

The College of *St. Scholastica*

Brand Definition and Style Guidelines



June 2013

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Our Guiding Statements

Mission Statement

Shaped by the Catholic Benedictine heritage, The College of St. Scholastica provides intellectual and moral preparation for responsible living and meaningful work.

Vision Statement

The College of St. Scholastica will be widely regarded as an academic community grounded in the rich Benedictine heritage and sending forth thoughtful leaders, sharpened and sensitized by the liberal arts, who are committed to serve and to transform the world.

Diversity Statement

The College of St. Scholastica is committed to fostering a learning environment that is culturally diverse and pluralistic. Informed by our Benedictine heritage and its values of community, hospitality, respect, stewardship and love of learning, we are compelled to be open to diverse points of view and not avoid dissent, while constantly being mindful of what it is to be an engaged community working for social justice. To do so recognizes human dignity, difference and equality that includes, but is not limited to: race, age, class, gender, sexual orientation, physical abilities and qualities, and ethnicity.

In our striving to be an inclusive community, we must engage in intellectual discourse and exchange if we hope to develop an understanding of our commonalities and differences, even if this discourse and exchange result in conflict and change. The challenge that lies before us as a community is to embody in our institutional life what it means to be truly committed to cultural diversity and pluralism.

Our Benedictine Values

Community

Sharing responsibility to create and support community. Creating a climate which promotes a sense of community while valuing the uniqueness of the individual. Manifesting an ability to adapt to circumstances without compromising our values.

Hospitality

Creating a welcoming atmosphere personally and institutionally. Listening and responding sensitively to all. Extending warmth and acceptance to all. Welcoming new ideas and being open to change.

Respect

Cherishing and promoting the worth of all human life. Treating persons with dignity and reverence without regard to age, gender, race, minority, sexual preference or economic status. Honoring and supporting the spirituality of each person. Valuing the dignity of all work. Promoting participation of all persons in the decisions affecting their lives.

Stewardship

Utilizing human resources responsibly. Providing wise and respectful use of all material and monetary resources. Promoting prudent use of resources and energy. Finding time for work, play and prayer in daily life, which will promote physical, mental and spiritual growth.

Love of Learning

Preserving the intellectual and material heritage entrusted to us by past generations. Transmitting the treasures of human culture to new generations. Creating scholarly, artistic and scientific works which enrich and enlarge human life. Integrating thought and action as complementary aspects of a full human life.

What is The College of St. Scholastica?

What do we do?

We're here to provide moral preparation and an academic foundation for a life of meaningful work.

We are the platform of personal and social change, and our job as educators is to help people move toward the place they want to be. To transform them into better, more insightful versions of themselves. To advance their knowledge, their abilities and their careers so as to improve not only their lives, but the well-being of their communities.

Why do we do what we do?

We were founded to prepare students for a life of purpose.

The Benedictine Sisters who founded St. Scholastica more than 100 years ago set out with the mission of providing intellectual and moral preparation for responsible living and meaningful work. And although we have grown to offer dozens of majors to thousands of traditional and nontraditional students on five campuses and online, this type of meaningful preparation is still our singular goal.

What do we do better than anyone?

We're more accessible.

From our academic and student support services to our professors and department chairs, we provide an affordable Benedictine environment of academic and personal support to ready any student from any background for a meaningful career.

The office doors are open. The emails and cell numbers are shared. The relationship is genuine. And when a student has a question, a comment or a concern, he or she can count on a good conversation and a trustworthy answer – on or offline. This isn't a place for teaching assistants or nameless, faceless students in large lecture halls, it's a place for face-to-face dialogue and honest discussion between students and instructors seeking the same goals. Whether a student is at one of our physical campuses or our online one, our values support students.

What is The College of St. Scholastica?

What values and beliefs unify us all?

Everyone on our physical and online campuses bears witness to the Benedictine Values.

