



STUART
COUNTRY DAY SCHOOL OF THE SACRED HEART

Visual Style Guide

UPDATED APRIL, 2020

Section 1: **THE LOGO**

Stuart Country Day School of the Sacred Heart **VISUAL STYLE GUIDE**

Stuart's visual identity is built on a history of visual communication with strong ties between the name, the green color of the bricks that line the hallways, and the Sacred Heart symbol. The following guidelines have been established in an effort to strengthen and solidify this image and to ensure that the use of the Stuart name and logo is compatible with the mission and interests of the school.

All requests to use the Stuart name and/or image in printed or digital material will be reviewed thoroughly and considered on an individual basis by the Office of Communications. If you are seeking approval for such usage, please email a detailed request to Monica Vogel, Art Director: mvogel@stuartschool.org and Hilary Morris, Associate Director of Communications: hmorris@stuartschool.org



STUART
COUNTRY DAY SCHOOL OF THE SACRED HEART

The full Stuart logo consists of the Stuart seal, accompanied by the school name set in Trajan Pro Bold.

Section 1:
THE LOGO

LOGO COLOR



The logo should be set in Stuart Green (PMS 349), black, or in some circumstances, reversed in white on a solid color or photo background.

Section 1:
THE LOGO

LOGO ALTERNATIVES

CIRCLE SEAL



TEXT ONLY



LOGO WITH ADDRESS



Section 1:
THE LOGO

FOOTER SIGNATURE

STUART COUNTRY DAY SCHOOL OF THE SACRED HEART
1200 Stuart Rd. Princeton, NJ 08540 • 609.921.2330 • www.stuartschool.org

The footer signature is used at the bottom of the page and can sometimes act alone without the use of the full Stuart logo.

Section 1:
THE LOGO

DESCRIPTIVE STATEMENT

All Girls Independent School
PS-12 | PRINCETON, NEW JERSEY

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This statement was carefully crafted to clearly and succinctly describe Stuart and can be used in either the box format (top) or the long format.

Section 2: THE COLOR PALETTE

Basic Color Palette

STUART GREEN PMS: 349 CMYK: 100-0-91-42 RGB: 15-75-30 HEX: #00703C	MEDIUM GREEN PMS: 363 CMYK: 68-0-100-24 RGB: 80-120-50 HEX: #419639	LIGHT GREEN PMS: 366 CMYK: 20-0-44-0 RGB: 160-190-125 HEX: #CFE4A7
PURPLE PMS: 2593 CMYK: 60-90-0-0 RGB: 95-40-110 HEX: #7D4199	LIGHT BLUE PMS: 535 CMYK: 40-25-10-0 RGB: 130-150-170 HEX: #94A3BC	DARK BLUE PMS: 548 CMYK: 100-60-30-0 RGB: 0-75-100 HEX: #00668F

Accent Colors

RED PMS: 199 CMYK: 0-90-70-0 RGB: 210-40-55 HEX: #EF3F4A	ORANGE PMS: 158 CMYK: 0-70-100-0 RGB: 220-80-30 HEX: #F36F21	GOLD PMS: 130 CMYK: 0-40-100-0 RGB: 230-140-35 HEX: #FAA61A
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While Stuart has primarily used the colors green and white, Stuart's official color palette is made up of nine colors: the basic cool tones of green, purple and blue and the warm accent colors of red, orange and gold.

Section 3: TYPOGRAPHY

Avenir Bold for Headlines

Just Lovely for Emphasis

Avenir Light for body text.

BEBES NEUE PRO BOLD AS ALT HEADLINES

Our typographic styles were selected for readability, to elegantly represent Stuart as an all-girls school and to reflect the school's historical and architectural context.

Section 4:
THE DISCLAIMER

LONG DISCLAIMER

Stuart admits students of any race, color, religion, national or ethnic origin to all the rights or privileges, programs and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, color, religion, national or ethnic origin in the administration of its educational policies, scholarships, or loan programs or athletic or other school-administered programs.

Our disclaimer statement is required on all external communication and comes in longer and more condensed formats depending upon placement.

Section 4:
THE DISCLAIMER

SHORT DISCLAIMER

Stuart admits students of any race, color, religion and national or ethnic origin.

This condensed disclaimer statement is used for ads and other places where space is an issue.

Section 4: **THE DISCLAIMER**

FULL DISCLAIMER STATEMENT FOR WEBSITE

Stuart Country Day School of the Sacred Heart serves 455 students in preschool through grade 12. The school admits students of any race, color, religion, national or ethnic origin to all the rights or privileges, programs and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, color, religion, national or ethnic origin in the administration of its educational policies, scholarships, or loan programs or athletic or other school-administered programs. Stuart is accredited by the Middle States Association of Colleges and Schools, and is a member of the international community of Sacred Heart Schools, the National Association of Independent Schools, the New Jersey Association of Independent Schools, the National Coalition of Girls' Schools, the Secondary School Admission Board, the College Board, the Education Records Bureau, the Association of Supervision and Curriculum, and the Online School for Girls.

This full disclaimer statement is used on the About Stuart or At a Glance page of the website and includes more information including accreditation and other affiliations.



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