



**St. Norbert College**  
Brand  
Identity  
Guide

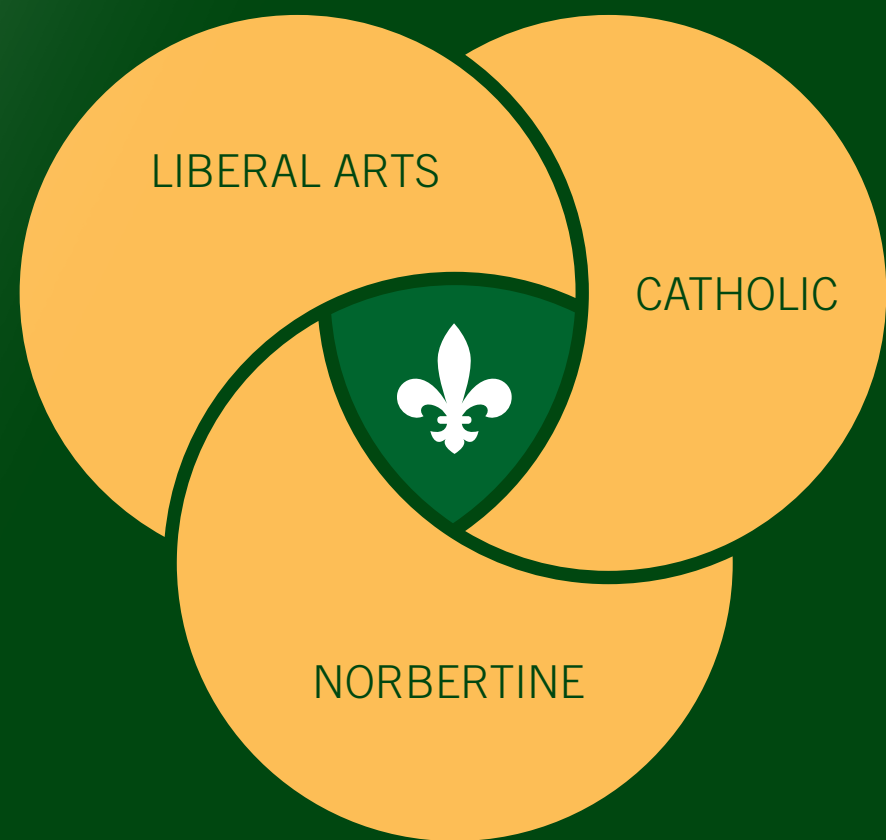
Feb. 2025



# VOLUME 1

## **Brand positioning and alignment**

Defining the college's unique and relevant place in the world.



## Our Mission

St. Norbert College, a Catholic liberal arts college embracing the Norbertine ideal of *communio*, provides an educational environment that fosters intellectual, spiritual and personal development.

## Our brand identity

The characteristics that comprise our brand are unique to St. Norbert College and originate from our founding traditions: Catholic, Norbertine and liberal arts. These founding traditions are the essence of who we are, what we value and why we exist. While we share many individual characteristics with other institutions, it is this truly unique combination of traditions, experiences and characteristics that only describe us.

The St. Norbert College identity can be best understood through the symbolism of the Icon and Explorer brand models, which respectively, embody a dedication to belonging and growing.

Using these models, we can look at the brand's bigger picture before we drill down to the uniqueness that sets St. Norbert College apart enough to define our "only-ness" - what we say about the brand that no one else can.

## What a brand identity guide is and why it's important

We need to make sure that we are acting and communicating in ways that are consistent with who we are and the brand we want people to experience.

Our brand guide is the tool that aligns us. It defines what makes St. Norbert College distinctive and unique (versus our competitors), and provides a framework for communicating and acting in ways that support our college and our brand goals.

The words and images presented in the guide are not designed to be moved “as is” into our advertising, website or any other media. Instead, they are reference points to help create those interactions and communications. The underlying spirit of the interactions we create – the actual words, images and actions – should be aligned with this guide.





## Elements of the brand identity guide

### **Volume 1:** Brand positioning and alignment

The volume you're reading now is intended to:

- Explain what we mean by brand experience
- Highlight its importance to the college
- Define the key components of a brand system – the vehicle through which we express our brand
- Concisely share guidance about your role in creating a unique and differentiated brand experience

### **Volume 2:** Visual elements of the brand

Guidelines and examples for brand elements including logos, colors, fonts and more.

### **Volume 3:** Written expression of the brand

Guidelines for clear, consistent, and mission-aligned communication, following AP Style unless stated otherwise.



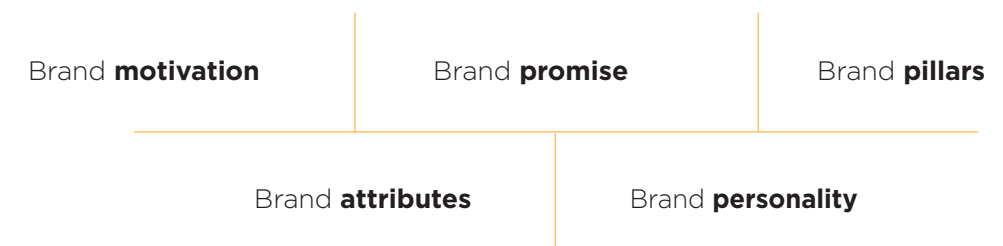
## How we approach development of our brand identity ▶

Our first step in developing our brand system is to investigate the “current state” – to learn how the college is perceived today. To that end, we conduct extensive research through surveys and focus groups with our core audiences (students, faculty, staff, alumni, parents, and prospective families).

Next, we turn our research into insight. We analyze the qualitative and quantitative data to determine three things: how our audiences perceive us on several dozen criteria ranging from campus culture to academic quality, how they weigh those criteria in terms of importance, and how we stack up against the competition. This analysis allows us to understand the beliefs and perceptions about St. Norbert College. By comparing our results with our competitors’, we are also able to define our key differentiators – our unique or standout attributes.

We analyze and reflect on who we believe we are, where we are going and how we want to be perceived. This process of consideration is bound by our founding traditions, our institutional vision, and our mission and strategic direction. It is both grounded and aspirational.

Considering all these factors, we will explain our brand positioning and alignment, using the following model:



# St. Norbert College's brand motivation

We believe in the divine potential of every person, and in their ability to have a profound and positive impact on the world.

**Our brand motivation** is rooted in two powerful brand archetypes: **Explorer** and **Icon**. These complementary forces shape our identity and the experience we provide to students.

