



St. Francis College Branding Guidelines

Office of Marketing & Communications

Overview

If you have any questions about the St. Francis College Branding Guidelines, please contact the Office of Marketing & Communications at terrier@sfc.edu.

This is an exciting moment of change for St. Francis College as it moves to a new campus and expands its student body and programs. To reflect this bold, forward movement, the College undertook a branding refresh to present a visual identity that, like the new campus, feels modern and progressive while acknowledging the institution's values and history. To inform our brand refresh, we gathered feedback from a wide variety of individuals throughout the SFC community. Their thoughtful and insightful voices were very helpful and greatly appreciated. The resulting guidelines are meant as a reference for anyone who works with the College's visual identity. These guidelines demonstrate the importance of consistency while offering flexibility for various branding needs. To that end, **the new branding replaces all current institutional branding** (the round seal as well as any word marks attached to or separate from it).

Table of Contents

4	1.0	Brand Story	26	5.0	Color
5	1.1	Positioning Statement	27	5.1	Primary
6	1.2	Core Messages	28	5.2	Full Palette
7	1.3	Taglines			
8	1.4	Historic Crest	29	6.0	Applications
			30	6.1	Email
9	2.0	The Logo	31	6.2	Display Ads
10	2.1	Formal Logo	33	6.3	Social Media
14	2.2	Word Marks	34	6.4	Brochure
16	2.3	Monogram	35	6.5	Transit Ads
17	2.4	Spirit Marks	37	6.6	Exterior Banners
18	2.5	Sub-branding	38	6.7	Stationery
19	2.6	Logo Construction	42	6.8	Email Signature
20	2.7	Logo Clear Space	43	6.9	Merchandise
21	2.8	Logo Misuse			
			49	7.0	Photography
22	4.0	Typography			
23	4.1	Primary: Bebas	52	8.0	Step & Repeat Patterns
24	4.2	Secondary: Gotham	53	8.1	Blue Medallion
25	4.3	Secondary: GT Alpina	54	8.2	Blue Medallion KO
			55	8.3	Red Starburst
			56	8.4	Red Starburst KO

1.0 Brand Story

Positioning Statement

On a dynamic campus at a global crossroads, students imagine their brightest future. Studying in the heart of Brooklyn, there is an exhilarating mix of cultures and neighborhoods, home to innovative startups, storied organizations, and the city's largest concentration of college students. Steps from the East River and minutes from Manhattan, there is a limitless sense of possibility. The campus, the neighborhood, the city—they are living proof that the future starts now.

At St. Francis, we will do everything in our power to help our students fulfill their dreams. Our students belong to a diverse, inspiring community of enterprising peers and expert

faculty—people who see the greatness in our students. Our students find opportunities —classes, internships, practical experience—that allow them to challenge themselves, make new connections, and respond to the needs of others. Our students meet alumni who can be models and mentors. Our students bring tenacity and compassion, curiosity and imagination, a willingness to learn from challenge, an eagerness to deepen their thinking and open their hearts. Together, they dream, serve, and achieve. For more than 160 years, St. Francis College has been driven by dreams—powered by big ideas, bold ambitions, and the courage to bring them to life.

Core Messages

PERSONALIZED EDUCATION

With small classes, a low student-to-teacher ratio and a Franciscan commitment to honoring the spirit of every individual, this is a place where you'll belong. Together, we'll build an education that meets your needs and serves your dreams.

TRANSFORMATIVE FACULTY

Our professors are experienced practitioners, engaged scholars, and accomplished artists and researchers. And—crucially—they're dedicated to your success. They know where you've come from, they understand where you want to go, and they'll help you cultivate the skills and the drive to get there.

A PRIVATE COLLEGE AT AN AFFORDABLE PRICE

Our Franciscan mission calls us to make an SFC education affordable, accessible, and attainable. Our financial aid program eliminates guesswork and reduces the anxiety of one of life's most important decisions. The final

cost of St. Francis makes us one of the city's most reasonable—and valuable—private educations.

THE BEST OF BROOKLYN AND NEW YORK CITY

Our location in Brooklyn means that we're at home in the world. We're close to everything that New York City has to offer: first-class internships and world-class culture, corporate headquarters and visionary ventures, unmatched entertainment, and nonstop excitement.

THE NETWORK OF A LIFETIME

You'll join a community—on campus and around the globe—of people who share your striving spirit, believe in your promise, and seek to help others. Our alumni network is built on success and service—a commitment to making the world more just, more equitable, and more hospitable. When you're part of St. Francis College, you're letting people know where you stand, what you believe in, and what you're capable of achieving.

Taglines

**DRIVEN BY
DREAMS**

**DREAM. SERVE.
ACHIEVE.**

Historic Crest

The historic crest of St. Francis College depicts two arms placed over a cross: The bare arm of Jesus and the robed arm of St. Francis of Assisi. This is the universal symbol of the Franciscan order. The Latin phrase above the cross reads “My God and My All.” The outer ring of the crest includes the name and location of the school written in Latin.

