SHATTUCK
ST. MARY'S
SCHOOL

Logo Usage Guide

PREPARED BY
SSM Marketing & Communications

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

School Seal

The Shattuck St. Mary's School Seal is a historic emblem representing the foundation and legacy of our School. As the only mark retained from our previous brand identity, it stands apart from our primary logo system as a formal symbol of the School's heritage and authority.

The Seal incorporates the three original crests of Shattuck School, St. Mary's Hall, and St. James, honoring the schools that merged to form Shattuck St. Mary's and the shared values that continue to guide us.

The School Seal is reserved exclusively for the Office of the Head of School and is used only for official, formal, or ceremonial purposes, including:

- Diplomas and formal certificates
- Board-level communications
- Official institutional documents
- Ceremonial materials



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

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.

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FULL COLOR ON DARK



FULL COLOR ON GRAY



SSM MAROON AND WHITE



BLACK AND WHITE



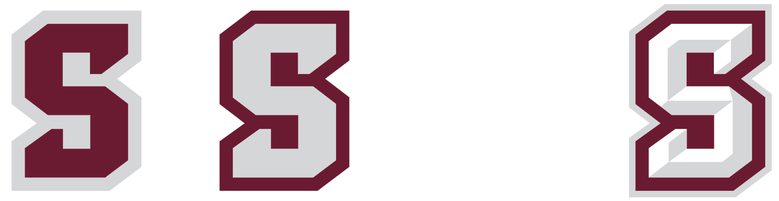
ALL WHITE

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.

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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.



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