

VISUAL IDENTITY

EDITION 1

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* A digital version of this guide along with downloadable files of the logos, word marks and symbols mentioned in this guide can be found on the Catholic High School website at www.catholichigh.org/visual-identity.

A Word From Our President

Catholic High School has been educating the minds and forming the hearts of young men in the charism of the Brothers of the Sacred Heart since 1894. In order to honor this rich and storied tradition, a comprehensive branding and style guide has been developed to direct the visual standards of the school. This guide was created after an extensive research and survey process which utilized feedback from a number of key constituents including faculty, students, parents and alumni.

Providing a consistent and comprehensive visual identity that is progressive and bold, this guide will assist in enhancing and promoting the public image of our school and its mission. Included in this guide is a wide variety of approved logos and word mark options, and specific directions on how, when and where to utilize and represent the CHS brand. The success of these new standards relies upon the understanding, cooperation and active support of the entire CHS community without exception.

In moving forward, this style guide represents the visual identity of Catholic High School. As the school continues to grow and evolve, the style guide will be revised as needed. The management of these standards will fall under the Office of Advancement, with the implementation directed by the Office of Communications.

If you have questions regarding these visual identity standards, or would like a copy of this guide, please contact Ashley Davies, Director of Communications, at adavies@catholichigh.org, or Hilary Trahan, Director of Communications, at htrahan@catholichigh.org.

Sincerely,

Gerald E. Tullier

THE MISSION OF CATHOLIC HIGH SCHOOL IS TO TEACH
GOSPEL VALUES IN AN ENVIRONMENT OF ACADEMIC EXCELLENCE
ACCORDING TO CATHOLIC TRADITION AND THE SPIRIT OF THE BROTHERS
OF THE SACRED HEART.

What is the Visual Identity?

The visual identity of Catholic High School, which establishes consistent visual elements, allows the stakeholders and desired consumers to immediately recognize and make instant connections with the school.

These separate visual elements — logos, fonts, typography, schemes, and colors — when combined, create associations and expectations that encapsulate and convey the symbolic meanings of Catholic High School that cannot be expressed through words alone.

The goal of this visual identity is to represent the values, ideas and personality of Catholic High School in an easily recognizable manner and to set the standard for all associated marketing materials.

Why is Brand Consistency Important?

Like the school, our brand has enormous influence. Creating a brand identity with consistent visual elements will help to shape how people see Catholic High School. The look, feel and tone contained in these standards shows not only who we are, but what we aspire to achieve.

All of Catholic High School's visual elements should follow a consistent visual style, or brand standard, across all marketing materials. The brand standards for Catholic High School set it apart from competitors and allow it to gain recognition among its target audience.

These standards also work to establish guidelines directing the target audience how, where and when Catholic High School's visual elements should be used and becomes the Catholic High School branding Constitution.

Through these standards, the community becomes accustomed to the Catholic High School brand through consistency making them more likely to understand the Catholic High School mission and values.

These standards guide everyone — from employees and partners to outside vendors and printers — in understanding how to use the brand's elements appropriately thus preserving Catholic High School's value, services and mission.

Primary Logo

The goal of the Primary Logo is placing an emphasis on the cross which represents the strong religious values of Catholic High School. It is imperative that the cross not be manipulated in any way. This includes allowing it be cramped or become lost within the H. It is important that the C, H and S always remain proportional in size to each other and that the strokes on the

