



## **Saint Joseph's College Athletics Identity Guidelines**

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# Introduction

## A New Look for Saint Joseph's College Athletics

The “new” logo and corresponding identity guidelines have been put in place to help build the recognition of Saint Joseph's College Athletics. These marks inherit their meaning from the history of the college and all of its past and future accomplishments. A great deal of time and effort went into the creation of this new identity. We want the identity to speak of strength, professionalism, confidence, and our college's roots. This recognition will be greatly enhanced with consistent and proper use of this style guide. 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.

The 2006-2007 academic year has been an exciting time in the history of Saint Joseph's College with record-setting freshman classes, the entry into a new athletic conference, and the addition of three new varsity sports. A lot of hard work went into these watermark events, as a lot of work has gone into the creation of this logo.

We thank everyone in advance for using and adhering to the standards presented in this style guide.

## Assistance and Electronic Logos

Please contact Director of Athletics Brian Curtin at 207-893-6670 or [bcurtin@sjcme.edu](mailto:bcurtin@sjcme.edu) for assistance or electronic copies of the logos and marks.

# Philosophy

The athletic department at Saint Joseph's College recognizes that athletics is a valuable tool in teaching life skills to young men and women. Within the framework of competitive college athletics, the athletic staff works to highlight such life skills as: discipline, hard work, commitment, leadership, responsibility and time-management.

The department strives to:

- develop potential
- be community-minded
- provide a competitive environment where athletes are challenged to improve
- teach teamwork, unselfish play and sportsmanship
- follow NCAA guidelines
- provide support systems in the department—liaisons through which student athletes can utilize all the campus resources of support: academic counseling, tutoring, personal counseling, career services
- provide quality leadership through coaching and cultivating future leaders

We embrace the NCAA Division III philosophy appreciating the balance of academics and athletics. The intent is that the athletic experience at Saint Joseph's makes life-long sport fans/activity fans and is an important part in developing well-rounded, strong-minded, disciplined young men and women who strive for exceptional achievements. By providing solid leadership we hope to build and inspire young leaders.

# The Athletics Logo

## Monks Logo

The Monks Logo is the official logo of Saint Joseph's College Athletics. It is used in the majority of cases because it identifies both the team name (Monks) and the College (Saint Joseph's College). This logo should always be used in situations that would be considered official, such as business communications, signage, or marketing collateral. The logo should also be used instead of the secondary logos and marks when it is deemed that the audience lacks familiarity with Saint Joseph's College of Maine. See the usage chart on page 7 for a detailed listing of situations in which the Monks Logo is used.



**Monks Logo**

## Secondary Logos and Marks

Secondary logos and marks can be used in most occasions in place of the “Monks Logo.” When choosing a secondary logo to use, consider if the audience is familiar with Saint Joseph’s College of Maine or its Athletics program. All secondary logos are subject to the same color reproduction and usage guidelines as the “Monks Logo” outlined in the *Saint Joseph’s College Athletics Identity Guidelines*.

### Saint Joseph’s College Monk Logo

The Saint Joseph’s College Monk Logo is appropriate for use on t-shirts and merchandise, and should not be used in any situation that would be considered official.



Saint Joseph’s College Monk Logo

### SJC Letter Mark

The SJC Letter Mark replaces all previous versions of SJC or St.JC letter marks used in the past. It has been re-stylized to better aesthetically coincide with the new Athletics identity. This logo may appear on athletic uniforms, clothing, and merchandise. This logo should never be used in situations that would be considered official.



SJC Letter Mark

### SJC Monk Letter Mark

The SJC Monk Letter Mark is a combination of the SJC Letter Mark and Monk Image Mark. It uses mirror the SJC Letter Mark’s.



SJC Monk Letter Mark

*continued on page 5*

### Secondary Logos and Marks *continued from page 4*

#### Monk Image Mark

The Monk Image Mark has limited application as it does not mention the College or team name. This mark will not be launched until Fall 2009 because the image needs time to become synonymous with Saint Joseph's College Athletics and equity needs to be built in the brand.



