Essential to the success of Saint Joseph’s University brand is the use of our distinctive logos, colors and voice. A consistent, cohesive graphic style establishes an identity and recognition of the University.

This brand book is a guideline of University design elements to be used for print, web and digital communications. Design or color alterations to the specifications in this manual are not permitted. Improper use of university logos or incorrect colors may result in redesign and reprinting. This includes projects designed and printed by outside vendors.

Resources for SJU’s editorial style are available at sju.edu/styleguide.
For other questions related to visual design, print, brand voice, content, web design and structure, consult the Marketing and Communications team at sju.edu/marcomm.
Institutional logos

UNIVERSITY SEAL

The University crest is an emblem, which references the history and founding of the Jesuit order (the Society of Jesus) by Saint Ignatius of Loyola. It also contains iconography symbolic of Saint Joseph, the patron saint of the University.

This crest is featured in the official University seal. The graphic icons in the image to the right, rendered in shapes and lines, were simplified to give the seal a crisp appearance in small-scale reproductions.

The Saint Joseph’s University seal is the official seal of the University. It is to be used for legal documents, diplomas and commencement programs. It may not be used on general University publications or on any merchandise. The use of this seal must always be cleared through Marketing and Communications.

UNIVERSITY LOGOS

Saint Joseph’s University’s graphic identity consists of two parts:

The logotype, which is the institution’s initials with the icon of a lily (the liturgical flower of Saint Joseph) above the letter ‘J.’

The logotype combined with the full name of the institution, stacked or in one line. This is the official identity signature for Saint Joseph’s University.

The logo colors are Pantone 201 and Cool Gray 11.

Primary color palette

The primary palette is the foundation for all designs.

MERCHANDISE ORDERS

Departments and clubs that order merchandise such as T-shirts, pens, tote bags, mugs, table skirts, etc. should adhere to the primary color palette when ordering these items.

T-shirt colors can be 201 red, gray, black or white. Some outside vendors stock the University’s 201 red color for T-shirts and table banners. Email getcreative@sju.edu for their contact information.
ATHLETIC LOGOS

The athletic logotype does not replace the official University logotype.

These logos are reserved for athletic purposes only, and their use must be approved by the Office of Marketing and Communications.

All other versions of athletic logos have been retired and may not be used.

SOLID HAWK LOGO

This version of the Hawk logo may be used for non-athletic print and digital materials with permission from the Office of Marketing and Communications. This Hawk does not replace the official University logotype and does not take the place of the athletic Hawk logos.

SECONDARY DEPARTMENTAL AND PROGRAM LOGO TREATMENT

The SJU logo is separated from the department name with a vertical pipe.
**Fonts:** frutiger  
**sans-serif typeface**

**Frutiger** is a sans-serif typeface created in 1975 by the Swiss type designer Adrian Frutiger. It was commissioned in 1968 by the newly built Charles de Gaulle Airport in Roissy, France, which needed a new directional sign system.

Frutiger's goal was to create a sans-serif typeface with the rationality and cleanliness of Univers, but with the organic and proportional aspects of Gill Sans. The result is that Frutiger is a distinctive and legible typeface. Ascenders and descenders are very prominent, and apertures are wide to easily distinguish letters from each other.

**Usage**

Frutiger is most often used for headlines. Large headlines and messages are in 45 light upper and lower case. Depending on the content hierarchy, subheads are in 75 black or 65 bold in upper and lower case, never all caps. Color of heads should be red (PMS 201C), black or gray (70% of black). Gray should always be used as a supplement to red or black, never by itself.

---

**FEELS:**  
**bold and assertive**

**USED FOR:**  
**big bold statements**  
**subheads/body lead-in**  
**call-outs**  
**short factual body copy**

---

**Frutiger**  
**75 BLACK**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
</table>

**Frutiger**  
**65 BOLD**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
</table>

**Frutiger**  
**55 ROMAN**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
</table>

**Frutiger**  
**45 LIGHT**

<table>
<thead>
<tr>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
</table>
**Fonts:** sabon serif typeface

Sabon is the name of an old style serif typeface designed by the German-born typographer and designer Jan Tschichold (1902–1974) in the period 1964–1967. A modernist, he played a significant role in British book design, creating timeless modern layouts and fonts for Penguin Books.

**Usage**
Sabon is used for body copy. Size is generally 10 point. Color is often gray (70% of black). Gray is easier on the eyes and gives accompanying color headers (black/red) a heightened level of hierarchy.

**FEELS:**
quiet, professional, smart

**USED FOR:**
body copy
Power point template

Download templates for 16:9 and 4:3 power point presentations in the Nest - Marketing Communications document repository.
Red block

Using a **RED BLOCK** is not required.

Should you choose to use the red block, you may use only **ONE** per ad/spread.

**Blocks of color.** Blocks of color should be used sparingly for emphasis and to establish information hierarchy. Messaging in the block either sets up a live greater scenario or answers it. If the message is too long to fit comfortably, either edit or move that information to a side bar or body copy.

