Visual Identity System

Visual Identity System

An important part of communicating Cathedral's brand is in the consistent use of its various visual identities (logos). These have been designed to work together as part of an overall visual branding system that provide both a distinctive identity for specific uses and also work as a "family" of symbols for Cathedral High School. All of these identities are available in various sizes and file types. Never attempt to re-create any of the identities or reproduce in colors other than the ones indicated.

This identity system updates logos that have been in use at Cathedral High School for years. Each of these identities now has been refreshed and redesigned to work together as a complete system and provide instant and consistent recognition for a specific role and function within the school. Many schools and universities have a similar system of logos. The University of Notre Dame example shows how it uses different symbols to differentiate various activities and functions much as the Cathedral High School identity system does.

Official

The Official Crest—for official school correspondence, president and principal letters, and board communications.

Academic

The Celtic Cross—the logo for all academic and marketing communications from Cathedral. It may be used either as a Wordmark (preferred application) or as the Circle Cross, where the horizontal Workmark is not as easily used such as on uniform shirts or signage.

Activity

The Block "C"—for sports, club, and school activities

Note: See additional logos for specific events, and special groups, (page 24)

Visual Identity System

The Official Crest

The official crest of Cathedral High School is used for official correspondence and high-level communications by school administration and the board of trustees. It is never used in marketing or advertising material or for informal types of communication. The crest may be used as:

3 - color: Black, PMS 281 & 871   Black or Blue

Meaning:

The Cathedral crest is adapted from "the shield of Bishop Chartrand." The elements of the crest in classic heraldry show the bishop's mitre which symbolizes authority, the cross which is Christ, and the shepherd's crook for faithfulness. The colors of the crest, which are also our school colors, have meaning as well. Blue means truth and loyalty; gold is for elevation of the mind. The ship symbolizes the voyage we are all on together and how we are guided by the star, the Blessed Mary, sometimes called the Morning Star or Star of the Sea. Together, all the elements symbolize the school's motto:

Ipsa Duce Non Fatigaris, that is, "With her (The Blessed Virgin Mary) leading we shall not tire."

The Celtic Cross/The Wordmark

The Wordmark is the preferred logo for most applications. It is available in several variations:

Meaning:

The Wordmark emphasizes the name of the school while also highlighting the potenial for greatness in Cathedral students. Every student that comes to Cathedral has a different definition of greatness and Cathedral will empower students to find their own greatness.

The Holy Cross identity in the Wordmark with Living Holy Cross Values shows Cathedral's affiliation with the Brothers of Holy Cross. This Christian symbol of hope is taken from the seal of the Congregation of Holy Cross. The double anchors and the cross illustrate the Congregation's motto, Crux Spec Unica: The Cross is our only hope.
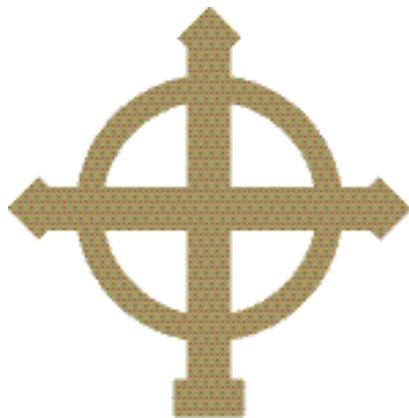
The Celtic Cross/Circle

The Celtic Cross logo is used in place of the Wordmark when a horizontal application cannot be used. It incorporates the Celtic Cross symbol from the Wordmark, but with less emphasis on the name of the school. Because the words, Cathedral High School, are in smaller, arched type, it must be used carefully as it may be difficult to read be at certain sizes. In general, the Celtic Cross logo should never be reproduced at less than .75 inches tall. If it must be used in an application smaller than .75 inches, use the Celtic Cross without the type.
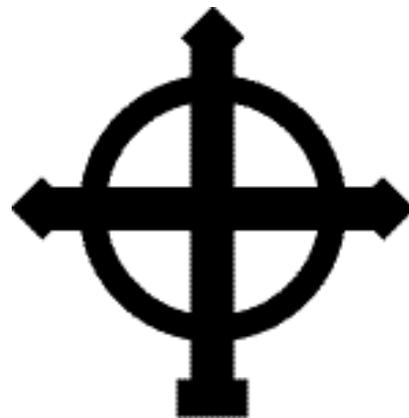
3-Color: PMS 281, 871 & 356

Black or Blue

1-Color: PMS 871

Black or Blue

Meaning:

The Celtic Cross is symbolic of Cathedral's "Irish" traditions and associations. It shows the cross of Christ superimposed upon a circle, representing eternity and God's endless love. The arrows at the three points of the cross symbolize how our Cathedral Connection moves outward to our community and our world; the base of the cross shows that Cathedral provides a solid foundation of faith to our students.

