



ST. LAWRENCE UNIVERSITY

March 6, 2013

Dear St. Lawrence Community:

St. Lawrence University has a great story to tell, and we need your help telling and presenting it in a clear, consistent, compelling way.

To assist with this, University Communications has developed an Identity Guide, available as a resource to the campus beginning today. The guide is the result of more than a year of research, conversations and presentations with students, faculty, staff, trustees and alumni, who helped to inform and shape its contents.

The guide is our best effort to capture and provide guidance for reflecting the St. Lawrence “brand” in words and visual elements. These elements help define the story of our University and of the Laurentian experience – the true essence of our brand, or identity.

The Identity Guide provides a framework for messaging that can be used to help describe St. Lawrence and direction for using the University’s visual identifiers, including an updated logo and related elements. It also provides guidance on variations for departmental identifiers, advice on color usage, and design choices for business cards and stationery.

Over the years, various logo applications and interpretations have evolved. This has led to inconsistent use and presentations that do not always reflect the quality of our University.

During the past year, we have worked to define and refine our visual identity, including our logo, which we have tested in many publications you may have already seen. The refreshed logo reflects the University’s history and tradition, combining a shield modified from the crest in our seal with a Renaissance-inspired font, “Requiem,” that is a nod to past St. Lawrence wordmarks while incorporating modern, best practices in visual design and reproduction.

As it was being developed, the logo was presented at individual meetings and in larger group settings. Feedback from those meetings and guidance from expert counsel were used in refining the final version included in this guide.

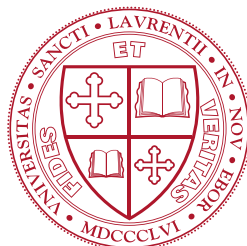
The previous, most commonly used logo, which was designed during our last comprehensive fundraising campaign and upon which the refreshed logo is based, will be discontinued on all new materials and phased out as current supplies of stationery and other materials are exhausted. The University seal, a more enduring and formal representation of the University, will remain unchanged and will continue to be used for appropriate communications. Separately, we are developing new guidelines for athletics logos and their use.

The Identity Guide is available in electronic form at www.stlawu.edu/identityguide. University Communications will build out this website in the coming months to include electronic templates and other useful tools to assist with communications. Please direct questions to University Communications.

I wish to thank Tom Evelyn and the communications staff who worked so hard on this project over the past year and all of the campus community members who participated in the many conversations that informed the process and gave it true authenticity.

Sincerely,

WILLIAM L. FOX
President





ABOUT THIS GUIDE

The Identity Guide provides a framework for describing the St. Lawrence University experience and direction for using graphic elements such as the University's logo, seal and other visual identifiers in a consistent and compelling way in our communications.

Please contact University Communications with any questions about using this guide or its elements.

ucomm@stlawu.edu | www.stlawu.edu/identityguide | 315-229-5585



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WHAT IS THE ST. LAWRENCE EXPERIENCE?

Laurentians know it.

In fact, they described it in strikingly similar words – in dozens of interviews and focus groups that included students, faculty, staff, and alumni. These conversations added meaning to years of research that examined admissions, marketing, and the University’s place in higher education.

Based on this collaborative work, we have developed the following set of messages to help guide us in how we communicate the collective St. Lawrence experience.

These words, along with selected visual elements, reflect our “brand.” Laurentians, and their stories, bring the brand to life.

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.





1 VIBRANT

Enthusiasm and energy permeate all aspects of life at St. Lawrence University. Students here are “doers,” actively involved in academic, extracurricular, and athletic endeavors.

2 COLLABORATIVE COMMUNITY OF LEARNERS

Learning here is an interactive process. Classrooms, laboratories and studios are vibrant spaces where dedicated faculty and staff challenge and support students as they become critical and creative thinkers, making connections that transform lives and communities.

3 VALUE THOUGHT AND ACTION

A St. Lawrence education links theory and practice, providing time for reflective thought and meaningful action. Every student has diverse opportunities to connect classroom theory to hands-on, real-world experience through internships, international study, and community projects.

