



# Standards Guide

*A consistent, distinctive,  
professional brand  
identity conveys an  
organization's stability,  
credibility and strength.*

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## Logo

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### THE ST. JOSEPH'S COLLEGE LOGO

The St. Joseph's College logo is the cornerstone of our brand identity. There are two versions of the St. Joseph's logo: a vertical and horizontal configuration. The logo consists of the St. Joseph's College logotype, the shield, and the New York designation below the St. Joseph's College logotype. It is imperative that the logo be used in a consistent manner to maintain its visual impact, reinforce public awareness of the brand, and protect our trademark.

*Preferred: This is the recommended configuration of the signature.*



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*Optional: This alignment is also acceptable and will allow flexibility in the use of the signature.*



### PROPER LOGO USAGE

We have provided many variations on the logo in an effort to accommodate all possible situations and needs. Please review these guidelines carefully so that you understand all the variations available as well as the standards to follow to ensure proper logo usage. The sections titled "Staging Area" and "Incorrect Usage of the Logo" will be especially helpful. Be sure to provide these sections — along with the appropriate downloaded logo and relevant printing specifications — to all external suppliers.

## Logo: Color

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### COLOR SPECIFICATIONS

Color, when used consistently, is a powerful branding element. Strive to use the logo in St. Joseph's College blue (PMS 281 for both uncoated and coated paper) and yellow (PMS 124 for coated paper or PMS 7406 for uncoated paper) whenever possible. In some cases, it might be necessary to print it in black. The approved colors for the St. Joseph's College logo are blue and yellow, black, and white. The St. Joseph's College logo should never be reproduced in a tint or a screen of a color.

The St. Joseph's College logo can be printed with PMS ink or four-color process. The following color specifications should be followed when printing. When the logo is to appear on electronic media, such as a website, PowerPoint presentation or video, the color should be adjusted to the specifications provided below.

### COLOR LOGOS

PMS Logo (coated paper)

PANTONE Blue 281 and PANTONE Yellow 124

PMS Logo (uncoated paper)

PANTONE Blue 281 and PANTONE Yellow 7406

4-Color Process Logo

Blue: C100, M91, Y32, K35 and Yellow: M28, Y100, K6

Hexadecimal Logo (Web use)

Blue: 002569 and Yellow: E6B747

Web-safe Logo (Web use)

Blue: 003366 and Yellow: FFCC33

*Full color logo*



*Black logo*



*White logo*



## Logo: Color Backgrounds

### LOGO ON A COLOR BACKGROUND

Care must be taken when using the St. Joseph’s College logo on a colored background to ensure aesthetic compatibility and legibility. The St. Joseph’s College logo should only be printed in St. Joseph’s College blue and yellow, black or white. In all cases, there must be sufficient contrast between the background and logo.



*St. Joseph’s College full-color logo on a light color*



*St. Joseph’s College black logo on a dark color*

### WHITE LOGO ON A DARK COLOR BACKGROUND

The white version of the St. Joseph’s College logo should be used when printing on a dark background. St. Joseph’s College full color and black logos will not show up well on a dark background.



*St. Joseph’s College white logo on a color*



*St. Joseph’s College white logo on black*

## Logo: Staging Area

A minimum staging area has been created around the logo. This area should always be kept free of any graphic elements and/or messages.

In all cases, an area equal to the height of the “S” in the St. Joseph’s College name must remain clear on all sides of the logo.

The grey bars indicate the visual height, width, vertical center and horizontal center of the logo.



*Logo staging area*

## Logo: Incorrect Usage

Inappropriate use of the St. Joseph's College logo will dilute the effectiveness of the brand identity program. Therefore, the St. Joseph's College logo should not be letterspaced, redrawn, reconstructed, recolored or modified in any way. Here are some examples of incorrect logo use.



*Alternate timesteps*



*Enclosing logo in shapes or boxes*



*Change proportional relationship*



*Change or redraw any part of logo*



*Using colors incorrectly*



*Outline the logo*



*Use the logo in unapproved colors*



*Place the logo on an angle*



*Add gradation, 3D effects, drop shadows, or other graphic effects*



*Use the logo without shield*



*Scale logo inappropriately*



*Printing on highly textured or patterned backgrounds*



*Use the logo without New York*



*Apply distortion effects*

## Logo: Department Lockups

If the St. Joseph's College logo requires a specific department or area name on stand-alone applications, use these versions of the St. Joseph's College logo.

