



**ATHLETICS  
BRAND GUIDEBOOK**

**2021-2022 SEASON**



### **ATHLETICS BRANDING:**

In the current season, we are using a look and feel that pays tribute to, but modernizes, the deep tradition of our athletics roots: The Hawk Will Never Die.

**This branding treatment is intended to have a specific duration while a more comprehensive rebranding effort takes place.**

Current Athletics fonts and colors will largely remain the same.

### **APPLICATION**

Athletic areas are required to adhere to these guidelines.

**The Office of Marketing and Communications** is ultimately responsible for the maintenance of all brand standards across the University.

**Inquiries, internal reviews and approvals should be directed to the Office of Athletics External Affairs first.**  
athleticsexternalaffairs@sju.edu

SJU's institutional guidebook is available at [sju.edu/brand](https://www.sju.edu/brand)  
Resources for SJU's editorial style are available at [sju.edu/styleguide](https://www.sju.edu/styleguide)

**Office of Marketing and Communications**  
610-660-1222  
marcomm@sju.edu



**There's a legend that's told around certain circles of Hawk fandom.**

Some time in the early 1960s, the men's basketball team was struggling in their regular tilt against the rival school on Lancaster Avenue. Since the Big 5 had formed, the Hawks dominated each year against the Wildcats. The win for Villanova inspired one of their students to exclaim, "The Hawk is dead!" A Saint Joseph's fan quickly retorted with, "The Hawk Will Never Die!"

Thus was born the most defiant chant in all of college sports.

It means competing through the finish line, the last whistle or the final out. It means clawing back when you're down, and playing tough when you're up.

It means never giving up. When you lose, you come back the next day ready to go again. When you're tired, you dig deep and find the energy to push forward.

It means always striving to improve yourself. It means working to be a second faster, to score a point more, to jump an inch higher.

It means being ever-ready to help your teammate when they're having a rough game, and to listen to your friend when they're having a difficult week.

It means training hard and studying harder, because you know what you accomplish on the field matters, but so does what you can accomplish when you graduate.

Most importantly, "Never Die" means that your connection back to Hawk Hill will always be strong. It means that, no matter how many years have passed since you crossed the commencement stage, you are forever a Hawk.

**The Hawk Will Never Die.**



## INTRODUCTION

As Saint Joseph's University athletics continues to build its presence, it is essential that the visual identity reflects a time-honored tradition and a focused future. The key building blocks to the visual identity — colors, graphics, images, fonts and logo usage —help to tell the Saint Joseph's story and shape public perception of the University.

When it comes to introducing a refined visual identity, consistency is key. Using this guide in a consistent manner will help to build credibility for the brand and differentiate SJU from the competition. This book provides helpful guidelines which enable Saint Joseph's University Athletics staff, partners, suppliers and licensees to express the SJU brand effectively across a wide range of applications.

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## COLORS AND BACKGROUNDS

### PRIMARY COLORS



**PMS:** 201  
**CMYK:** 0-100-63-29  
**RGB:** 161-31-53  
**Hex:** #9E1B32



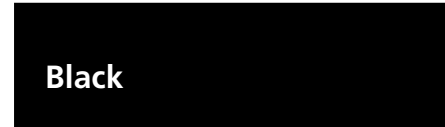
**PMS:** Cool Gray 10  
**CMYK:** 0-2-0-63  
**RGB:** 83-86-91  
**Hex:** #6C6F70  
**Black:** 70%

**Note:** We are Crimson and **Gray** (Not Grey)

### SECONDARY COLORS



**PMS:** White  
**CMYK:** 0/0/0/0  
**RGB:** 255/255/255  
**HEX:** #ffffff



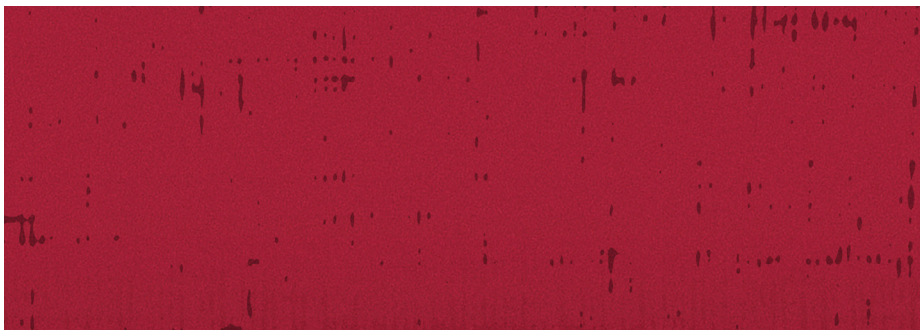
**PMS:** Black  
**CMYK:** 0-0-0-100  
**RGB:** 0-0-0  
**Hex:** #010101