The historic crest of St. Francis College is reserved for formal applications such as diplomas and presidential proclamations. It should not be used in any other application unless previously approved by the Office of Marketing & Communications.



2.0 The Logo

Formal Logo

The monogram and word mark together form the formal logo for the College. This version of the logo is the foundation for the SFC brand.

The word mark is custom-designed, based on the typeface Bebas Neue. Bebas Neue was chosen for its link to the typeface in the original school crest. The “F” has been modified with an extended crossbar as a reference to the cross. The upper cap of the superscript “T” has been flared as a reference to the tau cross of the Franciscan brotherhood. All of the SFC word marks include a bar below a superscript “T”. This elevated letter highlights the tau cross in the word mark.



ST FRANCIS COLLEGE

Formal Logo

The formal logo can be used in full color or in full reverse as it appears on this page.



ST FRANCIS COLLEGE

Formal Logo

The formal logo exists as a stacked mark. These marks are useful when design space is constrained and will not allow for the full width of the single-line word mark.



ST FRANCIS
COLLEGE EST.
1859



ST FRANCIS
COLLEGE EST.
1859

Formal Logo

The formal stacked logos can be used in full color or in full reverse as they appear on this page.



ST FRANCIS
COLLEGE EST.
1859



ST FRANCIS
COLLEGE EST.
1859

Word Marks

The SFC word mark can be used independently of the SFC monogram. These versions of the word mark allow for more flexibility in applications.

The word marks that include the location and founding year are especially useful when recruiting outside of New York City or addressing an audience that is unfamiliar with the College. For internal audiences, these word marks offer a way to express pride in the institution's location and history.

ST FRANCIS COLLEGE

**ST FRANCIS COLLEGE
BROOKLYN NY EST. 1859**

**ST FRANCIS
COLLEGE ^{EST.}
1859**

Word Marks

The word marks can be used in SFC blue, SFC red, or in full reverse as they appear on this page.

ST FRANCIS COLLEGE

ST FRANCIS COLLEGE
BROOKLYN NY EST. 1859

ST FRANCIS
COLLEGE EST.
1859

Monogram

The St. Francis College monogram can be used independently of the SFC word mark. The suite of monograms on this page is best reserved for audiences who are familiar with the school.

The SFC monogram can be used in SFC blue, SFC red, and in full reverse. All three versions read well at small sizes but have more impact when used at extra large sizes.

The SFC monogram can only be used with approval by the Office of Marketing & Communications. It is reserved for informal communications and should not be used in place of the formal logo or the word mark without prior approval.

sfc



sfc



sfc



Spirit Marks

Spirit marks combine the school's taglines "Dream, Serve, Achieve" and "Driven by Dreams" with the monogram. Similar to the monogram, spirit marks are best reserved for audiences who are familiar with the school. These marks are especially useful for student and alumni groups that want to use a casual but spirited version of the brand.

Spirit marks should be used in full color or full reverse.

The SFC monogram can only be used with approval by the Office of Marketing & Communications. It is reserved for informal communications and should not be used in place of the formal logo or the word mark without prior approval.



Sub-branding

Sub-brands are separated from the single-line word mark with a 1 pt. rule. Sub-brand names are set in Gotham Medium in all caps. When the name of an Department or Office is too long for a single line, it can be broken into multiple lines.

Departments and Offices will find a palette of secondary colors on page 32 of this document. Departments and Offices will be assigned a sub-brand in blue, white, and black. Sub-branded groups can request a color to be assigned from the secondary palette from the Office of Marketing & Communications before creating communications that are unique to their department.

ST FRANCIS COLLEGE

Office of the President

ST FRANCIS COLLEGE

Management and
Information Technology

ST FRANCIS COLLEGE

Center for the Study of Pinniped
Ecology and Cognition

Logo Construction

A series of crosses are visible in the SFC monogram and SFC word mark. The crossbar of the “F” is extended to create a cross. The top of the “T” in “St” is also slightly flared as a reference to the tau cross of the Franciscan brotherhood. These subtle adjustments to the typeface are an acknowledgment of the institution’s Franciscan heritage.



ST FRANCIS COLLEGE

Logo Clear Space

Please keep a clear space around brand marks that is approximately equal to the height of the superscript “T” in the word mark.

When using the formal logo, please maintain a clear space that is approximately equal to twice the height of the superscript “T” in the word mark.



Logo Misuse

It is important to be consistent when applying SFC branding. On this page, you'll find examples of common misuses. To avoid these mistakes, always use the approved artwork without any modifications.

If you have any questions about the use of the SFC logo, please contact the Office of Marketing & Communications at terrier@sfc.edu.



