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Together, we’ll shape a promising tomorrow.

Guided by our Franciscan values, we connect hardworking and passionate students to a next step that will make a positive impact for themselves—and for others—now and into the future.

Saint Joseph’s College of Marian University - Indianapolis is a new, innovative, and mission-driven two-year college that will provide the sense of community, support systems, and professional opportunities that many students need to succeed beyond high school.

The purpose of this guide is to provide context and direction for the appropriate application of the Saint Joseph’s College of Marian University - Indianapolis brand and all communication vehicles that follow.
Insights
INSIGHTS

Objective

We set out to develop a cohesive brand strategy that will create a niche in the community that sets Saint Joe Indy apart from the existing models of higher education that do not work for our target audience.

Ultimately, the following strategy will work to assist Marian University’s wildly important goal (WIG) of doubling their number of graduates by 2025.

Key Takeaway

With the type of academic experience Saint Joe can provide, we are able to leverage key relevant industry partnerships that other schools can not. Even bigger than that, we have a unique opportunity to position ourselves as an extension of the beloved communities our prospects are coming from.
**Personas**

We have two purposes behind the personas that we create:

The first is to paint a picture of a specific type of student or demographic.

The second is that collectively all of the personas weave the broader attributes and attitudes we anticipate to be prevalent among your prospects.

For Saint Joe Indy, we have two key personas.

![The First-Gen Latino](image1)

![The Recent Grad](image2)

The First-Gen Latino  
The Recent Grad
The First-Gen Latino

Sofia is a rising junior at George Washington High School in Indianapolis. She is oldest of six kids in her family. Her parents own a local restaurant where she has worked since she started high school. Sofia has seen how much her parents have struggled to raise her and her siblings. She is determined to make a better life for herself and her family, but is unsure of how to do so.

Neither of her parents have gone to college, but think it is critical to Sofia’s future that she further her education. Because neither of them have a college degree, they have begun to reach out to people in the near-westside community that they trust to get advice on what will not only be the best fit for Sofia, but also what they will realistically be able to afford.

WHAT SHE CARES ABOUT

A Supportive Community
Sofia’s high school has seen its fair share of challenges over the past few years and she has not had access to a good deal of support and resources. Where she does feel support is through her relationships in her community, so that sense of belonging is something that she values.

Making Her Parents Proud
Sofia’s parents came to Indianapolis from Mexico and have worked tirelessly to make ends meet for their family. Her main motivator is to start earning money to provide them with some relief.

PAIN POINTS

Cost
Sofia needs to support herself. Her parents have bent over backward to support her for 16 years, and she wants to relieve them of that burden and contribute, but she isn’t sure where to start when it comes to financial aid options.

Sticking With it
Because Sofia has been helping her parents in their restaurant for the past few years, she is struggling with no longer being able to help out. She has some friends that also work full-time and take a few classes online or at Ivy Tech so they can go at their own pace.

HOW TO REACH HER

Face-to-Face
Because Sofia has little to no exposure to her college options, talking with her and her parents directly is going to be critical.

Community Advocates
Because of the close-knit community Sofia is a part of, getting support from community leaders, such as church leaders will be essential.

VITALS

16 years old
2.85 GPA
Undocumented Parents
First-Generation Student
The Recent Grad

Malcolm is a recent graduate from Pike High School in Indianapolis. He is the youngest of two boys being raised by his grandparents in Eagledale. Malcolm’s older brother graduated from high school two years ago and went straight to work with his grandfather as a roofer.

Malcolm wasn’t the best student, mostly because he spent most of his time working at a fast-food restaurant to help makes ends meet, instead of studying. College isn’t really at the forefront of his mind, largely due to the fact that he thinks he can not afford it and he didn’t have the best grades.

VITALS
18 years old
2.5 GPA
Works Full-Time
Completed Core 40

WHAT SHE CARES ABOUT
Real World Application
Malcolm wants to know that the work he puts in is going to help him further his career beyond an hourly wage.

Being Self-Sufficient
The reason Malcolm wasn’t able to focus on school in the past was his need to make ends meet. Being able to balance work and school is going to be important to his success.

PAIN POINTS
Understanding Affordability
Because Malcolm has to support himself, his education needs to be affordable. But financial aid and other means of financial support can be complicated, so providing that information in a clear, easy to understand way will be necessary for him to see the value.

