



Saint Peter's Prep

New Jersey's Jesuit High School Since 1872

Office of Communications

A. LARGE, FULL-COLOR SHIELD TIES-IN WITH MAJORITY LOBBY FLOOR + SHOWCASES INDIVIDUAL ELEMENTS WITHIN. THOSE ELEMENTS ARE ALSO THE THEME FOR OUR CURRENT BANNERS ON WARREN ST. PLAZA

B. "WHEN IN DOUBT, USE CASLON!" - A TYPESETTER'S ADAGE FOR GENERATIONS IF NOT THE "VOICE" OF THE PRINTED WORD, THEN AT LEAST ITS "ACCENT."

D. EMBRACING OUR PAST... LITERALLY!

C. BELL GOTHIC HAS GAINED MANY NEW ADMIRERS IN RECENT YEARS, VALUED FOR ITS CLEAN LINES + LEGIBILITY. AS AN ACCENT FONT HERE, IT LENDS PREP A CRISP, 'FORWARD' LOOK, BUT IS UNLIKELY TO BECOME DATED. SINCE IT WAS COMMISSIONED IN 1938 FOR A-T-T TO USE IN TELEPHONE DIRECTORIES IT HAS CONTINUALLY FOUND CREATIVE USES - INCLUDING NUMEROUS PREP PUBLICATIONS SINCE 2009.

A Fresh Face for Prep:

Design Notes by Mike Jiran, '03, Director of Communications

After several months of designs, redesigns, discussions and adjustments, our new letterhead – and by extension, our new “signature” for Saint Peter’s Prep – emerged. It builds upon some of the ideas of the previous look, introduced in 2000, but offers better legibility and a stronger Prep identity. Here are some points of interest:

- By replacing the circular seal, which first appeared in this context in 2000, with just the central crest, we are able to showcase the elements of the shield (*Note A*), all of which represent the tradition in which Prep is rooted. There’s also more maroon for a nice Prep feel. In the case of the letterhead, we actually managed to make more room for text in the process.
- The fonts are new, but they’re also old:
 - “Saint Peter’s Prep” and “New Jersey’s Jesuit High School Since 1872” are set in a form of Caslon, a family of fonts commonly used in books and newspapers since they were created by William Caslon around 1722. Their legibility, and versatility have led Caslon faces to be used in documents ranging from the first printed copies of the Declaration of Independence, to *The New Yorker*, to this very paragraph! For a school and an educational tradition with strong bonds to the printed word, it was a natural choice (*Note B*). The same font also appears on the banners along the Warren Street Plaza.
 - The accent font is Bell Gothic – one sees a lot of Bell Gothic in recent years, particularly in advertising and, interestingly, the covers of books. We’ve chosen it largely for the clean, “forward” look it contributes to the design, but don’t worry; we’re not being “trendy” here. This 75-year-old font family, has come from humble origins (*Note C*) to find itself in one creative application after another over the decades. Since it was designed specifically for easy reading in small sizes, it fits well in the spaces where we’ve implemented it, too.
- The previous header was set in all caps – in fact, the old font, Trajan, doesn’t have a lowercase. That’s because it was created as an homage to classical Roman inscriptions (though in its 24-year lifetime, it has unfortunately grown to be better known as the cliché choice of uninspired movie poster artists). A switch to mixed case makes the overall look a bit less severe, and I think a nice bonus is the way the descender of the final “p” in “Prep” embraces the line below (*Note D*).
- Overall, we hoped to present a fresh look for Prep that better reflects who we are – proud of our tradition and history, yet also moving forward to maintain the vitality of our mission in today’s world and tomorrow’s. People around campus have been eager to adopt our new look, and I hope that, whatever your connection to Prep, you’ll be proud of it, too!

PLENTY OF MAROON!