### UNIFORM COLORS

Uniform colors must be approved by the Office of Athletics External Affairs at [athleticsexternalaffairs@sju.edu](mailto:athleticsexternalaffairs@sju.edu).

### THWND BACKGROUNDS

When using The Hawk Will Never Die graphical treatments or approved phrases, the following backgrounds can be used. Text should primarily be white to create proper contrast.





## TYPOGRAPHY

### FONTS

**Frutiger** and **Sabon** are Saint Joseph's University's brand fonts. **Copperplate** is for exclusive use by Athletics.

Thoughtful use of typography helps clarify information and adds visual interest to all of our communications.

Type sizes and weights influence how well we communicate. The following pages outline the hierarchy of weights of our brand fonts.

All teams may use any of these fonts. A visual sampling of each font family is located to the right. Full typeface families for use are listed below:

**COPPERPLATE BOLD**  
**COPPERPLATE REGULAR**

**Frutiger 65 Bold**  
**Frutiger 66 Bold Italic**  
Frutiger 55 Roman  
*Frutiger 56 Roman Italic*  
Frutiger 45 Light  
*Frutiger 46 Light Italic*  
**Frutiger 77 Black Condensed\***

Sabon LT Roman  
*Sabon LT Italic*  
Sabon LT Bold  
*Sabon LT Bold Italic*

### WEB FONTS

In cases where **Frutiger** and **Sabon** cannot be used on the web, use **Arial** and **Georgia** respectively. These are universal fonts that come standard across all systems and applications.

## THIS IS COPPERPLATE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.?!@#\$\$%^&\*()

## This is Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!@#\$\$%^&\*()

## This is Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!@#\$\$%^&\*()

## This is Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!@#\$\$%^&\*()

## This is Frutiger 77 Black Condensed\*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.?!@#\$\$%^&\*()

**\*Note: Frutiger 77 Black Condensed is only to be used on business cards. (See page 9)**

## This is Sabon LT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.



## TYPOGRAPHY

**Copperplate** is the exclusive and primary font for Athletics. It is best for headlines, points of emphasis / calls to action (CTAs) within copy. It is not to be used for body copy. It is to be the primary font on uniforms when available.

**Frutiger** can also be used for large headlines and CTAs as well as for body copy.

**Sabon** is best for body copy only.

Some examples are shown below:

### TITLE

**COPPERPLATE BOLD 48PT**

#### H1 HEADING

**FRUTIGER BOLD 32PT**

#### H2 HEADING

**COPPERPLATE BOLD 24PT**

#### H3 HEADING

**Frutiger Bold 18pt**

#### H3 HEADING

**COPPERPLATE BOLD 18PT**

#### H4 HEADING

**FRUTIGER 55 ROMAN 14pt**

#### BODY COPY LARGE 1

Sabon Bold 14pt

#### BODY COPY REGULAR 1

Sabon Roman 12pt

#### BODY COPY SMALL 1

Sabon Roman 8.5pt

#### BODY COPY LARGE 2

Frutiger 55 Roman 14pt

#### BODY COPY REGULAR 2

Frutiger 55 Roman 12pt

#### BODY COPY SMALL 2

Frutiger 45 Light 10pt



## UNIVERSITY PHRASES

### THE HAWK WILL NEVER DIE

The Hawk Will Never Die is the official rallying cry of Saint Joseph's University. While it's a phrase filled with passion, we **do not end with an exclamation point.**

**We generally do not abbreviate this phrase unless it's being used as a hashtag.** There are instances where it's used as a small detail on uniforms. These exceptions must be approved by the Office of Athletics External Affairs at [athleticsexternalaffairs@sju.edu](mailto:athleticsexternalaffairs@sju.edu).

