

**Volume 1:
Elements of St. John's Identity**



Identity Program

Stationery and Forms Guidelines

**Volume 3:
Print Communications Guidelines**

**Volume 4:
Web Guidelines**



Stationery and Forms Guidelines

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Program created by:



BrandLogic
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Wilton, CT 06897 USA
www.brandlogic.com

2.1 The stationery system

A new, comprehensive system for St. John's University stationery items is in use throughout the University.

This guide contains specifications to implement this system.



2.2 St. John's typefaces

The St. John's University logo is based on the Bodoni Antiqua typeface. This is a classic typeface known for its elegance, dignity and readability. Bodoni Antiqua, along with the modern, sans serif typeface Frutiger, has been chosen for use in all University communications (except the Web). Frutiger is available in a number of weights, which makes it invaluable for different levels of headings and emphasis.

Body text of letters is set in Bodoni Antiqua Light. All other text is typeset in Frutiger in order to contrast with the logo. Frutiger Roman and Bold are the only two fonts of the Frutiger family used in the stationery system. The other Frutigers are used in forms where multiple levels must be delineated.

Contrasting with the logo

The logo should not appear close to titles or columns of text typeset in Bodoni, as this will diminish its uniqueness. Rather, the sans serif typeface Frutiger should be used in proximity to the logo. This modern sans serif typeface provides contrast to the logo and helps "showcase" it rather than fighting the logo for attention. See "Volume 1: Elements of St. John's Identity, 1.3.8 Clear space requirements" for more specifics on clear space around the logo.

Bodoni Antiqua Light

Bodoni Antiqua Light Italic

Frutiger Light

Frutiger Light Italic

Frutiger Roman

Frutiger Italic

Frutiger Bold

Frutiger Bold Italic

Frutiger Black

Frutiger Black Italic

2.3 Business cards

The logos print in PMS 485U (St. John's Red) and black. The person's name prints in black. All other text prints in PMS Cool Gray 7. Use a bright white, smooth finish, 110# card stock.

Order online

An online ordering system has been created for business cards. A brief PowerPoint® slideshow explains how to place an order. To place an order go to:
<http://intranet.stjohns.edu/marcomm>

Typeset the business card using the following specs:

Person's name:
 Frutiger Bold, 8pt on 10pt leading
 May run to two lines

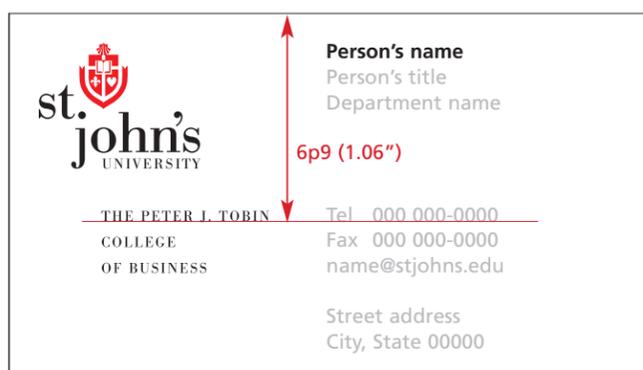
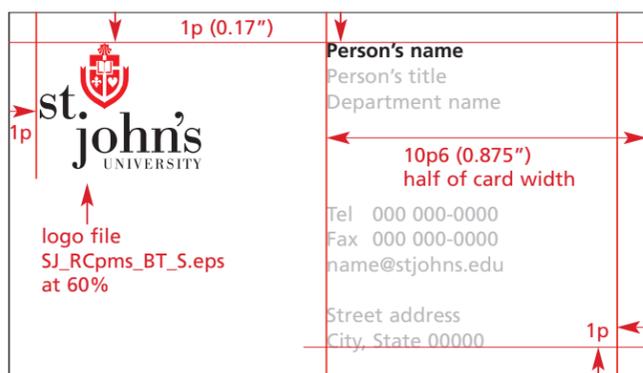
Person's title and department:
 The title and/or department combined may occupy a maximum depth of four lines.

Person's contact information:
 Frutiger Roman 8pt on 10pt leading, in the following order:

- Telephone number
- Fax number
- E-mail address
- Mailing address, separated from the above by a line space, if possible

Notice the contact information cross-aligns with the college or school signature. On a general St. John's University card the contact information still begins at the same measurement.

