Dear Colleagues:

An institution’s visual identity is an expression of its brand. Consistent representation of this expression helps solidify name recognition, a fundamental element of institutional positioning.

While some of St. Lawrence’s visual elements are modern expressions of the brand, others date back to the early beginnings of the University. The seal, designed by Nelson Robinson, Class of 1887, is the longest enduring symbol of the University. It is reserved for official and formal uses such as the University diploma.

The current version of the “shield” logo was developed in 2012 resulting from more than a year of research with focus groups and conversations with students, faculty, staff, trustees and alumni. The “stacked” version is the University’s preferred logo for all general academic and institutional communications. The horizontal version may be used when space is limited.

Since the roll out of the University’s 2012 visual identity guide, University Communications has refined some of the elements. The attached at-a-glance guide documents official logos, colors, and typography. This version should replace any other version you may have as reference. You can download a PDF version from University Communications’ website (http://www.stlawu.edu/identity-guide), and you can purchase additional print copies from Office Services in Vilas Hall.

The refinements include improvements to the University stationery and business cards, and a separate reference guide for these items is included in this packet. Based on user feedback and focus group research, we redesigned these pieces to improve legibility and spacing requirements.

University Communications does not expect you to replace your inventory of these products immediately. When you order replenishments through Purchasing, our external vendor will automatically use the new design templates. Please do prioritize replenishing stationery first and business cards second with a plan to completely discontinue use of the old logo by June 30, 2016.

Thank you in advance for adhering to University brand standards. If you have any questions, please contact University Communications at ucomm@stlawu.edu.

Respectfully,

Melissa Farmer Richards  
Vice President for Communications

23 Romoda Drive  · Canton, NY  · 13617  · TEL 315-229-5596  · FAX 315-229-5561  · www.stlawu.edu
Through perception survey research (2011-12), we affirmed that:

St. Lawrence University is a vibrant, collaborative community of learners who value thought and action. Students tap their full potential as they embrace the natural environment, engage with global challenges, and experience the relevance and adventure of a liberal arts education in a complex and changing world.

University Communications seeks to illustrate this brand statement by communicating proof points or distinct examples of how:

- Laurentians authentically embrace not only the secluded location of campus, but also the community wherever we are. From Canton to Kenya, we leverage the environment, cultural diversity and tradition as well as the moment to shape our own experiences.

- Laurentians are known for our spirit of personal and intellectual discovery. Ever curious, we view the world as a classroom for experiential learning in various forms—field research, service learning, adventure and more.

- Possessing a confidence of belonging in the world, Laurentians are natural connectors. It begins with our sense of community on campus, extends off campus through internships and other engagement activities, and continues with lifelong engagement through the intimate alumni communities that form organically around the nation and world.

- Dedicated problem-solvers for global challenges, Laurentians are committed to advancing society using progressive and renewable resources. Their leadership is characterized by a forward-looking approach and spirit of innovation.

Consequently, our four brand themes for print and digital communications are:

EMBRACE DISCOVER CONNECT ADVANCE
COLOR PALETTE

- PMS 477
- PMS 187
- 100K

TYPOGRAPHY SPECIFICATIONS

1. **Gotham Black**
   Melissa Farmer Richards

2. **Gotham Bold**
   Vice President for Communications
   [www.stlawu.edu](http://www.stlawu.edu)

3. **Requiem Text**
   23 Romoda Drive

PLEASE NOTE:
- a) FAX number may be omitted or replaced with a MOBILE number, if desired;
- b) URL must be University's—not department's
October 12, 2015

Dear Mr. Crandell,

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Kind regards,

Lisa Cania
Vice President Community and Employee Relations
23 Romoda Drive · Canton, NY 13617 · Tel 315-229-5567 · Fax 315-229-5561 · www.stlawu.edu

BODY TYPE SPECIFICATIONS
PREFERRED
① Adobe Garamond Pr
10.5 pt./12 pt. leading

ALTERNATE
② Gotham Book
8.5 pt./12 pt. leading
October 12, 2015

Dear Mr. Crandall,

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Kind regards,

Lisa Cania
FROM OFFICE SERVICES: HOW TO RECYCLE YOUR OUTDATED MATERIALS

What should I do with obsolete letter head, business cards and other stationery?

Office Services offers a recycling opportunity for obsolete letterhead and other scrap paper. We can create glued notepads from any paper that has one blank side. There is a minimal cost for this service. Just let us know you are sending them over to be made into pads and the size pads you would like.

Please note:
- All paper should be stacked with the text side down and be grouped with paper of a similar size.
- Paper can be sent to Office Services through Campus Mail.
- Our minimum finishing fee of $2.50 will cover the production of several pads.
- Please include instructions of whether your department wants the finished notepads. If so, we will send you the notepads with a receipt. Otherwise, you can donate the paper for another department’s use. We provide pads to the Student Center Café to place orders.
- All personal information such as names and titles will be cut off and shredded.

What if I have confidential materials that cannot be made into pads?

Any other materials with personal or confidential information, such as business cards, old paperwork and students’ class work, can be brought to Office Services for shredding. If you have more than one full box, please contact facilities (x5601) to schedule a pickup. Materials without personal or confidential information can be recycled using the bins in your office.

Please feel free to contact us with any questions.

Office Services Staff
officeservices@stlawu.edu
315-229-5891
St. Lawrence University