ARCHBISHOP HANNAN HIGH SCHOOL

Brand/Graphic Standards Guide • 2021

Why Branding?

For Archbishop Hannan High School, our brand goes beyond a logo or image. It is wrapped up in the consistent answer our parents and faculty give when we talk about what makes Archbishop Hannan special. Ultimately, the goal of branding is to place an image in people's minds that is both focused and consistent with our image. Our website, logo, and publications are all physical manifestations of our brand.

Just as important to our branding are our sports uniforms and spirit wear. When people see a group of our student-athletes or fans, we want them to immediately recognize that they belong to Archbishop Hannan. Ultimately, we want our uniforms and spirit wear to represent more than just affiliation to our school or team, but rather the level of leadership, commitment, and achievement that we associate with the Hannan Way.

Trademarks And Licensing

The school signature is copyrighted and may not be used on publications or products originating outside of Archbishop Hannan High School without express written permission from the Advancement Office. For signature applications requiring approval, please contact the Advancement Office.

Obtaining Copies of the Logo and Fonts

Computer fles (EPS, TIF, AI) are available from the Advancement Office.

JPG, PNG and GIF and font files are located on the school's network for community use. Copy-machine copies of the logo must not be used in place of the camera-ready artwork, nor should re-creations, such as facsimiles or those that are computer-drawn.

School Logo Usage

THE LOGO

The Archbishop Hannan High School logo (Crest) 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 by typing out each letter, even in the approved font. 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.

Archbishop Hannan High School CREST

Archbishop Hannan High School SEAL

Clear Space

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space. When possible, the seal should be used.

