



Introducing the Stockton College “S” Branding Element

Design Incorporates Osprey Mascot With Distinctive Alphabet Character

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Galloway Township, NJ- New Jersey’s distinctive public college has a new means for instant recognition: the Stockton College “S”.

The new branding element seeks to build awareness for the College, and inspire Stockton spirit and pride, all through the creative design of a single character in the alphabet.

Currently available as a window cling sold in the Stockton College bookstore, the “S” will soon be available on a magnet and in other forms.

“We are excited about the Stockton ‘S’ which we feel is an instantly recognizable symbol of our distinctiveness,” said President Herman Saatkamp.

The “S” incorporates the serpentine shape of the character with a depiction of the Stockton College osprey mascot entwined. The design utilizes Stockton’s official colors of black and white, incorporating the Columbia blue and gold secondary colors appearing in the Stockton College seal.

“This design was done entirely in-house, utilizing input from everyone in the Graphics Production Department,” said Geoffrey Pettifer, Director of Marketing Communications in the Office of External Affairs. “The entire team was involved and the final product reflects their effort and talents.”

Variations of the “S” were shown around campus for people to participate in choosing the final design. According to Pettifer, the biggest challenge was to incorporate the osprey into the symmetrical properties of the letter S, and the result was a fierce-looking osprey head with eyes focused downward, as if swooping down on its prey.

Gary Schenck, lead designer on the project, said the depiction of the osprey “has the effect of morphing out of the letter, and the S morphs out of the osprey,” Schenck said.

There is a larger role in mind for the “S” beyond the window cling and magnet. It will eventually turn up in printed materials, on Stockton clothing and accessories and possibly athletic team uniforms.

“It’s a versatile piece that can be incorporated into the institutional branding effort and in many other areas,” said Pettifer.

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