



**ATHLETICS
BRAND GUIDEBOOK**

2020-2021 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.

CONTENTS

2	Colors and Backgrounds
3	Typography
5	University Phrases
8	Athletic Logo
9	Graphical Treatments
16	THWND Brand Language Ecosystem
25	Letterhead, Business Cards and Email Signatures
26	Photography
29	In Action



COLORS AND BACKGROUNDS

PRIMARY COLORS



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



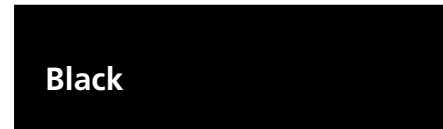
PMS: Cool Gray 11
CMYK: 0-2-0-63
RGB: 83-86-91
Hex: #6C6F70
Black: 70%

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

SECONDARY COLORS



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



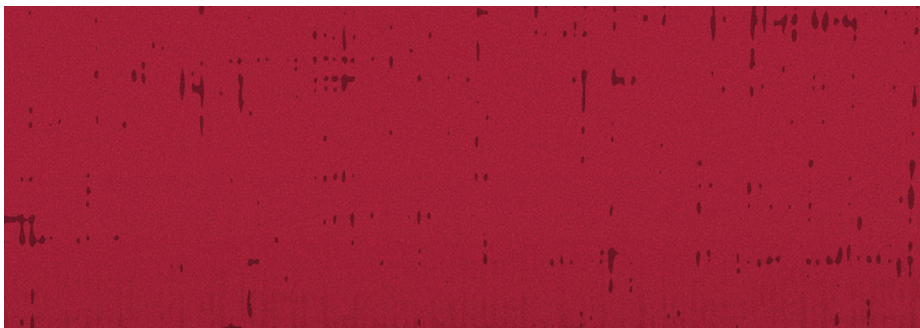
PMS: Black
CMYK: 0-0-0-100
RGB: 0-0-0
Hex: #010101

UNIFORM COLORS

Uniform colors must be approved by the Office of Athletics External Affairs at athleticsexternalaffairs@sju.edu.

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.

#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



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



(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.

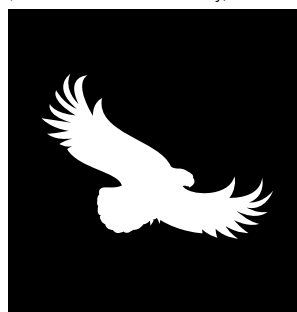
SJU

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

(Black box for contrast only)

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.



White



Crimson



Gray



Black













Used as accent mark in
THWND graphical treatment



Used as accent mark for uniforms.



Used as supporting texture.

	 	 	 	 	 
Uniforms	Yes	Yes	With Permission as Secondary Only	Yes	With Permission as Secondary Only
Social	Yes	Yes	Yes	Yes	With Permission
Merchandise	Yes	Yes	Yes	Yes	With Permission
Advertising	Yes	Yes	Yes	Yes	With Permission
Collateral	Yes	Yes	Yes	Yes	With Permission

(Black boxes for contrast only)

SPORT SPECIFIC GRAPHICAL TREATMENTS

Each sport can use these specific graphical treatments on gear, merchandise, social, advertising and collateral. 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.

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

Do not modify or combine elements of sport specific graphical treatments.

Do not create new sport specific graphical treatments.

SAINT JOSEPH'S
HAWKS
FIELD HOCKEY



SAINT JOSEPH'S
HAWKS
FIELD HOCKEY



SAINT JOSEPH'S
HAWKS
FIELD HOCKEY



SAINT JOSEPH'S
HAWKS
FIELD HOCKEY



(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

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.



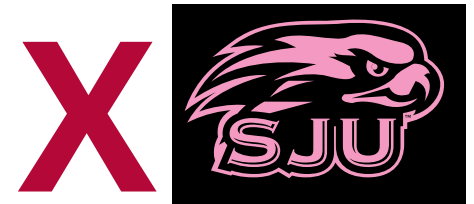
Do not combine with other shapes.



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 ECOSYSTEM

The current Athletics brand is built on the time-honored Saint Joseph's rallying cry, The Hawk Will Never Die. The brand language supporting The Hawk Will Never Die is composed of three complementary linguistic elements – **Never**, **Ever** and **Always** – which individually and together convey passion, strength, resilience and affinity for team, sport and school.

While Never is the dominant element because of its direct connection to THWND, it is important to counterbalance the negative in **Never** with some positive and affirmative language in our ecosystem.

The three elements are audience and event agnostic. This means that Never, Ever and Always can be directed to students/student-athletes, alumni, and fans alike, regardless of the occasion. **No one audience owns Never, Ever or Always, although some phrases more naturally align with certain audiences than others** (e.g....., Ever Hawks could be used for alumni as a point of nostalgia, and Never Stop Giving could be aimed at donors, although its application could conceivably be broader).

Additionally, Never, Ever and Always can be used in combination in the same creative execution (e.g., Never quit/Always Flapping), but the phrases need to be purposeful and logical together.