4 STUDENTS TAP THEIR FULL POTENTIAL

At St. Lawrence, students experience both personal and intellectual discovery. Faculty know their students and act as their mentors, guides, and colleagues on their journeys. Creative degree paths allow students to discover new dimensions of themselves and prepare for lives of personal fulfillment and career success.



5 EMBRACE THE NATURAL ENVIRONMENT

The outdoor ethic is palpable here. Our location on the edge of the Adirondacks gives us easy access to enviable outdoor spaces in which to learn and to practice environmental sustainability and to participate year-round in all things outdoors.

6 ENGAGE WITH GLOBAL CHALLENGES

The world's most pressing challenges are increasingly complex and global, and knowledge of other cultures and perspectives is vital for those seeking to tackle them. St. Lawrence is ideally positioned to prepare students for lives of leadership in a global world, with an international and interdisciplinary curriculum, close proximity to two major foreign cities, and off-campus learning on six continents.

7 EXPERIENCE THE RELEVANCE AND ADVENTURE OF A LIBERAL ARTS EDUCATION

The breadth and depth of a St. Lawrence liberal arts education are ideal for students preparing for a future in which they will change careers multiple times and compete for jobs that don't yet exist. The skills students learn here—how to think critically, weigh evidence, solve problems, and express ideas clearly and confidently—are essential for 21st-century success.



ST. LAWRENCE LOGO

To accommodate the design and technical needs of various media, there are several official versions of the St. Lawrence University logo. In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering. The minimum x-height for the primary logo is .5 inches.

PRIMARY LOCKUP

The St. Lawrence shield, adapted from the University seal.



Clear space requirements must be observed except in special pre-approved circumstances.

Inspired by an illustration in a 16th-century writing manual, the typeface, Requiem, celebrates the fertile world of Renaissance humanism. It connotes history and tradition.

STACKED CONFIGURATION

The preferred use of the St. Lawrence logo is in its stacked configuration. The logo may be produced in scarlet, brown, black or reverse (see below). The use of brown, which is a distinguishing color among our peers, is encouraged. The components of the logo should not be separated. Because the font was customized for the logo and the logotype, neither should be reset.



HORIZONTAL CONFIGURATION

While the stacked logo is preferred, the horizontal version may be used when space is limited or when the printed piece has a horizontal orientation. Color, size and clear space requirements are the same as for the stacked configuration.



REVERSE LOCKUP

In some cases, a reverse may be preferred on a dark background or with prior approval from University Communications.



LOGO MISUSE

ALTERATIONS

The horizontal and vertical configurations and color standards for the St. Lawrence logo are intended to meet most design needs. We ask that no alterations be made to University lockups.

Squeeze: Scaling and sizing should be done with proportionality.



Substitute alternative type: The wordmark should never be replaced with alternative type.



Add text: Separate lockups are provided to departments and should not be created by individual areas of campus.



LOGOS FOR DEPARTMENTS

Units within the University (departments, libraries and institutes, for example) are eligible for individualized signatures with the University's name in the subordinate area. An alternative signature is one in which the University's name is replaced by a unit's parent office in the primary or subordinate area. An example would be for a departmental function, T-shirt or for other materials, in consultation with University Communications.

PREFERRED USAGE

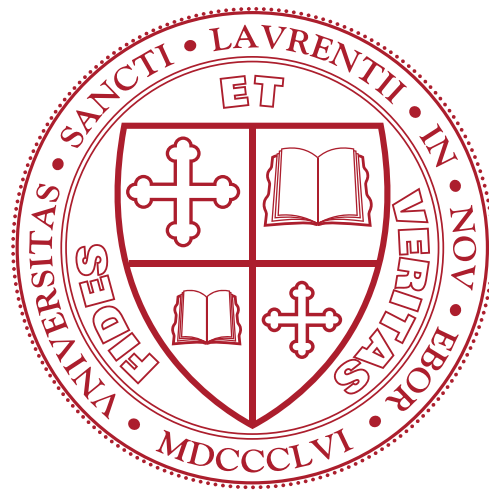
In all cases, the preferred usage is the St. Lawrence University primary lockup with the University name. This signature emphasizes the University and demonstrates a clear and direct association between the unit and the University.

