St. John’s University celebrates its 150th anniversary from September 2020 to June 2021.

This Style Guide has been created to serve as the resource for all of your marketing and communication needs during this anniversary period.

Please consult this manual before you begin to develop your marketing and communication projects, as it includes approved talking points, logos, colors, and usage guidelines related specifically to the 150th celebration, as well as special exceptions to certain established practices and policies that will apply only during the anniversary year.

Adherence to this guide simplifies the production of your communication projects, ensures consistency across all mediums, and helps to strengthen the identity of St. John’s University during this sesquicentennial celebration.

As always, contact your Account Director in the Office of Marketing and Communications for assistance with design and production, copywriting, digital, media, and other communication needs.

TABLE OF CONTENTS

Overview and Talking Points .......................................................... 2
150th Logo (Full Color) ..................................................................... 3
Logo Variations (Full Color) ............................................................. 4
150th Logo (One Color) .................................................................... 5
Logo Usage Don't's ......................................................................... 6
Color Palette .................................................................................... 7
Print Design Examples ..................................................................... 8
Logo Usage Against Imagery .......................................................... 10
Stationery ....................................................................................... 11
Digital Resources ........................................................................... 12
Promotional Items: Giveaways, Merchandise, and Apparel ............ 14
Special Circumstances ................................................................... 15
Overview and Talking Points

Below are the talking points for use when creating programs for events and scripting remarks.

In 2020, St. John’s University celebrates its 150th anniversary. Our sesquicentennial celebration, “150 Years: Faithful to the Mission,” includes year-long festivities to mark this very special occasion and recognize the University’s heritage, accomplishments, and academic excellence.

Founded in 1870 by the Congregation of the Mission (the Vincentians), with a mission to provide the youth of New York City with an intellectual and moral education, St. John’s is a Catholic and Vincentian University with deep roots in metropolitan New York and an expanding global footprint. From our humble beginnings—as a place of opportunity for immigrants and their children—the University has grown from a one-room farmhouse in Brooklyn, NY, to a modern University spread across two continents. While the University evolves and expands, we never waver from our founding mission to serve those most in need.

Events and activities to mark our 150th anniversary take place throughout the 2020–21 academic year and are designed to engage all University constituencies—students, faculty, alumni, administrators, staff, and friends.

Together, we honor generations of Johnnies who came before us, as well as our current community of supporters, whose dedication and innovation have built St. John’s into the metropolitan and global University it is today.

We are proud that, for a century and a half, St. John’s University remains “Faithful to the Mission,” and we celebrate that legacy and its promise for an even greater future.

There are many ways for members of the St. John’s University community to be involved in the 150th Anniversary Celebration:

1. Share your memories and birthday messages through a mobile story-sharing site! You can also read about families who have shared their St. John’s pride across the years. Share stories and photos, new or old, to help tell the St. John’s story www.stjohns.edu/150JoinTheCelebration

2. Visit 150.stjohns.edu for information on future 150th events and initiatives, photos from events, and ways to get involved.

3. Consider giving back to St. John’s University. Your support helps keep St. John’s strong for the next 150 years!

Sesquicentennial Celebration Style Guide

150th Logo (Full Color)

The sesquicentennial logo should be included on all materials created for use during the 150th anniversary celebration. There are two versions of the official 150th logo. Either of the versions should be used in place of the standard St. John’s University logo in designs. THE 150TH LOGO AND THE STANDARD ST. JOHN’S LOGO SHOULD NOT BE USED TOGETHER.

1. The 150 and the swish are artwork. There is no font equivalent. Please do not try to replicate.

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The 150th Logo (Full Color)

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150.stjohns.edu #StJohns150
Logo Variations (Full Color)

Both versions of the 150th logo can be used in full color or all white. The all-white version always has a full color crest. The logo may be used against our primary and neutral color palettes (found on page 6). Use the full color version of the logo when possible. Both versions of the 150th logo can be used with the approved backgrounds. While the options below display only Version 1 of the 150th logo, Version 2 of the logo can also be used with the following approved backgrounds as well.

### PRIMARY COLOR BACKGROUNDS

- **White Background**
- **Gray (Cool Gray 8)**

### NEUTRAL COLOR BACKGROUNDS

- **Gray (Cool Gray 3)**
- **PMS 7500**
- **PMS 5655**

### 150th Logo (One Color)

In rare instances when materials can only be produced in one color, there are red and white versions of the official 150th logo that do not include the University crest. **As with the full-color logos, the one-color 150th logo and the standard St. John’s logo should not be used together.**

#### VERSION 1

**Red**

![Version 1 Red Logo](image1)

**White**

![Version 1 White Logo](image2)

#### VERSION 2

**Red**

![Version 2 Red Logo](image3)

**White**

![Version 2 White Logo](image4)

**NOTE:** Our neutral color palette includes multiple variations of gray.
Logo Usage Don'ts

Variations of the logo beyond those displayed on page 3 are not permitted.