ST FRANCIS COLLEGE

DO NOT
Apply outlines



ST FRANCIS COLLEGE

DO NOT
Add drop shadows



ST FRANCIS COLLEGE

DO NOT
Apply gradients



ST FRANCIS COLLEGE

DO NOT
Stretch



ST FRANCIS COLLEGE

DO NOT
Stretch



ST FRANCIS COLLEGE

DO NOT
Skew



ST FRANCIS COLLEGE

DO NOT
Change colors



ST FRANCIS COLLEGE

DO NOT
Add patterns or images



ST FRANCIS COLLEGE

DO NOT
Adjust sizes

4.0 Typography

Typography

Primary Typeface

Bebas Neue Pro is a display typeface family suitable for headlines and captions. It's based on the original Bebas typeface. Unlike the limited original design, Bebas Neue Pro offers 40 different faces, including lower-case and italic.

Bebas Neue Pro can be downloaded at:
sfc.edu/marcomm.

BEBAS NEUE PRO

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*

Middle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*

Typography

Secondary Typeface

Gotham is a geometric sans-serif typeface family. Gotham features four widths, eight weights, and a rounded version. As part of the SFC brand, Gotham is best used for headlines and body copy.

Gotham can be downloaded at: sfc.edu/marcomm.

Bold

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Medium

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Book

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Typography

Secondary Typeface

GT Alpina is a serif typeface designed with a distinctive top-heavy lower-case “a”. The family is available in a wide variety of widths and weights. As part of the SFC brand, GT Alpina is best used for body copy, sidebars, and subheads.

GT Alpina can be downloaded at: sfc.edu/marcomm.

Medium

GT Alpina

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Regular

GT Alpina

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Light

GT Alpina

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

5.0 Color

Color

Primary

The SFC blue and SFC red are beloved and instantly recognizable elements of our brand. It is important to use the exact color codes on this page to properly render our colors.

SFC Blue

R0 G57 B166
HEX #0039A6

C100 M82 Y10 K2
PANTONE 286

SFC Red

R204 G9 B48
HEX #CC092F

C13 M100 Y90 K4
PANTONE 186

Color

Full Palette

Departments and offices can request a color to be assigned from the secondary palette from the Office of Marketing & Communications before creating communications that are unique to their department. However, please keep in mind that preference should always be given to SFC's primary blue and primary red colors. Secondary colors should be used sparingly.

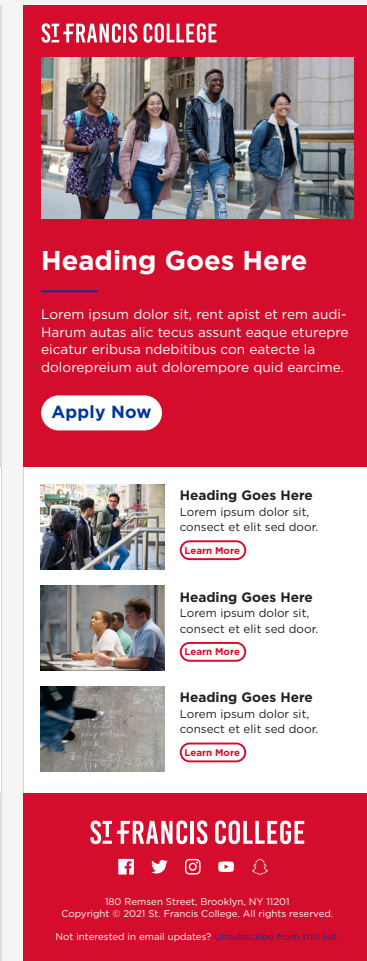
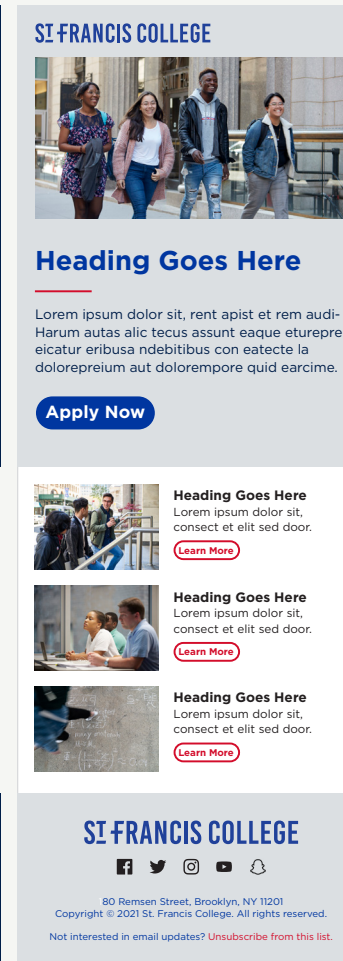
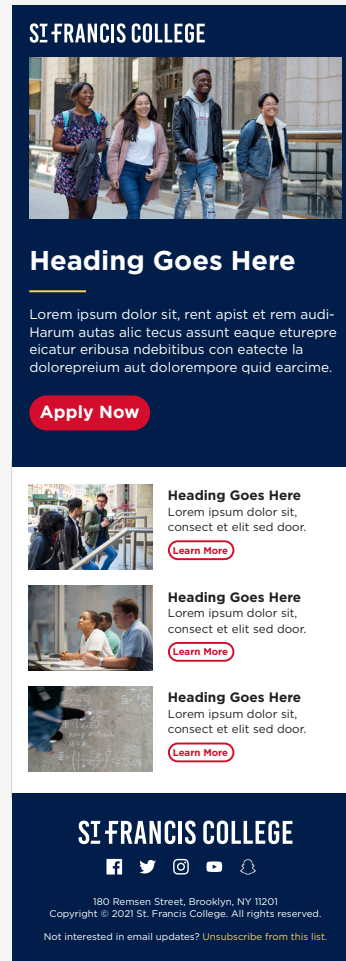
SFC Blue R0 G57 B166 HEX #0039A6 C100 M82 Y10 K2 PANTONE 286	SFC Red R204 G9 B48 HEX #CC092f C13 M100 Y90 K4 PANTONE 186	R218 G170 B0 HEX #DAAA00 C0 M19 Y85 K15 PANTONE 110
R7 G29 B73 HEX #071D49 C90 M60 Y0 K71 PANTONE 2768	R118 G35 B47 HEX #76232F C0 M33 Y28 K54 PANTONE 188	R243 G213 B78 HEX #F3D54E C0 M12 Y65 K5 PANTONE 128
R19 G81 G147 HEX #135193 C87 M45 Y0 K42 PANTONE 4152	R215 G196 B183 HEX #D7C4B7 C0 M9 Y15 K16 PANTONE 4755	R54 G87 B59 HEX #36573B C13 M0 Y11 K66 PANTONE 7735
R105 G179 B231 HEX #69B3E7 C49 M20 Y0 K9 PANTONE 292	R61 G57 B53 HEX #3D3935 C0 M2 Y3 K76 PANTONE Black 7	R75 G149 B96 HEX #4B9560 C29 M0 Y21 K42 PANTONE 7730
R217 G225 B226 HEX #D9E1E2 C4 M0 Y0 K11 PANTONE 7541	R178 G180 B178 HEX #B2B4B2 C55 M23 Y0 K9 PANTONE 421	R168 G213 B186 HEX #A8D5BA C21 M0 Y13 K16 PANTONE 2246