STATIONERY AND BUSINESS CARD SIGNATURES, WEB SITE

On stationery, business cards and on departmental Web pages, the St. Lawrence University primary logo should be used (see "Collateral").



UNIVERSITY SEAL



THE UNIVERSITY SEAL

The University seal should be reserved for official or ceremonial documents, presidential communications, special academic correspondence and prestigious gift items. Any other use should be reviewed and approved by University Communications.

The minimum diameter for the seal is 1 inch. When reproduced, the seal should appear in scarlet (PMS 187), brown (PMS 477) or black, or in special circumstances, foil or emboss.

The seal should not otherwise be manipulated or altered, or used together with the logo. Using it as a background graphic or design element is also discouraged.

RECOMMENDED SECONDARY TYPEFACES

Adobe Garamond Pro® and Myriad Pro® are recommended for complementary typefaces in correspondence. University Communications can assist with purchasing these. Royalty-free types such as Garamond may also be used. Units may purchase these fonts to complement use of the visual identity elements; however, they are not required. Unit signatures and identity elements are provided as vector art and do not need to be purchased.

PRIMARY

ADOBE GARAMOND PRO®
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 #@\$%^&*()

SECONDARY

MYRIAD PRO®
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 #@\$%^&*()

COLORS

UNIVERSITY COLORS

The University's colors are scarlet and brown. Representing the natural beauty of the North Country, brown distinguishes us from our peers, nearly all of which do not use it as a primary color. Its use, therefore, is encouraged.



SCARLET

PMS: 187
CMYK: 22/100/89/15
RGB: 169/0/24
HEX: #A90018



BROWN

PMS: 477
CMYK: 40/72/78/46
RGB: 75/43/35
HEX: #4B2B23

SECONDARY COLOR PALETTE

To assist designers with color decisions, the University encourages use of the following secondary color palette. This palette is meant to guide the design of publications and products and to complement the primary palette. Use of the secondary color palette is not required.



5783



5415



7527



45% K



144



7475



March 10, 2013

Dear,

Lupturibusam et velento te se modis asperrum dolorae cuptas aliq...

Quiducia voluptatetus demped molupta tectur? Peleser itatus, verum et...

Ehenimus nobissi tatiur am est as reris etur, et ex eos autatum que...

Ibus serrovit am int fuga. Ceatis molorpo repretrempe venda pe...

Ut maximin verumqui omnia quamus dolutem porepudi blant parisim...

Office of Admissions
23 Romoda Drive
Canton, NY 13676

ph: 315-229-3980
fax: 315-229-5555
www.stlawu.edu



Name
Title
DEPARTMENT

23 Romoda Drive
Canton, NY 13676
email@stlawu.edu
ph: 315-229-3980
fax: 315-229-5555
www.stlawu.edu

ST. LAWRENCE

013

am et velento te se modis asperrum dolorae cuptas aliq...

oluptatetus demped molupta tectur? Peleser itatus, verum et...

nobissi tatiur am est as reris etur, et ex eos autatum que...

t am int fuga. Ceatis molorpo repretrempe venda pe...

n verumqui omnia quamus dolutem porepudi blant parisim...

itatus eaqui sequiatur?



Office of Admissions
23 Romoda Drive
Canton, NY 13676

ph: 315-229-3980
fax: 315-229-5555
www.stlawu.edu

Not to scale.

LETTERHEAD & BUSINESS CARDS

The stationery standards provided in the following pages are an essential part of the St. Lawrence University visual identity system.

St. Lawrence University works with an external vendor for ordering.

For ordering information, visit www.stlawu.edu/identityguide.

LETTERHEAD

Option 1 (preferred)



Not to scale.