X

1X

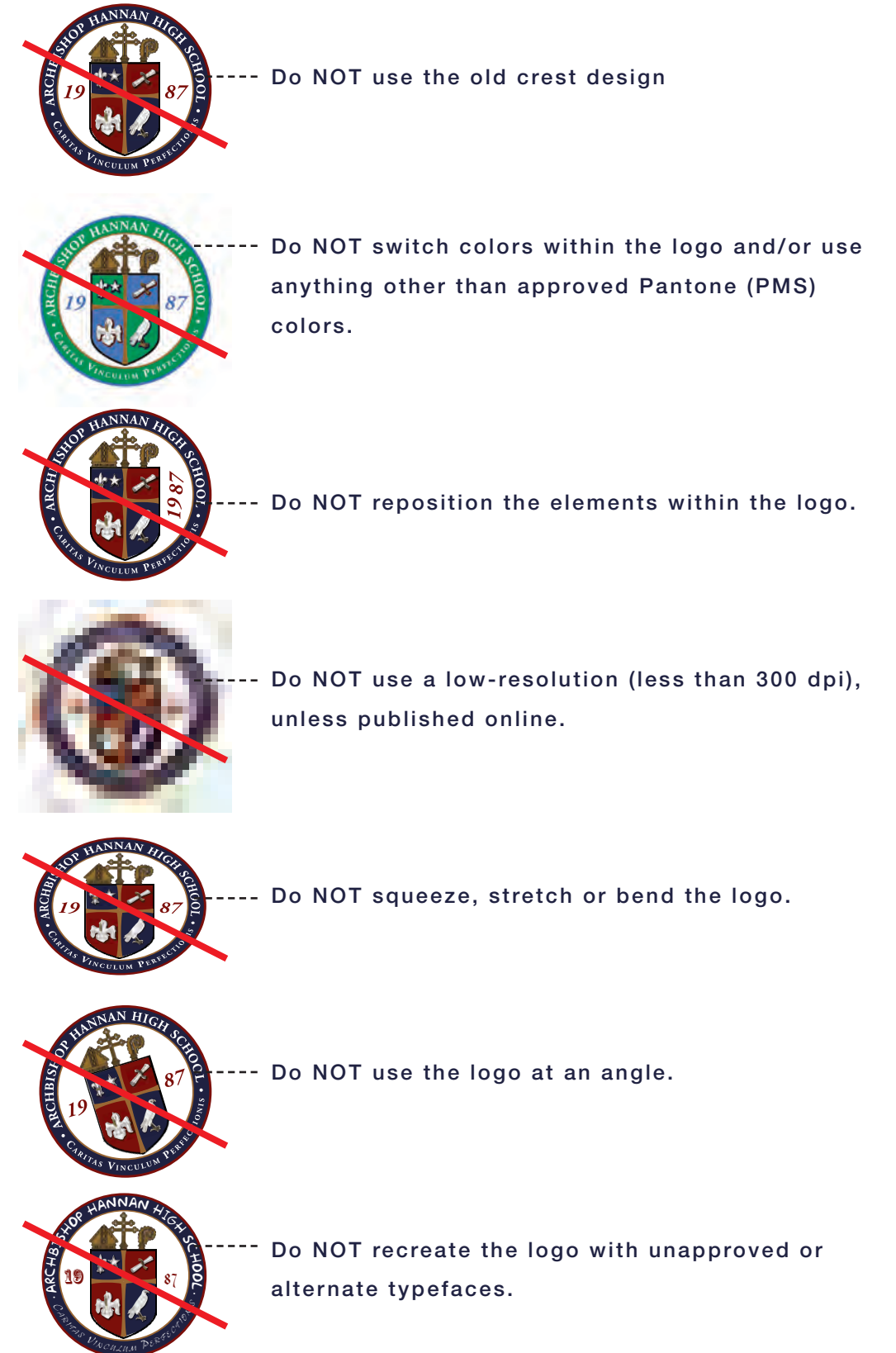X = The unit of measurement to define the height of the outer circle of the "Seal"
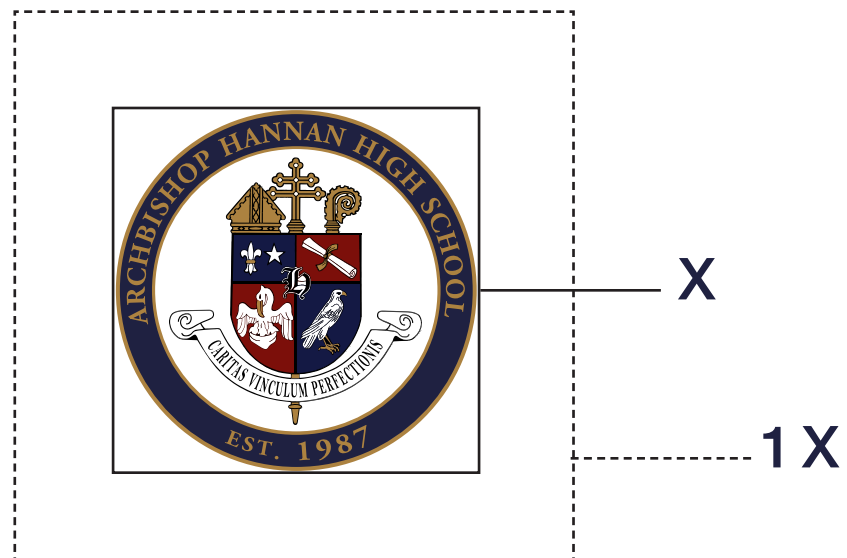
For proper use and consistency, follow the visual guide shown on these pages and always use the approved electronic files available through the Advancement Office.

Logo Misuse

To ensure a strong and cohesive impression across all communications, every logo reproduction must be applied clearly and consistently. The following are examples of areas to avoid when placing the Archbishop Hannan logo:

Do NOT use the old crest design

Do NOT switch colors within the logo and/or use anything other than approved Pantone (PMS) colors.

Do NOT reposition the elements within the logo.

Do NOT use a low-resolution (less than 300 dpi), unless published online.

Do NOT squeeze, stretch or bend the logo.

Do NOT use the logo at an angle.

Do NOT recreate the logo with unapproved or alternate typefaces.

Approved Colors

PMS Colors

As the primary school colors, specifc (PMS) colors should be used for all printed material and matched as close as possible when using alternative reproduction methods.

