150

ECCE AGNUS

ST. JOHN'S UNIVERSITY

1870–2020

FAITHFUL TO THE MISSION

SESQUICENTENNIAL CELEBRATION

Style Guide

September 2020–June 2021

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.

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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!

150.stjohns.edu **#StJohns150**

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.**

VERSION 1

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

FONT: Sabon Roman Small Caps
COLOR: BLUE–Pantone 296 or
CMYK: 100/73/28/68
RGB: 7/27/44
HEX: 051C2C

FONT: Brown (BlackCondensed)
COLOR: RED–Pantone 186 or
CMYK: 2/1000/85/6
RGB: 207/10/44
HEX: CF102D

VERSION 2

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

FONT: Sabon Roman Small Caps
COLOR: BLUE–Pantone 296 or
CMYK: 100/73/28/68
RGB: 7/27/44
HEX: 051C2C

FONT: Brown (BlackCondensed)
COLOR: RED–Pantone 186 or
CMYK: 2/1000/85/6
RGB: 207/10/44
HEX: CF102D

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)

RED BACKGROUND

BLUE

BLACK

NEUTRAL COLOR BACKGROUNDS

GRAY (COOL GRAY 3)

PMS 7500

PMS 5655

NOTE: Our neutral color palette includes multiple variations of gray.

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

WHITE

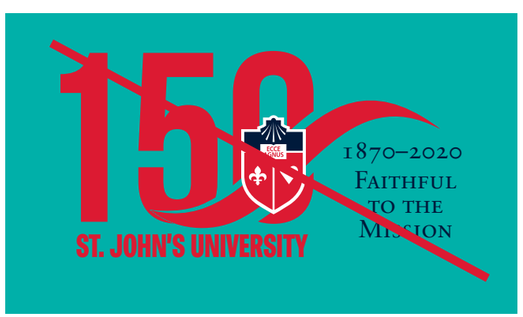
VERSION 2

RED

WHITE

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

BLUE
PMS 296
CMYK: 100/73/28/68
RGB: 7/27/44
HEX: 051C2C

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

BLACK

NEUTRAL COLOR PALETTE

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

PMS 7500
CMYK: 11/15/38/0
RGB: 223/209/167

WARM GRAY 3
CMYK: 25/24/28/0
RGB: 191/184/175

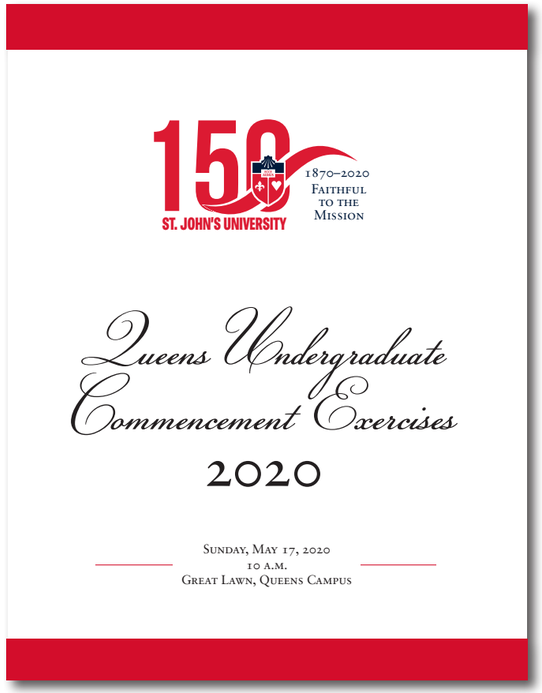
WARM GRAY 6
CMYK: 36/35/38/1
RGB: 165/156/148

WARM GRAY 11
CMYK: 52/53/59/24
RGB: 110/98/89

PMS 5655
CMYK: 32/18/31/0
RGB: 176/189/176

Print Design Examples

COMMENCEMENT GUEST PROGRAMS



CERTIFICATE

PRESIDENT'S NEWSLETTER

150 ST. JOHN'S UNIVERSITY 1870–2020 Faithful to the Mission

The President's Newsletter

CATHOLIC, VINCENTIAN, METROPOLITAN, AND GLOBAL

Vol. 5 | Issue 1 | October 2019

www.stjohns.edu/PresidentsNewsletter

Our 2019–20 academic year begins with the historic announcement that the College of Professional Studies has been renamed The Lesley H. and William L. Collins College of Professional Studies in recognition of an extraordinary gift commitment from Lesley H. Collins ('83SVC) and William L. Collins '76C, '12HON.

As generous St. John's University alumni, Lesley and Bill are especially devoted to their alma mater. Their years at St. John's prepared them to be successful in their chosen careers, while instilling the important Vincentian philosophy of making a difference in the lives of others. For decades, they have demonstrated that and more to the St. John's family. The personal support of Lesley and Bill, and alumni like them, fills me with gratitude and pride and helps the University remain faithful to our founding mission.

In this issue of *The President's Newsletter*, you will read about our incoming first-year class and how the University continues to attract some of the best and brightest high school students from across the country and around the world. The academic profile of our incoming students continues to improve; St. John's remains a sought-after destination for students both inside and outside of our primary recruiting market.

