



ST. MARK'S SCHOOL

STYLE GUIDE

# STYLE GUIDE

This guide provides a summary of the St. Mark's School identity system. This document will help you to create materials that are distinct and recognizable.

The intent of this guide is to serve as a resource to provide the tools and assets needed to further the mission of St. Mark's School through communications, graphics, websites, publications, and more.

This style guide is a quick reference tool to make writing and editing School communications easier. In general, St. Mark's follows *The Associated Press Stylebook* and *The American Heritage College Dictionary*. This document offers guidance for usage specific to St. Mark's, for cases when St. Mark's departs from these reference works, and for issues that arise frequently.

This guide is a living document and will be updated from time to time.

Style Book: *The Associated Press Stylebook*

Dictionary: *The American Heritage College Dictionary*

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### OVERVIEW

The Office of Communications is charged with maintaining the overall graphic look and approach to all our marketing collateral, including, but not limited to, web content and printed matter.

This guide has been designed to provide detailed, standardized usage guidelines for the St. Mark's logos with color, typefaces, and approved use. By following these guidelines, the St. Mark's brand will be consistent across all outward facing constituents.

The following outlines the parameters each department can use when creating materials for distribution. All copy and graphics should be approved by the Office of Communications before being released to the printer or manufacturer in order to insure consistency. Please use the Application Guidelines on page 31 as your guide.

### MISSION STATEMENT

St. Mark's School educates young people for lives of leadership and service. Founded in 1865 as an intentionally small residential community, the School challenges its students to develop their particular analytic and creative capabilities by both inspiring their academic and spiritual curiosity and kindling their passion for discovery. We value cooperation over self-interest, and we encourage all members of our community to explore their place in the larger world beyond our campus.

### DIVERSITY STATEMENT

St. Mark's School seeks to reflect the increasingly diverse world in which our students presently live and will live in the future. We intend to provide our students with a superior education in a community of students, parents, faculty, and staff that represents a variety of racial, ethnic, cultural, and religious backgrounds. We strive to ensure respect for all regardless of sex, gender, gender identity, race, religion, sexual orientation, ability, family structure, or economic background.

### SUSTAINABILITY STATEMENT

In valuing cooperation over self-interest and recognizing our role as global citizens, St. Mark's School actively fosters environmental stewardship and sustainable development in its education, planning, and practices.

## SEAL AND LOGO STANDARDS

A logo is a graphic mark, emblem, or symbol used by organizations to aid and promote instant public recognition.

Thoughtful and consistent application of the logo graphics is crucial to maintain high standards of visual representation. It is important to remember that the Logo and Graphic Standards apply not only to formal communications, but also to informal communications and everyday applications. Every use of the logo is an opportunity to reinforce a central message about the character and mission of the School.

The seal and logo standards serve as the starting point for all other graphic applications presented in this guide.

ST. MARK'S SEAL



In September of 1869, Headmaster Robert Traill Spence Lowell was charged by the Board of Trustees with creating a School seal. The motto, "Age Quod Agis", was already extant, and the Head Master took the image of Venice's winged lion of St. Mark as the emblem's centerpiece. The lion holds open a Bible, while above him shines a cross and below him three nails symbolize the passion of Christ. The trustees approved the seal in 1870, but it did not make its first public appearance until the publication of the "1872" catalogue in 1871.

SEAL USE

The School seal may be embossed, screened, reversed to white or reproduced in black or PMS 540C. Other colors may not be applied to the seal without approval from the director of communications and marketing.

ST. MARK'S SCHOOL LOGOS

The logo is a graphic icon used to represent the School and may be embossed, screened, reversed to white, or reproduced in black or PMS 540C. Other colors may not be applied to the logo without approval from the director of communications and marketing.



This logo is a graphic icon used to represent the athletic programs.



The school logos may also be embossed, screened, reversed to white or reproduced in PMS 540C. Other colors may not be applied to the logo graphics without approval from the Director of Communications and Marketing.



ST. MARK'S SCHOOL  
TAGLINE

INTENTIONALLY SMALL, **THINKING BIG.**

The tagline "Intentionally Small, Thinking Big." reinforces the St. Mark's mission while emphasizing the School's passion for bold, innovative thought. The tagline appears on most St. Mark's printed and digital collateral.

