SHATTUCK
ST. MARY'S
SCHOOL

Brand Guidelines

PREPARED BY
Generation Branding & Communications

Introduction

These brand guidelines serve as a valuable reference for anyone involved in creating communications for Shattuck St. Mary's School (SSM). The language, logos, and visuals outlined are designed to establish and uphold a clear, cohesive brand identity. The guide stands as the foundation of our brand and plays a vital role in shaping how we are perceived by our audience.

On the following pages, you will find detailed guidelines for applying the SSM brand. Adhering to these instructions ensures that our language and brand marks remain lasting and unmistakable symbols of our School.

Should you have any questions or concerns regarding the usage of this guide, please contact:

The Director of Communications
Shattuck St. Mary's School
507-333-1599
communications@s-sm.org

Table of Contents

4 **SSM's Brand Story**
5 Positioning
6 Positioning: Long-Form
7 Positioning: Short-Form
8 Taglines
9 Core Messages
11 The Bottom Line
12 Institutional Boilerplate

13 **School Marks**
14 Stacked School Logo
15 Horizontal School Logo
16 One-Line School Logo
17 Sub-branding School Logos
18 School Crest with Year Logo
19 Tertiary Logos
20 Logo Clear Space
21 Logo Misuse

22 **Athletics and Spirit Marks**
23 Monogram
24 Stepped Monogram
25 S Logo
26 Athletics Wordmark
27 Athletics Sub-branding Logos

28 School Color Palette
29 Primary and Secondary Palettes
30 Legibility and Contrast
31 Color Combinations and Contrast

32 School Typography
33 Primary Logo Typeface
34 Secondary Logo Typeface
35 Supporting Typefaces
36 Supporting Typefaces
37 Athletics Typefaces

SSM’s Brand Story

Positioning

Institutional positioning is:

- An idea, an argument, or a narrative.
- An internal tool with an external purpose; a bridge between institutional reality and external perception.
- A voice that sounds authentic to the institution and compelling to its intended audience.
- Consistent with messaging for other initiatives.
- Integrated with other institutional expressions, including the School's visual identity.
- A realistic reach: who we are on our best day.

It should not be confused with:

- Mission: Enduring and indisputable.
- Motto: A time-honored statement of purpose.
- Vision: An aspiration for the mid- to long-term.
- Brand: Built around the positioning.

Positioning: Long-Form

Shattuck St. Mary's is where goals lead.

Because when we set goals for ourselves, they motivate us, inspire us, drive us. These goals lead us today, tomorrow, and into our futures.

Some of these goals are daily ones, like completing an assignment. Some of them are big, like building a life. Some of them might even be called impossible or unrealistic. But here, those goals are our favorite kinds—because they're the ones that can lead to the most profound places. They can change your life—and maybe the world. We know because we've seen it happen, again and again.

At any time on campus, there are about 400 (or more!) goals here, and they're as varied and ambitious as each of our students. That's why a Shattuck education is designed for every student to set their goals and follow them, however audacious they might be. Through our Signature Programs, students engage in immersive study that's focused on what they're most passionate about, from academics to arts to athletics. With ScholarShift®, students take increasing ownership of their learning, building independent study skills, flexibility, and self-discipline for an education that feels more like college than high school. In our weCreate® Center, students experiment and create, discovering new goals, new skills, and new ways of thinking.

As goals inevitably evolve, we celebrate that too. Because as long as you have a goal, it's the pursuit—not perfection—that matters most. Every goal leads to new opportunities: to live with integrity, to use your talents, to try your best. When setbacks occur, we use them to adapt and grow stronger. And as we get back up and try again, real transformation happens. Here, every goal is a way to become better than before.

And when we do achieve our goals—big or small—it's more than just a win. It's a reminder that every goal leads to our dreams.

That's what happens at a school where goals lead. That's what happens at Shattuck St. Mary's.

Positioning: Short-Form

Shattuck St. Mary's is where goals lead. Whether it's learning something new, winning a championship, or diving deep into a dream career, our students are skilled, driven, and enthusiastic in everything they do. Because here, they have the opportunity to learn what they love, the motivation to grow, and the inspiration to try their best—every single day. That's because setting and meeting goals is about more than just an achievement—it's a way to lead a life of purpose that can change the world.

