



Brand and Style Guide

Effective August 2015

Updated November 2018

“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos, Founder & CEO of Amazon.com

THE BRAND IMAGE

With every brand name comes a brand image. People gain a perspective about who we are based on what they see, hear and experience. Therefore, as representatives of Mother McAuley Liberal Arts High School, we all are ambassadors of our brand image.

By creating a consistent look and feel for all of our materials, we make not just our brand stronger, but our message too. This manual provides all departments, programs, support staff and volunteers the formal guidelines for maintaining our brand integrity and graphic standards for both internal and external use—to help ensure a consistently positive expression of our identity. This means that any brochure, flyer, poster, invitation, etc., that is distributed internally and publicly must follow these standards. They are important to strengthening the Mother McAuley Liberal Arts High School brand, and in protecting it. Consistency is a key, and all members of our community are expected to embrace these standards.

The standards outlined in this guide represent Mother McAuley’s institutional visual presentation. This guide will provide you with an overview of when and how to use the logo marks and text styles properly. It also provides the official school colors and symbols.

All logos, colors, fonts, artwork and images found within this guide are proprietary signatures of Mother McAuley Liberal Arts High School. Please be aware that this manual may be updated to reflect future changes. All new material will be provided by the Institutional Advancement Office at Mother McAuley Liberal Arts High School.

“A brand is not built overnight. Success is measured in decades, not years.”

Al Ries, author of *The 22 Immutable Laws of Branding*

LOGO USAGE

The Mother McAuley logo is the cornerstone of our visual identity. It is a meaningful mark, symbolizing the brand wherever it appears. The logo mark has been designed, and under no circumstances should it be recreated. Always use an approved logo graphic for placement in your documents. The logo shall not be altered in any way, including using unapproved colors, type fonts or interchanging capital and lower case letters. The correct relationship is shown throughout this guide.

To ensure a strong and cohesive impression across all communications, every logo reproduction must be applied clearly and consistently. No other logos or variations are to be developed and used by members of the Mother McAuley community. The full logo should be used on all printed pieces, collateral, promotional pieces, advertisements, publications and multi-media presentations. The following are examples of mistakes to avoid when placing the Mother McAuley logo:

- Do not distort the identity elements.
- Do not alter the color scheme.
- Do not reconfigure or reposition the identity elements.
- Do not transform or eliminate any element of the brand.
- Do not recreate, alter or change any typeface of the brand.
- Do not add images or effects.
- Do not change the proportions of any of the design elements or the design itself.

ACCEPTABLE LOGOS

Logos may be used as 4-color, 2-colors, or black and white using only the options below.



The McAuley shield may be used alone, however, using only these options.

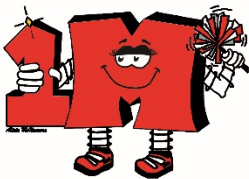


ATHLETIC LOGOS



UNACCEPTABLE LOGOS

Please discontinue all use of the following logos. Documents and promotional materials featuring these logos are not permitted.



SIZING

It is important that the logos be used properly, with adequate space around it, so that it stands out. Be sure not to size the logo too small. With some printing systems and methods, small objects will not reproduce correctly. The minimum size requirement for use of the approved Mother McAuley logos is 0.5 inches in height.

LOGO FORMATS

The Mother McAuley Liberal Arts High School logos are available in the following acceptable file formats for use in all digital and traditional media: JPEG, PNG, EPS. These may be found on in the faculty/staff folder on Google Drive or may be obtained by contacting Jennifer Busk, Director of Communications at 773-881-6558.

ADDITIONAL LOGOS

Mother McAuley Liberal Arts High School reserves the right to create additional logos to represent a variety of different programs and promotional applications. This guide will be updated accordingly to reflect the addition of these logos. These approved logos must follow the same guidelines as the overall school logo mark.

COLORS

The official colors of the school are noted below, and when necessary, should be incorporated in all promotional material. The color scheme cannot vary. The school colors are chosen from the Pantone Color Guide and are referred to as PMS colors. For printing purposes the corresponding CMYK and RGB reference numbers are also provided. All colors should be printed at 100% and never tinted.



RED

PMS: 485

CMYK: C=5, M=100, Y=100, K=10

RGB: R = 26, G = 27, B = 34



YELLOW

PMS: 116

CMYK: C=0, M=10, Y=79, K=5

RGB: R = 245, G = 211, B = 79

STATIONERY & BUSINESS CARDS

The stationery design applies to all letterhead, envelopes, business cards, labels, note cards, note pads, etc. If you need a new design for envelopes or odd-sized letterhead, please contact the Office of Marketing & Communications. Electronic letterhead is available for printing; please contact the Office of Marketing & Communications.