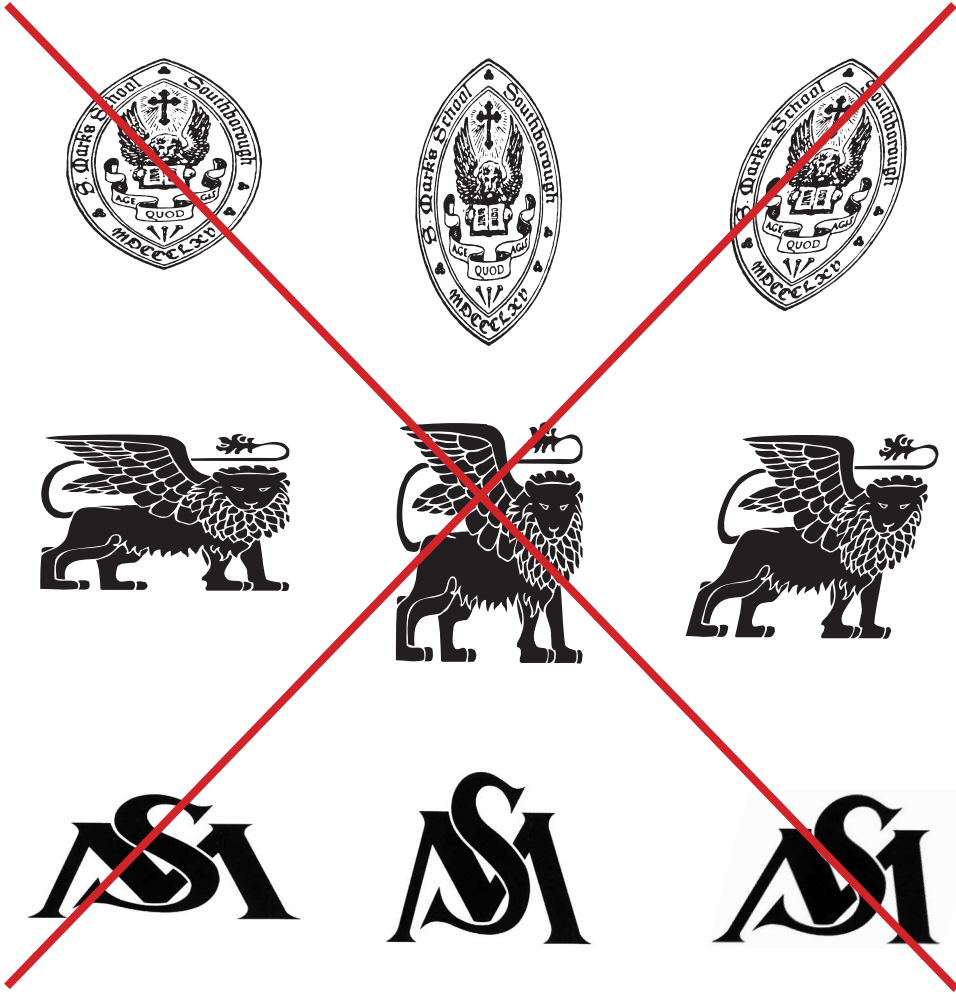
ST. MARK'S SCHOOL



25 Marlboro Road  
Southborough, MA 01772

INTENTIONALLY SMALL, **THINKING BIG.**

ST. MARK'S SCHOOL  
25 Marlboro Road, Southborough, MA 01772  
[www.stmarksschool.org](http://www.stmarksschool.org) | 508.786.6000  
INTENTIONALLY SMALL, **THINKING BIG.**



The school seal and logos should never be distorted, reshaped, or altered, except as noted in the previous pages.

SECONDARY LOGOS

There are a handful of approved secondary logos that may be used to identify official St. Mark's School groups, clubs and athletics teams.

These logos must adhere to the same use guidelines as the St. Mark's logos.

Generation of new logo graphics should be coordinated with and approved by the director of communications and marketing.





Sustainability at  
ST. MARK'S SCHOOL



Community  
& Equity

at ST. MARK'S SCHOOL

**LOGO CLEAR SPACE AND SIZE**

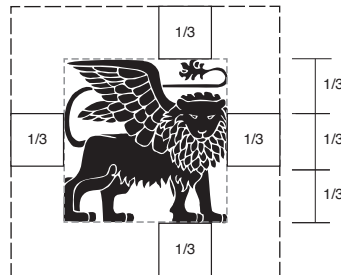
It is important that the size and spatial relationship of all logo elements remain consistent.

It is also important that a clear space be maintained around the logos.

The minimum clear space required surrounding the logo is equal to 1/3 the height of the Lion logo.



When the Lion is used alone the clear space is equal to 1/3 the height of the Lion logo.