### Explorer Brands: Inspiring Growth and Achievement

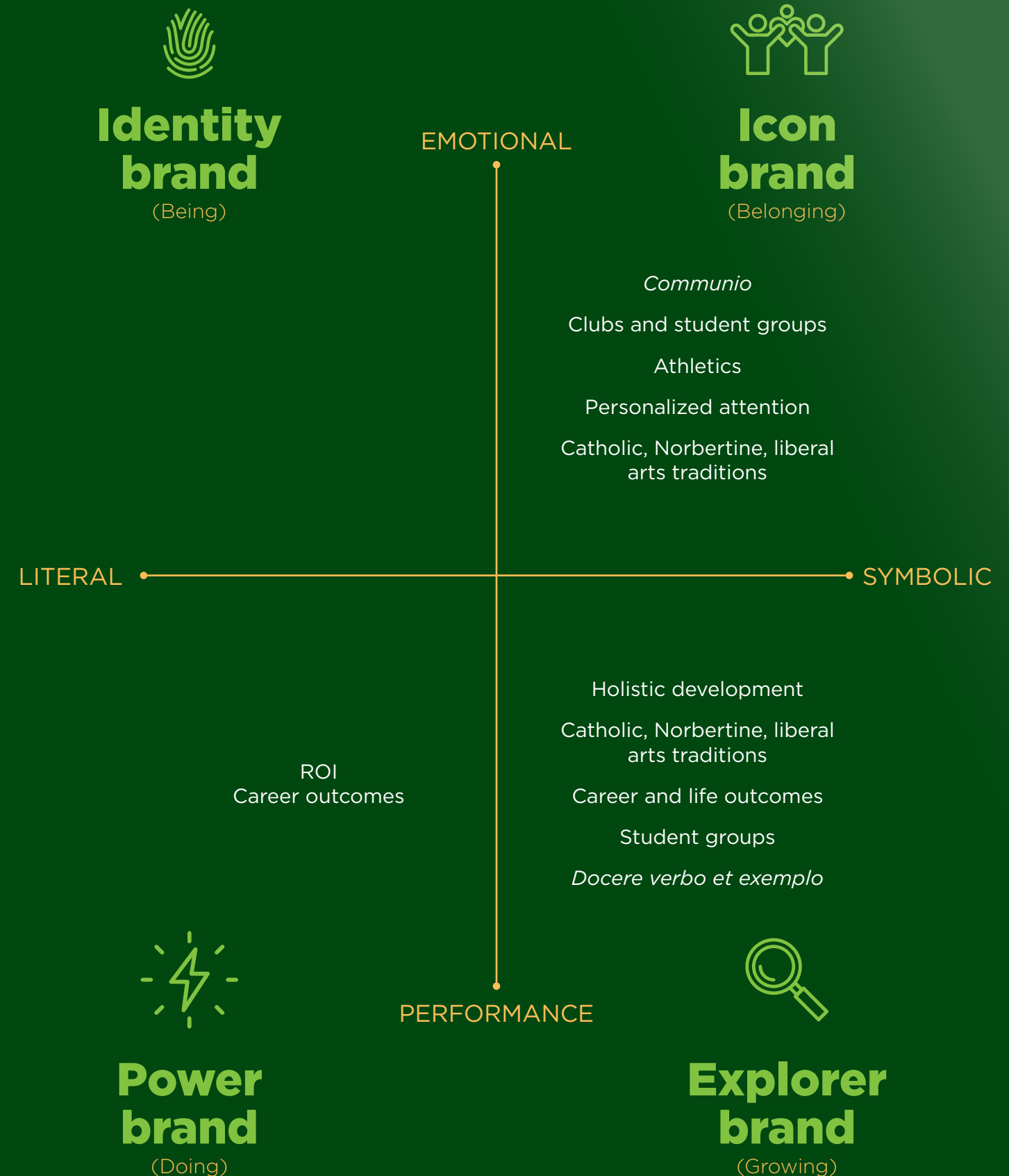
Explorer brands push individuals to seek knowledge, embrace challenges, and realize their full potential. They empower people to grow intellectually, socially, and spiritually — encouraging transformation through discovery and self-improvement.

### Icon Brands: Creating Meaning and Belonging

Icon brands invite individuals to become part of something greater than themselves. They foster a deep sense of identity, connection, and shared purpose, offering a community where people feel valued and supported.

### The four brand archetypes

	TARGET	POSITION	RATIONAL CONNECTION	EMOTIONAL CONNECTION	EXECUTIONAL TENDENCY
<b>Power</b>	Benefit driven	Always delivers the core benefit	Accomplishes task	Assurance	Problem/solution; demos
<b>Identity</b>	Lifestyle segmented	Express who you are	Meets customized needs	Self validation	User imagery
<b>Explorer</b>	Innovators; early adopters	Be you best; transform	Beter personal performance	Achievement	Exciting, bold, approaches; user
<b>Icon</b>	Universal; core target + a large halo	Enter our world; belong	Can't go wrong	Idealization and connection	Storytelling; big production, world, emotional, use of symbols





**Brand pillars**

Our brand pillars represent the core of the college - its DNA - and serve as cornerstones in creating a brand experience.

**St. Norbert College's brand pillars** ▶



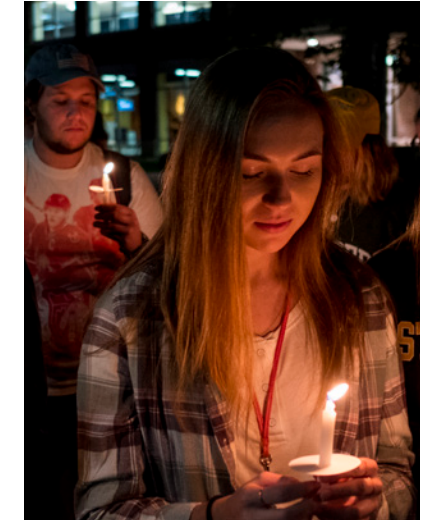
**Inspiring holistic learning**

We inspire students to engage in a full spectrum of learning experiences and explorations that foster their intellectual, spiritual and personal growth.



**Living our values**

We live our values by acting as champions for human dignity and promoting the common good.



**Loving one another**

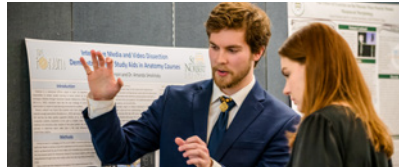
We love and serve one another through respectful dialogue, collaboration and mindful action.



**Brand attributes**

Our brand attributes are the noteworthy features of our college that, as a whole, differentiate us and give our brand promise credibility.

# St. Norbert College's brand attributes



## Academic excellence

- Supportive, inspiring faculty who are deeply engaged in teaching
- Full-spectrum and innovative\* teaching methods
- Small class sizes that enable interactive learning and foster strong one-on-one relationships
  - Faculty-student engagement
  - Student-to-student engagement
- Global learning experiences
  - Study abroad
  - TRIPS
  - Global Seminars
- Collaborative research
- Academic internships
- Academic centers

## Vibrant learning/living environment

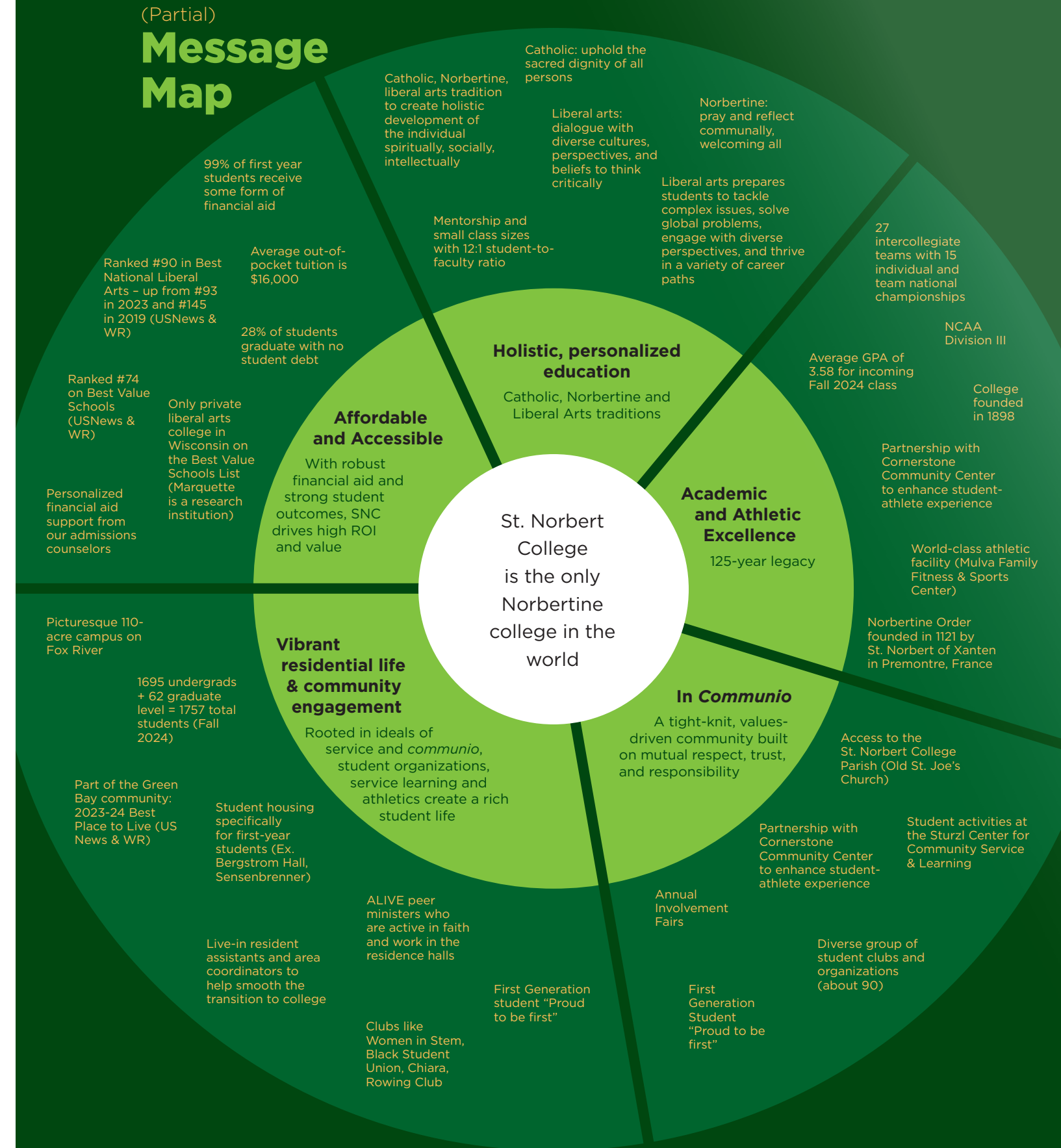
- Internships (non-credited) and Career & Professional Development\*
- A caring, supportive college environment
  - Student life
  - Spirituality
  - Health and wellness
  - Academic support services
  - Scholarships and financial aid
- Service learning and volunteer programs
- Student organizations and athletics