Our efforts to ensure student success have proven to be successful as the four-year graduation rate for the 2015 entering class of full-time, baccalaureate degree-seeking, first-time students is the highest in 30 years, when the University began tracking this information.

I invite you to get to know some of the new members of our leadership team, including our new Chair of the Board of Trustees—William J. Janeschek '84CBA, '17HON; new Trustee, Catherine M. Verrelli '00TCB, '01MS; new Provost and Vice President for Academic Affairs, Simon Geir Mollier, Ph.D.; new Dean of The School of Education, David L. Bell, Ed.D., and our new Men's Head Basketball Coach, Mike Anderson.

Over the last few years, positive organizational changes implemented at St. John's and a steadfast commitment to our Strategic Priorities have helped us to rapidly respond to new challenges in higher education while remaining true to our founding Catholic and Vincentian mission. Being faithful to the mission is what enables St. John's University to be the life-changing institution that it has been for almost 150 years. With your continued support, our mission will endure, thrive, and grow—just as St. John's University has done since its humble beginnings in 1870.

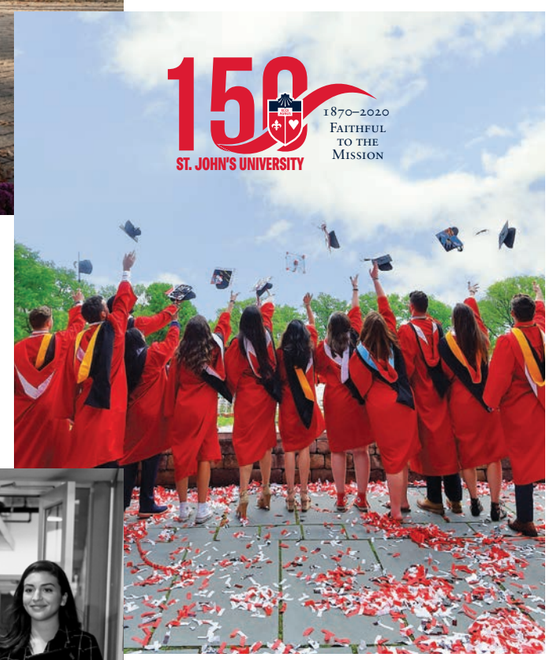
Sincerely,

Conrado "Bobby" Gempesaw, Ph.D.
President

GRAND ALUMNI HOMECOMING WEEKEND POSTCARD

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

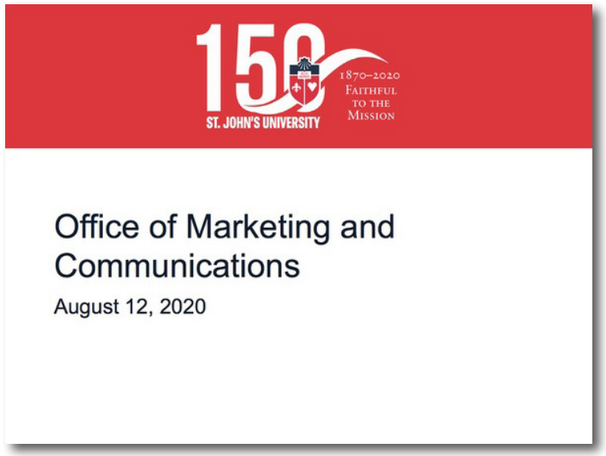
The University has a dedicated 150th website, which can be found at 150.stjohns.edu. This site includes an events and activity calendar, specific information related to the anniversary celebration, and milestones and memories from the University's 150 years.

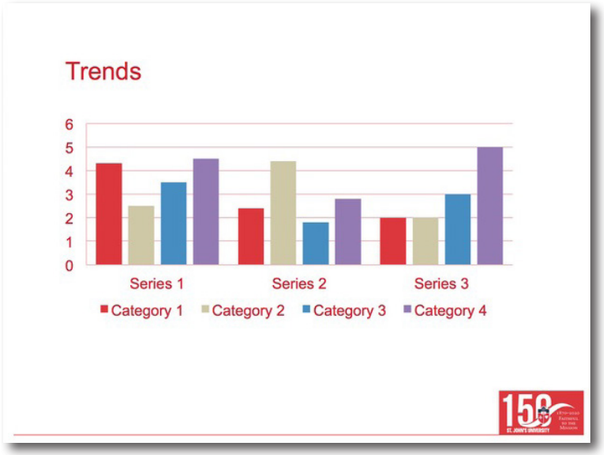
A digital toolkit has also been created to maximize exposure both internally and externally for the University's 150th anniversary celebration, including:

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

Please visit www.stjohns.edu/150toolkit.

POWERPOINT





EMAIL SIGNATURE

John Smith
Director
Office of Example
8000 Utopia Parkway
Queens, NY 11439
123-456-7890

150 1870 2020
Faithful to the Mission
ST. JOHN'S UNIVERSITY

WALLPAPER – DESKTOP

TABLET

MOBILE

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