### PREFERRED LOGO



Short-length name

### OPTIONAL LOGO



Short-length name



Medium-length name



Medium-length name



Long-length name



Long-length name

# Stationery System: Letterhead

**SIZE**

8.5" x 11"  
Standard letterhead size

**PAPER STOCK**

Strathmore Writing, Ultimate White, Wove, 24 lb. writing weight

**PRINTING**

Offset lithography

**COLORS**

Letterhead should be printed in two colors: St. Joseph’s College blue (PMS 281) and yellow (PMS 7406).

**LOGO**

The St. Joseph’s College logo should appear in the upper left-hand corner, 3p9 (0.625") in from the left-hand edge of the page and 3p9 (0.625") down from the top edge of the page. Logo size is 9p3.125 (1.543") wide by 4p3.437 (0.714") height. The logo should be printed in St. Joseph’s College blue and yellow.

**DEPARTMENTS OR AREAS OF THE COLLEGE**

St. Joseph’s College departments should appear in the upper right-hand corner, 3p9 (0.625") in from the right-hand edge of the page and 8p0.607 (1.342") down from the top edge of the page. The department is base aligned with the St. Joseph’s College logo. The department should be printed in blue.

**TYPOGRAPHY**

*Campus information:* Minion Semibold Caps, 8-point with 12 points of leading and 50 points of tracking.

*Office address information:* Minion, 9-point with 12 points of leading.

*Phone, fax, Web and email:* Minion Italic, 9-point with 12 points of leading and 0.5 point tracking. A 0.5 point yellow (PMS 124 or PMS 7406) rule is center in between the campus and address information.

**Note: toll free number is not to be used in stationery system.**

*Letter text:* Times Roman, or similar serif typeface, 11-point with 13 points of leading; do not use a sans serif typeface.

*Margins*

Top margin: 10p6/1.75"  
Bottom margin: 3p/0.5"  
Left margin: 3p9/0.625"  
Right margin: 3p9/0.625"



**ADDITIONAL SHEETS**

Second sheet has been created for documents that are longer than a single page. It has only the St. Joseph’s College logo printed on it in the upper left-hand corner. Follow the letter text and margin specifications listed at left for formatting the second page.

If a document is longer than two pages, continue using second sheets and follow the specifications above.



## Stationery System: Business Cards

### SIZE

3.5" x 2"

Standard business card size

### PAPER STOCK

Strathmore Writing, Ultimate White, Wove, 88 lb. (236gsm) cover weight

### PRINTING

Offset lithography

### COLORS

Business card should be printed in two colors: St. Joseph's College blue (PMS 281) and yellow (PMS 7406).

### LOGO

The St. Joseph's College logo should appear on the left-hand side, 1p1.46 (0.187") down from the top of the card and 1p1.46 (0.187") in from the left-hand edge of the card. Logo size is 6p10.398 (1.144") wide by 3p1.776 (0.525") height. The logo should be printed in St. Joseph's College blue and yellow.

### TYPOGRAPHY

*Staff name:* Minion Bold 9-point with 10 points of leading.

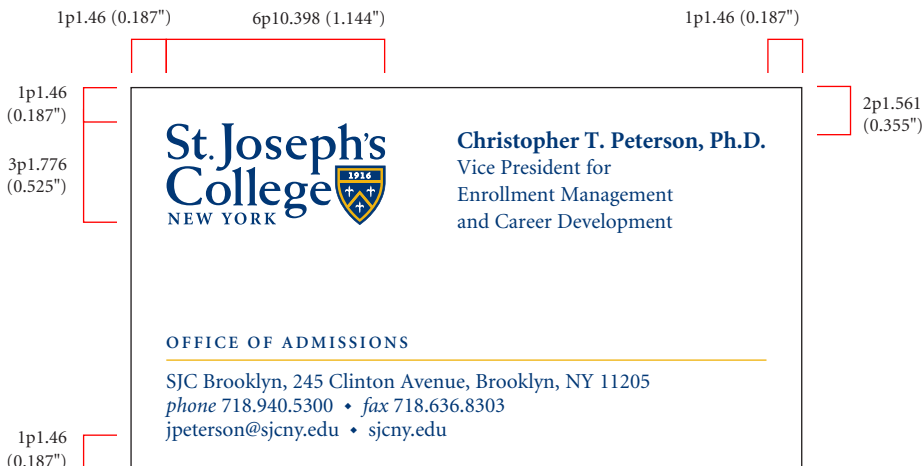
*Title:* Minion 8-point with 10 points of leading.