HOW TO REACH HIM
Community Engagement
Very few of Malcom’s friends and family have any post-high school education, outside of a few trade programs, so making the information available to him in places where it feels natural to him will be important. Getting out into the community and having conversations with him will create the word-of-mouth buzz that will be necessary to push people like Malcolm to want to learn more about his opportunities.
INSIGHTS

Strategic Drivers

Strategic drivers provide key areas and ideas for exploration in the development of the brand strategy and positioning. These areas and ideas come from the research and start to play against the competition. Pieces of each will be noticeable in the strategy, and one or two may become more prevalent.

VALUES-LED LEARNING

Rooted in Franciscan values, Saint Joe Indy provides a community of dedicated and empathetic professors, committed to teaching underserved students how to learn. Students will work side-by-side with their professors and peers to successfully complete the program in 24 months and move on to whatever the next phase of life looks like for them, whether that means entering the workforce full time or going on to complete a four-year degree.

AN ATTAINABLE PATH TO EDUCATION

Saint Joe Indy believes access to higher education opens previously unimaginable opportunities and instills a sense of belonging. Through partnerships with employers in the community, students will have relevant work experience built into their curriculum combined with a core liberal arts foundation. After two years, they’ll leave debt-free and with confidence to not only take on the jobs of today but the evolving careers of the future—starting a new life that is no longer out of their reach.
INSIGHTS

Reasons to Believe

Reasons to believe outline key parts of what exactly it is that makes us so unique. They are short and sweet—small snippets of different attributes, traits, and values that we possess that help us differentiate from other institutions. This is where we find our true ownership in the market.

**DEDICATED**
Full-time faculty will be ever-present to guide students on their journey to success during the entirety of their 24 months in the program.

**FOCUSED**
With three programs to choose from, students follow a practical and achievable path from the start. Because students attend Saint Joe Indy all year-round, they are able to remain fully immersed in the program.

**INNOVATIVE**
Through strategic industry partnerships, underserved students gain unprecedented access to employers during the program and after they graduate. Their employment opportunities also help offset the financial burden associated with earning a degree. Also, if they choose to pursue a four-year degree after completing the Saint Joe Indy program, they will receive automatic admittance to Marian University to make that happen.

**RELEVANT**
With a core liberal arts foundation in conjunction with program-specific classes, Saint Joe Indy students will be prepared to move and change with the market demands, combining their refined soft skills with industry-specific technical abilities.
Strategy
Positioning

Our positioning explains who we are as an institution and who we aim to serve. It shows how we want our key audiences to perceive us and identify our values. While it is designed as a practical, overarching statement for internal use, it serves as a foundational piece to inspire and direct other elements of the brand.

For the determined students living and working in our communities who are on the cusp of pursuing higher education, Saint Joseph’s College of Marian University - Indianapolis fosters an inclusive culture of devoted and encouraging professors, dedicated full time to the future of their students. The college provides the students with access to higher education, opening previously unimaginable opportunities and instilling a sense of belonging. Through partnerships with employers in the community, students will have relevant work experience built into their curriculum combined with a core liberal arts foundation, creating a truly unique two-year college experience.
Pillars

Two pillars, born out of the positioning, support our brand: Values-Driven and Innovative Approach. Pillars allow our story to unfold and inform other pieces leading to creative execution.

VALUES-DRIVEN

Dedication to serve.

As a mission-driven institution, our faculty’s main focus is to mentor their students to ensure they successfully complete the program and move on to whatever the next phase of life looks like for them, whether that means entering the workforce full time or completing a bachelor’s degree at Marian University or in another four-year program.

INNOVATIVE APPROACH

Creating a path to success.

With the combination of coursework and strategic partnerships with leading companies in the community, our students will leave with the confidence and passion to not only take on the jobs of today but the evolving careers of the future—starting a new life that is no longer out of their reach.
Voice and Tone

The Saint Joe Indy personality should convey several factors of the experience and feel true to who we are as an institution. When we speak and write about the college, it should sound cohesive and in-line with our established voice and tone. It’s what we say and how we say it—and ultimately how it affects our target audiences. The language chosen should reflect and sound uniquely tied to our mission and purpose, informed by our pillars and positioning.

empathetic guidance
personal, understanding, caring, invested

dynamic action
relevant, agile, moving, energetic

affinitive hope
cultivated, considered, passionate
Our Story: Better, together.

