



Saint Peter's  
UNIVERSITY

# Brand Standards

AUGUST 16, 2012



## SAINT PETER'S UNIVERSITY BRAND STANDARDS

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# What is a brand?

**Our brand is more than our name or logo. It's the way we look, act, and speak. Our brand is the essence of this institution. It explains what we're all about. When we live up to our brand, everyone we reach out to—potential and current students, faculty and staff, alumni and friends, parents, and our community—has a clear picture of who we are and what we stand for. Better yet, they feel as if they can connect with us.**

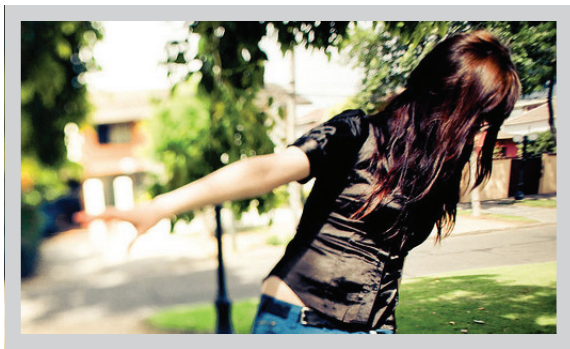


# How do I use this document?

A brand is more than a set of rules. It's something much bigger. It's the result of a thought process. This means that when you execute a brand, there is a reason behind every visual or verbal decision you make.

This document is the foundation you need to make those decisions. It reflects the thought process that went into creating the brand and provides guidelines for making it work.

Remember, guidelines are flexible, so use your best judgment as you bring the Saint Peter's University brand to life.

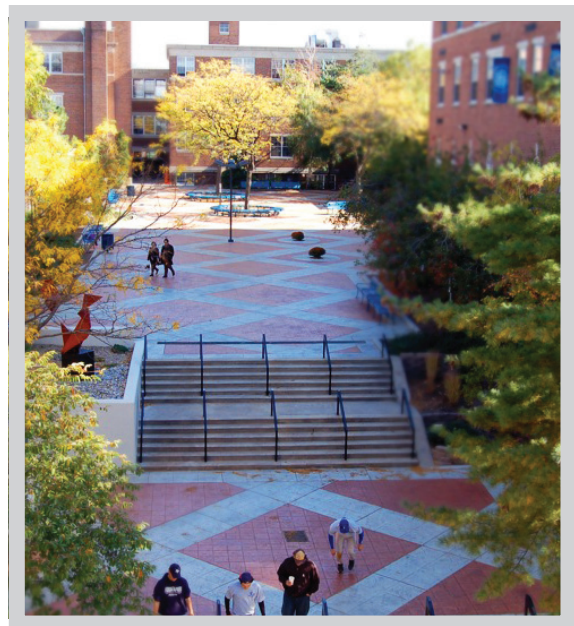


We believe that impressive accomplishments can go hand in hand with giving back. In fact, some of our biggest achievements have done just that.

# Brand overview

# Who is Saint Peter's?

Saint Peter's University prepares students to be confident, worldly, and career-ready, yet we also prepare them to be caring, contributing members of society. Our bustling, urban campus, our welcoming, diverse community, and access to all the opportunity that comes from the country's biggest metropolitan area make the unique combination of achieving success and having an impact not only possible, but incredibly powerful.



# Our personality

We are

Encouraging

Strong

Urban

Accepting

Compassionate

Inspiring



Our logo

# Introduction



The new Saint Peter's logo is the primary representation of the university.

The new logo replaces the previous version of our logo incorporating a modern twist on traditional typography as well as a shield that represents the core values of Saint Peter's.

Using our logo consistently and properly is vital to creating a strong brand presence. This section will show how to use our new logo and all of its approved variations.



## Diagonal "Bends"

The bends tie into Saint Peter's history as part of the original shield of the college, which was adopted in the early 1900s. They represent the house of Onez, part of the house of Loyola.



## Saint Peter's Keys

They symbolize the college's patron, Saint Peter, and the kingdom of heaven.

## 1872

This is the founding year of Saint Peter's, when Father Beaudevin was named president.



# Approved versions

Primary Three-Color Logo



Primary Three-Color Logo with Sign-off



Two-Color Logo



Gradient Shield (For digital display use only)



One-Color Logo



# Primary three-color logo



The three-color logo should be used predominantly, unless circumstances dictate otherwise.

We use the three-color version on all official university stationery and on all communications where three-color or full-color printing is a possibility. This iteration of our logo shows the full depth of our brand.

## When to use the primary three-color logo:

- For any piece where it is possible to recreate the three-color logo in three spot colors or via four-color process.
- Official campus signage or outdoor media. Avoid reversing the logo in these situations. Place on a white background and at an appropriate scale to maximize recognition.

# Primary three-color logo with sign-off



Saint Peter's  
UNIVERSITY

The Jesuit University of New Jersey

As the only Jesuit university in New Jersey, we are proud of our heritage and what it stands for.

For this reason, we have created an official logo lockup showcasing our heritage. This lockup is used primarily on high-level communication materials as a signature. When used on internal university communications, the signoff can be removed from the lockup and appear elsewhere in the layout.

When to use the primary three-color logo with sign-off:

- For communication pieces with high visibility outside the university.
- When leveraging the university's Jesuit heritage is relevant.
- Official campus signage or outdoor media. Avoid reversing the logo in these situations. Place on a white background and at an appropriate scale to maximize recognition.

# Two-color logo



We've created a two-color logo for when printing demands it.

Use the two-color logo only when a two-color printed piece prints using Pantone 541 and Pantone 285. All other color versions of the logo should be the three-color version.

When to use the two-color logo:

- Only when two-color printing is needed.

# One-color logo



## Reversed out



The one-color version of the logo may be necessary for one-color documents and when the logo needs to be reversed out.

The three-color logo is still the primary logo in most instances. Materials such as forms and other documents may require a one-color logo. When placing the logo on an image or a field of color, reverse out the one-color logo as shown above.

## When to use the one-color logo:

- For a one-color print piece.
- For reversing the logo out of a background or over a photograph.

# Gradient shield logo



Saint Peter's  
UNIVERSITY

A version of the logo with a dimensional gradient shield has a modern feel for certain situations.

When creating web or other digital applications, the gradient shield logo adds a bit of depth, taking full advantage of the digital presentation.

When to use the gradient shield logo:

- Only for web or other digital applications.



# Saint Peter's shield



Our shield contains the symbolism of our heritage.

The Saint Peter's shield can be used on its own on limited occasions. Never use it in complete isolation from the Saint Peter's logo.

When to use the Saint Peter's shield:

- When creating environmental graphics.
- When highlighting the Jesuit heritage of the university.
- When you need a strong graphic element within a layout.

# Things to avoid

It's important to use the logo consistently. Here are some examples of what not to do.

Do not rearrange the logo elements



Do not change the typography in the logo



Do not rearrange the logo elements



Do not remove the shield from the logo lockup



Do not stack the logo



Do not use the shield alone in lockups



Do not outline the logo



Do not use gradients they compromise the logo



Do not change the color of the logo unless authorized



Do not place the logo over "noisy" image areas



# Minimum size



## Maintaining the legibility of the Saint Peter's logo.

Minimum size refers to the smallest dimensions allowed for logo reproduction. It is stated as a minimum width and ensures that we don't lose the legibility of the name or the clarity of the shield.

# Clear space

Preferred space



Minimum space



Clear space is the minimum “breathing room” that must be maintained around the logo.

