



# Saint Joseph's University

Current Revision Date: 12/03/23

Verbiage

Saint Joseph's University® The Hawk Will Never Die™  
Saint Joseph's™  
Saint Joseph's Hawks®  
SJU™  
Hawks™  
Hawk Hill™

**Established:** 1851

**Location:** Philadelphia, PA

**Mascot:** Hawks

**Mascot Name:** "The Hawk"

**Conference:** Atlantic 10

Crimson

Gray

Dark Gray

Black

White

**PANTONE 201 C**  
MADEIRA Rayon: 1181  
RA: 2270

**PANTONE Cool Gray 5 C**  
MADEIRA Rayon: 1118  
RA: 2741

**PANTONE Cool Gray 11 C**  
MADEIRA Rayon: 1164  
RA: 1640

**PANTONE Process Black C**  
MADEIRA Rayon: Black  
RA: Black

**White**  
MADEIRA Rayon: White  
RA: White

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## Primary Hawk Marks



## Secondary Marks





### Word Marks

<b>HAWKS™</b> 15	<b>HAWKS™</b> 16	<b>HAWKS™</b> 17	<b>HAWKS™</b> 18
<b>SAINT JOSEPH'S UNIVERSITY,®</b> 19	<b>SAINT JOSEPH'S UNIVERSITY,®</b> 20	<b>SAINT JOSEPH'S UNIVERSITY,®</b> 21	<b>SAINT JOSEPH'S UNIVERSITY,®</b> 22
<b>HAWKS™</b> 23	<b>HAWKS™</b> 24	<b>HAWKS™</b> 25	<b>HAWKS™</b> 26
<b>SAINT JOSEPH'S UNIVERSITY,®</b> 27	<b>SAINT JOSEPH'S UNIVERSITY,®</b> 28	<b>SAINT JOSEPH'S UNIVERSITY,®</b> 29	<b>SAINT JOSEPH'S UNIVERSITY,®</b> 30

### Suggested Fonts

Two official font systems are Copperplate (mark 29) and Joe College (mark 30). Licensees are encouraged to use these fonts but not limited to them.

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ 1 2 3 4 5 6 7 8 9	<b>A B C D E F G H I J K L M</b> <b>N O P Q R S T U V W X Y Z</b> <b>1 2 3 4 5 6 7 8 9</b>
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### Institutional Marks

 33	 34	 35	 36
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### The Hawk Will Never Die Marks

 37	 38	 39	 40
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## The Hawk Will Never Die Marks Cont.

## Hawk Hill Marks



41



45



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57



61



42



46



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54



58



62



43



47



51



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59



63



44



48



52



56



60



64

### ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale.
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current student-athletes' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. Questions should be directed to the athletic department compliance staff.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.