



BRAND IDENTITY & STYLE GUIDE

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PURPOSE & ACCESSIBILITY

St. Lawrence's brand identity is one of its most valuable assets. Every single department, program, club, and team is a vital contributor to a healthy brand.

How we share the St. Lawrence experience and how we visually represent it in our photos, videos, and graphics—even how we wear it—are all crucial to continually enhancing our reputation as one of the best liberal arts colleges in the country. This guide will equip you with the tools necessary to describe St. Lawrence and the incredible work that happens here.

The guide not only establishes the framework for visual and written communications as it pertains to the institutional brand. It also contains built-in flexibility to highlight your department and as its individual programs and events.

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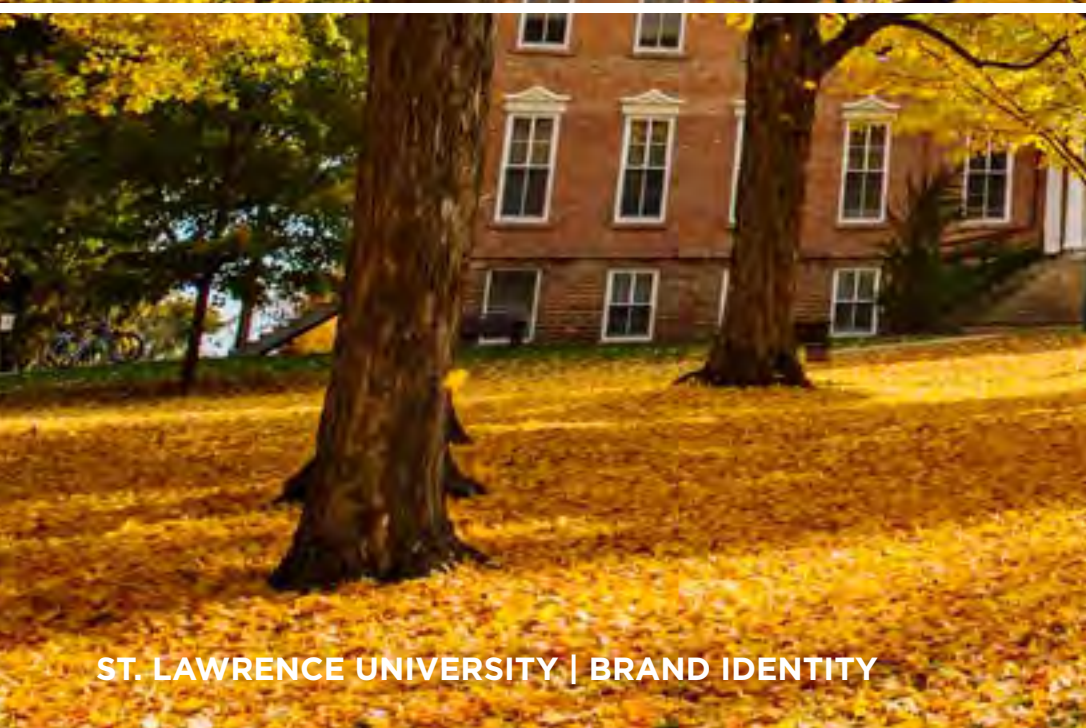
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St. Lawrence Assist

These assist bubbles contain tips and information to help navigate our Brand Identity & Style Guide.



MISSION STATEMENT

MISSION STATEMENT

The mission of St. Lawrence University is to provide an inspiring and demanding undergraduate education in the liberal arts to students who are selected for their seriousness of purpose and intellectual promise.



WHY

**WHY
WE'RE HERE**

St. Lawrence University exists to unleash every student's limitless discovery that transforms passions into world-changing abilities.

HERE

BRAND

ESSENCE

LAURENTIANS ARE

**ADVENTUROUS
& COURTEOUS**

At St. Lawrence, our culture of courageous exploration empowers profound discovery in our classrooms and communities.

KNOWLEDGE

BRAND

ESSENTIALS

LAURENTIANS ARE

**SUPPORTIVE
& SELFLESS**

At St. Lawrence, we embrace and invest in every member of our community in order to nurture remarkable growth.

BRAND

ES

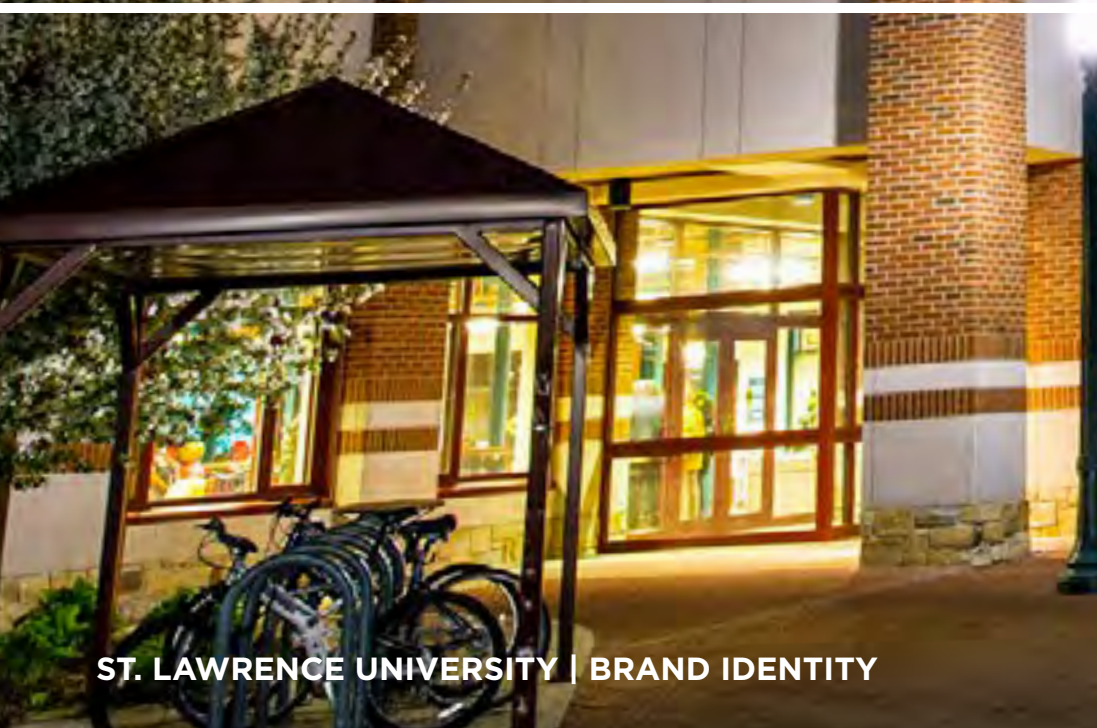
&

LAURENTIANS ARE
**COLLABORATIVE
& PASSIONATE**

At St. Lawrence, we courageously
reimagine the future and
approach every challenge
without constraints as we
aspire to create
solutions that
transform.

CE

NE



PRIMARY COLORS

SLU BROWN PANTONE 477 MADEIRA 910-1145	CMYK 41 72 77 46 RGB 101 58 43 HEX #653A2B	50% TINT
SLU SCARLET PANTONE 187 MADEIRA 910-1147	CMYK 23 100 88 15 RGB 170 24 44 HEX #AA182C	50% TINT
SLU TAN PANTONE 467 MADEIRA 910-1145	CMYK 17 25 49 0 RGB 213 186 140 HEX #D5BA8C	50% TINT
WHITE RGB 255 255 255 HEX #FFFFFF		

CORE PALETTE

Scarlet and brown became the official colors of St. Lawrence all the way back in 1873, likely inspired by the apple trees that dotted the original fields in and around Richardson Hall.

The very first University flag with these colors featured a bright red rectangle on a brown backdrop, a unique design thought by many to represent those old apple trees nestled between the acres of woods and soil.