Archbishop Hannan High School BLUE

print	print	web	paint
Process	Spot	32r 33g 65b	Sherwin Williams Naval - SW6244
93c 89m 46y 47k	Pantone pms 2757		CCE Color Cast O Z 32 64 128 B1 Black 12 51 - - L1 Blue 21 - - - R3 Magenta 10 - - - W1 White 2 36 - -

Archbishop Hannan High School CRIMSON

print	print	web	paint
Process	Spot	123r 14g 9b	Sherwin Williams Crimson Red Manual
16c 98m 100y 49k	Pantone pms 1815		CCE Color Cast O Z 32 64 128 B1 Black 2 2 - 1 R2 Maroon 4 28 - 1 R3 Magenta 50 62 1 - Y3 Deep Gold - 33 1 1

Archbishop Hannan High School KHAKI/TAN

print	print	web
Process	Spot	227r 220g 187b
11c 9m 29y 0k	Pantone pms 4545	

Accent Colors

Suggested Accent Colors

Examples of some of the suggested accent colors, which can be used at varying tint percentages, for use in conjunction with the Archbishop Hannan High School logo colors include those shown on the following page.

50% screen of BLUE	30% screen of BLUE	15% screen of BLUE
50% screen of CRIMSON	30% screen of CRIMSON	15% screen of CRIMSON
50% screen of KHAKI/TAN	30% screen of KHAKI/TAN	15% screen of KHAKI/TAN
White	Black	50% screen of BLACK / GREY

For other suggested colors, or if you have questions, contact Archbishop Hannan High School .

Additional Logos

Archbishop Hannan High School also uses
additional logos to represent a variety of
different programs and promotional applications.
These approved logos must follow the same
guidelines as the overall school logo mark.

The Circular Seal

The circular seal is the only approved variation of the
Archbishop Hannan High School logo mark and can be
used for a variety of smaller or compact applications
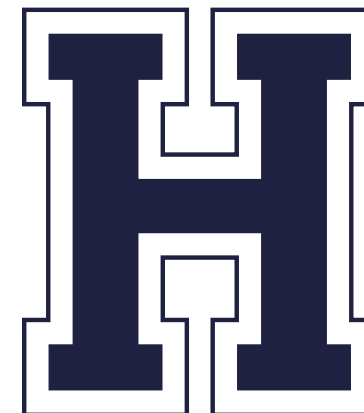such as a banner or jacket patch.
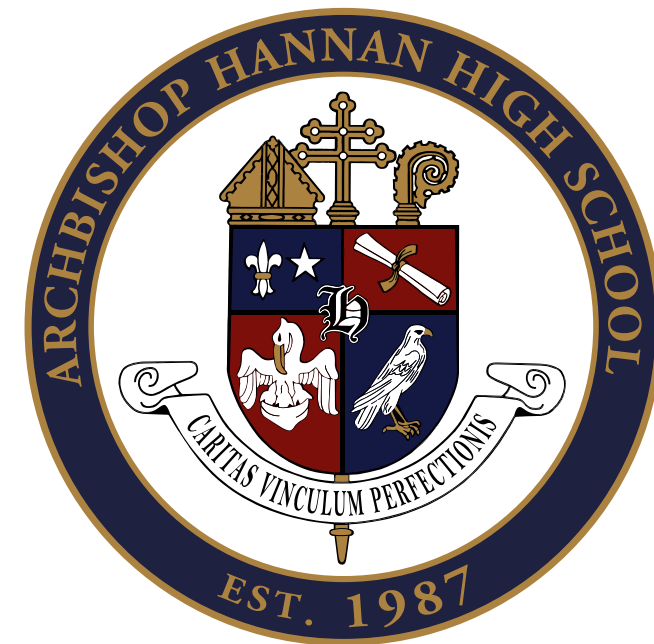
The Hannan "H"