Community, Hospitality, Respect, Stewardship and Love of Learning. These aren't merely terms we use to describe what we believe in at The College of St. Scholastica; this is how we actually live. We hold doors for each other. We greet everyone we meet. We don't point out directions for someone who's lost; we walk them to their destination. We leave early for class because we're going to stop and have a few conversations along the way. And this spirit extends online, where we are supportive of our peers' posts while challenging our virtual classmates to think further. The Benedictine Values are part of our very core, just as we are part of this institution. And we take them with us from campus into our careers.

What is our ultimate goal?

To have our values go viral.

In our second 100 years, we will work to become a college without walls – open to everyone, anywhere – and each graduate will infuse his or her personal, professional and social environments with the Benedictine Values of Community, Hospitality, Respect, Stewardship and the Love of Learning.

What is the single message we want to communicate?

We offer a sense of community, a sense of doing something larger and more important than oneself, and a sense of maternal compassion in a place unlike any other.

What is Branding and Why is it Important?

A brand is the gut reaction a person gets when he or she thinks about a product, place or service.

Developing the The College of St. Scholastica's face to the world – this is our brand. It is the College's name, how that name is visually expressed through our logos, our distinctive visual style and unique messaging that extend throughout the College's communications.

The objectives that a good brand will achieve include:

- *Delivering the message clearly*
- *Confirming our credibility*
- *Connecting our target prospects emotionally*
- *Motivating prospects to take action*
- *Solidifying user loyalty*

To succeed in branding, we must understand the needs and wants of our customers and prospects. We do this by integrating our brand strategies throughout the College at every point of public contact.

Our brand lives within the hearts and minds of everyone exposed to the College. It is the sum total of their experiences and perceptions, some of which we can influence, and some that we cannot.

A strong brand is invaluable. It's important that we spend time investing in researching, defining and

building our brand. After all, our brand is the source of a promise to our consumer. It's a foundational piece in our marketing communication, and one we do not want to be without.

This guide has been developed to create a design system for The College of St. Scholastica brand. It is a series of standardized elements working together to create a family look. The consistent use of these elements is crucial to an overall cohesive look.

Follow this guide when working on your projects. If in any doubt, please consult the College's Marketing Department.

What is our Brand Promise?

Values in Action. *The values we teach, learn and live are exactly what the world is looking for.*

The College of St. Scholastica's brand stems from its Benedictine Values. A modern translation of these century-old principles is "values in action" or its acronym "VIA."

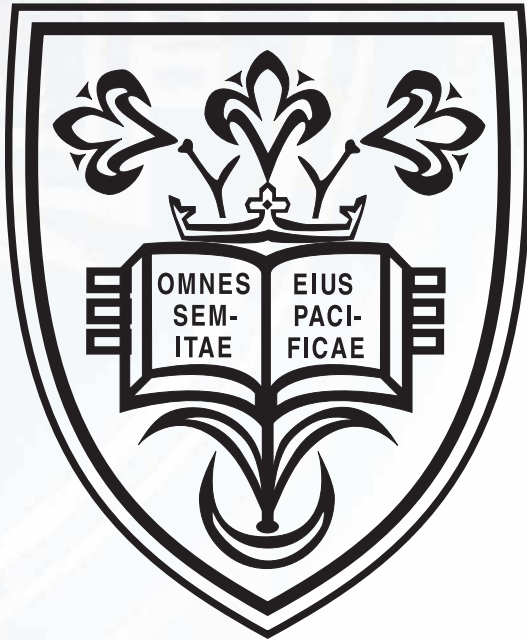
Also, VIA's forward-leaning feel expresses student propulsion into meaningful careers – be it through a traditional campus experience in Duluth, advancement online, or in an accelerated format at any one of the campuses...all via The College of St. Scholastica. CSS provides the way in a variety of formats for multiple audiences.



The Logos

Official Logos for The College of St. Scholastica

The Shield of the College



As part of its logo, The College of St. Scholastica uses the Benedictine shield. Benedictine values are the cornerstone of the learning that happens at the College.

In its original form, the field is blue. Upon this field is a silver lily, blooming with three flowers symbolizing the three Persons of the Blessed Trinity. The base of the lily is enclosed by a silver crescent, the heraldic symbol of the Virgin Mary, and likewise the purity of Christian teaching.

