



**ST. JOHN'S
NORTHWESTERN**

BRAND STYLE GUIDE

August 2026

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.

St. John's Northwestern is a safe, structured environment that provides each student a foundation for life with specialized programs that are built with future aspirations in mind.

EMPLOYEE CHECKLIST

As employees of the school, you play an essential role in executing our brand strategy. Here are the steps you will need to take to ensure a successful launch.

If you have any questions, please contact the Marketing Department.

THIS WEEK

1. Familiarize Yourself with the New Marketing Drive.
2. Download logos, letterhead, slides and other marketing materials.

PARENT NAME AND BRAND

St. John's Northwestern

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 as a whole.

What's Changing?

- *"St. John's Northwestern Academy" 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.*



ST. JOHN'S NORTHWESTERN

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 "SJN"*
- *In conversation, please refer to the school as "St. John's Northwestern", or "SJN".*
- *Do not use the previous "Academies" or "Academy". SJN should be referred to as a school and the attendees as students.*
- *If you use 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...

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

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

When answering the phone:

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

St. John's Northwestern, Name speaking.

When leaving a Voice Mail message:

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

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

TAGLINE

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

These are also the official school hashtags for use on social media, email signatures, and campus signage.



STRUCTURE AS A FOUNDATION FOR LIFE

PROGRAMS BUILT WITH FUTURE ASPIRATIONS IN MIND

LOGO HIERARCHY

The St. John's Northwestern 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 school.*
- *JROTC-Leadership Program: This is available to students who choose to be a part of the prestigious Corps of Cadets, and aspire to earn ROTC scholarships as well as United States Service Academy opportunities.*
- *E.R.A. Program: Our cutting-edge Engineering, Robotics & Aviation Program is available to all students.*
- *DME Basketball Program: As part of our partnership with DME we can also offer this high-level basketball training program to our students.*



ST. JOHN'S NORTHWESTERN
JROTC-LEADERSHIP PROGRAM

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

ST. JOHN'S NORTHWESTERN
DME BASKETBALL PROGRAM

PROGRAM 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.*
- *Only students participating in the JROTC-Leadership program should be referred to as students. School attendees are referred to as students.*

ST. JOHN'S NORTHWESTERN

JROTC-LEADERSHIP PROGRAM

SJN's JROTC-Leadership Program is designed for students who choose to be a part of the prestigious Corps of Cadets, and aspire to earn ROTC scholarships as well as United States Service Academy opportunities. For those that choose, we also offer an elite "Pathway to Officership" program for those seeking to serve in the United States Armed Forces.

ST. JOHN'S NORTHWESTERN

ENGINEERING, ROBOTICS, & AVIATION

SJN 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

DME BASKETBALL PROGRAM

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

LOGO USAGE

The only approved institutional logo is the full-color or white version of the SJN stacked logo. The horizontal logo is not approved for use and should not appear in any print or digital materials.

The school name should always be written as St. John's Northwestern. The words "Academy" or "Academies" should never be used in conjunction with the logo or in institutional communications unless specifically referencing the school's historical name or an approved historical context.

The stacked logo is preferred on either a white background or SJN Blue (see ColorPalette). Always use the logo artwork created specifically for the background on which it appears. On blue or other dark backgrounds, use the white version of the logo. Do not recreate, recolor, or modify the logo artwork.

The logo and the school name must always appear together. Exceptions may be approved by the Marketing Department for select applications, such as social media profile images, favicons, or other limited-use scenarios.

Do not place the logo inside a chevron or any other graphic holding shape.



LOGO USAGE (CONT.)

Do not place the logo inside a chevron or any other graphic holding shape.

Maintain adequate clear space around the logo to ensure maximum visibility and impact. At minimum, leave a clear space equal to the height of the "N" in Northwestern on all sides of the logo. This area should remain free of text, graphics, and page edges.

LANCER LOGOS

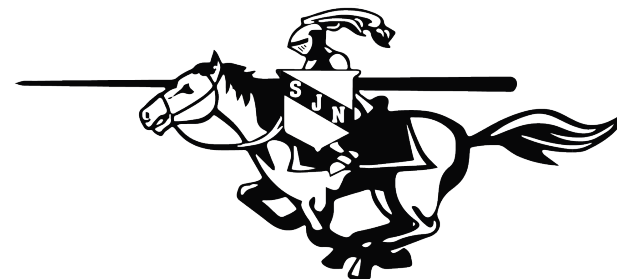
The approved Lancer logos are shown on the right. If needed an all white logo can be used and requested from the marketing department.