Approved phrases using Never, Ever and Always are provided on the following pages.

NEVER
QUIT

EVER
HAWKS

ALWAYS
WORKING

APPROVED NEVER LANGUAGE:

NEVER
SETTLE

- SJU student-athletes need access to the best resources to excel
- SJU Athletes never settle for being second-best

NEVER
NOW OR

- Delivering a sense of urgency to alumni and fans to support the Hawks

NEVER
STOP
GIVING

- Philanthropic support of the Hawks is critical
- Athletes never stop giving 100% effort

NEVER
SETTLE

NEVER
NOW OR

NEVER
STOP
GIVING

APPROVED NEVER LANGUAGE:

NEVER
QUIT

- SJU student-athletes persevere against the odds and are resilient in their dedication
- Never Give Up is an alternative and accepted phrase

NEVER
FEAR

- SJU student-athletes and supporters are confident in the face of any odds



APPROVED EVER LANGUAGE:

EVER
HAWKS

EVER
HAWKS

EVER
HAWKS



- SJU alumni continue to support the Hawks, even after graduation
- Once a Hawk, always a Hawk
- In addition to #THWND, this is a strong sign-off in letters

EVER
LOYAL

EVER
LOYAL

EVER
LOYAL



- Hawks remain true to their alma mater and continue to show their support and allegiance

APPROVED ALWAYS LANGUAGE:

ALWAYS
FLY

ALWAYS
FLY

ALWAYS
FLY



- Speaks to the resiliency of Hawks and our mascot

ALWAYS
FLAPPING

ALWAYS
FLAPPING

ALWAYS
FLAPPING



- Speaks to the “coolness” of our Athletics brand
- Speaks to never giving up despite any challenges/obstacles
- Plays off of our mascot

THWND BRAND LANGUAGE TO AVOID:

Phrases that could be perceived as negative, unhealthy/unsafe or illegal should be completely avoided. These include:

- X** • **Never Sleep** – could be seen as unhealthy
- X** • **Never Rest** – could be seen as unhealthy
- X** • **Never Stop Fighting** – could create backlash if a physical fight breaks out among fans
- X** • **Never Set Limits** – could be seen as encouraging risky behavior
- X** • **Never Fail** – doesn't allow for the human element of accepting and overcoming failure
- X** • **Never Forget** – often a tribute or political slogan used to urge others to remember events surrounding a national tragedy
- X** • **Always Win** – puts the focus on wins/losses and not on excellence

Any phrases not on this approved list must be cleared by both Office of Athletics External Affairs (athleticsexternalaffairs@sju.edu) and the Office of Marketing and Communications.

#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 **Never, Ever, 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

TYPOGRAPHY

ALWAYS
FLAPPING

Do use approved and unmodified THWND typography phrases.



ALWAYS FLAPPIN'

Do not create custom THWND typography Approved graphical treatments will be created by the Office of Marketing and Communications. An approved list begins on page 17.



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

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 alitatiunte laborep erferum, tem excepud 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.

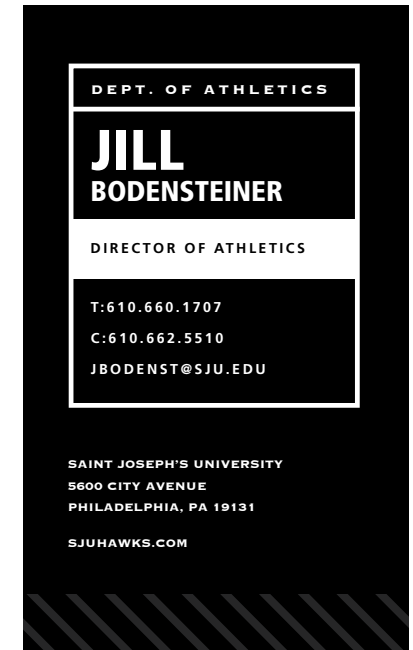
Orestrum fuga. Ebis dolum cus ea vollaci llacepe rumquam aliquost ventin res qui beri coremporio. Nam ipit et volorum repudit et laborios re dis aliquam aut remquatuscit aciandant, tem exeribus nem vel molorec totaerum ellab iuntemporite nos est que et, sinum quanto del into quatur? Ehenessit, nulparum 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

