



Saint Francis University

# Style & Identity Guide

Revised January 2026

# University Mission

**Our Vision:** Saint Francis University is a Catholic and Franciscan university that provides high quality education and innovative learning experiences so students become that someone that God calls them to be.

**Our Mission:** As the oldest Franciscan institution of higher learning in the United States, Saint Francis University draws inspiration from our Catholic tradition and expresses the lived example of Saint Francis of Assisi in the modern world. Saint Francis University promotes an inclusive learning community and a lifelong path to virtue, truth, and compassion. Within a culture that seeks understanding through innovation and collaboration, we champion both the inherent dignity of the individual person and the common good.

## Virtue • Truth • Compassion

These values run deep in our culture, and attract students with a devotion to shape the world.

### The Story of Maurice Stokes and Jack Twyman



*“Maurice was on his own. Something had to be done and someone had to do it...so I became that someone.”*

- Jack Twyman

One of the most powerful stories in sports history embodies the university's mission.

Teammate Jack Twyman became that someone for Maurice Stokes ('55) when the Saint Francis legend-turned NBA All-Star suffered a debilitating injury. It was a move of kindness that would inspire generations to come.



# Brand Messages: How We Share Our Story

## Become that Someone

Our university branding theme, “become that someone” speaks to our Catholic-Franciscan mission to help students grow into compassionate, caring, successful professionals.

This branding theme celebrates the transformational process that cultivates leaders and prepares students to become that someone who makes a difference in the lives of others.

## THE POWER OF “*And*”

At Saint Francis University, we encourage our students to embrace *the power of “and.”* Every new skill, talent, and challenge they explore here under our guidance builds a foundation for something greater. It’s through blending passions, disciplines, and experiences that they **become that someone** they are uniquely called to be.

We ask them not to settle for a single label. Try new things. Connect passions. Be an engaged scholar **and** a driven athlete. Deep dive into research **and** take the stage on opening night. Be a visionary leader, a compassionate healer, **and** a faith-filled student.

Rooted in our Catholic and Franciscan tradition, we see education not as a step on a singular path, but as a journey of integration—where faith meets science, intellect meets compassion, curiosity meets purpose, and ambition meets service.

From the classroom to the playing field, from service projects to undergraduate research, Saint Francis students explore widely and grow deeply. They discover how to connect ideas across disciplines, how to pair passion with practicality, and how to shape a life that’s both successful **and** significant.

Because true transformation doesn’t happen when you choose one path—it happens when you have the courage to explore.

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\*\*To ensure proper recognition of the university, the full name **Saint Francis University** must be used in all instances—including but not limited to apparel, promotional items, and other branded materials.

Abbreviations or informal references should not be used in place of the official name.

# *The Goals of Franciscan Higher Education*



Franciscan Character

Humble and Generous  
Attitude Towards Learning

Community of Faith and Prayer

Respect for the Uniqueness  
of Individual Persons

Service to the Poor and Needy

Solidarity and Reconciliation

Reverence for All Life  
and Care for Creation

Simplicity and Joy

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These goals are the latest expression of Franciscan principles embraced by the University community. They reflect subtle, yet powerful, refinements (aggiornamento) of the Goals of Franciscan Higher Education originally drafted in 1991 by Fr. Christian R. Oravac, T.O.R.

# Saint Francis University

Saint Francis University is one of the first 20 Catholic universities and the first Franciscan college to be founded in the United States. It is also one of the first Catholic universities to become co-educational in the United States.



Saint Francis College: 1880s

## Founded in 1847

*It all started with six friars from Ireland....*

Brother Giles Carroll along with five of his friar brothers of the Franciscans of the Third Order Regular from the Archdiocese of Tuam in Ireland requested permission from the bishop of the Pittsburgh diocese to bring their dream, rooted in sharing the teachings of Saint Francis of Assisi, to fruition in the Americas. Saint Francis Academy was the early result of their efforts.

## Turning Points in History



*View our timeline to learn more!*

### ▶ Destruction on Old Main

On October 30, 1942 flames of an unknown origin began sweeping down the corridors of "Old Main" and "St. Joseph's Hall" while virtually every member of the community was asleep.



