



IDENTITY SYSTEM



IDENTITY SYSTEM

Our logo and designated design assets that serve as a signature, an identifier, and a stamp of quality.

PRIMARY LOGO

Woven directly in the creative of our brand platform, our logo carries forward the visual themes of the current logo and creates a more modern, energetic, and flexible identify for St. Olaf College.

The mark creates an identity that speaks with a Minnesota Lutheran reserve, but with a little more volume behind the Ole pride.



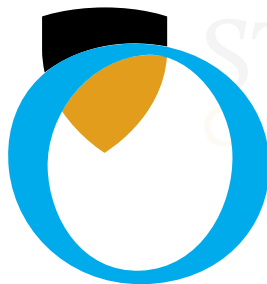
THE SHIELD

Originating from the St. Olaf Seal and derived from the Coat of Arms from Norway, the shape presents the strength to be a citizen of substance, the freedom to strive and learn, and the courage to shape the world.



THE SHIELD

Originating from the O in Olaf, the swoosh beams with confidence and soars through an archway with the promise of achievement and forward movement.



ST. OLAF

Square serif that looks forged and powerful merge with rounded, smart-looking serifs in the same letter.



COLLEGE

Sans serif face that creates a youthful, forward-looking foundation.



LOGO COLORS

The logo should appear in black and gold whenever possible. Alternative options are used when production limitations prevent the use of the two-color options. The following are the one-color options approved for the logo and text: PMS 131, black and white.



LOGO *what not to do*

The logo is not be tilted, stretched, or have a shadow or graphic elements added.

Only official art files are to be used to represent the official logo. Please contact the Marketing and Communications office at macs@stolaf.edu if you have questions.



SECONDARY HORIZONTAL

Several versions of our logo exist for use in different situations and layouts.



SECONDARY VERTICAL

The horizontal stacked logo is a preferred logo — but when the layout requires simplicity, the vertical form can be used.



LIVE AREA

There needs to be adequate space around the logo in order to retain impact and quality.



MINIMUM SIZE

1" for print
175 pixels for screen



1" for print.
175 pixels for screen.



1/4" for print.
50 pixels for screen.



3/4" for print.
150 pixels for screen.

WORDMARK

Used when there's a lack of space, or when the communication is already established well.

Used when you want to communicate the name without needing the full logo.

ST. OLAF COLLEGE

ST. OLAF
COLLEGE

DEPARTMENT WORDMARKS

Use this treatment when it is necessary to lock up a division or department with the logo.

ST. OLAF MUSIC

ST. OLAF PHYSICS

ST. OLAF ECONOMICS

ST. OLAF ENGLISH

DESCRIPTIVE SUB-BRAND IDENTITIES

Sub-brands are entities that closely align with St. Olaf and have descriptive names vs. unique identities.

 ST. OLAF BOOKSTORE ST. OLAF FUND ST. OLAF LIBRARIES

LOGO LOCKUP

For entities with separate, unique names, we have two options for aligning the new brand identity.

The first is the primary option when both St. Olaf and the organization need to be represented.

The second is meant for internal or other uses where the St. Olaf name is already represented.



OBSOLETE LOGOS

Represented here are logos that are obsolete. If you have questions about whether a logo you are using is out of date, please contact the Marketing and Communications office at macs@stolaf.edu.



IDEALS TO ACTION

www.stolaf.edu

THE LION

The St. Olaf lion is an identifiable asset that can be used on its own or as a graphic element in communications. It is important to use the official lion in communications to avoid diluting the equity of the mark, and interpretations (cartoon version, illustrated versions, etc.) of the lion are prohibited.



75%



25%



OBSOLETE LIONS

Represented here are versions of the lion that are obsolete. If you have questions about whether a lion you are using is out of date, please contact the Marketing and Communications office at macs@stolaf.edu.



UM! YAH! YAH!

Not only the title to our fight song but a rally cry and signature for St. Olaf. The saying dates back to 1911 and is based on a Norwegian folk song. Um! Yah! Yah! conveys our heritage and is an emphatic statement of Ole pride.

The proper treatment is Um! Yah! Yah!
not Um Ya Ya.



OFFICIAL SEAL

We have refined the seal for stronger representation and better reproduction.

The official seal is primarily used for presidential and official college communications.

Examples include: diplomas, letterhead from the President's Office, etc.



LIVE AREA

There needs to be adequate space around the logo in order to retain impact and quality.



MINIMUM SIZE

1" for print
175 pixels for screen



SEAL CONSISTENCY

The seal is not to be tilted, stretched, or have a shadow or graphic elements added.

Only official art files are to be used to represent the official seal. Please contact the Marketing and Communications office at macs@stolaf.edu if you have questions.



SUB-BRANDS

We have sub-brand identities to consistently convey and align our brand with our touring ensembles.



ATHLETIC MARKS

We have athletic marks that are consistent with our primary logo but serve the needs of athletics. These marks are reserved for athletic applications only (uniforms, events, and promotional materials). They should not be used in the same layout as a primary logo or for academic or other non-athletic applications.

