



ST. JOHN'S
NORTHWESTERN
ACADEMIES

BRAND STYLE GUIDE

August 2024

GREETINGS!

This style guide is designed to educate employees about the rebranding effort at our school.

Every employee has an important role in ensuring that the rebranding effort is not only completed, but successful.

Please review this guide and if you have any questions, feel free to contact the marketing department.

For Internal Use Only
Do not distribute with the public in any medium.

PARENT NAME AND BRAND

St. John's Northwestern Academies is the official name for our school. The main logo is shown. It will be used for all external facing materials and whenever referring to the St. John's Northwestern Academies as a whole.

What's Changing?

- *"St. John's Northwestern Leadership Academies" and its logo is archived and will no longer be used.*
- *All social media platforms and the website will be changed to reflect the parent brand name and logo.*
- *Campus signage will be updated.*
- *Secondary logos (Lancers, Parent's Club, etc.) will be refreshed at a later date.*



Logo Elements: The Beacon with Shield and Motto

This logo calls back to our campus landmark, the Beacon, utilizes a shield, which has been in use since the school's founding, and the school's Latin motto (translation: Work Hard, Play Hard, Pray Hard). There's recognition among students, alumni, donors and friends of the school. The Beacon helps capture everything we want the logo to represent, and the shield speaks to our school's heritage:

- **Compelling history.** The Beacon is more than a great story; it's the heart of a longstanding school tradition, with protocols for treating it with respect. It calls to mind the principles that have guided the school from the beginning. The motto and establishment date speaks to our heritage.
- **Ongoing leadership.** The Beacon is always lit, an ever-present symbol of guidance. The four sayings carved into its sides speak to character, perseverance and strength.
- **Superior academics.** A beacon also represents enlightenment, both intellectual and spiritual.

COMMUNICATION GUIDELINES

It's important that we teach the public the correct name of the school at every opportunity.

What's Changing?

- *In print, please use the full parent name at first use/mention in your document. After that you may shorten it to "St. John's Northwestern" or "SJNA"*
- *In conversation, please refer to the school as "St. John's Northwestern Academies", "St. John's Northwestern, or "SJNA".*
- *Do not use the singular "Academy" for short-use "Academies".*
- *If you shorten the name when speaking, always include 'Northwestern,' never just 'St. John's.' Please correct external partners and organizations if they use any form of the old name.*

Examples

When recording your Voice Mail Greeting...

You've reached the desk of Name, Title at St. John's Northwestern Academies...

Thank you for calling St. John's Northwestern Academies! This is Name, Title...

It's a great day at St. John's Northwestern Academies! You've reached Name, Title...

When answering the phone:

St. John's Northwestern Academies, this is Name...

St. John's Northwestern Academies, Name speaking.

When leaving a Voice Mail message:

Hello, this is Name calling from St. John's Northwestern Academies...

Hello, this message is for _____. I'm calling from St. John's Northwestern

Academies, and my name is...

TAGLINE

Foundation for Life & Future Aspirations in Mind are our taglines. They embody our updated mission statement. "St. John's Northwestern Academies is a safe, structured environment that provides each student foundation for life with specialized programs that are built with future aspirations in mind."

Leadership Lives Here is no longer to be used.



**ST. JOHN'S
NORTHWESTERN
ACADEMIES**

FOUNDATION FOR LIFE

FUTURE ASPIRATIONS IN MIND

LOGO HIERARCHY

The St. John's Northwestern Academies logo is the main logo for all external-facing materials and when referring to the school as a whole.

The other program specific logos are to be used for special circumstances and never to stand alone for the whole school.

What's Changed?

- *The logos underneath the Beacon represent our specialized programs at the Academies.*
- *Leadership Program: This is available to service and prefect students. It represents those at the very top of their classes who are invited to join.*
- *E.R.A. Program: Our cutting-edge Engineering, Robotics & Aviation Program is available to all students.*
- *DME Basketball Academy: As part of our partnership with DME we can also offer this high-level basketball training program to our students.*
- *Summer Academy: This logo has remained unchanged and can be used only in summer academy restrictive areas.*



ST. JOHN'S NORTHWESTERN ACADEMIES

ST. JOHN'S NORTHWESTERN
LEADERSHIP PROGRAM

ST. JOHN'S NORTHWESTERN
ENGINEERING, ROBOTICS, & AVIATION

ST. JOHN'S NORTHWESTERN
DME BASKETBALL ACADEMY



ACADEMY DESCRIPTIONS

Each program has its own unique identity and therefore its own unique description.

What's Changed?