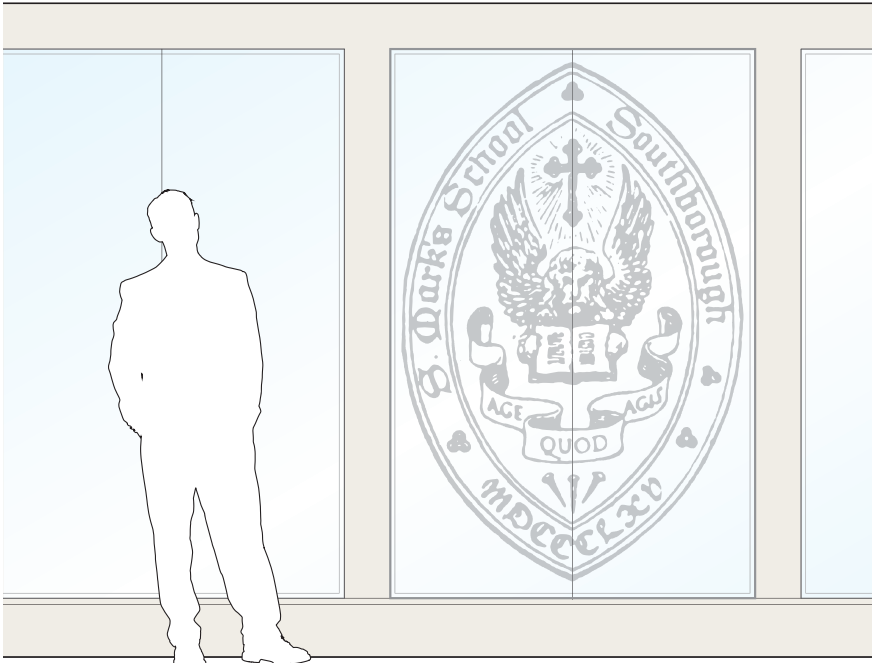


The details of the St. Mark's Lion should not become too small to see. The logotype should never appear smaller than 1/2" in print, and no smaller than 100 pixels for web applications.



SUPER GRAPHICS

The seal and lion logo graphics may also be used for super-sized applications or print collateral super graphics.



An example of a super-sized seal application is etched glass style vinyl at conference rooms.



The seal and lion logo might appear as a tonal background graphic. Care should be taken when overlaying text to ensure legibility. The inside cover of this guide also shows an example of this type of application.

## TYPOGRAPHY

One of the most obvious elements of an identity is font choice. The identity of St. Mark's School is expressed and supported through the fonts selected for standardized use.

When multiple fonts are used together, they need to complement each other just as colors do. A limited number of carefully paired font choices make an identity aesthetically pleasing and professional.



ST. MARK'S SCHOOL

LOGOTYPE FONT

The font used for the St. Mark's School logotype is Aurea.

The St. Mark's School logotype should never be created from live text. If used, it is of critical importance that the logotype "lock-ups" shown here be used.



ST. MARK'S SCHOOL  
SOUTHBOROUGH, MASSACHUSETTS



ST. MARK'S SCHOOL



ST. MARK'S SCHOOL  
SOUTHBOROUGH, MASSACHUSETTS

SERIF FONTS

The primary serif font is Adobe Garamond Regular. This font should typically be used for body text.

Adobe Garamond Pro may be used as well.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

Garamond Regular

0123456789

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## SANS SERIF FONTS

The primary sans serif font is Avenir.  
This font is typically used for  
headlines or subheads.

Alternate sans serif font is Futura.

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Futura

## SERIF FONTS

Galliard Roman should be used for building lettering.

Exterior and in building names interior.

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 0123456789

ITC Galliard, Roman

## ROOM NUMBER FONTS

Futura, should be used for room numbers for door signage.

Alternate: Avenir

0123456789

230 147

Futura Block

Standard Number Spacing

Standard Number Spacing

The St. Mark's website utilizes its own set of fonts. These typefaces were carefully chosen to complement the School's standard fonts and to be easily read online.

Website paragraph headers are font *Crimson Text*.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

Website body text is font *Montserrat*.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

## EDITORIAL STYLE

In general, St. Mark's follows Associated Press (AP) style. Please contact the Office of Communications at [communications@stmarksschool.org](mailto:communications@stmarksschool.org) if you would like a copy of the updated AP Stylebook for your office and one will be ordered for your team.

In some cases, St. Mark's follows specific style guidelines that differ from AP style. Following are some style issues that frequently arise. For anything not included below, please defer to AP style. For St. Mark's-specific style questions not addressed here, please contact the Office of Communications at [communications@stmarksschool.org](mailto:communications@stmarksschool.org).

Writing and editing with a consistent editorial style helps maintain integrity and coherence among our written communication materials, which strengthens the St. Mark's message and brand.

This guide should not serve as an all-inclusive reference tool. It is meant to be used in conjunction with reference books including a high-quality dictionary such as *The American Heritage College Dictionary*, and *The Associated Press (AP) Stylebook*, mentioned above. For more information on Associated Press style, visit [www.apstylebook.com](http://www.apstylebook.com).

## INCLUSIVE LANGUAGE

Be mindful and do not assume gender identity.

People should be referred to using preferred pronouns (the pronouns of their choice).

Avoid the gender binary “he/she” as it is not inclusive. Instead, use descriptors like: student(s), faculty member(s), staff member(s), which do not assign or assume gender.

“...we encourage **all students** to explore **their** place in the larger world beyond our campus.”  
 NOT “...we encourage each person to explore **his** or **her** place in the larger world beyond our campus.”

## RACE/CULTURE

When referring to people in a racial, ethnic or cultural context, Black and Indigenous should be Upper Case along with Brown, Latino, Asian American, Native American and White.

## EVENTS

Capitalize specific events.

