



ST. JOHN'S UNIVERSITY



Merchandise Brand Guidelines
October 2024

Design Guidelines

Logos and Usage

COLLEGE AND SCHOOL SHORT LOGOS

The St. John's University logo or the [School/College logo](#) (see page 27 of the *Brand Identity Guide*) should be used in their entirety on promotional items and apparel. However, because space is often limited and varies in size and shape—and a short logo is easier to remember—each may be used in lieu of the official School/College logo.

The short logos are provided in horizontal and vertical arrangements. Clear space must surround the logos.



ST. JOHN'S
COLLEGE

ST. JOHN'S UNIVERSITY



ST. JOHN'S
COLLEGE

ST. JOHN'S UNIVERSITY



SCHOOL OF
EDUCATION
ST. JOHN'S UNIVERSITY



SCHOOL OF
EDUCATION
ST. JOHN'S UNIVERSITY



TOBIN
COLLEGE OF BUSINESS
ST. JOHN'S UNIVERSITY



TOBIN
COLLEGE OF BUSINESS
ST. JOHN'S UNIVERSITY



MERCHANDISE COLORS

St. John's University merchandise must be in our brand colors (i.e., red, white, blue, gray, or black), or in the spirit of the brand colors (i.e., shades of white, blue, gray, or black).

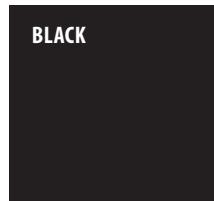
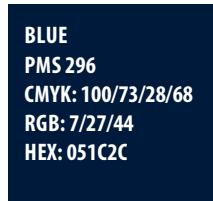
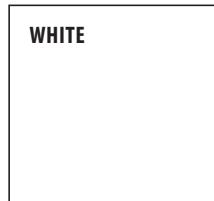
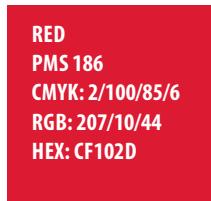
Items created outside our brand color palette should have a clearly defined purpose (e.g., holidays).

LOGO COLORS

The colors of the University's primary palette, notably the St. John's red, should be used prominently.

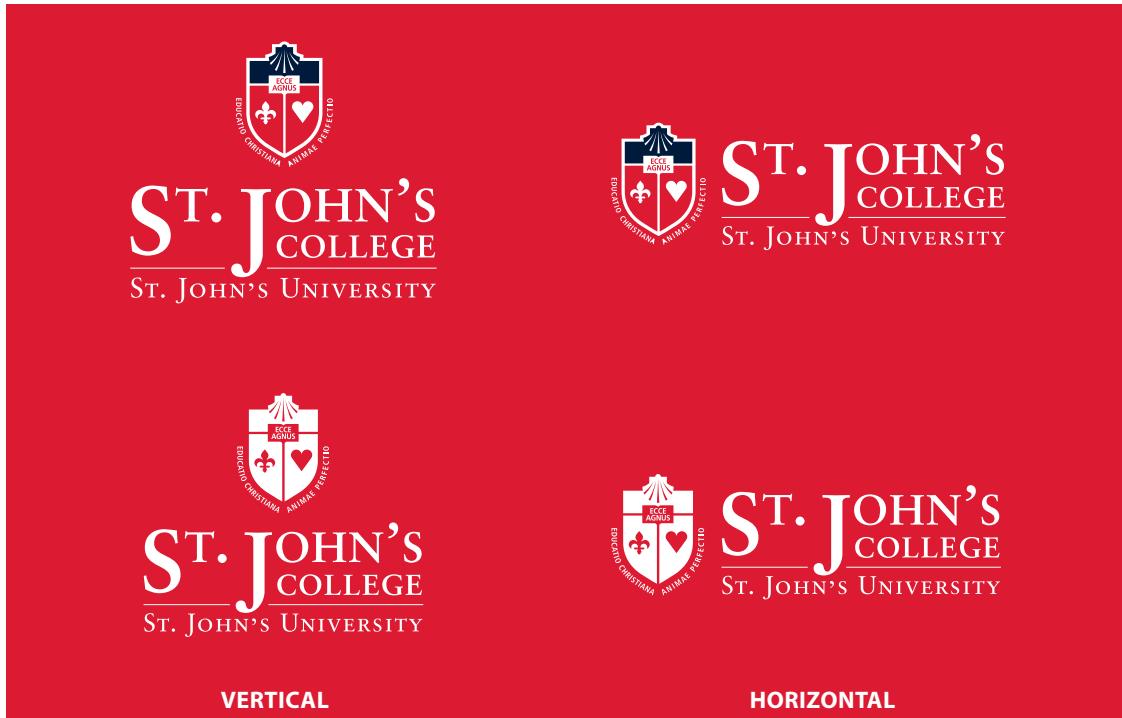
Colors are listed as both spot and process-equivalent for four-color printing. The process colors are specified using the following industry-standard abbreviations:

C = cyan M = magenta Y = yellow K = black



SHORT LOGO COLOR VARIATIONS

The design group has artwork files for all color versions of the short School and College logos. These are the only color combinations in which the logo may appear on merchandise.



VERTICAL



HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON RED MERCHANDISE



VERTICAL



HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON BLUE OR BLACK MERCHANDISE



VERTICAL

HORIZONTAL

FULL-COLOR LOGO OR RED LOGO ON WHITE MERCHANDISE

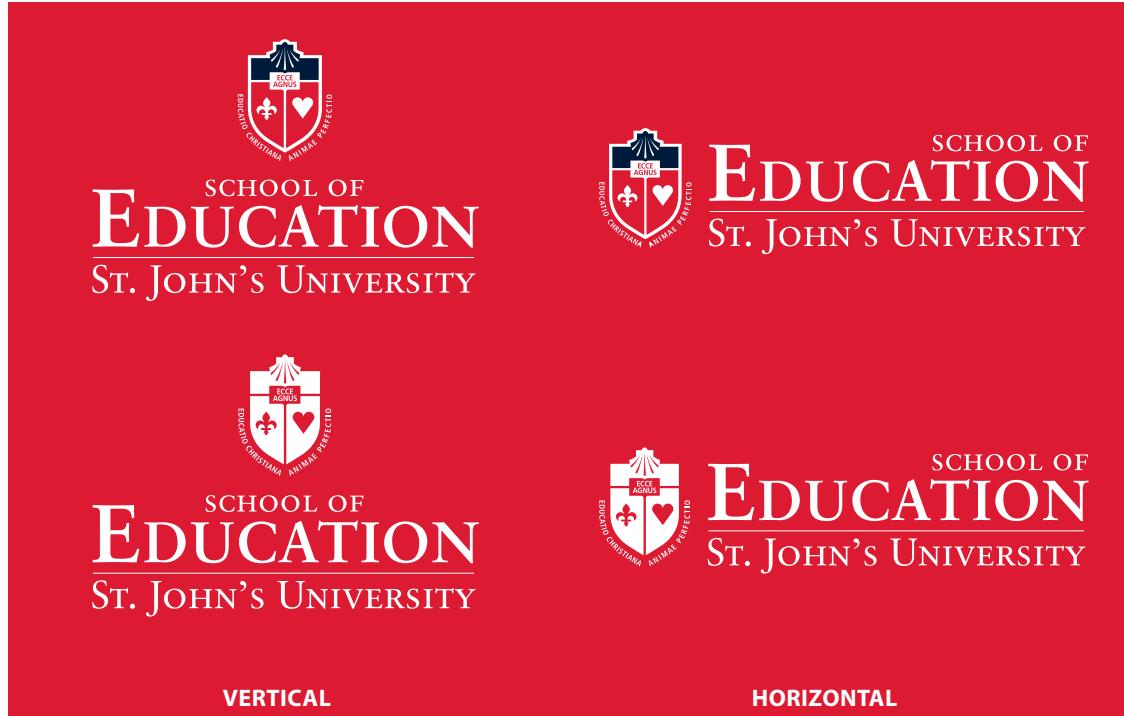


VERTICAL

HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON GRAY MERCHANDISE

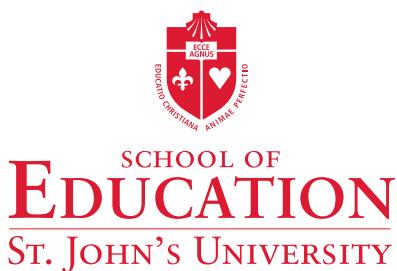
SHORT LOGO COLOR VARIATIONS



FULL-COLOR LOGO OR WHITE LOGO ON RED MERCHANDISE



FULL-COLOR LOGO OR WHITE LOGO ON BLUE OR BLACK MERCHANDISE



VERTICAL

HORIZONTAL

FULL-COLOR LOGO OR RED LOGO ON WHITE MERCHANDISE

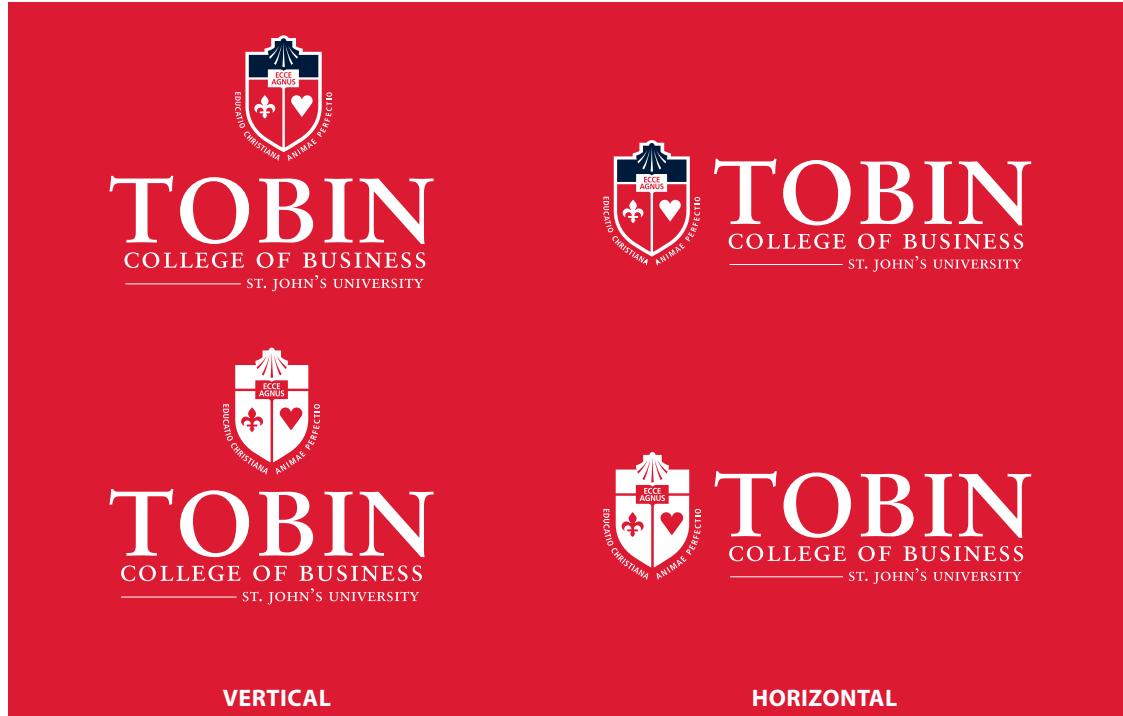


VERTICAL

HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON GRAY MERCHANDISE

SHORT LOGO COLOR VARIATIONS



VERTICAL

HORIZONTAL

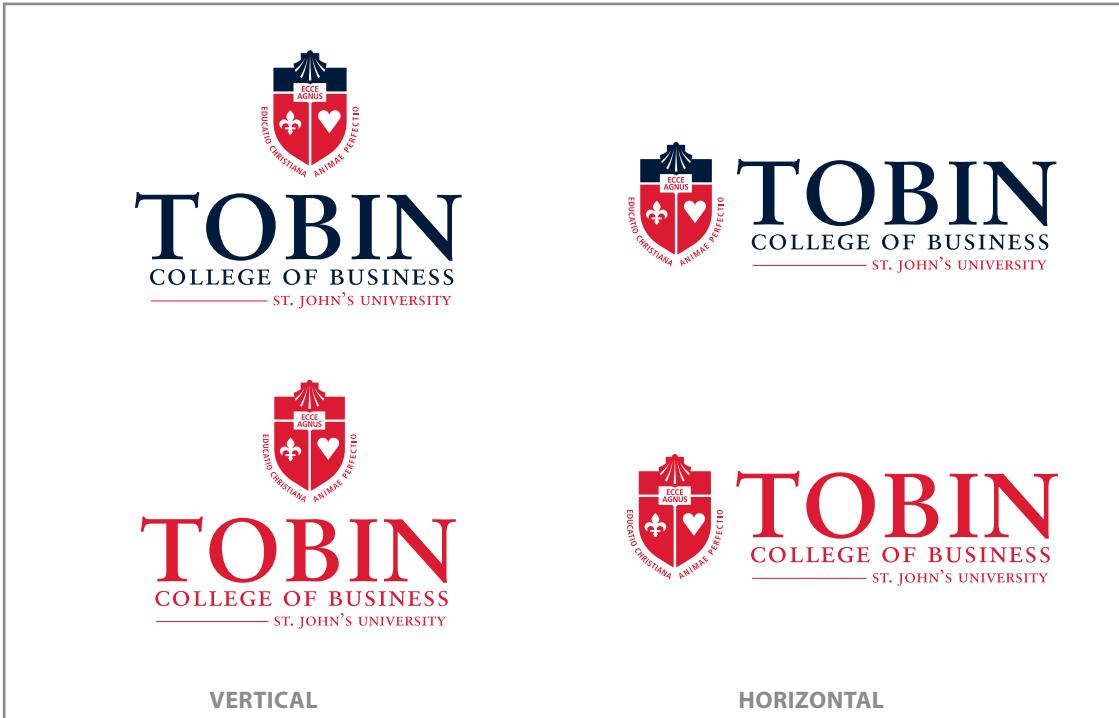
FULL-COLOR LOGO OR WHITE LOGO ON RED MERCHANDISE