## Esteemed offerings and outcomes

- Student outcomes
- Four-year graduation rates
- Academic performance
- Quality of campus
  - Facilities
  - Technology
  - Scenic and safe environment
- Academic offerings thoughtfully connected to today's job market
- Alumni and community engagement with college and civic initiatives
  - Business outreach
  - Professional programs
  - Endowment and fundraising
  - Lectures and center-sponsored programming

\* Being perceived as innovative is aspirational and something strategically important for us to promote to improve perception. Internships and Career & Professional Development are deemed of high importance by our audiences but have low awareness and understanding, so we need to increase focus and communication in this area to give the brand promise credibility.

# (Partial) Message Map



**Note:** This Message Map serves as a representative sample of our core messaging framework. The most up-to-date version is maintained by the Office of Marketing and Communications. For the latest information, please email [communications@snc.edu](mailto:communications@snc.edu).



### **Brand personality**

Our brand personality is a set of primary traits that allow people to relate to the college on a human level.

## **St. Norbert College's brand personality ▶**



### **Welcoming and inclusive**

We are a community that receives everyone with warmth and sincerity. We all owe it to everyone that they feel safe, respected and comfortable being themselves no matter their identity and how they choose to express it.

### **Community-oriented**

We live in community with purpose. Our community nurtures growth inside and outside the classroom and prepares students to have a positive impact on their families, their communities and their world after college.

### **Energetic and optimistic**

We explore life's deepest questions and enduring challenges with energy and passion - and we are not afraid of what we might find in doing so. We clearly define the opportunities and challenges put before us, and we act with optimism in addressing them. We think hard, we work hard and we play hard. We balance the need for taking on serious endeavors with having lighthearted fun and finding pure joy in living.

### **Values-based**

We maintain a system of beliefs that calls us to live in right relationship with others. We do this by making decisions rooted in integrity, justice, empathy, honesty and hope, and by acting accordingly.

### **Global-minded**

We put a premium on offering authentic global experiences for our students and community. We bring global insights to our campus. We encourage our students to travel off campus to explore diversity and cultures other than their own. Our aim is to help students flourish by understanding the world and their place in it.

# St. Norbert College's brand promise

We offer our students an engaging educational experience that is grounded in values and delivered by inspiring people. As members of a community that learns and lives with purpose, our students flourish and discover their calling – allowing them to bring forth their very best and share it with the world.

**Our brand promise** describes what people can expect from us and what we intend to deliver for those who experience the St. Norbert College brand. When we look at the research and brand elements, we can determine our brand promise.

From the brand promise, we can distill further to determine our Onlyness Statement. A statement that no other institution or brand could use since it will only apply to St. Norbert College. An Onlyness Statement informs content creators about how to ground our uniqueness and answers these questions:

- What type of organization are you?
- What makes you unique?
- Who is your target audience?
- What areas do you target?
- What is your customers' emotional motivation?
- What is a trend shaping your brand relevance?



## Onlyness Statement

SNC is a private institution and only Norbertine college in the world

focused on the development of the whole self using Catholic, Norbertine and liberal arts traditions in a community setting

designed for undergraduate, graduate and lifelong learners who prefer personalized attention

in Wisconsin, the midwest and online

who want an affordable but transformative experience to find their calling

at a time where education costs are soaring as is the demand for critical thinkers who can solve local and global problems.



1898  
ST. NORBERT COLLEGE

DOCERE VERBO  
ET EXEMPLO  
TRUTH BY WORD AND EXAMPLE

DOCERE VERBO  
ET EXEMPLO  
TRUTH BY WORD AND EXAMPLE


# VOLUME 2

## Visual elements of the brand

This volume provides guidelines and examples for visually bringing our brand to life. It presents a framework for producing, selecting and using photos, videos, logos, colors, fonts and other elements to advance our brand.


# Visual overview

Logo




Secondary marks


Horizontal logo



Monogram




Wordmark




Design elements


Shield




Fleur de lis




Patterned shields



Athletic marks



Color palette



Typography

Main sans serif font:

## Gotham

(Google font substitute: Montserrat)

Main serif font:

## Bembo

(Google font substitute: Cormorant Garamond)

## Photography



## Guiding principles

### Logos

**Timeless and Flexible:** Maintain the core logo while utilizing simplified secondary icons, like a monogram or shield, for digital platforms. Avoid boxing the logo.

**Monogram Connection:** Leverage the monogram as a casual, relatable identity, reinforcing the connection between "SNC" and St. Norbert College, and aiding digital recognition.

### Photography

**Tell a Story:** Highlight students' journeys — achieving, exploring, and connecting. Showcase moments of growth, collaboration, and community impact, with most photos featuring two or more students.

**Keep It Authentic:** Use candid, genuine shots that capture the spirit of life on campus, featuring recognizable St. Norbert buildings whenever possible.

**Vary Perspectives:** Combine wide campus views with close-ups to convey emotion and visual interest.

**Natural Light:** Prioritize natural lighting with warm tones and rich contrast for a timeless yet modern aesthetic.

### Color Palette

**Vibrant Foundations:** Focus on primary colors like deep greens and golds for a grounded look, with bright accents for energy.

**Depth and Discovery:** Add subtle gradients or layered colors to enhance depth and modernity.

### Typography

**Balanced Style:** Pair a classic serif font with a modern sans-serif to honor tradition while looking forward.

**Open Space:** Use ample whitespace to create an inviting, exploratory feel.



## Logo, marks and guidelines

The logo is the primary identity mark for the college. Its use is restricted and protected by trademark. All visual communications created for external audiences should bear it.

St. Norbert  
College's logo



# Logo color variations

Light SNC Gold background



White background



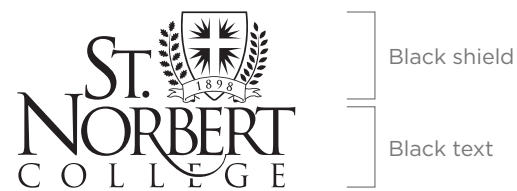
SNC Green background



Gray Background



White background (for grayscale use only)



Black background (for grayscale use only)





# Minimum size


To preserve the legibility and recognition of the primary identity marks, the St. Norbert College logo should be no smaller than 1 inch wide.



# Logo clear space



 = Clear zone (  x 2 )

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear-space guideline shown here. The distance of the clear space is proportional and must always be, at a minimum, double the height of the “” in the shield. This also applies to the minimum distance from the edge of the page.

