St. Joseph's University

NEW YORK

1916

STANDARDS GUIDE

CONTENTS

UNIVERSITY LOGO

Primary

Primary: This is the recommended configuration of the signature.

Secondary

Secondary: This alignment is also acceptable and will allow flexibility in the use of the signature.

THE ST. JOSEPH'S UNIVERSITY, NEW YORK LOGO

The St. Joseph's University, New York logo is the cornerstone of our brand identity. There are two versions of the St. Joseph's logo: a primary and secondary configuration. The logo consists of the St. Joseph's University logotype, the shield, and the New York designation below the St. Joseph's University logotype. It is imperative that the logo be used in a consistent manner to maintain its visual impact, reinforce public awareness of the brand, and protect our trademark.

PROPER LOGO USAGE

We have provided many variations on the logo in an effort to accommodate all possible situations and needs. Please review these guidelines carefully so that you understand all the variations available as well as the standards to follow to ensure proper logo usage. The sections titled "Staging Area" and "Incorrect Usage of the Logo" will be especially helpful. Be sure to provide these sections — along with the appropriate downloaded logo and relevant printing specifications — to all external suppliers.

UNIVERSITY LOGO: Color Backgrounds

Full-color logo

Black logo

White logos

White logo used on black or dark color background

White logo with full-color shield used on dark color background

LOGO ON A COLOR BACKGROUND

Care must be taken when using the St. Joseph's University, New York logo on a colored background to ensure aesthetic compatibility and legibility. The St. Joseph's University, New York logo should only be printed in St. Joseph's University blue and yellow, black or white. In all cases, there must be sufficient contrast between the background and logo.

WHITE LOGO ON A DARK COLOR BACKGROUND

The white versions of the St. Joseph's University, New York logo should be used when printing on dark backgrounds — either version is acceptable. St. Joseph's University, New York full-color and black logos will not show up well on dark backgrounds.
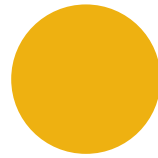
UNIVERSITY LOGO: Color Palette

Primary Colors
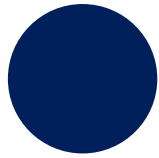
PMS 281

CMYK:	100, 91, 32, 35
RGB:	3, 32, 91
Hex:	#03205B

White

CMYK:	0, 0, 0, 0
RGB:	255, 255, 255
Hex:	#FFFFFF

PMS 124 (coated paper)

CMYK:	0, 28, 100, 6
RGB:	249, 184, 38
Hex:	#F9B826
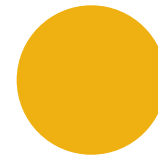
PMS 7406 (uncoated paper)

CMYK:	6, 21, 100, 0
RGB:	241, 196, 24
Hex:	#F1C418

Secondary Colors

PMS 279

CMYK:	72, 37, 0, 0
RGB:	58, 141, 221
Hex:	#3A8DDD
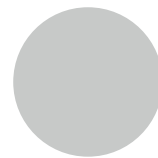
PMS Cool Grey 3

CMYK:	5, 8, 7, 16
RGB:	200, 201, 199
Hex:	#C8C9C7

COLOR SPECIFICATIONS

Color, when used consistently, is a powerful branding element. Strive to use the logo in St. Joseph's University, New York **blue (PMS 281 for both uncoated and coated paper)** and **yellow (PMS 124 for coated paper or PMS 7406 for uncoated paper)** whenever possible. In some cases, it might be necessary to print it in black. The approved colors for the St. Joseph's University, New York logo are blue and yellow, black, and white. The St. Joseph's University, New York logo should never be reproduced in a tint or a screen of a color.

The St. Joseph's University logo can be printed with PMS ink or four-color process. The following color specifications should be followed when printing. When the logo is to appear on electronic media, such as a website, PowerPoint presentation or video, the color should be adjusted to the hexadecimal specifications provided.

UNIVERSITY LOGO: Staging Area

Logo Staging Area

**LOGO STAGING AREA
PROPER USAGE**
A minimum staging area has been created around the logo. This area should always be kept free of any graphic elements and/or messages.

In all cases, an area equal to the height of the "S" in the St. Joseph's University name must remain clear on all sides of the logo.

The grey bars indicate the visual height, width, vertical center and horizontal center of the logo.

UNIVERSITY LOGO: Incorrect Logo Usage

Enclosing the logo in shape or boxes

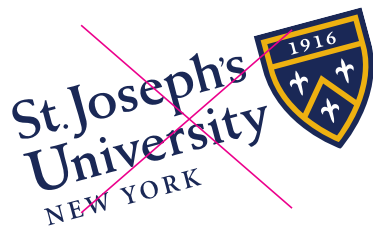*Change proportional relationship*

Change or redraw any part of logo

Using colors incorrectly.