The Hannan "H" logo mark has been developed as a simple reminder of the overall Archbishop Hannan High School brand. It is to be used on clean, uncluttered pages such as brochure covers, posters or simple display ads by itself or in conjunction with the school logo mark.
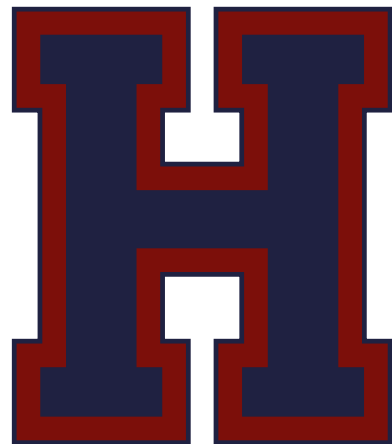
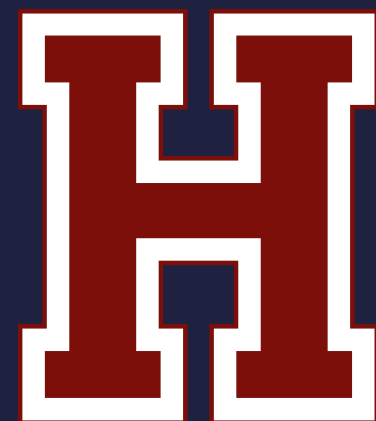Hannan "H"

Hannan "H" - Grey Scale

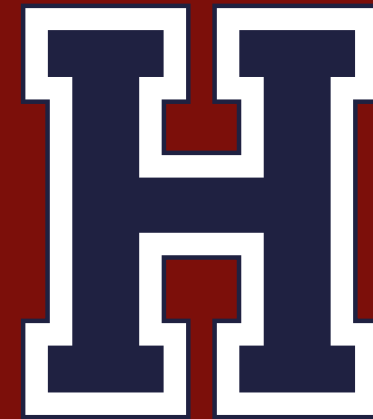Hannan "H" - One Color

HANNAN "H"
Variations for Apparel

Hannan "H" 2 Color - ON WHITE BACKGROUND
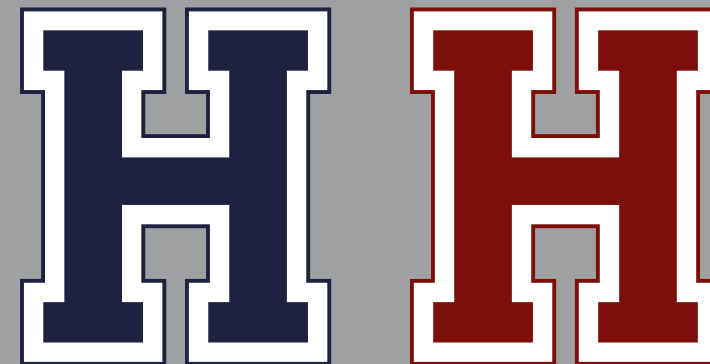

Hannan "H" 2 Color - ON NAVY BACKGROUND

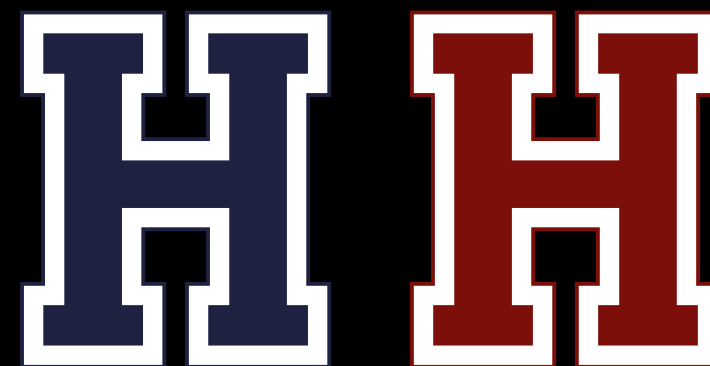HANNAN "H" ICON - *2 COLOR* ON DIFFERENT COLOR BACKGROUNDS

Colors can ONLY be interchanged in the following ways depending on the background color.

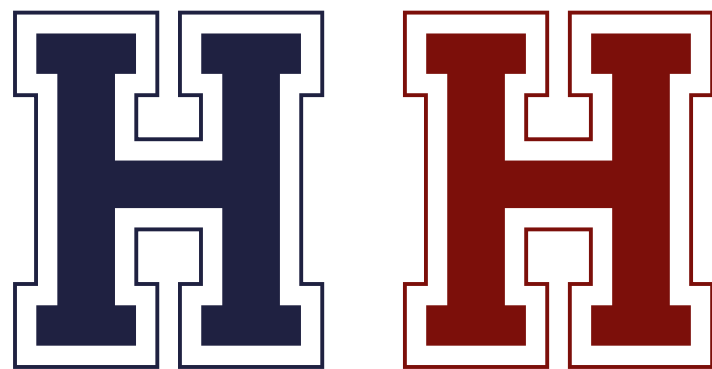Hannan "H" 2 Color - ON CRIMSON BACKGROUND

