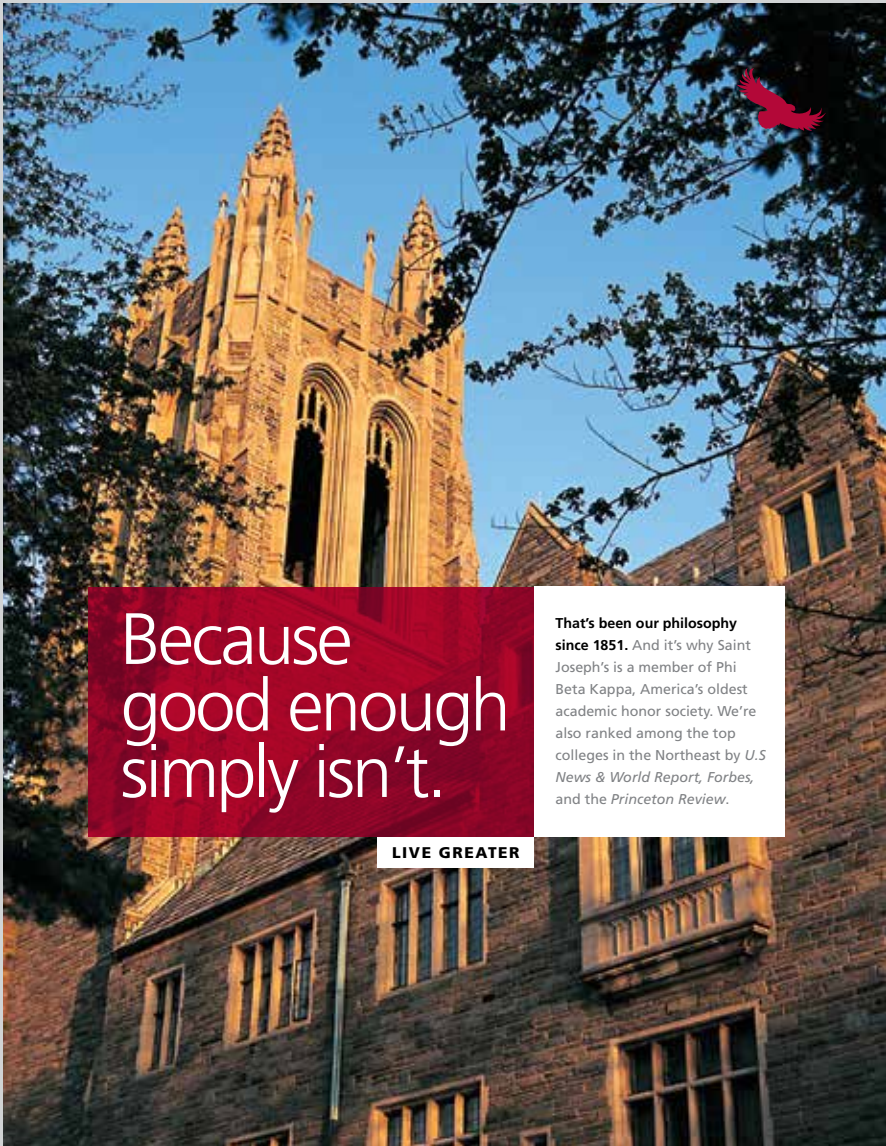


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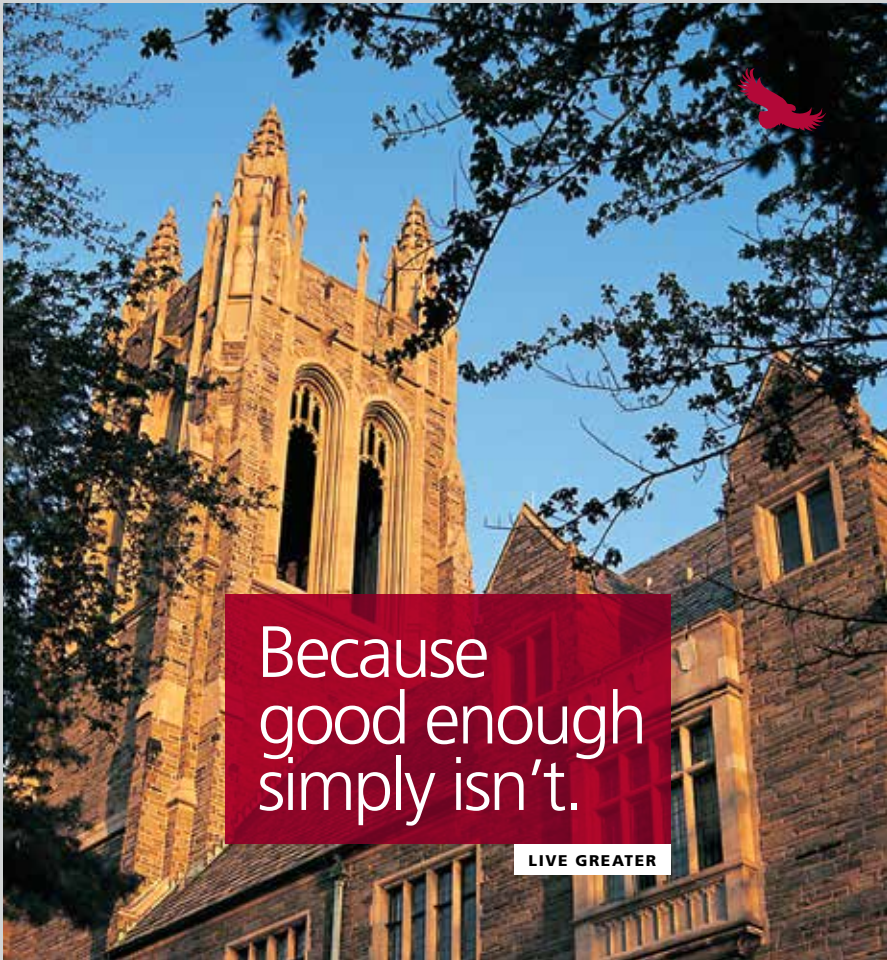
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#LiveGreater



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sju.edu



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UNIVERSITY

That's been our philosophy since 1851. And it's why Saint Joseph's is a member of Phi Beta Kappa, America's oldest academic honor society. We're also ranked among the top colleges in the Northeast by *U.S. News & World Report*, *Forbes* and the *Princeton Review*.

ad concept layout options



What if you had a higher purpose?

sju SAINT JOSEPH'S UNIVERSITY

Live greater.



What if you had a higher purpose?

LIVE GREATER

#LiveGreater

sju SAINT JOSEPH'S UNIVERSITY



What if you had a higher purpose?

LIVE GREATER

Os volorep ersperc itatum vit restis acerrun tinvend aecepro blaccae ratur? Bea digenis aut omnis volupisim nus molupta vernam et aut prere.

#LiveGreater

sju SAINT JOSEPH'S UNIVERSITY



What if you had a higher purpose?

sju SAINT JOSEPH'S UNIVERSITY

Os volorep ersperc itatum vit restis acerrun tinvend aecepro blaccae ratur? Bea digenis aut omnis volupisim nus molupta vernam et aut prere. Ute vellecto cus, sitam fuga. Sundi sim quuntio nsecero minctatem expla doluptatur. Mus et hil is sant eturisque pre enihit inulpa quiaecatur am, volore pe corestia imus autat quae nimus.