St. Lawrence Assist

What do those codes mean and which one should you use? CMYK values are typically used for print projects, while RGB colors and hex codes are used for digital and on-screen media. Pantone and Madeira are proprietary color matching systems for tools like ink, paint, fabric, and thread.

| SECONDARY COLORS

BURNT ORANGE PANTONE 7511	CMYK 23 60 100 8 HEX #B8701F	50% TINT
GOLDEN YELLOW PANTONE 116	CMYK 0 18 100 0 HEX #F9CE3F	50% TINT
GREEN GRAY PANTONE 7497	CMYK 49 45 67 19 HEX #78715A	50% TINT
POWDER BLUE PANTONE 7697	CMYK 71 35 22 0 HEX #4E8CAB	50% TINT
WARM GRAY PANTONE WM GRAY 9	CMYK 48 47 51 12 HEX #827871	50% TINT
LT WARM GRAY PANTONE WM GRAY 4	CMYK 31 28 32 0 HEX #B3ADA6	50% TINT

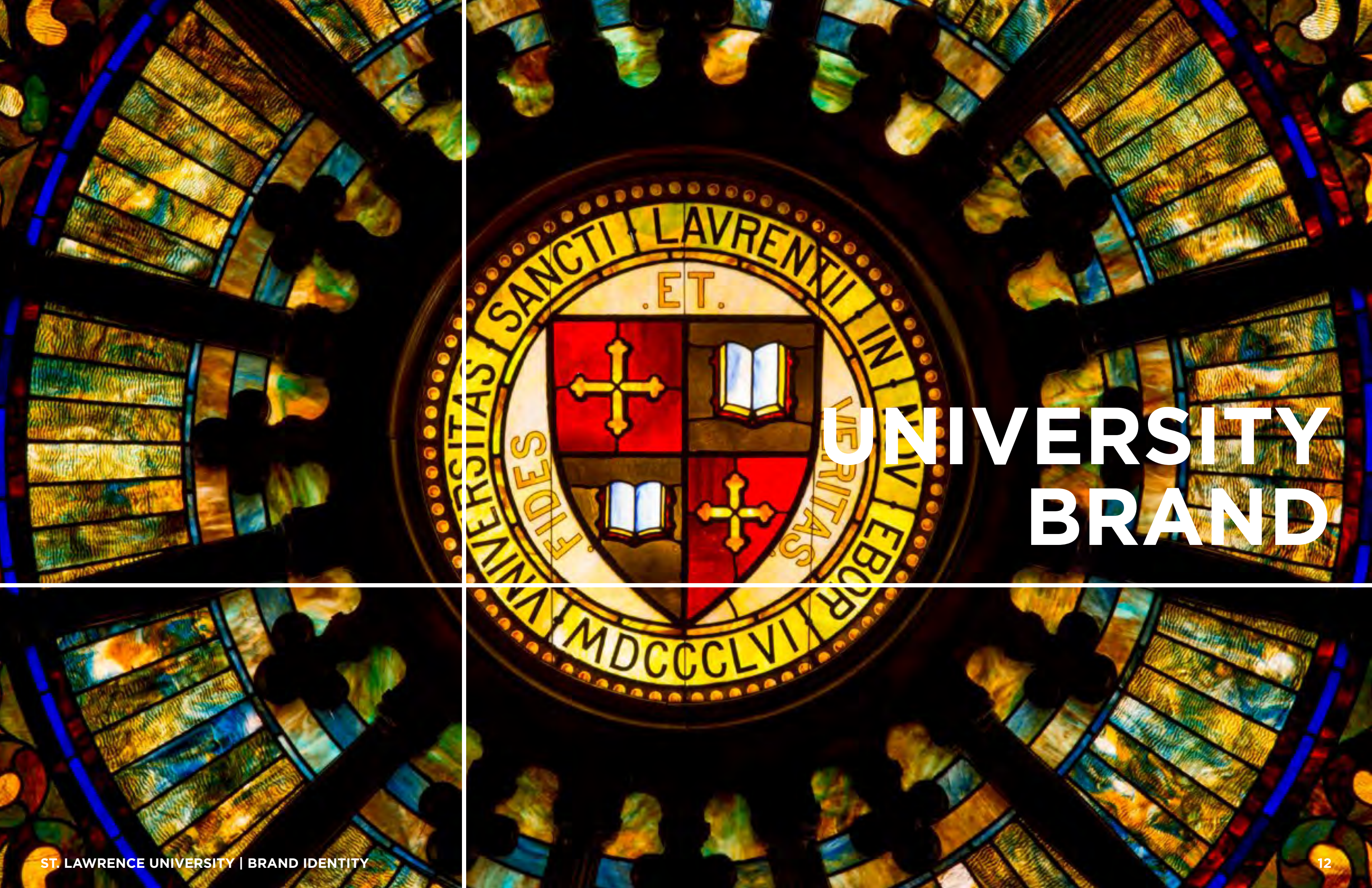
COMPLEMENTARY PALETTE

St. Lawrence's complementary palette is meant to be used in conjunction with the core palette, but should never replace it completely. The core palette of scarlet, brown, tan, and white should be used as often as possible on official University and athletic communications, licensed products/merchandise, and other external media.

The colors shown here encourage design flexibility and work well as secondary accent colors.

St. Lawrence Assist

When working with colors, ensure legibility and readability with high contrast text (such as black letters on a white background). For more information about accessibility, please phone or visit University Communications online.



UNIVERSITY BRAND

BRAND ASSETS

OFFICIAL COLORWAYS



FULL COLOR



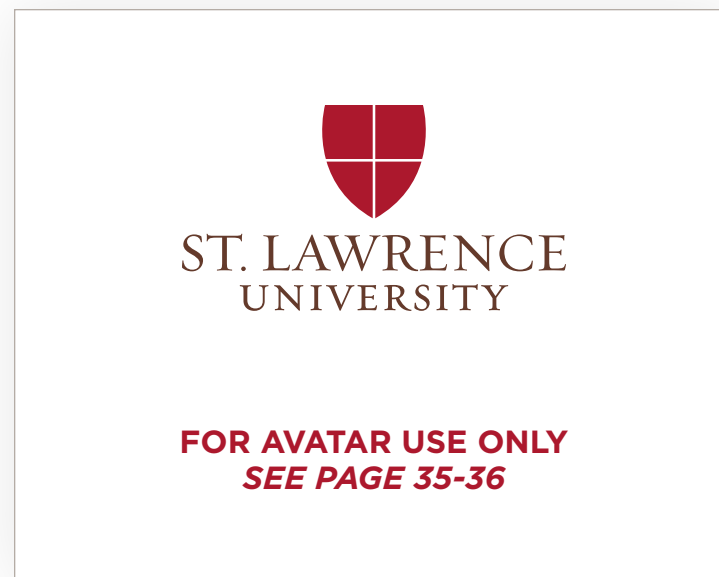
1-COLOR



1-COLOR



B/W



PRIMARY MARKS

Stacked

The stacked primary mark is our main identifier, locking up our signature quartered shield and wordmark. Full color, 1-color, black/white, and versions for dark backgrounds are available for all media and production needs.

St. Lawrence Assist

The avatar variant shown here has modified proportions optimized for digital media accounts.

BRAND ASSETS

OFFICIAL COLORWAYS



FULL COLOR



1-COLOR



1-COLOR



B/W

FLUSH LEFT



HORIZONTAL



PRIMARY MARKS

Flush Left & Horizontal

The flush left and horizontal primary marks add flexibility for all uses.

St. Lawrence Assist

The three different marks are intended to tailor the primary mark for many possible uses.

For example, the stacked primary mark might be best for letterhead, but the flush left primary mark might be better for a sign, and the horizontal primary mark might be best for a lanyard or banner.

BRAND ASSETS

OFFICIAL COLORWAYS



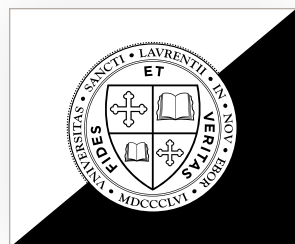
FULL COLOR



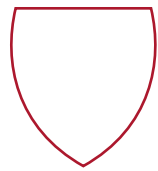
2-COLOR



1-COLOR



B/W



The shield displays two crosses bottomly to represent faith and the environment, and two open books with the covers unclasped, a symbol of learning and academics.



