

ST. JOSEPH ACADEMY  
(SJA)

Department:	Communications & Marketing
Number:	400.1
Effective Date:	4/18/2017
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- I. Policy: In order to present a consistent, unified look for the SJA brand, the following procedures must be followed. Additionally, brand and marketing guidelines are available from the Resource Development department.
- II. Procedures:
- A. Nomenclature- St. Joseph academy is a singular noun that takes a singular verb. The designations for the ministry are as follows.  
Formal: St. Joseph Academy (preferred)  
Second reference: SJA
  - B. Coloring-specific shades of blue and yellow colors serve as our brands' primary corporate colors. Our secondary color palette is available for the consumer, enterprise, and online applications. Please contact the Communications & Marketing department for specific Pantone numbers.
  - C. Typography- our headline font is Handslab. Our body font is Proxima Nova; should you not have these fonts Helvetica or Arial can be used. Georgia, Times New Roman, Arial, or Verdana may be used for formal communications. Alternative styles for fliers and interior signage should be reviewed and approved by the Communications & Marketing department.
  - D. Stationery and Letterhead- the use of electronic or paper stationery and letterhead should come from a member of the leadership team or be approved by a member of the leadership team.
  - E. Website and Email- the website must be maintained by the webmaster team. This includes events, fliers, the news released, photos, and blog posts. All staff email signatures should consist of the same contents and font. Please contact the Communications & Marketing department for this information.
  - F. Photography- any photography should feature straightforward imagery of children who are interested, engaged, confident, and inquisitive. All release forms must be confirmed with the student's teacher, ECEC Director or Principal; special permission should be requested for the use of photos in major projects, use minimal stock images and must be approved by President & CEO.

Approved by: \_\_\_\_\_

President/CEO

Date

1/8/2021