**#THWND** can be displayed in **Copperplate** or **Frutiger** typefaces.

THE HAWK WILL NEVER DIE

THE HAWK WILL NEVER DIE

#THWND

#THWND

Samples in use

### UNIVERSITY NAME

Over the years, our name has evolved. Originally founded in 1851 as St. Joseph's College, the institution was affectionately known as St. Joe or St. Joe's in collegiate and regional circles. We are officially known as Saint Joseph's University, but we're not always so formal. Here's how to talk and write about us:

**Saint Joseph's  
University**  
is a place for  
athletes to succeed  
on the field and in  
the classroom.

In copy

"I got my  
undergrad degree  
in marketing at  
**St. Joe's.**"

Verbal and social media  
conversations, on second  
reference in copy

As **Hawks** we  
share a unique  
bond that brings  
together many  
strengths and  
talents.

School spirit and  
referencing athletes  
or teams

**Saint Joseph's**

**For uniforms only,**  
Athletics may drop  
'University' for brevity



## DO'S AND DON'TS

### UNIVERSITY NAME



**ST. JOE'S**

**Do** use **St. Joe's** in verbal and social media conversations, on second reference in copy



**SAINT JOE'S**

**Do not** use **Saint Joe's** in verbal and social media conversations, on second reference in copy



## DO'S AND DON'TS

### TYPOGRAPHY



Student-athletes **Don't Settle** and need your support to  
**Choose Greatness. MAKE A GIFT TO SJU GOLF.**

**Do** use **Copperplate** or bolder weights of **Frutiger** for emphasis or headlines



Student-athletes *DON'T SETTLE* and need your support to  
*CHOOSE GREATNESS*. Make a gift to SJU GOLF.

**Do not** use **THWND typography** in body copy



## DO'S AND DON'TS

### TYPOGRAPHY



**Do** use **Copperplate** font for uniforms



**Do not** use **THWND** typography for uniforms



## INSTITUTIONAL LOGO

**For reference only.**  
**Athletics should not use**  
**the institutional logo.**

For more information using the institutional logo for non Athletic uses, please reference the brand guidebook at [sju.edu/brand](http://sju.edu/brand)



For Reference Only



For Reference Only

## PRIMARY ATHLETICS LOGO

This is the primary mark for Athletics. The full-color version should be used for most executions. The mark should always be displayed with the proper registration mark (TM). This logo is reserved for SJU Athletics use.



One-color versions should be used for executions where the full-color version cannot be used due to color restrictions or where high visibility is needed. The mark should always be displayed with the proper registration mark (TM). These logos are reserved for SJU Athletics use.

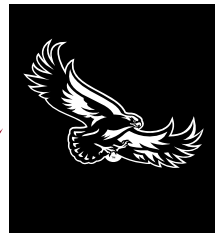


(Black box for contrast only)



## GRAPHICAL TREATMENTS

These graphical treatments are reserved for SJU Athletics use. Their use must be approved by the Office of Athletics External Affairs at [athleticsexternalaffairs@sju.edu](mailto:athleticsexternalaffairs@sju.edu)



(Black box for contrast only)



(Black box for contrast only)



(Black box for contrast only)

### Flying Hawk

This is the secondary mark for Athletics. The full-color version should be used for most executions. One-color versions should be used for executions where the full-color version cannot be used due to color restrictions or where high visibility is needed. The mark should always be displayed with the proper registration mark (TM).

### The Hawk Will Never Die

This is a secondary mark for Athletics to be used for promotion, advertising, social media and merchandise. Use the color version that reads best on the execution it appears on. There is a horizontal alternate available.



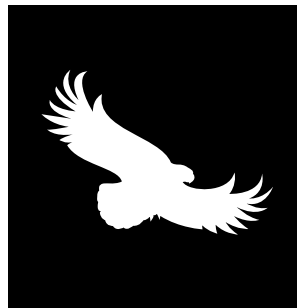
### SJU

This mark is the tertiary mark for Athletics. It should generally only appear in combination with one of the primary marks in an execution. The mark should always be displayed with the proper registration mark (TM).

## SOLID HAWK GRAPHICAL TREATMENT

The solid Hawk is to be used **only as an accent or texture**. It is not a replacement mark for the flying hawk graphical treatment. Its use must be approved by the Office of Athletics External Affairs at [athleticsexternalaffairs@sju.edu](mailto:athleticsexternalaffairs@sju.edu).