FIDES ET VERITAS

“Faith and Truth.” Our Latin motto tightly grips the shield’s three sides.

UNIVERSITAS • SANCTI • LAVRENTII • IN • NOV • EBOR • MDCCCLVI

The Latin circumscribed around the perimeter of the seal translates to “St. Lawrence University in New York, 1856.”

UNIVERSITY SEAL

The St. Lawrence University seal is the brand’s most formal mark and spans most of the institution’s history. It was created by the Class of 1877’s Nelson Robinson; a trustee, treasurer, and dedicated Laurentian who studied the art of heraldry, the system by which coats of arms and other armorial devices are designed.

Use of the University seal is restricted to official or ceremonial documents, presidential communications, special academic correspondence, and gift items. University Communications must review and approve any other use.

The seal should never be manipulated or altered in any way, and it should not be used in conjunction with other University logos. Use as a background graphic is also discouraged.

DEPT. STACKED



DEPT. PARTIAL STACKED FOR SOCIAL MEDIA ICONS ONLY



OFFICIAL SUBTITLES

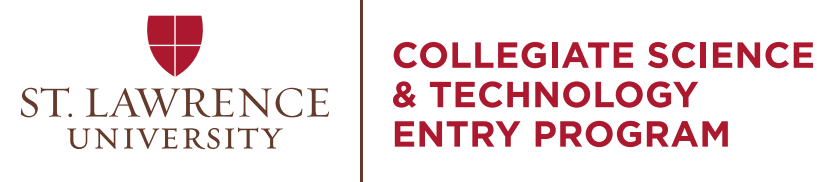
All academic and administrative departments at St. Lawrence are part of the University brand.

Our subtitle lockup system is designed to create and maintain unity with consistently branded communications. Department members should use the primary subtitle lockups in the layouts shown at left and are not permitted to create their own layouts.

PLEASE NOTE

The *Department Partial Stacked* logo is only for social media icons.

DEPT. HORIZONTAL



DEPT. FLUSH LEFT



St. Lawrence Assist

The subtitle lockup is only for use by University departments. For information on branding programs and events found within those departments, see p. 17

BRAND ASSETS

STACKED



MULTI-LINE TITLES



↑ Adjust
Height of
Text Block
↓

HORIZONTAL



EXPAND/CONTRACT AS NEEDED



← Adjust Length of Text Block →

PROGRAM & EVENT MARKS

The *Stacked* and *Horizontal* program and event marks are distinct from the official subtitle marks. They are intended to be used for programs and special events within our academic departments. This may include but is not limited to annual programming offerings and special events.

The University mark, fonts, and layouts must remain consistent, but the text field can be any color in the primary or complementary palettes.

St. Lawrence Assist

The marks adjust vertically or horizontally to accommodate titles of any length. Note that on dark backgrounds, only the white (inner) outline is visible.

BRAND ASSETS

St. Lawrence University
St. Lawrence University
St. Lawrence University
St. Lawrence University
ST. LAWRENCE UNIVERSITY

St. Lawrence
St. Lawrence
St. Lawrence
St. Lawrence
ST. LAWRENCE

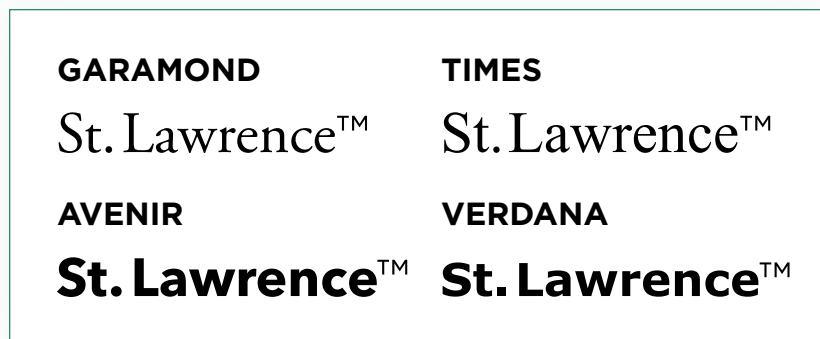
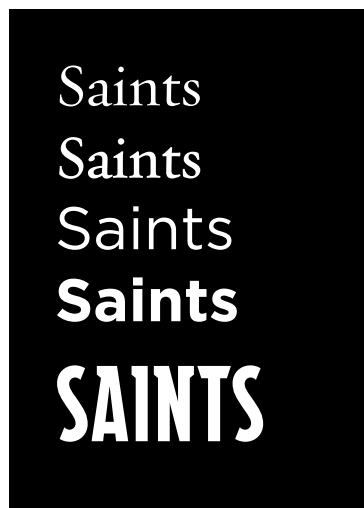
PROTECTED TERMS

These terms have accrued significant equity over the years as common law trademarks of St. Lawrence University. They should be used exactly as shown to maintain these rights.

St. Lawrence University is preferred for most situations and especially on first reference. *St. Lawrence* may be used in subsequent mentions.

SLU is our only acronym, but it should be used sparingly to avoid confusion with other institutions that use it.

The core palette is preferred, and our brand fonts (*Requiem*, *Gotham*, and *SLU Bold*) should be used if available.



USE A SIMILAR FONT IF NECESSARY



AVOID USING FONTS LIKE THESE

St. Lawrence Assist

Avoid using substitute fonts with excessive personalities. The focus is our message, not our fonts.

REQUIEM TEXT *Roman & Small*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GOTHAM *Book & Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GARAMOND *22pt* | TIMES *20pt*

ABCDEF abcdef 123
ABCDEF abcdef 123

AVENIR *20pt* | VERDANA *18pt*

ABCDEF abcdef 123
ABCDEF abcdef 123

TEXT & COPY

Requiem Text is ideal as traditional or academic body copy and a change of pace for headlines.

Requiem Text has very fine details, so the *Small* variant is intended for use below 10pt (for example, in captions or other small applications).

HEADLINES & CAPTIONS

Use *Gotham Bold* for headlines, subheads, and caption text, and use *Gotham Book* for body copy. This simple sans offers a contemporary, friendly tone.

ALTERNATES

If *Requiem* or *Gotham* are unavailable, the preferred alternate type families are *Garamond* and *Avenir*, while the preferred universal/default families are *Times* and *Verdana*.

SAFE ZONE & SIZING

Adding design elements, graphics, or phrases around the University primary marks is rarely permitted. University Communications must review and approve all exceptions.

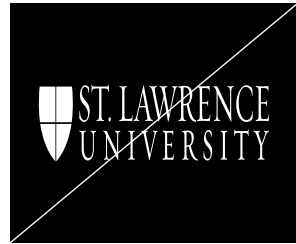
In those circumstances, designers will establish a safe zone of one-quarter the height of the mark. Background objects and other design elements will need to remain outside this boundary to avoid interfering with the fidelity of the mark. Elements may only be added below or to the right of the mark; never above or to the left of it.



USAGE GUIDELINES



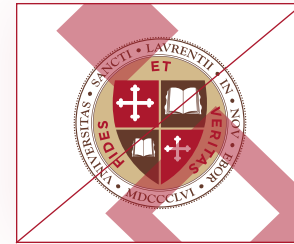
DON'T SKEW



DON'T STRETCH



DON'T RECOLOR



DON'T OVERLAP WITH OBJECTS



DON'T ROTATE



DON'T ALTER PROPORTIONS



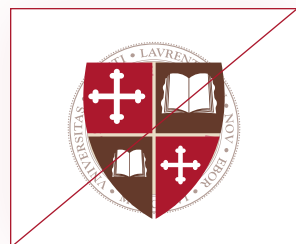
DON'T ADD OUTLINES



DON'T CHANGE TYPEFACES



USE SIMPLE BACKGROUNDS



DON'T ALTER COMPOSITION



DON'T ADD ELEMENTS



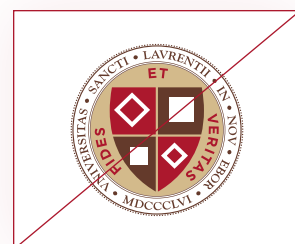
DON'T ADD EFFECTS



DON'T ADD PATTERNS



DON'T OVERLAP WITH TEXT



DON'T REPLACE ELEMENTS



USE ONLY HIGH RESOLUTION

VIOLATIONS

Always maintain the fidelity of the marks on official university and athletic communications. Do not stretch, skew, recolor, or otherwise alter the marks in any way.