6.0 Applications

Email

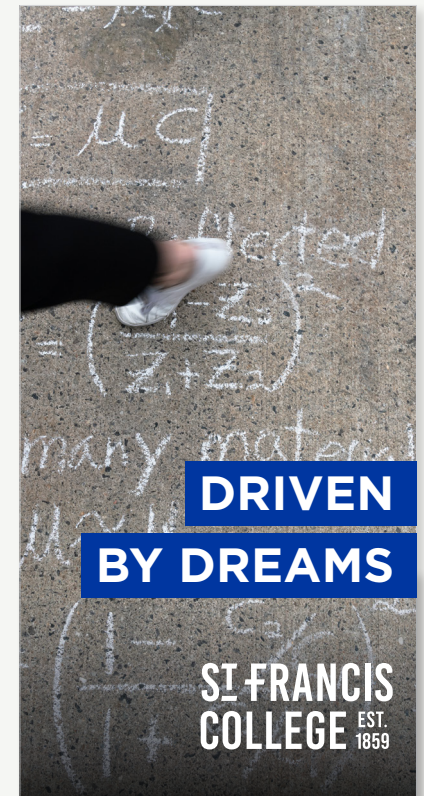
When space is restricted, the single-line word mark works best. It is easy to use this mark at a size that is bold, readable, and attractive.

The emails on this page show how to make effective use of secondary colors.