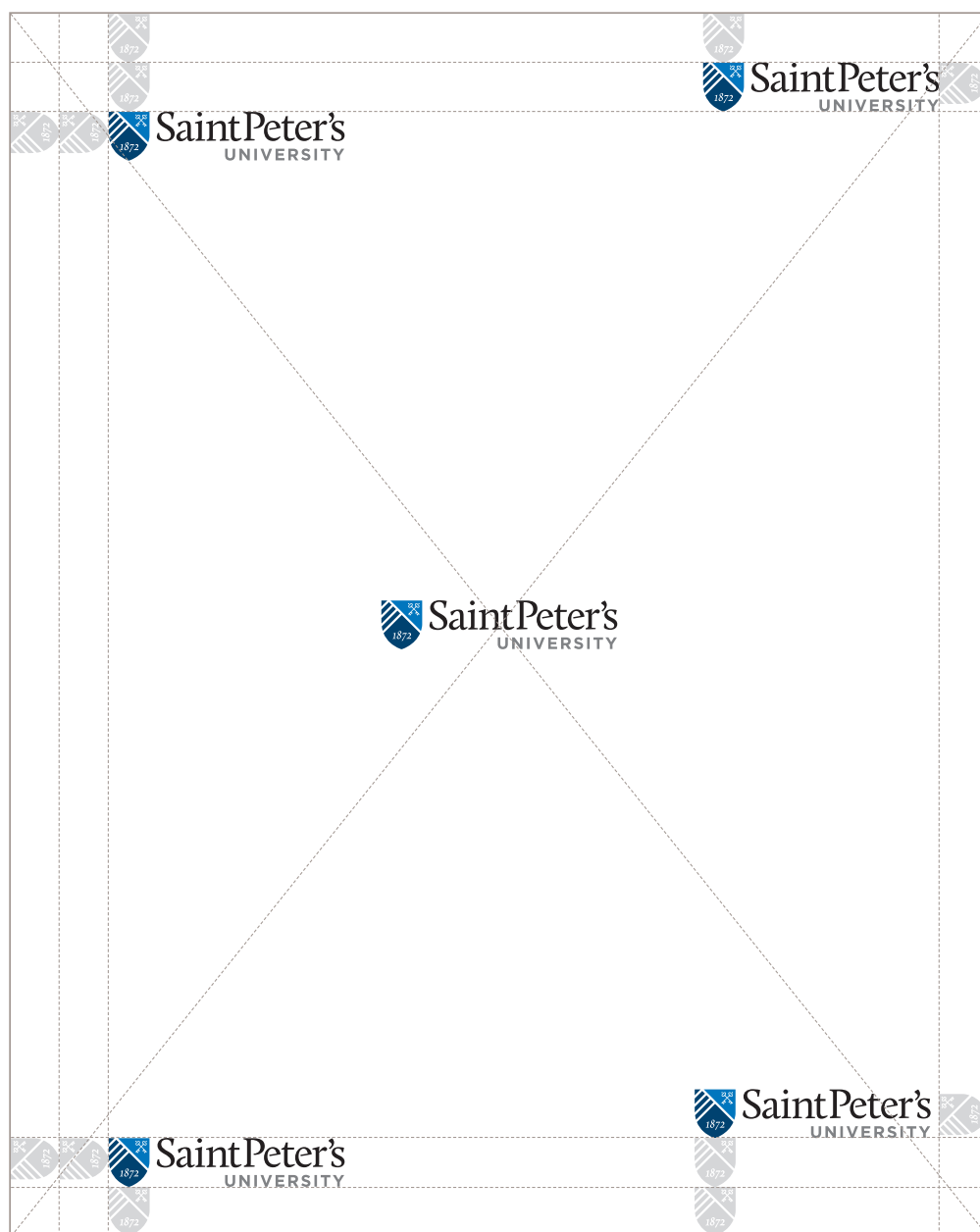
When using the logo in layout, placement, text, photos, and other graphic elements, you must respect the clear space standard

shown above. Clear space also refers to the minimum distance from the edge of the page.

This standard also applies to email and web applications, as well as sub-brand lockups.

# Placement

The logo should appear prominently on all university communications in a size appropriate to the overall piece. A good rule of thumb is to design by first placing the logo. Use the shield as a good measure for margins.



# Examples

## Ordering stationery

A Microsoft Excel stationery order form, which can be e-mailed directly to Peacock Communications for printing, is available on the college intranet.

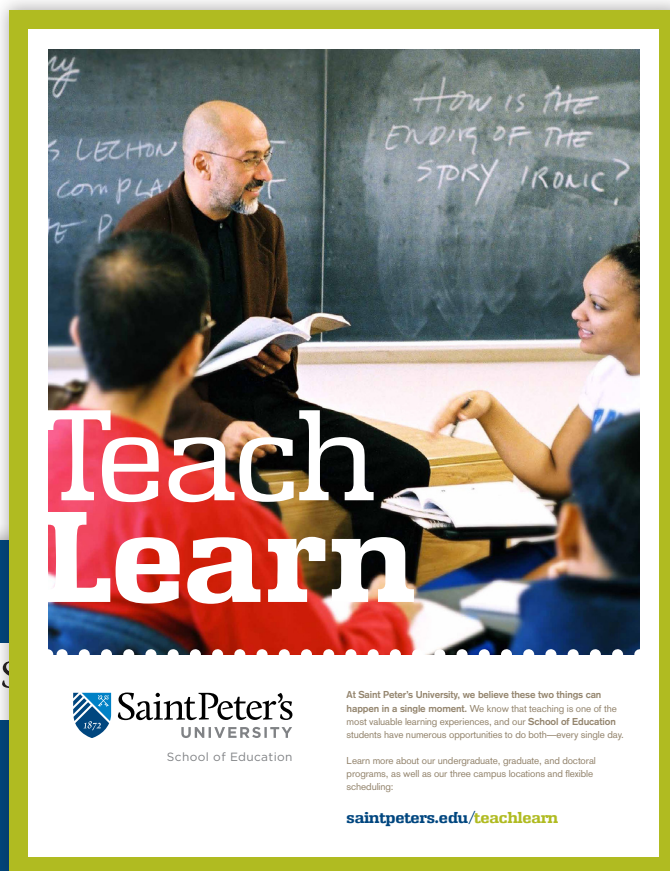
### Stationery

 <b>SaintPeter's</b> UNIVERSITY	Office of the President	
John Doe 280 Grove Street Jersey City, New Jersey 07302	 <b>SaintPeter's</b> UNIVERSITY The Jesuit University of New Jersey	<b>John Smith</b> Vice President for Enrollment Management and Marketing 2641 John F. Kennedy Blvd. Jersey City, NJ 07306 (201)761-6000 <a href="mailto:jsmith@saintpeters.edu">jsmith@saintpeters.edu</a> <a href="http://www.saintpeters.edu">www.saintpeters.edu</a>
Dear Mr. Doe,	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nunc Nunc sed eleifend ipsum. Vivamus a ipsum a lorem condimentum, neque eu rhoncus accumsan, elit mi bibendum est, ut tincidunt iaculis non pharetra eu, cursus vel urna. Curabitur vitae neque sapien elementum sed orci. Nullam molestie, tortor quis aliquet dictum, mi leo a sem. Integer in diam ac lacus placerat lobortis. Quisque in fringilla. Curabitur sit amet orci sed sem malesuada ultrices. Nullam fermentum luctus ligula, vestibulum pulvinar magna volutpat lobortis. Donec nisi mi, bibendum id sodales eu, pretium vitae arcu. Duis malesuada vestibulum lobortis. Nullam ipsum sem, rutrum ut tincidunt at, mattis ac ligula.	
 <b>SaintPeter's</b> UNIVERSITY 2641 John F. Kennedy Boulevard Jersey City, NJ 07306	Vivamus placerat mattis nisi, quis posuere risus varius nec. Cras nibh sem, mollis id luctus in, vulputate vitae est. Ut ac enim nisl. Duis blandit rutrum purus eu sollicitudin. Vestibulum auctor congue nulla in rutrum. Nam odio quam, luctus quis egestas sit amet, rutrum non augue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Ut enim eros, ullamcorper id sagittis id, laoreet at orci. Duis quis libero neque, aliquam pharetra tellus. Quisque nec lectus purus, ut imperdiet nunc. Praesentim faucibus odio, ac congue odio diam sed lorem. Vivamus placerat mattis nisi, quis posuere risus varius nec. Cras nibh sem, mollis id luctus in, vulputate vitae est. Ut ac enim nisl. Duis blandit rutrum purus eu sollicitudin. Vestibulum auctor congue nulla in rutrum.	
	Sincerely,	
		
	John Smith	
2641 John F. Kennedy Boulevard   Jersey City, NJ 07306   <a href="http://www.saintpeters.edu">www.saintpeters.edu</a>   201.761.6010 The Jesuit University of New Jersey		



# Examples

## Communications



# Examples

## Merchandise



# Sub-brand lockups



Saint Peter's  
UNIVERSITY

School of Professional  
and Continuing Studies

**Consistency is key when building an identity system and for overall brand recognition.**

Each school or sub-brand should use only the approved and supplied version of its lockup.

For consistency individual marks unique to each school are not permitted.

**When to use the sub-brand lockups:**

- Use the sub-brand lockups on any materials specific to a school or other official sub-brand.

**Typography within the lockups:**

- The sub-brand identifier is set in Gotham, which is outside of our brand type families, but consistent with the typography in the new logo.
- Gotham should be reserved for the sub-brand lockup only.

# Things to avoid

It's important to use the logo consistently. Here are some examples of what not to do.

Do not use the shield alone with lockups



School of Professional  
and Continuing Studies

Do not separate the lockup elements or rearrange

Saint Peter's  
UNIVERSITY School of Professional  
and Continuing Studies

Do not alter the color of the sub-brand lockups



Saint Peter's  
UNIVERSITY

School of Professional  
and Continuing Studies

Do not pull the keys out of the logo to create lockups



School of Professional  
and Continuing Studies

Do not alter the arrangement of the sub-brand lockups

School of Professional  
and Continuing Studies



Saint Peter's  
UNIVERSITY

Do not change the fonts or arrangement of the lockup



School of Professional  
and Continuing Studies

# Sub-brand lockups



**Saint Peter's**  
UNIVERSITY  
School of Education

**John Smith**  
Vice President for Enrollment  
Management and Marketing  
2641 John F. Kennedy Blvd.  
Jersey City, NJ 07306  
(201) 761-6000  
jsmith@saintpeters.edu  
www.saintpeters.edu



# Give Gain



**Saint Peter's**  
UNIVERSITY  
Graduate Program

At Saint Peter's University, we believe these two things can happen in a single moment. Our graduate students take their education further, and in doing so, they to give back just as much as they gain. Here, moments like this happen every day. Come discover yours.