SPIRIT BRAND

BRAND ASSETS

OFFICIAL COLORWAYS



FULL COLOR



2-COLOR



1-COLOR



B/W



PRIMARY MARKS

The Spirit Brand logos, designed primarily for our varsity sports teams and athletic programs, were introduced in 2013, building on tradition and input from hundreds of alumni, students, faculty, and friends across dozens of surveys and focus groups.

The primary marks shown here feature “St. Lawrence” arched atop a “Saints” banner on our signature scarlet and brown quartered shield. Full color, 2-color, 1-color, and black/white versions are available for all media and production needs.

St. Lawrence Assist

Note the solid white text on the 1-color and black/white variations shown here.



FOR ATHLETICS
USE ONLY



FOR ATHLETICS
USE ONLY



FOR ATHLETICS
USE ONLY

SECONDARY MARKS

These eight secondary marks can be used for design flexibility on product and in official athletic communications. Please follow the colorway guidance for the primary marks.

St. Lawrence Assist

The marks highlighted in red are only available for use by the athletic department.

BRAND ASSETS

OFFICIAL COLORWAYS



FULL COLOR



2-COLOR



1-COLOR



B/W



FOR ATHLETICS
USE ONLY



WORDMARKS

The arch and banner lockup is our official wordmark. Please follow the colorway guidance for the primary and secondary marks (shown at left).

St. Lawrence Assist

The simplified wordmark (far left) may be used outside the athletic department. The simplified lockup (near left) is available to create subtitled wordmarks on demand. Never edit the "Saints" lettering inside the athletic banner.

BRAND ASSETS

OFFICIAL COLORWAYS



FULL COLOR



2-COLOR



1-COLOR



B/W



SPORT-SPECIFIC MARKS

The primary marks and wordmarks are available in sport-specific variants. Please follow the colorway guidance for the primary, secondary, and wordmarks. Do not attempt to edit the lettering inside the banner.

St. Lawrence Assist

Note the solid white text on the 1-color and black/white variations shown here.

BRAND ASSETS

OFFICIAL COLORWAYS



FULL COLOR



2-COLOR



1-COLOR



B/W



GOLF COURSE MARKS

The official marks of the Oliver D. Appleton Golf Course at St. Lawrence University and the St. Lawrence Golf & Country Club are inspired by the main athletics logo. Please follow the colorway guidance for the primary, secondary, and wordmarks.

St. Lawrence Assist

Note the solid white text on the 1-color and black/white variations shown here.

SLU BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 &?!@#\$%&:;,.

GOTHAM *Book & Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SPECIALTY USE

SLU Bold was created specifically for our athletic department and has been refined for a new era. It is intended for use as a display font (athletics only).

HEADLINES & TEXT

Use *Gotham* for all headlines and body copy in official athletic communications.



SAFE ZONE & SIZING

The Spirit marks offer more creative liberty, but adding design elements, graphics, or phrases around the Spirit marks is still not always permitted. University Communications should review all uses in question.

In those circumstances, designers will establish a safe zone of one-quarter the height of the mark. If they break the safe zone, background objects and other design elements should avoid interfering with the fidelity of the mark.

USAGE GUIDELINES



DON'T SKEW



DON'T STRETCH



DON'T RECOLOR



DON'T OVERLAP WITH OBJECTS



DON'T ROTATE



DON'T ALTER PROPORTIONS



DON'T ADD OUTLINES



DON'T CHANGE TYPEFACES



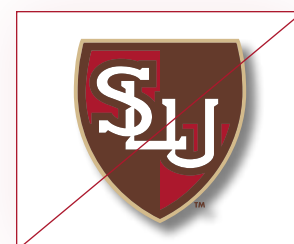
USE SIMPLE BACKGROUNDS



DON'T ALTER COMPOSITION



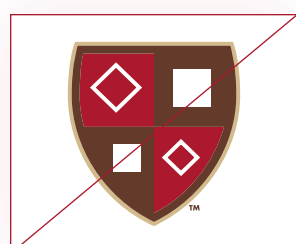
DON'T ADD ELEMENTS



DON'T ADD EFFECTS



DON'T ADD PATTERNS



DON'T REPLACE ELEMENTS



DON'T OVERLAP WITH TEXT



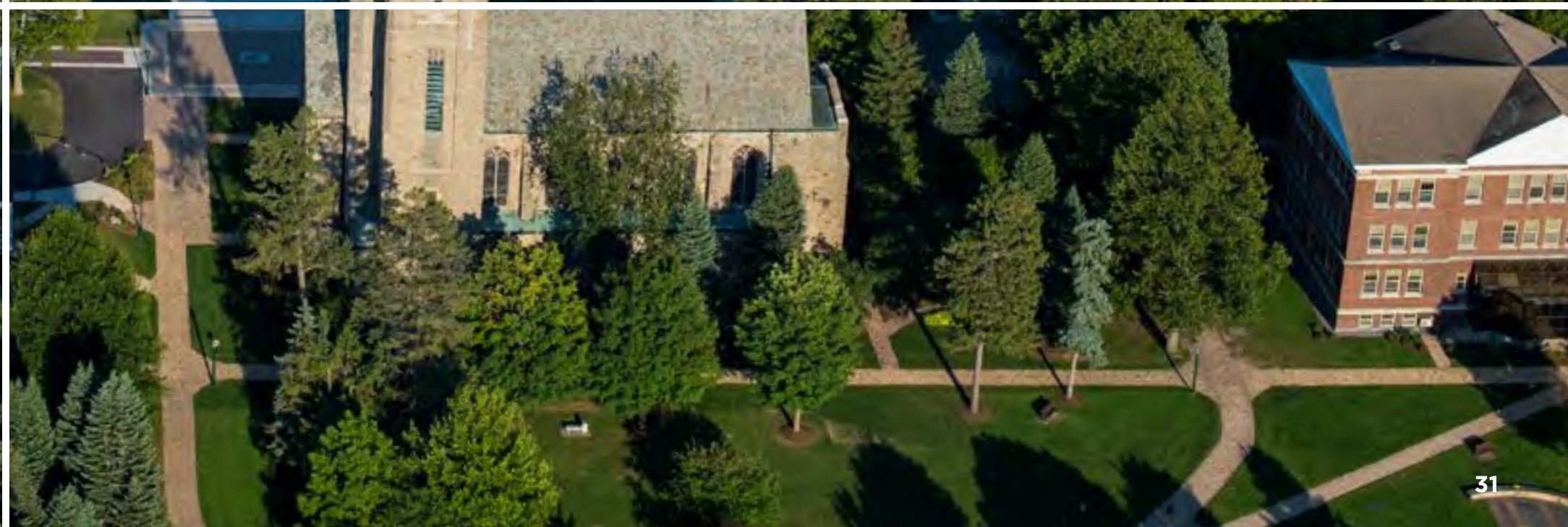
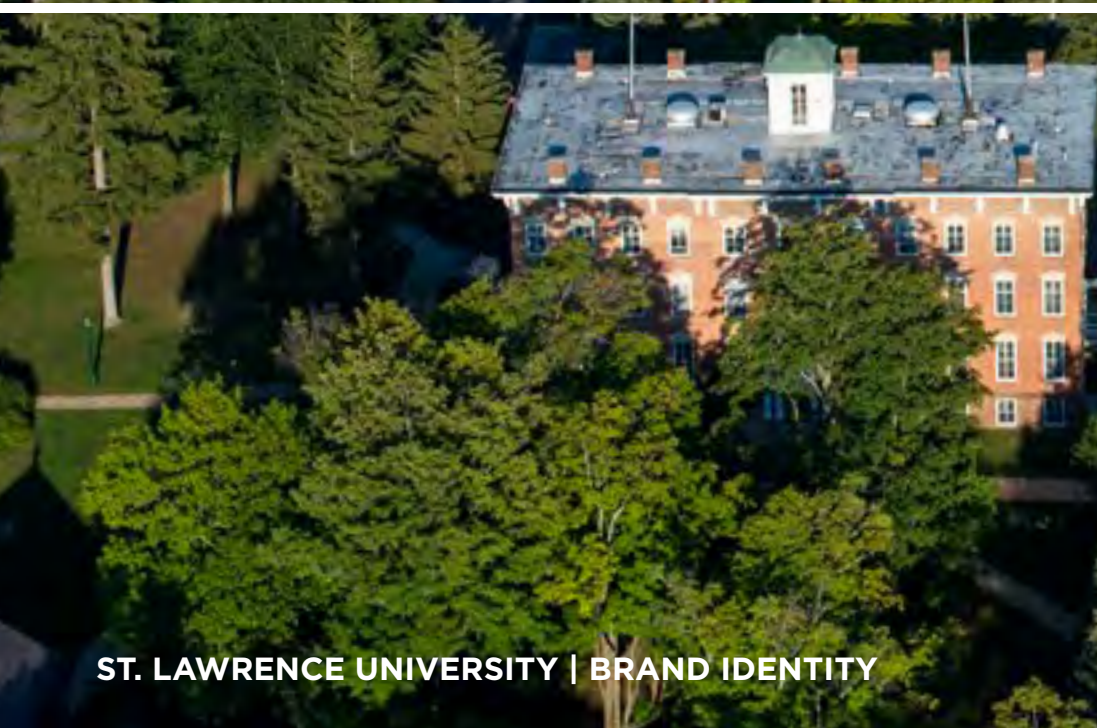
USE ONLY HIGH RESOLUTION

