SAINT JOSEPH’S COLLEGE ATHLETICS
LOGOS AND MARKS
STYLE GUIDE

May, 2019
INTRODUCTION

A New Look for Saint Joseph’s College Athletics Logos

The “new” look to the Saint Joseph’s College Athletics logos and marks and these identity guidelines have been put in place to continue to build recognition of Saint Joseph’s College and its Athletics. This recognition will be greatly enhanced with consistent and proper use. Diligent attention to which logo to use in a particular application, color reproduction, and usage guidelines are all critical as we work to build a strong and cohesive identity for Saint Joseph’s College Athletics.

IF YOU WOULD LIKE TO USE A LOGO – WE ASK YOU TO SEEK PROOF APPROVAL

In order to create a level of checks and balances, and to assure consistent use of the below marks and logos, we ask that users send proofs FOR APPROVAL to one or all of the following people:

Director of Athletics - Brian Curtin, 207-893-6670, bcurtin@sjcme.edu
Assistant Director of Athletics of Communication – Corey McCarthy – 207-893-6618, cmccarthy@sjcme.edu
Assistant Director of Athletics - Rob Sanicola, 207-893-6673, rsanicola@sjcme.edu

PROPER NAMES FOR MARKS AND LOGOS:

<table>
<thead>
<tr>
<th>SJC_ST_JOSEPHS_HEAD_WM_BANNER_HORZ_FC</th>
<th>SJC_HEAD_FC</th>
<th>SJC_MONO_SHIELD_FC</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="SJC_ST_JOSEPHS_HEAD_WM_BANNER_HORZ_FC" /></td>
<td><img src="image2" alt="SJC_HEAD_FC" /></td>
<td><img src="image3" alt="SJC_MONO_SHIELD_FC" /></td>
</tr>
<tr>
<td>SJC_HEAD_MONO_FC</td>
<td>SJC_ST_JOSEPHS_HEAD_STACKED_WM_BANNER_VERT_FC</td>
<td>SJC_ST_JOSEPHS_HEAD_WM_BANNER_VERT_FC</td>
</tr>
<tr>
<td><img src="image4" alt="SJC_HEAD_MONO_FC" /></td>
<td><img src="image5" alt="SJC_ST_JOSEPHS_HEAD_STACKED_WM_BANNER_VERT_FC" /></td>
<td><img src="image6" alt="SJC_ST_JOSEPHS_HEAD_WM_BANNER_VERT_FC" /></td>
</tr>
<tr>
<td>SJC_ST_JOSEPHS_WM_BANNER_HORZ_FC</td>
<td>SJC_ST_JOSEPHS_WM_HORZ_FC</td>
<td>SJC_ST_JOSEPHS_STACKED_WM_BANNER_VERT_FC</td>
</tr>
<tr>
<td><img src="image7" alt="SJC_ST_JOSEPHS_WM_BANNER_HORZ_FC" /></td>
<td><img src="image8" alt="SJC_ST_JOSEPHS_WM_HORZ_FC" /></td>
<td><img src="image9" alt="SJC_ST_JOSEPHS_STACKED_WM_BANNER_VERT_FC" /></td>
</tr>
<tr>
<td>SJC_ST_JOES_WM_FC</td>
<td>SJC_ST_JOES_WM_FC</td>
<td>SJC_MONKS_WM_BANNER_FC_LT</td>
</tr>
<tr>
<td><img src="image10" alt="SJC_ST_JOES_WM_FC" /></td>
<td><img src="image11" alt="SJC_ST_JOES_WM_FC" /></td>
<td><img src="image12" alt="SJC_MONKS_WM_BANNER_FC_LT" /></td>
</tr>
</tbody>
</table>
LOGOS WITH EDITABLE SECONDARY TEXT:

<table>
<thead>
<tr>
<th>Logo Name</th>
<th>Logo Name</th>
<th>Logo Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SJC_ST_JOSEPHS_HEAD_WM_BANNER_HORIZ_FC_LT</td>
<td>SJC_ST_JOSEPHS_HEAD_STACKED_WM_BANNER_VERT_FC_LT</td>
<td>SJC_ST_JOSEPHS_HEAD_STACKED_WM_BANNER_HORIZ_FC_LT</td>
</tr>
<tr>
<td><img src="image1.png" alt="Logo Image" /></td>
<td><img src="image2.png" alt="Logo Image" /></td>
<td><img src="image3.png" alt="Logo Image" /></td>
</tr>
<tr>
<td>SJC_MONKS_WM_BANNER_FC_LT</td>
<td>SJC_ST_JOSEPHS_STACKED_WM_BANNER_VERT_FC_LT</td>
<td>SJC_ST_JOSEPHS_WM_BANNER_HORIZ_FC_LT</td>
</tr>
<tr>
<td><img src="image4.png" alt="Logo Image" /></td>
<td><img src="image5.png" alt="Logo Image" /></td>
<td><img src="image6.png" alt="Logo Image" /></td>
</tr>
<tr>
<td>SJC_ST_JOSEPHS_HEAD_WM_BANNER_VERT_FC_LT</td>
<td>SJC_HEAD_MONKS_WM_BANNER_VERT_FC_LT</td>
<td>SJC_HEAD_MONKS_WM_BANNER_HORIZ_FC_LT</td>
</tr>
<tr>
<td><img src="image7.png" alt="Logo Image" /></td>
<td><img src="image8.png" alt="Logo Image" /></td>
<td><img src="image9.png" alt="Logo Image" /></td>
</tr>
</tbody>
</table>

