HOME. OF AN EXCEPTIONAL COLLEGE EXPERIENCE.
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Good communicators engage, enthrall, ignite a spark. The best do all that with consistency and clarity.

At Saint Rose, we pride ourselves on being exceptional communicators, and the cohesiveness of our brand messaging is one of the ways we prove it. We’ve developed these guidelines to ensure that every time and everywhere we speak to the world—from the “world” of our campus to the larger community outside our gates—we do it in one voice. With a consistent message. In as authentic and accessible a way as possible.
Global Brand Attributes

When we speak or write of Saint Rose, we use a set of five key attributes to tell our brand story:

• Academic Excellence
• Close-knit, Caring Community
• Affordability/Value*
• Successful Outcomes
• Lifelong Connections & Support

*Note that we do not refer to the actual cost or fees of a Saint Rose education, but its value.

Referred to individually, the attributes are benefits of Saint Rose, but not necessarily distinctions; taken all together, however, they make up our unique value proposition. In other words, what makes Saint Rose an education unlike any other is not any one thing, but the total experience.
Brand Attribute Examples / Proof Points

Academic Excellence
Caliber of faculty; diversity and relevance of curriculum (e.g. 70 undergrad majors, 32 graduate); hands-on, real-world learning, including the frequency (96%) and variety of internships and work-study; numerous accolades (U.S. News & World Report, Billboard magazine, the Art Directors’ Club of NY, etc.)

Close-knit, Caring Community
14:1 student/faculty ratio; faculty who personally mentor students; extracurricular opportunities that strengthen student bonds (50+ student clubs and organizations and 19 NCAA Division II teams); campus vibe (seen in tours, open houses, etc.); veteran-friendly school.

Affordability/Value
98% of students get financial aid; multiple scholarship and grant opportunities; voted a “greatest lifetime return on investment” by affordablecollegesonline.org.

Successful Outcomes
94% are employed or in advanced studies; Saint Rose alumni become leaders in their chosen fields (see department-specific alumni case studies).

Lifelong Connections & Support
Continuous fostering of Saint Rose alumni loyalty/pride; relationships formed at Saint Rose last a lifetime (e.g. friendships, mentoring); alumni network of 42,000 professionals who open career doors for new graduates.
Brand Voice

It’s not only the “what” but the “how” that matters in speaking about our brand. Our tone is an essential part of how we are perceived by the world, and how we create an authentic connection with our audiences. Consider these filters each time you communicate about the College:

- Does it feel genuine and credible?
- Is it warm?
- Is it inclusive?
- Does it support its claims?
- Does it educate but not dictate?
- Is it accessible?
- Is it aspirational?
- Would you speak the same way to this audience in conversation?
“HOME” Messaging

In brochures and ads, on our website, on billboards, the radio and signs across campus, you’ll see and hear Saint Rose referred to as the “HOME. OF”. This reference was at the heart of our rebranding efforts, and should remain at the core of all communications. The phrase communicates on two levels, both conveying an essential truth about Saint Rose.

First, that Saint Rose is where you’ll find all the best elements of a college experience, expressed in the most aspirational ways, e.g.:

- **HOME. OF AN EXCEPTIONAL EDUCATION.**
- **HOME. OF DISCOVERING YOUR PATH.**
- **HOME. OF HANDS-ON LEARNING IN REAL-WORLD SETTINGS.**
- **HOME. OF AN EDUCATION YOU CAN AFFORD.**
- **HOME. OF FRIENDSHIPS THAT LAST A LIFETIME.**
- **HOME. OF WHAT COLLEGE SHOULD BE.**
- ETC.
“HOME” Messaging

Second, that Saint Rose feels like home, both the place and the idea: it’s an environment where you always feel supported; where your dreams are encouraged and fostered; where you build lifelong memories; and where you develop the skills and confidence to go out on your own, but know the door will always be open to you.

For Saint Rose, “HOME.” makes an emotional connection that goes well beyond simple description, as our signature closing line makes clear: “There’s no place like Saint Rose.”
HOME. OF GLOBAL CONNECTIONS.

Always Consistent

Editable
Additional Examples of “HOME” Messaging

HOME. OF GLOBAL CONNECTIONS.
HOME. OF A WORLD-CLASS EDUCATION.
HOME. OF FIRST-GENERATION SUCCESS.
HOME. OF TEACHING INNOVATION.
HOME. OF A 21ST CENTURY EDUCATION.
HOME. OF DYNAMIC PROFESSORS.
HOME. OF STELLAR INTERNSHIPS.
HOME. OF BIG IDEAS.
HOME. OF DISCOVERING YOUR PATH.
HOME. OF PROFESSIONAL NETWORKS.

