



# Resurrection

## COLLEGE PREP HIGH SCHOOL

*Caritate et Veritate*

### Logo standards for Resurrection College Prep High School

2014

The Resurrection College Prep High School logo identity standards include the logo-type and its symbol. The following pages outline the fonts and colors as well as the various layouts of the logo to be used officially for branding, marketing, design, digital media and other uses as needed by Resurrection College Prep High School.

**Any time the logo is used, approval must be obtained by the Resurrection Communications Coordinator or other approved staff.**

The logo approval form may be found at the school's website. High resolution files must be used for all printed materials or promotional items and can be obtained from the Communications Coordinator or may be found on the staff & faculty share drive. Please contact Resurrection Communications Coordinator Kathleen Heneghan at [kheneghan@reshs.org](mailto:kheneghan@reshs.org) or 773.775.6616 Ext 125 to obtain logo files, to secure approval or with any questions.

## Introduction of Logo Usage

The official Resurrection College Prep logo should be used on official correspondence, certificates, awards, liturgical programs, event programs, invitations, publications, and some promotional items. The official logo should not be used on casual apparel or whimsical materials.

The appropriate Resurrection College Prep High School logo should be used according to size, space restrictions and color needs. There is a horizontal version and a vertical (square) version. There are different versions since sometimes the vertical or horizontal logo will fit better in the given design space and medium chosen.

The official logo variations contains the name of the school, the banner and the school motto "*Caritate et Veritate*" (Charity and Truth) in Latin. There is a secondary version of the horizontal and the vertical logo that contains the school motto inside the banner. If the motto is inside the banner, it must be large enough to be legible. For most purposes, the motto be under the school name and will not be inside the banner.

Make sure the chosen logo looks well designed on the project at hand. The logo should never be too small, too large or over-powering. Make sure to leave enough white space around the logo so it is appropriate and is well designed with the rest of the project.

**The logo should always be 100% proportionate as designed.** Therefore, do not stretch the logo distorting its appearance either tall or wide. **Do not change the logo.** Do not remove or add design elements to the logo. Do not change the color or fonts of the logo.

The Logo-type (words only) may be used by itself in some instances and with approval of the Communications Coordinator or Development Director. The banner alone should not be used by itself, unless otherwise approved by the Development Department. The banner should not be pulled out of the official logo and re-sized or re-positioned. The school motto is in all versions of the official logo and should be used at all times, unless otherwise approved by the Development Department.

**All use of the logo must be approved using the Logo Usage and Approval Form.**

**All school apparel**, even without the use of the official school logo, **must be approved** by the Athletic Director, Dean of Students or Communications Coordinator.

**Resurrection College Prep High School  
Full Logo (Words and Banner)**

**Official Logo - Horizontal**



**Official Logo - Vertical (square)**



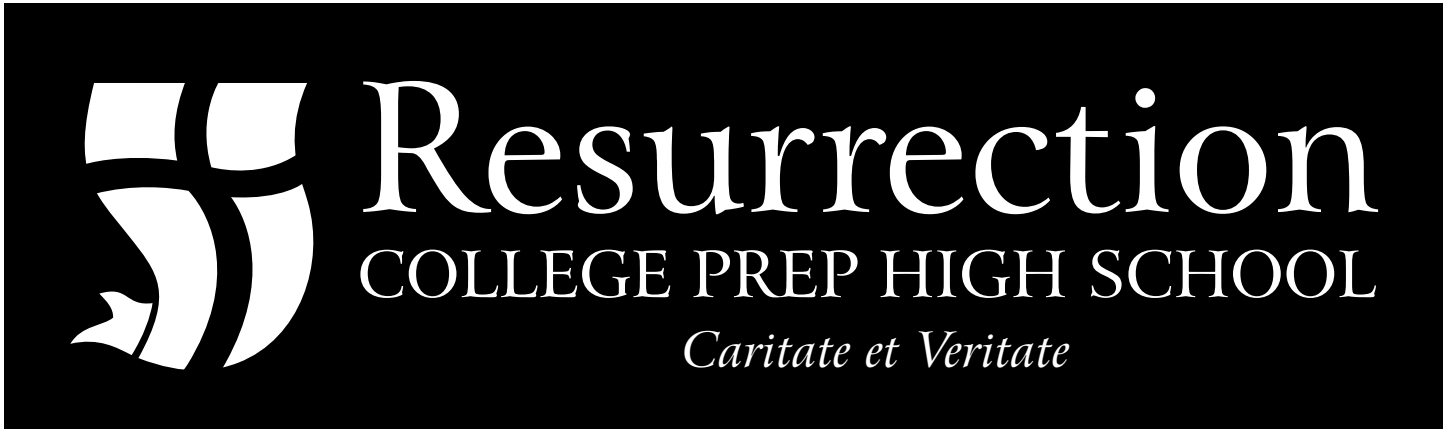
Official Logo - Horizontal for Reverse Usage (white type/symbol on Pantone 186)



