



Brand Guidelines



**Saint Joseph's
College of Maine**

sjcme.edu

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Introduction

The Saint Joseph's College of Maine Brand and Style Guide has been developed to provide a consistent image for the brand identity and reputation of the College. Saint Joseph's College of Maine Brand Identity is a combination of many factors including the name, logo, symbols, design, packaging, colors and fonts we use when we are communicating information to various audiences, particularly students, alumni, faculty, staff, high school representatives, prospective students and their parents.

By having a consistent brand identity and a consistent way in which we write, speak and visually communicate, we are working to build a more professional and cohesive representation of the important attributes that represents the quality of the higher education provided by Saint Joseph's College of Maine.

The brand of the College is something we all have a responsibility to oversee, because the brand encompasses the entire spectrum of our internal and external communities' awareness and knowledge of Saint Joseph's based on the sum of all of their points of encounter and contact with the institution.

Your role in using this manual and style guide helps to strengthen the image that best promotes the Saint Joseph's College of Maine Brand. Please remember that if you are developing materials such as promotional brochures, signs, documents, etc., that will prominently use the Saint Joseph's College of Maine Identity, you need to have the project reviewed and approved by the Marketing & Public Relations Department.



College Tagline

Where community grows.



Brand Story

Community is a commitment. A commitment to the people we gather around us. To the spirit of service we grow within us. To the places we cultivate over time. Community recognizes that we must sustain each other. We strive to build it when we are ready to lead, and we fall back on it when we are in need. Community asks that we translate our values into work, and transform our ambition into generosity. Community is an opportunity with unlimited potential.

At Saint Joseph's College of Maine, community grows. Continually renewed by our Mercy values, we weave together the skills, the space, and the spirit that lifelong learning requires. Community grows in our students, faculty and staff, who recognize learning as a tool to lift ourselves in the service of others. Community grows across our breathtaking campus, where the vistas of Sebago Lake meet the independent culture of Portland, offering learners the space to grow. And community grows from Saint Joseph's to the world, where our alumni use our practical liberal arts to heal, teach, build, protect, lead, sustain and serve the many communities we call home.

At the heart of Catholic education lives a set of powerful partnerships: between individual dignity and community strength, between knowledge and service, between respect and justice, between integrity and excellence. For over a century, we have nurtured these relationships. Anchored in learning, they light the way to a life of leadership and compassion. Saint Joseph's College of Maine is the community that grows community, preparing whole people to contribute to a whole world.



Voice

Brand Voice	Brand Offerings	Brand Outcomes
Grounded	Community	Grow
Smart	Learning	Learn
Honest	Values	Succeed
Kind	Spirit	Connect
Passionate	Support	Serve
Approachable	Space	Fulfill
Generous	Nature	Value
	Wholeness	Do Good

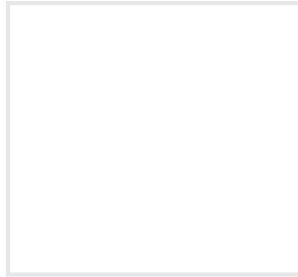


Colors and Fonts

Primary Brand Colors



PMS 2728C
CMYK 92, 78, 0, 0
Web #0246BE
RGB 02, 70, 190



CMYK 0, 0, 0, 0
Web #FFFFFF
RGB 255, 255, 255

Secondary Colors

Secondary colors should be used sparingly and only when variety is needed.



CMYK 76, 0, 76, 56
Web #00643c
RGB 0, 100, 60



CMYK 10, 30, 80, 10
Web #d0a349
RGB 208, 163, 73



Fonts

Saint Joseph's primarily uses the Graphik typeface, offering various weights for versatility and distinction. When Graphik is unavailable, system font alternatives for web use are outlined below. Additionally, Tiempos serves as the secondary typeface, ideal for body text.

Graphik

System alternates - Archivo, Arial
Application - Headlines, subheadlines, body text

Tiempos

System alternates - Garamond
Application - Body text

Graphik Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada eros nec fermentum efficitur.

Graphik Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada eros nec fermentum efficitur.

Graphik Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada eros nec fermentum efficitur.

Naming guidelines

Brand Name Integrity & Market Distinction

Always use the official, correct spelling of **Saint Joseph's College of Maine** across all platforms and materials. Consistent naming builds immediate brand recognition, protects our reputation, and strengthens our search engine performance (SEO) by ensuring algorithms direct web traffic straight to us. Using our exact name prevents audience confusion, establishes digital authority, and clearly differentiates our business from competitors with similar names.