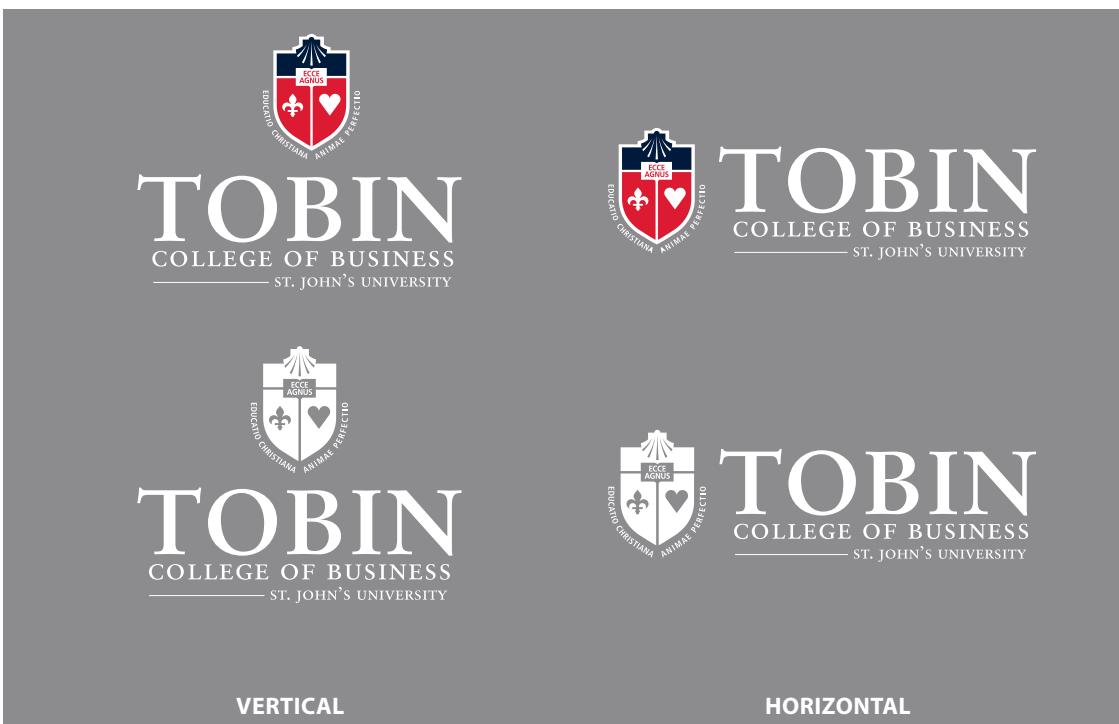
VERTICAL

HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON BLUE OR BLACK MERCHANDISE



FULL-COLOR LOGO OR RED LOGO ON WHITE MERCHANDISE



FULL-COLOR LOGO OR WHITE LOGO ON GRAY MERCHANDISE

SHORT LOGO COLOR VARIATIONS



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY

VERTICAL

HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON RED MERCHANDISE



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY



COLLEGE OF PHARMACY
& HEALTH SCIENCES
ST. JOHN'S UNIVERSITY

VERTICAL

HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON BLUE OR BLACK MERCHANDISE