### ▶ History of the Bell

Classrooms, dormitories, the chapel, dining space and the library all disappeared with the flames that destroyed Old Main. The fire could have signaled the end of the Franciscans' dream to bring education to this rural area, yet a hint of future potential remained as they discovered the 1859 bell intact among the rubble.

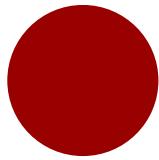


Today that bell, preserved in a humble brick tower on the campus mall, has grown into a symbol of new beginnings. It is rung on the day new students are welcomed into the Saint Francis family, and again on their graduation day as they begin the next part of their journey.

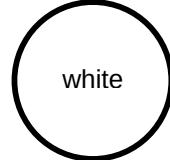
## Brand Colors

Our primary brand color is red, yet we've pulled together a collection of colors, harvested from nature, that pair well with it.

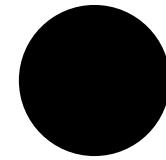
### Primary Colors:



HEX: #990000



HEX: #FFFFFF



HEX: #000000

### Secondary Colors:



HEX: #D3C6A0



HEX: #B4AF9E



HEX: #FFD773



HEX: #F29F05



HEX: #9FA14B



HEX: #98AEBC



HEX: #8FB0BE



HEX: #495F81



HEX: #777777

## Brand Fonts

Please refer to the table below for specific font(s) & usages.

Font	Use(s)	Notes
<b>Boton Regular</b> <b>Boton Bold</b>	Headlines, Web H1 tags	Boton should be used when "Saint Francis University" is written in an official capacity.
<b>Lato Regular</b> <b>Lato Bold</b>	Sub-heading	
<b>Arimo Regular</b> <b>Arimo Bold</b>	Body text	
<b>Roboto Slab Regular</b> <b>Roboto Slab Bold</b>	Sub-heading	
<b>Times New Roman</b> <b>Times New Roman Bold</b>	Body text	
<i>Feeling Passionate</i>	Select situations - formal	Feeling Passionate is an accent font and should be used sparingly due to its difficulty to read. This script font should be chosen in very select situations.
<i>Italiano</i>	Select situations - formal	Italiano should be used sparingly due to its difficulty to read. This script font should be chosen in very select formal situations.

## University Logos

### Official Logo

The University Bell Tower is the official logo of Saint Francis University. It should be used on official external and internal university assets. You can download files from our official logo collection by visiting the Communications and Marketing webpage.

- The round Saint Francis University official logo cannot be modified in any way (colors, text, image, etc.).
- As an alternative, the Saint Francis University Wordmark should be used in specific scenarios such as advertising on billboards and digital advertisements.
- Primary colors of red, black, or white may be used for transparency.

Primary



Horizontal Primary



Secondary



Wordmark

**Saint Francis** University



Transparent



### The Saint Francis University Seal

The official seal of the University bears the University's name in Latin, date of founding, coat of arms, and motto. Saint Francis University's seal is used in the most formal applications and expressions of the university's identity and is reserved as a formal insignia for documents of institutional and legal importance; for example, diplomas, transcripts, certificates, commencement programs, and flags.



## University Logos

The sub-brand logotype is used to identify individual schools, departments, or other entities. It should be used on all external communications and internal communications.

### Sub-Brand Academic Department Logos

Horizontal & Vertical Options



### Sub-Brand Logos: Centers, Initiatives, etc.

Controlled by the University Communications & Marketing Department. Please contact the UCM Department at [marketing@francis.edu](mailto:marketing@francis.edu) for questions regarding specific sub-brand logos.



### Athletics Logos

Official University uniforms, vehicles, signs, and other key identity elements should always be produced using the official color guidelines. Athletics logos are for the purpose of uniform colors, commercials that play at NEC events, NCAA playoffs, ESPN previews, and any other mass exposure activity. Contact the athletic department to seek permission for logos.