*Department information:* Minion Semibold, 6.5-point with 11 points of leading and 30 points of tracking.

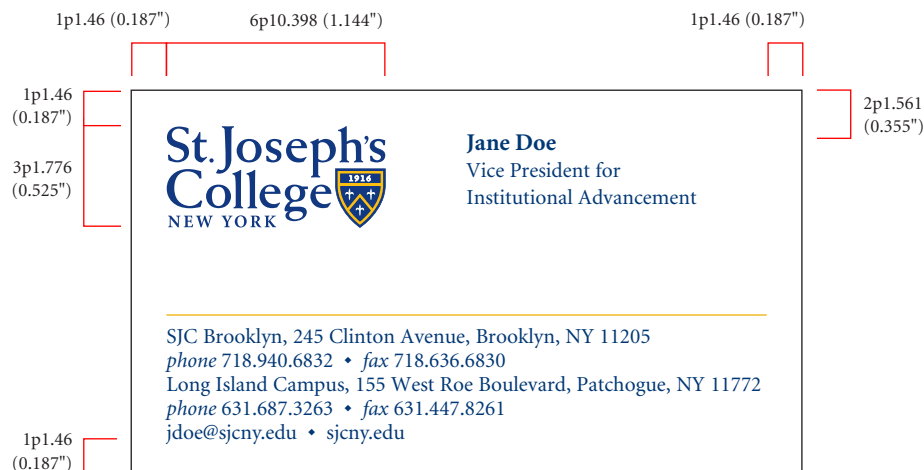
*Contact information:* Minion, 8 point with 9 points of leading.

*Phone, fax, email, and Web information:* Minion Italics, 8-point with 9 points of leading and 0.5 point of tracking:

- Regardless of the number of lines of contact information, the bottom margin should measure 1p1.46 (0.187").



Long length name with one address



Short length name with two addresses

# Stationery System: #10 Envelopes

**SIZE**

9.5" x 4.125"  
Standard #10 envelope size

**PAPER STOCK**

#10 regular: Strathmore Writing, Ultimate White, Wove  
#10 window: 24# white

**PRINTING**

Offset lithography

**COLORS**

Envelope should be printed in two colors: St. Joseph’s College blue (PMS 281) and yellow (PMS 7406).

**LOGO**

The St. Joseph’s College logo should appear on the left-hand side, 1p6 (0.25") down from the top of the card and 1p6 (0.25") in from the left-hand edge of the card. Logo size is 7p6.5 (1.257") wide by 3p6 (0.583") height. The logo should be printed in St. Joseph’s College blue and yellow.

**TYPOGRAPHY**

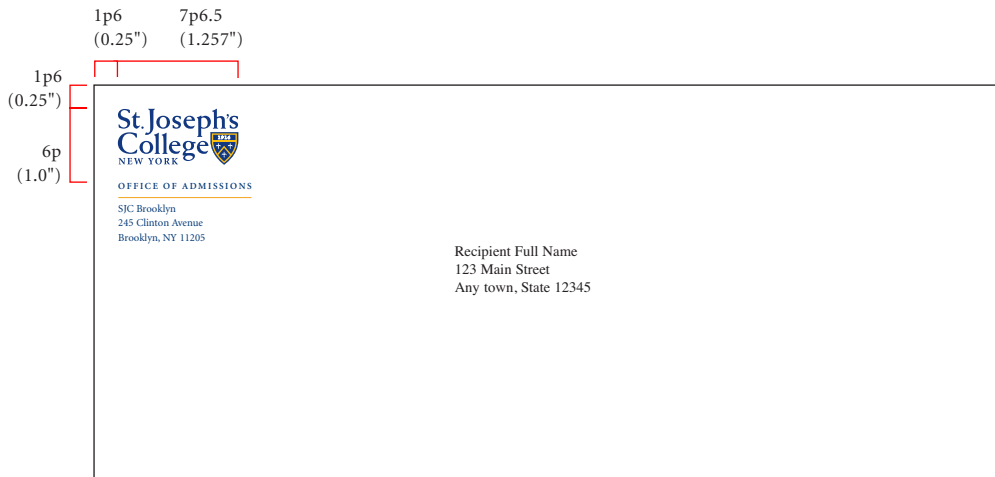
*Department information:* Minion Semibold, 7-point with 11 points of leading and 30 points of tracking. Department information prints in blue.

*Return address information:* Minion, 8-point with 11 points of leading. Address information prints in blue.

A 0.5-point rule is centered horizontally between the department and return address information. The rule prints in yellow.