- Career Day
- Groton Day
- the Groton Games
- Prize Day
- Reunion Weekend
- the Wick Choral Festival
- Global Citizenship Institute

## PROGRAMS

Capitalize the names of St. Mark’s programs.

- the Chapel Program
- Global Citizenship
- the Gray Colloquium
- Lion Term
- St. Mark’s Saturdays

## JOB TITLES

In running text, titles before names should be capitalized. Titles after names should be lowercase.

The meeting was led by **Director of Strategic Planning** Steve Smith.

Steve Smith, **director of strategic planning**, called the meeting.

Special St. Mark's roles will follow the same style.

Class Agent

Library Prefect

Monitor

Head Monitor

STEM Fellow

Head of School ex. Head of School Dr. Ivory D. Hills joined us for dinner.

Dr. Ivory D. Hills, head of school, joined us for dinner.

(Note: Not Headmaster or Head Master. Exception: When speaking historically, use the term in use at the time.)

Capitalize **Trustee, Board, Board of Trustees** when referring to the St. Mark's Board of Trustees.

## ACADEMIC DEGREES

Academic degrees are used only after full names.

There is no possessive in Bachelor of Arts, Master of Science, etc.

Use an apostrophe when writing bachelor's degree or master's degree, as in:

He received a bachelor's degree from Bowdoin and a master's degree from Middlebury.

Degree abbreviations:

B.S.

M.A.

M.S.

LL.D.

J.D.

Ph.D.

MBA (no periods)

## LOCATIONS/DEPARTMENTS

Capitalize **School** when referring to St. Mark's. Otherwise, "school" should be lowercase.

*Ex. The School was founded in 1865.*

*Ex. They went to another school.*

Capitalize buildings and places on campus that are specific places, even without a proper name.

Chapel *Stan went to the Chapel early to prepare for the talk.*

Dining Hall *We got to the Dining Hall just before it closed.*

Health Services *Nine students went to Health Services with the flu.*

Main Building *The class met in the Main Building.*

the Quad *The team ran across the Quad on the way to the bus.*

Capitalize all parts of the names of buildings and places with proper names.

the Armour Cage

Belmont Chapel

the Burnett House Lounge

the Center for Innovation in Teaching and Learning (or the Center)

the Class of 1945 Hall

the Hinkle Room

the Lion's Den

the Southborough School Garden

Thayer House

Capitalize the names of School departments and offices.

the Admission Office, the Advancement Office

the Classics Department, the Science Department

the Office of Community and Equity Affairs

the Head of School's Office

Use AP abbreviations for states, not postal abbreviations.

Following are the state abbreviations (postal abbreviations in parentheses): Ala. (AL) Ariz. (AZ) Ark. (AR) Calif. (CA) Colo. (CO) Conn. (CT) Del. (DE) Fla. (FL) Ga. (GA) Ill. (IL) Ind. (IN) Kan. (KS) Ky. (KY) La. (LA) Md. (MD) Mass. (MA) Mich. (MI) Minn. (MN) Miss. (MS) Mo. (MO) Mont. (MT) Neb. (NE) Nev. (NV) N.H. (NH) N.J. (NJ) N.M. (NM) N.Y. (NY) N.C. (NC) N.D. (ND) Okla. (OK) Ore. (OR) Pa. (PA) R.I. (RI) S.C. (SC) S.D. (SD) Tenn. (TN) Vt. (VT) Va. (VA) Wash. (WA) W.Va. (WV) Wis. (WI) Wyo (WY). The names of eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

## CLUBS, GROUPS, and ORGANIZATIONS

Capitalize names of clubs, groups, and organizations.

- the Drama Club
- the Harry Potter Club
- the Interfaith Chapel Council
- the Pride
- the Lions

## COURSES

Generic discipline names are lowercase.

*Ex. Ms. Jones teaches several math courses. Rev. Smith spoke to our history class.*

Specific course titles are capitalized.

*Ex. In the fall, Lily is taking Mathematical Modeling in the Life and Environmental Sciences.  
Ex. Eastern Religious Thought looks like an interesting religion course.*

## ALUMNI

In the plural and generally, use **alumni** to refer to an all-male group or a group of both male and female graduates. Use **alumnae** to refer to an all-female group of graduates.

Use **alumnus** when referring to one male graduate.

Use **alumna** when referring to one female graduate.

The Roll/Cloister of Distinguished Alumni/ae may retain the distinction in certain situations.

## FORMS

At St. Mark's, the term **Form** is equivalent to the term "grade". **Form** is always capitalized.

III Form – 9th grade – first year – freshman year

IV Form – 10th grade – second year – sophomore year

V Form – 11th grade – third year – junior year

VI Form – 12th grade – fourth year – senior year

Use roman numerals to designate Forms in all St. Mark's documents.

Narrative writing

Lists of enrollees or attendees by Form

Headings in the course catalog

Headings in the annual directory

Headlines or Titles

Superscript are not to be used with roman numerals.

*IV Form* not *IVth Form*

Use the term **Form** and year designation. Do not use "freshman," etc. It is acceptable to use terms such as "first-year student."