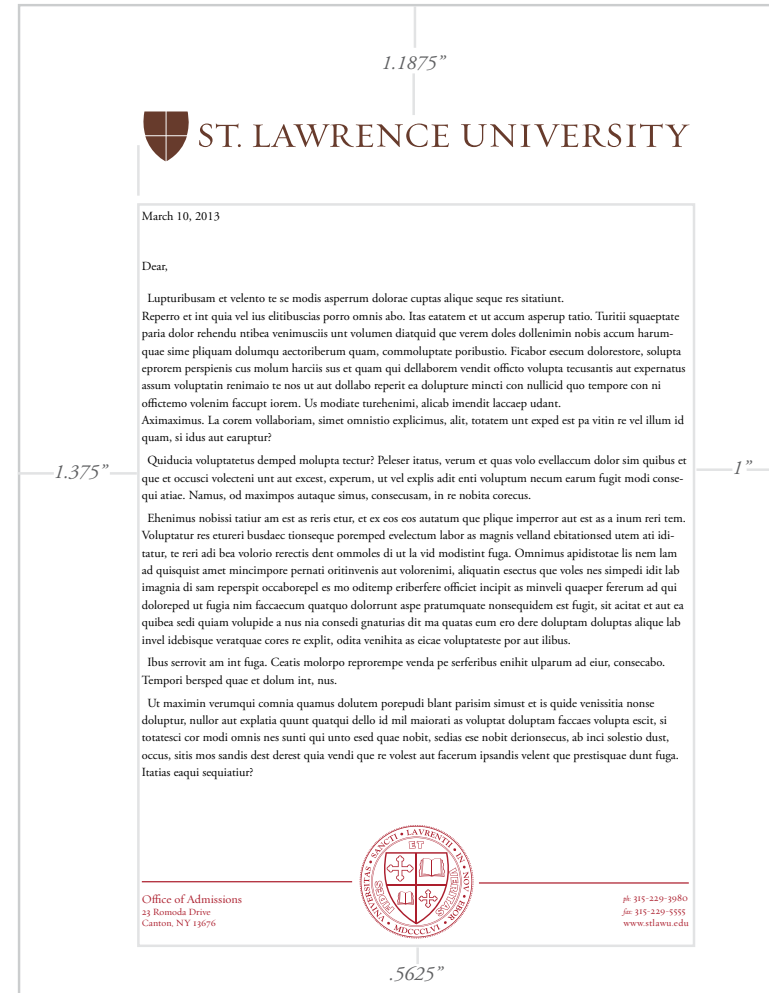
Paper specifications

Size: 8.5x11" **Inks:** Pantone® 187 & 477

Stock: Strathmore Premium 100PC White, 24# writing
100% post-consumer waste
94 Bright

FSC Certified, Carbon Neutral, manufactured with 100% wind power

Option 2



Letter typing specifications

Adobe Garamond Pro® or royalty-free (see *Typography*)
10/15 pt.

BUSINESS CARDS

side 1

Dimensions: .4375" (width), .125" (margin), .25" (margin), .125" (margin)

ST. LAWRENCE UNIVERSITY

Name
Title
DEPARTMENT

23 Romoda Drive
Canton, NY 13676
email@stlawu.edu
ph: 315-229-3980
fax: 315-229-5555
www.stlawu.edu

side 2 (optional)

Pantone® 477

Not to scale.

Alternative
(Title Line 2, Department Line 2, or social media)

ST. LAWRENCE UNIVERSITY

Name 9.5 pt.
Title or title line: 7 pt.
DEPARTMENT OR LINE 2 6 pt., caps
23 Romoda Drive 7 pt.
Canton, NY 13676
1 pt. | email@stlawu.edu 7 pt.
ph: 315-229-3980
fax: 315-229-5555
www.stlawu.edu

Paper specifications

Size: 3.5 x 2" **Inks:** Pantone® 187 & 477

Stock: Strathmore Premium 100PC White, 100# cover
100% post-consumer waste
94 Bright