*Recipient address information (with window):*

Address information should start 7p1.146 (1.187") in from left-hand edge and 8p10.2 (1.475") down from top.



#10 envelope



#10 envelope with window

## Stationery System: 6x9 Envelopes

**SIZE**

6" x 9"

**PAPER STOCK**

24# white

**PRINTING**

Offset lithography

**COLORS**

Envelope should be printed in two colors: St. Joseph’s College blue (PMS 281) and yellow (PMS 7406).

**LOGO**

The St. Joseph’s College logo should appear in the upper left-hand corner, 1p6 (0.25") down from the top of the envelope and in from the left-hand edge of the envelope. Logo size is 7p6.3 (1.255") wide by 3p6 (0.583") height. The logo should be printed in St. Joseph’s College blue and yellow.

**TYPOGRAPHY**

*St. Joseph’s College department information:* Minion Semibold Caps, 7-point with 11 points of leading and 35 points of tracking.

*Office address information:* Minion, 8-point with 11 points of leading. A 0.5-point yellow (PMS 7406) rule is center in between the campus and address information.

*Recipient address information :* Address information should start 22p2.4 (3.75") in from left-hand edge and 13p6 (2.625") down from top.



## Stationery System: 9x12 Envelopes

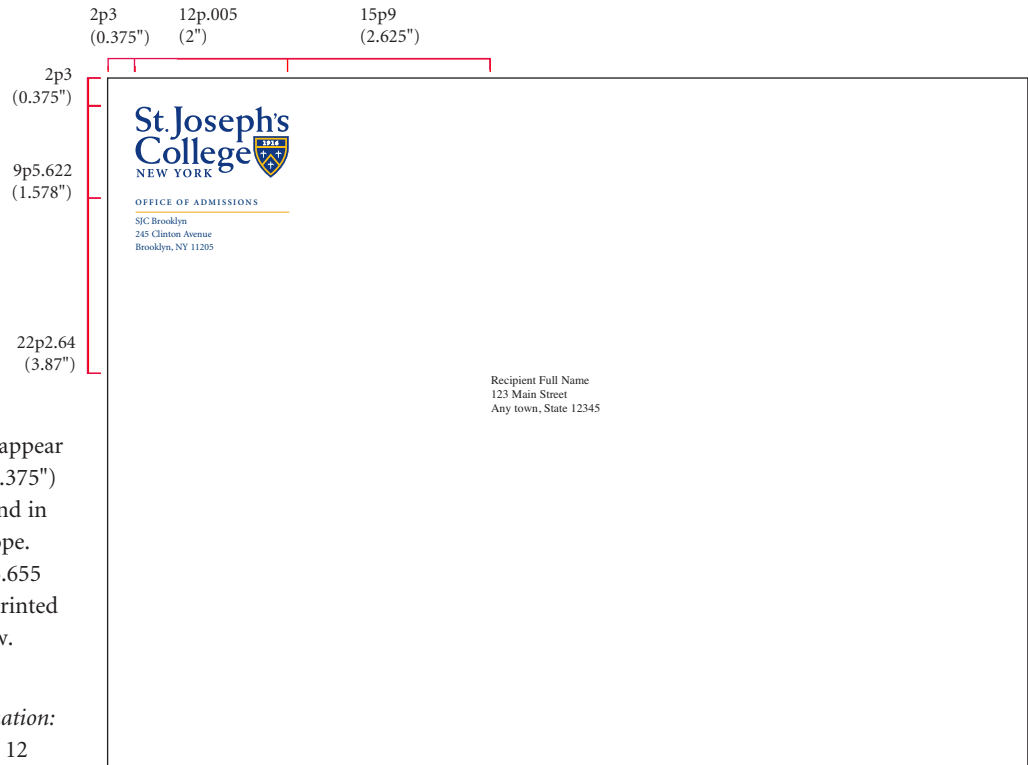
- SIZE**  
9" x 12"
- PAPER STOCK**  
24# white
- PRINTING**  
Offset lithography
- COLORS**  
Envelope should be printed in two colors: St. Joseph's College blue (PMS 281) and yellow (PMS 7406).

**LOGO**  
The St. Joseph's College logo should appear in the upper left-hand corner, 2p3 (0.375") down from the top of the envelope and in from the left-hand edge of the envelope. Logo size is 12p.005 (2") wide by 5p6.655 (0.926") height. The logo should be printed in St. Joseph's College blue and yellow.

**TYPOGRAPHY**  
*St. Joseph's College department information:* Minion Semibold Caps, 8-point with 12 points of leading and 35 points of tracking.