#LiveGreater



What if you had a higher purpose?

LIVE GREATER

sju SAINT JOSEPH'S UNIVERSITY

Os volorep ersperc itatum vit restis acerrun tinvend aecepro blaccae ratur? Bea digenis aut omnis volupisim nus molupta vernam et aut prere. Ute vellecto cus, sitam fuga. Sundi sim quuntio nsecero minctatem expla doluptatur. Mus et hil is sant eturisque pre enihit inulpa quiaecatur am, volore pe corestia imus autat quae nimus.

#LiveGreater



What if you had a higher purpose?

LIVE GREATER

Os volorep ersperc itatum vit restis acerrun tinvend aecepro blaccae ratur? Bea digenis aut omnis volupisim nus molupta vernam et aut prere. Ute vellecto cus, sitam fuga. Sundi sim quuntio nsecero minctatem expla doluptatur. Mus et hil is sant eturisque pre enihit inulpa quiaecatur am, volore pe corestia imus autat quae nimus.

#LiveGreater

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67,000 Hawks

LIVE GREATER

#LiveGreater

SJU SAINT JOSEPH'S
UNIVERSITY

Rave reviews from *U.S. News,* *Princeton &* *Forbes.* **HAUB HAS IT**

We're the country's largest Jesuit business school. The region's only AACSB-accredited and CFP® certified finance program. And the world's only Food Marketing MBA. Our master's candidates tell stories with data, tour think tanks in India and become COOs, SVPs and even international business owners.

So far, we've taught 22,000+ Haub Hawks that character counts when climbing the corporate ladder.

Sound good to you? Find your program: sju.edu/haubhasit

Live greater.



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Live greater.



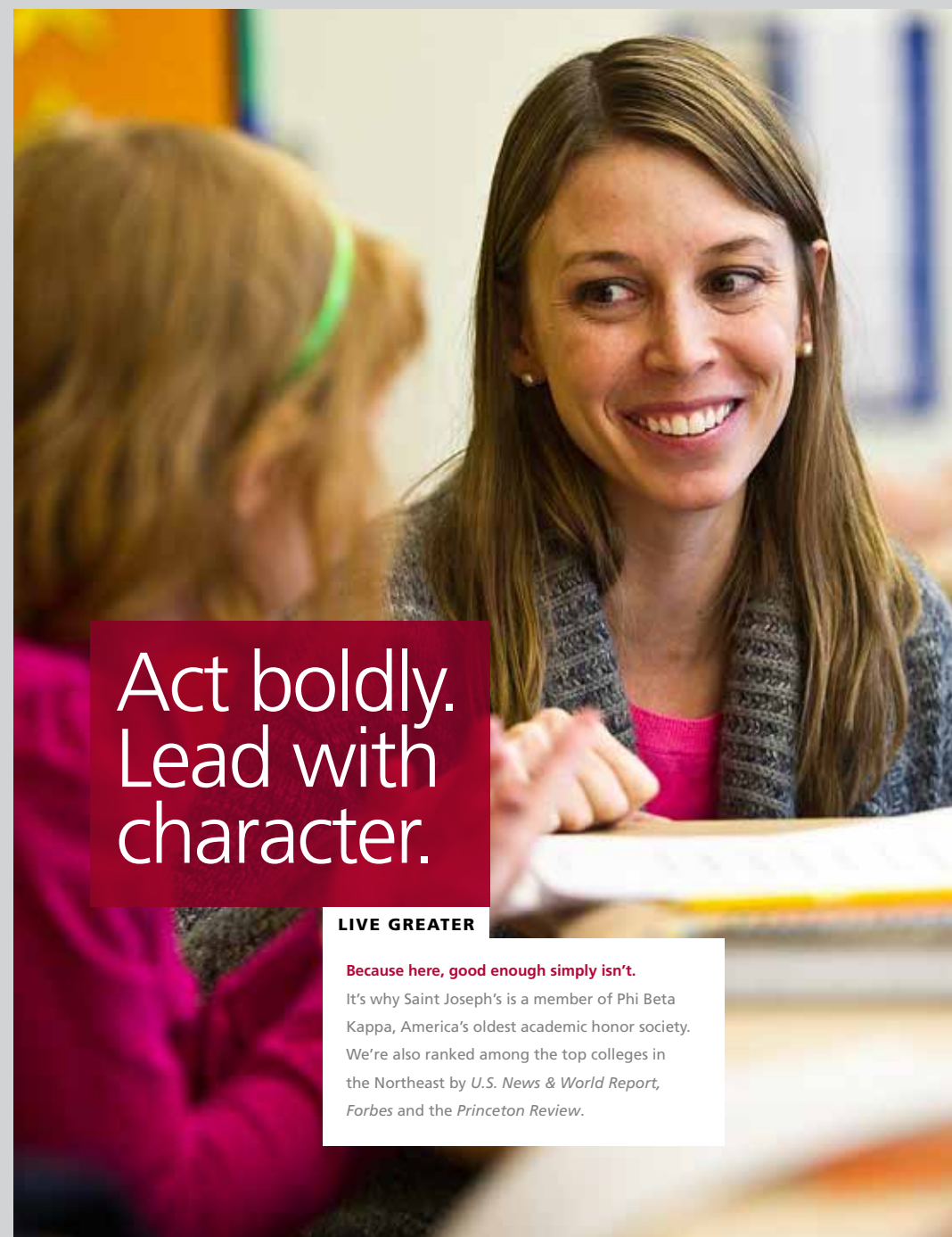
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So far, we've taught 22,000+ Haub Hawks that character counts when climbing the corporate ladder.

Sound good to you? Find your program: sju.edu/haubhasit

Live greater.





Act boldly.
Lead with
character.

LIVE GREATER

Because here, good enough simply isn't.
It's why Saint Joseph's is a member of Phi Beta Kappa, America's oldest academic honor society. We're also ranked among the top colleges in the Northeast by *U.S. News & World Report*, *Forbes* and the *Princeton Review*.

 SAINT JOSEPH'S
UNIVERSITY

sju.edu



Act boldly. Lead
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Live greater.

 SAINT JOSEPH'S
UNIVERSITY | Graduate Arts and Sciences

sju.edu

A top undergraduate business program. **HAUB HAS IT**



– *U.S. News & World Report* (2016)