Official Logo - Vertical for Reverse Usage (white type/symbol on Pantone 186)



Official Logo - Horizontal for Reverse Usage (white type/symbol on Black)



Official Logo - Vertical for Reverse Usage (white type/symbol on Black)



# Resurrection College Prep High School Logo Font usage

## Arrus OSF BT

is used for the following words of the logo and tagline:  
Resurrection College Prep High School  
Caritate et Veritate  
Charity and Truth

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The Arrus family includes Roman, Italic, Bold, Bold Italic

## Avenir LT Std 45 Book

is used as a complimentary font used on business cards,  
envelope, letterhead for the address, phone number, website  
and other text as deemed official school logo or promotionally related.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The Avenir family includes 45 Book, 45 Book Oblique, 65 Medium, 65 Medium Oblique,  
95 Black, 95 Black Oblique

# Resurrection College Prep High School Logo Color Usage



Black 100%  
C:0 M:0 Y:0 K:100

RGB color  
R:0 G:0 B:0



Red 100%  
Spot Color, Pantone 186

Process color  
C:0 M:100 Y:75 K:4

RGB color  
R:207 G:20 B:43

There is to be no shading of the colors Black or Pantone 186. They must be used at 100% at all times in the official logo.

Color meaning and symbolism: red has been a traditional color for Resurrection College Prep High School, standing for conquest and the fire of the Holy Spirit, the Spirit of Wisdom, Love and Truth.

# Resurrection College Prep High School

## Text/Word art

Resurrection in Red. Upper Case R and remainder in lower case.

College Prep High School in Black. All in upper case.

The full name of the school should be used as shown at all times.

The layout and size relation of the logo should be used as shown at all times.

### Official Logo - Horizontal when words are only used. (Pantone 186 and Black)

Resurrection  
COLLEGE PREP HIGH SCHOOL

### Official Logo - Horizontal when words are only used. (Black)

Color version of the logo should be used most times. But when there is no color printing, or when the logo is being printed in a non-color printed project such as a newspaper, all Black may be used.

Resurrection  
COLLEGE PREP HIGH SCHOOL



Official Logo - Horizontal when words are only used. (Pantone 186 and Black)

Resurrection  
COLLEGE PREP HIGH SCHOOL

Official Logo - Horizontal when words are only used. Shown as reverse if only one color is to be used on a Pantone 186 or Black background.

Resurrection  
COLLEGE PREP HIGH SCHOOL

Resurrection  
COLLEGE PREP HIGH SCHOOL

# Resurrection College Prep High School

Measurements:

Logo Text and Banner/Symbol used together including tagline/school motto



The tagline/school motto is centered under Prep High and approx. the same width. The amount of space between Resurrection and College Prep High School and between College Prep High School and Charity and Truth is the same approx. equal space while taking into consideration the difference between upper and lower case letter spacing to be optically even.

When the banner is to the left of the word/text logo, it is the same height overall of the three lines of text. The movement of the cross naturally falls into the center of the capital R.