[saintpeters.edu/grad](http://saintpeters.edu/grad)

# Centers and institutes



Unlike the schools, and sub-brands, the centers, programs, and institutes at Saint Peter's have more flexibility in their identities.

In fact, institutes and centers — as well as time-framed programs, campaigns, and events — are allowed to have their own logos.

Placing the Saint Peter's logo on these communications gives these initiatives the benefit of a Saint Peter's endorsement without disrupting their own brand identity. The two should work in concert to create the most impact.

Only use the one-color version of the logo in these instances, allowing the program or institute logo to lead visually.



# Things to avoid

Do not lock up the center or institute with the logo



Do not lock up the center or institute with the logo



Do not use part of the logo when creating an institute or center logo



Do not lock up the center or institute with the name of the school



The graphic is a vertical strip of white with a scalloped edge on the left side, positioned to the left of the text.

# University seal

# Introduction



## The seal represents the official emblem of Saint Peter's University.

The encircling inscription in the seal is the Latin equivalent of Saint Peter's University, New Jersey, founded in 1872.

The seal pictures a peacock with its plumage spread, two crossed keys representing Saint Peter, a cross, three nails, and the first three letters of the sacred name of Jesus in Greek, IHS. A crown of thorns surrounds them.

### When to use the university seal:

- Formal university materials, such as diplomas or invitations.
- Permanent campus signage. Don't use the seal for more temporary solutions like banners or flyers as its use in those situations will diminish its austerity.
- The seal can be used as a background element. In those situations it is acceptable to crop the seal.

# Approved use



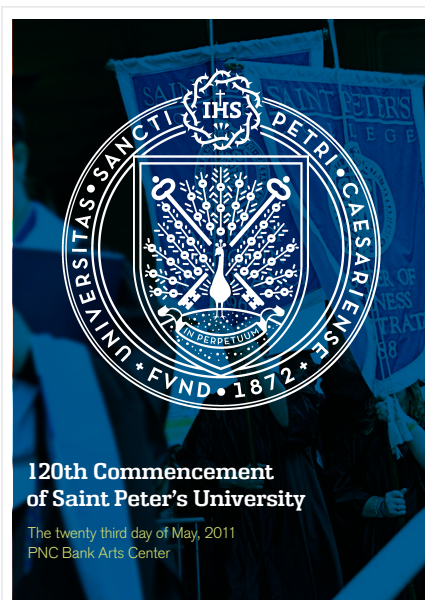
**You're a part of our past.  
Now help us celebrate  
our future.**

Tradition and progress. It's what happens when students who are eager to learn are taught by people who care, on a campus designed for both to thrive. A campus that is constantly evolving. Constantly moving forward. And always remembering where we came from.

That's why we're proud to announce our transition from Saint Peter's College to Saint Peter's University.

**Join us**

Friday, April 16, 2012 | Roy Irving Theatre



# Visual elements

# Saint Peter's color palette



Primary Palette



Secondary Palette

**This set of colors should become recognizable as distinct to Saint Peter's University.**

Consistent use of this palette will ensure a cohesive expression of the Saint Peter's brand. Our palette was selected from the Pantone Matching System (PMS), the printing industry standard. 4-color process and digital color mixes were derived from the PMS colors. See the following pages for further descriptions.

## Uncoated vs. Coated Ink & Paper:

Ink colors were chosen for our palette based on whether it will be printed on uncoated or coated paper. Choose the appropriate ink color that corresponds to the paper that will be printed on.

When printing on surfaces beyond paper, color match as closely as you can to uncoated chips.

Our printed materials represent the University in the strongest light when printed on an uncoated paper stock.

# Primary color palette

<b>COATED PAPER</b> PMS 541 coated CMYK 100 58 9 42 <b>UNCOATED PAPER</b> PMS 541 uncoated CMYK 100 41 5 36 <b>DIGITAL</b> RGB 0 60 113 #003C71	<b>UNCOATED &amp; COATED PAPER</b> PMS Process Black <b>CMYK Rich Black</b> 20 20 20 100 <b>DIGITAL</b> RGB 44 42 41 #2C2A29	<b>COATED PAPER</b> PMS 285 coated CMYK 90 48 0 0 <b>UNCOATED PAPER</b> PMS 3005 uncoated CMYK 99 22 0 1 <b>DIGITAL</b> RGB 0 114 206 #0072CE
<b>COATED PAPER</b> PMS 390 coated CMYK 24 0 98 8 <b>UNCOATED PAPER</b> PMS 583 uncoated CMYK 21 2 97 13 <b>DIGITAL</b> RGB 181 189 0 #B5BD00	<b>COATED PAPER</b> PMS w gray 6 coated CMYK 11 16 18 32 <b>UNCOATED PAPER</b> PMS w gray 6 uncoated CMYK 11 15 18 32 <b>DIGITAL</b> RGB 165 156 148 #A59C94	

Our primary color palette should make up the majority of color expression in our communications.

Our primary colors are Pantone 541, Black, Pantone 285, Pantone 390 and Pantone Warm Gray 6. These colors should be used most commonly on our outward-facing communications.

## When to use the primary color palette:

- Lean heavily on these colors, especially when delivering a primary brand message.
- For materials intended primarily for external audiences.

# Secondary color palette

<p><b>COATED PAPER</b> PMS 292 coated CMYK 58 11 0 0</p> <p><b>UNCOATED PAPER</b> PMS 292 uncoated CMYK 54 10 0 0</p> <p><b>DIGITAL</b> RGB 105 179 231 #69B3E7</p>	<p><b>COATED PAPER</b> PMS 7418 coated CMYK 8 83 55 5</p> <p><b>UNCOATED PAPER</b> PMS 1797 uncoated CMYK 1 87 89 4</p> <p><b>DIGITAL</b> RGB 205 84 91 #CD545B</p>	<p><b>COATED PAPER</b> PMS 564 coated CMYK 43 0 23 0</p> <p><b>UNCOATED PAPER</b> PMS 564 uncoated CMYK 42 0 24 0</p> <p><b>DIGITAL</b> RGB 134 200 188 #86C8BC</p>
<p><b>COATED PAPER</b> PMS 143 coated CMYK 0 32 87 0</p> <p><b>UNCOATED PAPER</b> PMS 143 uncoated CMYK 0 36 81 0</p> <p><b>DIGITAL</b> RGB 241 180 52 #F1B434</p>	<p><b>COATED PAPER</b> PMS 158 coated CMYK 0 62 95 0</p> <p><b>UNCOATED PAPER</b> PMS 152 uncoated CMYK 0 47 93 5</p> <p><b>DIGITAL</b> RGB 232 119 34 #E87722</p>	

Our secondary color palette adds depth and energy to our communication materials.

Use our secondary color palette to complement the primary colors. If limited color is used on a promotional piece, you should lean on the primary palette.

When to use the secondary color palette:

- To add energy and depth to layout.
- For environmental graphics that may be more internal.



# Primary typography

## Enschede

Light

Regular

Bold

Heavy

### Enschede Light

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

### Enschede Regular

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

### Enschede Bold

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

### Enschede Heavy

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Typography contributes to a consistent story from a visual perspective.

The official font for headlines and any other larger messaging is Enschede. The bold and contemporary feel of Enschede presents us as a confident and forward-moving university. Turn off the ligatures setting to avoid any awkward character connections.

#### When to use Enschede:

- For headlines.
- For banners or any other situation where the message is large and a predominant element.
- When calling out a part of copy, such as a pull quote.

# Secondary typography

## Akzidenz Grotesk Light Roman Bold Black

Typography is how we tell a consistent story from a visual perspective.

The official font for body copy is Akzidenz Grotesk. It is a versatile and modern typeface that allows us to tell our story in a clean and contemporary way.

Helvetica or Arial can be used in default situations if Akzidenz Grotesk is unavailable.