## CLASSES

Capitalize **Class** when referring to graduation year.

*Ex. The Class of 1985 saw the greatest increase in Annual Fund giving.*

**Form** should not be used in place of **Class**. As noted before, **Form**, in our lexicon, is a substitute for "grade." Each student is a member of a **Class** (by graduation year).

*Ex. Class of 1976*

The use of **Form** instead of **Class** is inappropriate, because it would be the equivalent of saying "Congrats to the Grade of '47."

When adding class year after a name, add one space after name and use an apostrophe (not an open single quotation mark) before the graduation year.

*Ex. Jane Doe '83 not Jane Doe '83*

To indicate that a person is a parent or grandparent of a St. Marker, the person's name is followed by a space, then **P** or **G** and the student's class year, with no space before the year.

*Tom Jones P'16*

*Jane Doe G'97*

If there is more than one student, class years are separated by a comma.

*Jane Doe P'16, '20*

Alumni with children who also attend St. Mark's should have their personal class year first, followed by a comma and then their parent years.

*Jane Smith '85, P'19, '21*

## SPORTS

Names of St. Mark's sports teams should be lowercase.

boys' varsity hockey

girls' varsity basketball

Varsity should be lowercase in a sentence

The varsity boys' soccer team trailed Nobles.

JV and Varsity should be capitalized only in a team list or heading (not in a sentence)

Varsity Girls' Soccer (note the order: Level Gender Sport)

i.e. Varsity, JV, or Thirds is listed first, followed by gender, and finally name of sport)

Note: There is no gender listed in the team names for field hockey, football, wrestling, baseball, softball, and golf.

## DATES and TIMES

Dates should be written in month-day-year order. Months should be spelled out. The number of the day should not include -st, -nd, -rd, or -th after the number.

*Ex. March 9, 2018*

Time of day should be written: 1:00 p.m., 2:30 p.m. Designate times using a.m. or p.m. (lowercase). The hour number should be separated from the a.m. or p.m. by a space.

*Ex. 5:00 p.m.*

When writing a range of time, include "a.m." or "p.m." at the end of the sequence unless the range of time includes both a.m. and p.m.

*Ex. 4:00 to 5:00 p.m.*

*10:00 a.m. to 1:00 p.m.*

Use "noon" and "midnight," not "12:00 p.m." and "12:00 a.m."

## TECHNICAL TERMS

St. Mark's follows capitalization and punctuation for the following technical terms as shown.

email  
 Facebook  
 homepage  
 Instagram  
 internet  
 log in (verb) *I couldn't log in.*  
 login (adj/noun) *What is your login?*  
 Pinterest  
 Snapchat  
 webpage  
 website  
 wifi  
 inbox

## ADDITIONAL GUIDELINES

Use the serial/Oxford comma when listing.

*Ex. Bill, George, and Fred walked to the Athletic Center.*

One space after sentences

Use commas in numbers 1,000 and over when dealing with quantity. When writing dollar figures, million and over is written without the zeros.

*Ex. The annual fund goal is \$2.33 million.*

When reporting a percent, use the word **percent**. Use a zero before the decimal point, unless you are reporting a three-digit sports stats.

*Ex. We had 65 percent participation.*

*Ex. The goalie allowed 0.52 goals per game.*

*Ex. Peter had a .327 batting average this season.*

St. Mark's preferred spellings and styles:

canceled  
 traveled  
 theater  
 center  
 toward (not towards)

When using St. Mark's in the possessive, do not add an additional 's.

*Ex. St. Mark's long history began in 1865. (Not St. Mark's's)*

Please refrain from using SM when referencing St. Mark's, or SMS when referencing St. Mark's School.

Do not use Saint for St.

*Ex. Experience a day at St. Mark's to see how our intentionally small school thinks big. (Not SM)*

Refer to the Directory to check full names and spellings of people, departments, and buildings.

Like typography, the standardized use of color is a key element of any identity system.

Our minds are inherently programmed to respond to colors. They shape our thoughts and emotions.

An identity and its standard colors are inextricably linked because color offers an instantaneous method for conveying meaning and message without words.

Color is the visual component people remember most about an identity followed closely by shapes and symbols, then numbers, and finally words.



PMS 540C  
C100 M57 Y12 K66  
R0 G48 B87  
HEX #003057

## PRIMARY COLORS

Each color is called out and broken down for different color systems.

### **Pantone Matching System (PMS):**

Used for specifying spot colors for the highest level of printing color accuracy. The PMS codes refer to the industry color specification standard for printing applications. Refer to actual PMS color chips for true color representation.

**Four Color Printing (CMYK):** If the final application of the design will be printed either offset or digital, use the CMYK color values.

**For Screen Viewing (RGB):** When designing for screen viewing, use the RGB color values, and set the document to an RGB color space. Colors may be specified as an RGB triplet or in hexadecimal format (HEX#).

## SECONDARY COLORS

These colors can be used as accent colors in print materials, and website graphics.