VIOLATIONS

Always maintain the fidelity of the marks on official university and athletic communications. Do not stretch, skew, recolor, or otherwise alter the marks in any way.



COMMUNICATION & LICENSING



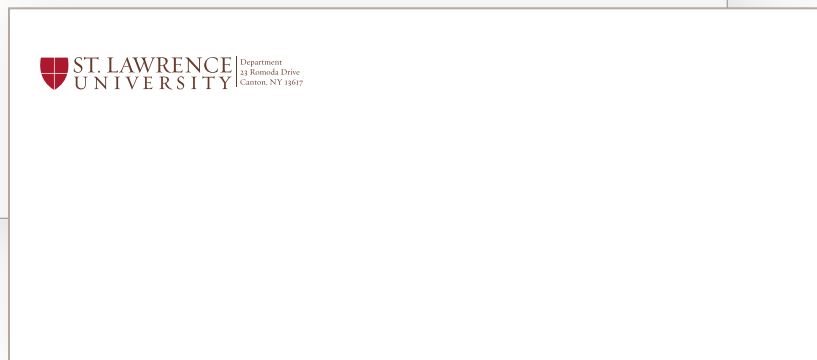
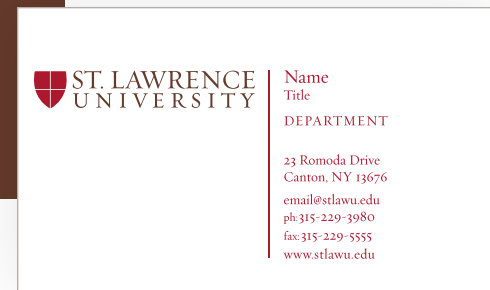
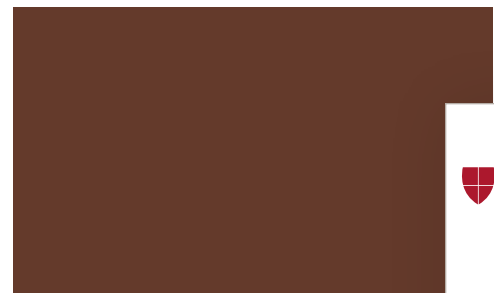
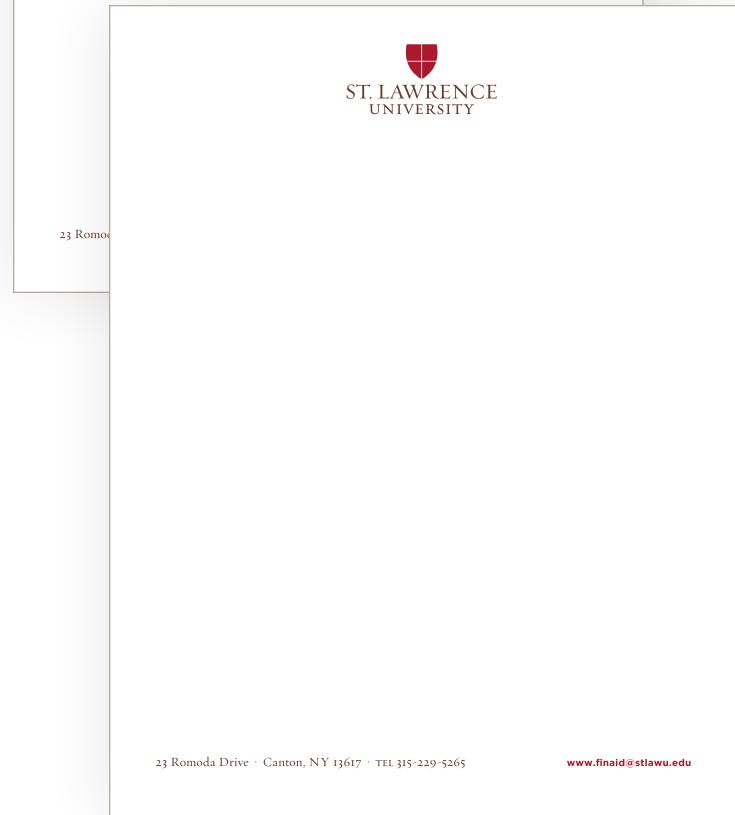
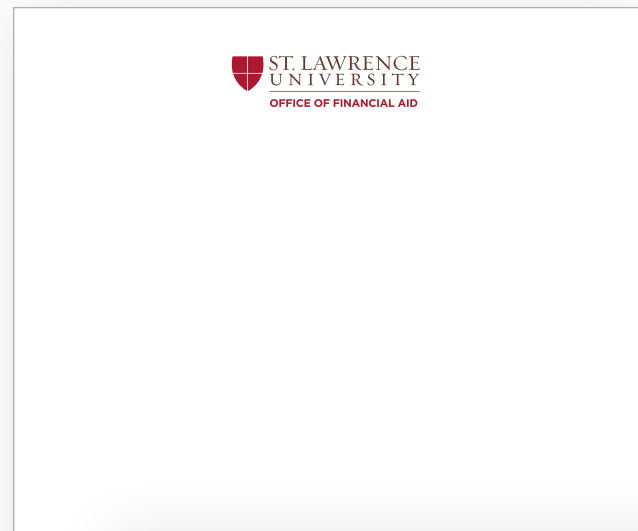
| APPLICATION INFORMATION



FLEXIBILITY

Our identity is designed to be versatile, scalable, and interchangeable from digital to physical. The full range of assets provide flexibility and effective tools for specific challenges like player equipment, environmental designs, architecture, signage, etc.