Taglines

Shattuck St. Mary’s: Where Goals Lead

Shattuck St. Mary’s: The Leader in Goals

Core Messages

- Starter language to communicate key topics.
- A way to foster alignment across communicators and channels.
- The beginning of a messaging toolkit or matrix, in combination with proof points.
- Able to be used verbatim or modified as necessary to support communications goals.

01_Signature Programs

Signature Programs are a unique feature of learning and life at Shattuck. Spanning academics, arts, and athletics, they are a distinctive way for students to pursue a talent or interest they're passionate about. During the school day and across their years at Shattuck, students have dedicated time to pursue their Signature Program, which is completely integrated into their schedules. That's because we believe that the process of pursuing a passion is its own reward—creating young adults who are not just good at what they do, but who can also apply that focus, perseverance, and integrity to everything else they pursue.

02_Academics

An excellent education is always our first priority. Our college preparatory curriculum anchors the Shattuck St. Mary's experience and, for students enrolled in our Signature Programs, integrates seamlessly with their specialized training. All students take a wide range of classes and electives, balancing the breadth of a traditional curriculum with the depth of learning that characterizes a Shattuck education. As students continue their academic growth, they're entrusted with increasing and developmentally appropriate amounts of independence, culminating in a style and level of learning that makes the academic transition to college or university easy.

03_Faculty

Our experienced educators know how to inspire and guide our uniquely motivated students. Although every teacher, coach, and staff member offers something distinctive, they share a commitment to provide each student with every opportunity they need to achieve their absolute best. As profound believers in all students' potential, educators balance challenge and support, rigor and flexibility, independence and collaboration. And because our educators are also key members of our residential community, students and teachers alike see each other as multifaceted individuals, leading to lifelong bonds and mutual respect.

04_Community and Student Life

Our vibrant, diverse, and nurturing community encourages personal growth and lasting connections. Friendships are built across Signature Programs, dorms, teams, and classrooms, creating strong bonds defined by belonging and integrity. With fun events held year-round, life at Shattuck fosters a sense of unity. The close bonds formed here make Shattuck feel like home, helping students from all around the world feel confident enough to go for their goals.

Core Messages

- Starter language to communicate key topics.
- A way to foster alignment across communicators and channels.
- The beginning of a messaging toolkit or matrix, in combination with proof points.
- Able to be used verbatim or modified as necessary to support communications goals.

05_Middle School

Our Middle School (grades 6–9) combines the passion and possibility of the Shattuck experience with age-appropriate support and guidance. Middle School at Shattuck is defined by its focus on community: Classes take place in St. Mary's Hall, a storied institution and a dedicated space for middle schoolers. Students meet multiple times throughout the week with their advisors and advisory groups to ask questions and grow together. When they graduate, they are ready for high school in every possible way—academically, intellectually, and socially.

06_Location and Campus

We are proudly located in Faribault, Minnesota, a safe and charming town. Our School is an easy 45-minute drive from a bustling international airport, which makes it simple to get to us from wherever you call home. With its historic stone buildings and sweeping green spaces, our campus feels like a small college—the perfect place to focus, connect, and dream big. Students benefit from a close-knit and diverse campus community, with easy access to the amenities and opportunities of Minneapolis and St. Paul. Yes, it does snow here, but we'll help you learn to thrive in every beautiful season.

07_Our History

Since its founding in 1858, Shattuck has honored tradition as it embraces innovation, changing and growing in a complex world. As we evolve, we remain deeply committed to who we are at our core: an Episcopal school that leads with character and integrity, one that inspires students to be their most authentic selves and chase their goals, just as we have for over 160 years.

08_Outcomes

Our driven students go on to excel at a range of colleges and universities, from the Ivy League to Division I powerhouses to colleges around the world. Many students build on their Signature Programs at the university level, but regardless of what they pursue, they apply the skills they developed at Shattuck—focus, independence, teamwork, and drive—to build lives of joy and balance, success and impact. That's where goals lead.

The Bottom Line

A short summation of the organization, appropriate for applications where space is limited, such as social media bios or email footers.

Shattuck St. Mary’s is home to all kinds of students with all kinds of goals—some big, some small, and all of them powerful. They dive into what they love, push themselves to grow, and support each other along the way. With great teachers and strong programs, students build confidence, curiosity, and resilience. Every day is a chance to try, to grow, to keep going. This is Shattuck St. Mary’s, where goals lead.