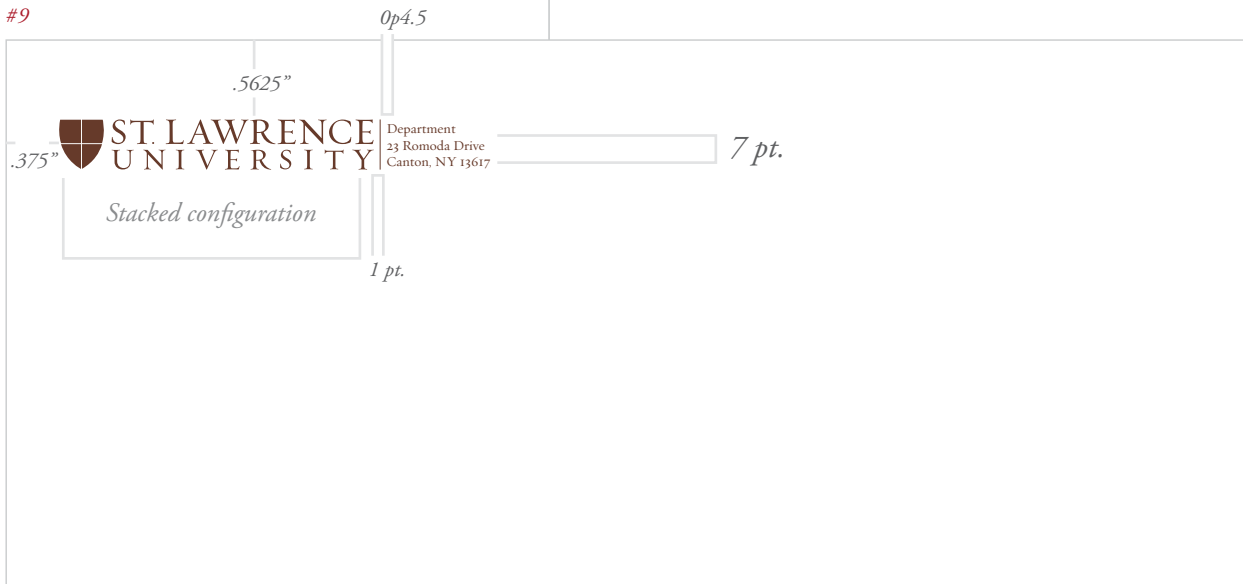
FSC Certified, Carbon Neutral, manufactured with 100% wind power

ENVELOPES

#10

 ST. LAWRENCE UNIVERSITY
Department
23 Romoda Drive
Canton, NY 13617

#9



Not to scale.