COLLATERAL ITEMS

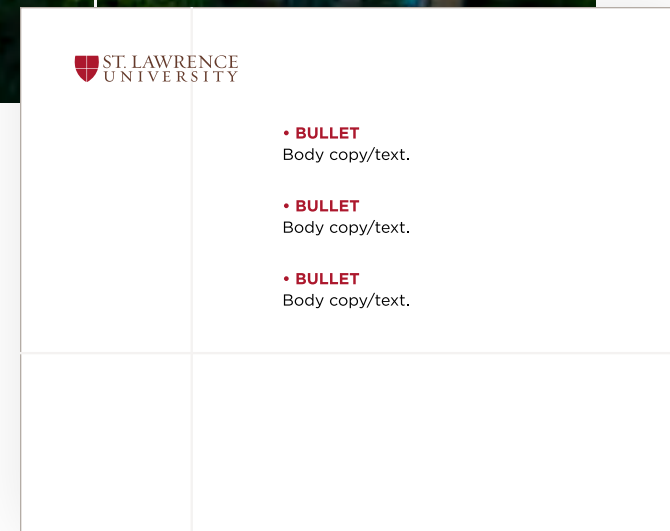
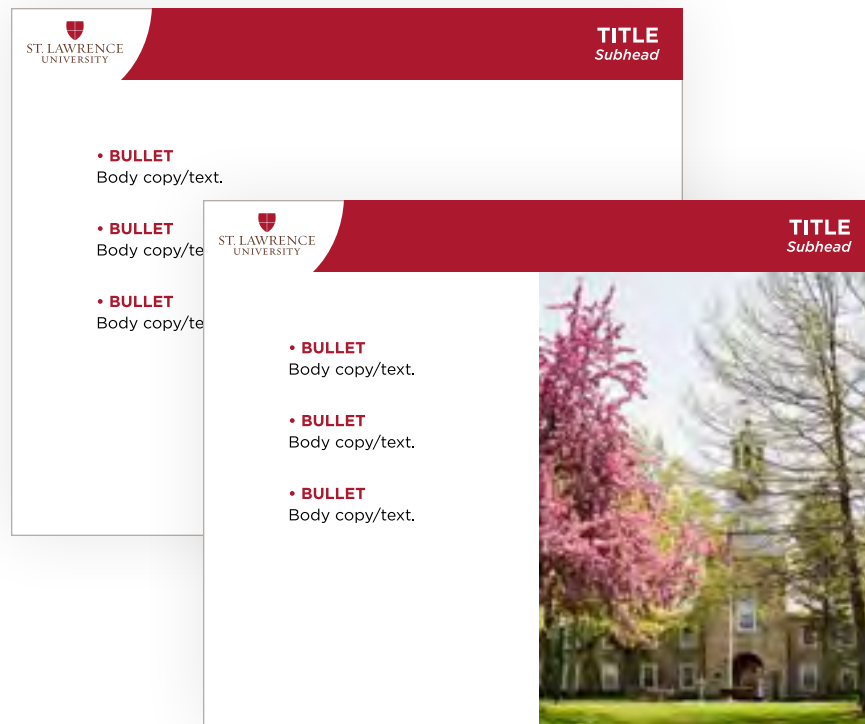
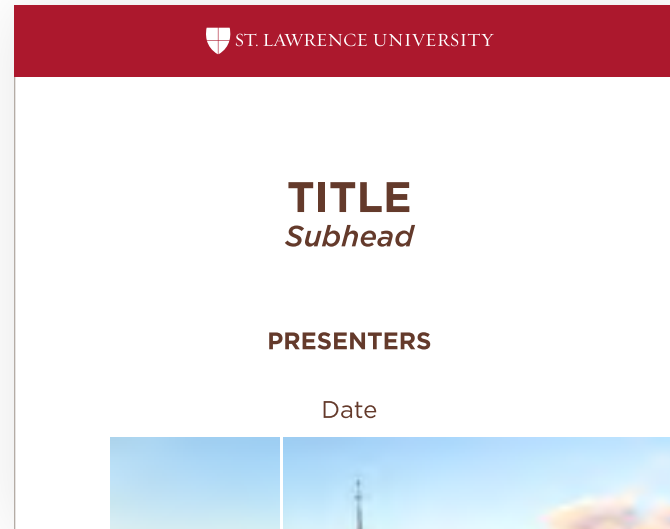
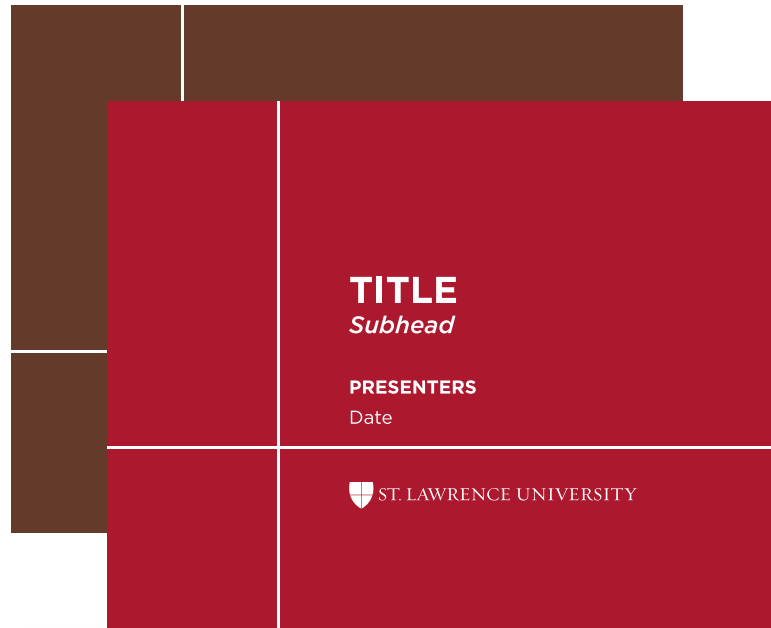


LETTERHEADS BUSINESS CARDS ENVELOPES

Collateral layouts have been designed so we can be consistent in how we present our written communications.

We work with an outside vendor for ordering and printing. Collateral layouts and ordering information can be found here:

[St. Lawrence Brand Guide](#)



ASSETS

PowerPoint slides have been designed so we can be consistent in how we present our brand both internally and externally. Slide templates and other resources can be found here:

[St. Lawrence Brand Guide](#)

TYPOGRAPHY

Requiem is our serif font, and *Gotham* is our sans (see p. 18, 19, and 28). If *Requiem* or *Gotham* are not available for PowerPoint, the preferred alternates are *Garamond* and *Avenir* (the preferred universal/default fonts are *Times* and *Verdana*).

St. Lawrence Assist

Each slide template is available in a 16:9 format for presenting on widescreen displays.

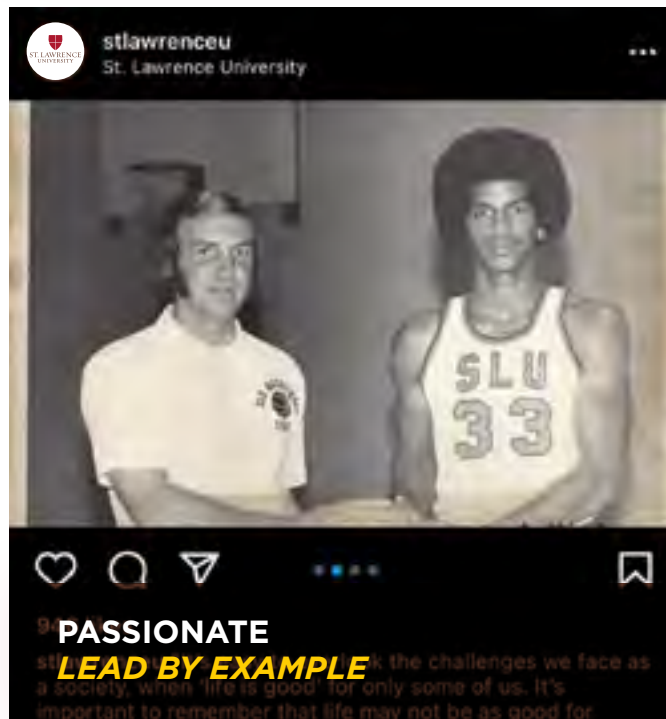
| SOCIAL MEDIA



AUTHENTIC
GET YOUR HANDS DIRTY



EMPOWERING
LIFT EACH OTHER UP



PASSIONATE
LEAD BY EXAMPLE



CONFIDENT
CELEBRATE GRACIOUSLY

AUDIENCE

Our social media audience is diverse, and we need to make sure we're considering everyone when we engage our large community of alumni, parents, fans, and students (both current and future) on Twitter, Instagram, and other public platforms.