Through our brand story, we piece all of these elements together to form a platform: Better, together. Rather than a tagline or a one-time campaign slogan, we use this to capture the essence of our brand and keep it in mind as we move forward. In the Saint Joe Indy experience, our students grow better through their advanced opportunities, quality of life, and relationships through being brought together in a nurturing and empowering learning environment.

In higher education, the current two-year model isn’t working for many real and capable students facing socioeconomic barriers. At Saint Joe Indy, we saw a need for change. Because of our desire to realize all students’ potential, we’re committed to closing the gap on who can achieve and where—rising above traditional expectations.

Grounded in our values-driven beliefs that college is a personal journey full of relationships, we’re called to compassionately mentor and guide hopeful students as they gain career-ready skills and define their commitment to success from day one all the way to graduation.

Dreaming bigger and taking charge of the future requires courage and determination. It’s not for every student, but those who possess grit will overcome any circumstances to pursue a meaningful career. Through collaboration and mutual support, we will empower one another and strive to achieve more—for our students, their families, and our communities.
STRATEGY

Messaging

Our core messaging helps exude our voice and tone—guidance, action, and hope. It’s built to convey a sense of togetherness. It empowers the reader to take action. The onus is not put on them, but on us, instilling the idea that we’re in this together.

When it comes to secondary messaging and pay-off statements, they should tie in to a brand pillar or pillars and relate to the overarching message.

Changing lives starts with your own.

At Saint Joe Indy, we believe education should be accessible and affordable in order to truly reach those who may face a number of financial and cultural barriers. We’re committed to helping you take charge of your future and grow in a place where you genuinely belong. And when you graduate, you’ll attain what you’ve always dreamed of.

Let’s build a promising tomorrow.

Deeply rooted in Franciscan values, our devoted full-time faculty will support and encourage you throughout your journey—and truly value your hard work and dedication to reach and surpass your goals.

An achievable path to the future you’re meant for.

Saint Joseph’s College of Marian University guides you through a clearly defined and focused curriculum, designed to teach highly relevant and applicable soft skills, as well as industry-specific technical abilities. During the 24-month program, you’ll stay fully involved in coursework and hands-on employment throughout your time at the college.
Identity and Execution
Naming

While our logo is the most important visual representation of our brand, our name should be the single most recognizable piece of our brand.

Officially, we are Saint Joseph’s College of Marian University, with a location descriptor being added based on campus. This should be written out as “Saint Joseph’s College of Marian University - Indianapolis” and should always be referred to as such on first reference in all formal uses.

Following the first use in a communication, it is acceptable to use the shorthand Saint Joe Indy—note that “Saint” is always spelled out.

When it comes to using “Saint Joseph’s College of Marian University” vs “Saint Joseph’s College of Marian University - Indianapolis,” the name with the location descriptor should only be used when referring to a single campus. When referring to the entire community, the name without the location descriptor should be used.

NOTE: When referring to a single campus and using the name with the location in text, the format should always appear as “Saint Joseph’s College of Marian University - Indianapolis” with a space on either side of the dash before the location descriptor. It should not appear as “Saint Joseph’s College of Marian University-Indianapolis,” “Saint Joseph’s College of Marian University-Indianapolis,” or “Saint Joseph’s College of Marian UniversityIndianapolis.”
IDENTITY AND EXECUTION

Logos

The Saint Joe Indy logo represents us at the highest level and, being a new institution, using it correctly is vital to our brand identity. It acts as a signature, an identifier, and a stamp of quality. It is, and always should be, the most consistent component in our communications.

PRIMARY LOGO

Both stacked and horizontal versions of the logo feature the badge—made of symbols for values, hope, and opportunity—and the logotype, locked up with the campus location. There is no preference regarding the usage of the stacked logo versus the horizontal logo. Usage is dependent on your particular application constraints.

COLOR VARIATIONS

Different versions of the logo are available to provide flexibility for use on different background colors or imagery, or when printing methods require a one-color logo.
**IDENTITY AND EXECUTION**

**Icons**

Our logo includes a badge made up of three intentionally designed icons. Each of the icons represents a prominent aspect of the Saint Joe Indy experience.

**THE CROSS**
The cross represents our heritage, our roots, and the Franciscan values that we were founded on. These are the same values our partner institutions were founded on.

**THE FLAME**
The open flame represents the hope we provide to our students and the communities we serve.

**THE FOUNTAIN**
The fountain, which can be found on both Marian University’s campus and on the campus of Saint Joseph’s College in Rensselaer, represents the opportunity and growth we provide our students and communities with.
IDENTITY AND EXECUTION

Alternate Logos

Below are alternate versions of the logos and logo elements to be used in specific applications where the primary versions of the logo are not logistically or visually feasible.