Visual Identity System

The Block "C"

The Block "C" logo is the spirit logo used by sports teams, clubs, and association at Cathedral High School. Unlike the Official Crest, the Wordmark, and the Celtic Cross, the Block "C" may be modified with the addition of other symbols in place of the shamrock. The following Block "C" identities are available for use:

3-color: PMS 281, 871 & 356

Black or Blue

Meaning:

The Block "C" is the traditional "letter sweater" symbol that traditionally denotes club and sport activities at college preparatory schools. Incorporating the shamrock makes this uniquely Cathedral's.
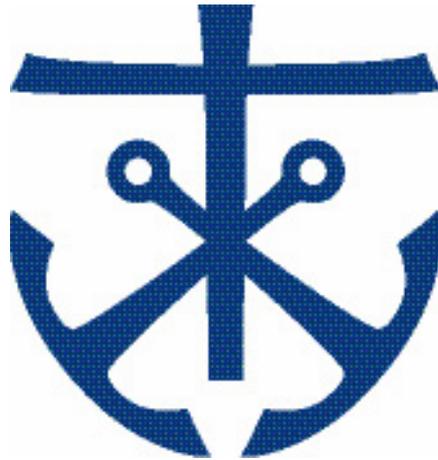
Visual Identity System

The Holy Cross Identity

Cathedral High School is affiliated with the Congregation of Holy Cross and the Brothers of Holy Cross. The school may use the Holy Cross logo where appropriate and in the following manner:

The Holy Cross logo should always be used with either the Official Crest or the Cathedral Celtic Cross. It is never used alone in any Cathedral materials.

When used in conjunction with the either the Official Crest or the Cathedral Celtic Cross, the Holy Cross logo is smaller and not used as part of the school logo. The Holy Cross logo should be used with the words, "Living Holy Cross Values since 1918."

Meaning:

This Christian symbol for hope is taken from the seal of Congregation of Holy Cross. The double anchor and the cross illustrate the Congregation's motto, Crux Spes Unica: The Cross is our only hope. It is taken from Vexilla Regis Prodeunt, an ancient liturgical hymn sung at vespers on feasts celebrating the cross and during Passiontide.

Visual Identity System

Additional Logos

Specific groups and events have existing logos which are used only for their purposes. These include:

Cathedral Irish Alumni

Cathedral Mothers' Club

Cathedral Family Circle

Shamrauction

Camp Cathedral

The Fighting Irish Leprechaun

Do not use "The Notre Dame leprechaun" character as this would violate Notre Dame's trademark rights and subject the school to fines. Only uses of the leprechaun that were created prior to 2007 such as the gym floor, softball dugout, and practice field are allowable.

Color Palette

Color Palette

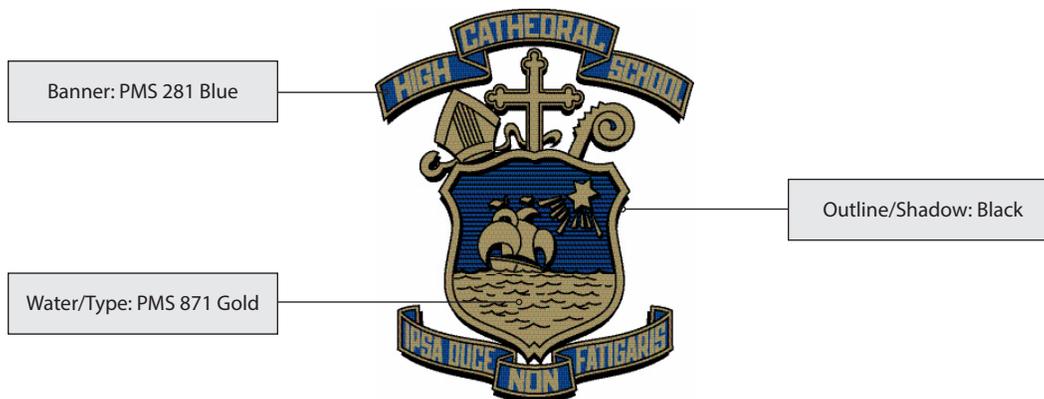## Colors

The Official Crest identity can be reproduced in:

    One-color (black or blue on white or light-colored background)

    Four-color (gold, blue, and black)

    CMYK

    RGB

    HEX

Banner: PMS 281 Blue

Outline/Shadow: Black

Water/Type: PMS 871 Gold

BLUE

PMS 281

n PMS 281

n CMYK: c100 m72 y0 k32

n RGB: r0 g62 b126

n HEX: #002664

GOLD

PMS 871

n PMS 871

n CMYK: c20 m25 y60 k25

n RGB: r163 g145 b97

n HEX: #847040

COLOR REPRODUCTION NOTES:

PMS (Pantone Matching System) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

CMYK (Cyan Magenta Yellow Black) colors are used in traditional four-color process printing and many digital printing processes where full, or multi-color printing is required.

RGB (Red Green Blue) colors are used for all electronic applications where the end product will be viewed on a computer screen. Typical applications are the internet, email graphics, and PowerPoint presentations.

HEX (Red Green Blue) hexadecimal colors are used in HTML web page features or applications.

Color Palette

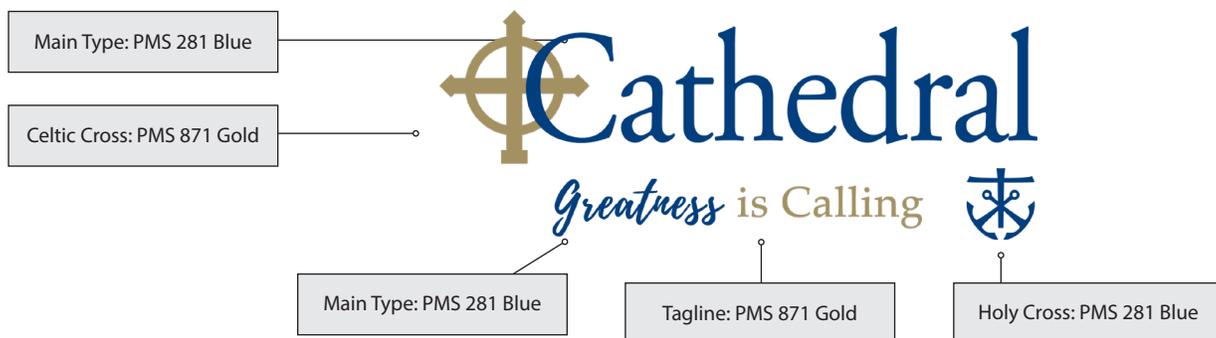## Colors

The Wordmark identity can be reproduced in:

One-color (black or blue on white or light-colored background)

Four-color (gold and blue)

CMYK

RGB

HEX

| Main Type: PMS 281 Blue |
| Celtic Cross: PMS 871 Gold |

Cathedral

Greatness is Calling

| Main Type: PMS 281 Blue | | Tagline: PMS 871 Gold | | Holy Cross: PMS 281 Blue |

BLUE

PMS 281

BLUE
n PMS 281
n CMYK: c100 m72 y0 k32
n RGB: r0 g62 b126
n HEX: #002664

GOLD

PMS 871

GOLD
n PMS 871
n CMYK: c20 m25 y60 k25
n RGB: r163 g145 b97
n HEX: #847040

COLOR REPRODUCTION NOTES:

Pantone Matching System (PMS) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

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HEX (Red Green Blue) hexadecimal colors are used in HTML web page features or applications.

Color Palette

Colors

The Celtic Cross identity can be reproduced in:

One-color (black or blue on white or light-colored background)

Four-color (gold, blue, and green)

CMYK

RGB

HEX

Type: PMS 281 Blue

Shamrock: PMS 356 Green

Celtic Cross: PMS 871 Gold

BLUE

PMS 281

n PMS 281
n CMYK: c100 m72 y0 k32
n RGB: r0 g62 b126
n HEX: #002664

GOLD

PMS 871

n PMS 871
n CMYK: c20 m25 y60 k25
n RGB: r163 g145 b97
n HEX: #847040

GREEN

PMS 356

n PMS 356
n CMYK: c95 m0 y100 k27
n RGB: r0 g133 b63
n HEX: #007a3d

COLOR REPRODUCTION NOTES:

PMS (Pantone Matching System) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

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HEX (Red Green Blue) hexadecimal colors are used in HTML web page features or applications.