**Monk Image Mark**

#### Monks Sport Logo

The Monks Sport Logo is only available to teams. The creation of logos apart from the Monks Sport Logo is not permitted at any time. The logo uses the Monks Logo and replaces "Saint Joseph's College" with the sports name. The typeface used for the sport's name is Friz Quadrata Bold. To obtain a copy of the Monks Sport Logo, contact the Athletics director.



**Monks Sport Logo**

#### Word Marks

The Monks and St. Joe's Word Marks are for use on uniforms only, and used when the name of a team must appear above a team member's number. The St. Joe's Word Mark is reserved for women's teams only.

**MONKS**

**Monks Word Mark**

**ST. JOE'S**

**St. Joe's Word Mark**

# Logo Usage Chart

This chart has been created to aid in selecting the appropriate primary or secondary logo or mark based on its intended application. A check mark has been put in a logo's or mark's column if it can be used in the listed applications. While every attempt has been made to list every possible application, if one should arise that is not listed, feel free to ask and a solution will be provided.

<b>Applications</b>	<b>Monks Logo</b>	<b>Saint Joseph's College Monk Logo</b>	<b>SJC Letter Mark</b>	<b>SJC Monk Letter Mark</b>	<b>Monk Image Mark</b>	<b>Monks Sport Logo</b>	<b>Word Marks</b>
<b>Business Cards</b>	✓						
<b>Stationery</b> (letterhead and envelopes)	✓						
<b>Tickets</b>	✓						
<b>Game Programs</b>	✓						
<b>Recruiting Materials</b>	✓						
<b>Media Guides</b>	✓						
<b>Marketing Collateral</b>	✓						
<b>Web Site</b>	✓						
<b>Team Uniforms and Hats</b>	✓		✓	✓			✓
<b>T-shirts</b>	✓	✓	✓	✓	✓	✓	
<b>Merchandise</b>	✓	✓	✓	✓	✓	✓	
<b>Team Warm-ups</b>	✓		✓	✓		✓	✓
<b>Team Gear Bags</b>	✓		✓	✓		✓	
<b>Athletics Staff Clothing</b>	✓		✓	✓		✓	
<b>Staff Briefcases and Portfolios</b>	✓		✓	✓			
<b>Court Chairs</b>	✓						
<b>Scoring tables</b>	✓						
<b>Jump Circle</b>	✓						
<b>Nameplates in Alfond Center</b>	✓						
<b>Foyer Rug in Alfond Center</b>	✓						
<b>Locker Room Walls</b>	✓						
<b>Score Board</b>	✓						
<b>Baseball Field Fence</b>	✓						
<b>Plaques and Trophies</b>	✓						
<b>On-field Stenciling</b>	✓						
<b>On-court Vinyl Decal</b>	✓						
<b>Gym Banners</b>	✓		✓	✓			



# 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 or black ink.



4-color process or 3-color spot logo



1-color spot blue



1-color spot black

## Official Colors



### 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

# Usage Guidelines

Usage guidelines have been established to assure proper usage of the logo and to assist in the success of the Saint Joseph's College identity. Adherence to these guidelines builds brand equity, sets an example of proper usage for others to follow, and helps to create a memorable image for Saint Joseph's College Athletics.

Though all of the logos/marks are not addressed in the *Usage Guidelines*, the principles presented should be applied to those marks as well.

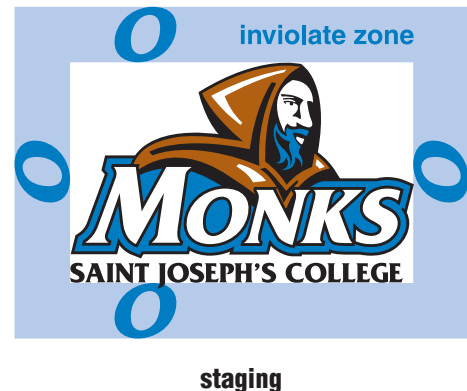
## Minimum Size

The distance from the top of the monk's hood to the bottom of the word "Monks" needs to be at least 1" to achieve the minimum size of proportionate reproduction.