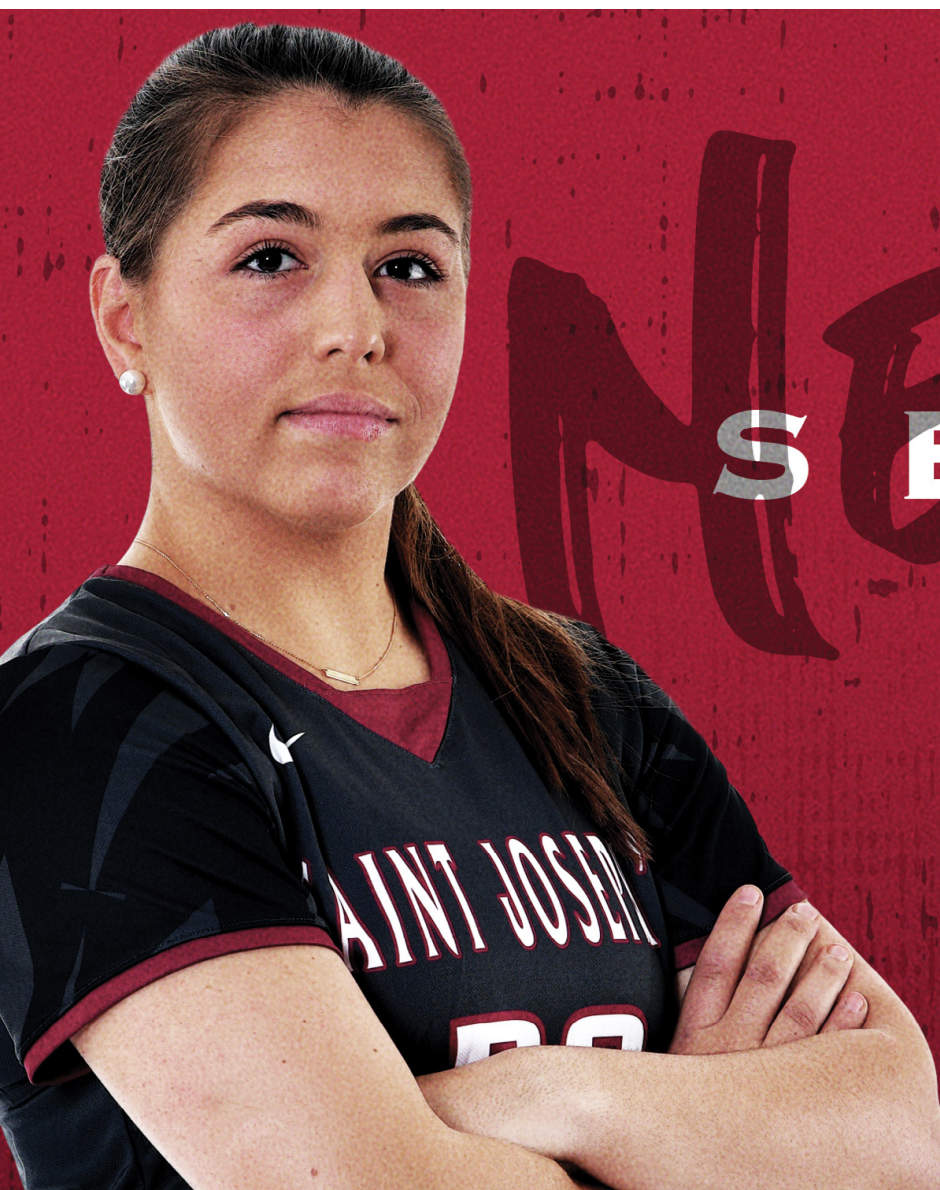
www.sjuhawks.com

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

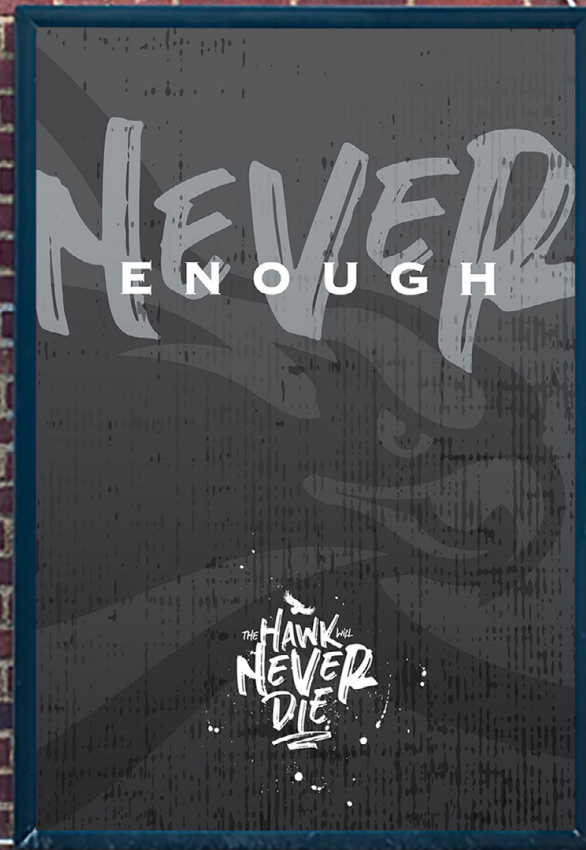
- All footage to be filmed in a cinematic widescreen (2.35:1) aspect ratio.
- B-roll subjects should be lit when possible. Avoid purely photo-journalistic filming.
- Base timecode is 24fps. Slow motion footage (60fps or higher) to be used strategically for traveling b-roll and hero shots.
- Be alert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