sju.edu/business



Haub School of Business

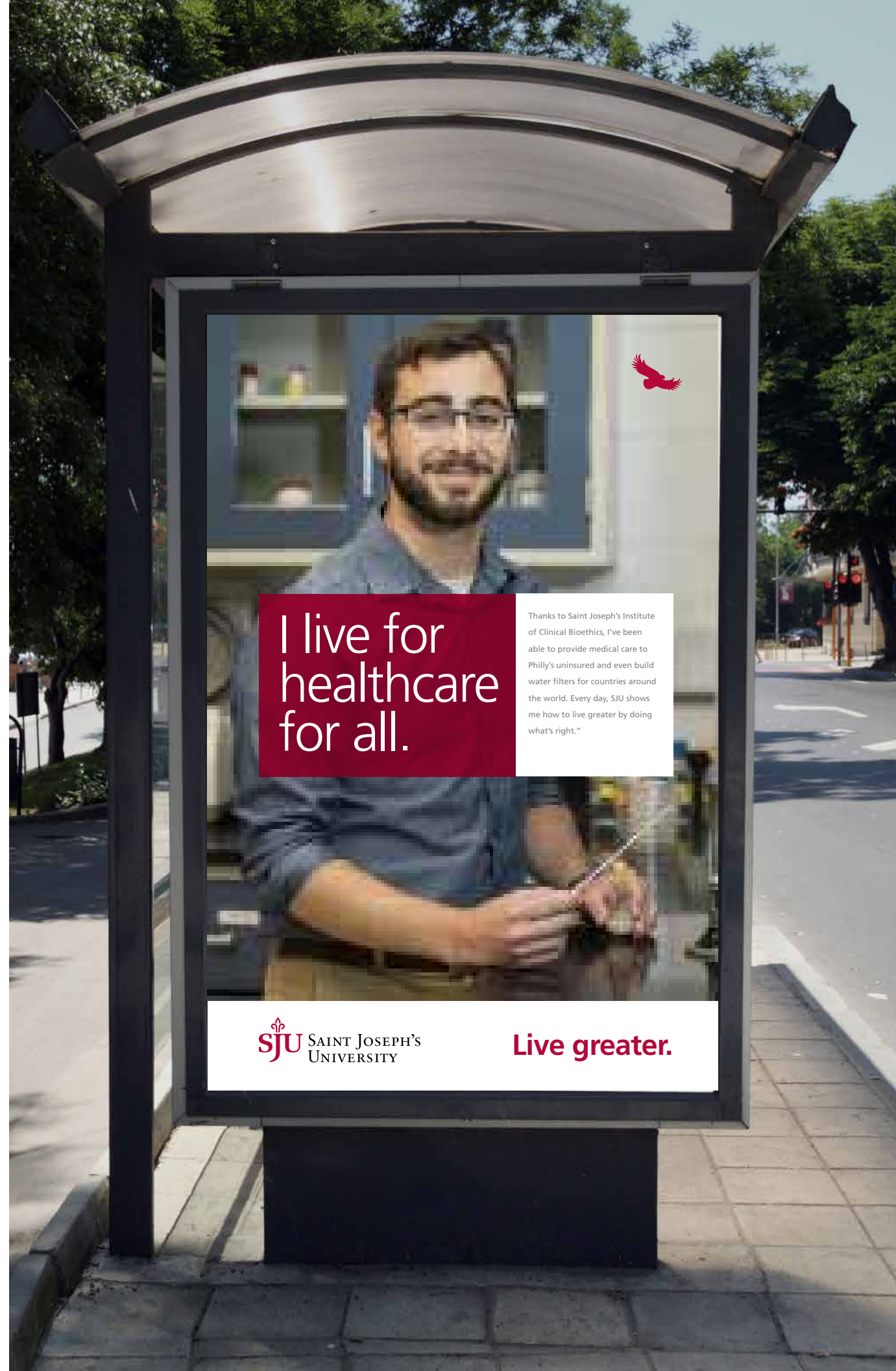
Better business begins here.

HAUB HAS IT



Haub School of Business

sju.edu/mba

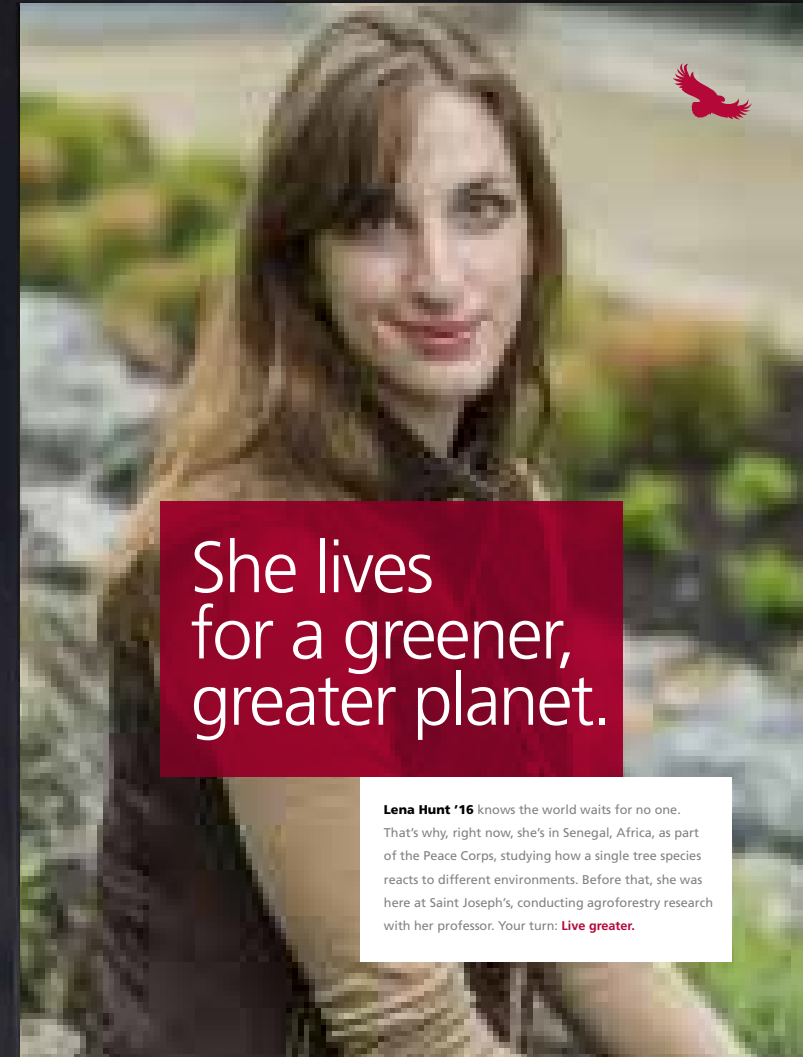
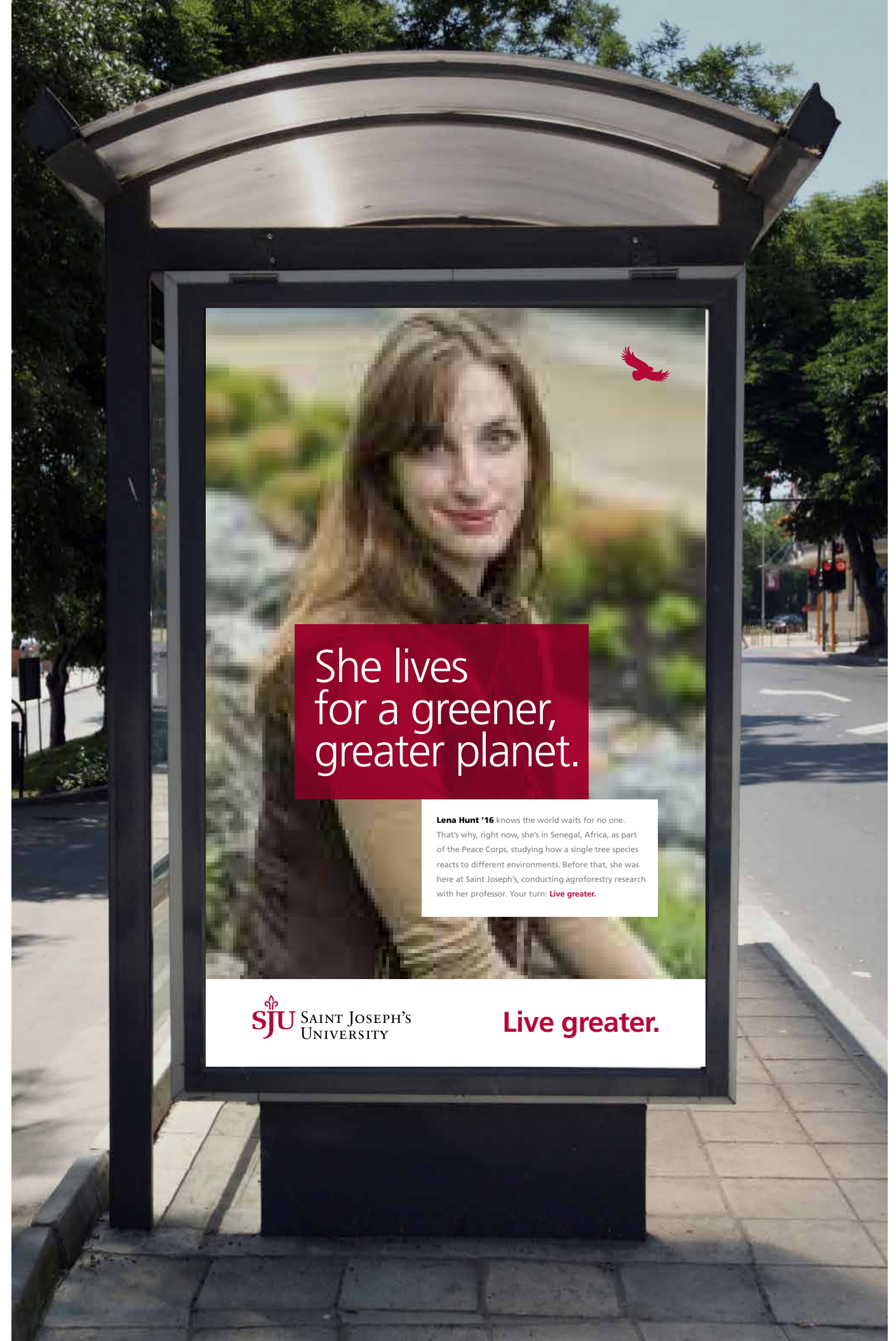


