



ST. OLAF
COLLEGE

150th Anniversary / Graphic Style Guide — Campus Partners





ST. OLAF SESQUICENTENNIAL

1874 1884 1894 1904 1914 1924 1934 1944 1954 1964 1974 1984 1994 2004 2014 2024



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150th Marks and Graphic Assets

Graphic Alternatives



PRIMARY



ST. OLAF SESQUICENTENNIAL

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SECONDARY

 ST. OLAF SESQUICENTENNIAL

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150th Shield

Primary variations depending on background



150th Sesquicentennial Stacked

Secondary variations depending on background

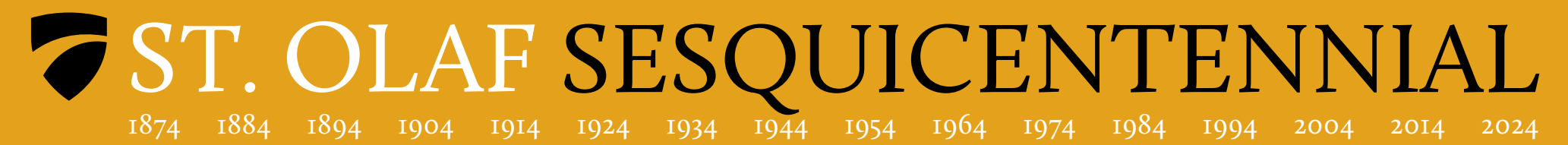


Sesquicentennial Lockup

Secondary variations depending on background



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150th Shield Departments

Created by the Marketing and Communications Office by request.
Different styles to wrap around depending on the length of the department.
Preferably always showcased in the main colors: black, gold, white.



150th Message Adaptability

What's your department celebrating?

research

vocational exploration

global engagement

academic excellence

Celebrating 150 years of building community

residence life

fine arts recognition

music on the Hill

inclusion and belonging



150th Shield and College Logo

During the celebratory year, the 150th shield can be accompanied by the college logo. Secondary versions can be used without the college logo.



Incorrect Uses

Only use the official, unaltered versions of the sesquicentennial graphics.
Alterations and special versions must be approved by the Marketing and Communications Office.



Print and Physical Applications

Only use the official, unaltered versions of the sesquicentennial graphics.
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A form template for a letter or envelope. In the top left corner, there is a circular gold '50' logo and the St. Olaf College logo. In the top right corner, there are fields for 'Name' and 'Title', followed by the phone numbers '507-786-XXXX' and '507-786-XXXX (fax)'. The rest of the form is blank.

Digital Applications

Digital banners follow the same color and style standards as print applications or any other digital graphic. For email signatures, the Sesquicentennial lockup is preferred due to the legibility it's dimensions provide.