Institutional Boilerplate

How the positioning can inform the organization's formal, one-paragraph overview.

Shattuck St. Mary's is a college-preparatory school for students in grades 6–12 and PG in Faribault, Minnesota. Excellent academics, legendary athletics, and an enduring community empower students to set and achieve their goals, in learning and in life.

School Marks

Stacked School Logo

The Shattuck St. Mary's School logo is a maroon and silver crest representing strength and tradition. The letter S at the center of the shield stands for Shattuck. The fleur-de-lis at the base of the crest honors the alumnae of St. Mary's School and our home in Faribault. This crest is paired with the school wordmark, which is set in the typeface Chaparral Pro.

The stacked School logo should be displayed in SSM Maroon, SSM Silver, and white. However, when legibility is an issue or when a one-color design is required, alternate colorways are available in SSM Maroon and white, black and white, or all white.

Please do not use this version of the Shattuck St. Mary's wordmark independently of the crest.







FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

Horizontal School Logo

The School logo also exists in a horizontal format. These marks are useful when design space is constrained and the stacked option does not fit.

The horizontal logo should be displayed in SSM Maroon, SSM Silver, and white. However, when legibility is an issue or when a one-color design is required, alternate colorways are available in SSM Maroon and white, black and white, or all white.

Please do not use this version of the Shattuck St. Mary's wordmark independently of the crest.







FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

One-Line School Logo

The School logo also exists as a one-line wordmark paired with the crest. These marks are useful when design space is constrained and the stacked option does not fit.

The one-line logo should be displayed in SSM Maroon, SSM Silver, and white. However, when legibility is an issue or when a one-color design is required, alternate colorways are available in SSM Maroon and white, black and white, or all white.

Versions of this logo with either a stand-alone crest or a stand-alone wordmark also exist. It is acceptable to use either the crest or the single-line Shattuck St. Mary's wordmark independently.





FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

Sub-branding School Logos

Sub-branding logos are modified versions of the School's logos available for Signature Program use only.

Sub-branding logos are produced exclusively by the Marketing and Communications Office. To request a sub-branded logo, please contact communications@s-sm.org.









School Crest with Year Logo

A version of the School crest, with our founding date placed above the shield is also available. This mark can be used in spirited applications, such as apparel, and formal applications, such as a podium drape or flag.

The School crest with year logo should be displayed in SSM Maroon, SSM Silver, and white. However, when legibility is an issue or when a one-color design is required, alternate colorways are available in SSM Maroon and white, black and white, or all white.







FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

Tertiary School Logos

The Shattuck St. Mary's brand includes two tertiary logos: 1858 represents our School's founding date, and the fleur-de-lis honors St. Mary's alumnae and our home in Faribault. These marks are useful on apparel, stationery, and other swag.

These tertiary marks should be displayed in SSM Maroon, SSM Silver, black, and white.





FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

Primary Logo Clear Space

Please keep a minimum clear space around the logo that is approximately the height of the letter H in the wordmark.



Logo Misuse

It is important to be consistent when applying the Shattuck St. Mary's School brand. On this page, you'll find examples of common misuses. To avoid these mistakes, always use the approved artwork without any modifications.

Do not alter or attempt to use any part of the Shattuck St. Mary's School brand to create new marks. While a variety of marks may be used across a website or publication, please avoid using multiple marks in close proximity to one another.



DO NOT
Apply outlines



DO NOT
Apply drop shadows



DO NOT
Change color



DO NOT
Stretch



DO NOT
Stretch



DO NOT
Skew



DO NOT
Rotate



DO NOT
Apply gradients



DO NOT
Apply patterns or images

Athletics and Spirit Marks

Monogram

Derived from the letterforms of the primary logo, this mark offers a historically modern interpretation of the Shattuck St. Mary's monogram.

The monogram should be displayed in SSM Maroon, SSM Silver, and white. However, when legibility is an issue or when a one-color design is required, alternate colorways are available in SSM Maroon and white, black and white, or all white.

This logo is used for athletics branding, merchandise, apparel, and signage. This logo is reserved for exclusive use by athletics and the SSM store. To request access to this logo, please contact the Marketing and Communications Office at communications@s-sm.org.







FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

Stepped Monogram

Derived from the letterforms of the primary logo, this mark offers a historically modern interpretation of the Shattuck St. Mary's monogram.

The stepped monogram should be displayed in SSM Maroon, SSM Silver, and white. However, when legibility is an issue or when a one-color design is required, alternate colorways are available in SSM Maroon and white, black and white, or all white.

This logo is used for athletics branding, merchandise, apparel, and signage and is reserved for exclusive use by athletics and the SSM store. To request access to this logo, please contact the Marketing and Communications Office at communications@s-sm.org.







FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

S Logo

The letter S from the crest logo can be used as a stand-alone mark. This mark is intended to be used in spirited applications such as uniforms, duffel bags, hats, and sweatshirts.

The S monogram should be displayed in SSM Maroon, SSM Silver, and white. However, when legibility is an issue or when a one-color design is required, alternate colorways are available in SSM Maroon and white, black and white, or all white.

This logo is used for athletics branding, merchandise, apparel, and signage and is reserved for exclusive use by athletics and the SSM store. To request access to this logo, please contact the Marketing and Communications Office at communications@s-sm.org.





FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



ALL WHITE

Athletics Wordmark

The Shattuck St. Mary's brand includes an athletics-specific wordmark. This mark is set in Shattuck Sans, a typeface that was custom made for SSM athletics. This mark is intended to be used in spirited applications such as uniforms, duffel bags, hats, and sweatshirts.

The athletics wordmarks should be displayed in SSM Maroon and SSM Silver. However, when legibility is an issue, alternate colorways are available in all black or all white.

This logo is used for athletics branding, merchandise, apparel, and signage. This logo is reserved for exclusive use by athletics and the SSM store. To request access to this logo, please contact the Marketing and Communications Office at communications@s-sm.org.

SHATTUCK ST. MARY'S

SHATTUCK ST. MARY'S

FULL COLOR ON DARK

SHATTUCK ST. MARY'S

FULL COLOR ON GRAY

SHATTUCK ST. MARY'S

SSM MAROON AND WHITE

SHATTUCK ST. MARY'S

BLACK AND WHITE

SHATTUCK ST. MARY'S

ALL WHITE

Athletics Sub-branding Logos

Athletics sub-branding logos are modified versions of the School's logos available for use by teams.

This logo is used for athletics branding, merchandise, apparel, and signage and is reserved for exclusive use by athletics and the SSM store.

Sub-branding logos are produced exclusively by the Marketing and Communications Office. To request a sub-branded logo, please contact the communications@s-sm.org.



Color Palettes

Primary Palette

SSM Maroon and SSM Silver are the official colors of Shattuck St. Mary's School.

SSM MAROON
Pantone #7421C*
R105 G28 B50
C38 M93 Y62 K45
HEX 691C32

SSM SILVER
Pantone Cool Gray 2*
R213 G215 B216
C0 M0 Y0 K18
HEX D5D7D8

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

Secondary Palette

The colors in this palette are meant to be used as accent colors. These colors should never overpower SSM Maroon or SSM Silver.

Pantone #877C*
(METALLIC)

Pantone #7406C*
R255 G222 B0
C0 M13 Y100 K1
HEX FFDE00

Pantone #563C*
R100 G188 B182
C58 M0 Y31 K0
HEX 71BAC1

R248 G241 B224
C1 M1 Y15 K0
HEX F8F1E0

Pantone #295*
R0 G40 B88
C100 M63 Y0 K67
HEX 002858

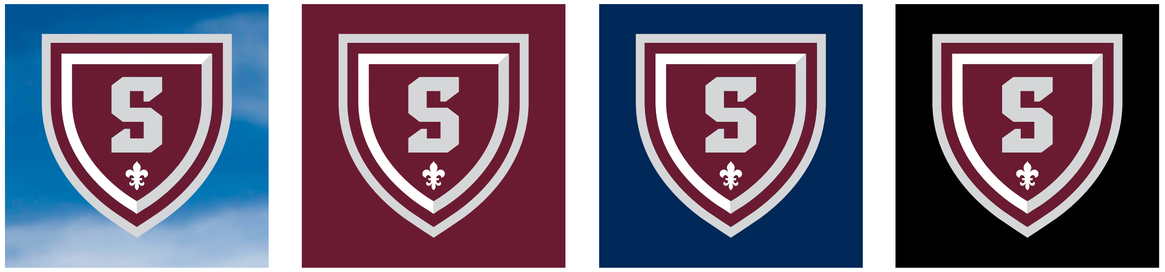
Pantone
WARM RED U*
R250 G66 B68
C0 M83 Y81 K0
HEX FA4244