## Staging

An inviolate zone of the height of the letter "O" in the word "MONKS" must be maintained all the way around the logo. Type and design elements should be kept out of the inviolate zone.



## Reverse Treatment

The logo can only be used in reverse on a navy blue, dark gray, or black background. Logos have been produced with a white keyline around them and the words "Saint Joseph's College" have been converted to white for this purpose. Note that logos printed on light or ash gray do not fall under the reverse treatment guideline, but the word "MONKS," highlights on the monk's robe, and white details in the face must be printed with white ink.



## Incorrect Usage

To aid in the explanation of correct usage, the following illustrations provide models of incorrect logo usage. These and any other adaptations of the logo not found in this section, and that fall outside of the defined Usage Guidelines in this identity guide are not permitted.

Altering the logo in any manner impairs Saint Joseph's College Athletics's ability to build brand equity.

**Do not separate the elements.**



separation of elements

**Do not use the logo as a part of copy.**



logo as a part of copy

**Do not substitute the colors.**

Refer to the *Color Reproduction* section of this identity guide.



substitution of colors

**Do not stretch or distort the logo.**

Maintain the same width to height aspect ratio.



stretched and distorted logo

*continued on page 10*

**Incorrect Usage** *continued from page 9*

**Do not add information or elements.**



added information or elements

**Do not substitute the fonts.**



substitution of the fonts

**Do not screen or watermark the logo.**



screened or watermarked logo

**Do not use logos obtained from inferior sources.**

Do not use logos obtained from previously printed materials.



logo from inferior source

*continued on page 11*

**Incorrect Usage** *continued from page 10*

**Do not rotate the logo.**

Maintain a 0° angle of reproduction.



rotated logo

**Do not use the logo as a part of a pattern.**



logo as a part of a pattern

**Do not put the logo on busy backgrounds.**

Avoid textured backgrounds, patterns, and photographs.



logo on a busy background

## Policies

### The Saint Joseph's College of Maine Seal

The Saint Joseph's College of Maine seal pictured to the right is the official logo of the College. The new Athletics identity is a part of the greater Saint Joseph's College identity, but is only used in association with Athletics. Communications and marketing collateral in which the primary topic is Athletics, should always be co-branded with the Saint Joseph's College Athletics logo and the Saint Joseph's College of Maine seal. Refer usage questions related to the Saint Joseph's College of Maine seal to the Marketing & Public Relations Department.



**Saint Joseph's College of Maine seal**

### Adherence to the Saint Joseph's College Athletics Identity Guidelines

Strict adherence to the color reproduction and usage guidelines must be observed any time the Athletics logo is used. Logos are available at your request, but cannot be altered in any way. To assure that the logo is used correctly, submit a proof or review the project with the Athletics director. Usage that falls outside of the defined guidelines will need to be addressed and resubmitted.

### Consent for Reproduction

The Athletics logo cannot be used or reproduced without the written consent of the Athletics director.

To obtain one-time written consent, please send the Athletics director the details of the request. Once consent has been granted, submit a paper proof of the proposed design or piece of merchandise. This proof will be reviewed and approved by the Athletics director. Only after approval has been granted, may the design or piece of merchandise be produced.

# Need Help?

## 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 Director of Athletics Brian Curtin at 207-893-6670 or [bcurtin@sjcme.edu](mailto:bcurtin@sjcme.edu) with the details of your request.

## 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.

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**Need Help?** *continued from page 13*

## 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 Director of Athletics Brian Curtin at 207-893-6670 or [bcurtin@sjcme.edu](mailto:bcurtin@sjcme.edu).