Outline the logo

Use the logo in unapproved colors.

Place logo on an angle

Adding graphic effects,

Use logo without shield

INCORRECT USAGE
Inappropriate use of the St. Joseph's University, New York logo will dilute the effectiveness of the brand identity program. Therefore, the St. Joseph's University, New York logo should not be letterspaced, redrawn, reconstructed, recolored or modified in any way. Here are some examples of incorrect logo use.

UNIVERSITY LOGO: Usage for Apparel and Promo Items

CORRECT

INCORRECT

Full-color logo

COLOR PALETTE

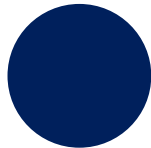**PMS 281**

CMYK: 100, 91, 32, 35

PMS 124
CMYK: 0, 28, 100, 6

White logo printed **correctly** on a dark background. *Note the correct use of the shield*.

White logo printed **incorrectly** on a dark background. *Note the shield is reversed incorrectly*.

White logo with gold shield printed **correctly** on a dark background. *Note the correct use of the shield*.

White logo with gold shield printed **incorrectly** on a dark background. *Note the shield is reversed incorrectly*.

One-color logo printed **correctly** on light background (black or PMS 281 may be used). *Note the correct use of the shield.*

One-color logo printed **incorrectly** on a light background. *Note the shield is reversed incorrectly*.

CORRECT VS. INCORRECT LOGO USAGE
Inappropriate use of the St. Joseph's University, New York logo dilutes the effectiveness of the brand identity program. Therefore, it is critical that the St. Joseph's University, New York logo not be modified in any way. The most common error is the incorrect use of the shield when reproducing the logo as a reverse (white on a dark background). On this page, please find examples of correct and incorrect uses of the logo. Please review them and make every effort to advise your vendors of these guidelines.

Please also ensure that the logo is never skewed or scaled disproportionately.

St. Joseph's **University**
NEW YORK

FACULTY

St. Joseph's **University**
NEW YORK

FACULTY

St. Joseph's **University**
NEW YORK

OFFICE OF
MARKETING AND
COMMUNICATIONS

St. Joseph's **University**
NEW YORK

OFFICE OF MARKETING
AND COMMUNICATIONS

St. Joseph's **University**
NEW YORK

DEPARTMENT OF
NURSING

St. Joseph's **University**
NEW YORK

DEPARTMENT OF NURSING

LOGO LOCKUPS
If the St. Joseph's University, New York logo requires a specific department or area name on stand-alone applications, use these versions of the St. Joseph's University, New York logo.

NOTE
The yellow stroke is placed below the department or office name when locked up with an address.

PRESIDENTIAL SEAL

Full-color seal

Black seal for use on a white or light background

White seal for use on a black or dark background (this version should also be used for embossing)

PRESIDENTIAL SEAL

Designed in 1929, the St. Joseph's University coat of arms comprises a carpenter's square, representing St. Joseph; three *fleur-de-lis*, symbolizing the three Sisters of St. Joseph who came to America from France in 1836; a crown borrowed from the arms of Bishop Charles E. McDonnell, the University's first president; and an open book inscribed with our motto: *Esse non videri* — "To be, not to seem."

NOTE

The Presidential seal may only be used for Presidential events or to represent the President's office. Permission must be granted by the Office of Marketing and Communications if it is to be used in ways other than representing the President's office.

ATHLETICS LOGOS: Brooklyn Bears

Primary logo

Full-color primary logo

Full-color primary logo for use on a dark background

Black primary logo

White primary logo for use on a dark background

Secondary logo

Full-color secondary logo

Full-color secondary logo for use on a dark background

Black secondary logo

White secondary logo for use on a dark background

BROOKLYN BEARS LOGO

There are two version of the Brooklyn Bears logo: a primary and secondary configuration.

Both the primary and secondary Bears logos have been created in full-color for both light and dark backgrounds, black and white.

ATHLETICS LOGOS: Long Island Golden Eagles

Primary logo

Full-color primary logo

Full-color primary logo for use on a dark background

Black primary logo

White primary logo for use on a dark background

Secondary logo

Full-color secondary logo

Full-color secondary logo for use on a dark background

Black secondary logo

White secondary logo for use on a dark background

**LONG ISLAND
GOLDEN EAGLES LOGO**
There are two versions of the Long Island Golden Eagles logo: a primary and secondary configuration.

Both the primary and secondary Golden Eagles logos have been created in full-color for both light and dark backgrounds, black and white.

GRAPHICS VS. LOGOS

GRAPHICS

Graphics are created to represent events for short-term or one-time usage. It is important to note that these are not logos and the St. Joseph's University, New York logo must be included within the graphic.

For any questions or additional information,
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