The Lancer colors are:

SJN RED: #C30831

BLACK: #000000

WHITE: #FFFFFF



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 SJN 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*

SJN Primary Colors

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

SJN Secondary Colors

SJN BLACK CMYK = 0 0 0 100 RGB = 0 0 0 HEX = 000000	SJN GRAY CMYK = 0 0 0 70 RGB = 109 110 113 HEX = 6D6E71	SJN 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.*

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

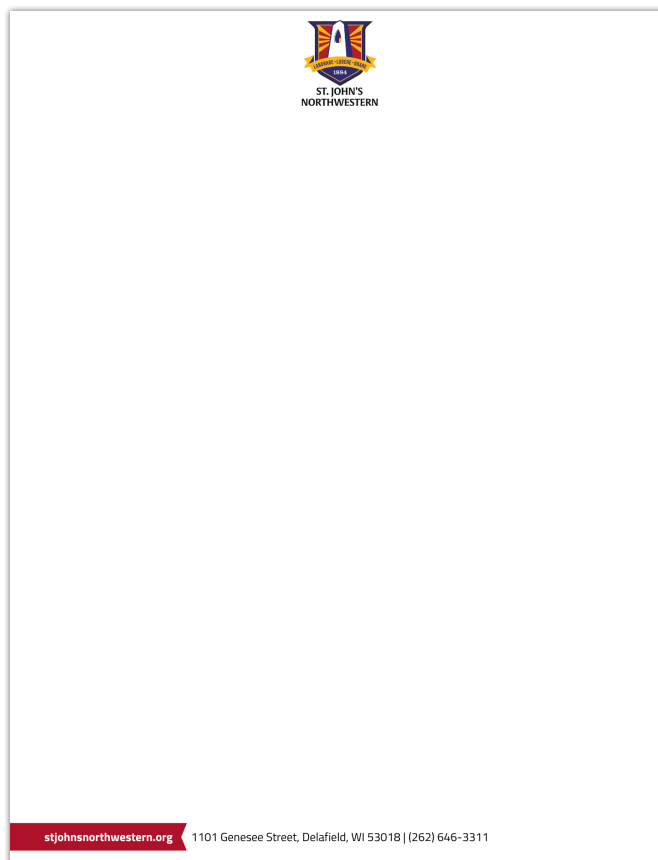
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz p

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.*



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Structure as a Foundation for Life
Programs Built with Future Aspirations in Mind



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 full range of students to promote our equitable focus on all our students.

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!



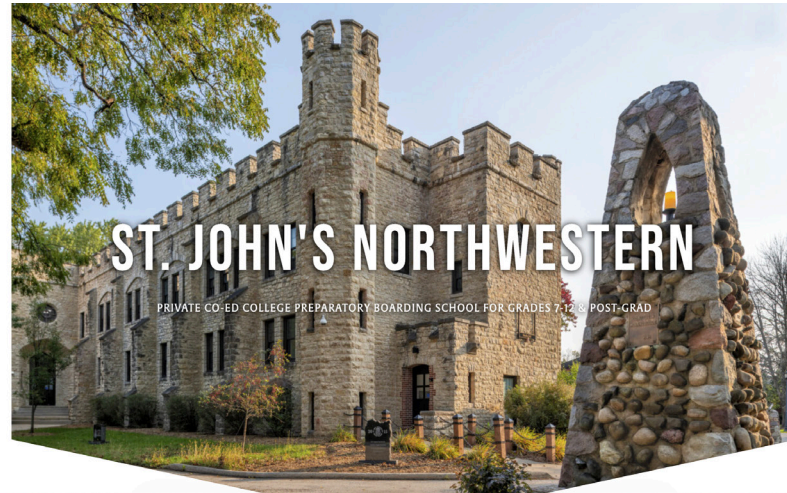
APPLICATION EXAMPLES

Advertising & Branding

Samples of branded assets, the SJN website, and slide deck templates 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.



Your title here

Add a short description

SJN GLOBAL

Social Media Guidelines

St. John's Northwestern continues to grow and expand our global profile. Part of this growth is the opportunity to offer diploma partnerships with schools around the world. These diploma partners are schools that can offer their students the opportunity to earn an SJN diploma without the need to leave their home country.

When referring to the program in social media or other pieces, SJN Global is the preferred format.

Ensure you are using correct terminology as seen in the examples shown. Use the official SJN hashtags. For official video and social content, see our approved use social drive [HERE](#).



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

SJN 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.