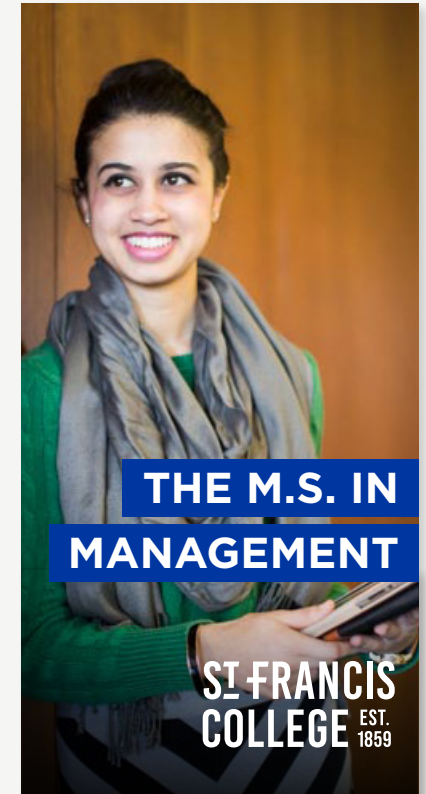
Display Ads

General



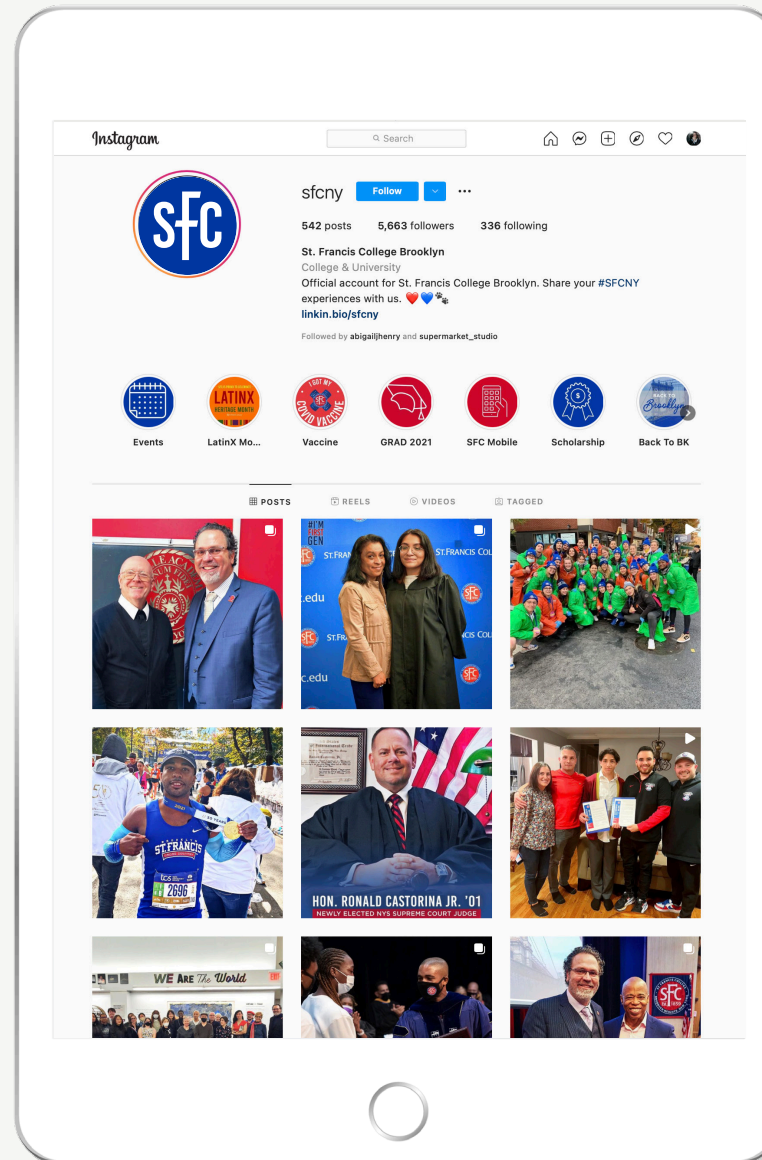
Display Ads

Program Specific



Social Media

When the name of the school is used as the account name in social media, it is not necessary to use the full logo. The smaller, easy-to-read monogram works best for almost all social media accounts.



Brochure

Program Specific

YOU'RE READY TO PURSUE YOUR DREAMS

You're ready to expand your professional horizon. You're ready to explore the big issues in management—strategy, leadership, decision-making, change management—in theory and in practice. You're ready to move forward on your terms, on your schedule, with peers who encourage you and professors who inspire you.

Studying in New York City, the world capital of commerce and culture, means you can take advantage of limitless opportunities to build your network and advance your career.

Our MS in Management program is ready for you. Steps From the East River, minutes from Manhattan, St. Francis College is driven by dreams—powered by big ideas, bold ambitions, and the courage to bring them to life.

For more information, or to apply:
SFC.EDU/MSMANAGEMENT
Questions? Reach out to us. We'd love to hear from you.
St. Francis College
Office of Admissions
graduate@sfc.edu
718.489.5200



ST. FRANCIS COLLEGE
162 Broadway Street
Brooklyn, NY 11201

ST. FRANCIS COLLEGE
162 Broadway Street
Brooklyn, NY 11201

THE M.S. IN MANAGEMENT

ST. FRANCIS COLLEGE

EST. 1859



"I'm already using the skills I'm learning in class in my career. The convenient evening classes are a perfect fit for me as a working professional."

O'NEIRA BROWN
MS in Management

THE PROGRAM

Full and part-time enrollment options available, 35 credits total.

Full-time students can take 2-4 courses during a 16-week term, in 7-week terms, to complete their degree faster. Part-time students take one course per 7-week term.