## Resurrection College Prep High School

### Vertical - Secondary Logo

#### Latin school motto in Banner

When size is deemed appropriate, the school motto can be used inside the banner. This is when the logo is large enough for the school motto to fit inside and be clearly readable. The Communications Coordinator must approve this usage.



# Resurrection

COLLEGE PREP HIGH SCHOOL

**Resurrection College Prep High School**  
**Proper usage and proportion. DO NOT CHANGE THE LOGO.**

Correct



Not Correct



Correct



Not Correct



**Resurrection College Prep High School**  
**Proper usage and proportion. DO NOT CHANGE THE LOGO.**

Correct

**Resurrection**  
COLLEGE PREP HIGH SCHOOL

Not Correct

~~**Resurrection**  
COLLEGE PREP HIGH SCHOOL~~

~~**Resurrection**  
COLLEGE PREP HIGH SCHOOL~~

~~**Resurrection**  
COLLEGE PREP HIGH SCHOOL~~

# Resurrection College Prep High School

## Proper usage and proportion. DO NOT CHANGE THE LOGO.

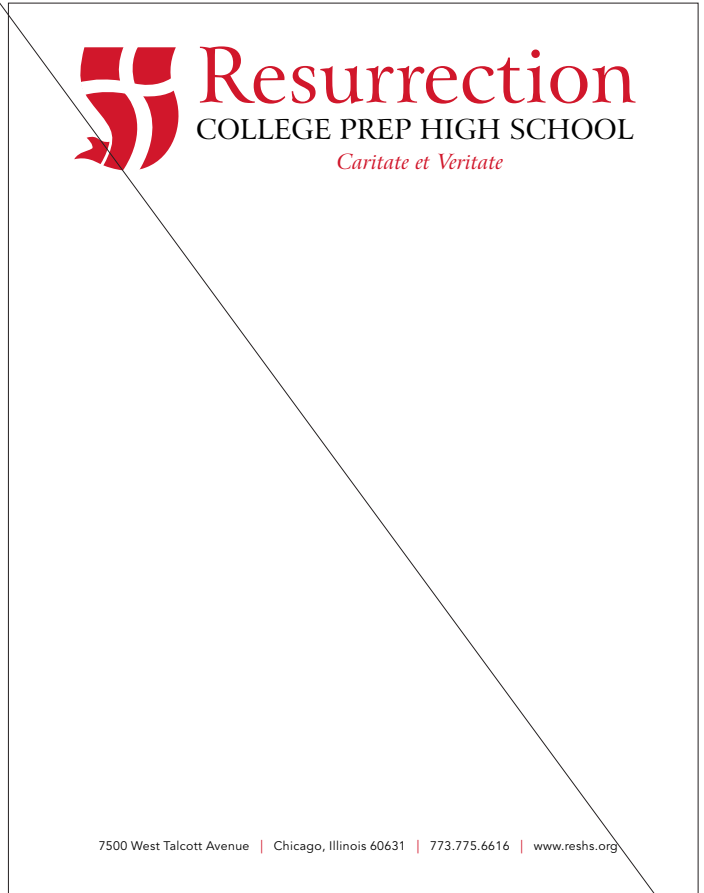
When using the logo approval must be obtained by the Resurrection Communications Coordinator to ensure the logo size is appropriate, not too large or too small, and used in accordance with the standards.

For letters, invites, syllabus, or other written documents

Correct

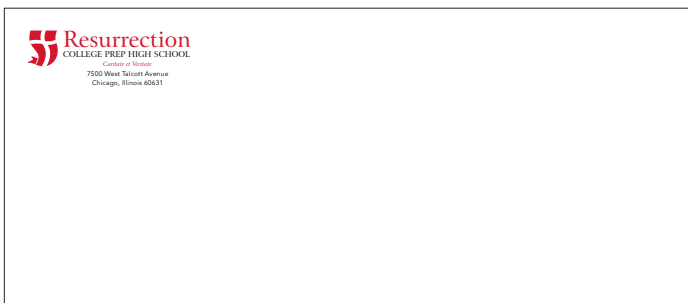


Not Correct



For envelopes or lables, etc.

Correct



Not Correct