## Logo Sizing & Clear Space

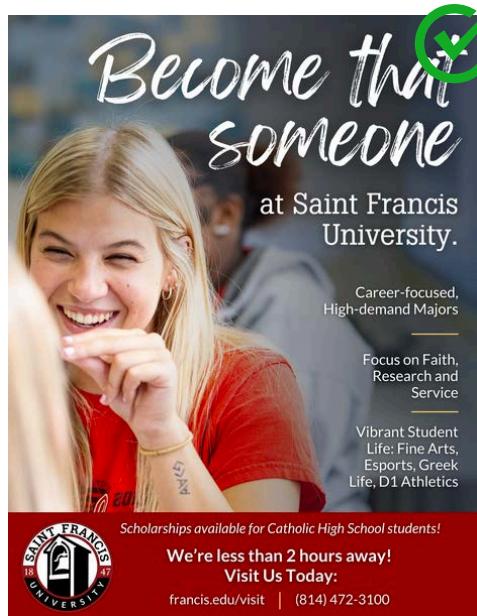
While each logo is adaptive to the media in which they are being used, they must be scaled to preserve spatial integrity. They should never appear stretched or misshapen.

There must be clear space around all edges and adequate contrast against any background. No effects should be applied.

Maintaining consistent sizing and leaving ample space between our logo and any surrounding borders is important. This clear space ensures that our logo remains visually distinct and uncluttered, maximizing its impact and readability across various platforms and materials. Adhering to such guidelines reinforces our brand's professionalism and coherence in all communications.

## Examples

### Correctly placed logo, font usage & brand colors



# Saint Francis University

## Examples

### Correctly placed logo, font usage & brand colors



### Incorrect logo usage



Not enough spacing/air around logo

\*Do not design without following spacing guidelines around logo



Communication and Marketing



\*Do not distort the logo.

\*Do not alter the colors of the logo or add additional department text to the logo.

# Photography

The SFU Office of Communications & Marketing maintains an official photo gallery that is available for use by the University community. Feel free to download and use these photos for your own purposes. To access release forms, policies, or our photo gallery, visit the Communications and Marketing webpage.

**Photo Releases:**

If your department is taking photos, you must use a photo release form for children under 18.

**University Photo/Video Policy:**

The university's photo policy provides clear guidelines for capturing and sharing video/images within campus premises.



## Campus Building/Signage

Branded signage conveys our identity, promotes brand awareness, communicates vital messages and information, and helps people navigate to and identify our buildings. Consistent, clear, and cohesive signage not only enhances navigation but also reflects the unity and spirit of our institution. Whether guiding visitors, students, faculty, or staff, our signage should embody our brand values and contribute to a positive campus experience.

All design and branding elements (typography, color choice, etc.) should comply with the guidelines specified in the SFU signage plan available from purchasing or physical plant.

### **Placement and Sizing:**

Signage should be strategically placed for optimal visibility and guidance. Consider factors such as line of sight, pedestrian flow, and accessibility requirements. Ensure that signage is appropriately sized for its intended purpose, with legible text and graphics.

## Promotional Items

**Purchasing Policy: Details of the University's Purchasing Policy may be found on the Communications and Marketing webpage.**

Promotional items should be ordered via the department initiating the request. Please use university logo files whenever appropriate.

If your vendor asks for a vector file, please contact the University Communications & Marketing Department. UCM is also more than happy to review designs before you purchase.



## Social Media

Social media serves as a dynamic platform within the realm of college branding, facilitating direct communication with students, faculty, alumni, and prospective applicants. Saint Francis University cultivates a vibrant online presence, fostering engagement and community building through strategically utilizing platforms like Facebook, Instagram, X, and LinkedIn. However, consistently upholding brand identity and values across all social media channels is crucial, ensuring alignment with the institution's mission and vision.

All SFU affiliate social media pages must be registered through the University Communications and Marketing Department. Only approved accounts will appear on the University's Official Social Media Directory.

Please visit the Communications and Marketing webpage for more information on creating and registering accounts.



## Website

Web and mobile applications are some of the most widely used and highly visible communication vehicles at Saint Francis University. Web standards are tools to professionally and consistently represent SFU's mission of excellence in higher education.

The design and content of the Saint Francis University website ([francis.edu](http://francis.edu)) is managed by the University Communication and Marketing Department. Questions about website content creation and revisions may be submitted through the work order form located on [francis.edu/communications-and-marketing](http://francis.edu/communications-and-marketing).

# Here to Help You!

We hope you found this guide useful.  
But if you need personal assistance, let  
us help you find the right path forward.

The Office of Communications & Marketing

[marketing@francis.edu](mailto:marketing@francis.edu)

[francis.edu/communications-and-marketing](http://francis.edu/communications-and-marketing)