Please see the Appendix for examples of the approved templates for stationery, correspondence pieces and business cards. Stationery and business cards can be ordered through Michelle Gustis in the Main Office.

EMAIL SIGNATURE

Email is used more and more frequently as our main communication conduit, and your signature at the close of an e-mail should reflect our brand. All employees are to use their assigned Mother McAuley email when conversing with students, families and / or when conversing on behalf of Mother McAuley

to outside entities. Your email signature block should include your name, primary title, phone number and website, followed by an image which contains the address. Below is the approved signature that is to be used by all faculty and staff.

Jennifer Ligda Busk '93

Director of Marketing and Communications

P: (773) 881-6558

mothermcauley.org



Please refrain from including the following in your electronic signature:

- Animations or additional images.
- Additional titles or roles, e.g., club moderator titles, athletic coaching assignments, managerial roles, etc.
- Inspirational quotes or similar
- Honors or awards

Creating your signature in Gmail.

1. **Go to your settings and click on “signature.” Begin entering your text.**
2. **Select ‘Georgia’ as your font, and ‘normal’ as the size.**
3. **Begin creating your signature by typing the following information in the order indicated below, and exactly as shown below.**

FIRST LINE: Your complete name. If you are a McAuley alumna, please include your maiden name (if applicable) and your graduation year. Change the color of your name from black to red by selecting the icon which has the letter “A” with a line underneath it. From there, select the red font which shows the label “RGB 204” when you hover your mouse over it.

Example: **Jennifer Ligda Busk '93**

SECOND LINE: Type the title which indicates your primary role at the school, e.g., Science Department Chairperson, English Department faculty member, etc.

Example: Director of Marketing and Communications

THIRD LINE: Type your phone number

Example: P: [\(773\) 881-6558](tel:7738816558)

FOURTH LINE: Type the school website address. If it does not appear in blue as a hyperlink, click the hyperlink icon to activate it as a link.

Example: mothermcauley.org

4. Click on the image icon to insert the boxed logo. The boxed logo will be emailed to all faculty and staff. You first must save it to your Google drive or computer before inserting into your signature.

If you need additional help creating your logo, please contact Lauren Dowden in the CIT, and he will be happy to assist you.

Please note that the Gmail application on the iPads does not allow for a customized signature similar to the one above. Faculty and staff are strongly encouraged to use their Gmail account on a laptop or a desktop when sending external emails.

STYLE GUIDE

SCHOOL NAME

Spell out the complete name, Mother McAuley Liberal Arts High School, on first reference. In subsequent references, “Mother McAuley” and “McAuley” are appropriate. Please refrain from using “MMC” in formal communication.

Use “alumnae” when talking about a collective group of McAuley graduates.

Use “alumna” when talking about an individual graduate.

FONTS

Acceptable fonts for use on all correspondence are listed below and have been chosen because of their legibility and compatibility with both PCs and Macs.

Georgia

ABCDabcd - Regular

ABCDabcd - Bold

ABCDabcd - Italic

ABCDabcd - Bold Italic

Verdana Regular 123

Verdana Regular Italic 123

Verdana Bold 123

Verdana Bold Italic 123

TAGLINES

Periodically, the Communications Team will email all faculty and staff with a specific tagline for everyone to add to their email. Instructions – similar to those above – will be included on how to include it. **Only these approved taglines will be permitted for use in signatures.**

WEBSITE

Mother McAuley’s official school website is: www.mothermcauley.org

APPENDIX – STATIONERY EXAMPLES (may not be to scale) *LETTERHEAD -*

OPTION #1



3737 W. 99th Street
Chicago, IL 60655
773.881.6500
www.mothermcauley.org

McAuley Education – A Lifetime Advantage

LETTERHEAD - OPTION #2



**MOTHER
McAULEY**
Liberal Arts High School

3737 W. 99th Street
Chicago, IL 60655
773.881.6500
www.mothersmcauley.org

McAuley Education – A Lifetime Advantage

#10 ENVELOPE



**MOTHER
McAULEY**
Liberal Arts High School

3737 W. 99th Street | Chicago, IL 60655

McAuley Education – A Lifetime Advantage

BUSINESS CARDS



**MOTHER
McAULEY**
Liberal Arts High School

Jennifer Busk

Director of Marketing &
Communications

Phone 773.881.6558

Fax 773.881.6515

jbusk@mothermcauley.org

3737 W. 99th Street

Chicago, IL 60655

www.mothermcauley.org

McAuley Education – A Lifetime Advantage

NOTEPADS



**MOTHER
MCAULEY**
Liberal Arts High School

Carey Temple Harrington

Vice President – Institutional Advancement

3737 W. 99th Street | Chicago, IL 60655 | 773.881.6557 | www.mothersmcauley.org

McAuley Education – A Lifetime Advantage