A golden crown of the medieval regal shape in heraldry encircles the lilies above, recalling the dedication of the Chapel to the Queen of Peace.

The heraldic indication of a college is always a book. Hence, a book occupies the center of the field. On its open pages is the motto of St. Scholastica. It is taken from the third chapter of the Book of Proverbs, and in reference to Wisdom it reads: “Her ways are ways of beauty, and all her paths are peace.” In keeping with the traditional Benedictine motto, “Pax,” St. Scholastica has chosen the second part of the verse for her motto. It reads in latin: “Omnes semitae eius pacificae.”

Using the shield as a graphic element.

The shield on its own can be used as a graphic element, i.e. as a background “watermark,” but is not sufficient in this form as an official representation of the College logo. An official form of the College logo should always appear on any project that features the shield as a graphic element or enhancement.

Where can I get the shield?

The shield can be downloaded from css.edu/logos. Please remember that all guidelines must be adhered to.

Standard Preferred Logo

The College's traditional and most commonly used logo

Full Color / Fill (CMYK)



When to use this logo

This logo is to be used for applications such as magazine ads, direct mail pieces, posters, flyers, billboards, Web sites and banner ads when full color is being used.

Full Color Reverse / Fill



When to use this logo

This logo is to be used for applications such as magazine ads, direct mail pieces, posters, flyers, billboards, Web sites and banner ads when full color and a black or dark background is being used.

2-Color / Fill (PMS 116 - Gold / PMS 295 - Blue)



When to use this logo

This logo is to be used for two-color applications such as promotional items, i.e. pens and cups, and embroidery applications such as shirts and hats, etc. Also used for the St. Scholastica business package, i.e. letterhead, business cards and note cards.

Black / Fill



When to use this logo

This logo is to be used for black and white or one-color applications such as promotional items, i.e. pens and cups, and embroidery applications including shirts and hats.

Grayscale / Fill



When to use this logo

This logo is to be used for black and white applications on a white background where color is not being used. Examples for use: black and white magazine and newspaper advertisements.

Where can I get the logos?

All logos can be downloaded at css.edu/logos.

Please remember that all guidelines must be adhered to.

Standard Alternate Logo

Alternate version of the College's traditional logo

Full Color (CMYK)



When to use this logo

This logo is to be used for applications such as magazine ads, direct mail pieces, posters, flyers, billboards, Web sites and banner ads when full color is being used.

2-Color (PMS 116 - Gold / PMS 295 - Blue)



When to use this logo

This logo is to be used for two-color applications such as promotional or novelty items, i.e. pens and cups, etc. and embroidery applications such as shirts and hats. Also used for the St. Scholastica business package, i.e. letterhead, business cards and note cards, etc.

Reverse



When to use this logo

This logo is to be used for applications that feature a black or dark background.

Black



When to use this logo

This logo is to be used for black and white or one-color applications such as promotional and novelty items, i.e. pens, cups and embroidery applications such as shirts and hats.

Where can I get the logos?

All logos can be downloaded at css.edu/logos.

Please remember that all guidelines must be adhered to.

Standard Logo with Tagline

The College’s traditional and most commonly used logo in combination with the College’s current brand message or tagline

Full Color (CMYK)



When to use this logo

This logo is to be used for applications such as magazine ads, direct mail pieces, posters, flyers, billboards, Web sites and banner ads when full color is being used.

Black / Fill



When to use this logo

This logo is to be used for black and white applications on a white background where color is not being used, i.e. black and white magazine and newspaper advertisements. This logo works best for promotional items such as pens and cups where color is not being used.

2-Color (PMS 116 - Gold / PMS 295 - Blue)



When to use this logo

This logo is to be used for two-color applications such as promotional or novelty items, i.e. pens and cups, and embroidery applications such as shirts and hats. Also used for the St. Scholastica business package, i.e. letterhead, business cards and note cards.