- *When describing an individual program, please use these descriptions.*

ST. JOHN'S NORTHWESTERN LEADERSHIP PROGRAM

SJNA Leadership Program offers two paths for our prospective students. The service/JROTC program offers unique opportunities and stands as the leader in the state of Wisconsin in United States Military Academy appointments. While our Prefect program offers the same proprietary leadership curriculum in a more traditional prep school style.

ST. JOHN'S NORTHWESTERN ENGINEERING, ROBOTICS, & AVIATION

SJNA leads the charge when it comes to offering a state of the art STEM learning experience. The Engineering Robotics & Aviation (ERA) program stands alone, and our 12-1 student to teacher ratio ensures an intimate learning experience.

ST. JOHN'S NORTHWESTERN ONE BASKETBALL ACADEMY

This program offers a distinctive opportunity for qualified high school student-athletes to leverage the outstanding academic offerings of SJNA alongside a formidable basketball program, empowering them to achieve heightened levels of success.

LOGO USAGE

The stacked version of the St. John's Northwestern Academies logo is preferred, but in instances when the vertical spacing is limited, the horizontal version may be used.

Both versions of the logo are preferred on either a white background or on SJNA Blue (see Color Palette). Be sure to use the logo artwork specifically created for particular backgrounds. Blue or dark backgrounds require the logo versions with a white border and type. Do not try to adapt the standard logo artwork.

The logo's artwork and school name must always be used together. The exception to this is SJNA social media and online accounts, and other uses deemed appropriate by the Marketing Department.

Although the logo may be placed on a blue background, do not isolate it on a page by using a chevron as a holding shape.

Allow adequate clear space to surround the logo. At minimum, a space equal to the height of the "N" in "Northwestern" is recommended on all sides of the logo to keep it away from competing graphics, text or page edges.



COLOR PALETTE

Our color palette uses colors established from our logos. Use them consistently across all communications to establish brand equity.

Our primary palette features SJNA Blue as the dominant color, with gold and red used in a supporting role. Blue should be the most prominent color in any communication. It should not be overshadowed by gold, red, or any other color.

Our secondary palette consists of black and grays that should be used sparingly and primarily for text. Do not use the secondary colors for backgrounds or other large areas of color.

What's Changing?

- *Purple is no longer used as it is difficult to preserve color*

SJNA Primary Colors

SJNA BLUE Pantone 2745 CMYK = 99 100 18 19 RGB = 35 8 113 HEX = 230871	SJNA GOLD Pantone 1235 CMYK = 0 31 98 0 RGB = 253 183 26 HEX = FDB71A
	SJNA RED Pantone 200 CMYK = 16 100 87 26 RGB = 195 8 49 HEX = C30831

SJNA Secondary Colors

SJNA BLACK CMYK = 0 0 0 100 RGB = 0 0 0 HEX = 000000	SJNA GRAY CMYK = 0 0 0 70 RGB = 109 110 113 HEX = 6D6E71	SJNA LIGHT GRAY CMYK = 0 0 0 40 RGB = 167 169 172 HEX = A7A9AC
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TYPOGRAPHY

For large blocks of copy we recommend Titillium Web for its readability and adaptability to digital applications. The variety of weights make it suitable for print applications as well as digital, and it should be used as the main typeface in most applications.

Alverata reflects a classic and formal personality with it's use of wedge-style serifs. It connotes a sense of history while maintaining a clean and modern feel. This typeface is best used for headlines and subhead applications, but can also be used for body copy in situations that call for a more formal tone, such as official letters or communications.

Bebas Neue is a sans serif font chosen for it's condensed form and a modern feel. This typeface is best used for callouts and headlines. Because of it's bold strength and readability, Bebas Neue is the font used in our tagline. For desktop publishing applications where ur preferred typefaces are unavailable, such as email and PowerPoint presentations, we recommend Arial for it's capability to be used across multiple platforms without font conflicts.

What's Changing?

- *Times New Roman is no longer an approved font- use Arial instead.*
- *Fonts need to be downloaded to individual computers by the user.online use.*

TITILLIUM WEB

TITILLIUM WEB LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TITILLIUM WEB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TITILLIUM WEB BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BEBAS NEUE

BEBAS NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BEBAS NEUE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALVERATA

ALVERATA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALVERATA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALVERATA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALVERATA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz p

STATIONERY & EMAIL SIGNATURE

Samples of our stationery and email signature are shown here.

What's Changing?

- *Pre-printed letterhead is being replaced with a Word template and will no longer be ordered. There is a color template available.*
- *Please use the amended letterhead immediately.*
- *All employees are required to use the approved email signature template with no variations.*



PHOTOGRAPHY

It is important that our photography showcases the students that are at the center of our mission. Therefore, whenever possible, imagery of our own students, rather than stock photography, is preferred.