Akzidenz  
Grotesk Light

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Akzidenz  
Grotesk Bold

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Akzidenz  
Grotesk Roman

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

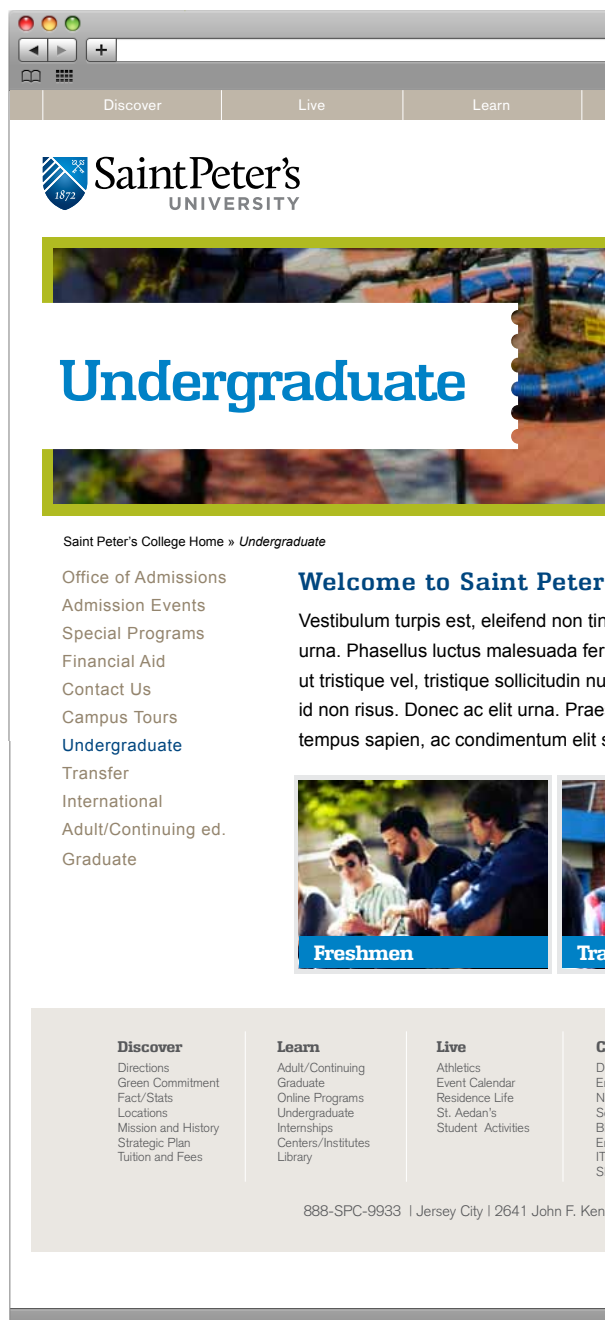
Akzidenz  
Grotesk Black

abcdefghijklm  
nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

When to use Akzidenz Grotesk:

- For all body copy or other detail call-out needs.

# Web typography



## Within Graphics:

For any text that falls within a graphic in a headline fashion, adhere to our brand fonts, most likely Enshede. This is not a web-optimized font, but will be used sparingly and only for high-level copy. Body copy and sub-copy fonts that are web optimized are listed below.

## Headlines in Copy:

Web-optimized Google fonts are recommended for headline and subhead copy that is not within a graphic.

Use these three as a replacement for Enshede:

Kameron Bold

Enriqueta Bold

Arvo Bold

## Body Copy:

Arial and Helvetica are the closest to our brand font Aksidenz Grotesque and should be used for web body copy.

# Photography

## Our people



**At Saint Peter's, our people are the university. It's who we are collectively.**

Images of people should always be **rich**, with regard to the color saturation and, **candid**, not overly staged. We want to capture authentic moments. Our photography style uses a short range of focus that emphasizes the individual.

Things to consider when photographing people for Saint Peter's communication:

- Keep it authentic.
- Be sure the color is not blown out. Aim for rich, deep color.
- Be mindful of diversity. Our campus is full of individuals from countless backgrounds. We need to reflect that in our communication materials.



# Photography

## Our environment



There are many interesting things in and around our campus environment. How we share them is important.

Images of our environment should always be **rich**, with regard to the color saturation, and **focused on detail**, showing the interesting parts of our campus. Use a short range of focus and avoid showing the whole subject or object.

Things to consider when photographing our environment:

- Find interesting and unique parts of our environment and focus on those places or things.
- Be sure the color is not blown out. Aim for rich, deep color.

# Tagline

**Achieve  
your dream.  
Make  
your mark.**

**As the Jesuit University of  
New Jersey, Saint Peter's is  
filled with tradition.**

Our Jesuit values have always guided our actions and continue to do so today. Our tagline reflects these core values in an active and compelling voice in the simplest form. Because our designation line sits where traditional taglines do, we have an interesting approach to its placement.

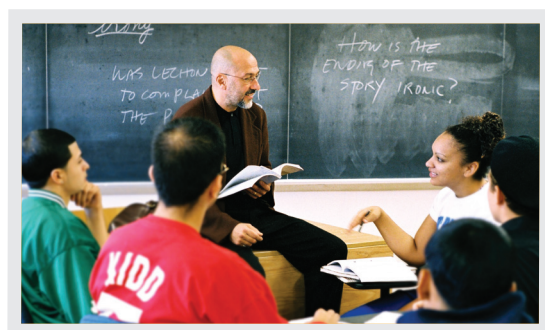
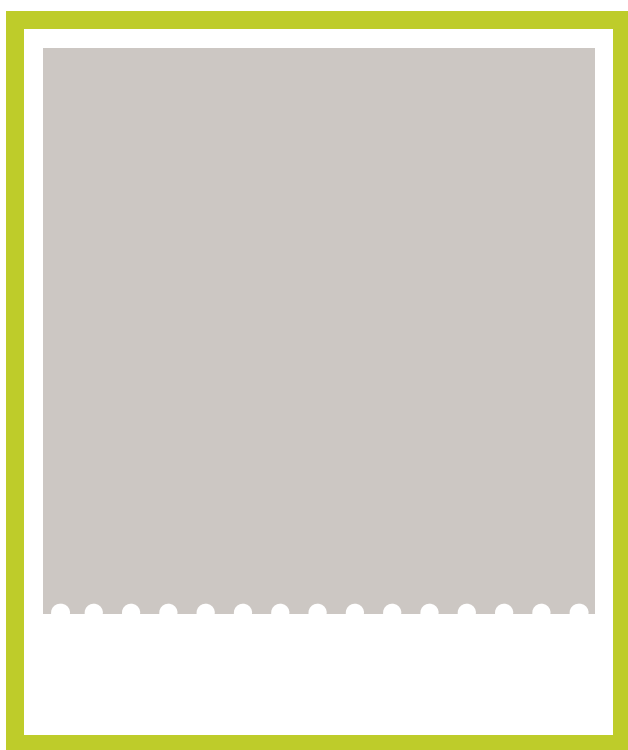
#### When to use our tagline:

- As a supporting graphic element that demonstrates what we believe in.
- On evergreen branded materials, such as stationery or school banners, instances where there is only a brief time or space to communicate, and on items such as a brand book, or a video's final frame.

#### When to avoid using the tagline:

- When it crowds a page with too many of our elements.
- As a lockup with our logo.

# Frames



Our frame elements allow us to create uniquely branded pages that are easily identified as Saint Peter's.

When building a page, banner, or any other piece, use frames to hold images or to distribute spacing or ground the page. Ultimately the goal is to create a quick identifier that people associate with the university.

There are three types of frames that can be leveraged depending on the need.

When to use the frames:

- When laying out a page of a document.
- When creating web graphics.

# Frames

## Examples



"Before I came to Saint Peter's, I didn't know what Jesuit really meant. But by the end of freshman year I had a pretty good idea of how it



At Saint Peter's University, we believe these two things can happen in a single moment. When our students create, they also connect—with people, with ideas, with possibilities. Here, moments like this happen every day. Come discover yours.

[saintpeters.edu/discover](http://saintpeters.edu/discover)



# Grid



Our grid allows us to highlight the university in a captivating way.

Use the grid when there is a large amount of information that lends itself to small, teasing tidbits.

It's important to use the light gray frame around the boxes with appropriate spacing between each. The tag box (found on page 47) can also be used in the grid, as long as it is always cropped off the edge.

When to use the grid:

- For delivering large amounts of information in an interesting way.
- For infographics.

# Grid

## Examples



# Tag box



**The deckled tag box is a great tool to highlight information or imagery.**

Use the tag box to contain important headlines, graphics, or imagery. Be sure to only use the tag box as provided, always running the flat side to the edge of the page or layout.

Use with other graphic elements to create more interesting layouts.

## When to use a tag box:

- For page headers.
- When highlighting the logo.
- As an image box.

# Tag box

## Examples



# In your moment




“Before I came to Saint Peter’s, I didn’t know what Jesuit really meant. But by the end of freshman year I had a pretty good idea of how it was helping to shape my education. It means family, it means serving the greater good, it means leadership. That’s what it means to me.”

-Rodneisha, criminal justice major, class of 2013



“Before I came to Saint Peter’s, I didn’t know what Jesuit really meant. But by the end of freshman year I had a pretty good idea of how it was helping to shape my education. It means family, it means serving the greater good, it means leadership. That’s what it means to me.”