HOME. OF SMART INVESTMENTS.
HOME. OF ROI.
HOME. OF PRIDE.
HOME. OF SUCCESSFUL OUTCOMES.
HOME. OF VETERANS.
HOME. OF PASSION.
HOME. OF INNOVATION.
HOME. OF SUCCESS.
HOME. OF GROWTH.
HOME. OF VISION.
College Logo Usage

Like a signature, the Saint Rose logo is an identifying mark that is utterly unique to us, and represents a seal of approval on any communications coming from us. As such, it is a vital element of our visual identity, and its proper use is critical to maintaining our brand standards and recognition.
Logo Clearance

The outline box indicates the clearance area. It is determined using the y-Height of the “C”. Please keep this area free of any other graphics.
Logo Don't's

- Do not change the background color
- Do not change the font color
- Do not alter the shape
- Do not add a drop shadow
- Do not alter the font
School Logos

To be used when speaking about a specific School.
School Logo Clearance

The outline box indicates the clearance area. It is determined using the y-Height of the “C”. Please keep this area free of any other graphics.
Corporate Color Palette

Color has long been recognized for its ability to influence emotion, and the Saint Rose color palette was deliberately chosen to elicit certain feelings and beliefs about the College's strength, stability, warmth and pedigree.

**CMYK**
C:0  M:22  Y:100  K:0

**RGB**
R:255  G:198  B:0

**HEX**
#FFC600

**PANTONE**
109U
Font Usage

The Saint Rose hero font is “Gotham,” designed by the Hoefler & Frere-Jones type Foundry. Different weights and styles (italics) can be used as needed.

NOTE: AT THIS TIME THE COLLEGE DOES NOT HAVE AN INSTITUTIONAL LICENSE. The Gotham type font family can be purchased directly from the type foundry, Hoefler & Frere-Jones, online at typography.com.

GOTHAM BLACK (Headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

GOTHAM BOOK (Body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
Font Usage

If Gotham is not available for your use, the substitute font to be used is “Arial”.

ARIAL BLACK (Headlines)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890

ARIAL REGULAR (Body copy)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890
The Gold Rule Design Element

The gold rule is a distinctive (and optional) design element that can be used in any appropriate communication for a cohesive look.
Statistics
Treat statistics in a bold and graphic format to make them “pop” visually.
Photography

Photography provides not just a quick representation of life at Saint Rose, but serves as a powerful catalyst for a rich, emotional attachment to the institution.

Warm, engaging, positive, uplifting, genuine, sincere... all attributes communicated through our imagery.
Executing the Brand

When viewed individually, Saint Rose communications stand out and engage. When seen together, they become a cohesive and powerful brand experience.

The following are examples of our brand, featured across multiple platforms...
REASONS TO CALL SAINT ROSE HOME

Saint Rose is an experience like no other, where big ideas, bold opportunities, and the brightest students find a home.

Take rigorous education that makes it easy to achieve your dreams, and a community that supports and empowers you on campus and throughout your life at Saint Rose, it all adds up.

96% EMPLOYED OR IN ADVANCED STUDIES

Overwhelmingly, our graduates tell us they’ve gotten jobs or are continuing their education in the fields that most inspire them.
COLLEGE ON YOUR MIND?

LET'S TALK ABOUT WHAT MAKES SAINT ROSE HOME.

Whether you're just testing the waters, or ready to explore colleges for real, there's no better time to get to know Saint Rose. Any of our students or grads will tell you: from classes to community to the careers we've launched, Saint Rose is an experience like no other.
HOME. OF THE MOST AMAZING YEARS OF YOUR LIFE.

Saying “yes” to Saint Rose is like saying “yes” to your future—It’s the best way to show you’re serious about achieving your dreams.

YOU'RE IN! NOW WHAT?

**Congratulations! You're one of us now.**

We're so pleased to invite you into the family, and excited to share all the things that make Saint Rose feel like home.

Everything you need to get started is here—not just the start of an unforgettable college experience, but the first step on your path to a brilliant future.

**Accepted Students' Checklist**

- **Financial Aid**
  - Early and often—you may be eligible for more financial aid.
  - Make sure you complete the FAFSA if you haven’t already.
- **Admissions**
  - Provided the information is up-to-date, you are now ready to begin the admission process.
  - Follow the steps outlined by the admissions office.
- **Financial Aid**
  - Review your financial aid package and make any necessary adjustments.
- **Enrollment**
  - Complete the enrollment process as outlined by the admissions office.
  - Pay your deposits to secure your spot.
- **Campus Visit**
  - Consider scheduling a campus visit to familiarize yourself with the campus.
- **Orientation**
  - Participate in the upcoming orientation to get acquainted with the college.
- **Admissions**
  - Contact the admissions office if you have any questions.
- **Financial Aid**
  - Contact the financial aid office if you have any questions.