R0 G0 B0
C0 M0 Y0 K100
HEX 000000

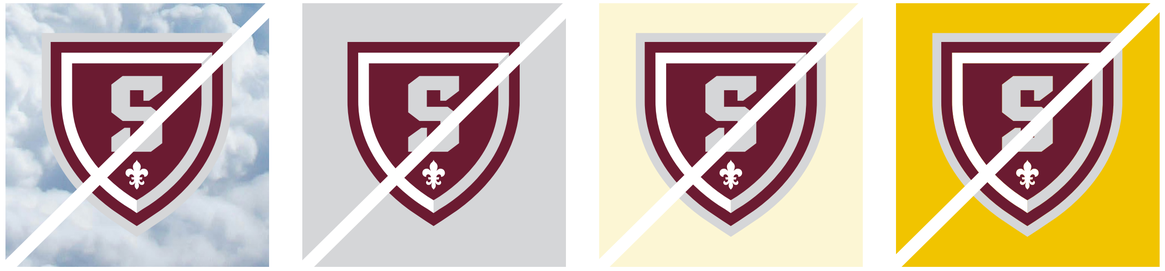
Legibility and Contrast

It is important to maintain legibility when any Shattuck St. Mary's brand mark is placed on a background image or color. High contrast between the logo and background aids in visibility, making it easier to recognize the SSM brand. Achieving the right contrast involves considering factors such as color, brightness, and composition. The applications shown on this page are examples of acceptable and unacceptable logo and background color contrasts.

There are a number of online resources that can be used to test contrast. The website colourcontrast.cc offers an easy-to-use color contrast checking tool.



Logo and background color contrast ratios above 4:1 are acceptable.