I live for
healthcare
for all.

Thanks to Saint Joseph's Institute of Clinical Bioethics, I've been able to provide medical care to Philly's uninsured and even build water filters for countries around the world. Every day, SJU shows me how to live greater by doing what's right."

 SAINT JOSEPH'S
UNIVERSITY

Live greater.



She lives
for a greener,
greater planet.

Lena Hunt '16 knows the world waits for no one. That's why, right now, she's in Senegal, Africa, as part of the Peace Corps, studying how a single tree species reacts to different environments. Before that, she was here at Saint Joseph's, conducting agroforestry research with her professor. Your turn: **Live greater.**

 SAINT JOSEPH'S
UNIVERSITY

Live greater.





street banners



Find
your higher
purpose.



Achieve
professional
success.



#LiveGreater



SAINT JOSEPH'S
UNIVERSITY

Better
business
begins here.



The nation's



#4

**risk management
and insurance major**

- *U.S. News & World Report* (2016)



The nation's



#9

**undergraduate
marketing program**

- *U.S. News & World Report* (2016)



The nation's



#12

**graduate marketing
program**

- *U.S. News & World Report* (2016)



SAINT JOSEPH'S
UNIVERSITY

**Haub School
of Business**

Turn can into will.



Turn passion into purpose.



Turn challenge into change.



That's what it means to **#LiveGreater**



Live to think bigger ideas.



Live for a better world.



Live with higher purpose.



LIVE GREATER



#LiveGreater



 **Saint Joseph's University**
May 15 at 2:47pm

Since 1851, SJU has shown students how to push hard, roll up their sleeves, and then get to work to make a better, more just world. It's your turn now. [#LiveGreater](#)


#LiveGreater

Like Comment Share

Dawn Larabee, Hope Coulter, Brenda Drinkall Strege and 120 others like this.

Verizon 2:21 PM 50%

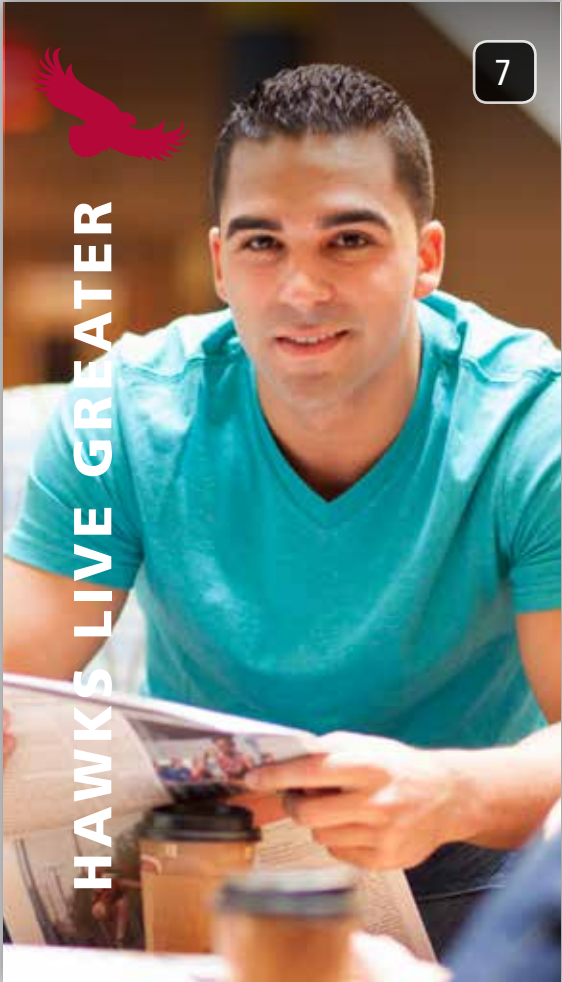
Photo

 **saintjosephs**


EXPERIENCE SOMETHING
eye opening.

168 likes

When Hawks spread their wings, there's no limit to how far they can fly! [#LiveGreater](#)



 **Saint Joseph's** @saintjosephs

Advocate for an accessible internet. Defeat a life-threatening bacterium. Try something you never thought you'd do. [#LiveGreater](#)


What's
your higher
purpose?

2 2

 **Saint Joseph's** @saintjosephs

Advance as a leader. Gain real-work experience as a student. Defeat a life-threatening bacterium. Try something you never thought you'd do. [#LiveGreater](#)

99.7%
of undergrads get
real-world experiences.


2 2

AT&T M-Cell


4:22 PM

55%




Instagram

 saintjosephs

Sponsored









Learn More



187 likes

Equal rights. Art in schools. Health care for all. Whatever your passion, Saint Joseph's is the place to explore your higher purpose. Find out how Hawks #LiveGreater at Open House on Sunday, July 23.




 Saint Joseph's University

May 15 at 2:47pm

Like Page




Top 15 in the U.S. — 4 years running. The Haub School of Business Executive MBA has it.



One of the best MBAs in the nation

Saint Joseph's EMBAs teach you how to be a corporate leader with conscience. Find your higher purpose, elevate your career. What are you waiting for? Apply today.