(Black box for contrast only)



White



Crimson



Gray



Black



Used as accent mark in THWND graphical treatment











Used as accent mark for uniforms.

## USE OF SECONDARY MARKS

Some of the marks are labeled **As Secondary Only** – this means they must not be the primary graphic element on uniforms. They are to appear smaller and in a less prominent location than the primary mark.






Secondary marks on uniforms must be approved by the Office of Athletics External Affairs at [athleticsexternalaffairs@sju.edu](mailto:athleticsexternalaffairs@sju.edu).



	 	 	 	 
<b>Uniforms</b>	Yes	Yes	Yes	<b>With Permission</b> (As Secondary Only)
<b>Social</b>	Yes	Yes	Yes	<b>With Permission</b>
<b>Merchandise</b>	Yes	Yes	Yes	<b>With Permission</b>
<b>Advertising</b>	Yes	Yes	Yes	<b>With Permission</b>
<b>Collateral</b>	Yes	Yes	Yes	<b>With Permission</b>

(Black boxes for contrast only)

(Black boxes for contrast only)

					
Uniforms	With Permission (As Secondary Only)	With Permission (As Secondary Only)	With Permission (As Secondary Only)	With Permission (As Secondary Only)	With Permission (As Secondary Only)
Social	Yes (Not as Profile Photo)	Yes (Not as Profile Photo)	Yes (Not as Profile Photo)	Yes (Not as Profile Photo)	Yes (Not as Profile Photo)
Merchandise	Yes	Yes	Yes	Yes	Yes
Advertising	Yes	Yes	Yes	Yes	Yes
Collateral	Yes	Yes	Yes	Yes	Yes



CRIMSON  
AND GRAY

CRIMSON AND GRAY  
CRIMSON AND GRAY

(Black boxes for contrast only)

CRIMSON  
AND GRAY

CRIMSON  
AND GRAY

CRIMSON AND GRAY



St. Joe's

St. Joe's St. Joe's St. Joe's







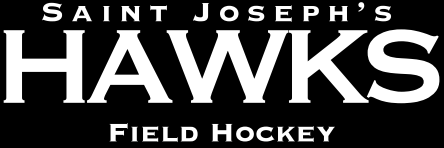

<b>Uniforms</b>	<b>With Permission</b> (As Secondary Only)	<b>With Permission</b> (As Secondary Only)	<b>With Permission</b> (As Secondary Only)	<b>With Permission</b> (As Secondary Only)
<b>Social</b>	Yes (Not as Profile Photo)	Yes (Not as Profile Photo)	Yes (Not as Profile Photo)	Yes (Not as Profile Photo)
<b>Merchandise</b>	Yes	Yes	<b>With Permission</b>	<b>With Permission</b>
<b>Advertising</b>	Yes	Yes	<b>With Permission</b>	<b>With Permission</b>
<b>Collateral</b>	Yes	Yes	<b>With Permission</b>	<b>With Permission</b>

**SPORT SPECIFIC  
GRAPHICAL TREATMENTS**

Each sport can use these specific graphical treatments. One-color versions should be used for executions where the full-color version cannot be used due to color restrictions or where high visibility is needed. Their use must be approved by the Office of Athletics External Affairs at [athleticsexternalaffairs@sju.edu](mailto:athleticsexternalaffairs@sju.edu).

**Do not** use multiple different sport specific graphical treatments in same piece.

**Do not** modify, combine elements or create new sport specific graphical treatments.

Uniforms	With Permission (As Secondary Only)	  	  
Social	Yes (Not as Profile Photo)		
Merchandise	Yes		
Advertising	Yes		
Collateral	Yes	 	

*(Black box for contrast only)*



**SPORT SPECIFIC GRAPHICAL TREATMENTS IN USE**



*Note: Sport names may be used in white with the two color mark for readability in certain applications*

**SAINT JOSEPH’S HAWKS  
GRAPHICAL TREATMENT**

In addition to the sports specific graphical treatments this is a more general graphical treatment that can be used by Athletics. Their use must be approved by the Office of Athletics External Affairs at [athleticsexternalaffairs@sju.edu](mailto:athleticsexternalaffairs@sju.edu).