*Office address information:* Minion, 9-point with 12 points of leading. A 0.5 point yellow (PMS 7406) rule is center in between the campus and address information.

*Recipient address information:* Address information should start 30p (5") in from left-hand edge and 22p2.64 (3.87") down from top.



# Stationery System: Notepads

**SIZE**

5.5" x 8.5"

**PAPER STOCK**

60# smooth white offset (or similar stock)  
padded 50 sheets per pad

**PRINTING**

Offset lithography

**COLORS**

Notepad should be printed in two colors: St. Joseph's College blue (PMS 281) and yellow (PMS 7406).

**LOGO**

The St. Joseph's College logo should appear in the upper left-hand corner, 1p10.464 (0.312") down from the top of the pad and in from the left-hand edge of the pad. Logo size is 8p6.68 (1.426") wide by 3p11.674 (0.662") height. The logo should be printed in St. Joseph's College blue and yellow.

**DEPARTMENT**

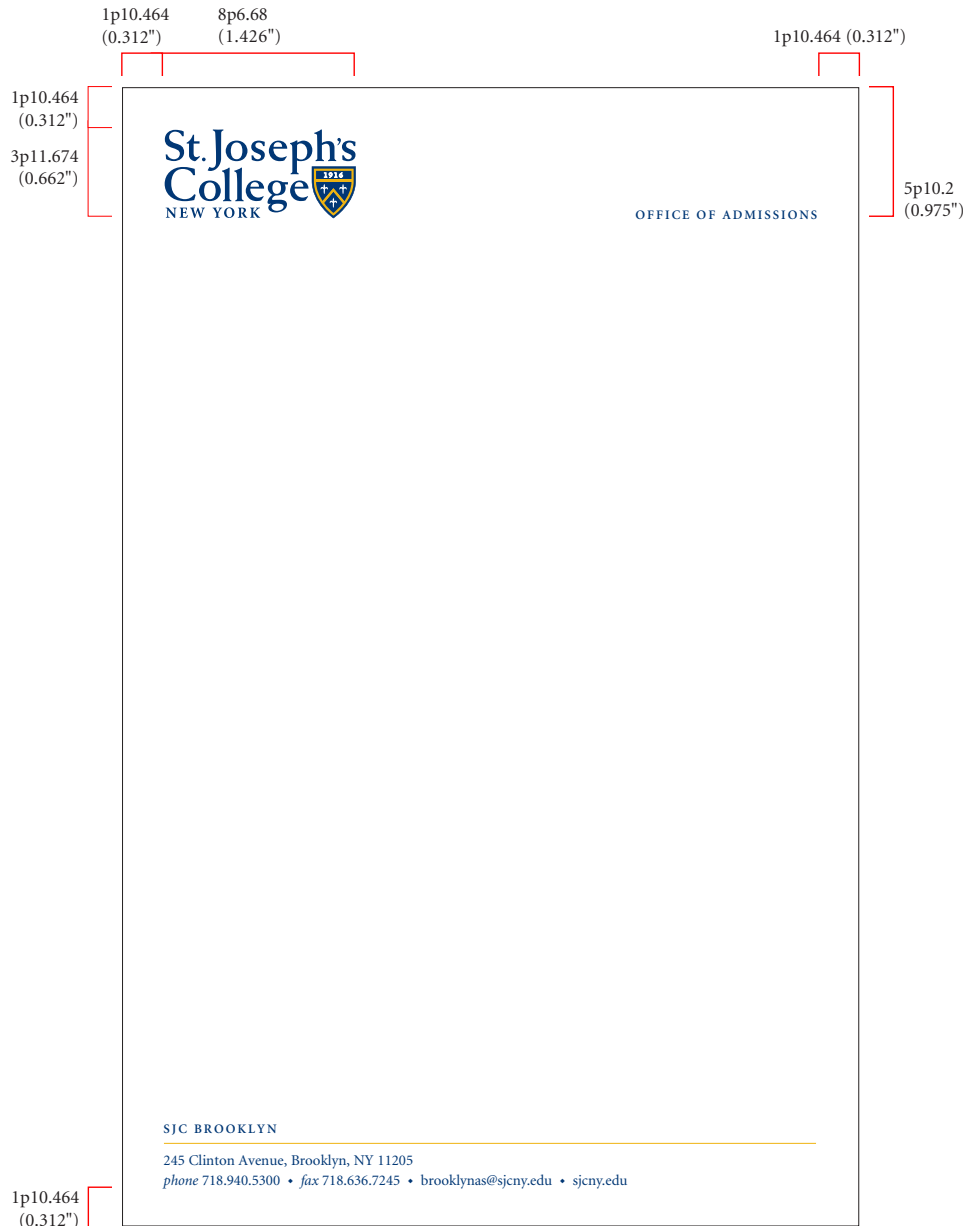
The St. Joseph's College department should appear in the upper right-hand corner, 1p10.464 (0.312") in from the right-hand edge of the pad and 5p10.2 (0.975") down from the top of the pad. The department is base aligned to the St. Joseph's College logo and should be printed in blue.

