

**ST JOHN'S**<sup>TM</sup>

ATHLETIC  
DEPARTMENT  
IDENTITY STYLE GUIDE



**St. John's Red**  
PMS 200c

**White**

**SJU Blue**  
PMS 296

**Silver Gray**  
PM Cool Gray 6



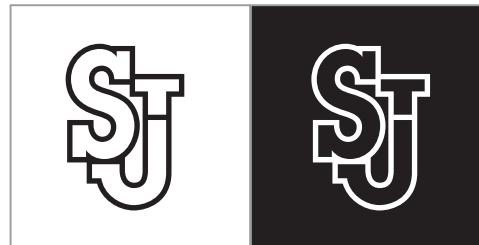
Full Color Logo



One Color Logo



One Color Logo in Black and White





Full Color Logo



One Color Logo



One Color Logo in Black and White





# RED STORM™

Full Color Logo



One Color Logo



One Color Logo in Black and White







**ST JOHN'S**  
ATHLETICS

**ST JOHN'S**  
BASEBALL

**ST JOHN'S**  
BASKETBALL

**ST JOHN'S**  
CROSS COUNTRY

**ST JOHN'S**  
FENCING

**ST JOHN'S**  
GOLF

**ST JOHN'S**  
LACROSSE

**ST JOHN'S**  
SOCCER

**ST JOHN'S**  
SOFTBALL

**ST JOHN'S**  
TENNIS

**ST JOHN'S**  
TRACK & FIELD

**ST JOHN'S**  
VOLLEYBALL



Full Color Logo



One Color Logo



One Color Logo in Black and White





# ST. JOHN'S

Full Color Logo



One Color Logo



One Color Logo in Black and White



St. John's Red  
PMS 200c

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SJU Blue  
PMS 296

Silver Gray  
PM Cool Gray 6

### ST. JOHN'S VERBIAGE

St. John's University  
St. John's Athletics  
St. John's Red Storm  
Red Storm  
STJ

Location  
Queens, NY

Established Date  
1870

### PRIMARY ATHLETIC MARKS



### MEN'S AND WOMEN'S BASKETBALL ONLY

ST. JOHN'S

ST. JOHN'S

ST. JOHN'S

ST. JOHN'S

### WORDMARKS

STJOHN'S

STJOHN'S

STJOHN'S

STJOHN'S

### STJ-TV

STJTV

STJTV

STJTV

STJTV

### SECONDARY ATHLETIC MARKS

STJOHN'S  
BASEBALL

STJOHN'S  
BASKETBALL

STJ  
GOLF

STJ  
LACROSSE

RED STORM

RED STORM

RED STORM

RED STORM

STJOHN'S  
ATHLETICS

STJOHN'S  
ATHLETICS

STJOHN'S  
ATHLETICS

STJOHN'S  
ATHLETICS

For additional sport-specific marks,  
please contact the Athletic Department

**ST JOHN'S**<sup>TM</sup>

SPIRIT  
MARKS



# Johnny Thunderbird

Contact Athletic Department for sport  
specific Johnny Thunderbird illustrations.



# Junior Johnnies

The official Kids Club of St. John's Athletics