**Do not** modify or combine elements of this graphical treatment.



























Uniforms	With Permission (As Secondary Only)
Social	Yes (Not as Profile Photo)
Merchandise	Yes
Advertising	Yes
Collateral	Yes



(Black box for contrast only)

HAWKS ALWAYS

























In addition to **THWND** two additional phrases are available for use emphasising **Always** and **Ever**. These phrases convey passion, strength, resilience and affinity for team, sport and school.

Uniforms	With Permission (As Secondary Only)				
Social	Yes (Not as Profile Photo)				
Merchandise	Yes				
Advertising	Yes				
Collateral	Yes				
					



EVER HAWKS

Both phrases have alternate versions with **Saint Joseph's** or **Hawk Hill, Phila** adding more context underneath.

Uniforms	With Permission (As Secondary Only)				
Social	Yes (Not as Profile Photo)				
Merchandise	Yes				
Advertising	Yes				
Collateral	Yes				
					

## DO'S AND DON'TS

### PRIMARY ATHLETICS LOGO



**Do** use brand color backgrounds or images.



**Do not** use complex or non-brand color backgrounds or images.

## DO'S AND DON'TS

### PRIMARY ATHLETICS LOGO



**Do** maintain integrity of the primary logo and graphical treatments.



**Do not** combine with other shapes.



**Do not** add elements.



**Do not** change color combinations.



**Do not** change colors.



**Do not** use a pattern.



**Do not** skew.



**Do not** distort proportions.



**Do not** alter construction.



## THWND BRAND LANGUAGE:

# #THWND

## USE OF HASHTAGS ON SOCIAL MEDIA:

The primary hashtag for SJU Athletics remains **#THWND**. The introduction of a new hashtag(s) without a strategy or without unified support behind it dilutes social media efforts and social media monitoring abilities. As such using **Never, Ever, Always** hashtags in addition to **#THWND** must be approved by the **Office of Athletics External Affairs**.

## GRAPHIC DESIGN:

Graphical treatments of **The Hawk Will Never Die** and approved **Ever** and **Always** phrases should only be obtained by the Office of Marketing and Communications. Graphical/typographic treatments should not be altered or created by freelance designers or vendors in any way.

## DO'S AND DON'TS

### THWND GRAPHICAL TREATMENT AND BRAND LANGUAGE ECOSYSTEM



**Do** use brand color backgrounds or images.



**Do not** use complex or non-brand color backgrounds or images.

## DO'S AND DON'TS

### THWND GRAPHICAL TREATMENT AND BRAND LANGUAGE ECOSYSTEM



**Do** maintain integrity of the THWND graphical treatment and the THWND Brand Language Ecosystem



**Do not** combine with other shapes.



**Do not** add elements.



**Do not** change color combinations.



**Do not** change colors.



**Do not** use a pattern.



**Do not** skew.



**Do not** distort proportions.



**Do not** alter construction.

## LETTERHEAD, BUSINESS CARDS AND EMAIL SIGNATURES

### LETTERHEAD



5600 City Avenue, Philadelphia, PA 19131 | [sjuhawks.com](http://sjuhawks.com)

Dear Name,

Tam re electiis restibustrum ero illam qui nonse dolescipsam quas nulpa veriasim quo cusam, sit, officil iundae rectet veliquia sequamusdam, cus volupta ssequi occum nullo dolorio. Menitatem eossinv elictet ium core omnimpore incto beritiam nat faccus, sequi ullut officient. Hicil minis ditionsed quatur, aut di blaces molores estem niet aut dis et volupta temquid elecae explant ad mincten digenis vernate et intius quo etuscienihil ius acitati onsequo digenis alitatuente laborep erferum, tem exceput ioribus sequi cum etur?

Os aut volupta taspere heniae pro vidus, quiam estis acculparum quatio beatem quam, omnihil idi corum et officia tatiis re cum sit, qui delluptasi res ipita etum exeri dolupta sperit hilluptate laborepro dolorem audaesto que es sinis erferis num ist, sitiunt deles volo in ratemperciis ex et am adi dolecaest, sus aute por mod magniment aut accus alitemp oratin pa nusae. Nam quis res est pre prature rferfer itioreium fugia corrum imaximaos magnihicat etur? Nate modis dio. Nam reri ipsam, con rerorum facit que vendaes dolorem eostior emporio rererci lliquas inciistibus sollend ellanis quae. Itatem. Nequi conessi moluptat plabo. Rum am re doluptur as voles corrovitibus et ut atur re netus, vel magnihitati nate veriorum sit aped molorere lam, qui re volo dustrun tempers pernatis repudit ut et fugiate et, cores dollaut faccatest experfero dolut preped que nulpa volenist fugit quibus pla dolorru ndandis as sus, verchitaquam facerch illupta temped exceptatius sus, conest reribus debitaq uidebis aut et qui custo.