OUTLINE
The outline version of the badge is lighter and more streamlined. It is used in instances where it makes sense to have the background image show through.

BADGE
The badge itself can be used as a graphic element in less formal communications, but should never be used standalone. The full primary logo should always be the most prominent logo on a single communication, in full color if possible.
IDENTITY AND EXECUTION

Logo Usage

Below are guiding factors to take into account when using the logo.

CLEAR SPACE
A proper amount of clear space around the logo ensures prominence and legibility. It is proportionally equal to the height of the logotype found in the full mark.

MINIMUM SIZE
When scaling the logo, the badge should appear no less than 40px tall digitally and no less than 1” tall when printed.

NOTE: When the logo is scaled below 40px (for things like browser favicons), the badge should drop the icons.
IDENTITY AND EXECUTION

Practices to Avoid

Below are examples of logo treatments, styles, effects, and applications to avoid in order to keep our brand identity consistent.

1. Do not stretch, condense, or change the aspect ratio of the logo.
2. Do not skew or bend the logo in any way.
3. Do not rotate or angle the logo.
4. Do not alter the placement or scale of components within the logo.
5. Do not rearrange the placement of the text within the logo.
6. Do not remove elements from the logo.
7. Do not change or replace the typefaces used within the logo.
8. Do not change the color of the type other than those specified in this document.
9. Do not add any extra elements to the logo.
10. Do not crop the logo.
11. Do not change the colors in the logo other than what is specified in this document.
12. Do not add a drop shadow or other effects to the logo.
IDENTITY AND EXECUTION

Our Colors

Color serves as one of the most recognizable aspects of our identity. Our palette reflects its ties to both Saint Joseph’s College and Marian University but brings an energetic, modern twist that reflects the personality and passion of our students. Using these colors appropriately helps ensure that our communications remain consistent and cohesive.
IDENTITY AND EXECUTION

Color Builds

When using color builds, always use the color values listed here as they have been adjusted for the best reproduction on screen and in print. Using the correct values when working with color ensures consistency.

PRIMARY COLORS

SAINT JOE BLUE

PMS 2755 C, 2765 U
CMYK 95/100/0/30
RGB 30/26/87
HEX #1E1A57

SAINT JOE YELLOW

PMS 395
CMYK 15/0/98/0
RGB 218/219/37
HEX #DADB25

SECONDARY COLORS

TEAL

PMS 326
CMYK 80/0/40/0
RGB 71/162/147
HEX #47A293

CORAL

PMS 1785
CMYK 0/66/48/0
RGB 226/70/57
HEX #E24639

DARK TEAL

PMS 329
CMYK 100/10/60/40
RGB 48/101/86
HEX #306556

DARK INDIGO

PMS 289
CMYK 100/75/10/70
RGB 34/26/50
HEX #221A32

DARK CORAL

PMS 1797
CMYK 0/100/85/0
RGB 184/44/31
HEX #B82C1F
IDENTITY AND EXECUTION

Color Usage

Proper color usage helps create a consistent visual aesthetic in our communications. The blue pays homage to both partners, Marian and Saint Joe, and their history and foundations, while the yellow alludes to a new future and energy that lives at Saint Joe Indy.

PRIMARY COLORS
The primary colors should always be the most prevalent colors in any piece of collateral or communication. The two primary colors should be balanced with equal parts white to create areas of visual rest.

SECONDARY COLORS
The secondary color palette was created to accent the primary color palette and to be used occasionally and sparingly. A color from the secondary palette should never become a predominant color in a communication.
Sample Palettes

This palette focuses on using the two primary brand colors and balancing them with white.
This palette is good for high-level, high-impact brand communications.
Sample Palettes

This palette features both primary brand colors and one accent color from the secondary palette to add visual interest and excitement, then balances it out with white.

This palette would work well for applications like a viewbook spread or a page on a website.
Sample Palettes

This palette utilizes both primary brand colors, but places a heavier emphasis on the yellow, integrating the rich navy color for dramatic effect.

This palette would work well for a highly visual piece like a print advertisement.
Sample Palettes

This palette again utilizes the primary brand colors and one accent color from the secondary palette to create a different visual treatment.