Optional contact information:
 A cell phone number may be included after the fax number or a URL may included after the e-mail address.



2.4 Letterhead

The logos print in PMS 485U (St. John's Red) and black. The position of the logo is determined by centering the crest, (left to right), on the sheet. Notice that the position of the sender's block at the upper right is set at a distance that will keep the sender information above the first fold. Use a bright white, smooth finish, 28# letter paper, for both the letterhead and matching business #10 envelopes. Word® templates designed using letterhead specs ensure consistent correspondence. When supplying files to print services for DocuPrint production, make sure to save the letter as a Word document. Save the mailing list as another document for use with the MailMerge program.

The sender's block uses the following specs:

Sender's name:
Frutiger Bold, 8.6pt on
10pt leading

Sender's title, department or college/school:
Frutiger Roman 8.6pt on
10pt leading, line space after

Sender's contact information:
Frutiger Roman 8.6pt on
10pt leading, separated from the title and department by a line space

Typeset the body of the letter using the following specs:

Address block:
Bodoni Antiqua Light 11pt
on 16pt leading, line space after

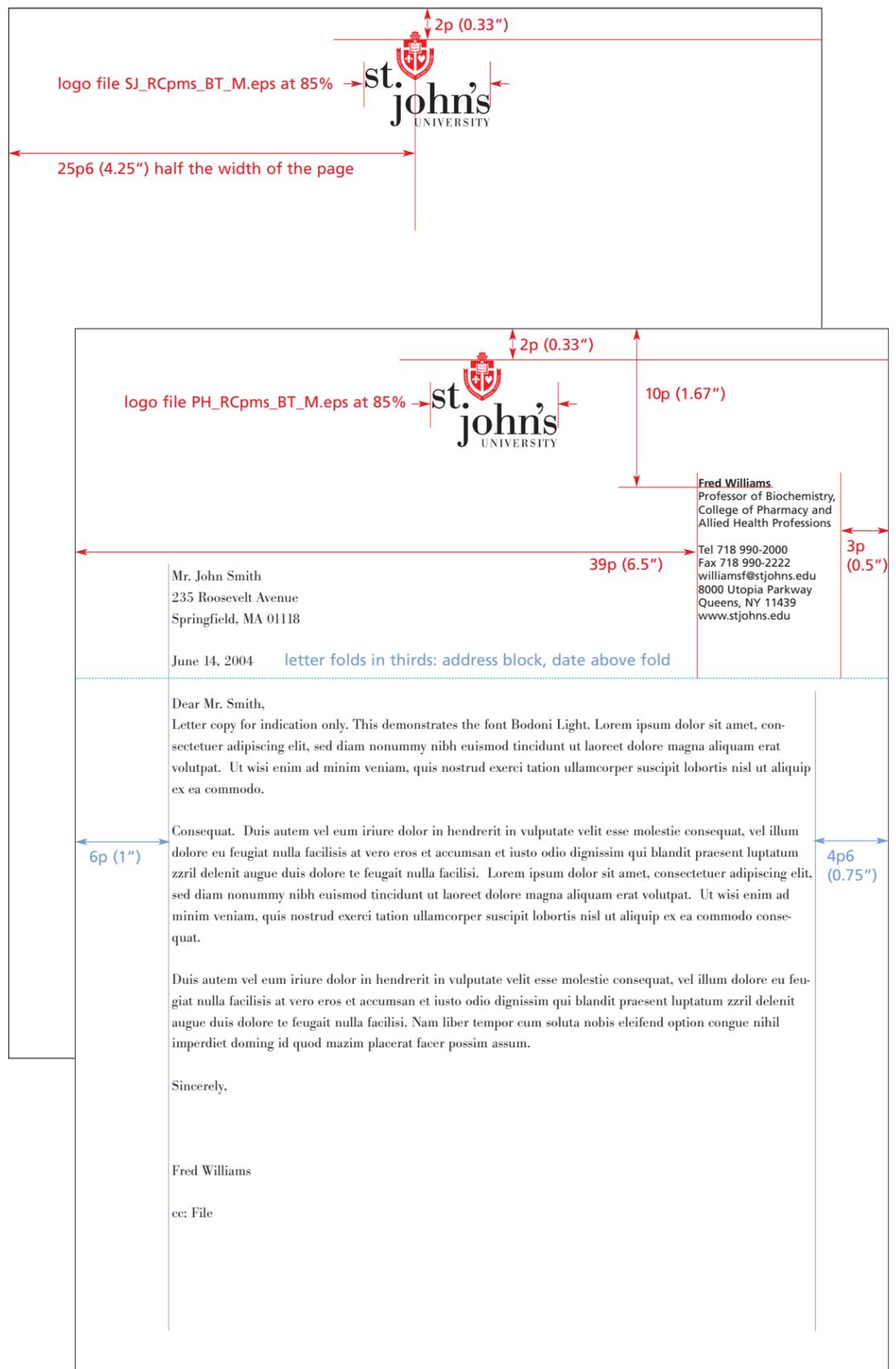
Date:
Bodoni Antiqua Light 11pt
on 16pt leading, line space after