-Rodneisha, criminal justice major, class of 2013

There aren't many places to experience an education quite like this. We've been committed to rigorous academics, a supportive environment, and Jesuit values since 1872.

Jesuit, a Catholic order, means many things to many people. Here's what it means to us: Our students come here to earn a degree, but leave with so much more.

They develop a desire to serve—whether it's a cause, an organization, or a lifelong commitment of giving back. They hold an unshakable foundation of ethics that will guide their future actions and achievements. And they build a sense of community that lasts a lifetime.

Our Jesuit-based education not only prepares them for their careers, but also inspires them to be caring, contributing members of society.

# Cropped messaging



Evidence  
of impact is  
everywhere.

**Our voice is bold. Taking it to the edge of the page allows us to brand it.**

Place a main headline or a section of text at the edge of the page. This allows it to stand out. It also allows us to create an ownable treatment that is uniquely Saint Peter's.

#### When to crop text:

- To create an ownable brand message.
- To highlight an important section or copy, such as a headline or intro.

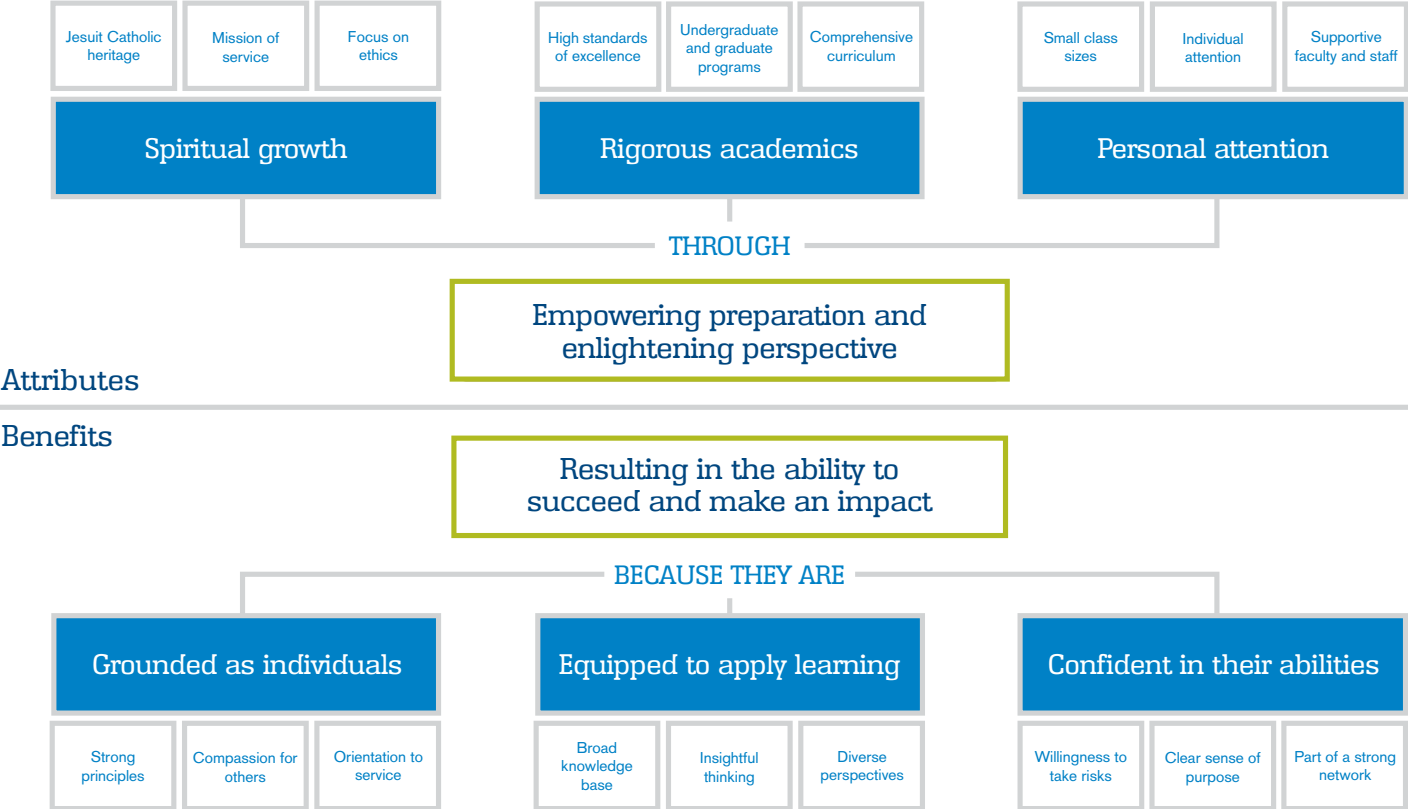
# Cropped messaging

## Examples



# Verbal elements

# Our message



Our message map defines what we’re trying to communicate—our key messages that form the foundation of our story

The core message at the center is what makes us different, described at the highest level. From there, supporting messages further describe our core message. And lastly, our proof points add credibility to the supporting message.



# Our message

**What** we say is our message, **how** we say it is our tone. Our message is the content and information we're trying to communicate. Keep these key points in mind as you convey the Saint Peter's story.

## OUR BRAND ESSENCE

**We empower preparation and enlighten perspectives, which results in the ability to achieve and contribute.**

At the highest level, our brand essence is our message. Not these words exactly, but the words we use should demonstrate the meaning behind this statement.

## SUPPORT POINTS

**We encourage spiritual growth, which means our graduates are grounded.**

We offer higher education with a Jesuit Catholic heritage, which means strong principles are instilled in our graduates.

Everything we do is a mission of service, which builds compassion for others.

We focus on ethics, which means our graduates have an orientation to service.

**Through rigorous academics, our graduates are equipped to apply learning.**

We have high standards of excellence, which means our graduates leave for the real world with a broad knowledge base.

Both our undergraduate and our graduate programs inspire insightful thinking.

Diverse perspectives are formed with our comprehensive curriculum.

**Because they receive personal attention, our graduates are confident in their abilities.**

Small class sizes are a benefit to our students because they learn to take risks.

The individual attention students receive gives them a clear sense of purpose.

Supportive faculty and staff make students part of a strong network.

# Our audiences

Saint Peter's has many audiences. Each one requires us to look and sound different. Some require us to be more formal; for others we can be more conversational. As a result, you'll find that some elements of the brand language work better than others, depending on the audience. We are consistent in the usage of our brand elements to all audiences. They simply shift slightly depending on who we're talking to.

Our brand language can take on a conversational tone to reach out to our three key audiences. Keep in mind each of these audiences has a different mindset, and the message and tone should vary depending on that mindset.

## PROSPECTIVE STUDENTS

Traditional undergraduates are motivated and goal-oriented students who receive dozens, if not hundreds, of college materials in the mail every week. They're looking for their best fit, so we should keep the message concise, yet speak to them in a compelling tone they can relate to.

Adult undergraduates are at a different place in their lives. They're typically adults with a professional career, and they're interested in furthering their education to advance their career. They're interested in earning a degree, but they're also looking for flexibility and support as they pursue it.

Graduate students are focused. They're continuing their studies beyond their bachelor's degree. We should speak to them in a direct tone that clearly states the value of furthering their education.

# Our audiences

## CURRENT STUDENTS

This audience is our greatest advocate. They know the value of a Saint Peter's degree and experience our culture every day. They want to see images and messages they can relate to. They want to be spoken to in a way that authentically reflects their Saint Peter's experience, yet reinforces the sense of pride they have for the university.

## ALUMNI AND DONORS

A more formal tone should be taken when talking to alumni and donors. It doesn't have to be stuffy or too direct, but one that speaks to our heritage and academic tradition. This is a group that has a connection with the university, and the role Saint Peter's plays in their life should be reinforced.

## FACULTY, STAFF, AND ADMINISTRATION

The message conveyed to this audience can be a mix of formal and conversational tones. This audience is passionate about helping our students succeed and want to feel they're part of an institution that supports them, their work, and the students.

# Our voice

The Saint Peter's  
brand voice is:

ENCOURAGING &  
ACCEPTING

STRONG &  
COMPASSIONATE

APPROACHABLE &  
INSPIRING

## WHAT DOES THAT MEAN?

This means we write in a tone that's confident, but not egotistical.

We use hints of humor, but we're not aiming to be funny at every chance.

We focus on outcomes and how we arrive at those outcomes.

And we focus on what makes us uniquely Saint Peter's.

Additionally, we use powerful quotes from students, faculty, and staff to help tell our story.

# Our voice

So what makes us different?

**THE BIG IDEA:**  
Moments in time where two things happen at once.

Here are some examples of how our brand voice comes to life:

## CONNECT & CREATE

A connection is made when one thought sparks another. When an introduction is made. When opposing viewpoints are shared. When two people with diverse backgrounds come together to form a unique perspective. When a group of people come together to solve a single problem. Here, connections often lead to creation. The result can be a powerful essay, an unconventional solution, a lasting friendship—even an entirely new career.