Full Name

Saint Joseph's College of Maine

Shorts

Saint Joseph's College
Saint Joseph's
St. Joe's
SJC

Restrict Use Externally

St. Joseph's College of Maine
St. Joseph's College
St. Joseph's
Saint Joe's



Logo Types — BLUE



Blue Stack Logo
CMYK, Pantone, RGB, BW



Blue Stack Logo Tagline
CMYK, Pantone, RGB, BW



Blue Horizontal Logo
CMYK, Pantone, RGB, BW



Blue Horizontal Logo Tagline
CMYK, Pantone, RGB, BW



Blue Stack - Text Only
CMYK, Pantone, RGB, BW



Blue Horizontal - Text Only
CMYK, Pantone, RGB, BW



Logo Types — BLACK



Black Stack Logo
BW



Black Stack Logo Tagline
BW



Black Horizontal Logo
BW



Black Horizontal Logo Tagline
BW

**Saint
Joseph's
College
of Maine**

Black Stack - Text Only
BW

**Saint Joseph's
College of Maine**

Black Horizontal - Text Only
BW



Logo Types — WHITE



White Stack Logo
CMYK, RGB



White Stack Logo Tagline
CMYK, RGB



White Horizontal Logo
CMYK, RGB



White Horizontal Logo Tagline
CMYK, RGB

**Saint
Joseph's
College
of Maine**

White Stack - Text Only
CMYK, RGB

**Saint Joseph's
College of Maine**

White Horizontal - Text Only
CMYK, RGB



When to use

Web, Video, Social Ads

RGB Versions | PNG or SVG

**In-House Printing,
Magazine Ads, Complex
Printing Involving Photos**

CMYK Versions | EPS or AI

**Banners, Signs,
Screenprinting, Embroidery,
Promo Items**

Pantone Versions | EPS or AI

**Newspaper or
Black & White Publications**

BW Versions | EPS or AI



How to use

Do's



Spacing

Maintain ample space around the logo by leaving a minimum distance equal to the height of the capital "S" on all sides. This ensures the logo remains clear and unobstructed. Apply this spacing rule to all logo variations.



Readability

When placing the logo over a photo, ensure it maintains clear contrast for optimal readability. Choose a portion of the image that is simple and uncluttered, with a limited color palette, so that every element of the logo remains easily visible and distinct.



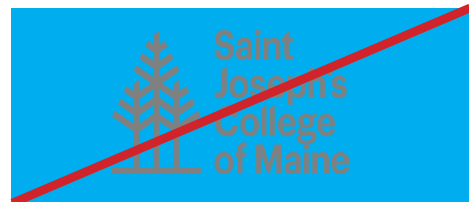
Don'ts



Do not use over complicated low contrast images.

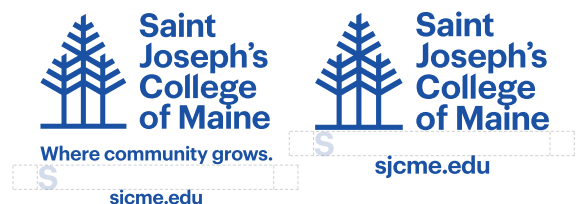


Do not use the Blue logo on dark backgrounds.



Do not squish, stretch, or distort the logo. Do not change the color of the logo.

URL usage



Examples of logo usage



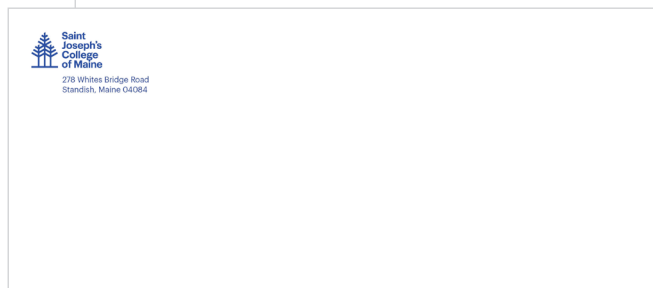
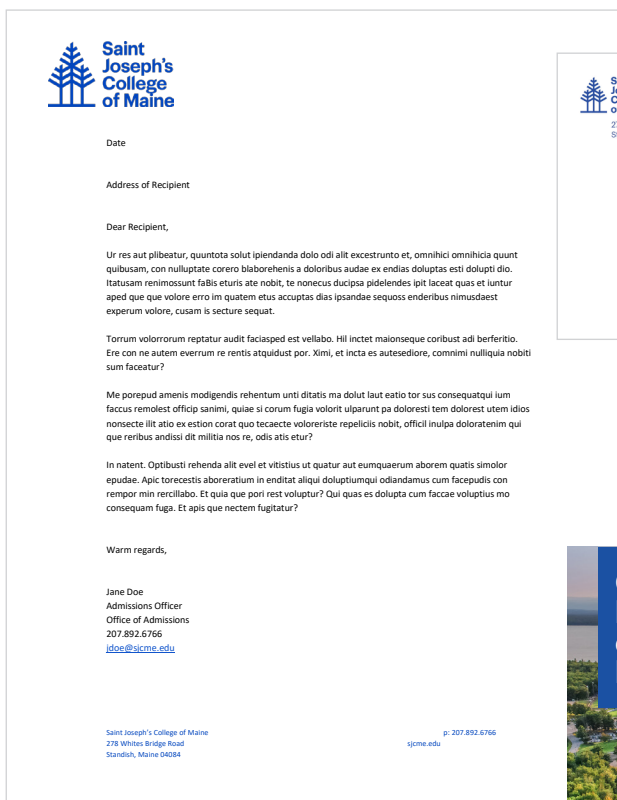
Business Card