**#STF**

**The College of Saint Rose:**

- **Achieving Superiority Since 1851**
  - Nemours/Alfred I. duPont Hospital for Children in Wilmington, Delaware.
- **Diversity & Inclusion**
  - We embrace diversity and promote inclusion through our programs and initiatives.
- **Campus Map**
  - View the campus map to familiarize yourself with the layout.
- **Contact Information**
  - Get in touch with the admissions office for any inquiries.
- **Orientation**
  - Register for the upcoming orientation to get acquainted with the college.
- **Financial Aid**
  - Contact the financial aid office for any financial aid-related questions.
- **Admissions**
  - Contact the admissions office for any admissions-related questions.
- **Campus Map**
  - View the campus map to familiarize yourself with the layout.
- **Diversity & Inclusion**
  - We embrace diversity and promote inclusion through our programs and initiatives.
- **Nemours/Alfred I. duPont Hospital for Children**
  - Nemours/Alfred I. duPont Hospital for Children in Wilmington, Delaware.
HOME. OF THE MOST AMAZING YEARS OF YOUR LIFE.

If we seem excited, you’re right. It’s because we can’t wait to share all the incredible things in store for you at Saint Rose.

When you enroll here, you’re investing in a lot more than classes, education, or a degree. You’re investing in a brighter future, with one of the highest employment rates after graduation of any school around, and a uniquely supportive, ultra-connected alumni network.

And just as important, though, you’re investing in a college experience you wouldn’t trade for anything: where exceptional teachers become your mentors, helping you define, and reach, your personal goals. Where creativity and innovation have a permanent home. Where a diverse campus and community welcome you with open arms, and stay with you long after graduation. And where activity in the New York Capital Region, on the playing fields and around campus opens up a world of opportunities to be involved, engaged and—if we’re excited.

Affordablecollegesonline.org called Saint Rose “The greatest lifetime return on investment.”
MAKE A DEPOSIT ON YOUR DREAMS.

COMMITTING TO SAINT ROSE IS AN INVESTMENT IN YOUR FUTURE—THE BEST YOU’LL EVER MAKE.

DEPOSIT TODAY! Making your Saint Rose deposit is simple: click here, follow a few quick steps, and let your future begin.

#STROSECHOSEME

MAKE YOUR DEPOSIT. YOU’LL BE AMAZED AT THE RETURNS.

WHEN YOU INVEST IN YOUR OWN POTENTIAL, THE REWARDS LAST A LIFETIME.

DEPOSIT TODAY! Making your Saint Rose deposit is simple: click here, follow a few quick steps, and let your future begin.

#STROSECHOSEME
HOME. OF AN EXCEPTIONAL COLLEGE EXPERIENCE.

Find out why: strose.edu/URHome
Graduate School Messaging

We treat headlines differently for Graduate School communication.

We always start with an “If” statement which can change depending upon the communication. We then end with the consistent statement “You Belong Here.”

See next page for example.
IF YOU’RE READY TO REINVENT YOUR CAREER, AND YOURSELF — YOU BELONG HERE.
Graduate School Tagline

Where appropriate (and when space allows) we tag our Graduate School Communications with the following HOME. statement:

HOME. OF EXTRAORDINARY GRADUATE PROGRAMS.
Executing the Graduate School Brand

When viewed individually, Saint Rose Graduate School communications stand out and engage. When seen together, they become a cohesive and powerful brand experience.

The following are examples of Graduate School branding...
IF YOU ASPIRE TO INSPIRE LEARNING — YOU BELONG HERE.
Find out more: strose.edu/GradSchool

IF YOU’RE READY TO MASTER THE WORLD OF BUSINESS — YOU BELONG HERE.
Find out more: strose.edu/GradSchool
IF YOU'RE LOOKING FOR AN ADVANTAGE IN A CHANGING ECONOMY—YOU BELONG HERE.

DISCOVER GRADUATE STUDIES IN:
- Education • Business & Accounting
- School Psychology • Counseling
- Communication Sciences & Disorders
- Computer Information Systems

Visit strose.edu/GradSchool

HOME. OF EXTRAORDINARY GRADUATE PROGRAMS.
IF YOU WANT YOUR DAY JOB TO BECOME YOUR DREAM JOB —
YOU BELONG HERE.

strose.edu/GradSchool
Questions?

Contact Marketing & Communications at 518.337.5694