Grayscale / Fill



When to use this logo

This logo is to be used for black and white or one-color applications such as promotional or novelty items, i.e. pens and cups, and embroidery applications such as shirts and hats.

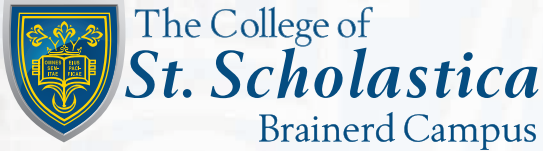
Where can I get the logos?

All logos can be downloaded at css.edu/logos. Please remember that all guidelines must be adhered to.

Individual Campus, Department or Program Logos

Logo style to maintain brand integrity and best use the College's powerful and positive reputation

Full Color (CMYK)



When to use this logo

This logo is to be used for applications such as magazine ads, direct mail pieces, posters, flyers, billboards, Web sites and banner ads when full color is being used.

Full Color (CMYK)



When to use this logo

This logo is to be used for applications such as magazine ads, direct mail pieces, posters, flyers, billboards, Web sites and banner ads when full color is being used.

Black / Fill



When to use this logo

This logo is to be used for black and white applications on a white background where color is not being used, i.e. black and white magazine and newspaper advertisements. This logo works best for promotional items such as pens and cups where color is not being used.

Black / Fill



When to use this logo

This logo is to be used for black and white applications on a white background where color is not being used, i.e. black and white magazine and newspaper advertisements. This logo works best for promotional items such as pens and cups where color is not being used.

Independent logos for individual departments, programs and campuses are not allowed, as they may create confusion and may conflict with the overall College brand. Individual campus, department and program names may be placed under the logo as shown in the examples above. Utilizing the established brand identity benefits not only the specific campus, department or program but also benefits all entities of the College and the College as a whole.

For a stylized version of the logo, as described above, that has not yet been created – please contact the Marketing department.

Where can I get the logos?

All logos can be downloaded at css.edu/logos.

Please remember that all guidelines must be adhered to.

Standard Logo Guidelines

To ensure consistency, all logo use must adhere to the following guidelines

Logo Maximum Size

Given the correct choice of artwork (eps file), the logo can be enlarged without losing quality.

Logo Minimum Size

It is important to maintain legibility at all sizes. Every attempt should be made to not use the logo below a width of 1.75 inches.

Inappropriate Use

The logo communicates much more than simply the name, it conveys the standards and reputation of the College.

Therefore, we must protect our logo from applications that would diminish its visual appearance. The College logo has been specially created and should not be altered in any way.

The logo should not be skewed, expanded, condensed, emboldened, drop-shadowed, underlined or linked to any other object. The color of the logo should not be changed. However, when color is not available, the solid black logo should be used.

If in any doubt, please consult the College's Marketing Department.



Exclusion Area

To help maintain the visual integrity of the logo, an exclusion zone has been created.

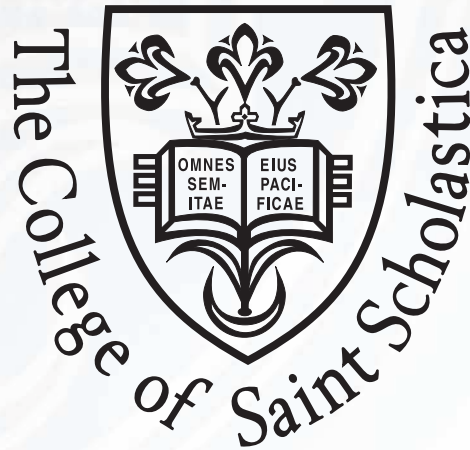
The exclusion area is marked "a" and should not be encroached upon. The measurement of the exclusion area "a" is equal to the height of the tallest type in the logo and should always be proportional to the size of the logo used.

The space indicated by the dotted lines should be regarded as the minimum space between the logo and another such object.

Presidential Crest Logo

Specialized logo treatment reserved for specific usage

Standard



Reverse



When to use the Presidential Crest logo

This is a specialized logo with specific usages. It is intended for projects associated with the College president, Board of Trustees or official College events such as graduation.