Jane Smith, MSED, CAS
Title 1
Title 2

o: 207.555.5555
c: 207.555.5555
email@sjcme.edu
sjcme.edu



278 Whites Bridge Road
Standish, Maine 04084



Envelope and Letterhead



Pocket Folder



Examples of logo usage (continued)



Shape the Future of Catholic Education

With Purpose, Vision, and Faith-Inspired Leadership

Saint Joseph's College of Maine | Graduate Programs in Catholic Education

- Graduate Certificate: Catholic School Leadership
- MSEd: Catholic School Leadership
- NEW! Graduate Certificate: Catholic Educator

Aspiring or current Catholic school educator? Ready to lead? Our online graduate programs prepare you to teach and lead with strong Catholic identity, academic excellence, and a mission-driven purpose.

Become a Leader in Healthcare Management with Saint Joseph's College of Maine's Online MHA

Develop the leadership skills needed to excel in healthcare management, financial oversight, and organizational performance through our competency-based, student-centered online Master of Health Administration program. Designed for busy professionals, the program offers flexible full-time or part-time study options, with 8-week courses starting six times a year. Engage with instructors and classmates, balance your career and family commitments, and benefit from strong academic support—all without application fees or standardized test requirements.

Earn your online MHA and advance your career in healthcare leadership and community impact.

Choose a degree that works for you.

- Health Administration
- Health Catholic Health Leadership
- Health Administration and Nursing (Dual Degree)

Our CAAHEP-accredited program is nationally recognized, ranked #1 Online MHA for 2024 by EdMand.

Program Highlights:

- Flexible 8-week courses, full-time or part-time options
- No application fees, GMAT, or GRE required
- CAAHEP-accredited and ranked #1 Online MHA for 2024 by EdMand
- Complete your degree in about two years (full-time) with a final 16-week capstone

Ready to advance your health care career? Request information today!

 Saint Joseph's College of Maine

APPLY TODAY! sjcme.edu/apply



Advance Your Career in Education.

Elevate your impact in education with a Master of Science in Education from Saint Joseph's College of Maine. Our flexible, online programs are designed for working professionals seeking to lead, inspire, and innovate across classroom, administrative, Catholic, and healthcare education settings. Choose your path and transform your career—while staying true to your mission.

Pursue the online MSEd concentration designed to prepare you to become the educator you aspire to be.

School Educator.	School Leadership.	Catholic School Leadership.	Healthcare Educator.
Advance your Classroom skills with tools for a practicing educator to elevate your teaching to the next level.	Move into K-12 Administration by honing your leadership skills and expanding your knowledge of your faith to guide Catholic educational institutions.	Lead a Catholic school by honing your leadership skills and expanding your knowledge of your faith to guide Catholic educational institutions.	Keep a focus on Healthcare Education in the allied health fields by gaining the skills to educate the public, provide workplace training, or teach at the post-secondary level.

Graduate/Post-Graduate Certificates – Explore certificates in a range of concentrations designed for professionals seeking targeted development or CEUs without committing to a full master's program.

 Saint Joseph's College of Maine

APPLY TODAY! sjcme.edu/apply



One Sheets



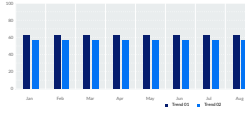
Presentation Name Here

Instructions: Before editing this presentation please choose "Make a Copy" in the File menu.