Hannan "H" 2 Color - ON GREY BACKGROUND

Hannan "H" 2 Color - ON BLACK BACKGROUND

HANNAN "H"
Variations for Apparel

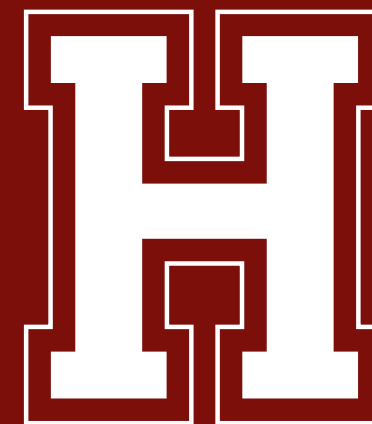Colors can ONLY be interchanged in the following ways depending on the background color.

Hannan "H" 1 Color - ON WHITE BACKGROUND

Hannan "H" 1 Color - ON CRIMSON BACKGROUND

Hannan "H" 1 Color - ON NAVY BACKGROUND
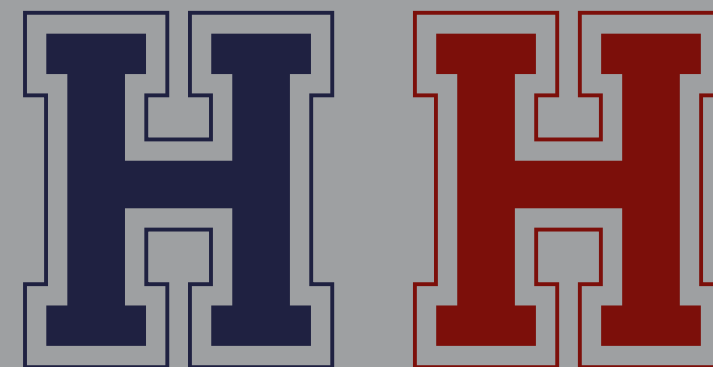
Hannan "H" 1 Color - ON GREY BACKGROUND

The Hannan "Hawk"

RESTRICTIONS ON THE USE OF ATHLETIC LOGOS

Archbishop Hannan High School, in coordination with the Director of Athletics and the Principal, reserves the exclusive rights to endorse other organizations, companies, products and/or services. At no time may any other entity use the Archbishop Hannan High School Logo including the school's Athletic Logos in a way that suggests or implies the endorsement of other organizations, companies, products, services, political parties or views. Please see the Archbishop Hannan High School Guidelines on Advertising for more information.

Hawk Icon in Circle

Hawk Icon NO Circle

HANNAN HAWKS

Hawk Icon in Circle
with Text

HANNAN HAWKS

Hawk Icon NO Circle
with Text

ARCHBISHOP HANNAN HIGH SCHOOL

Hawk Icon in Circle
with Text Horizontal format
Emphasis on HANNAN

HAWK ICON
Variations for Athletic Apparel

Colors can ONLY be interchanged in the following ways depending on the background color.

Hawk Icon NO Circle - TWO COLOR

Hawk Icon NO Circle - ONE COLOR

Only in the case of a one color print should the eye match the color of the background.
The color of the eye should never be the same as the color of the hawk.

Hawk Icon NO Circle - ON WHITE BACKGROUND

Hawk Icon NO Circle - ON CRIMSON BACKGROUND

NAVY HAWK • CRIMSON EYE
Hawk Icon NO Circle - ON GREY BACKGROUND • NO GREY/SILVER HAWK LOGOS

Hawk Icon NO Circle - ON NAVY BACKGROUND

WHITE HAWK • CRIMSON EYE
Hawk Icon NO Circle - ON GREY BACKGROUND • NO GREY/SILVER HAWK LOGOS

HAWK ICON
Variations for Athletic Apparel

HAWK LOGO *WITH* CIRCLE
ON DIFFERENT COLOR BACKGROUNDS

Colors can ONLY be interchanged in the following ways depending on the background color.