Call before using this logo

Please consult the College's Marketing Department to determine whether this logo is appropriate for your intended purpose.

Where can I get the logos?

All logos can be downloaded at css.edu/logos. Please remember that all guidelines must be adhered to.

Presidential Crest Guidelines

To ensure consistency, all logo use must adhere to the following guidelines

Logo Maximum Size

Given the correct choice of artwork (eps file), the logo can be enlarged without losing quality.

Logo Minimum Size

It is important to maintain legibility at all sizes. Every attempt should be made to not use the logo below a width of 1 inch.

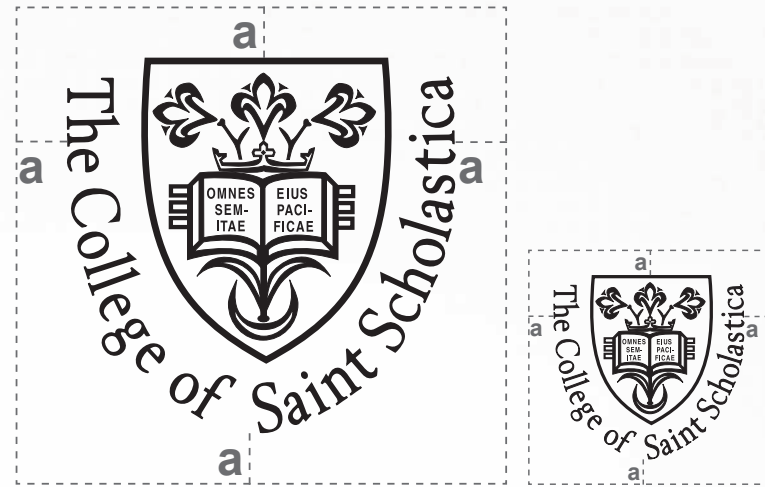
Inappropriate Use

The logo communicates much more than simply the name, it conveys the standards and reputation of the College.

Therefore, we must protect our logo from applications that would diminish its visual appearance. The College logo has been specially created and should not be altered in any way.

The logo should not be skewed, expanded, condensed, emboldened, drop-shadowed, underlined or linked to any other object. The color of the logo should not be changed. However, when color is not available, the solid black logo should be used.

If in any doubt, please consult the College's Marketing Department.



Exclusion Area

To help maintain the visual integrity of the logo, an exclusion zone has been created.

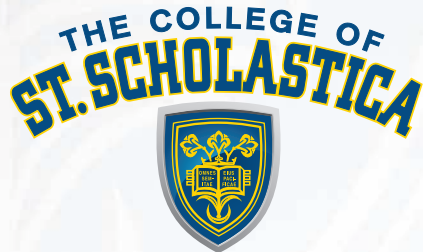
The exclusion area is marked "a" and should not be encroached upon. The measurement of the exclusion area "a" is equal to the height of the tallest type in the logo and should always be proportional to the size of the logo used.

The space indicated by the dotted lines should be regarded as the minimum space between the logo and another such object.

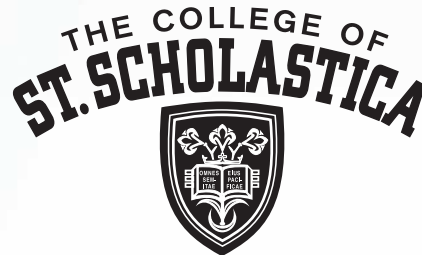
Collegiate Logo

Logo intended for uses that are generally less formal and/or associated with campus life

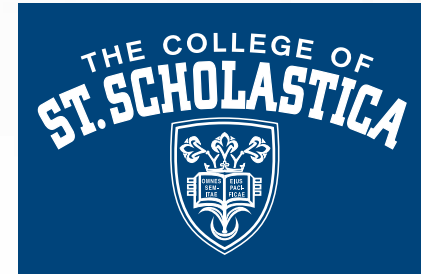
Full Color / Fill (CMYK)



Black / Fill



Reverse



2-Color / Fill (PMS 116 Gold and PMS 295 Blue)



When to use the Collegiate logo

This logo works well for projects that pertain to campus life. It evokes a “traditional” college look that is great for novelty items such as cups and backpacks. This logo is especially appropriate for items of clothing such as t-shirts, jackets and caps.