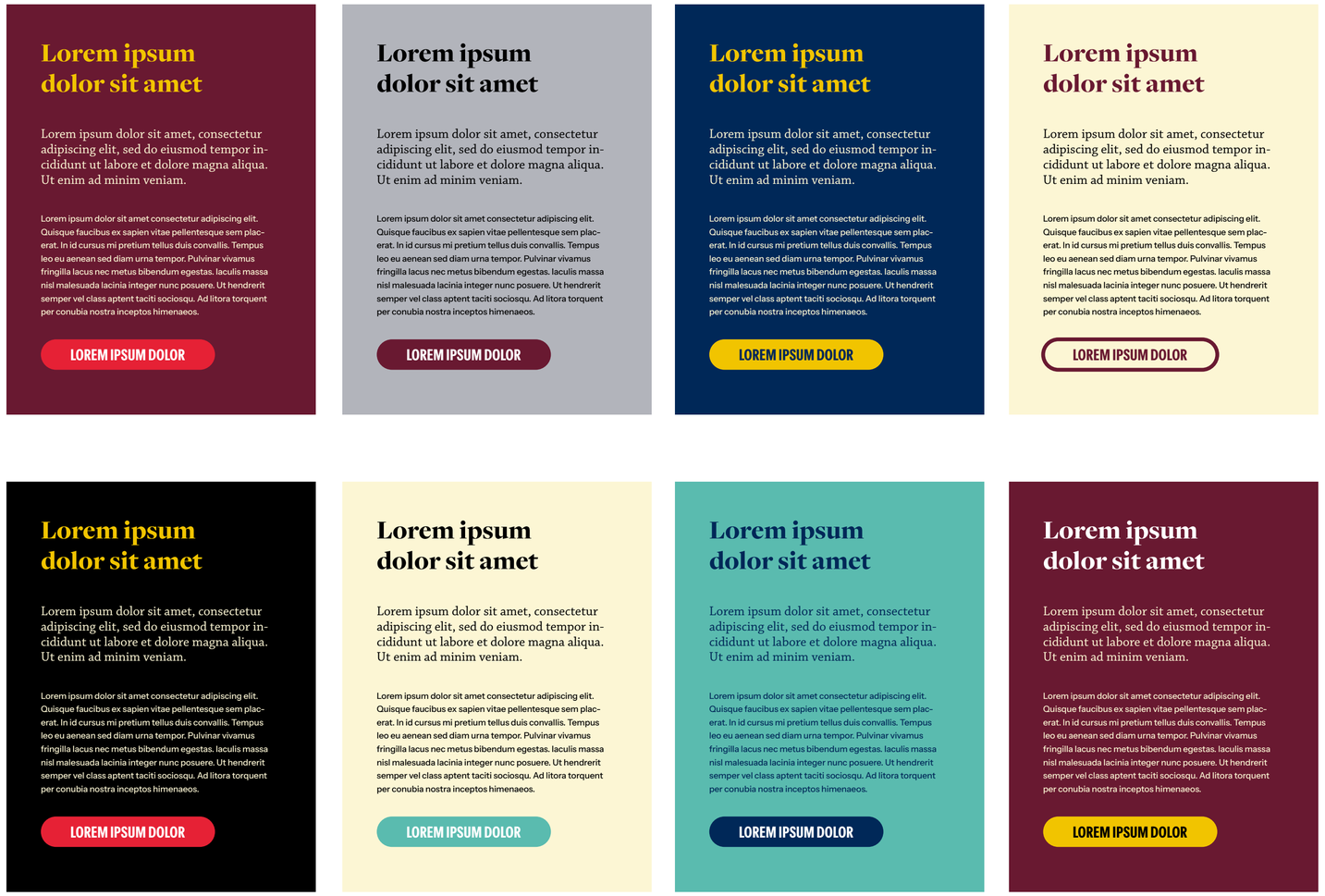


Logo and background color contrast ratios below 4:1 DO NOT meet our legibility standards.

Color Combinations and Contrast

It is important to maintain readability when creating any Shattuck St. Mary's-branded materials. High contrast between text and background aids in legibility. Achieving the right contrast involves considering factors such as color, brightness, and composition. The applications shown on this page are examples of acceptable color combinations.

There are a number of online resources that can be used to test contrast. The website colourcontrast.cc offers an easy-to-use color contrast checking tool.



Typography

Primary Logo Typeface

Shattuck St. Mary's wordmark is set in Chaparall Pro. This is a classic slab serif typeface that projects both elegance and strength.

In addition to the wordmark, Chaparall Pro is used for body copy as part of the SSM brand system. Chaparall Pro is ideal for larger text, such as headlines or pull quotes, where its bold style stands out.

Chaparall Pro is available from Adobe Fonts.

Chaparall Pro

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Logo Typefaces

The Shattuck St. Mary's brand system includes two secondary logo typefaces. Benton Sans and Steile Futura are exclusively used in sub-branding applications. Live text within School wordmarks are set in Benton Sans. Live text within Athletics wordmarks are set in Steile Futura.

Benton Sans and Steile Futura can only be used with the written permission of the Marketing and Communications Office. To request a copy of either of these typefaces, please contact the Marketing and Communications Office at communications@s-sm.org.

Benton Sans

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Steile Futura

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Supporting Typefaces

Freight is a contemporary typefacethat complements the Shattuck St. Mary's brand system with its modern yet timeless appeal.

Freight Text is best suited for print body copy, as its thicker letterforms enhance readability for large blocks of text.

Freight is available from Adobe Fonts.

Freight Display

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Freight Text

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Supporting Typefaces

Instrument Sans is a variable sans serif that balances precision and playfulness. Featuring 12 unique stylistic sets, commonly used characters can be replaced with alternate glyphs in a variety of combinations.

Instrument Sans is perfect for sub-headlines, digital navigation, pull quotes, callouts, sidebars, notations, contact information, and call-to-action text.

It is also well-suited for digital body copy, where its clarity and simplicity shine.

Instrument Sans is available from Google Fonts.

Instrument Sans

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Athletics Typeface

SSM Bold, varisty style typeface, inspired by vintage Shattuck St. Mary's athletics uniforms.

This typeface is custom made and reserved for exclusive use by athletics and the SSM store. To request a copy of SSM Bold, please contact the Marketing and Communications Office at communications@s-sm.org.

SSM BOLD

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890