**TYPOGRAPHY**

*St. Joseph's College campus information:* Minion Semibold Caps, 7-point with 11 points of leading and 50 points of tracking.

*Office address information:* Minion, 8-point with 11 points of leading.

*Phone, fax, Web and email:* Minion Italic, 8-point with 11 points of leading and 0.5-point tracking. A 0.5 point yellow (PMS 7406) rule is center in between the campus and address information.



## Stationery System: Mailing Labels

### SIZE

5" x 4"

### PAPER STOCK

White adhesive label stock,  
5" x 4"

### PRINTING

Offset lithography

### COLORS

Mailing label should be printed in two colors: St. Joseph's College blue (PMS 281) and yellow (PMS 7406).

### LOGO

The St. Joseph's College logo should appear in the upper left-hand corner, 1p6 (0.25") down from the top of the label and in from the left-hand edge of the label. Logo size is 7p6.34 (1.255") wide by 3p6 (0.583") height. The logo should be printed in St. Joseph's College blue and yellow.

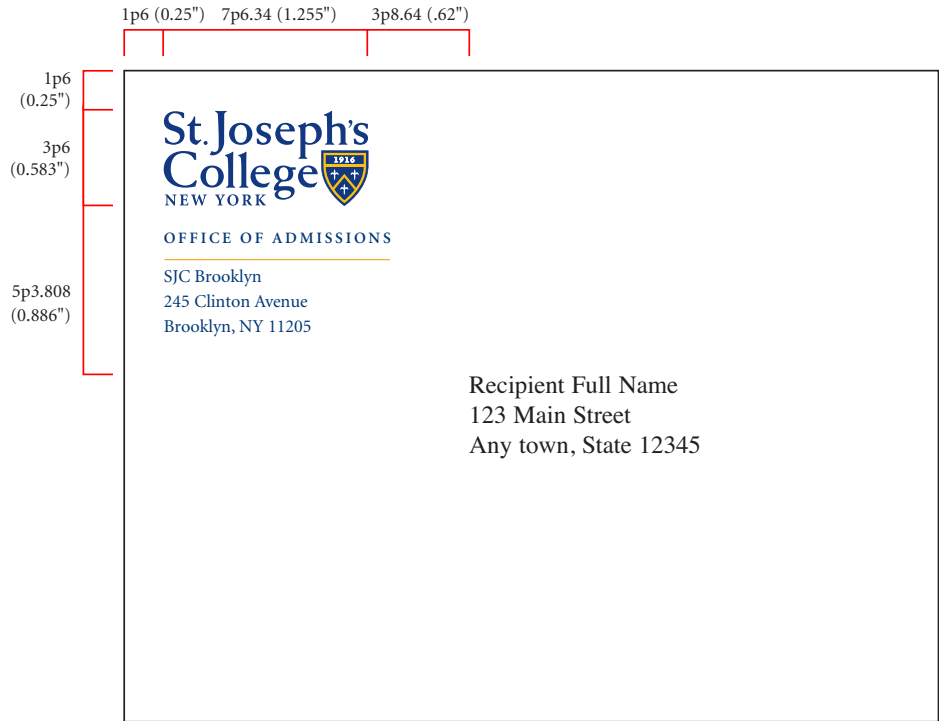
### TYPOGRAPHY

*St. Joseph's College department information:* Minion Semibold Caps, 7-point with 11 points of leading and 35 points of tracking.

*Office address information:* Minion, 8-point with 11 points of leading. A 0.5-point yellow (PMS 7406) rule is center in between the campus and address information.

*Recipient address information:*

Address information should start 12p9 (2.125") in from left-hand edge and 11p3 (1.875") down from top.



**CONTACT INFORMATION**

If you have questions regarding the  
*St. Joseph's College Standards Guide*,  
please email: [publications@sjcny.edu](mailto:publications@sjcny.edu).