SJU.EDU/MBA



347

6 Comments

85 Shares



Like

Comment


Share

AT&T M-Cell

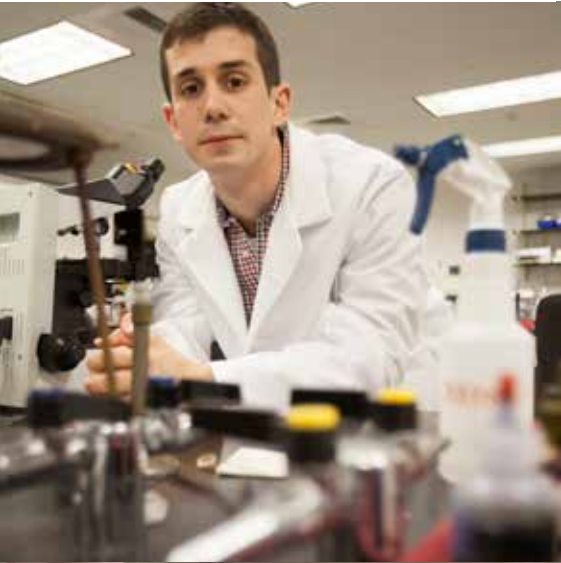
4:22 PM

55%




Instagram

 saintjosephs

Sponsored









Learn More



187 likes

What kind of life are you willing to lead? Average? Ordinary? Normal? Not here. Hawks #LiveGreater. They buck the every-day in favor of something more. Are you with us?




 Saint Joseph's University

May 15 at 2:47pm

Like Page




55 majors. 50 minors. Explore how to #LiveGreater at Saint Joseph's.



SJU Open House: July 23

How will you live greater? Maybe you'll grow a greener planet. Or, lead a successful company or start your own. There's only one way to find out: Come to SJU's Open House on July 23.


SJU.EDU



347

6 Comments

85 Shares

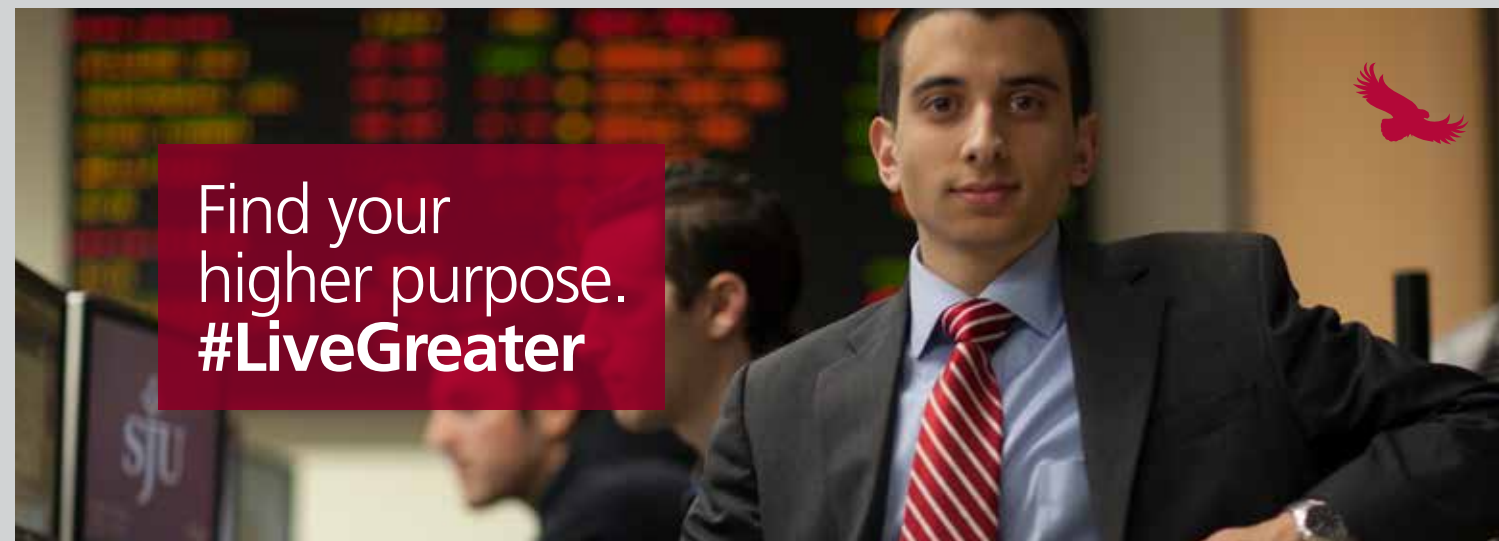


Like

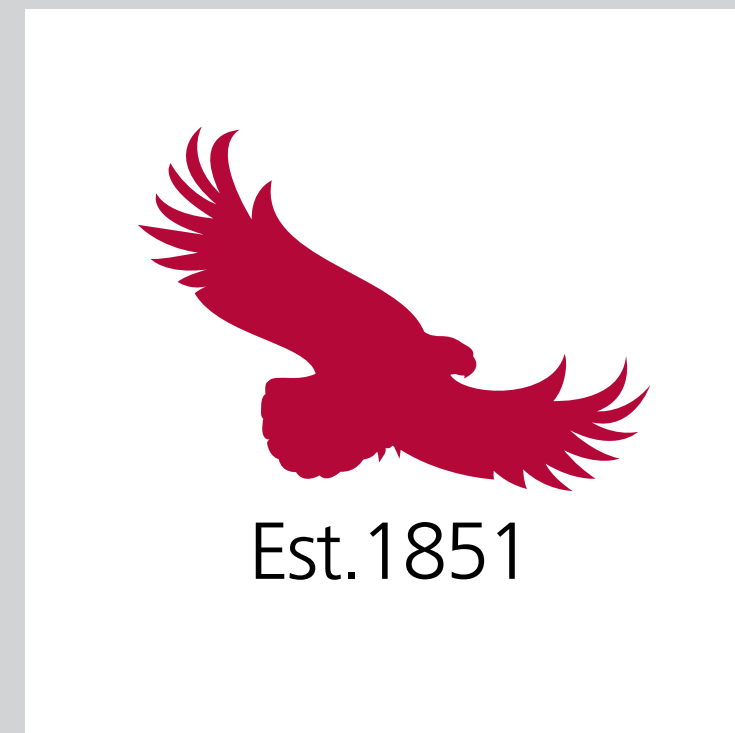
Comment

Share

sponsored social posts



400x400 Profile pictures



social profile pictures





How will you Live Greater?

Tell us:

First Name:

Last Name:

Email:

Area of Interest:

When do you want to get started?

Select program: 2017

SUBMIT

Step up. Be bold. Live greater.



Marisa Egan '18 is taking a stand against disease by stopping harmful bacteria in its tracks. She's created the first successful mutation of a life-threatening bacterium in more than two decades.

Lena Hunt "No one knows the world waits for no one. That's why, right now, she's in Senegal, Africa, as part of the Peace Corps, studying how a single tree species reacts to different environments."

Zachery Brown '18 works one-on-one with his physics professor to make industry-shattering strides into understanding how glass can go from liquid when hot to solid when cold.