Care encompasses in organization and strategy, business analysis, marketing, accounting, corporate finance, information systems.

Concentrations in business management, health care management, project management, digital marketing, and social innovation and entrepreneurship.

Personal attention from accomplished professors with experience in the field. Capstone project providing consulting services to non-profits.

Hybrid, online, and evening classes offered. Open to international students.

THE RESULTS

Hands-on experience in the global capital of commerce and innovation.

Limitless career opportunities in management positions across industries, including human resources management, operations management, program management, health care management, marketing management, non-profit management, and more.

A professional network of a lifetime in New York City and beyond.

Believe up to 22% higher than without a master's degree.

COURSES IN BUSINESS MANAGEMENT CONCENTRATION

Fundamentals of Project Management

Optimizing Project Management Teams

Organizational Development and Change Management

Special Topics in Business Management

COURSES IN HEALTH CARE MANAGEMENT CONCENTRATION

U.S. Health Care Delivery and Markets

Health Care Finance and Reimbursement

Leadership and Innovation in Health Care

Special Topics in Health Care

COURSES IN DIGITAL MARKETING CONCENTRATION

Digital Marketing

Digital Branding

Consumer Behavior

Special Topics in Digital Marketing

COURSES IN PROJECT MANAGEMENT CONCENTRATION

Fundamentals of Project Management

Project Risk Management

Finance for Project Managers

Optimizing Project Management Teams

COURSES IN SOCIAL INNOVATION AND ENTREPRENEURSHIP CONCENTRATION

Foundations of Social Innovation and Entrepreneurship

Social Change through Impact and Mission-Driven Businesses

Social Value: Creation, Funding, and Measurement

Special Topics in Social Innovation and Entrepreneurship

APPLYING

No application fee.

GMAT or GRE scores not required.

Letter of recommendation (additional letter required for GREs under 3.0).

Official transcripts from all colleges.

Statement of purpose detailing how you plan to meet the challenges of the program.

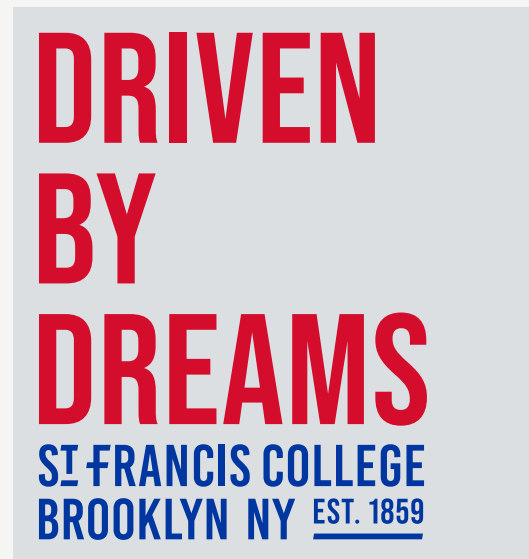
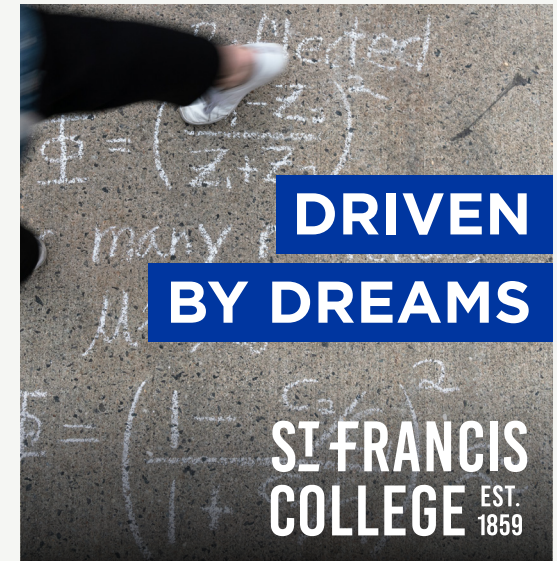
Resume or curriculum vitae.

Apply now to start in January, May, or September.