Not sure if this is the correct logo for your needs?

Please consult the College’s Marketing Department to determine whether this logo is appropriate for your intended purpose.

Where can I get the logos?

All logos can be downloaded at css.edu/logos.

Please remember that all guidelines must be adhered to.

Collegiate Logo Guidelines

To ensure consistency, all logo use must adhere to the following guidelines

Logo Maximum Size

Given the correct choice of artwork (eps file), the logo can be enlarged without losing quality.

Logo Minimum Size

It is important to maintain legibility at all sizes. Every attempt should be made to not use the logo below a width of 1.5 inches.

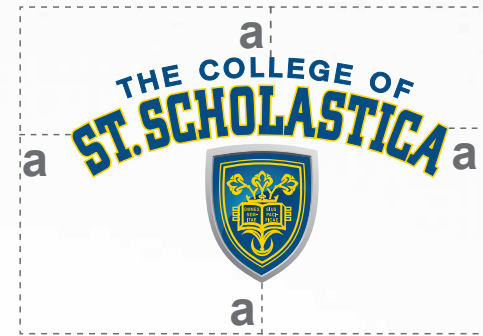
Inappropriate Use

The logo communicates much more than simply the name, it conveys the standards and reputation of the College.

Therefore, we must protect our logo from applications that would diminish its visual appearance. The College logo has been specially created and should not be altered in any way.

The logo should not be skewed, expanded, condensed, emboldened, drop-shadowed, underlined or linked to any other object. The color of the logo should not be changed. However, when color is not available, the solid black logo should be used.

If in any doubt, please consult the College's Marketing Department.



Exclusion Area

To help maintain the visual integrity of the logo, an exclusion zone has been created.

The exclusion area is marked “a” and should not be encroached upon. The measurement of the exclusion area “a” is equal to the height of the tallest type in the logo and should always be proportional to the size of the logo used.

The space indicated by the dotted lines should be regarded as the minimum space between the logo and another such object.

Athletics Department Logos

Most commonly used versions of the Athletics Department logos

Full Color (CMYK)



Black



Full Color (CMYK)



Black



When to use the Athletics Department logos

These logos are meant for use with projects in connection with, or pertaining to, the Athletics Department. While there are additional versions of the logo that represent individual sports, not all teams choose to use the logo specific to their sport. In general, it is best to use one of the versions contained on this page.

Not sure if this is the correct logo for your needs?

Please consult the College's Marketing Department to determine whether this logo is appropriate for your intended purpose.

Where can I get the logos?

All logos can be downloaded at css.edu/logos.

Please remember that all guidelines must be adhered to.

Athletics Department Logos

To ensure consistency, all logo use must adhere to the following guidelines

Logo Maximum Size

Given the correct choice of artwork (eps file), the logo can be enlarged without losing quality.

Logo Minimum Size

It is important to maintain legibility at all sizes. Every attempt should be made to not use the logo below a width of 1.5 inches.

Inappropriate Use

The logo communicates much more than simply the name, it conveys the standards and reputation of the College.

Therefore, we must protect our logo from applications that would diminish its visual appearance. The athletic logo has been specially created and should not be altered in any way.

The logo should not be skewed, expanded, condensed, emboldened, drop-shadowed, underlined or linked to any other object. The color of the logo should not be changed. However, when color is not available, the solid black logo should be used.

If in any doubt, please consult the College's Marketing Department.



Exclusion Area

To help maintain the visual integrity of the logo, an exclusion zone has been created.

The exclusion area is marked “a” and should not be encroached upon. The exclusion area “a” should always be proportional to the size of the logo used.

The space indicated by the dotted lines should be regarded as the minimum space between the logo and another such object.