# Incorrect usage of logo

**DO NOT:** Distort logo



**DO NOT:** Combine with other elements



**DO NOT:** Replace font



**DO NOT:** Combine with other text (except for approved academic or administrative identity marks)



**DO NOT:** Spell out Saint in St. Norbert College.



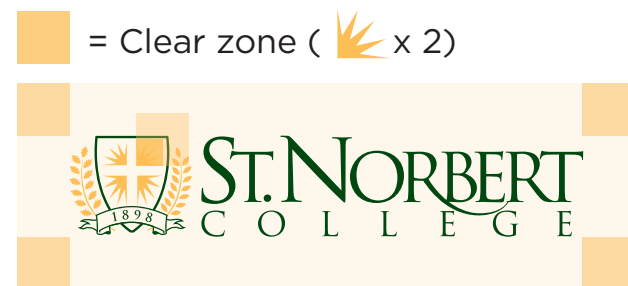
## St. Norbert College horizontal logo



White background (for grayscale use only)



Black background (for grayscale use only)

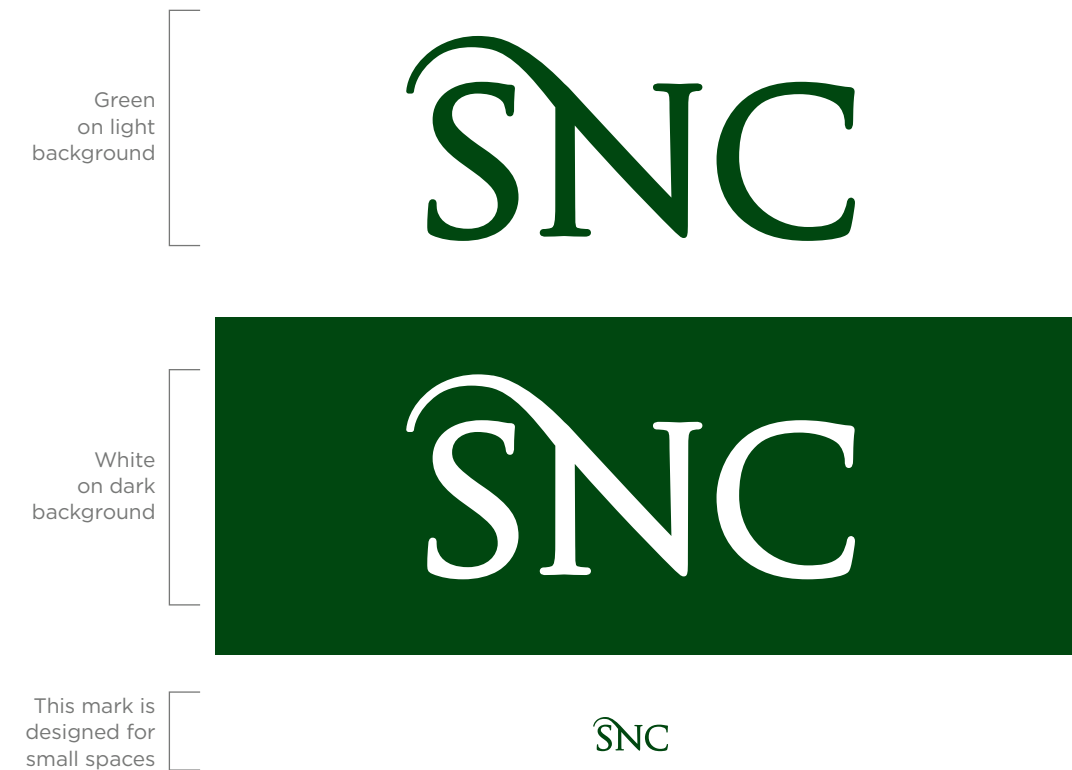


## Minimum size

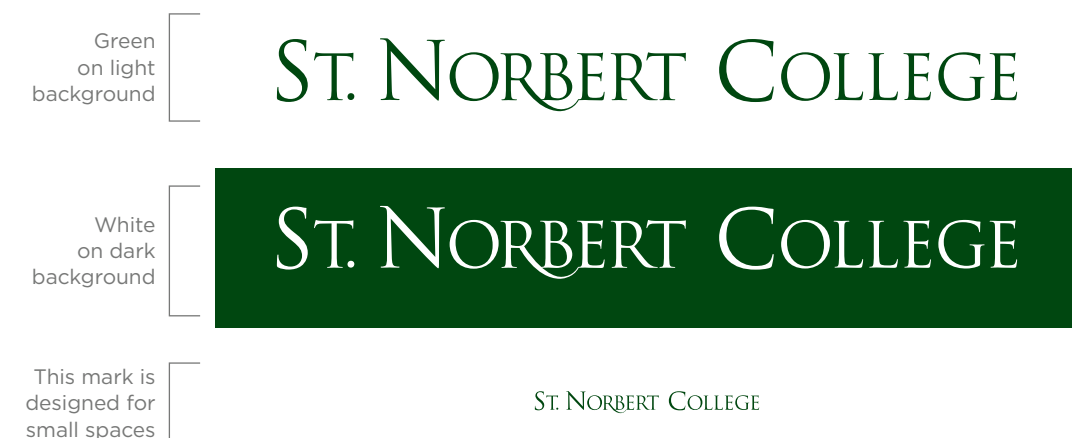
To preserve the legibility and recognition of the primary identity marks, the St. Norbert College horizontal logo should be no smaller than 1 ½ inches wide.



## SNC monogram



## St. Norbert College wordmark





# St. Norbert College Athletics

(Updated Dec. 2021)

These standards must be utilized on all game day gear (uniform tops/bottoms, helmets, warm-ups, etc.) and are guidelines for all other items.

PRIMARY ATHLETICS LOGO



SECONDARY ATHLETICS LOGO



UNIFORM NAME WORDMARK



These marks are to be used as an accent with any of the above logos

UNIFORM NICKNAME WORDMARK

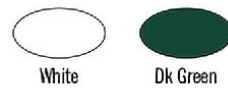


COLLEGE ICON



UNIFORM COLORS

MAIN



Must use main colors before alternatives

ALTERNATIVE



Warm-ups can be any uniform color

UNIFORM NUMBERS

ALL LEAGUE

Light uniform



Dark uniform



FONT STYLE FOR NON-UNIFORMS

ALL LEAGUE

BASEBALL



BASEBALL



BASEBALL



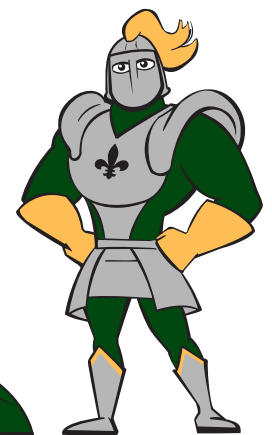
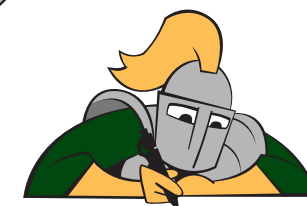
# Green Knights identity marks

The Green Knights identity marks are intended for promotional items, spirit wear and other limited uses. They are restricted to these specific iterations (aka "lock-ups"), and may be used only after consultation with the office of communications.



# Norby Knight

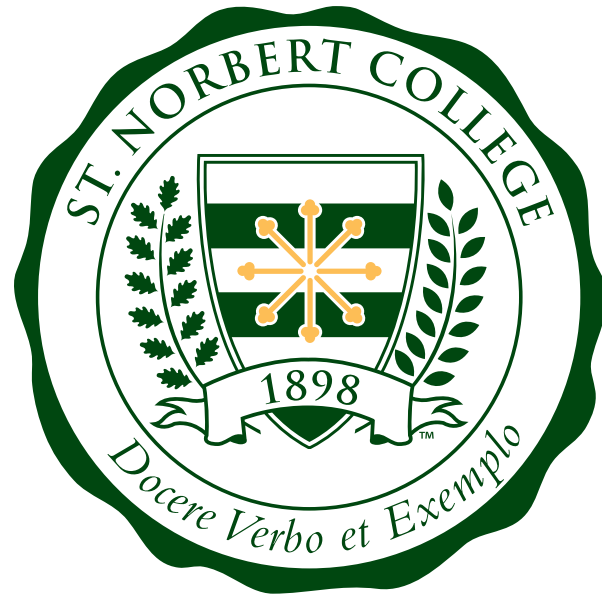
Illustrations of Norby Knight, the St. Norbert College mascot, are intended for promotional items, spirit wear and other limited uses. They are designed to fit the message and may be used only after consultation with the office of communications.



## President's seal

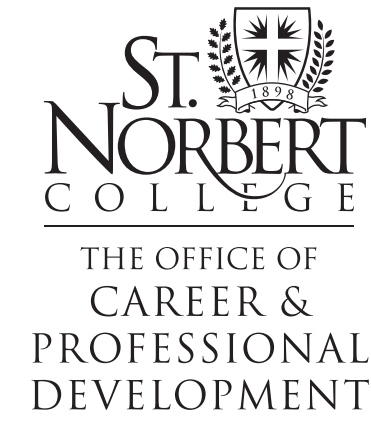
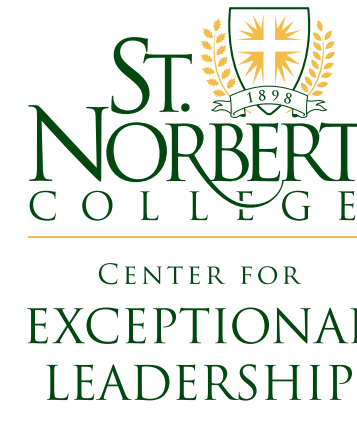
The seal is reserved for use on diplomas and certificates. It should never be used as a logo or decorative device.