Power Point Presentations

Trend analysis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt labore dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt labore dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Deliverables

Consectetur nec labore

45K

Tempor incididunt ut labore et dolore magna aliqua.

Adipiscing elit sed

690K

Tempor incididunt ut labore et dolore magna aliqua.

Sed eiusmod

100K

De eiusmod tempor incididunt ut labore et dolore magna aliqua.

Target audience

01 | Consectetur adipiscing elit
02 | Sed do eiusmod tempor incididunt ut labore
03 | Magna aliqua ipsum dolor sit amet
04 | Eiusmod tempor incididunt ut labore et
05 | Dolore magna aliqua

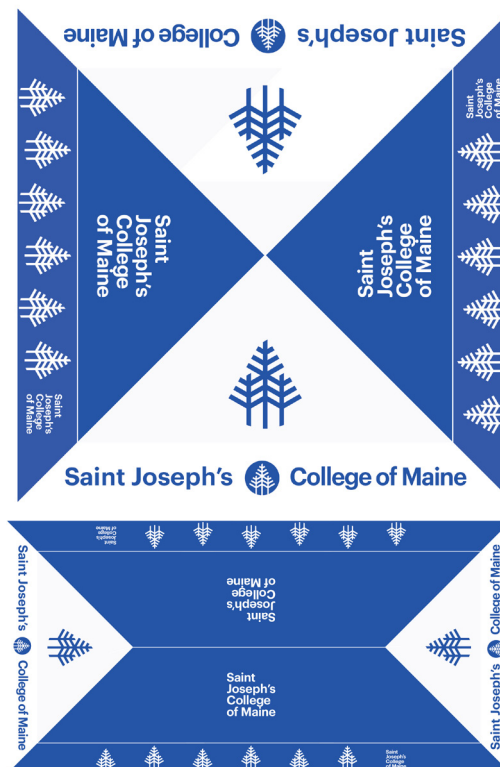




Examples of logo usage (continued)



Popup Banners



Tent Design



Name Badge

Name | Title
Department
Office: ##### | Location on campus
Email:
Pronouns: she/her
Inspirational quote...



Saint Joseph's College of Maine
278 Whites Bridge Road | Standish, ME 04084
sjcme.edu

Name | Title
Department
Office: ##### | Location on campus
Email:
Pronouns: she/her
Inspirational quote...



Saint Joseph's College of Maine
278 Whites Bridge Road | Standish, ME 04084
sjcme.edu

Email Signatures



Examples of logo usage (continued)

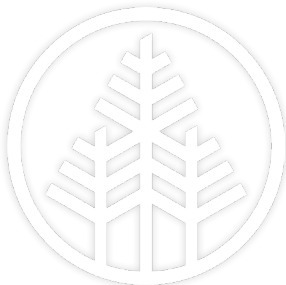


Logo Wear and Merchandise



Additional Graphic Icons

Company icons act as visual shorthand for both identity and usability. They are primarily used for user interface (UI) navigation (e.g., a magnifying glass for search, a cart for checkout), app shortcuts, and brand recognition across digital platforms like social media and physical packaging.



Brand and Logo Hierarchy



Department Logo Examples



Wayfinding Dept Signage (Not Department Logos)

Academic Center
for Excellence

Career
Studio

Online
Admissions

Human
Performance Lab
Department of Sport & Exercise Science

Event Logo Examples



Department logo examples



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



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



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



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



**Saint Joseph's
College of Maine**
President's Office



**Saint Joseph's
College of Maine**
Institutional Advancement



**Saint Joseph's
College of Maine**
Office of Admissions



**Saint Joseph's
College of Maine**
Human Resources



**Saint Joseph's
College of Maine**
Student Life



**Saint Joseph's
College of Maine**
Career Studio



**Saint Joseph's
College of Maine**
Online Advising



**Saint Joseph's
College of Maine**
Counseling Center



Internal campus signage logos

These wayfinding logos are for internal signage not for external use or logo wear.

**Academic Center
for Excellence** //

**Campus
Store** //

**Information
Technology** //

**Residential
Living** //

**Career
Studio** //

**Online
Admissions** //

Jeanne Donlevy

**Arnold Center for
Nursing Innovation** //
Saint Joseph's College of Maine

**Human
Performance Lab** //
Department of Sport & Exercise Science



Logo Request

Please request logos directly from our Marketing Department.
Do not allow an outside vendor to create text or message below our logo.

EMAIL

marcom@sjcme.edu

TELEPHONE

207-893-7644

MARKETING + BRAND RESOURCES

[Click here](#)