Paper specifications

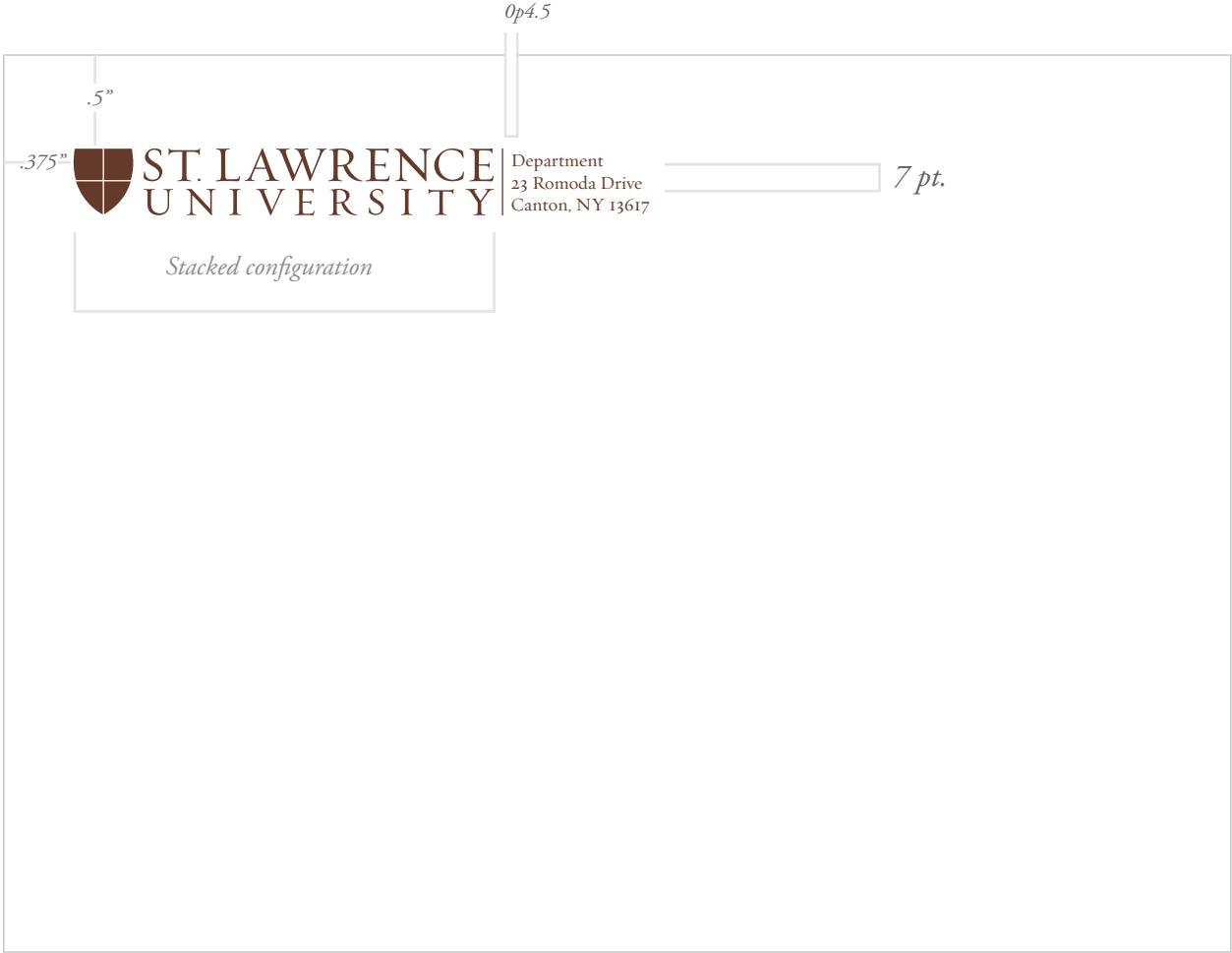
Size: #9: 8.875 x 3.875 #10: 9.5x4.125" **Inks:** Pantone® 187 or 477

Stock: Reg. 24#

Letter typing specifications

Adobe Garamond Pro® or Myriad Pro® or royalty-free (see *Typography*)
6.5/8.5 pt.

ENVELOPES



Paper specifications

Size: A6 6.5x4.75" **Inks:** Pantone® 187 or 477
Stock: Reg. 24#

Letter typing specifications

Adobe Garamond Pro® or Myriad Pro® or royalty-free (see *Typography*)
6.5/8.5 pt

CAMPUS SIGNAGE



CAMPUS SIGNAGE COMMITTEE

All campus signage is approved through the signage committee, managed by the Vice President for Community and Employee Relations.

Signage includes entrance signs, major locator or building signs, building identification, building function name, directional signs, internal signage (naming of spaces and directories) and dedication and donor recognition plaques. Outdoor banners and temporary signage that reflects the University brand should be reviewed and approved by University Communications.



LICENSING

St. Lawrence University owns its identifying trademarks.

A formal licensing program is administered through Strategic Marketing Affiliates (SMA). SMA must approve, prior to production, all commercial and non-University uses of University trademarks, as well as use of the trademarks for on-campus projects such as departmental and student group T-shirts and apparel, or departmental giveaways. All items for commercial or non-University use must be produced by a licensee of the University. A list of licensees and licensees by product category is available on request.

The objectives of the licensing program are to:

Protect all University trademarks that relate to the University (or have come to be associated with the University), and to ensure that the trademarks are used in a manner that is consistent with the mission of the University and reflects favorably on the University.

Promote the University in a consistent and uniform manner to protect the University's reputation, name and image.

Produce revenue to pay for the expense of operating the licensing program.

Protect the consumer from deception or from faulty or inferior products and services bearing the University's marks.

Questions should be directed to University Communications.