



October 2015

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,

A handwritten signature in black ink, appearing to be "MFR", written over a light blue horizontal line.

Melissa Farmer Richards Vice President for Communications

23 Romoda Drive · Canton, NY · 13617 · TEL 315-229-5596 · FAX 315-229-5561 www.stlawu.edu

ST. LAWRENCE UNIVERSITY

BRAND PLATFORM

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



1 inch to trim

logo centers, left-to-right

COLOR PALETTE



PMS 477



PMS 187



100K

← 1 inch margin

1 inch → margin

TYPOGRAPHY SPECIFICATIONS

- ① **Gotham Black**
Melissa Farmer Richards
- ② **Gotham Bold**
Vice President for Communications
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

info line centers, left-to-right

.65 inch to trim

Melissa Farmer Richards Vice President for Communications
23 Romoda Drive · Canton, NY · 13617 · TEL 315-229-5845 · MOBILE 315-229-5561 www.stlawu.edu



2.5 inches to trim
(when length of body text
will allow)

October 12, 2015

Dear Mr. Crandell,

Lorem ipsum dolor sit amet, utamur aliquam deleniti sed te, usu tantas doming postulant at. Et audiam veritus est, aliquam ancillae deterruisset an vel, ubique sensibus reprimique nam et. Mei ei alia vitae, ne eum lobortis imperdiet, ei mea semper laboramus. Eos audire qualisque interesset cu, ei mea doctus electram.

Eu mea saepe utinam. Nec ei idque fugit senserit. Odio luptatum principes id duo. Sea epicuri theophrastus et, vel ex falli copiosae maiestatis, euismod salutatus id vis. Sed id nihil discere recteque, ex nec natum qualisque.

Ne usu sale dicant assentior. Ad homero latine temporibus mel, et laudem facilisi senserit eam. Ea duo falli homero reformidans. Sea ea case postulant, graecis principes duo ex, at quo nonumes elaboraret. Te his dictas ceteros. Vim quod porro atqui an, falli phaedrums adipisci per ut. Dolore utamur ius an, vix at iudico mandamus convenire. Te case nominavi tractatos his, ex vis putent impedit, in cum tacimates definitionem. Vel errem quodsi cotidieque ne. Vocent sanctus mei at, te labore lucilius est. Sit rebum brute liber id.

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Kind regards,

BODY TYPE SPECIFICATIONS

PREFERRED

① Adobe Garamond Pr
10.5 pt./ 12 pt. leading

ALTERNATE

② Gotham Book
8.5 pt./ 12 pt. leading



2.5 inches to trim
(when length of body text
will allow)

October 12, 2015

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Kind regards,

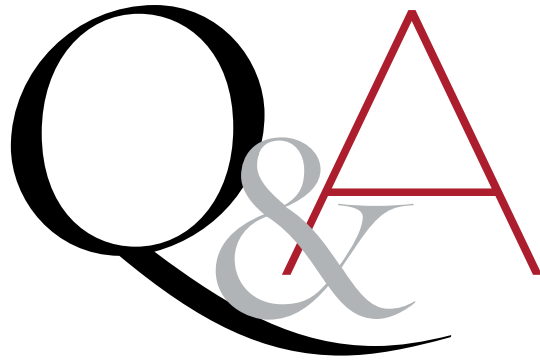
BODY TYPE SPECIFICATIONS

PREFERRED

① Adobe Garamond Pro
10.5 pt./ 12 pt. leading

ALTERNATE

② Gotham Book
8.5 pt./ 12 pt. leading



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