Selecting the Correct Logo File Format

Quick guide as to which version of our downloadable logos will work best for specific purposes

FORMAT GUIDE	EPS	JPEG	PNG
Quality	Highest	High	Low
Resolution	Vector graphic Can scale to any size	300 dpi Can scale down without losing quality	72 dpi Can scale down without losing quality
Usage	Printed literature Advertising Exhibitions Signs	Word Powerpoint Web	Primarily Web Web-safe colors

Artwork - Selecting the correct file format

The chart on this page provides a guide to assist you when selecting a file to send to suppliers, or to use as part of your presentation. From this chart you can select the most appropriate format that balances file size with application requirement.



The Colors

Official Colors for The College of St. Scholastica

The Colors of CSS

Use these colors to guide your designs and layouts to ensure you're staying consistent with the St. Scholastica brand.

Primary Colors



Scholastica blue

Pantone 295 C / #002e5f

C 100	R 0
M 57	G 68
Y 0	B 124
K 40	



Scholastica gold

Pantone 116 C / #ffc000

C 0	R 255
M 16	G 210
Y 100	B 0
K 0	

Secondary / Complementary Color



Scholastica red/orange

Pantone 174 C / #b34c2b

C 0	R 168
M 70	G 77
Y 100	B 16

Note: Secondary or complementary colors should be used sparingly as accent colors and never as a dominate color. Secondary colors provide a depth to the brand that will allow more variety and versatility in the development of marketing media while maintaining a coordinated, integrated look. *The College is in the process of determining whether to add additional secondary/complementary colors.*



The Fonts

Official Fonts for The College of St. Scholastica

The Fonts of CSS

Use these fonts to guide your designs and layouts to ensure you're staying consistent with the St. Scholastica brand.

Whether for print or Internet, when preparing a document for publication, consistency of font use and styles is another way to help build brand identity.

In general, the College uses a sans-serif font for headlines and subheads, and a serif font for body copy. Serif fonts are fluid in appearance and are a more reader-friendly typeface.

In some cases when body copy prints very small, such as legal copy, or on Web sites and social media, a sans-serif font may be used to help readership.

When designing the printed or screen page, using an appropriate font that coincides with the page concept is often allowed.

Sound judgement for font use should always err to the side of brand consistency.

THE FOLLOWING IS A GUIDE:

(See examples of these fonts on the next page.)

Headlines and Subheads

Print: Helvetica Neue - *Bold*

Web/Social Media: Georgia - *Bold*

Body Copy:

Print: Adobe Garamond Pro - *Roman*

Web/Social Media: Helvetica - *Roman*

The Fonts of CSS

Use these fonts to guide your designs and layouts to ensure you're staying consistent with the St. Scholastica brand.

Print

Helvetica Neue - Bold

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mn Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Adobe Garmond Pro - Roman

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mn Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Web / Social Media

Georgia - Bold

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mn Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Helvetica - Roman

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mn Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Frequently Asked Questions

Why is using specific logos important?

The College of St. Scholastica logos are our visual identity, which enables us to be distinguished from competitors. The need to strengthen our reputation locally, nationally and internationally is key. The College of St. Scholastica branding represents an important clarification of our attributes as an organization, and how we can best present them to the outside world. It allows us to communicate our work successfully to those unfamiliar with The College of St. Scholastica. These guidelines have been created to help non-specialists create high-quality communications quickly and easily. When you use the The College of St. Scholastica logos, it sends a message about you, your department and the College. The logo instantly invokes the power of the College's legacy and reputation, and tells the world that you are a part of that heritage.

Can I create my own sub-brand or logo?

For a multitude of reasons, the answer is no. Departmental logos and/or logo alterations can be created by only the College's in-house Marketing design team.

Where can I get the logos?

All logos can be downloaded from css.edu/logos. Please remember that all guidelines must be adhered to.

Where can I obtain photographs?