The seal includes the college motto, "Docere Verbo et Exemplo," which means "to teach by word and example."



## Academic and administrative marks

The following are the only permissible iterations of academic and administrative identity marks.



The stacked version features the college logo above the academic or administrative name. Two SNC Gold lines frame the name.



The horizontal version features the college horizontal logo above the academic or administrative name. One SNC Gold line separates the logo from the name.



The extreme-horizontal version features the college logo on the left with the academic or administrative name on the right. The SNC Gold bar on the bottom is used with a light background, but if the logo is in an SNC Green bar/box, the gold line is removed.



The SNC monogram version features the college monogram above the academic or administrative name.

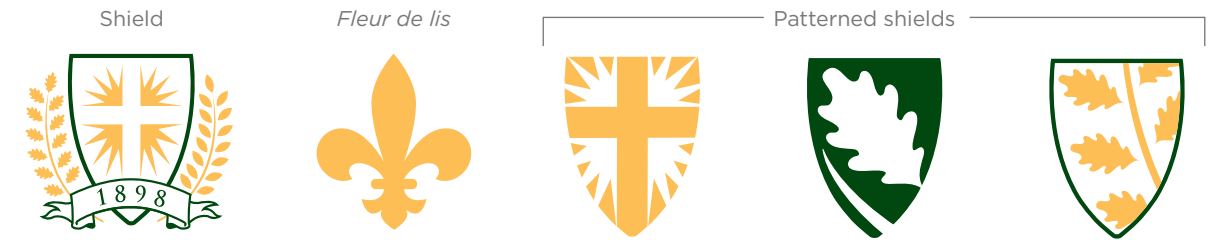
# Co-branded marks



Co-branded material should represent both institutions equally while conforming to the college's brand standards.

# Design elements

The St. Norbert College shield, the St. Norbert College *fleur de lis* and the patterned shields can be used as icons and/or decorative elements.



Icons are line art using the accent colors or on color gray.



Never mix color and gray icons into one design.

## Business Intelligence Survey

**Table Discussions Worksheet**  
Please identify a scribe to keep notes for your table. This worksheet will be collected at the end of the morning.

Questions for discussion following each panel:

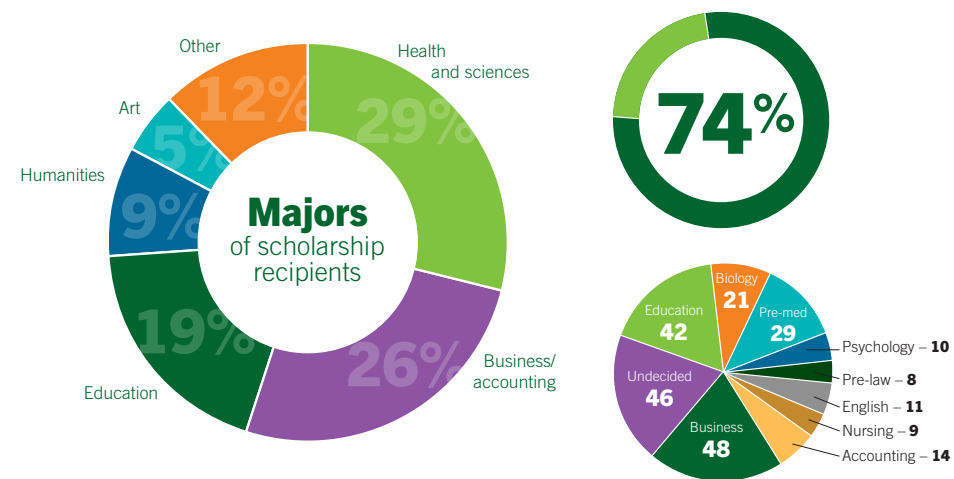
**Part 1 - Innovation and Technology**

1. What specific issues are you encountering, and how are you responding?
2. How can New North support you in your efforts? What role can New North or other organizations play to prepare and assist the region in navigating the future?
3. What issues/opportunities should we spend further time discussing/researching?
4. Other key take-aways, comments or suggestions?

over

**SUMMER ACADEMY of MEDICINE**

**Thank you to our sponsor!**



Charts and graphs use a combination of primary and accent colors.

# Color palette

Primary colors are forest green (SNC Green) and old gold (SNC Gold).  
Green is the college's dominant color; gold is used as the primary accent color.

<p><b>Dominant color: SNC Green</b></p> <p>Base: PMS 350 CMYK: 80, 0, 100, 75 RGB: 13, 64, 0 Hex: #0D4000</p>	<p><b>Accent color: SNC Gold</b></p> <p>Base: PMS 142 CMYK: 0, 28, 76, 0 RGB: 255, 184, 61 Hex: #FFB83D</p>
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## Secondary accent colors

<p>PMS 376 CMYK: 54, 0, 100, 0 RGB: 132, 189, 0 Hex: #84BD00</p>	<p>CMYK: 0, 60, 100, 0 RGB: 255, 102, 0 Hex: #FF6600</p>	<p>CMYK: 84, 0, 34, 0 RGB: 0, 179, 183 Hex: #00B3B7</p>	<p>CMYK: 100, 19, 0, 38 RGB: 0, 127, 157 Hex: #007F9D</p>	<p>PMS 258 CMYK: 51, 79, 0, 0 RGB: 140, 71, 153 Hex: #8C4799</p>
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## Background colors

<p>CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: #FFFFFF</p>	<p>CMYK: 0, 3, 8, 0 RGB: 255, 247, 235 Hex: #FFF7EB</p>
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## Font colors

<p>CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 Hex: #000000</p>	<p>CMYK: 51, 42, 42, 17 RGB: 104, 123, 123 Hex: #687B7B</p>	<p>CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: #FFFFFF</p>
<b>Abc</b>	<b>Abc</b>	<b>Abc</b>

<p>CMYK: 6, 9, 13, 0 RGB: 240, 232, 222 Hex: #F0E8DE</p>	<p>CMYK: 26, 21, 21, 4 RGB: 181, 193, 193 Hex: #B5C1C1</p>
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<p>CMYK: 100, 0, 100, 50 RGB: 0, 127, 0 Hex: #007F00</p>	<p>CMYK: 25, 50, 100, 0 RGB: 191, 127, 0 Hex: #BF7F00</p>	<p>CMYK: 0, 3, 8, 0 RGB: 255, 247, 235 Hex: #FFF7EB</p>
<b>Abc</b>	<b>Abc</b>	<b>Abc</b>

# Typography

Main sans serif font:

## Gotham

**Aa: Black**

Aa: Light

**Aa: Bold**

Aa: Book

(Google font substitute: Montserrat)

## Sample header

**Brochure body copy** ernLabor restio elia id minctatur sero quatia vidempe repreperibus num simodit ipissit, odignam, consequias nulpa pro te volo ommolor porrum es sum volorumqui te excestem que peribus et mos nobis eum aut illitaque qui autatinihil in rente sus ma.

Main serif font:

## Bembo

**Aa: Semibold**

Aa: Regular

**Aa: Bold**

*Aa: Italic*

(Google font substitute: Cormorant Garamond)

## Sample header

**Article body copy** ernmqui odis minimus aeprat utemquo maiorerio quis vendes eosam, occus ex est, consequem nem endam quibusdant reped undis aut doles elestioere, sa vent alia nus mos estiassit volo doluptatum, a cone magnimiped quat erupitae ab ium faceate commo odit acerae aut quas reicatosam iundam hicia nonse sit acea num reruptur rehenda ntioreh ende bis e

**Italic** *Miliquis volor reici doluptae volorempore pa nus corehen ditatur alitasi destiae porecae prepuda epelesc illoempor sum facesti orisquat*

Signage font:

Trade Gothic

Logo font:

TRAJAN

## Visuals overview

Visuals are an essential part of our institutional storytelling. Good photography, video and illustrations help us express the richness of college life at St. Norbert in ways that words alone cannot.

Visuals should convey authenticity. With the exception of formal portraits or “head shots,” photographs should feel natural and unstaged, and to that end, they should be shot with little or no camera lighting.

Visuals should also be dynamic, expressing the vibrancy of campus life and telling the story of a moment in time. Action, emotion and movement achieve this more effectively than static or posed images.