No. 11
A 2017 "Best College"
U. S. News & World Report


"Best online education"
U. S. News & World Report

No. 169
"America's Best Value
Colleges"
•
Forbes



Live greater

By our standards, life defined by a bottom line isn't good enough. Live for more. At the Haub School of Business, we designed our nationally ranked (think U.S. News, Princeton Review and Forbes) graduate programs with magis in mind. So you can take your career higher, further, deeper, broader. That's what happens when you do good business with even greater purpose.

Think you're ready to be a Hawk?
Join us.

How will you Live Greater?

Tell us

First Name

Last Name

Email

Area of Interest

Select program

When do you want to get started?

2017

SUBMIT

Step up. Be bold. Live greater.



Amar Reddy Donthala '17 likes to tell tales. No, not with words. Thanks to his M.S. in business intelligence and analytics, this grad is an expert at creating visual stories with data.

SoLisa Berrien '99 is an EMBA grad and energy entrepreneur. With her patented COI Energy Optimizer, she's giving power to the people by helping customers take control of their utilities.




The world's only food
marketing MBA

No. 12
Executive MBA program
in the country
U. S. News & World Report



"Best Online Graduate
Business" program
U. S. News & World Report



Undergraduate



[ABOUT](#) [ADMISSION](#) [ACADEMICS](#)




Live greater

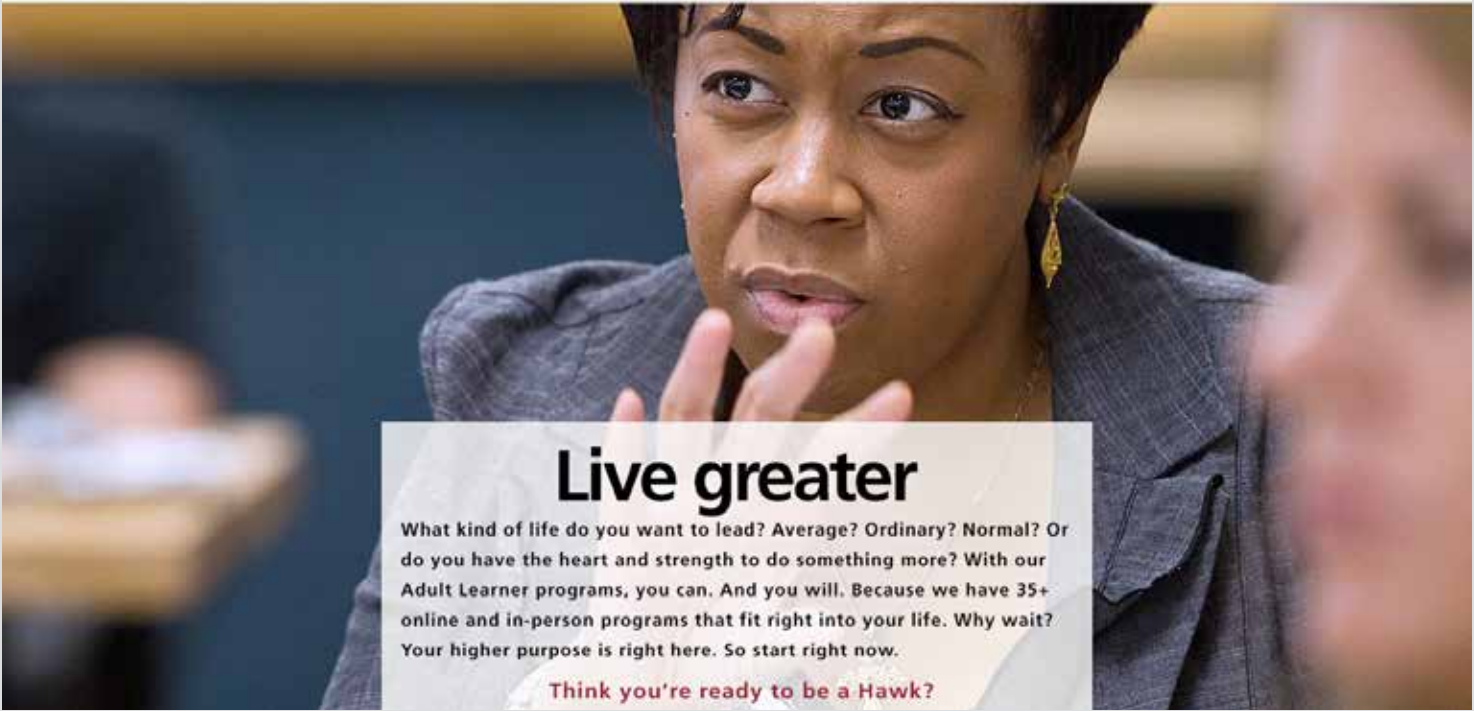
This is your moment to decide: What kind of life will you lead? Do you have the heart and strength to do and be something more? Since 1851, Saint Joseph's has shown students how to push hard, roll up their sleeves, and get to work to make a better, more just world. It's your turn to discover your magis and live greater.

Think you're ready to be a Hawk?

Adult Learner



[ABOUT](#) [ADMISSION](#) [ACADEMICS](#)




Live greater

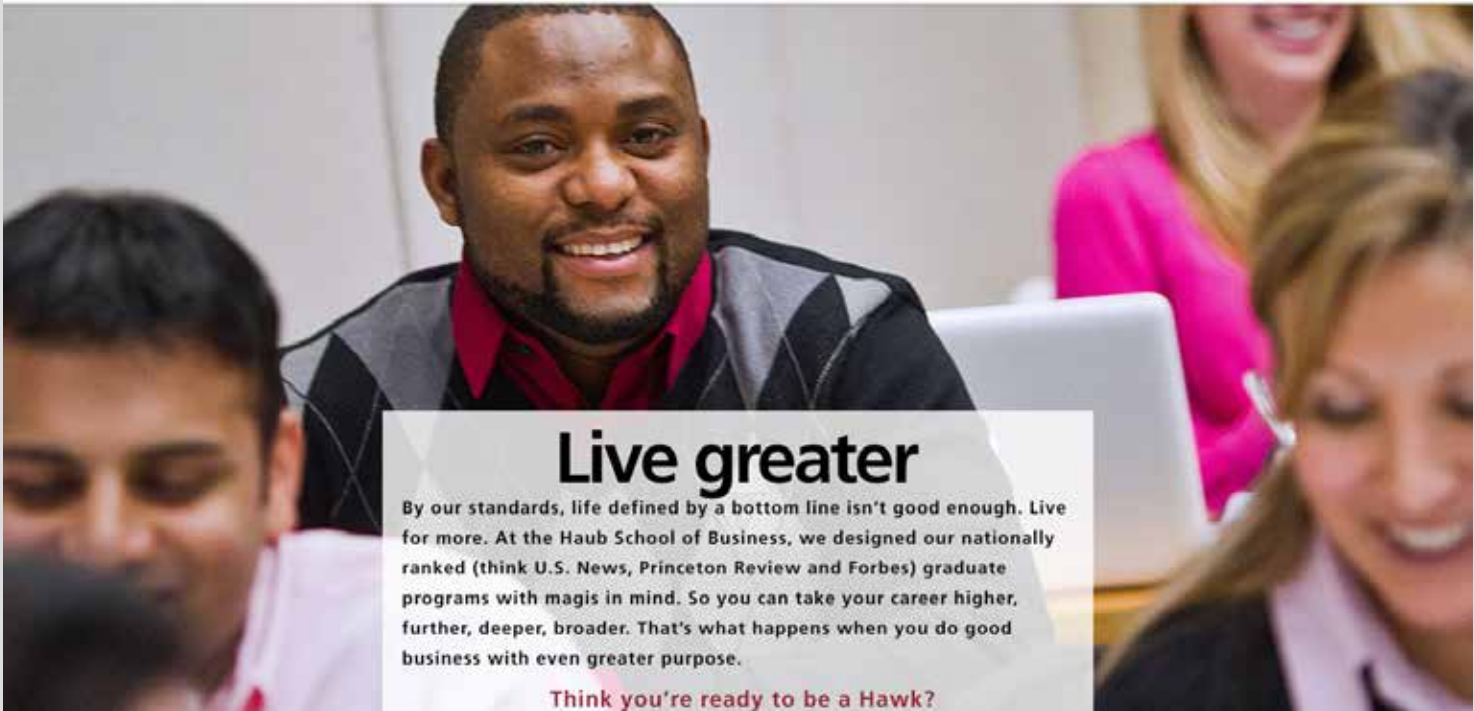
What kind of life do you want to lead? Average? Ordinary? Normal? Or do you have the heart and strength to do something more? With our Adult Learner programs, you can. And you will. Because we have 35+ online and in-person programs that fit right into your life. Why wait? Your higher purpose is right here. So start right now.