This palette could be used in something like a viewbook or postcard.
IDENTITY AND EXECUTION

Typography

Inspired by and paired with our voice and tone, our typography is a further extension of our brand. When used correctly, it's a powerful way to convey meaning and mood. Below are guidelines on how to execute from high-impact statements to informational copy.

FRANKLIN GOTHIC

Lorem ipsum...

Aa Aa

Heavy Book, Book Italic

MERRIWEATHER

Lorem ipsum dolor...

Aa Aa

Regular, Italic

PRIMARY TYPOGRAPHY
Franklin Gothic
Our primary typeface, a sans-serif chosen for its flexibility and versatility.

SECONDARY TYPOGRAPHY
Merriweather
Our secondary typeface, a serif chosen for its traditional structure and modern characteristics.
IDENTITY AND EXECUTION

Sample Settings

Together we’ll shape a promising tomorrow.

Guided by our Franciscan values, Saint Joe Indy connects hardworking and passionate students to a next step that will make a positive impact for themselves— and for others— now and well into the future.

You’ll become a part of a community where attentive and devoted professors directly engage with you and believe in your potential. It’s where a two-year school becomes a personal journey full of meaningful and lasting connections. Where classmates from all different backgrounds and perspectives grow into a family and encourage each other throughout the program. And where you’ll graduate not only with a degree but with a life-defining experience.

PRIMARY TYPOGRAPHY
Franklin Gothic Heavy works well for high-level, high-impact typography. It has a look that is both modern and energetic, but practical at the same time.

SECONDARY TYPOGRAPHY
Merriweather plays off of Franklin Gothic’s modern practicality to bring warmth and familiarity into the equation in the form of subheads and secondary headlines.

BODY TYPOGRAPHY
An ode to its practicality, Franklin Gothic also works well when you need it to do the heavy lifting, like with longer form body or informational copy.
Photography

Photography is the most powerful visual asset we have to help tell our story. By creating a consistent style and being intentional about our usage, we create a look that is unique to us. Whether using stock photography or shots captured on our own accord, the following principles apply in order to capture the Saint Joe Indy experience at its core.

Subject Matter

Photography subject matter should contain a mixture of student experience, academics, and industry partnerships and experience.
Photo Style

The goal with our photography is to show authenticity and relevance, capturing images that resonate with our target audience and helping them picture themselves here and see the possibilities.

**Focused**

Each image should have a clear focus, a subject. The foreground, middleground, and background should work together to create a sense of depth and prominence around the subject.

**Natural**

Lighting should be natural and even, coming from a source like the sun, windows, or doorways.

**Authentic**

Capturing candid moments is key. Natural, relaxed poses and genuine interaction help communicate a positive vibe. A mixture of photos with camera aware and non-camera aware subjects will provide versatility.
IDENTITY AND EXECUTION

People

We’re all people, and showing who we are is the best way to attract people to us. It allows those people to identify with us and what we are doing. When photographing people, the goal is to capture the positivity and the energy that is present. Photos should be candid and in the moment, and people should be represented in their natural environments.

When photographing people in an academic setting, it should feel intimate and focused. In other settings it should feel energetic and empowering.
Experience

Capturing the experience that Saint Joe Indy has to offer is no easy feat because of the many aspects that make it up. From one-on-ones with dedicated faculty members, unlimited resources, and relevant industry experience, it’s tough for one photo to capture it all.

When trying to capture the experience, focus on the experiential aspect at hand, from work experience to an intimate relationship with a professor. Shots should be candid and not posed. When possible, person-to-person interaction is preferred.
IDENTITY AND EXECUTION

Portraits

Portait photography is an intimate way to show those who make up our community. These photos should follow the same principles as the rest of the photography, but can be more posed in order to capture the subject’s essence.
IDENTITY AND EXECUTION

Monotone and Duotone

A monotone or duotone image is an image made up of one or two colors. Using monotone and duotone image treatments is a creative way to integrate the color palettes into photography. Monotone and duotone imagery should be used to provide a sense of variety and should be used in image heavy layouts to break up images.

NOTE: For an image to take this effect, it must have a balanced tone to work with as to not be too washed out or have too much contrast once the effect is applied.
IDENTITY AND EXECUTION

Creating Monotone and Duotone Imagery

1. Open the image in Photoshop and add a Levels Adjustment Layer from the bottom of the layers panel.

2. On the Levels Adjustment Layer, adjust the darks and lights sliders to ensure your image has enough contrast.

3. Add a Gradient Map Adjustment Layer and double click on the gradient in the Properties panel to open the Gradient Editor window.