Hawk Icon WITH Circle - TWO COLOR

Hawk Icon WITH Circle - ONE COLOR

Only in the case of a one color print should the eye match the color of the background. The color of the eye should never be the same as the color of the hawk.

Hawk Icon WITH Circle - ON WHITE BACKGROUND

Hawk Icon WITH Circle - ON CRIMSON BACKGROUND

Hawk Icon WITH Circle - ON GREY BACKGROUND
NO GREY/SILVER HAWK LOGOS

Hawk Icon WITH Circle - ON NAVY BACKGROUND

Hawk Icon WITH Circle - ON BLACK BACKGROUND

One Time Use

Approval of a one-time application to use an Archbishop Hannan Athletic Logo, e.g., for a T-shirt, does not constitute or imply approval to use the Athletic Logo again, to use it in connection with any other item or event or to change the design in any way, without seeking additional approval. A one-time use approval form can be requested by contacting the Advancement Office.

Athletic Logo Usage Policy

This policy provides information and guidelines to the Archbishop Hannan High School community regarding the use of Archbishop Hannan's logos. The intention is to protect the integrity of the institution's Athletic Logos and to ensure such logos are used in an appropriate manner.

All Athletic Logos must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any of the Athletic Logos without prior permission from the Advancement Office.

Team Uniforms

COLORS

- The school colors are navy blue, crimson, and white (grey is the fourth option if needed).

- Since navy blue and crimson are the primary school colors, teams must purchase navy blue and/or crimson uniforms and utilize white and gray accents.

- When a team (such as basketball or football) requires both "home" and "away" uniform, the "away" uniform should be white. Your "home" uniform should be navy blue or crimson. You can use a white or medium gray as an accent color. (Silver is not a school color)

- If your team doesn't have a "home" / "away" uniform policy, choose a navy blue or crimson uniform and use white and grey as accent colors.

- In some cases (softball and baseball), a navy blue uniform with pinstripes may be acceptable.

- Any exceptions to this policy must be approved in advance, by the Athletic Director, the Director of Advancement, or the Principal (or his or her designate).

WORDING

- When listing the school name, you should refer to the school as "Archbishop Hannan". If only one word will fit, choose "Hannan" or "Hawks."

- When using initials to represent the school, use "AHHS".

- Any exceptions to this policy must be approved in advance, by the Athletic Director, the Director of Advancement, or the Principal (or his or her designate).

Fonts, Logos, and Mascots

COLORS

- Use the approved fonts in this document for words and numbers on team uniforms. You have an infinite number of options within these accepted fonts, including italics.

- Your uniform vendor can experiment with color combination and sizing of the numbers and letters to make things as readable as possible.

- Do not use the school CREST or SEAL on your official uniforms or unofficial gear (practice gear). The only exception to the policy is for Boys and Girls Soccer – The CREST is permissible and must include the school name "Archbishop Hannan" followed by "Soccer. Otherwise, the logo is not intended for use on sports uniforms.

- All Archbishop Hannan official athletic team uniforms and athletic team apparel must include the "Hawk Logo" logo graphic. The only acceptable logo on uniforms is the Archbishop Hannan "Hawk Logo".

- Work with your uniform vendor to create insignia that represent your team (tennis rackets for tennis, basket-balls for basketball, etc.).

Spirit Wear

COLORS

- All Archbishop Hannan Physical Education uniforms, athletic team uniforms, and athletic team apparel should be Crimson, Navy Blue, white or grey.

- All Archbishop Hannan Physical Education uniforms, must include the "Hawk Logo" graphic.

- Black uniforms and warm-ups are not permitted. This does not include practice apparel.

- Any exceptions to this policy must be approved in advance, by the Athletic Director, the Director of Advancement, or the Principal (or his or her designate).

Primary Typefaces

To reinforce the Archbishop Hannan High School brand identity, the school has selected standard typefaces for use in all promotional and correspondence material. All typefaces are suitable for a variety of communication materials, such as letters, memos and marketing brochures. The following fonts are licensed and available through the Archbishop Hannan High School Office and are available for installation on the school's network. *Exceptions may be granted for special events by contacting the Archbishop Hannan High School Advancement Office.