Our visuals should also, by and large, convey a human element. While photos and video of our campus and facilities in and of themselves are beautiful, they are generally enhanced by the presence of people.

Using a shallow depth of field will draw attention to your subject and make your photo or video more impactful, but take care also that your photo shows sufficient surrounding detail to provide context.



## Visuals as an expression of our institutional personality

Our brand personality is composed of traits that allow people to relate to SNC on a human level.

Through our brand research, we have identified five personality traits most representative of the college.

### We are:

- Welcoming and inclusive
- Community-oriented
- Energetic and optimistic
- Values-based
- Global-minded

## Welcoming and inclusive visuals

**Welcoming and inclusive means:** sincerely warm and friendly, engaging, approachable, respectful and nonjudgmental without exception.

We are a community in which everyone is received warmly and sincerely. All members of our community feel safe, respected and comfortable being themselves no matter their identity or how they choose to express it.

**Examples of how we live this trait:**

- Norbertine value of communio and radical hospitality
- Commitment to bringing a variety of speakers to campus
- Gender studies and programming at the Cassandra Voss Center
- Difference and diversity Core Curriculum requirement

**We reflect this trait in our imagery by showing:**

- Images that include more than one person. We avoid images of students that project loneliness.
- Our diversity in all forms – age, gender, rank, ethnicity, appearance, etc.
- Students showing affection and support for one another
- Diverse visitors to campus interacting with our community





## Community-oriented visuals

**Community-oriented means:** interdependent, collaborative, communal, unified, engaging and living in harmony.

One of our central values is living in community with one another. We believe that this nurtures growth in and outside the classroom and prepares students to be good citizens of their communities and the world after college.

### Examples of how we live this trait:

- Norbertine value of *communio*
- Four-year residential living and learning requirement
- Into the Streets
- Sturzl Center for Community Service & Learning
- Faculty-student collaborative research
- Individual and society Core Curriculum requirement
- Range of student services: Writing Center, tutoring, research assistance, academic support services, Health & Wellness Services
- Collaborative spaces in the library

### We reflect this trait in our imagery by showing:

- Images that show people working and playing together
- Life in the residence halls
- Faculty and student interaction and other types of mentorship
- All forms of service
- Students studying together and tutoring one another

## Energetic and optimistic visuals

**Energetic and optimistic means:** happy, cheerful, light-hearted, vibrant and positive.

We don't take ourselves too seriously, and we don't let challenges bring us down. We work hard, but we seek to balance our excellent work ethic with opportunities for fun in order to recharge.

### Examples of how we live this trait:

- Wide range of student organizations
- Health and wellness programs
- Athletics programs
- Campus-wide celebrations such as Convocation and picnic, ice cream social, SNC Day, Homecoming, finals week activities, cap and gown party, and end-of-year celebration
- Visual and performing arts
- Community and business outreach

### We reflect this trait in our imagery by showing:

- Students engaged in a wide range of activities that make them laugh or smile, including student organizations, events and athletics
- Students enjoying the range of offerings for fun in De Pere/Green Bay
- School spirit and pride (e.g. Norby)
- Experiences in the dining hall
- Academic experiences outside the classroom
- Finals week activities, such as Faculty, Flapjacks & Finals
- Engaged coaching moments – in the locker room, post-game celebrations, in the huddle
- Engaged faculty moments – band or chorale directors, collaborative research, art professors, student/faculty casual encounters







## Values-based visuals

**Values-based means:** principled, honorable, good and virtuous.

We maintain a system of beliefs that call us to live in right relationship with others. We do this by making decisions rooted in integrity, justice, empathy and honesty.

**Examples of how we live this trait:**

- Norman Miller Center for Peace, Justice & Public Understanding
- Sturzl Center for Community Service & Learning
- Business ethicist, philosophy program
- Sustainability efforts on campus
- Emmaus Center for Spiritual Life & Vocation
- TRIPS program
- Old St. Joe's
- Center for Norbertine Studies
- Reflection spaces

**We reflect this trait in our imagery by showing:**

- Norbertines engaged in dialogue
- Service
- Students showing friendliness to one another
- Students with the Convocation bell
- Stained glass
- The statues of St. Norbert and the grotto
- Old St. Joe's
- Students lighting candles and at vigils; social-justice installations
- Voting initiatives
- Prayer and sacred spaces
- Inclusivity with regard to disabilities
- People caring for one another
- Teacher-education students interacting with children
- Campus garden

# Global-minded visuals

**Global-minded means:** culturally aware, globally engaged and possessing a global mindset.

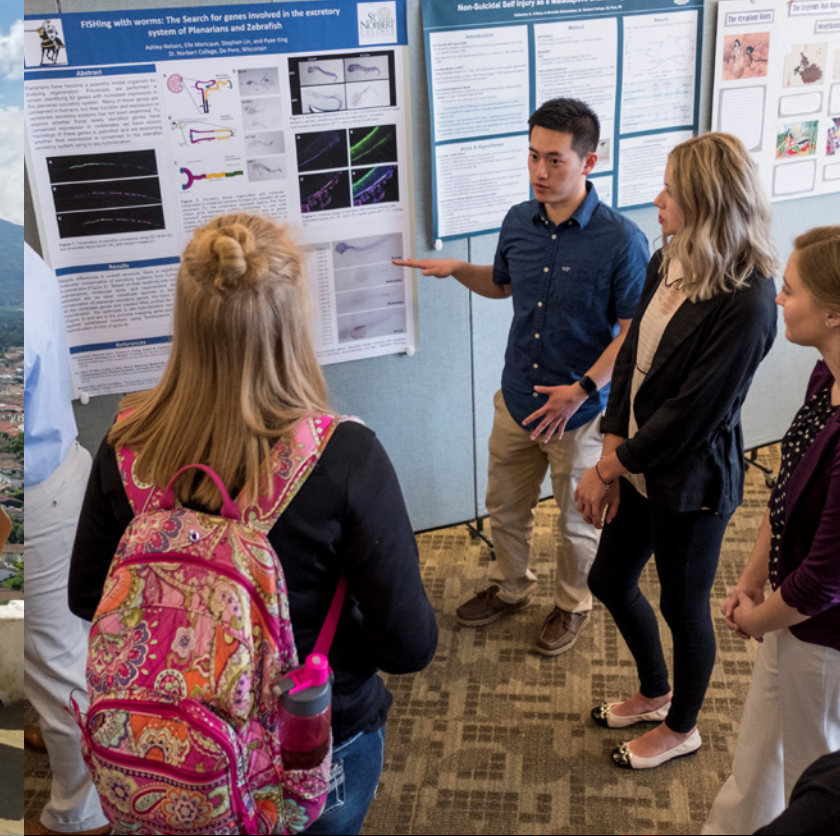
We put a premium on facilitating global experiences for our students, staff and faculty both at St. Norbert College and off campus. Our aim is to help students and members of the community at large understand the world and their place in it by encountering diversity and cultures other than their own. This is necessary to be a participant in the global marketplace and for human flourishing.

## Examples of how we live this trait:

- Center for Global Engagement
- Great Decisions Lecture Series
- Long-term and short-term study-abroad programs
- TRIPS program
- International students
- Global Seminars
- Foreign-language requirement
- Beyond borders Core Curriculum requirement, which explores the civilizations and cultures of the world
- Dining Services cuisine
- Events centered around globally focused student orgs and traditions

## We reflect this trait in our imagery by showing:

- The diversity of our students on campus
- Students studying or doing service abroad
- Globally focused events on campus, such as the sand mandala, Soul Food Dinner and international education week
- International visitors to campus interacting with our students





# VOLUME 3

## Written Expression of the Brand

This volume provides guidelines for clear, consistent, and mission-aligned communication, following AP Style unless stated otherwise.



## Written expression of the brand

St. Norbert College's publications are a vital link between the college and the world. The content should reflect St. Norbert's position as a Catholic college, built upon Norbertine ideals. It should also adhere to the mission and educational purpose of the college, including regard for the sacred dignity of every person.

A style guide is an aid to consistent and professional communication. The office of marketing & communications publishes the college's official style guide as a service to the various departments that produce content for print or web. The Associated Press Stylebook's rulings apply unless stated otherwise.

Updated January 2025

## St. Norbert College

St. Norbert is a Catholic, Norbertine liberal arts college. Do not set off any adjective preceding the noun phrase “liberal arts college” with a comma.