## STUDY & APPLY

You'll learn from an impressive collection of experienced faculty and staff who are committed to ensuring that Saint Peter's students find success in their careers. They teach so that students, in turn, take what they learn and apply it not just in the classroom, but in the real world.

## LEARN & TEACH

Being a student here is more than listening to lectures, taking notes, and studying for exams. It's about being proactive. That means formulating thoughts, showing expression, and participating in the world around you. It's more than a learning process; it's a life-changing experience.

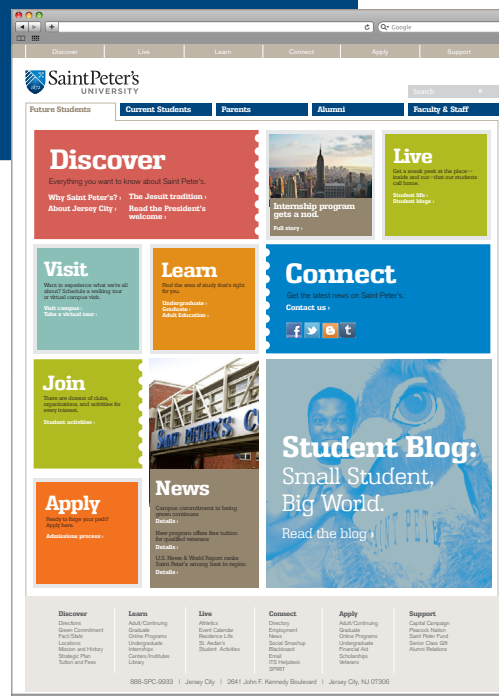
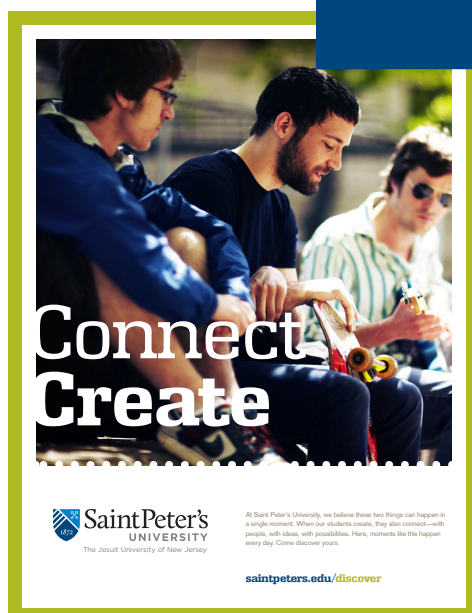


Putting it all  
together

# Bringing our brand to life

This section contains examples of how the brand can come to life in a practical way.

These examples are not intended to be rigid rules or reproducible templates. Rather, they are meant to illustrate how the brand can come together properly. By using these examples as a guide and following the rest of the visual and verbal guidelines outlined in the document, anyone can create consistent, on-brand materials for the university.



# The timeline of a brand

A brand is a living, breathing thing. That's why we've created a Saint Peter's brand that is standardized yet flexible. This allows our communications to feel united, but it also creates opportunities to connect with different audiences by dialing up and dialing down different parts of our brand.

Which parts of our brand stay the same over time and which elements shift?

**Our new logo is here to stay.**

We envision our logo lasting for decades and decades. It is the most concrete part of our brand and should remain unaltered.

**Our brand elements will carry us forward for years to come.**

We envision these elements—our revised palette, messaging strategy, graphic elements, photo style, tone of voice—carrying us through the next five to ten years.

**Campaign-based communications should be timely and relevant.**

And that means switching things up every two to three years. The viewbook, ads, college fair themes, and prospective student mailings should have new themes every few years, yet these themes should always reflect the overarching brand messaging.