TONE

Our content is our first impression, and the tone should always be professional and appropriate. The following words best capture the brand we want to be:

AUTHENTIC
EMPOWERING
CONFIDENT
PASSIONATE

Use these words to create and guide concepts. Likewise, weigh your finished work against these words to ensure the final product evokes what's intended. Please use the [Social Media Strategy Template](#) for more detailed guidance for this channel.

PLATFORMS

Our social media strategy includes several platforms, which allows us to effectively connect with the St. Lawrence community across all media.

Please ensure all university social media accounts follow the general templates shown here:

UNIVERSITY ACCOUNTS

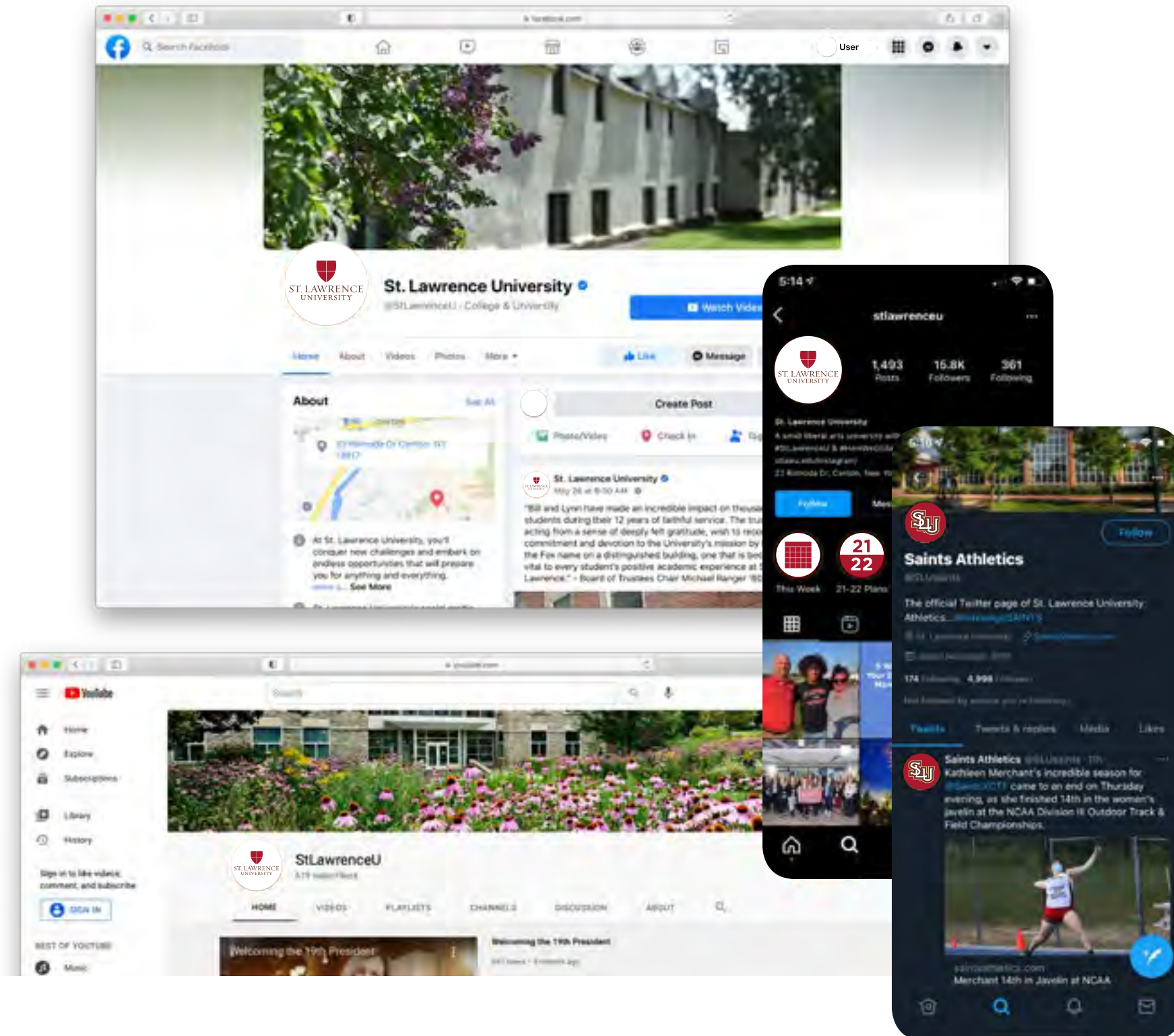
Use the avatar version of the stacked primary logo on a white background if possible (see p. 12) to build equity in an elegant, confident look for all official university accounts

ATHLETIC ACCOUNTS

Size and readability should be emphasized due to the small size of social avatars and the increased complexity of the athletic marks, so please use the St. Lawrence monogram on a red background if possible.

Avatar templates and other resources can be found here:

[St. Lawrence Brand Guide](#)





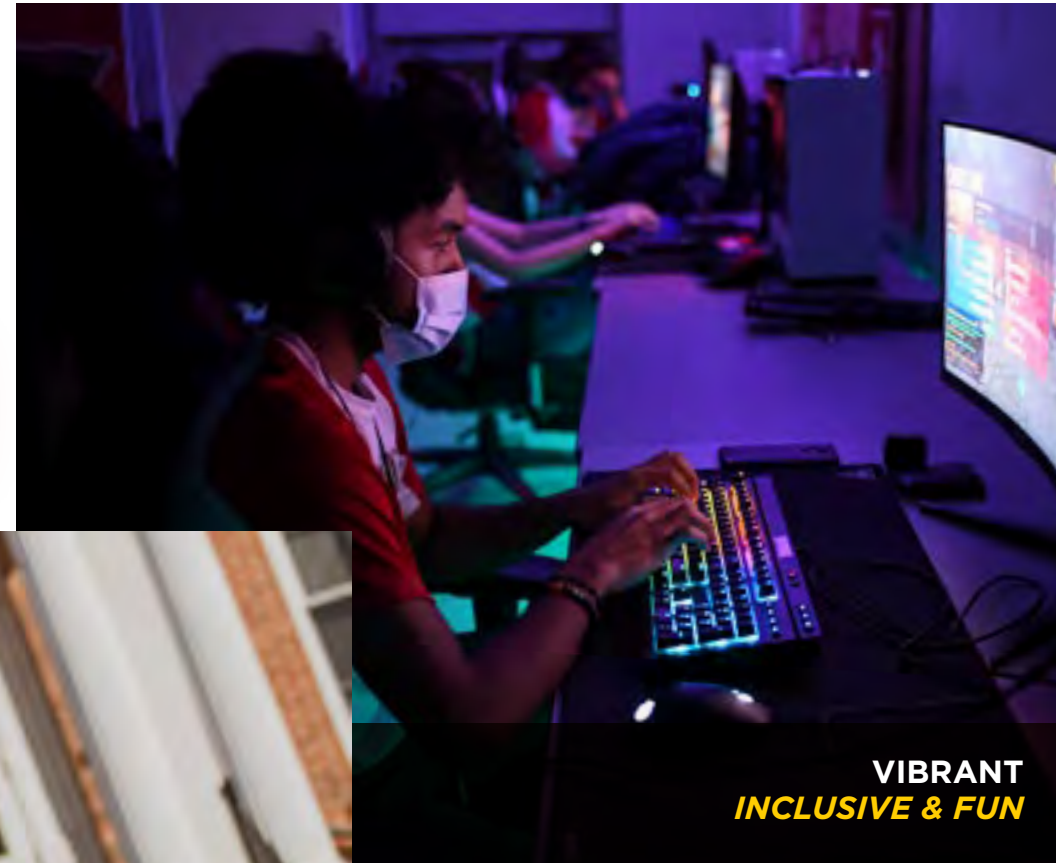
TRADEMARKS & LICENSING

Our trademarks are valuable assets for the St. Lawrence brand. To effectively protect our equity in them, we must use them consistently and correctly. This is especially true on items that are sold by the university and its licensees, because weak trademark use may erode our legal standing over time.