4. In the Gradient Editor window, double click on the bottom color sliders to change the color values to the desired colors. The first color should be the darkest of the tones.

NOTE: For a monotone image, only change the first slider, as the second should be white.

When choosing colors for a duotone effect, it is important to pick contrasting colors, with the darker of the two tones shading the shadows and lighter of the two tones shading the midtones and highlights.
IDENTITY AND EXECUTION

Elements

The following graphic elements provide a variety of tools and textures to use to enhance the visual identity of Saint Joe Indy. Used together or on their own, they add another layer of visual interest to layouts and compositions.

TEXTURES
Textures can be used to create an additional layer of visual interest, cropped inside a rectangular frame, often used overlapping photos or color blocks. Textures can be used to tie two elements in a composition together or to act as a spatial divider.

SHAPES
In a similar manner to the textures above, shapes can be used to provide visual interest by being used individually as elements overlaid on photography or in repeating patterns to create additional texture and direction. Much like the textures, shapes can be used to tie elements together or act as a spatial divider. Shapes can also be used as framing elements in a composition.
An achievable path to the future you’re meant for.

We’re fully invested in helping you grow into exactly who you want to be and shape what you want to do.

Through a focused liberal arts curriculum, supportive professors will teach you relevant and in-demand skills to move and change with the job market and how to fulfill your dreams now and for the rest of your life. And when you graduate, you’ll confidently and passionately take on what comes next, inspiring others to do the same.
EXAMPLES

Viewbook

ACHIEVE MORE FOR YOUR FUTURE

Saint Joe's helps you through a clearly defined and focused curriculum, designed to teach highly valued and applicable skills, as well as industry-specific technical abilities. We offer three majors, liberal arts, information technology, and business administration, to set you on a practical and achievable path. During the 24-month program, you'll stay fully involved in coursework and hands-on employment throughout your time at the college.
Changing lives starts with your own.
Postcard

Saint Joe Indy has created a two-year college experience for you to take charge of your future and rise above any barriers standing in your way—financial, cultural, language.

We’re fully invested in helping you grow into exactly who you want to be and shape what you want to do. Through a focused liberal arts curriculum, supportive professors will teach you relevant and in-demand skills to move and change with the job market and how to fulfill your dreams now and for the rest of your life. And when you graduate, you’ll confidently and passionately take on what comes next, inspiring others to do the same.
Postcard

Saint Joe Indy guides you through a clearly defined and focused curriculum, designed to teach highly relevant and applicable soft skills as well as industry-specific technical abilities.

We're fully invested in helping you grow into exactly who you want to be and shape what you want to do. Through a focused liberal arts curriculum, supportive professors will teach you relevant and in-demand skills to move and change with the job market and how to fulfill your dreams now and for the rest of your life. And when you graduate, you'll confidently and passionately take on what comes next, inspiring others to do the same.

3200 Cold Spring Road
Indianapolis, IN 46222-1997

marian.edu/saintjoeindy
Poster Ad

Let’s shape a promising tomorrow.

Deeply rooted in Franciscan values, our devoted full-time faculty will support and encourage you throughout your journey—and truly value your hard work and dedication to reach and surpass your goals.
Poster Ad

Changing lives starts with your own.

Saint Joe Indy believes education should be accessible and affordable for you to take charge of your future and grow in a place where you genuinely belong.
Campus Poster

Saint Joe Indy guides you through a clearly defined and focused curriculum, designed to teach highly relevant and applicable soft skills as well as industry-specific technical abilities.
Campus Poster

Let’s dream bigger.

Deeply rooted in Franciscan values, our devoted full-time faculty will support and encourage you throughout your journey—and truly value your hard work and dedication to reach and surpass your goals.
Email

Let’s shape a promising tomorrow.

We believe education should be accessible and affordable in order to truly reach those who may face a number of financial and cultural barriers.

We’re committed to helping you take charge of your future and grow in a place where you genuinely belong. And when you graduate, you’ll attain what you’ve always dreamed of.

BEGIN YOUR TWO-YEAR JOURNEY STARTING SUMMER 2019.

Available Programs
- Business Administration
- Information Technology
- Liberal Arts

Saint Joe Indy offers two-year associate degree programs that easily transfer into a bachelor’s degree, or allow you to directly enter into your career.

After you graduate, you will automatically be granted admission to Marian University to complete your bachelor’s degree.

Saint Joseph’s College
of Marian University
Indianapolis

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