Think you're ready to be a Hawk?

Graduate Haub School of Business



[ABOUT](#) [ADMISSION](#) [ACADEMICS](#)




Live greater

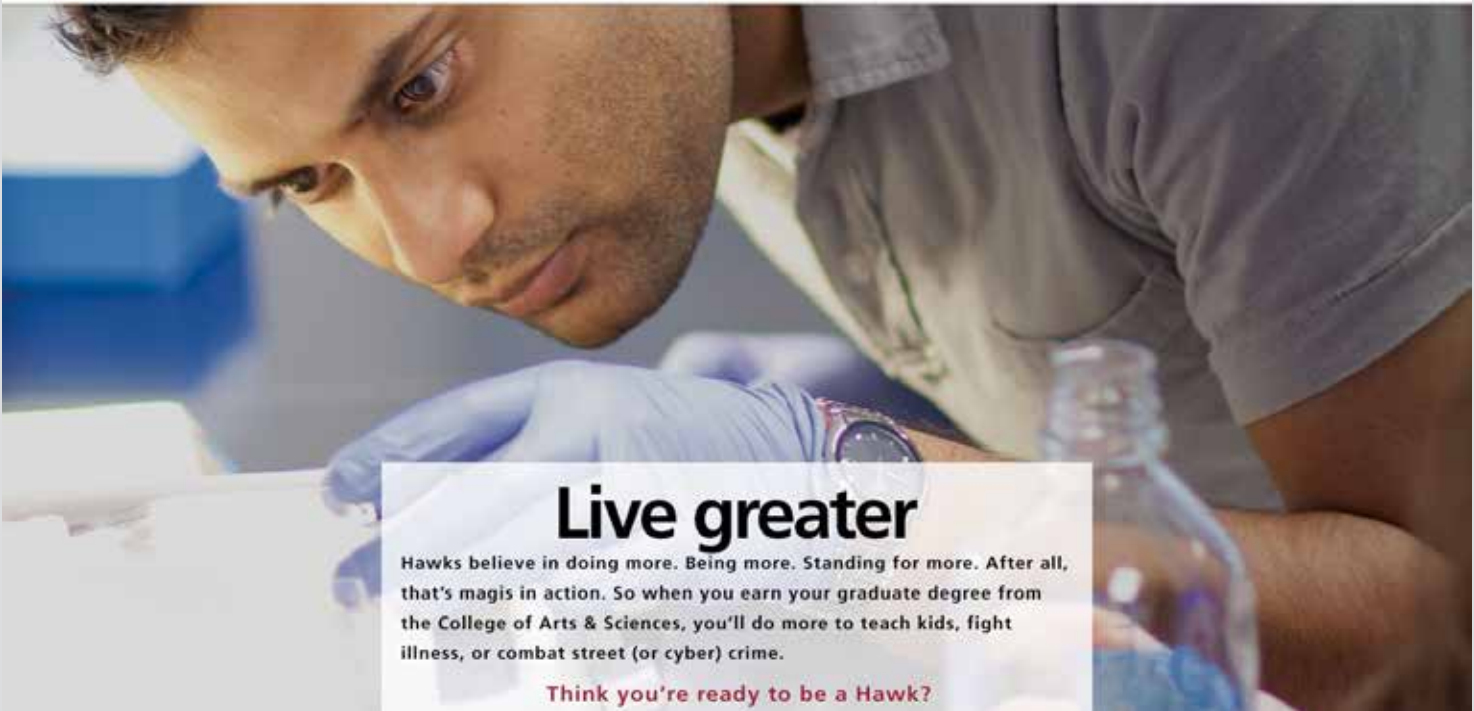
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Think you're ready to be a Hawk?

Graduate Arts & Science



[ABOUT](#) [ADMISSION](#) [ACADEMICS](#)



Live greater

Hawks believe in doing more. Being more. Standing for more. After all, that's magis in action. So when you earn your graduate degree from the College of Arts & Sciences, you'll do more to teach kids, fight illness, or combat street (or cyber) crime.

Think you're ready to be a Hawk?