PMS 1245C  
C2 M31 Y98 K16  
R198 G146 B20  
HEX#C69922



PMS 871  
C0 M17 Y90 K 50  
R 132 G117 B78  
HEX/HTML 84754E



PMS Black C  
C0 M0 Y0 K100  
R44 G42 B41  
HEX #2C2A29

These colors should be used to represent the **Southborough School**, and can be utilized as accent colors in print materials, website graphics, etc.



Southborough School Yellow  
C2 M13 Y95 K0  
R253 G214 B31  
HEX #fdd61f



Southborough School Green  
C91 M0 Y48 K55  
R10 G114 B59  
HEX #0a723b



## THE CENTER FOR INNOVATION IN TEACHING AND LEARNING COLORS



Global Citizenship  
PMS 370C  
C49 M0 Y100 K30  
R101 G141 B27  
HEX #68962D

These colors can be used as accent colors in print materials, website graphics, etc. for The Center for Innovation in Teaching and Learning, Global Citizenship and STEM programs.



The Center for Innovation in  
Teaching and Learning  
PMS 166C  
C0 M76 Y100 K0  
R227 G82 B5  
HEX #F26322



STEM  
PMS 5405C  
C69 M37 Y19 K16  
R79 G117 B139  
HEX #49698A

## GRAPHIC APPLICATIONS

The following pages show ways in which the St. Mark's School logotype and graphic standards might be used on a variety of applications.

Letterhead and business cards should be standardized system-wide, and print templates made readily available.

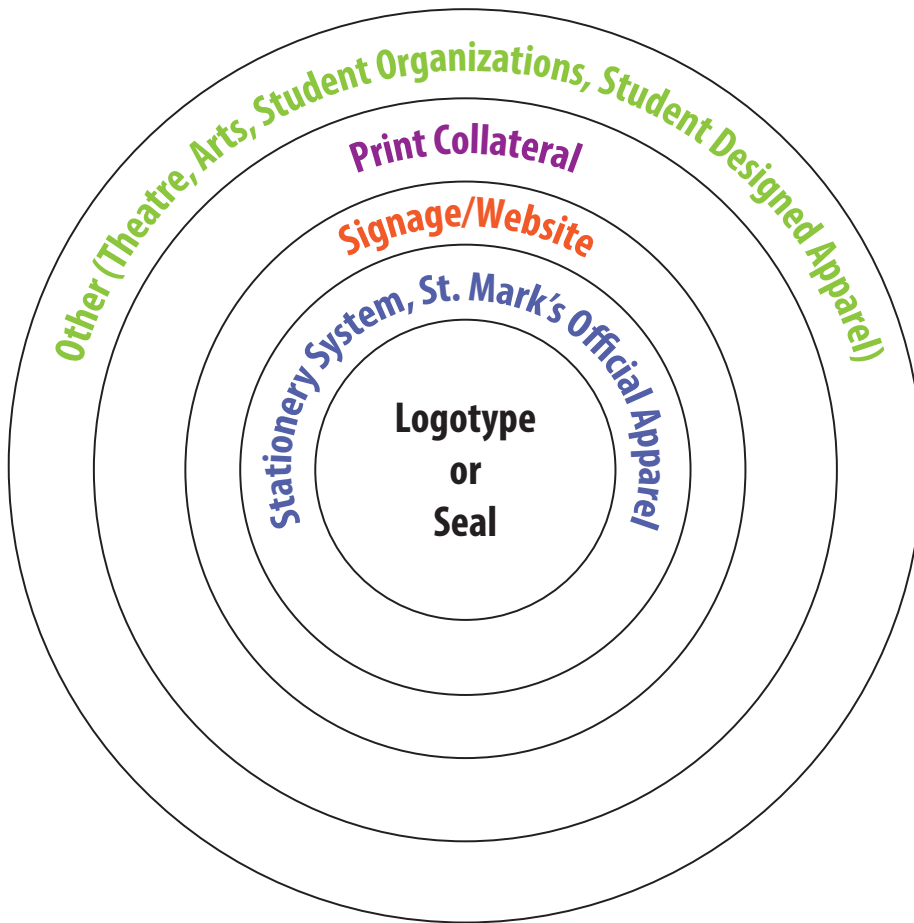
Print materials have more latitude in how the graphic standards are applied.

If you have any questions or concerns you may contact the Communications Department: [www.stmarksschool.org/communications](http://www.stmarksschool.org/communications).

APPLICATION GUIDELINES

It is important to understand how a variety of graphic applications need to adhere to the standards provided in this document.

As this diagram shows, some applications, such as print collateral, student organizations, and arts materials do not need to adhere as strictly as others.