Updated information and requirements at sfc.edu/msmanagement

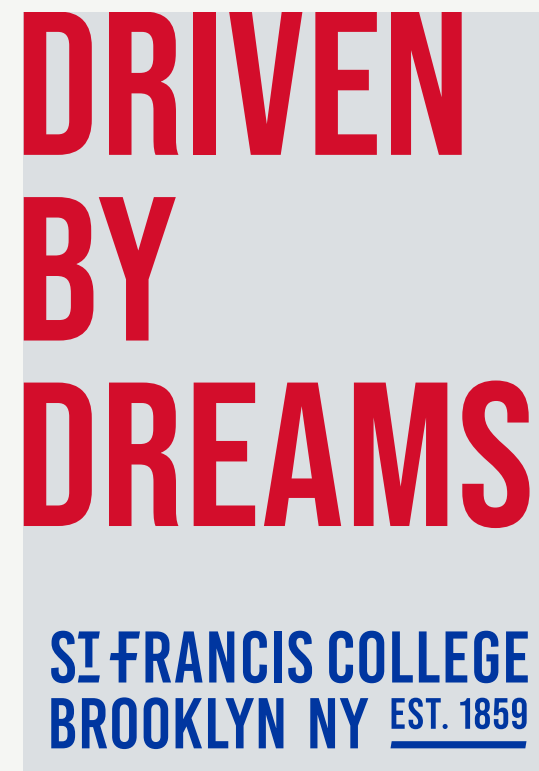
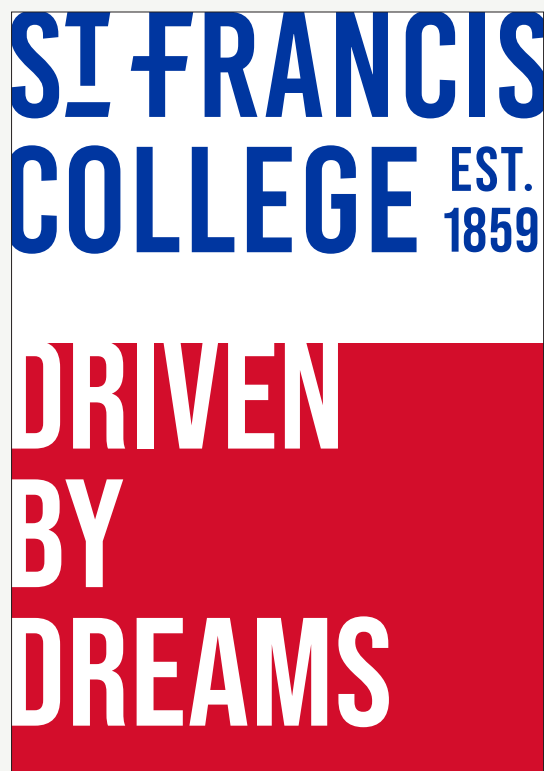
Transit Ads

Subway Posters



Transit Ads

Bus Shelter



Exterior Banners



Stationery

General Business Card

ST FRANCIS COLLEGE

Tearanny Street, M.S.
Executive Director of Marketing,
Communications & Special Events

tstreet@sfc.edu
(929) 487-7249

180 Remsen Street
Brooklyn, NY 11201

sfc.edu



Stationery

Program Specific Business Card



Stationery

Letterhead and Envelope



Stationery

Booklet Envelope



Email Signature

It is important that e-mail signatures are consistent across the entire institution. Individuals should not create their own signature style.

Unless you are coding your signature in HTML, it is best to avoid images, custom fonts, and colors in your email signature. It is recommended that signatures are created with Google fonts that closely match the SFC brand. In this example, the name is set in Georgia Bold, and the contact info is set in Helvetica Regular. This design minimizes the risk of emails being caught in spam filters and ensures that your signature renders properly in a variety of email programs.

Tearanny Street, M.S.
St. Francis College

Executive Director of Marketing,
Communications & Special Events
(929) 487-7249

180 Remsen Street
Brooklyn, NY 11201

Merchandise

Merchandise presents an opportunity to explore the bold and youthful elements of the brand. The monograms, in particular, work well extra large but are also highly readable when stitched or printed at a small scale.

When designing merchandise, monograms and patterns are allowed to bleed off the edges of the page. This treatment adds energy and pop to the brand.

All SFC merchandise must be designed in collaboration with and approved by the Office of Marketing & Communications.