Although our history is rooted in a longstanding military tradition, we should not project a first impression of being solely a military school. External communications should balance imagery of our Service/JROTC students with Prefect students to promote our equitable focus on both academies.

Similarly, balancing representations of gender and diversity throughout our communications highlights our inclusive community.

If you are in need of photography, please use the [Marketing & Communications Portal](#).

Find all our updated photos on our [SmugMug](#) account!



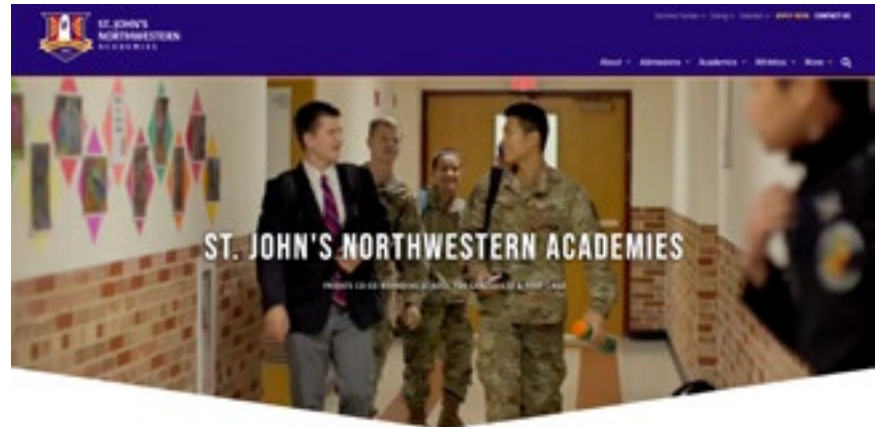
APPLICATION EXAMPLES

Advertising & Branding

Samples of branded assets, social media posts, and graphics are shown.

If you need a graphic or print graphic/advertisement or business card created, use the [MarCom portal](#) request page.

You can also create your own slideshows and other branded assets by visiting the upcoming marketing portal.



Other Graphic Elements

(For marketing department and professional designer use only)

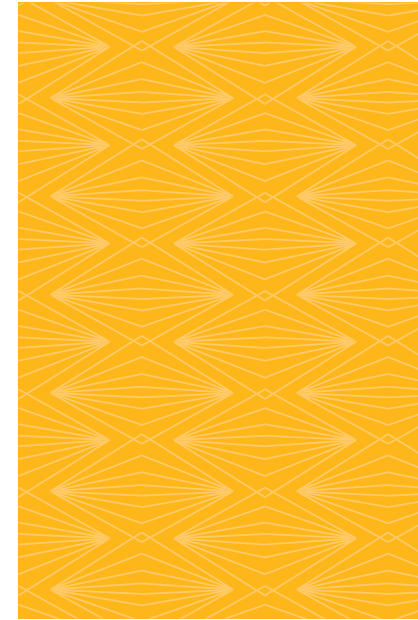
GRAPHIC ASSETS

Daybreak Pattern

Patterns can be used to create texture and build on a set of assets that reflect the brand identity. The “daybreak” pattern is inspired by the beacon rays of light in our logo. This pattern has a classic feel that gives a sense of formality and esteem, while feeling current.

The pattern can be used in blue or gold as a full background pattern or as a narrow strip that works well for headers, footers or other dividing elements.

In some cases, the pattern can be used as a subtle overlay on photographs to add texture and interest, or to draw attention to the subject matter. In a simplified form of the daybreak pattern, an overlay of individual rays can serve to add a further layer of inspiration to imagery.



GRAPHIC ASSETS

SJNA Band

A blue band with an offset gold rule is another available graphic asset. Its simplicity adds formality and strength while reinforcing our brand colors and identity.

The band is best used for footer and header applications. Use a solid blue strip or include the daybreak pattern within the blue area for contrast and texture.

The blue area can be widened to create a more substantial band when needed, but keep the yellow rule proportionally thin. Like the chevron, always anchor the band to the edge of the page or other defining border.



GRAPHIC ASSETS

Ribbon Banners

The ribbon banners are derived from the ribbon elements of our logos as well as familiar military decorations. They evoke a sense of prestige in our brand's personality while also serving the more functional purpose of highlighting significant information.

Use the ribbon banners to house the tagline or a call to action. Any color from our primary color palette is suitable, but gold and red will naturally draw more attention.

There are several variations of banners. A banner's orientation will dictate its position on the page. Two-sided banners lend themselves to a centered placement, while one-sided banners or arrows should be anchored to a page edge or defining border.

As overuse can reduce the effectiveness of any call to action, be sure to limit the number of ribbon banners throughout a communication.

