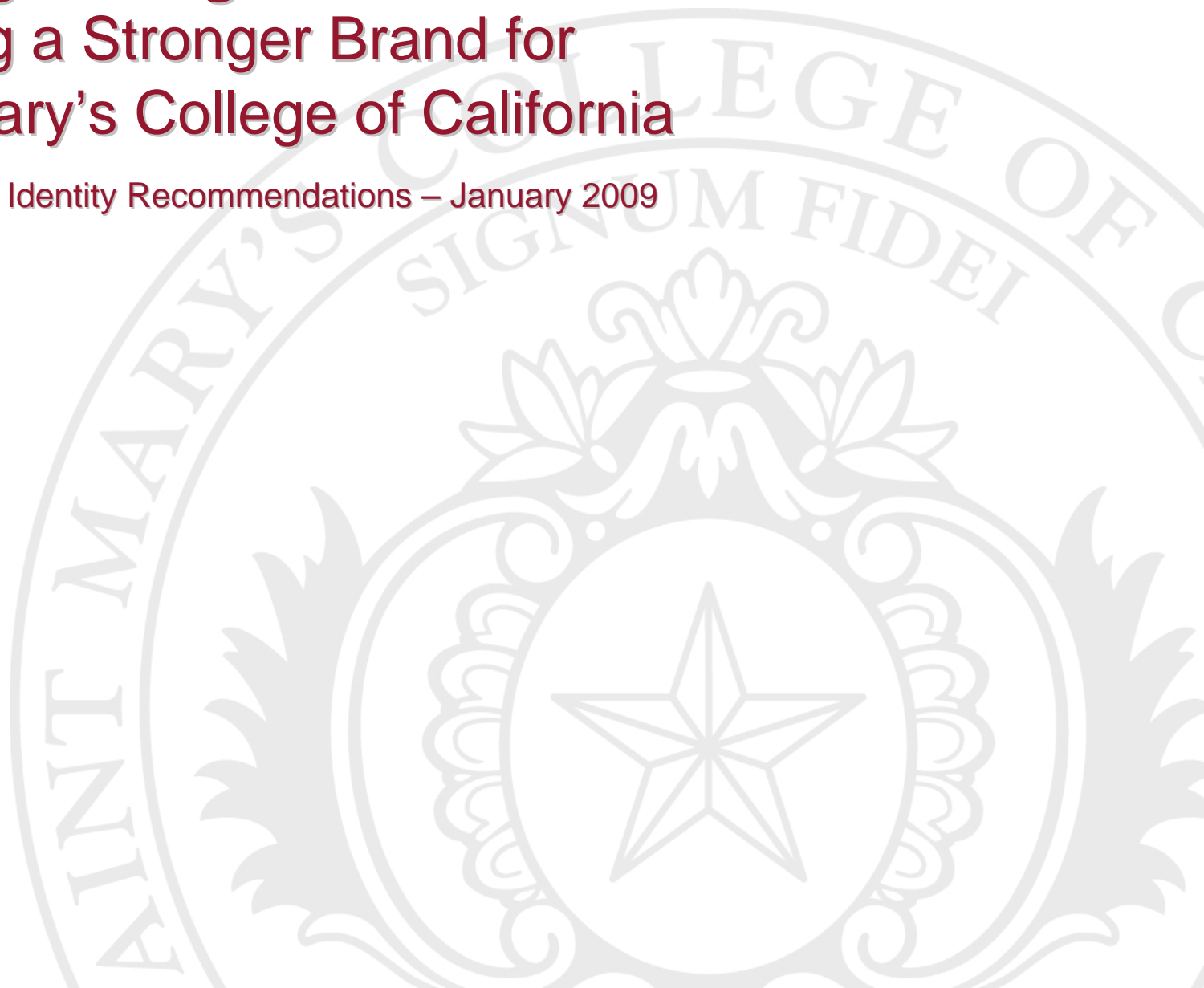


Seeking the Highest Point **Inspiring a Stronger Brand for** **Saint Mary's College of California**

Expression of Identity Recommendations – January 2009



Identity Project

- ▶ Identify brand distinctions and qualities
- ▶ Identify brand misperceptions and challenges
- ▶ Explore how the brand expression might evolve
- ▶ Develop options for a new visual expression of the brand

Brand Distinctions

St. Mary's is liberal arts and faith bound to each other. — Faculty member

- ▶ Warm, welcoming community
- ▶ Values-based education
- ▶ Great Books
- ▶ Personalized education and “cultivated opportunities”
- ▶ Transformative experiences
- ▶ Egalitarian learning environment and shared journey
- ▶ Foundation for a truly diverse, responsible, and accountable community

Saint Mary's is about helping you find out what your passion is, then preparing you to pursue it. — Alumnus

Misperceptions and Perceived Challenges

Misperceptions

- ▶ All Catholic/women/men
- ▶ Not diverse enough
- ▶ Expensive/rich
- ▶ Not academically rigorous
- ▶ “Dead” on campus
- ▶ Traditional/out of step with times

Perceived Challenges

- ▶ Not selective
- ▶ Idyllic but isolated
- ▶ Undervaluing scholarship
- ▶ Lacking focus
- ▶ High costs
- ▶ Local, not global
- ▶ Unclear on Catholic identity
- ▶ Uncertain future of Christian Brothers