Color Palette

PRIMARY COLOR PALETTE

**RED**
- PMS 186
- CMYK: 2/100/85/6
- RGB: 207/10/44
- HEX: CF102D

**WHITE**
- PMS 296
- CMYK: 30/73/28/68
- RGB: 7/27/44
- HEX: 051C2C

**BLACK**
- PMS 7000
- CMYK: 11/15/38/0
- RGB: 223/209/167
- HEX: F9D1A1

**GRAY**
- PMS COOL GRAY 8
- CMYK: 48/40/38/4
- RGB: 138/138/141
- HEX: 898B8E

**COOL GRAY 3**
- CMYK: 25/17/17/0
- RGB: 200/201/199

**COOL GRAY 6**
- CMYK: 35/29/28/0
- RGB: 167/168/170

**COOL GRAY 11**
- CMYK: 65/57/52/29
- RGB: 83/86/90

**WARM GRAY 3**
- CMYK: 25/24/26/0
- RGB: 191/184/175

**WARM GRAY 6**
- CMYK: 36/35/38/1
- RGB: 165/156/148

**WARM GRAY 11**
- CMYK: 52/53/58/24
- RGB: 110/84/88

**PMS 5655**
- CMYK: 32/38/33/0
- RGB: 176/189/176

**COOL GRAY 3**
- CMYK: 21/17/17/0
- RGB: 200/201/199

**COOL GRAY 6**
- CMYK: 35/29/28/0
- RGB: 167/168/170

**COOL GRAY 11**
- CMYK: 65/57/52/29
- RGB: 83/86/90

**WARM GRAY 3**
- CMYK: 25/24/26/0
- RGB: 191/184/175

**WARM GRAY 6**
- CMYK: 36/35/38/1
- RGB: 165/156/148

**WARM GRAY 11**
- CMYK: 52/53/58/24
- RGB: 110/84/88

**PMS 5655**
- CMYK: 32/38/33/0
- RGB: 176/189/176
COMMENCEMENT GUEST PROGRAMS

QUEENS UNDERGRADUATE
Commencement Exercises
2020
Saturday, May 16, 2020
10 a.m.
Great Lawn, Queens Campus

QUEENS GRADUATE
Commencement Exercises
2020
Monday, May 18, 2020
6 p.m.
Carnesecca Arena

The Office of Grants and Sponsored Research commends your diligent efforts in successfully securing grant funds complementing St. John’s University’s academic excellence and the pursuit of wisdom. In recognition of your commitment to empower diverse learners with quality education for life through sponsored programs.

Office of Grants and Sponsored Research

CERTIFICATE

GRAND ALUMNI HOMECOMING WEEKEND
2021
Saturday, May 22 – Monday, May 24

PRESIDENT’S NEWSLETTER
Logo Usage Against Imagery

Place either of the two logo versions on areas of the image that allows the best legibility. If this is an issue, the logo can also be placed on a colored background over an image as well (see pages 4 and 6 for background color options).

Stationery

LETTERHEAD AND ENVELOPE

Stationery is available for order from the Office of Printing and Distribution beginning June 1, 2020, and ending March 2021.
Digital Resources

The University has a dedicated 150th website, which can be found at 150.stjohns.edu. This site includes an events and activity calendar, specific information related to the anniversary celebration, and milestones and memories from the University’s 150 years.

A digital toolkit has also been created to maximize exposure both internally and externally for the University’s 150th anniversary celebration, including:

- Template for Powerpoint presentations
- Email signature
- Digital wallpaper for desktop, tablet, and mobile
- Bearded hashtags
- Visual assets for use on social media profiles
- Event planning tools

Please visit www.stjohns.edu/150toolkit.
Promotional Items:
Giveaways, Merchandise, and Apparel

- **T-SHIRT**

- **PEN**

- **KEYCHAIN**

- **CAR DECAL**

Special Circumstances
When size and space present a challenge, as in the examples below, please contact your Account Director to explore limited alternatives.

- **PINS**
  - ACTUAL SIZE: 1” x 1”

- **ACADEMIC ATTIRE PATCH**
  - ACTUAL SIZE: 2” x 2”

- **ATHLETIC UNIFORM PATCH**