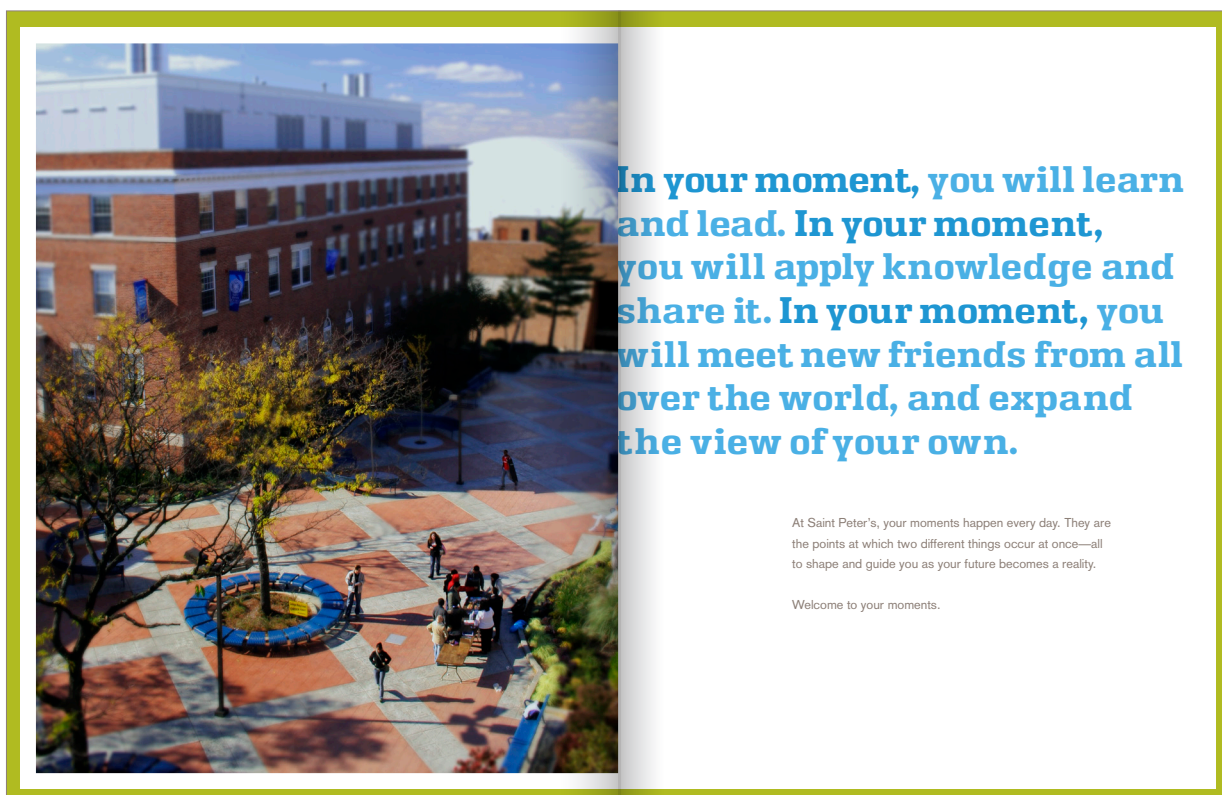
# Examples

## Viewbook: Cover



# Examples

## Viewbook: Intro spread



# Examples

## Viewbook: Content spread



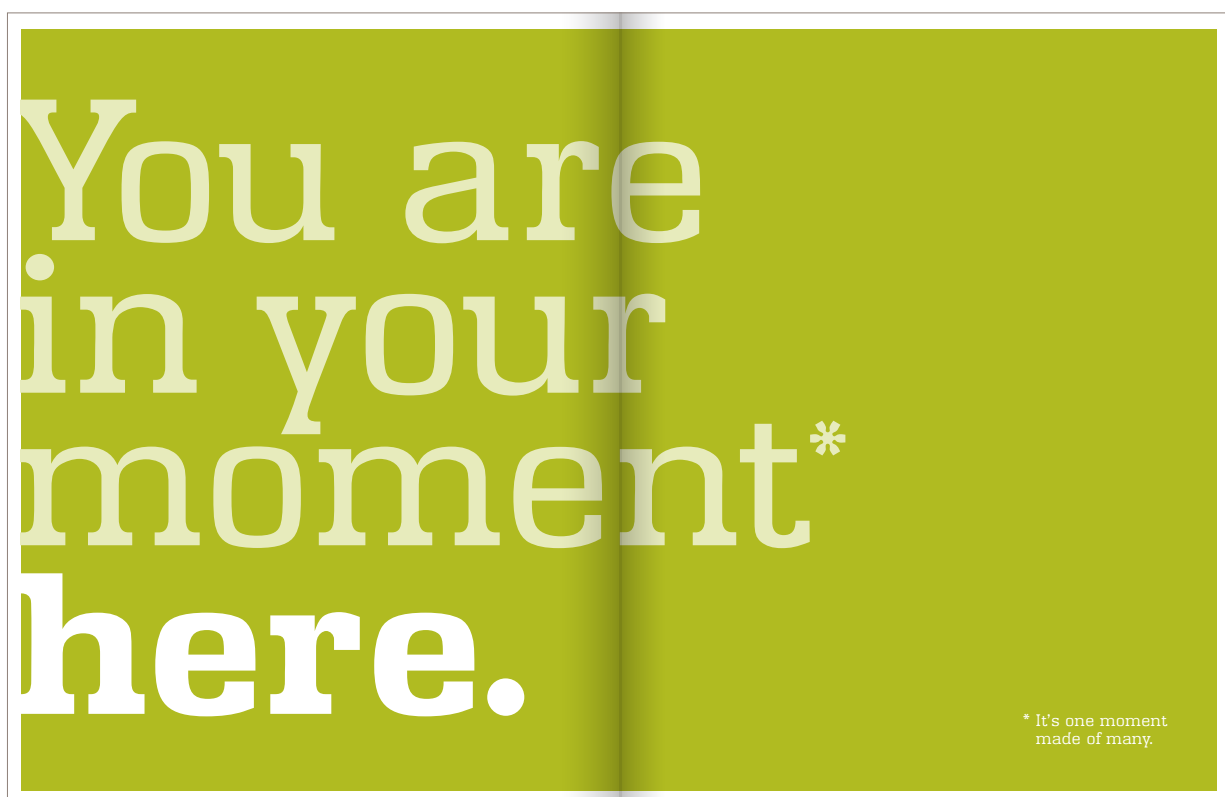
# Examples

## Viewbook: Grid spread



# Examples

**Viewbook: Bold statement spread**



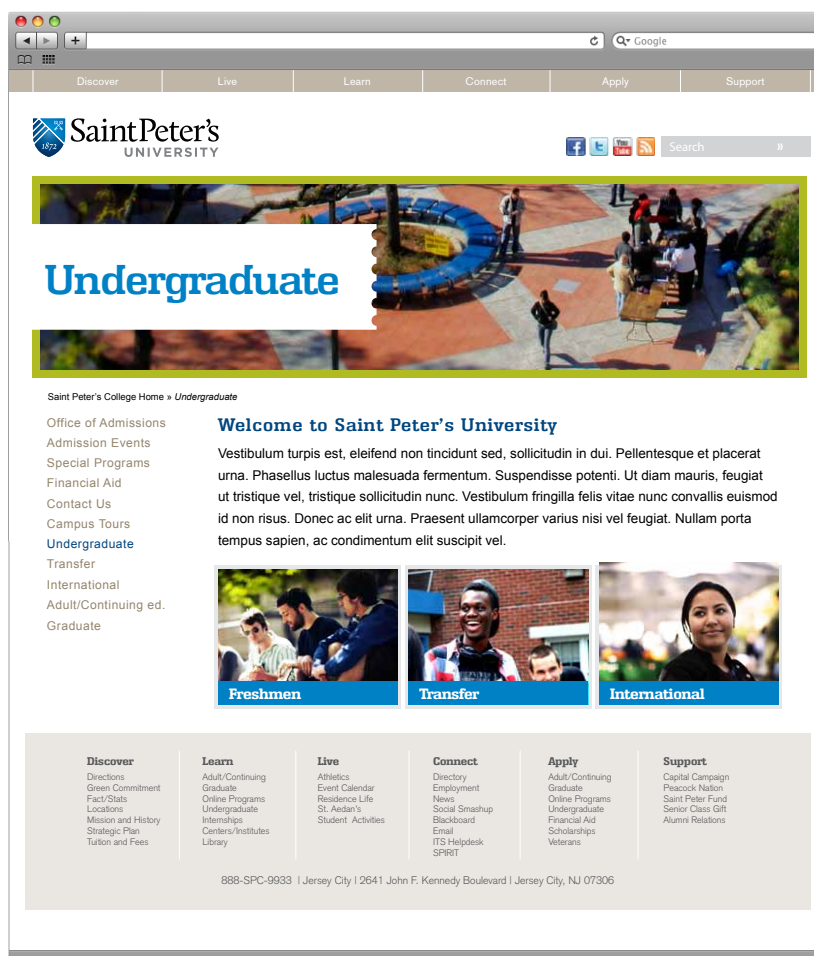
# Examples

## Website: Home page



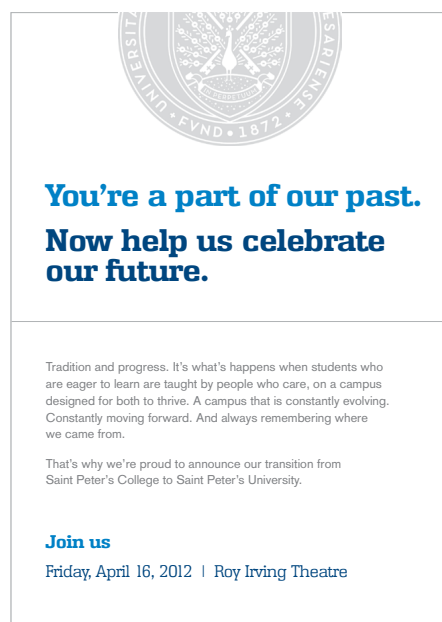
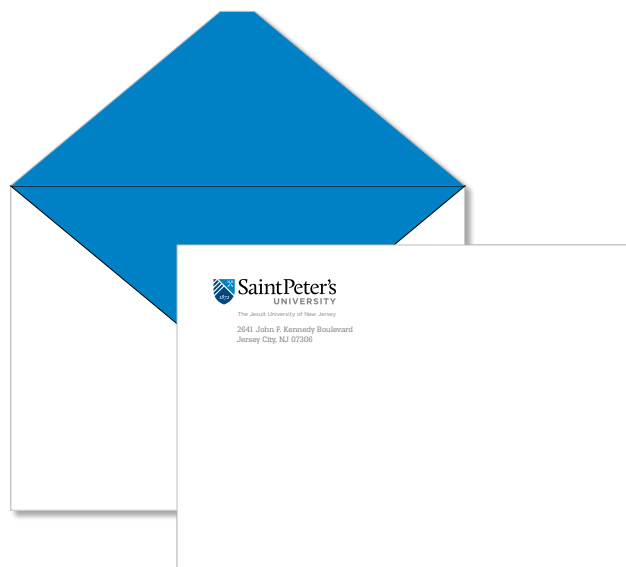
# Examples

## Website: Secondary page



# Examples

## Sample invitation






# Examples

## Environmental




# Examples

Print ad



**Teach  
Learn**

 **Saint Peter's**  
UNIVERSITY  
School of Education


At Saint Peter's University, we believe these two things can happen in a single moment. We know that teaching is one of the most valuable learning experiences, and our School of Education students have numerous opportunities to do both—every single day.

Learn more about our undergraduate, graduate, and doctoral programs, as well as our three campus locations and flexible scheduling:


[saintpeters.edu/teachlearn](https://saintpeters.edu/teachlearn)

# Examples

## Print ad



# Give Gain




**Saint Peter's**  
**UNIVERSITY**  
The Jesuit University of New Jersey

At Saint Peter's University, we believe these two things can happen in a single moment. Our students know that the more they give to their studies, their experiences, and their career, the more they gain. We aim to empower our current and future students with the opportunity to give their all at every turn. That's why we make the transfer process easy, offering advisement on credit transfers, admission, and financial aid. Learn all that you can gain from Saint Peter's University:


[saintpeters.edu/transfer](https://saintpeters.edu/transfer)  
Now accepting transfer applications