Salutation and letter text:
Bodoni Antiqua Light 11pt
on 16pt leading, line space after each paragraph; no indents

Closing:
Bodoni Antiqua Light 11pt
on 16pt leading, leave three line spaces for the signature

Subsequent pages

Second and subsequent pages of a letter may be printed on either logo letterhead or blank matching paper.



Changing type size

Please note that the sender's block should never change size. However, the body of the letter may be set in a larger type size, with more leading if desired, when the text is very short. Bodoni Antiqua Light 11 point on 16 point leading is the preferred and minimum size. Bodoni Antiqua Light 14 point on 19 point leading is the maximum type size.

2.5 Business envelopes

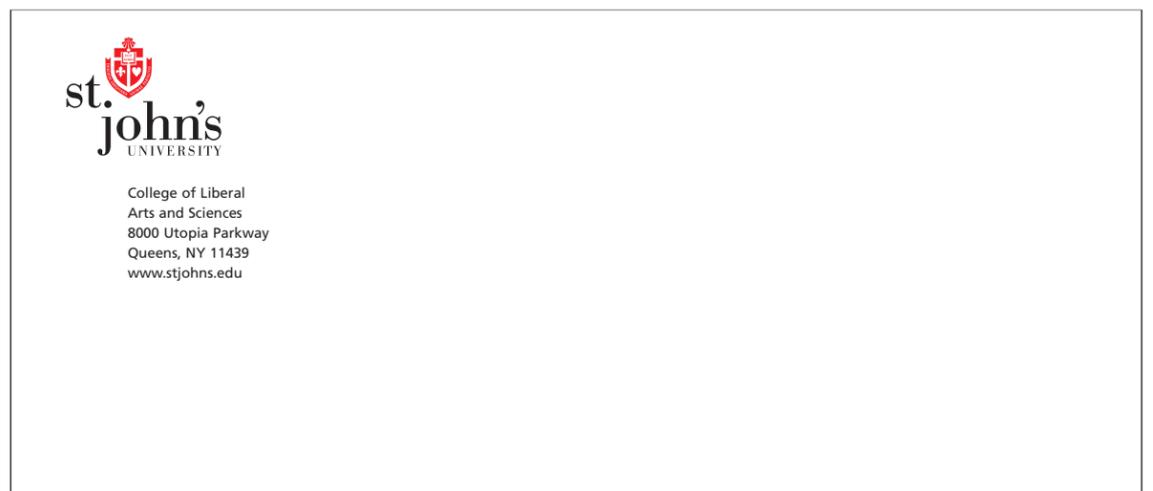
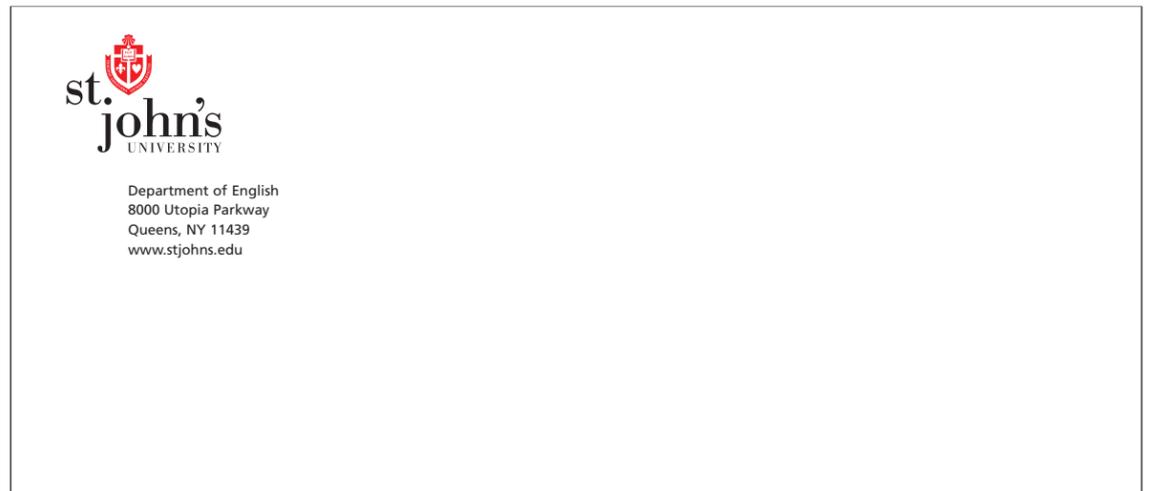
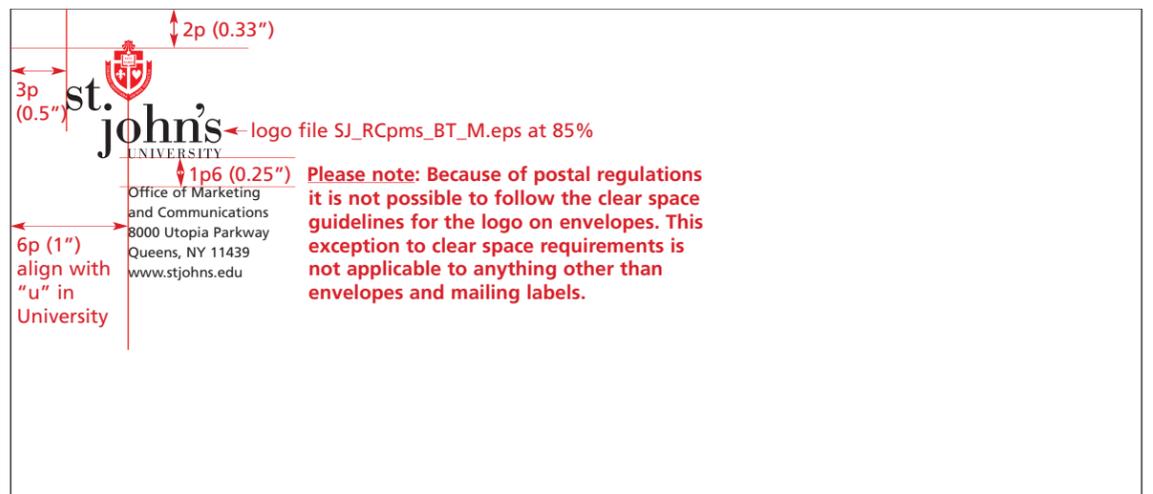
The logo prints in PMS 485U (St. John's Red) and black. Use a bright white, smooth finish, 28# letter paper for both the letterhead and matching business #10 envelopes.

Typeset the sender's block using the following specs:

Frutiger Roman 8.6pt on 10pt leading

A sender may be a University office, department **or** college/school, as shown in these three examples.

The University URL should appear as the last line in the return address. While it may be eliminated, it should not be replaced by another URL.



2.6 Fax sheets and Memo sheets

Word templates have been produced for both Fax and Memo sheets. The University logo automatically prints in black at the top of each format.

Fax



| | | |
|--|---|--|
| Date: | September 30, 2004 | Pat Maguire, Office of Enrollment Management, Department of Admissions |
| To: | Joe Marconi Suzanne Whitlock | Tel 718 000-0000 Fax 718 000-0000 smithj@stjohns.edu 8000 Utopia Parkway Queens, NY 11439 www.stjohns.edu |
| Fax number: | 718 123-0000 718 456-0000 | |
| Number of pages: (Including this sheet) | 3 | |
| Subject: | Reminder on new Application format | |

Dear All,
Some of the important points made at the Thursday meeting are:

1. How to find all necessary lorem ipsum dolor sit amet, euismod tincidunt ut laoreet
 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
- Cnsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat en vinium .Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.