landing page banners



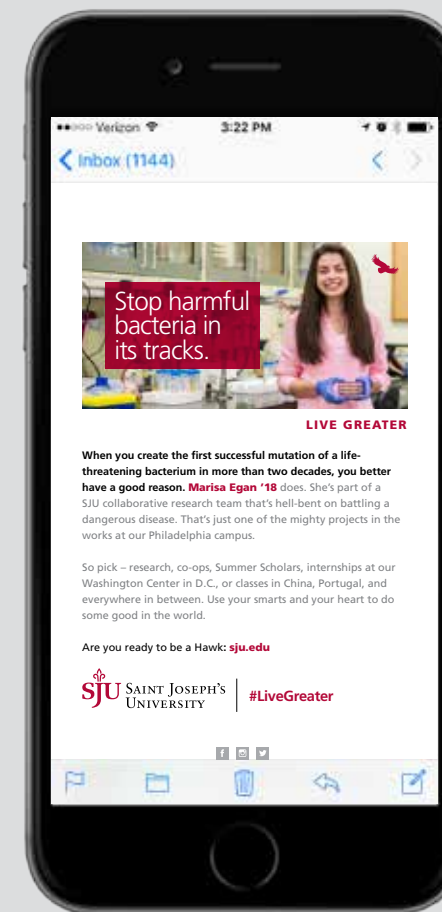
LIVE GREATER

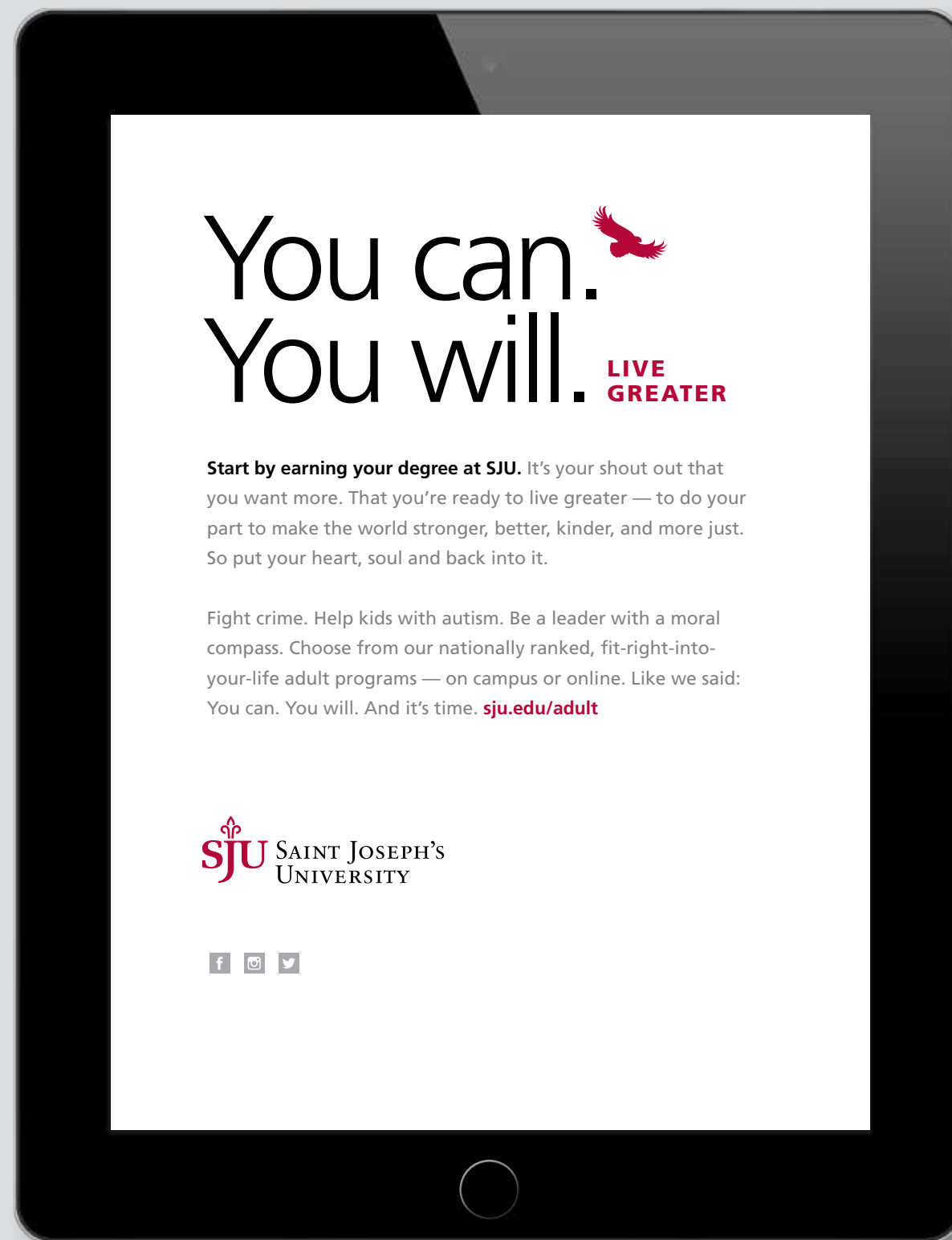
When you create the first successful mutation of a life-threatening bacterium in more than two decades, you better have a good reason. **Marisa Egan '18** does. She's part of an SJU collaborative research team that's hell-bent on battling a dangerous disease. That's just one of the mighty projects in the works at our Philadelphia campus.

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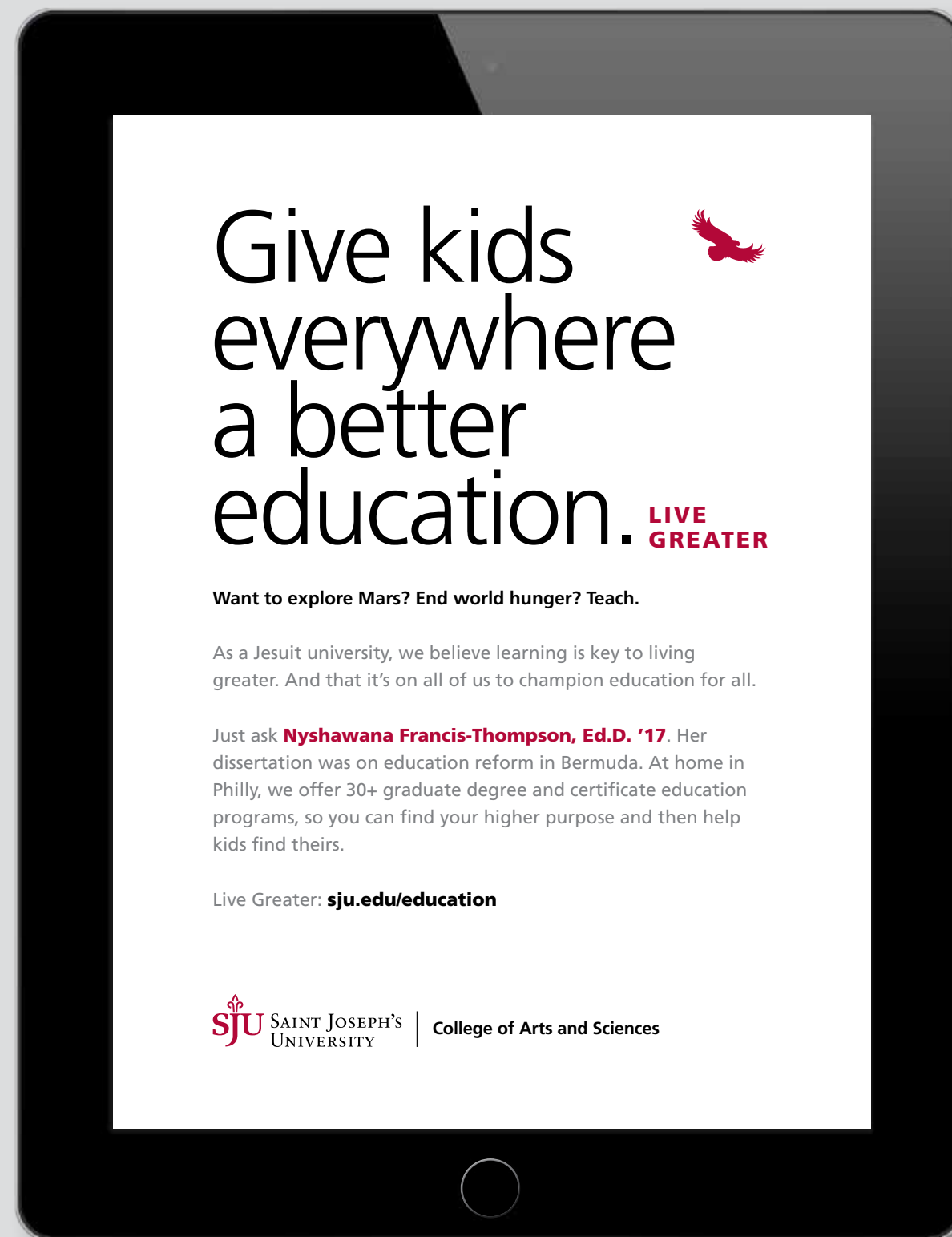
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