# Examples

Print ad



# Create Connect



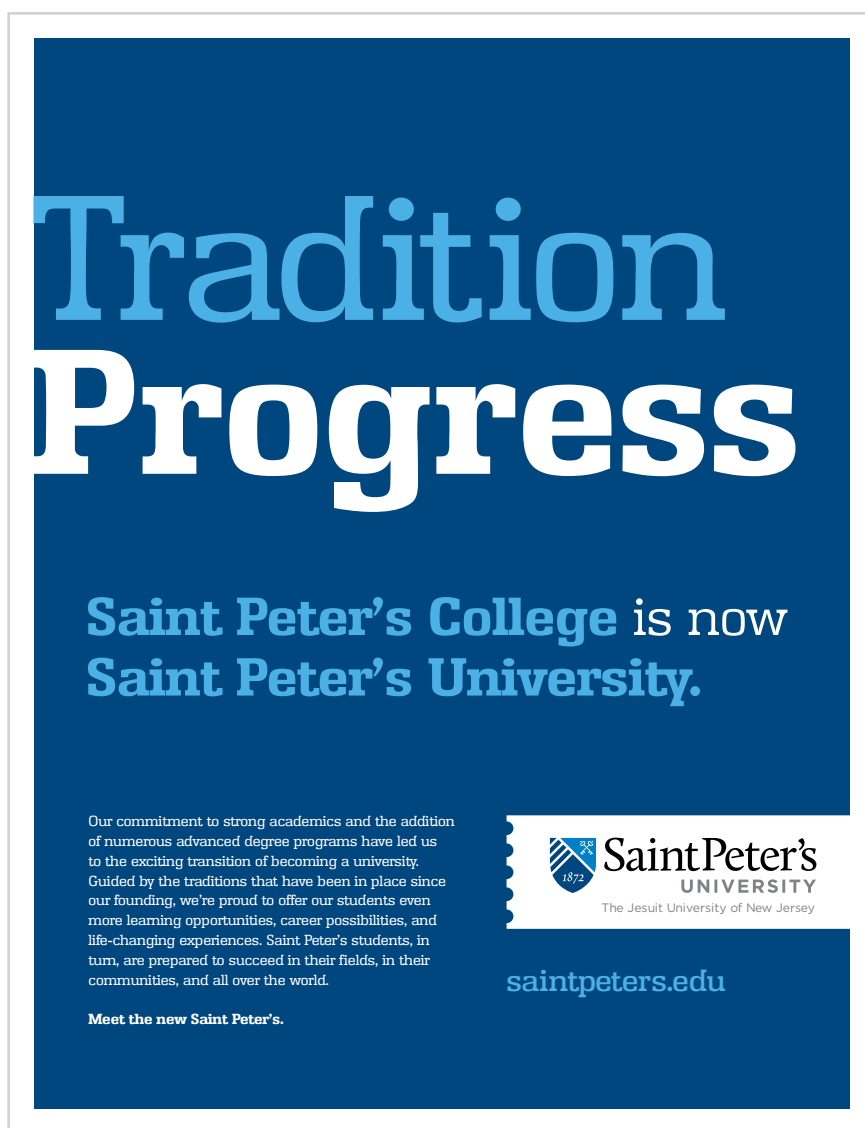
**Saint Peter's**  
**UNIVERSITY**  
The Jesuit University of New Jersey

At Saint Peter's University, we believe these two things can happen in a single moment. When our students create, they also connect—with people, with ideas, with possibilities. Here, moments like this happen every day. Come discover yours.

**OPEN HOUSE: Saturday, April 14**  
Learn about our undergraduate, graduate, doctoral programs and more:  
[saintpeters.edu/visit](http://saintpeters.edu/visit)

# Examples

## Print ad


A print advertisement for Saint Peter's University. The background is a solid dark blue. At the top, the word "Tradition" is written in a light blue serif font, and the word "Progress" is written below it in a larger, bold white serif font. Below this, the text "Saint Peter's College is now Saint Peter's University." is displayed in a light blue sans-serif font. In the bottom left, a short paragraph in white text describes the university's commitment to academics and its transition to a university. In the bottom right, the Saint Peter's University logo is shown, featuring a shield with a cross and the year 1872, followed by the text "Saint Peter's UNIVERSITY" and "The Jesuit University of New Jersey". Below the logo, the website "saintpeters.edu" is written in a light blue sans-serif font. At the very bottom left, the text "Meet the new Saint Peter's." is written in white.

**Tradition  
Progress**

**Saint Peter's College** is now  
**Saint Peter's University.**

Our commitment to strong academics and the addition of numerous advanced degree programs have led us to the exciting transition of becoming a university. Guided by the traditions that have been in place since our founding, we're proud to offer our students even more learning opportunities, career possibilities, and life-changing experiences. Saint Peter's students, in turn, are prepared to succeed in their fields, in their communities, and all over the world.

**Meet the new Saint Peter's.**

 **Saint Peter's**  
UNIVERSITY  
The Jesuit University of New Jersey


[saintpeters.edu](http://saintpeters.edu)

# Examples

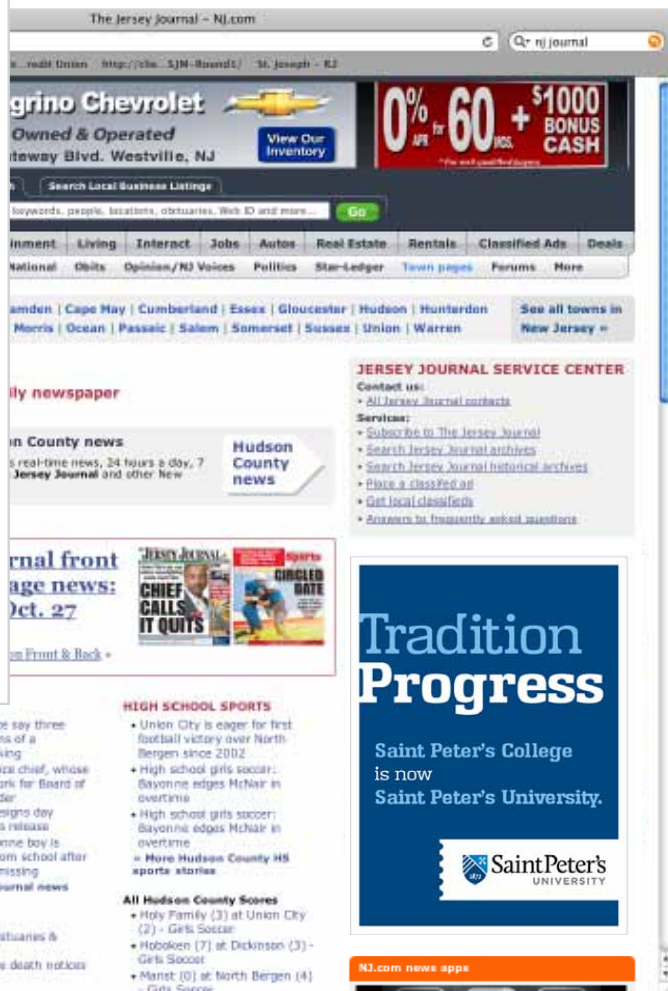
## Web ad

# Tradition Progress

Saint Peter's College  
is now  
Saint Peter's University.



**Saint Peter's**  
UNIVERSITY

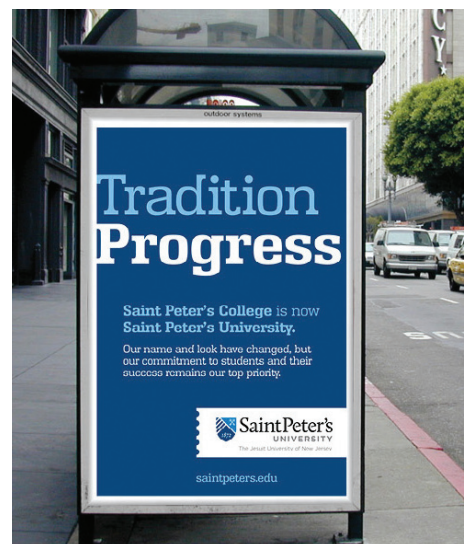


The screenshot shows the homepage of The Jersey Journal website. At the top, there's a navigation bar with links like "Home", "Local", "National", "Sports", "Opinion", "Real Estate", "Classifieds", and "More". Below this is a large banner for "grino Chevrolet" with a "0% for 60" financing offer and a "\$1000 BONUS CASH" incentive. The main content area features a "Jersey Journal Service Center" with links to "Contact us", "Subscribe to The Jersey Journal", "Search Jersey Journal archives", "Place a classified ad", and "Get local classifieds". On the right side, there's a "Jersey Journal Service Center" section with links to "Contact us", "Subscribe to The Jersey Journal", "Search Jersey Journal archives", "Place a classified ad", and "Get local classifieds". At the bottom, there's a "Jersey Journal Service Center" section with links to "Contact us", "Subscribe to The Jersey Journal", "Search Jersey Journal archives", "Place a classified ad", and "Get local classifieds".



# Examples

## Outdoor




### Things to consider when creating outdoor advertising:

- Keep the logo to a proper ratio with the rest of your messaging, but large enough to be seen from a distance.
- Use a minimum amount of copy that can be read and understood quickly.
- Create something with high impact that will stand out from the surrounding environment. Impact can be achieved in many ways such as large powerful photographs or simple bold graphics.
- When creating large billboards, create art in 1/2" - 1' scale. For example 10'5"x22'8" = 5.25"x11.375". All rasterized images should be 400 dpi. 10'5"x22'8" is a current size used, but always check with your vendor for specifications.

# Examples

## Email signature

 Saint Peter's University

To:

Subject:

Dear Mr. Doe,

Dolor, vero dolore nulla ea delenit in eum, enim lobortis, aliquip autem ea ut praesent duis at dolore? Vero facilisi dolore eum nulla praesent nostrud, molestie vulputate dolore eu quis laoreet adipiscing? Ut illum dolore erat, augue odio vulputate volutpat duis esse dolore in luptatum in. M Molestie, eu dignissim enim tincidunt dolore augue tation ad et vulputate iusto luptatum sit aliquip, ex facilisi consequat suscipit wisi. Suscipit qui nisl vel velit i

**John Smith, M.B.A.**  
Vice President for Advancement and External Affairs  
Office of Advancement and External Affairs

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