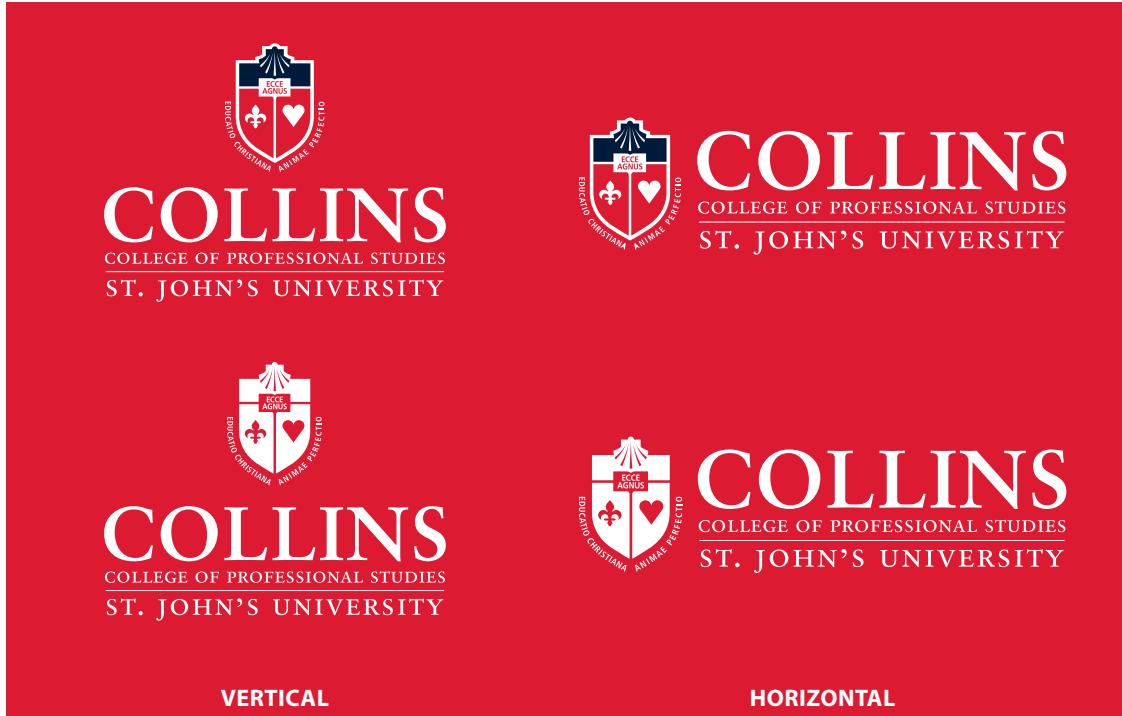


FULL-COLOR LOGO OR RED LOGO ON WHITE MERCHANDISE

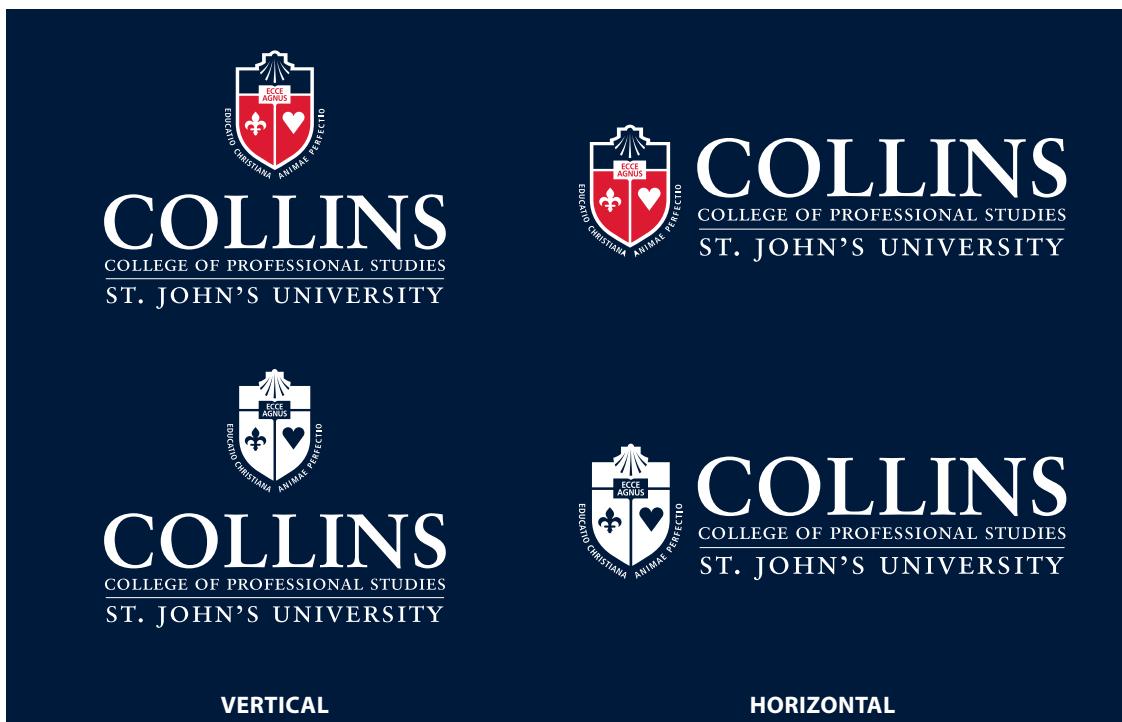


FULL-COLOR LOGO OR WHITE LOGO ON GRAY MERCHANDISE

SHORT LOGO COLOR VARIATIONS



FULL-COLOR LOGO OR WHITE LOGO ON RED MERCHANDISE



FULL-COLOR LOGO OR WHITE LOGO ON BLUE OR BLACK MERCHANDISE

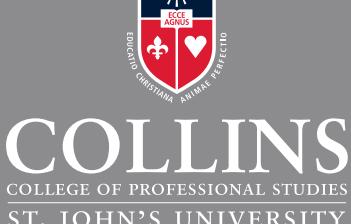


VERTICAL



HORIZONTAL

FULL-COLOR LOGO OR RED LOGO ON WHITE MERCHANDISE



COLLINS
COLLEGE OF PROFESSIONAL STUDIES
ST. JOHN'S UNIVERSITY



COLLINS
COLLEGE OF PROFESSIONAL STUDIES
ST. JOHN'S UNIVERSITY

VERTICAL



COLLINS
COLLEGE OF PROFESSIONAL STUDIES
ST. JOHN'S UNIVERSITY



COLLINS
COLLEGE OF PROFESSIONAL STUDIES
ST. JOHN'S UNIVERSITY

HORIZONTAL

FULL-COLOR LOGO OR WHITE LOGO ON GRAY MERCHANDISE

Typefaces

PRINT FONTS

Use the University's official brand fonts (i.e., Sabon Pro and Myriad Pro) only. These fonts must be used on all merchandise, apparel, and promotional items.