SECONDARY FONT
The secondary font is Futura Bold if you’d like to add/change a sport name

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The St. Joe’s & Monks wordmark are used for uniforms or coaches can use the Tucson font in the Nike Custom Uniform App
COLOR REPRODUCTION

The official colors of the Saint Joseph’s College Athletics logo are blue, brown, black, and white. Though brown is one of the official colors, it should be noted that brown should only be used in the logo and not extensively in marketing collateral, uniforms, or merchandise. Every effort should be made to match the specified colors as closely as possible. Work closely with your vendors to achieve the closest possible match. Logos are provided in all of the following color formats.

Types of Printing

4-color process printing (full color printing)
In a 4-color process (CMYK) layout, the logo must always appear in blue, brown, black, and white.

3-color spot printing (PMS colors)
In a 3-color spot layout, the logo must always appear in the specified spot (PMS) colors. If the logo is screen printed or embroidered on a fabric color other than white, white ink or thread must be used for the white areas of the logo.

1-color printing (PMS spot blue or black)
In a 1-color spot layout, the logo must always appear in the specified blue ink, black ink, or white ink.

Blue
Spot (PMS) 285 C
CMYK (4-color process) Cyan (C): 89 Magenta (M): 43 Yellow (Y): 0 Black (K): 0
RGB (monitor) Red (R): 0 Green (G): 119 Blue (B): 212
Hexadecimal (HTML) #0077D4

Brown
Spot (PMS) 470 C
CMYK (4-color process) Cyan (C): 0 Magenta (M): 58 Yellow (Y): 100 Black (K): 33
RGB (monitor) Red (R): 155 Green (G): 77 Blue (B): 27
Hexadecimal (HTML) #9B4D1B

Black
Spot (PMS) Process Black C
CMYK (4-color process) Cyan (C): 0 Magenta (M): 0 Yellow (Y): 0 Black (K): 100
RGB (monitor) Red (R): 0 Green (G): 0 Blue (B): 0
Hexadecimal (HTML) #000000

White
Spot (PMS) None
CMYK (4-color process) Cyan (C): 0 Magenta (M): 0 Yellow (Y): 0 Black (K): 0
RGB (monitor) Red (R): 255 Green (G): 255 Blue (B): 255
Hexadecimal (HTML) #FFFFFF
INCORRECT USES

Consistent use of these marks and logos will produce better brand identity. Below are some ways NOT to use the logos and marks. There are exceptions. Unique uses of the marks and logos MIGHT be acceptable. Like all uses, such unique uses will require approval by department designees as stated on page 1.

Do not separate the elements.

Do not substitute the colors.
Refer to the Color Reproduction section of this identity guide

Do not stretch or distort the logo.
Maintain the same width to height aspect ratio.

Do not add information or elements.

Do not substitute the fonts.
Obtaining Electronic Logos

Electronic versions of the Saint Joseph’s College Athletics logos can be obtained in a variety of file types and color formats outlined in this section. Work with your vendor or consult with your software application’s help section to establish which file format will work best for your desired use. Please contact Department designees listed on Page 1.

File Types

**TIFF** (Tag Image File Format) files of the Saint Joseph’s College Athletics logos are pixel-based resolution dependent files that are provided in CMYK, RGB, and grayscale color formats depending on the demands of the document. These files are appropriate for use in the creation of Web graphics and in print documents. The logos can be used in a variety of applications, so long as the appropriate color formats are observed, and the files are not enlarged in the document.

**GIF** (Graphics Interchange Format) files of the Saint Joseph’s College Athletics logos are pixel-based files that are provided in indexed color format. These files are appropriate for use on the Web, and should not be used for print applications as they are generally very small and all non-essential data has been stripped out of them for quick page loads on the Web.

**AI** (Adobe Illustrator) and **EPS** (Encapsulated PostScript) files of the Saint Joseph’s College Athletics logos are vector-based files that can be provided in CMYK, spot color, and grayscale formats. Vector files can be reduced and enlarged without any loss of quality, and can only be placed in professional publishing software like Adobe Indesign or Quark XPress, or opened in the software with which they were produced, such as Adobe Illustrator.

Color Formats

Saint Joseph’s College Athletics logos are provided in a variety of color formats that should be considered when creating a document.

**Printing - CMYK** (process or full color) is used in documents that will be printed in full color. **Spot** (PMS) color is used in documents that will be printed in three or four ink colors.

**Grayscale** (Black) is used in documents that are printed with black ink.

**Monitor- RGB** (monitor color) is used in documents that will be viewed on a monitor or Web page. **Indexed color** is used by GIF files to narrow down a file’s colors to a small number of colors to reduce file size on the Web.

Brand Related Questions

If you should have any questions that pertain to the Saint Joseph’s College Athletics Identity Guidelines, please contact one of the Department designees listed on Page 1.