Garamond

Garamond is the primary font used in the Archbishop Hannan High School masthead. The enduring classic nature of this font reflects the tradition-oriented personality of Archbishop Hannan. Garamond can be used for headlines and copy headings only. Never attempt to recreate the logo with this font. the approved school logo is a pre-designed graphic, not a typeset font.

HEADING

Garamond Bold
ABCDEFGHIJKLMNOPQUSTUVWXYZ
0123456789?!@#$%^&*():;+

SUB-HEADING

Garamond Regular
ABCDEFGHIJKLMNOPQUSTUVWXYZ
0123456789?!@#$%^&*():;+

Secondary Typefaces

Two typefaces—a serif and a sans serif—have been selected as the secondary identification typefaces for use as body copy within letters, memos and brochures and other materials created in conjunction with the masthead.

Helvetica

A simple, clean, readily available sans serif font, Helvetica can be used for body copy and Sub-headlines alike. A small sampling can be found below; however, the entire Helvetica and Helvetica Neue family is also acceptable.

SUB-HEADING OPTION 2

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQUSTUVWXYZ
0123456789?!@#$%^&*():;+

BODY

Helvetica Neue Medium
ABCDEFGHIJKLMNOPQUSTUVWXYZ
0123456789?!@#$%^&*():;+

BODY OPTION 2

Helvetica Neue Light
ABCDEFGHIJKLMNOPQUSTUVWXYZ
0123456789?!@#$%^&*():;+

Photography

Imagery is one of the most powerful ways to correctly represent Archbishop Hannan High School's brand. Whether it is used as the main component of a design or as a visual accent within a design, take care to ensure that the image incorporates the brand identity.

Images should convey a sense of leadership, camaraderie, victory and a compelling student life. Each image should strive to tell a story and avoid simple snapshots of smiling students. When choosing photography, pay special attention to attire, diversity and any other issues to ensure that the school is portrayed in a positive light.

Photography should feature images of actual students and alumni. Be certain the image has been legally released before using it for promotional purposes. Questions regarding releases can be made to the Director of Advancement.

Institutional Information

SCHOOL NAME

- The official full name of the school is **Archbishop Hannan High School.** Archbishop Hannan High School should be the first reference. If more than one reference to the school is made, then use Archbishop Hannan.

- **"Archbishop Hannan"**, **"Hannan"** and **"AHHS"** are the only correct abbreviations of the school's name in written form.

TAGLINE

Forming Faith. Inspiring Excellence. Building Character.

EMAIL

All employees are to use their assigned Archbishop Hannan High School email when conversing with students, families and / or when conversing on behalf of Archbishop Hannan High School to outside entities. Email signature blocks should include your name, position / title, the name of the school with the mailing address and your direct line phone number. For example:

Fr. Charles Latour, O.P.

Principal

Archboshop Hannan High School

71324 Highway 1077

Covington, LA 70433

Stationary

The stationery design applies to all letterhead, envelopes, business cards, labels, note cards, note pads, etc. All will be done in 2-color (Pantone 2757 & Pantone 1815). If you need a new design for envelopes or odd-sized letterhead, please contact the Archbishop Hannan High School Advancement Office. Electronic letterhead is available for editing and printing on the school's network.

Letterhead and Letter Style

All single-sheet and first-sheet letterhead must follow the design indicated below. Exceptions to the standard format require approval from the Archbishop Hannan High School Advancement Office.

Sample stationary with letterhead on following page.

The date is top aligned at 2.5 inches from the top edge of the page and 1.5 inches from the left edge.

1.5 inches

2.5 inches

Date

Name of Addressee
Company
Name
AddressCity, State, Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Garamond Regular at 12 pt (on 15 pt leading.)

The date is top aligned at 2.5 inches from the top edge of the page and 1.5 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.499 inches. A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

1 inch

71324 Highway 1077 • Covington, Louisiana 70433

Phone 985.249.6363 • Fax 985.249.6370 • www.hannanhigh.org

ARCHBISHOP
HANNAN
HIGH SCHOOL

www.hannanhigh.org

P 985-249-6363 | F 985-249-6370

71324 Highway 1077

Covington | Louisiana 70433