Sabon LT Pro Roman

Myriad Pro Light

Sabon LT Pro Italic

Myriad Pro Light Italic

Sabon LT Pro Bold

Myriad Pro Roman

Sabon LT Pro Bold Italic

Myriad Pro Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

OTHER DESIGN ELEMENTS

The following graphics and illustrations are permitted near the logo and subtreatment (preferably on the back or sleeve) in a second imprint area.



ICON OR EVENT MERCHANDISE



FRONT

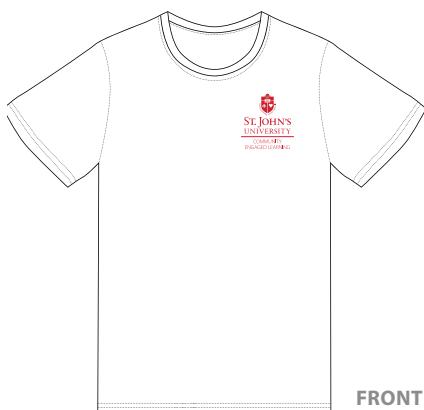


BACK

JOHNNY THUNDERBIRD



CAMPUS OR LOCATION LANDMARKS



FRONT

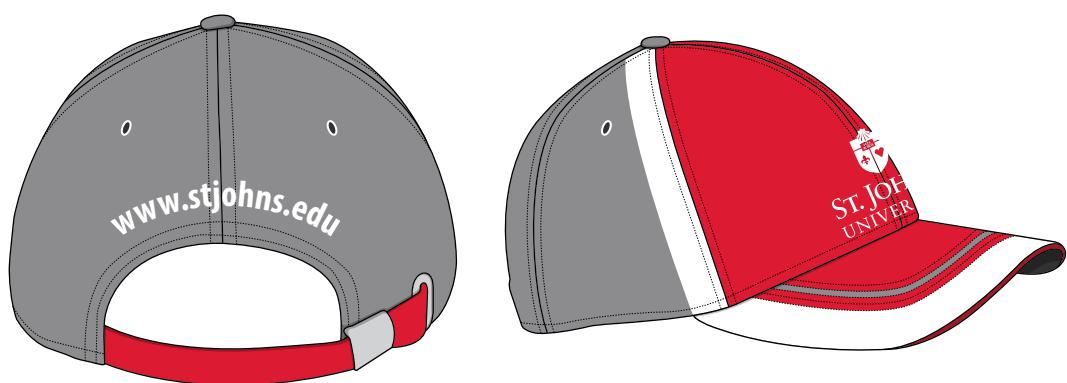


BACK

QUOTES OR INFOGRAPHICS



ST. VINCENT DE PAUL



URL

FILE TYPES

EPS Files

These should be used for apparel and promotional items. The background is transparent, the color space is CMYK, or spot color as specified by the vendor printing the job.

RULES

- If you scale the logo, it must be proportional.
- Do not modify the colors of the logo.
- Do not rotate the logo.
- Do not print a border around the logo.
- Do not add an outline to the logo.
- Do not crop the logo.
- Do not use the logo in a sentence or phrase.
- Do not change the logo font.
- Do not use the University seal.
- Do not use slogans or taglines.
- Do not use the logo on anything promoting the use of weapons and firearms, alcohol, tobacco, or other drugs and products that are harmful to the St. John's mission.
- Do not use sexist or hateful language or profanity.

LICENSING AND TRADEMARKS

The St. John's University licensing program was established to protect and promote the University's marks, verbiage, and logos. Through a partnership with the Collegiate Licensing Company (CLC), an American collegiate trademark licensing and marketing company, the University monitors commercial and internal use of St. John's indicia and is responsible for managing more than 100 licensees. Please help us keep the St. John's brand strong and request a license before printing or producing materials bearing the University's indicia. Please contact Stephen Dombroski, Senior Associate Athletics Director for External Relations, at dombross@stjohns.edu for more information.