Aspirations

- ▶ In addition to current distinctions:
 - Clearly and confidently defined
 - Strong academically, both locally and nationally
 - Globally aware and engaged
 - Diverse — men/women, ethnically, intellectually, and socioeconomically

Key Questions – *What we heard from alumni, faculty, regents, students and staff members*

- ▶ How contemporary a college does Saint Mary's want to be?
 - *Contemporary with traditions*
- ▶ How local or global a college does Saint Mary's want to be?
 - *We are global, while maintaining our connection to California*
- ▶ What unique values does Saint Mary's want its brand image to convey?
 - *Intellectual and spiritual combined*
 - *Egalitarian learning – We are all learners here*
 - *Encouraging excellence*
 - *Shaping values, encouraging reflection, inspiring service*
- ▶ How closely tied should college and graduate school identities be?
 - *One Saint Mary's brand identity with room for sub-brands*

Visual Identity

- ▶ Mixed responses to current primary identity mark
 - Chapel: Some considered it a strong, positive icon; others found it not distinctly meaningful
 - “of California”: Some considered it key to distinguishing Saint Mary’s; others found it limiting of perceived geographic scope (local vs. global)
- ▶ Mostly positive responses to athletic logo
- ▶ Other powerful campus images
 - Entering campus
 - Spanish mission architecture

When you turn into the entrance you are entering a “sacred place,” making a conscious effort to enter. — Faculty member

Current Logo Uses

Logo Uses



More Logo Uses

Logo Uses with Background



Athletic Logo Uses with Background



Logo Uses

School of Economics & Business Administration



School of Education



School of Liberal Arts



School of Science



The School of Science
At Saint Mary's College of California

Saint Mary's College



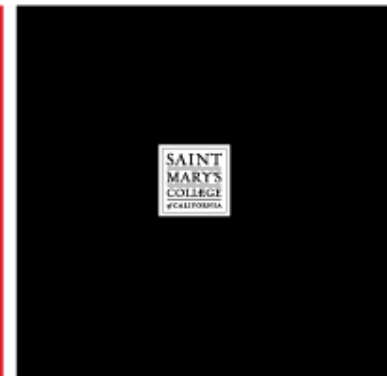
School of Science

Why The Cornerstone Option

- ▶ Clear, direct, and bold.
- ▶ Strong, classic typography puts the emphasis squarely on the name.
- ▶ The design is both contemporary and evokes the College's heritage and tradition.
- ▶ Represents the College's academic strengths.
- ▶ The classic simplicity of the design makes it very versatile. Strong on it's own, it also works well with graduate and undergraduate materials, academic and athletic programs, and across a range of applications.
- ▶ Stands out from our competitors.
- ▶ Meets our aspirations







"St. Mary's is liberal arts and faith bound to each other"



Bethani Dobbie, Ph.D.
Provost and Vice President
for Academic Affairs

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15 September 2008

Kit Hinrichs
Pentagram Design
387 Tehama Street
San Francisco, CA 94103

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By producing an initial comp with dummy copy, we can see the and make sure that it is not a problem. In an initial state of design concentrate on the important elements of design rather than the the line length, the depth of the copy and even the running across designs cover. Although this may not seem important, it actually

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SAINT
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Holy Cross



Positioning Statement – Clarifying Core Values

The Saint Mary's College of California experience inspires learning that lasts. The College's rigorous education engages intellect and spirit while awakening the desire to transform society. We are all learners here—together, working to understand and shape the world.

Our community is centered on a set of beliefs:

- ▶ We believe that conversations, focused on essential questions and classic texts, foster advanced critical thinking and ignite a lifelong passion for learning.
- ▶ We believe we transform ourselves and society through excellent teaching, scholarship and service.
- ▶ And, we believe that the essential human dialogue between faith and reason nurtures each person along a spiritual journey.

Past Logo Uses

1913



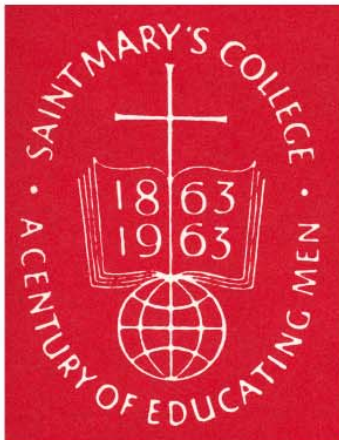
1934



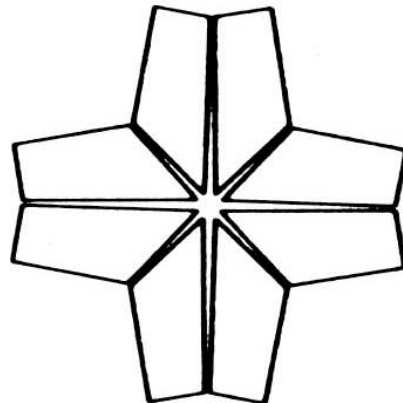
1952



1960



1970



1973



Saint Mary's College *of California*
Moraga, California 94575