When the red block is used over a photo, it should be noticeably transparent. To maintain its color vibrancy, it is actually built with **2 blocks** on top of each other. The **bottom block is white** with a normal opacity of 60-80% in the effects window. The **top block is PMS 201C** with multiply selected in the effects window with **100% opacity**. The copy on the block is always white in Frutiger light. If the headline prior to the block ends with a period, the type in the block begins with an initial cap. If no period, the type is a continuation and is lowercase.
Photography should convey a light, airy quality which complements the headline — the headline being the real hero in the new branding. Imagery should give off a friendly, inviting vibe. Photographs should utilize compositions with plenty of negative space for text.

Never use low-resolution or cell-phone images in print pieces.

Existing marketing images can be found at sjuphoto.com and searched by keyword. For information about how to use the archive site, please visit sjuphoto.com/faq.

For assistance with image selection, or to schedule a photo shoot for your specific marketing piece or event, please email Creative Services at getcreative@sju.edu. Allow at least one week for photo shoot scheduling and at least two working days for processing once the shoot has taken place.

Photography feels:
- light
- energetic
- alive
- positive
Video

simple white super

end card sequence

Live greater.

red background super
Examples
The story of Saint Joseph’s is a history of people who never sit back and watch the world go by. In fact, they change it for the better.
Find your purpose.

Translation: Find your God-given gift and use it. That Jesuit ideal is a big deal at Saint Joseph’s. As one of the country’s great 28 Jesuit schools, we inspire students to dig deep and discover what they live for. Pushing them to do things like build communities in South America and save lives by preventing brain disorders in young athletes. Time to light up the world. #LiveGreater
Giving your all isn’t easy. It takes initiative. Guts. Strength. But if you’ve got the courage to be a Hawk, we’ll show you the way: magis. It’s the Jesuit ideal that inspires us daily to think more broadly, work a little harder, and make the most of our God-given talents. Because that’s what Hawks do. #LiveGreater
Life isn’t a spectator sport.
There’s so much more to life. Jesuits called that idea magis. At Saint Joseph’s, we live it. Students open their minds and find their fire — then set the world ablaze with it. They start their own companies. Write novels about ethics (and time travel). Win national business competitions. And earn Fulbright awards to teach English in Slovakia. In other words, they’re living lives of greater purpose. Find yours.
Find your higher purpose.

At Saint Joseph’s, class isn’t just a two-hour block; it’s a gateway to living greater. Our 200+ global-minded (and nationally ranked) academic programs create a deeper connection between you and the world around. So you’ll become the can-do, will-do thinker who changes it for the better. And there’s no greater purpose than that.
Because good enough simply isn’t.

That’s been our philosophy since 1851. And it’s why Saint Joseph’s is a member of Phi Beta Kappa, America’s oldest academic honor society. We’re also ranked among the top colleges in the Northeast by U.S. News & World Report, Forbes, and the Princeton Review.

#LiveGreater
What if you had a higher purpose?

#LiveGreater

LIVE GREATER

ad concept layout options
When you achieve what you thought was impossible.

To learn more about living greater, visit Saint Joseph's University, online or in person. We're just 10 minutes away on the Paoli local.

That's the magis.

#LiveGreater
Rave reviews from *U.S. News, Princeton & Forbes.*

We’re the country’s largest Jesuit business school. The region’s only AACSB-accredited and CFP® certified finance program. And the world’s only Food Marketing MBA. Our master’s candidates tell stories with data, tour think tanks in India and become COOs, SVPs and even international business owners.

So far, we’ve taught 22,000+ Haub Hawks that character counts when climbing the corporate ladder.

Sound good to you? Find your program: sju.edu/haubhasit

*Live greater.*
Act boldly. Lead with character.

Because here, good enough simply isn’t. It’s why Saint Joseph’s is a member of Phi Beta Kappa, America’s oldest academic honor society. We’re also ranked among the top colleges in the Northeast by U.S. News & World Report, Forbes and the Princeton Review.

Live greater.

sju.edu/business

HAUB HAS IT

Saint Joseph’s University | Haub School of Business
Better business begins here.

HAUB HAS IT

Haub School of Business

sju.edu/mba
I live for healthcare for all.

She lives for a greener, greater planet.

Thanks to Saint Joseph's Institute of Clinical Bioethics, I've been able to provide medical care to Philly’s uninsured and even build water filters for countries around the world. Every day, I live greater by doing what’s right.

Lena Hunt ’16

Lives the world waits for no one. Yours only, right now, and in Senegal, Africa, as part of the Peace Corps, studying how a single tree species reacts to different environments. Before that, she was here at Saint Joseph’s, conducting atmospheric research with her professor. That’s Live greater.
street banners
Better business begins here.

The nation’s #4 risk management and insurance major

The nation’s #9 undergraduate marketing program

The nation’s #12 graduate marketing program
Turn can into will.

Turn passion into purpose.

Turn challenge into change.

That’s what it means to #LiveGreater

Saint Joseph’s University
Live to think bigger ideas.

Live for a better world.

Live with higher purpose.