Please follow all identity guidelines when using university marks on retail items. This guide provides simple and concise direction while leaving room to be creative with licensed products.

Additional questions should be directed to University Communications or the official University licensing partner, *Nexus Licensing Group*.

| PHOTOGRAPHY & VIDEO

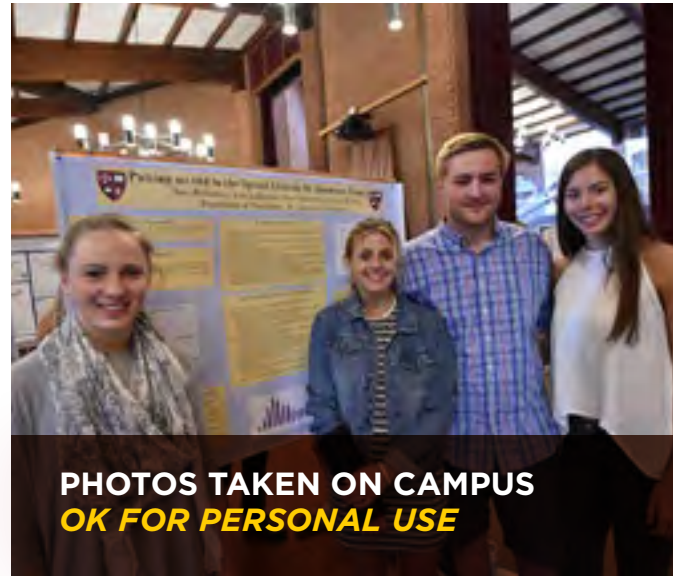
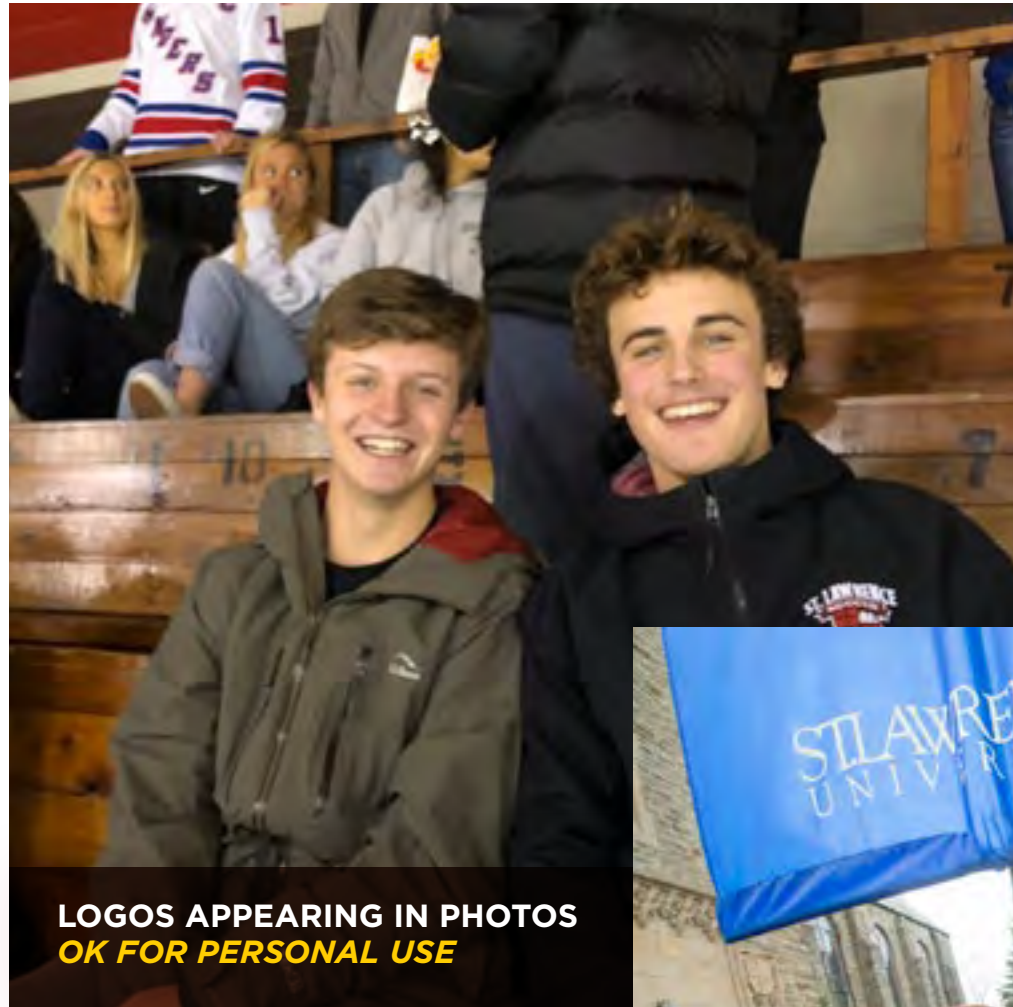


TONE

Photography and video are an integral part of our visual style and a crucial tool in telling our story. All visuals should embody our brand personality and capture the authentic St. Lawrence experience. Images should be expressive and compelling while communicating a sense of adventure both inside the classroom to resonate with our adventurous, passionate and supportive community.

Looking for a photo? We have an extensive collection of images that will likely meet your needs. Contact University Communications and we can help direct you to the right place.

| RECORDING & MEDIA POLICY



Photography and video is allowed in public/common spaces on campus, indoors or outdoors. Consent is not required in these spaces.

Personal media should not promote affiliation with the university in any official capacity, and any appearance of recognizable campus features or official St. Lawrence trademarks must not be used to promote the media.

PLEASE NOTE

Never post official University content on a personal media account without proper authorization.





ST. LAWRENCE

ST. LAWRENCE
SUBTITLE



LOGOS & MARKS

The official University marks shown here are specifically reserved for student clubs and organizations that wish to connect to the power of the St. Lawrence brand.

Clubs and organizations also have the option to create and design their own logos, posters, apparel, and other marketing items that don't feature official University brand assets.

Please follow the University's color guidelines even if there are no official marks present in the design.

ORIGINAL ARTWORK

Student members may create artwork that conveys the spirit of their club, organization, or St. Lawrence, but are not permitted to draw trademarked University logos, marks, or elements of the brand assets shown in this guide.

Hand-drawn artwork of University buildings, features, or landmarks is permitted with prior approval from University Communications.

| ADDITIONAL GUIDELINES

THIRD-PARTY TRADEMARKS

Do not create anything that borrows, copies, or references trademarks that are owned by another company or organization without written permission to do so.

Please contact Student Activities and Leadership for more information.

SOCIAL MEDIA & DIGITAL

Student clubs and organizations are not permitted to use University brand assets in cover images, account profile images, or individual social media posts (including the shield or any University-owned asset such as photos or video). For questions, please contact University Communications.

Please visit the University's online brand guide for more information:

[*St. Lawrence Brand Guide*](#)

ADVERTISING & PROMOTIONS

University-related activities often create potential sources of revenue through sponsorships, advertising, and other promotions, however, the University's integrity and reputation must always be considered and maintained when evaluating new partnerships and content. We all have a role to play as stewards of our brand.

DISCRIMINATION & RISKY PRODUCTS

University-related wordmarks and logos, including any self-created student organization logos, may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation, or veteran status, nor discriminates in any other way that would be a violation of St. Lawrence's Code of Conduct.

The University will not approve the use of University-related marks or graphics in connection with products or designs that present an unacceptable risk of liability or that could be harmful to the mission or image of the institution. This includes, but is not limited to, products that could be used to injure or kill; alcohol products; tobacco-related products; illegal drug-related products; or sexually suggestive products and language, as well as art depicting or implying the use or endorsement of illegal drugs; tobacco products; firearms or other weapons; racist, sexist, hateful, demeaning or degrading language or statements; profanity; sexual acts; or statements impugning other universities.

CONTACT

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