Thanks,
Pat

Memo



| | | |
|----------|--|--|
| Date: | September 30, 2004 | John Smith Professor of Biochemistry, College of Pharmacy and Allied Health Professions |
| To: | Anne-Marie Normandeau; Karen Lukas-Hardy; Fredy Jaggi; Mary Stroup; Wynn Medinger, John Murawski, Randell Holder, Susan Colodny | Tel 718 000-0000 Fax 718 000-0000 smithj@stjohns.edu 8000 Utopia Parkway Queens, NY 11439 www.stjohns.edu |
| CC: | Paula Snyder, Kathleen Land, Hampton Bridwell, Larry Roth, Cheryl Kalberer, Susan Mlezcko, Nancy Maurice, Dave Nemiah, Esmee Snyder, Carolyn Sanna | |
| Subject: | New academic requirements | |

Dear All
Some of the important points made at the Thursday meeting are:

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.
 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
- Cnsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat en vinium .Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.

Thanks,
John

2.7 PowerPoint templates (coming from Paula)

The PowerPoint templates come in two versions (see below). These templates have been designed in keeping with the University brand system. They can be found on the St. John's intranet site.

Type specs for PowerPoint templates:

The templates come with preset type specs. Use these specs for all presentations. If it is necessary to alter type sizes, do not change type to smaller than Arial 16 point for bullet text and Arial 12 point for diagram text. Do not change type sizes to larger than Arial 20 point for both bulleted text and diagram text. This is to insure readability.

Color and imagery specs:

The colors on master slides should not be altered. The Red used is the RGB equivalent to PMS 485. For diagrams, only use colors specified in the University color palette. Avoid using clip art.



2.8 Kraft envelopes

Kraft envelopes are produced in three standard sizes:

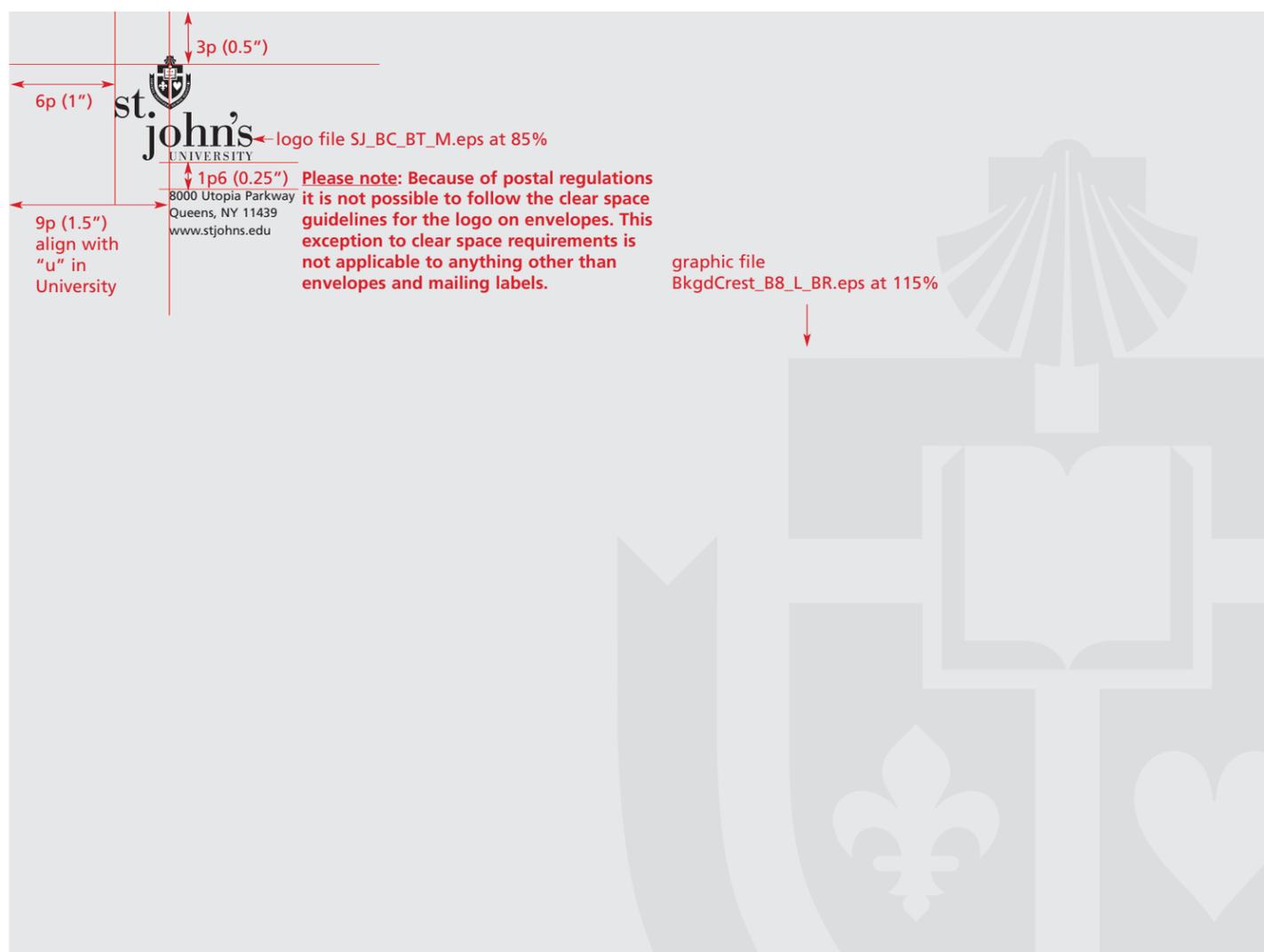
- 7 x 10 inches
- 9 x 12 inches
- 10 x 15 inches