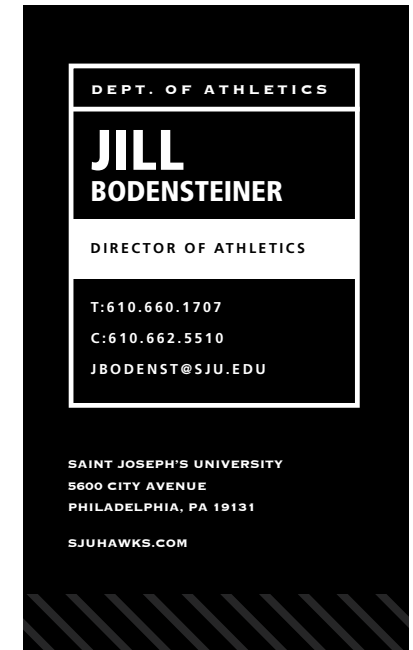
Orestrum fuga. Ebis dolum cus ea vollaci llacepe rumquam aliquost ventin res qui beri coremporio. Nam ipit et volorum repudit et laborios re dis aliquam aut remquatuscit aciandant, tem exeribus nem vel molorec totaerum ellab iuntemporite nos est que et, sinum quanto del into quatur? Ehenessit, nulparum essimi, simi, officil labores dolessit quodio optium diatiis renistiur, sinis errore maximus, ipsam alignatquas.

Regards,

Name  
Title, Department



### BUSINESS CARD



### EMAIL SIGNATURE

**Robert E. Sullivan '06 (Pronouns are optional)**

Sr. Assoc. AD - External Affairs

Department of Athletics

**Saint Joseph's University**

5600 City Avenue, Philadelphia, PA 19131

O: 610-660-1768 | E: [rsulliv1@sju.edu](mailto:rsulliv1@sju.edu)

[www.sjuhawks.com](http://www.sjuhawks.com)

The Hawk Will Never Die



## PHOTOGRAPHY

Photography should portray student-athletes in posed studio portraits or authentic moments from competition or practice. All subjects are to be isolated from backgrounds and used on fields of crimson or gray.

Photos should be higher contrast and have a grain like layer on top to accentuate grit.



## DO'S AND DON'TS

### PHOTOGRAPHY



**Do** use full color photography

Cover or primary images should have subjects cutout from backgrounds

Secondary or inside photos can be used without cutting subject from background



**Do not** use washes over photography.



## VIDEOGRAPHY TECHNICAL NOTES

### General Filming Specifications

- All footage to be filmed in a cinematic widescreen (2.35:1) aspect ratio.
- B-roll subjects should be lit when possible. Avoid purely photo-journalistic filming.
- Base timecode is 24fps. Slow motion footage (60fps or higher) to be used strategically for traveling b-roll and hero shots.
- Be alert for smiles and positivity; our students are happy to be here!

### Camera Specifications

- All productions should utilize a professional-grade camera platform featuring/capable of:
- Recording at least 1920x1080 at 24fps. 4K resolution (or higher) is preferable.
- Timecode capable
- 4:2:2 color space or better
- Codec usable natively in Adobe Premiere CC, with no requirement for proxies
- Professional audio input(s)
- Ability to record at least two separate internal audio channels
- Interchangeable lens mount or a zoom lens with adequate focal range (e.g. 24-185mm)
- Tripod mount point

### Audio Recording Specifications

- Interview audio should be recorded using both a boom microphone and a lavalier microphone to separate tracks in order to minimize sound issues from ambient noise and subject movement.
- The recording format of the audio should be WAV 24-bit 48,000 Hz
- Audio should be run directly into camera whenever possible in order to boost redundancy and to minimize time spent syncing audio in post.
- Timecode should be set to 24 hour run and synced to the camera(s) for interviews.







HAGAN ARENA





IN ACTION

ATHLETIC CENTER  
ENTRANCE →





IN ACTION





IN ACTION