The Marketing Department maintains a digital asset management system that holds a wide range of images including students and campus life, faculty/staff and people of interest, and sites and locations around campus. The digital asset management system can be accessed at archive.css.edu/res/sites/sparkle/. If you have questions or need further assistance accessing these images, please contact the Marketing Department at (218) 723-5935. In addition, we can assist you in hiring or scheduling a photographer if you have specific subject matter or events that require photography. If a photographer is not available or feasible and we do not have an image suitable in our digital asset management system, you may shoot your own photography. However, it is important that you are aware of resolution and file size when you are dealing with digital images. Images used for Web sites need to be of a lower pixel resolution than those used for printed materials. Web site images are usually in the range of 100-300 pixels wide and high. For printed materials, the larger the digital image the better (normally 300 dpi).

Frequently Asked Questions

Can I create my own publicity materials?

No, more often than not, printed literature, such as a flyer or brochure for our prospectus, is the first piece of visual communication people receive from us. Therefore it's often their first impression of the College and what we stand for. For this reason, it's crucial we develop material that communicates the College's values effectively and has a consistent visual look and feel. If we don't do this, it could create a poor impression and weaken our brand - no matter how small the job.

Can I contact the media myself?

No. All contact with the media, including press releases, should be through the Marketing Department's Director of College Communications. This allows us to present a consistent and professional message to our audiences. The Director of College Communications can be contacted at (218) 723-6075.

When should I use the College logos?

The College logo should be used on promotional material advertising education or events at all St. Scholastica campuses and promotion of any course or degree including: undergraduate, graduate, online or accelerated. In general, all communications and events that are associated with the College in any manner should use the appropriate College logo. There are limited exceptions, such as formal invitations. If there is any question as to whether a logo should be used or which logo should be used, please contact the College's Marketing Department.



The Current Campaign

Official Current Campaign for The College of St. Scholastica

Our Current Campaign

What is a campaign and how does it differ from the brand?

As stated earlier in this document (*See Page 5 for more detail*):

A brand is the gut reaction a person gets when he or she thinks about a product, place or service.

Campaigns are built on a deep understanding of the benefits your brand delivers. A campaign is comprised of a series of messages that share a single idea and theme delivered across relevant touch points over a specific period of time.

The critical part of an advertising campaign is the campaign theme, as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities.

When should the campaign “look” be used?

It is best to consult with leadership or specific marketing planners within the Marketing Department to determine whether the current campaign look or tone is best to promote a specific message, product or department.

Current Campaign Font

Use this font to guide your designs and layouts to ensure you're staying consistent with St. Scholastica's current campaign.

Whether for print or Internet, when preparing a document for publication, consistency of font use and styles is important. Sound judgement for font use should always err to the side of brand or current campaign consistency.

Soho Std (font family)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Current Campaign Photography Style

Use this photography style to guide your designs and layouts to ensure you're staying consistent with St. Scholastica's current campaign.

Whether for print or Internet, when preparing photography for publication, consistency of use and styles is important. Sound judgement for photography use should always err to the side of brand or current campaign consistency.



Use of customized photography with a warm, desaturated tone that highlights the beauty of campus will allow the prospective students to imagine themselves in the setting.



Photography with a sense of humor and fun.



Lifestyle images where subjects are not looking at the camera.



Photography that embraces color, such as blue, yellow and even brown.

Current Campaign Advertising Examples

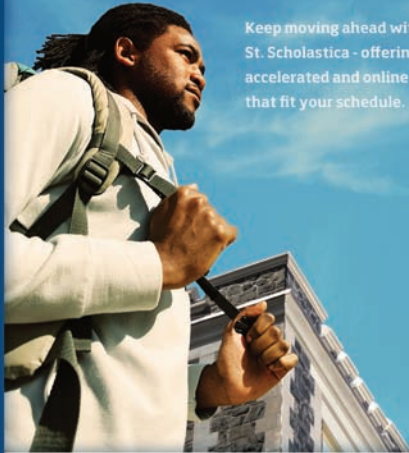
Below are several examples of the College's current campaign style.

NEWTON'S LAW:

Objects in motion
tend to stay in motion.


This principle applies to more than just physics.

Keep moving ahead with The College of St. Scholastica - offering on-campus, accelerated and online programs that fit your schedule.



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St. Scholastica
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