Gray kraft is used rather than brown in order to better coordinate with the St. John's primary color palette of red, white, black, cool gray and silver. (For more information see "Volume 1: Elements of St. John's Identity, 1.5.1 The primary color palette.")

The address text and the logo print solid black. The background crest graphic prints an 8% tint of black to create a gray-on-gray effect.

Typeset the sender's block using the following specs:

Frutiger Roman 8.6pt on
10pt leading



Note that the background crest file BkgdCrest_B8_L_BR.eps is sized proportionately for each of the envelope sizes:

- On the 7 x 10, 100%
- On the 9 x 12, 115%
- On the 10 x 15, 148%

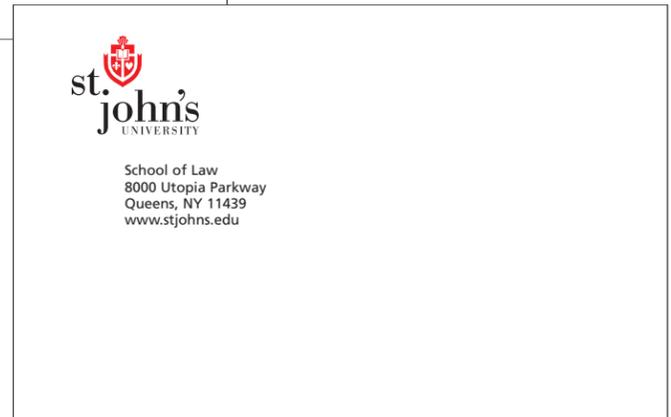
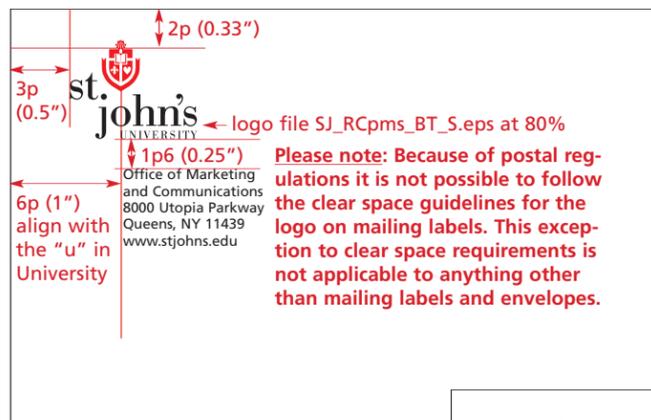
2.9 Mailing labels

The logos print in PMS 485U (St. John's Red) and black.