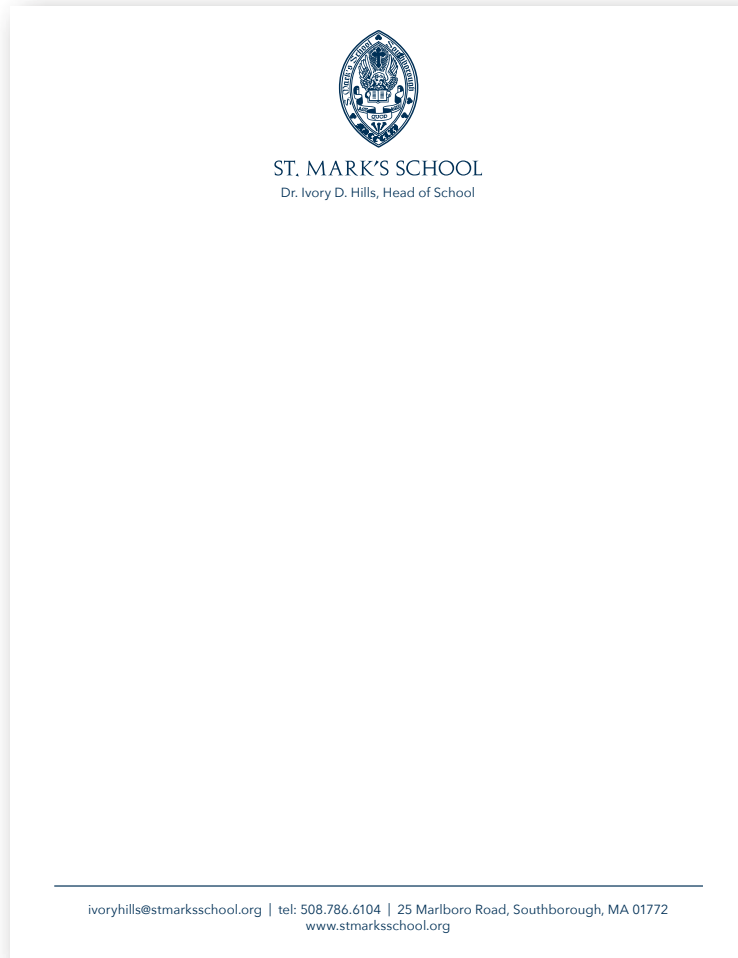


- Loosely controlled
- Some latitude
- Strictly Controlled / some latitude
- Strictly Controlled
- No Modification

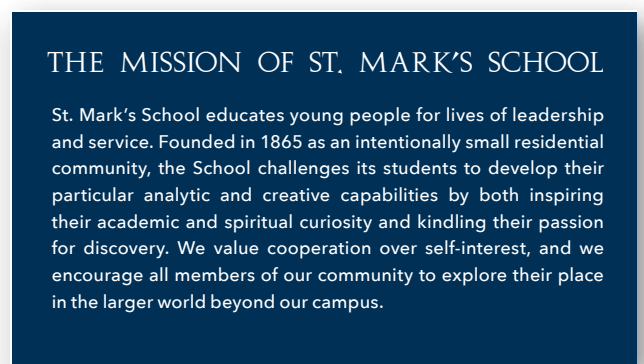
LETTERHEAD

Letterhead and envelope layouts utilize the St. Mark’s School seal, which may be substituted with secondary logo graphics as appropriate.

It is recommended that the typeface Adobe Garamond be used for correspondence body text. Body text should be no smaller than 10 points.



Typical business card layouts utilize the St. Mark’s School seal as a background graphic, and provide the School Mission Statement on the reverse side.





ST. MARK'S SCHOOL

## COLLEGE COUNSELING PLAYS A LARGE ROLE IN THIS SMALL COMMUNITY.

From the time a student arrives at St. Mark's, our college counselors begin the process of relationship-building. Through one-on-one meetings, as well as formal and informal programming, we care for and guide each student on their individual journeys of autonomy and self-awareness. And while it is never a counselor's job to choose a student's future, it is always a counselor's role to support students in planning for their dreams.

LEADING LIVES OF CONSEQUENCE

**65**

NUMBER OF DIFFERENT SCHOOLS ATTENDED BY MEMBERS OF THE CLASS OF 2019

81% OF CLASS OF 2019 GRADUATES ENROLLED AT A SCHOOL IN BARRON'S "MOST COMPETITIVE" AND "HIGHLY COMPETITIVE" CATEGORIES.

Virtually all St. Mark's graduates enroll in a four-year institution immediately upon graduation.