- St. Norbert College is typically referred to as St. Norbert College, St. Norbert or the college. It is occasionally, informally, referred to as SNC. It is never referred to as Saint Norbert College or St. Norbert’s. The words St. Norbert and De Pere are never separated by a line break.
- The college’s Latin motto is *docere verbo et exemplo*, which may appear with or without the English translation, “to teach by word and example.” Set off the Latin motto in italics.
- The common noun *communio*, borrowed from the Latin, appears in italics in accordance with our practice of italicizing words borrowed from other languages. It is unlikely that the word *communio* will ever become sufficiently widely used or familiar enough to readers to lose its “foreign” status.
- The word **college** is treated as other common nouns and is not differentiated with a capital letter unless presented as part of a proper name.

### College master’s degrees

- Master of Theological Studies (M.T.S.)
- Master of Arts in Liberal Studies (M.L.S.)
- Master of Business Administration (MBA)

### College departments

Department names are not capitalized when used in full. Use a capital letter when using the shortened version of Admissions or Advancement, for example, to distinguish the department from the common noun. Some examples:

- office of college advancement OR Advancement
- Center for Global Engagement
- Norman Miller Center for Peace, Justice & Public Understanding
- The office of admission or, preferably Admissions or the admission office, e.g.: The office of admission will be hosting the final Shadow Day program of the year on Monday, April 3. We anticipate approximately 40 students will attend classes between 9 a.m. and 1:30 p.m. With this final Shadow Day, Admissions will have sent more than 300 prospective students to your classes.

### Academic disciplines

Academic disciplines, as with other common nouns, are not capitalized. Names of classes, programs and courses of study are capitalized.

- Theology and religious studies (Theology & RS is acceptable for identifiers and upon second reference).
- Supply chain management, no hyphen, is the term used in the industry and the name of our MBA track

## St. Norbert College holidays and events

Convocation, Homecoming, Reunion, Long Weekend and Commencement take a capital letter.

### Places and programs on campus

- Webb Theatre
- Walter Theatre
- Fort Howard Theater
- VMC
- Old St. Joe’s or (in very formal usage) Old St. Joseph Church
- St. Norbert College Bookstore
- The Campus Center
- The Welcome Center
- Gehl-Mulva Science Center
- Mulva Family Fitness & Sports Center
- Sturzl Center for Community Service & Learning
- Norman Miller Center for Peace, Justice & Public Understanding
- Donald J. Schneider School of Business & Economics (shortened to Schneider School on second reference)
- Center for Business, Economics & Analytics
- First-Year Experience
- The Medical College of Wisconsin (The brand name of the Green Bay area campus housed at St. Norbert is MCW-Green Bay)

**Theatre** is used in reference to the legitimate theatre, in line with the decision of our theatre studies discipline. Use **theater** for movie theaters, theaters of war, and in proper names where designated (eg: Fort Howard Theater).

We need to be thoughtful about the way we refer to the church, depending on whether we are referring to the building or the parish community. In almost every situation outside the very formal, Old St. Joe’s will be a reasonable choice. But just as things tend to be known by more than one name, we have other options:

**For the building:** the church, Old St. Joseph Church or the campus church

**For the people:** St. Norbert College Parish, parish life at Old St. Joe’s, the college parish community or the worshipping community of St. Norbert College

## The St. Norbert College community

### Founding order

The college was founded by the Norbertine order of priests, sometimes known as the Premonstratensians. Norbertines are designated with the suffix O. Praem. (*ordinis Praemonstratensis*). St. Norbert adopted the Rule of St. Augustine for his order. Note that the words **order** and **rule** are treated as other common nouns and are not differentiated with a capital letter unless presented as part of a proper name. (cf. Webster).

### College community members

Names of members of the college community are bolded on the college website, newsletters and publications. This includes faculty, staff and students, past and present; trustees; parents; major donors; Norbertines with associations to the college or St. Norbert Abbey. This distinction is to be applied generously.

## Class years

Class years are denoted thus: **Fred Smith '46**; **Jane Jones '03**; the **Rev. John Brown, O. Praem., '58**; **Daniel Lunney '90 M.T.S. '96**; **Dan Robinson M.T.S. '06** (Mission and Heritage), **Joe Vanden Avond MBA '26**. Those who consider themselves alumni and spent one semester or more as registered students are included. Alums determine their class year: They will likely consider themselves a member of their cohort even if they graduated early.

Class years of alumni who graduated more than 99 years ago are denoted as thus: the **Rev. Anselm Keefe, Class of 1916**.

Alumni are referred to by their current names and, if they were known by a different name while attending St. Norbert College, that name is indicated in parentheses. For instance, Mary Brown graduated in 1984 and later married Tom Zruba. She is referred to as **Mary (Brown) Zruba '84** (Zruba upon second reference). Carole Bunsen was already married when she enrolled in 1983. She is referred to as **Carole Bunsen '83** (Bunsen upon second reference).

Names of alumni, students, faculty, staff, trustees, Norbertines and special friends of the college appear in bold on first reference and in captions: **Tim Michels '84**, the **Rev. James Neilson, O. Praem., '88**, **Lew Pullen** (Facilities). Titles that denote an earned status or honor bestowed, such as Rev., Dr., Hon., are bolded with the name when used: The **Hon. Mary Mullarkey**. Note: **Coach Tim Coghlin**.

Note: SNC's style is to use a curly apostrophe. As an example, one way to produce the class year curl in Word on a PC is to hold down the Control key and hit the apostrophe key twice; on a Mac, hold down the Shift + Option keys and hit the bracket key.

Note the Associated Press Stylebook rulings on Ph.D., academic degrees and doctor. Generally speaking, we find it most effective to identify/contextualize people by their current role and/or sphere of influence rather than by their terminal degree, thus allowing their peak-career achievements to speak for themselves.

## Regional communities

On first reference:

- The College Community of St. Norbert
- The Milwaukee Community of St. Norbert
- The Northeast Wisconsin Community of St. Norbert
- The Regional Communities of St. Norbert

On second reference:

- The Milwaukee regional community
- The regional communities

## St. Norbert titles and positions

Academic titles are avoided when possible: **Joy Pahl** (Business). The vice president/chief academic officer is referred to as thus: **Valerie Martin Conley** (Academic Affairs).

The names of members of a religious order are followed by the appropriate suffix. Sister and Brother are not abbreviated.

Some examples:

Joe Smith (Advancement) OR, Joe Smith, vice president for college advancement

Jennifer Smith (Business) OR, Jennifer Smith, dean of the Donald J. Schneider School of Business & Economics

AnaMaria Seglie Clawson (on second reference, Clawson)

The late Rev. Rowland De Peaux, O. Praem., '48

Brother Steve Herro, O. Praem.

Sister Sally Ann Brickner, O.S.F.

The Rev. Frater Patrick La Pacz O. Praem., '08, deacon (include Frater to denote a deacon)

The Most Rev. Dane Radecki, O. Praem., '72, abbot, is a prelate (a high-ranking cleric who ranks in precedence with ordinaries such as bishops and major superiors.)

The Very Rev. Bradley Vanden Branden, O. Praem., '09, prior of St. Norbert Abbey, is a vicar of his abbot. He is the kind of prior who serves under a prelate.

The Rev. John Tourangeau, O. Praem., is pastor of Old St. Joe's

John Smith is campus minister

(The Official Catholic Directory is a useful reference for religious titles. Also see the Honorifics entries in Wikipedia.)

## Faculty member, professor and emeriti designations

Use the words **professor** and **emeritus/emeriti** cautiously. Not all faculty members are professors (eg: Krissy Lukens). Not all professors have attained the rank of full professor. Although the word may be used more loosely in an informal context where the focus is not on rank specifically. Not all retired faculty members or instructional staff have emeritus status: Donald Taylor '67, retired member of the art faculty or, Donald Taylor '67, director of art galleries and curator emeritus (this is the title Donald himself prefers and it is allowable but self-designated).

## Higher education

Universities are located and identified by their state, only where necessary: Youngstown University (Ohio), but The Ohio State University.

University of Wisconsin schools follow this pattern: University of Wisconsin-Whitewater. University of Wisconsin-Green Bay may be abbreviated to UWGB even on first reference when attached to joint initiatives: A St. Norbert College/UWGB program promotes international projects on both campuses. Note: UW Oshkosh does not take a hyphen, except in references connected to athletics.