LIVE GREATER

Saint Joseph’s University  #LiveGreater
When Hawks spread their wings, there's no limit to how far they can fly! #LiveGreater

Since 1851, SJU has shown students how to push hard, roll up their sleeves, and then get to work to make a better, more just world. It's your turn now. #LiveGreater

What's your stand?
Advocate for an accessible internet. Defeat a life-threatening bacterium. Try something you never thought you'd do. #LiveGreater

What's your higher purpose?
Advance as a leader. Gain real-work experience as a student. Defeat a life-threatening bacterium. Try something you never thought you'd do. #LiveGreater

99.7% of undergrads get real-world experiences.
sponsored social posts

Hendrix College
What does it mean to you to #BeHendrix? Share in the comments below, or on your own posts using the hashtag.

Learn More

Equal rights. Art in schools. Health care for all. Whatever your passion, Saint Joseph’s is the place to explore your higher purpose. Find out how Hawks #LiveGreater at Open House on Sunday, July 23.

Top 15 in the U.S. — 4 years running. The Haub School of Business Executive MBA has it.

One of the best MBAs in the nation

Saint Joseph’s EMBA teaches you how to be a corporate leader with conscience. Find your higher purpose, elevate your career. What are you waiting for? Apply today.

SJU EDU MBA

Top 55 majors, 50 minors. Explore how to #LiveGreater at Saint Joseph’s.

SJU Open House: July 23

How will you live greater? Maybe you’ll grow a greener planet. Or, lead a successful company or start your own. There’s only one way to find out: Come to SJU’s Open House on July 23.

Learn More

What kind of life are you willing to lead? Average? Ordinary? Normal? Not here. Hawks #LiveGreater. They buck the everyday in favor of something more. Are you with us?

SJU EDU
Do you have what it takes to #LiveGreater?

Find your higher purpose. #LiveGreater

Step up. #LiveGreater
Live greater

This is your moment to decide: What kind of life will you lead? Do you have the heart and strength to do and be something more? Since 1851, Saint Joseph’s has shown students how to push hard, roll up their sleeves, and get to work to make a better, more just world. It’s your turn to discover your magic and live greater.

Think you’re ready to be a Hawk? Join us.
Undergraduate

Live greater
This is your moment to decide: What kind of life will you lead? Do you have the heart and strength to do and be something more? Since 1851, Saint Joseph’s has shown students how to push hard, roll up their sleeves, and get to work to make a better, more just world. It’s your turn to discover your magic and live greater.

Think you’re ready to be a Hawk?

Graduate Haub School of Business

Live greater
By our standards, life defined by a button isn’t good enough. Live for more. At the Haub School of Business, we designed our nationally ranked (think U.S. News, Princeton Review and Forbes) graduate programs with magic in mind. So you can take your career higher, farther, deeper, broader. That’s what happens when you do good business with even greater purpose.

Think you’re ready to be a Hawk?

Graduate Arts & Science

Live greater
Hawks believe in doing more. Being more. Standing for more. After all, that’s what in action. So when you earn your graduate degree from the College of Arts & Sciences, you’ll do more to teach kids, fight illness, or combat street (or cyber) crime.

Think you’re ready to be a Hawk?
When you create the first successful mutation of a life-threatening bacterium in more than two decades, you better have a good reason. Marisa Egan ’18 does. She’s part of an SJU collaborative research team that’s hell-bent on battling a dangerous disease. That’s just one of the mighty projects in the works at our Philadelphia campus.

So pick — research, co-ops, Summer Scholars, internships at our Washington Center in D.C., or classes in China, Portugal and everywhere in between. Use your smarts and your heart to do some good in the world.

Are you ready to be a Hawk? sju.edu

Stop harmful bacteria in its tracks.

#LiveGreater
You can. You will.

Start by earning your degree at SJU. It’s your shout out that you want more. That you’re ready to live greater — to do your part to make the world stronger, better, kinder, and more just. So put your heart, soul and back into it.

Fight crime. Help kids with autism. Be a leader with a moral compass. Choose from our nationally ranked, fit-right-into-your-life adult programs — on campus or online. Like we said: You can. You will. And it’s time. sju.edu/adult

They have a lot to say about Haub School of Business. We’re the country’s largest Jesuit business school. The region’s only AACSB-accredited and CFP® Certified finance program. And the world’s only Food Marketing MBA. Our master’s candidates tell stories with data, tour think tanks in India, and become COOs, SVPs and even international business owners.

So far, we’ve taught 22,000+ Haub Hawks that character counts when climbing the corporate ladder.

Sound good to you? Find your program: sju.edu/haubhasit

Live greater.

graduate Haub email
Give kids everywhere a better education.  

Want to explore Mars? End world hunger? Teach.

As a Jesuit university, we believe learning is key to living greater. And that it’s on all of us to champion education for all.

Just ask Nyshawana Francis-Thompson, Ed.D. ’17. Her dissertation was on education reform in Bermuda. At home in Philly, we offer 30+ graduate degree and certificate education programs, so you can find your higher purpose and then help kids find theirs.

Live Greater: sju.edu/education
Think bigger. Work smarter. Fly higher.

Come to our OPEN HOUSE:
Sunday, July 23, 11 A.M. – 5 P.M.