

St. Norbert College

# Graphic

IDENTITY & USAGE GUIDE



## College Logo

The logo is the primary identity mark for the College. It is a registered trademark and its use is limited and protected. All visual communications produced by the College for external audiences should bear the logo.



## Green Knight Identity

The Green Knight is the mascot of St. Norbert College. The charging knight on horseback is a primary element in a broader identity system that includes a school monogram, word marks and other knight images.



## President's Seal

The seal has been changed to include the College motto, "Docere Verbo et Exemplo," which translated means "to teach by word and example." Its use requires the approval of the Office of the President.

A distinctive graphic identity communicates volumes about an institution's quality, credibility, tradition and image.

This guide is provided as a quick reference to provide awareness of the identity marks of the College, to define their purpose and to provide general guidelines for their use. Questions, clarifications, approvals for use or requests for graphic files should be directed to the **Office of Communications** as described on the back page of this guide.

An online form for this purpose is available at [www.snc.edu/go/graphics](http://www.snc.edu/go/graphics)

## Primary Identity Colors

Color is one of the most important elements of the St. Norbert College identity. The school colors are forest green and old gold, both as an institution and for its athletic teams.

At right are the print and web color standards and equivalents.



Pantone: 142  
CMYK: 0C 28M 76Y 0K

RGB: 237R 189G 61B  
Hex: #EDBD3D  
Web safe: #FFCC00



Pantone: 350  
CMYK: 80C-0M-100Y-75K

RGB: 26R 71G 43B  
Hex: #1A472B  
Web safe: #003300

## The President's Seal

The seal is reserved for use on diplomas, certificates and other official documents. It should never be used as a logo or a decorative device. Its use requires the approval of the president or his proxy.

The seal is reproduced in two colors, green only or in black or white. Gold 142 should not be used as a singular color.



Two Color  
PMS 142 & 350



One Color  
PMS 350



One Color  
Black or White

## Variations and Use of the Logo

The logo may be reproduced in two or one-color versions. Either green or gold are acceptable in one-color applications, with gold being the choice for dark backgrounds. The logo is also in white for reversed applications.

The logo must be used as supplied, should be used intact and should not be altered.

Leave a clear zone around the logo as indicated at right and please observe the minimum width standard of one inch.

Do not set the logo against a background that makes it difficult to read clearly.



Two Color  
PMS 142 & 350



One Color  
PMS 350



One Color  
PMS 142



1 INCH WIDE ←



One Color  
Black or White

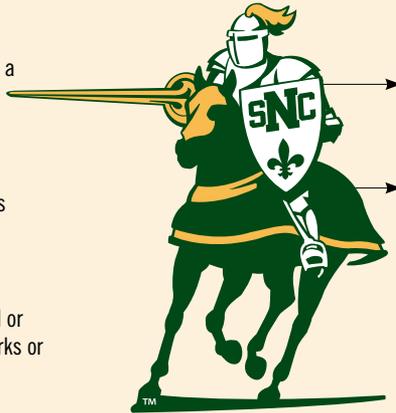
## The Green Knight Identity

The St. Norbert College Green Knights enjoy a reputation steeped in tradition, reflective of Norbertine values and heralded for excellence in all endeavors.

The charging knight on horseback serves as the primary symbol for the Green Knights. It is intended to stand alone as a symbol of the College mascot without the need for accompanying text. If text is needed to label or distinguish the mascot, one of the word marks or secondary images should be used instead.

On occasions when the Green Knight is used with accompanying text, the text should appear far enough away (see clear zone at right ) from the knight as to not mistake it for part of the design.

The Green Knight may appear with white as a third color when used against a non-white background.



A clear zone equal to the height of the shield should be maintained all around the knight.



One Color  
PMS 350

One Color  
Black or White

One Color  
PMS 142

## Word Marks

A word mark is a specialized typographic symbol that stands alone as a graphic image. The SNC monogram, Green Knights label and St. Norbert label use a design standard for fonts, proportions, outlines and layout. They are intended to be used as designed and should not be altered.

## Secondary Images

One of the strengths of an integrated identity system is its flexibility. Below are three secondary images that use the Green Knight mascot combined with the word marks.



## How to Acquire and Use the College identity graphics

The identity symbols included in this guide are meant to allow for reasonable conformity while maintaining a consistent image and identity for the College.

The Office of Communications maintains master graphic files for all the various wordmarks and images used in the St. Norbert College identity system. Requests for graphic files can be made online at [www.snc.edu/go/graphics](http://www.snc.edu/go/graphics).

The creative team in the Office of Communications exists in part to serve the graphic design needs of the College community and will provide advice and support for the information included in this guide. They will work directly with vendors to provide the right designs and proper digital files to fit vendor specifications.

Requests for specific designs, versions of or alterations to any of the College identity marks should be directed to the director of communications and design in the Office of Communications.

## Online Request Form:

Use the online request form to request graphic files, submit a request for approval for use or to ask questions about appropriate use of visual identity elements.

[www.snc.edu/go/graphics](http://www.snc.edu/go/graphics)

## Office of Communications Contact Information:

Office of Communications  
Ariens Family Welcome Center  
100 Grant Street  
De Pere, WI 54115-2099

Phone: 920-403-3557  
Fax: 920-403-4010  
E-mail: [communications@snc.edu](mailto:communications@snc.edu)  
Web site: [www.snc.edu/communications](http://www.snc.edu/communications)

Drew Van Fossen  
Director of Communications and Design  
920-403-4427  
[drew.vanfossen@snc.edu](mailto:drew.vanfossen@snc.edu)

---

## Trademarks

**TM** Trademarks include any word, name, symbol or any combination used to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods.

The use of the TM allows the College to restrict the use of identity symbols to authorized vendors, and collegiate, media, alumni, staff and student groups.

The College logo may be used by faculty, staff and students of the College for official College business. The College logo is a registered trademark and its use is subject to terms of the U.S. Patent and Trademark Office.

Requests for the use of the President's Seal should be directed to the Office of the President or the Office of Communications.

Permission for use of trademarked symbols used in the St. Norbert Green Knight identity system should be directed to the director of communications and design.

Permission requests may be made using the online form at [www.snc.edu/go/graphics](http://www.snc.edu/go/graphics)

Unauthorized use or misuse of any of the St. Norbert College identity graphics should be reported to the director of communications and design.