It is not our practice to identify people by their terminal degrees, nor to treat prefixes or suffixes relating to those degrees as part of their names. If mention of a terminal degree is, in fact, relevant — and the best and only way to establish credibility — this can be taken care of within any supporting text. Note the Associated Press Stylebook rulings on Ph.D., academic degrees and doctor.

- Jennifer Smith (Business) will be giving February's lecture in the Distinguished Leader Series.

- Tom Bolin, professor of theology and religious studies at St. Norbert College, has authored a new book on Ecclesiastes.
- The Rev. John Tourangeau, former pastor of St. Norbert College, recently earned a doctorate in organizational leadership which is informing his approach to life in community as he seeks to translate good practice in his scholarly field to the world of St. Norbert Abbey.

## Company names

Company names are reproduced in accordance with the company’s own preference, even if it contradicts office of communications’ stylistic preferences: U.S. Bank, WFRV NewsChannel 5.

## General style and grammar rules

### Punctuation

One space after periods.

Use “curly” quotes and apostrophes. Make sure the “class year curl” curls the correct way: Nick Patton ’03.

House style across all publications is an em-dash with a space on either side — like so.

Bulleted lists can stand alone or appear within body copy. Present stand-alone lists of shorter items or sentence fragments without additional punctuation. Punctuate items in stand-alone lists of longer items or full sentences as if they appeared in body copy. Some examples:

Favorite leisure activities

- Playing golf
- Watching old movies
- Beating my daughter at “Dance, Dance Revolution”

Ways to improve your tennis serve:

- Release the ball gently into the air.
- Try putting your toss up higher. Aim the ball toward the 1 p.m. position.
- Are you using a death grip? Relax your hand!

Bulleted lists within body copy will typically be preceded by introductory wording and will be introduced with appropriate punctuation (a colon or a dash) that will serve as the first part of a complete sentence or idea. Each bulleted item will end with a period, exclamation point or question mark, and will thus serve to conclude the introductory sentence.

These will help the educators:

- Develop a clearer and more extensive understanding of mathematical concepts.
- Integrate applied mathematics concepts with the world of science instruction.
- Make their classrooms a fun place to be!

### Dates and times

We style dates and times as in these examples:

- J-term runs Jan. 4-25.
- The gallery is open to the public Monday-Friday, 9:30 a.m.-4 p.m during the 2025-26 academic year.
- The class takes place 9-9:50 a.m., Monday, Aug. 26-Friday, Dec. 6.

### Abbreviations and ampersands

Acronyms and phrases and proper names are abbreviated as per the AP Stylebook, which somewhat arbitrarily prescribes the use of periods or none. Note: UW-Green Bay, O. Praem., M.T.S., VMC, MMM, TRIPS, R.O.T.C.

Except in web headings, ampersands are used only when part of an accepted logo/identity, or in long proper names (Norman Miller Center for Peace, Justice & Public Understanding; Sturzl Center for Community Service & Learning).

### Email addresses and web pages

Website and email addresses may be bolded or set in a different color for emphasis. It is not necessary to use www. in front of a website address.

### Place names

The following city names stand alone: De Pere, Green Bay and all cities which stand alone in AP datelines. Other city names should be followed by the name of the state (short form), province, territory or country in which they are located: Madison, Wis.; Calgary, Alberta; Paris, France.

Names of counties, cities, towns and villages are followed by a comma and the name of the state, abbreviated. Where the name of a community appears as part of a proper name, the state is similarly identified in parentheses and placed as soon after the place name as convenient.

- Kenosha (Wis.) High School
- The Portland (Maine) Press Herald, the Hartford (Conn.) Courant, the (Phoenix) Arizona Republic

### Alphabetical order

Use the word-by-word system, alphabetizing by second and subsequent words only when two entries begin with the same word. But, alphabetize by last name, according to preferences of individuals.

- Names including suffixes are not grouped, but are listed in strict alphabetical order using the word-by-word system. Do not treat Mac/Mc/M’ as if all were spelled Mac.
- Acronyms and abbreviations are treated as words.
- Numerals are alphabetized as though spelled out.

### Headlines

Generally, college style utilizes sentence case to align with copy tone noted earlier in the guide. Punctuation marks are very rarely necessary at the beginning or end of headlines (or other text set off by formatting) and are to be avoided.

When title case is necessary (titles of books, movies, songs, plays and other works), please follow these conventions from the Chicago Manual of Style.

“The conventions of headline style are governed mainly by emphasis and grammar. The following rules, though occasionally arbitrary, are intended primarily to facilitate the consistent styling of titles mentioned or cited in text and notes:

- Capitalize the first and last words in titles and subtitles ... and capitalize all other major words (nouns, pronouns, verbs, adjectives, adverbs, and some conjunctions ...).
- Lowercase the articles **the**, **a** and **an**. Lowercase the conjunctions **and**, **but**, **for**, **or** and **nor**.
- Lowercase prepositions [Note: Here SNC departs from Chicago and lowercases only prepositions of four letters or fewer] except when they are used adverbially or adjectivally (up in Look Up, down in Turn Down, on in The On Button, to in Come To, etc.) or when they compose part of a Latin expression used adjectivally or adverbially (De Facto, In Vitro, etc.).
- Lowercase **to** not only as a preposition but also as part of an infinitive (to Run, to Hide, etc.), and lowercase **as** in any grammatical function.
- Lowercase the part of a proper name that would be lowercased in text, such as **de** or **von**. Lowercase the second part of a species name, such as *fulvescens* in *Acipenser fulvescens*, even if it is the last word in a title or subtitle.

### Parallelism

Use parallel structure for similar elements within a sentence or list. Adjectives should be paralleled by adjectives, nouns by nouns, dependent clauses by dependent clauses, and so on. Parallelism is especially important in lists.

**Nonparallel:** The new sales training program is **stimulating** and **a challenge**. (Adjective and noun.)

**Parallel:** The new sales training program is **stimulating** and **challenging**. (Two adjectives.)

### Works of art

Follow these conventions for captioning works of art. (See [collegeart.org/artbulletin/guidelines.html](http://collegeart.org/artbulletin/guidelines.html).)

Artist, “Title,” date, medium on support, dimensions in inches (h. x w. x d.) followed by dimensions in centimeters (1 inch = 2.54 cm)

Name of collection, City of collection

Other collection information such as “gift of ... ,” accession number, etc.

Copyright or credit-line info regarding both the photograph and the artwork (in parentheses)

### Foreign words in composition titles

Follow these conventions from the Chicago Manual of Style ([musiclibraryassoc.org/mpage/notes\\_style\\_trn](http://musiclibraryassoc.org/mpage/notes_style_trn)):

CMS17, 11.9, recommends that English-language translations of foreign-language titles (when needed) be given in parentheses, capitalized sentence style. When using foreign words and phrases within the context of a sentence, use italics. When quoting foreign words and phrases as appellations, however, do not italicize; use quotation marks instead (CMS14, 6.76).

### Inclusivity

St. Norbert College takes the most inclusive position possible with regard to the accessibility of its platforms, its editorial frame of reference, the language it uses and the services it promotes.

### Frame of reference

We do not assume that everyone sees the world from the same geographical or historical perspective.

- East Asia, not the Far East
- B.C.E. and C.E., not B.C. and A.D.

### Language

Respect and follow an individual’s preferred pronouns.

Latinx, Latinxs instead of Latino, Latina and their plurals.

### Promoting services

Remember that not everyone has access to a smartphone or a data plan. When promoting apps, add language like “[App name] is available in mobile and desktop versions” whenever possible.

### Race-related coverage

The AP Stylebook has published (02/15/21) a useful study of its rulings.

### Word selection

All words are available to us, so we make judicious choices depending on context and tone. Consider these examples:

- This year’s theme of radical hospitality will drive res-hall programming.
- Students say dorm rooms are more spacious in Mad-Lor than Burke.
- Rooms in most residence halls are designed for double occupancy.

1) We use “dorm rooms” because there is no equivalent one- or two-word option in common use.

2) If there’s no need to say “dorms,” we choose from “res halls” or “residence halls” as a courtesy to our colleagues’ preference.

Keep in mind that under no circumstances do we alter words within direct quotes.

### Treatment of words commonly used at SNC

Common words: email, online, percent, advisor, inquire, inquiry, toward, among, website, course work, student-athlete, grade point average, GPA, internet, vice president, Covid (or coronavirus) instead of COVID.