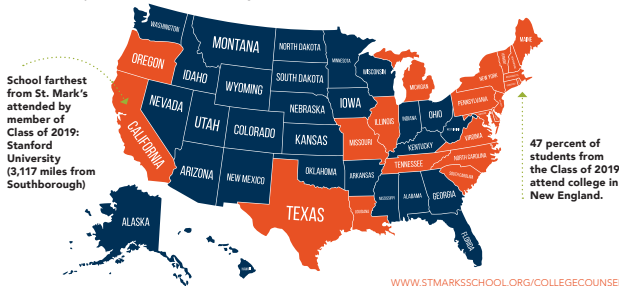
THE FOLLOWING SCHOOLS HAVE ENROLLED THREE OR MORE ST. MARKERS IN THE PAST THREE YEARS:

- |                                    |                                    |
|------------------------------------|------------------------------------|
| American University                | College of the Holy Cross          |
| Babson College                     | Johns Hopkins University           |
| Boston College                     | University of Michigan             |
| Boston University                  | Middlebury College                 |
| Brown University                   | New York University                |
| University of California, Berkeley | Northeastern University            |
| Carnegie Mellon University         | University of Pennsylvania         |
| Colby College                      | University of Rochester            |
| Colgate University                 | Skidmore College                   |
| Dartmouth College                  | University of Southern California  |
| Duke University                    | Southern Methodist University      |
| George Washington University       | Tufts University                   |
| Georgetown University              | Washington University in St. Louis |
| Harvard University                 | Williams College                   |

**21**

Number of different states where Class of 2019 students are attending college

**80+** COLLEGE VISITS



School farthest from St. Mark's attended by member of Class of 2019: Stanford University (3,117 miles from Southborough)

47 percent of students from the Class of 2019 attend college in New England.

WWW.STMARKSSCHOOL.ORG/COLLEGE COUNSELING  
PRINTED ON RECYCLED PAPER

## PRINT COLLATERAL

Print collateral is a term that includes marketing and promotional items such as brochures, fliers, postcards, folders, and more.

The St. Mark's School identity presents itself by way of its print collateral in a manner to enhance the School's identity through the use of a consistent graphic vocabulary.

ST. MARK'S SCHOOL  
25 Marlboro Road  
Southborough, MA 01772

INTENTIONALLY SMALL. THINKING BIG.

One community. One day

812 gifts \$327,881!  
raising a total of

55% of all gifts were made by alumni

35% of the current dollars raised were given by parents

164 gifts were made by young alumni (2004-2018)

Over 199 gifts were given by students, faculty, and staff

THANK YOU for demonstrating your Lion Pride with your generous support!



Our goal was 800 gifts — one for every community member.


PRINT COLLATERAL

Examples of print collateral. These materials rely heavily on the primary St. Mark's color palette.

### ST. MARK'S SCHOOL ENDOWMENT 2020-2021 IMPACT REPORT

*We are deeply grateful to those who continually contribute to St. Mark's endowment. A robust endowment is essential for the School to provide competitive salaries, maintain and improve the campus, plan for the long term, and manage economic volatility. It also funds meaningful professional development opportunities, innovative academic programs, and substantive financial aid.*

*This report highlights ways these vital assets have made an important difference to our community. We very much appreciate the enduring investment you have made in the School and its mission, and hope you take great pride in what we have been able to accomplish with your support.*



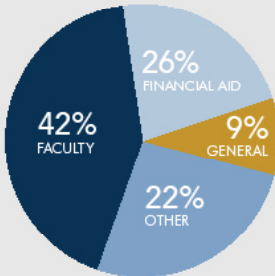
#### ST. MARK'S SCHOOL ENDOWMENT

Each year, this vital resource provides crucial, enduring support to the School, and its faculty and students. The St. Mark's endowment is comprised of 210 individual funds established by generous donors for specific purposes. In FY21, income generated by our endowment contributed \$5,880,000, or 24.2 percent, of the School's \$24,220,539 total operating revenue.

The Finance Committee of the Board of Trustees set the current endowment payout at 5 percent of the 12-quarter trailing average set back one year. This formula ensures the School's endowed funds are preserved in perpetuity.

#### ENDOWMENT DESIGNATION BY PURPOSE

(as of June 30, 2021)



Purpose	Percentage
Faculty	42%
Other	22%
Financial Aid	26%
General	9%

## \$171,249,457

MARKET VALUE AS OF JUNE 30, 2021

#### GENERAL ENDOWMENT


**\$15.6 MM** MARKET VALUE OF GENERAL ENDOWMENT FUNDS\*

Each year, income from the general endowment provides important flexibility to pursue promising opportunities and support areas of greatest need. For the second consecutive fiscal year, life at St. Mark's was dramatically impacted by COVID-19. These resources allowed the School to continue to offer a robust academic and residential program in the safest possible setting. The income from general endowment funds provided \$535,080 of the FY21 budget.

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## ST. MARK'S

COMMUNITY






## community

**As a member of the St. Mark's community, you are a Lion for life.**

Our intentionally small community is composed of students, faculty, staff, alumni, parents, and guardians—all of whom contribute to creating a welcoming and supportive School where we continue to learn, grow, and thrive together. Once you are a part of the Pride, you are a Lion for life.

### Strong alumni connection

- 81** Alumni gatherings in 2024
- 4** countries: China, South Korea, Taiwan, United States
- 8** USA cities: Boston; San Francisco; Los Angeles; Palm Beach, Fla.; New York; Portland, Maine; Chapel Hill, N.C.; Portsmouth, R.I.

Where are our alumni?

Alumni base: 5,786 Lions  
Countries alumni reside in: 57

[Learn more here!](#) 