Color Palette

Colors

The Block "C" identity can be reproduced in:

One-color (black or blue on white or light-colored background)

Four-color (gold, blue, and green)

CMYK

RGB

HEX

Block "C": PMS 281 Blue

Outline: PMS 871 Gold

Shamrock: PMS 356 Green

BLUE

PMS 281

n PMS 281
n CMYK: c100 M72 Y0 K32
n RGB: R0 G62 B126
n HEX: #002664

GOLD

PMS 871

n PMS 871
n CMYK: c20 M25 Y60 K25
n RGB: R163 G145 B97
n HEX: #847040

GREEN

PMS 356

n PMS 356
n CMYK: c95 M0 Y100 K27
n RGB: R0 G133 B63
n HEX: #007a3d
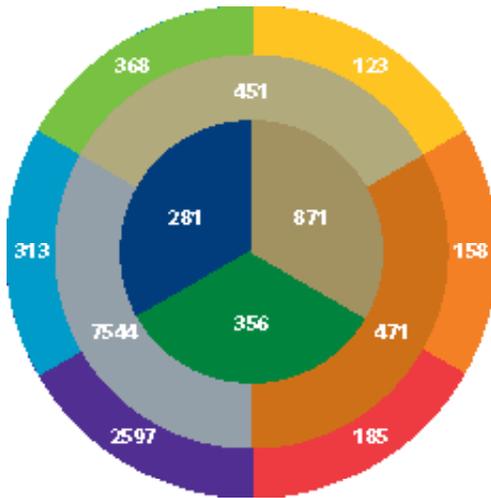
COLOR REPRODUCTION NOTES:

PMS (Pantone Matching System) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

CMYK (Cyan Magenta Yellow Black) colors are used in traditional four-color process printing and many digital printing processes where full, or multi-color printing is required.

RGB (Red Green Blue) colors are used for all electronic applications where the end product will be viewed on a computer screen. Typical applications are the internet, email graphics, and PowerPoint presentations.

HEX (Red Green Blue) hexadecimal colors are used in HTML web page features or applications.

Color Palette

SECONDARY COLORS:

TAN
- PMS 451
- CMYK: c33 m28 y58 k0
- RGB:. r178 g169 b126
- HEX: #b2aa7e

BRICK
- PMS 471
- CMYK: c0 m59 y100 k18
- RGB: r206 g112 b25
- HEX: #b2541a

GRAY
- PMS 7544
- CMYK: c10 m1 y0 k40
- RGB: r149 g160 b169
- HEX: #8996a0

TERTIARY COLORS:

YELLOW
- PMS 123
- CMYK: c0 m24 y94 k0
- RGB: r255 g196 b37
- HEX: #fdc82f

PURPLE
- PMS 2597
- CMYK: c85 m100 y0 k0
- RGB: r82 g46 b145
- HEX: #57068c

ORANGE
- PMS 158
- CMYK: c0 m61 y97 k0
- RGB: r245 g128 b37
- HEX: #e37222

BLUE
- PMS 313
- CMYK: c100 m0 y8 k13
- RGB: r0 g154 b199
- HEX: #0098c3

RED
- PMS 185
- CMYK: c0 m91 y76 k0
- RGB: r239 g62 b66
- HEX: #e00034

GREEN
- PMS 368
- CMYK: c57 m0 y100 k0
- RGB: r122 g196 b67
- HEX: #69be28

Typography

Typography

Font Recommendations

Body Copy/Text

All word processing documents and electronic communication correspondence (e-mail) should be set in Times or Palatino when using a serif typeface and Arial or Frutiger if using a sans serif typeface.

Serif typefaces

Times
Times Italic

Times Semibold
Times Semibold Italic

Times Bold
Times Bold Italic

Times Extra Bold

Palatino Light
Palatino Light Italic

Palatino Roman
Palatino Italic (Roman)
Palatino Italic Oldstyle figures

Palatino Medium
Palatino Medium Italic

Palatino Bold
Palatino Bold Italic

Palatino Bold Oldstyle Figures
Palatino Bold Italic Oldstyle Figures

Palatino Black
Palatino Black Italic

Palatino Small Caps & Oldstyle Figures

Sans serif typefaces

Arial
Arial Italic

Arial Bold
Arial Bold Italic

Frutiger 45 Light
Frutiger 46 Light Italic

Frutiger 55 Roman
Frutiger 56 Roman Italic

Frutiger 65 Bold
Frutiger 66 Bold Italic

Frutiger 75 Black
Frutiger 76 Black Italic

Frutiger 95 Ultra