Merchandise



Merchandise



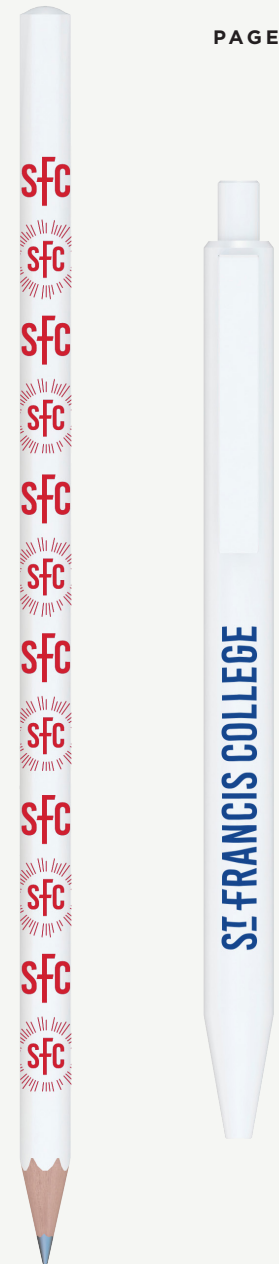
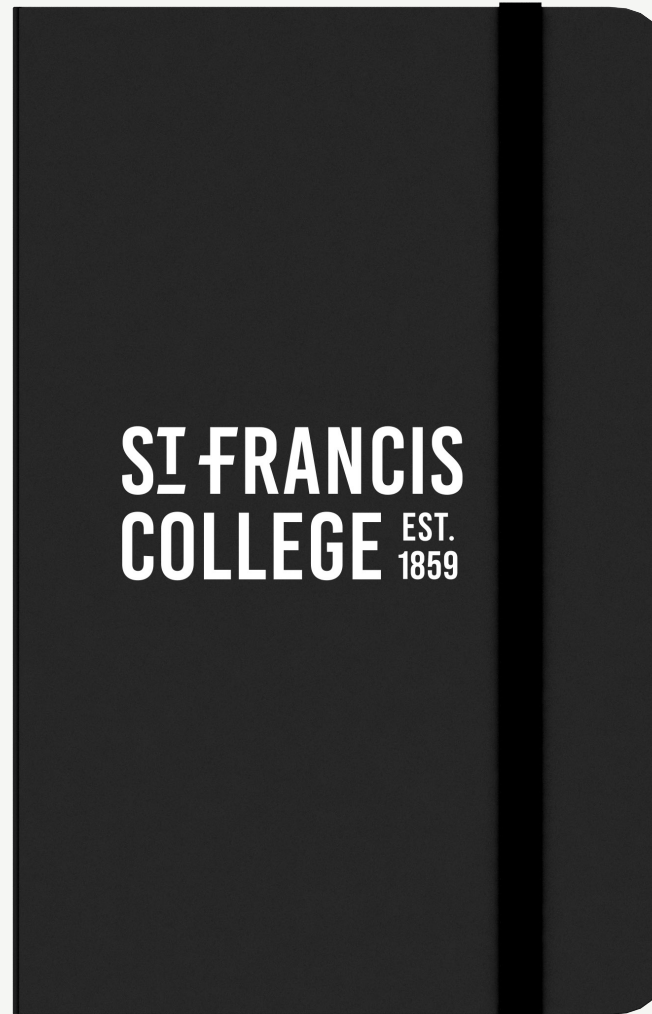
Merchandise



Merchandise



Merchandise



7.0 Photography

Photography

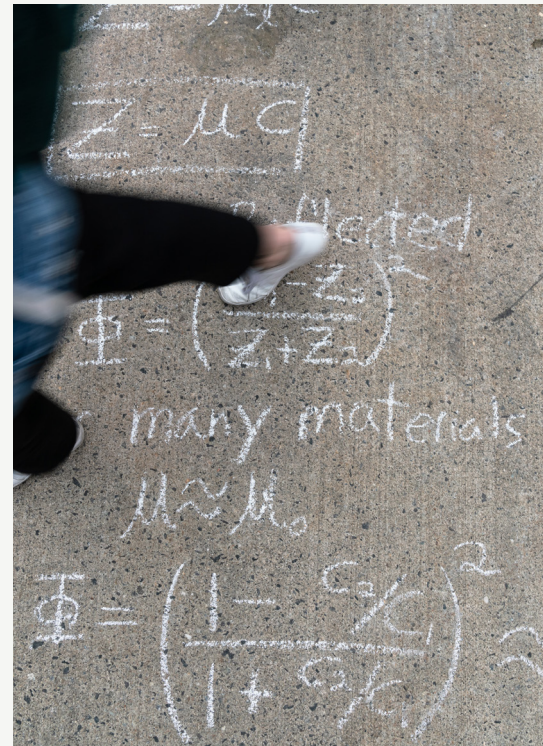
St. Francis College's stories aren't told by text alone. Photography can frame people's experiences, location, interactions, and feelings. To help tell diverse SFC stories, it's important to follow a set of system guidelines so each image—even on its own—is clearly part of a larger system.

SFC's photographic style is active, candid, and natural. Keys to this style are:

- > Use of natural light with a hand-held camera, whenever possible, to attain a documentary, "fly-on-the-wall" feel. If flash is required, do not use direct flash, or use a diffuser for soft, subtle fill light. Consider outdoor photos with late afternoon sunlight close to 3 p.m.

- > Photograph subjects in action or interacting with others. If a posed image is required, avoid formal and stiff poses. Keep the scene natural, approachable, and spontaneous and always be mindful to show the diversity of SFC.
- > Use environmental details to aid in storytelling. When possible, locate objects that help the viewer understand that this is St. Francis College. This might be an SFC logo on a t-shirt, signage, or a street scene that is recognizable as downtown Brooklyn.
- > Above all, seek out candid, intimate, informal moments to help support SFC's personality.

Examples of this style can be found on the next page. **If you have any questions about photography, please contact the Office of Marketing & Communications at terrier@sfc.edu.**



8.0

Step & Repeat Patterns