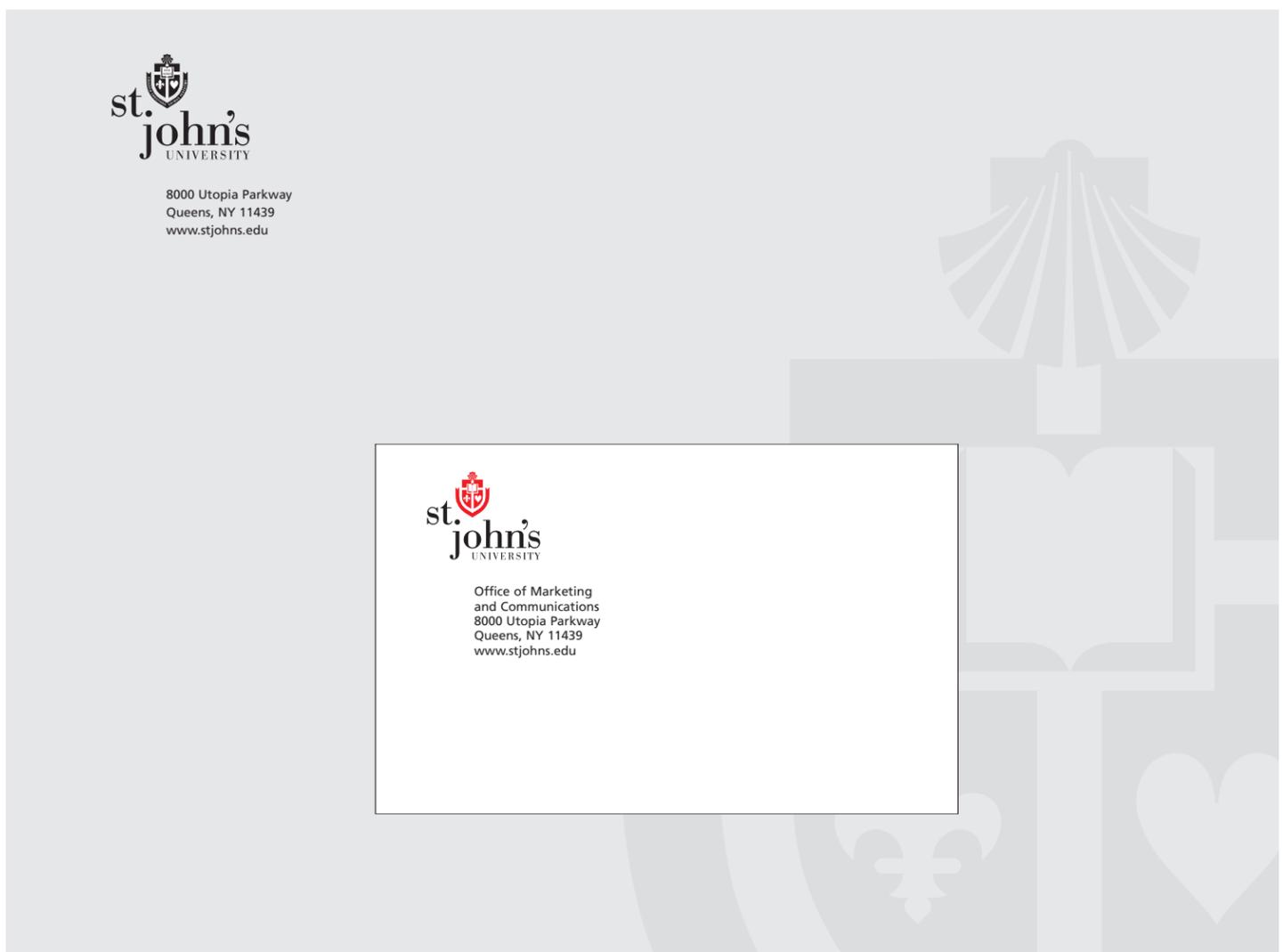
Typeset the sender's block using the following specs:

Frutiger Roman 8.6pt on 10pt leading

A sender may be a University office, department or college/school.



It is permissible to use a St. John's mailing label on a St. John's gray kraft envelope. The label may overlap the background crest.



2.10 Memo pads

There is a template to produce memo pads with either an individual's name or department name. No other information can be added.