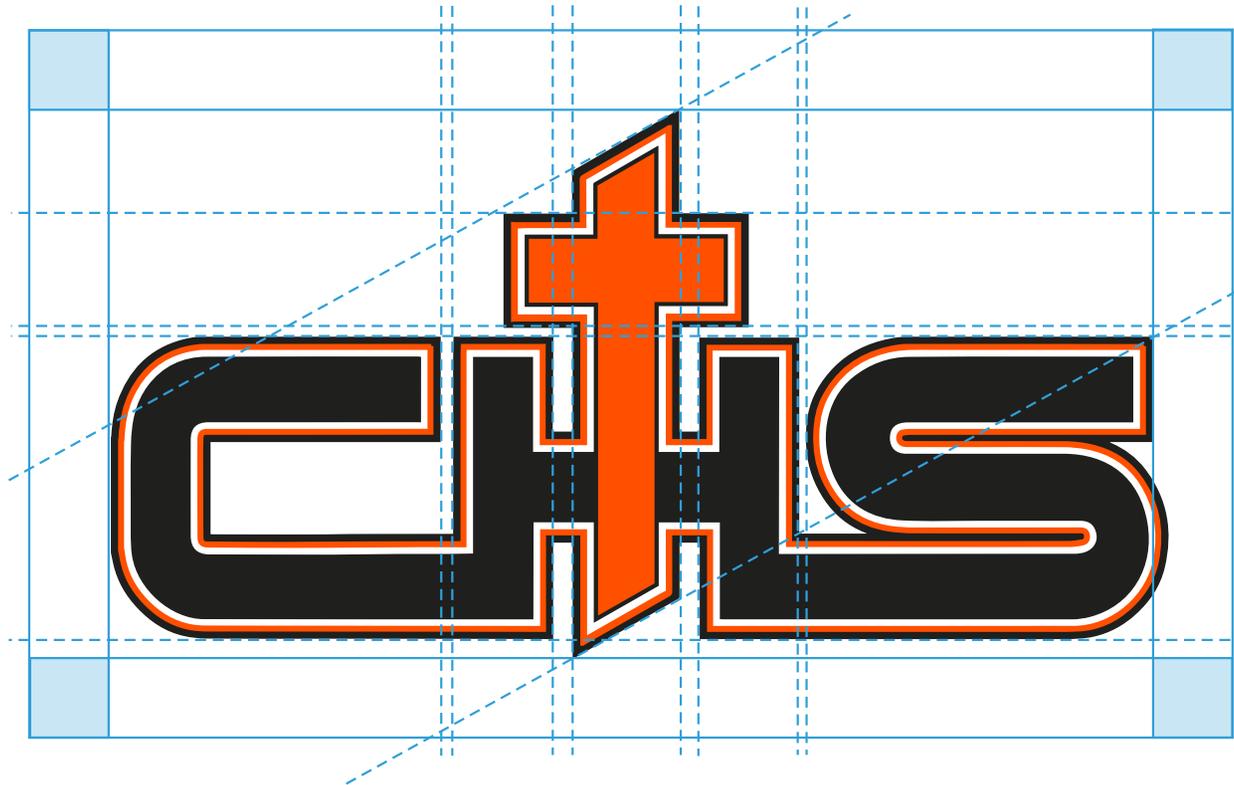
letters and cross stay at equal proportion in width when resizing the logo. The new stroke pattern will allow for the logo to be placed on any background color without the need to make variations to the logo or the strokes. A black version of the cross should never be used in the Catholic High School logo.



Primary Logo Integrity

The primary logo may be used in combination with the word mark only if the word mark appears below or to the right of the primary logo. The word mark should never be placed above or to the left of the primary logo. The angles of the bottom and top of the cross are identical and should never be compromised by

squeezing the logo during resizing. In addition, letters should never touch and/or collide into each other. A safe zone of at least .5 inches should be maintained all the way around the primary logo with the exception of the addition of word marks that may be added to create a Composite Logo (see page 7).



Composite Logo =

Primary Logo + Word Mark + Tagline

The Composite Logo combines the Primary Logo with the Catholic High School official Word Mark and Tagline. The Catholic High School Composite Logo is the preferred logo for all official academic-related documents for the school and should be used whenever possible; however, the Composite Logo should not be used once the logo is too small for the Word Mark or Slogan to be legible (refer to page 8).



Composite Logo Variation =

Primary Logo + Word Mark

There is only one approved variation of the Composite Logo for Catholic High School. In situations where the integrity of the Composite Logo would be compromised due to Tagline legibility, the Tagline may be dropped and used independently following the guidelines established on page 10.



Composite Logo Integrities

The Tagline must fit below the logo in a single line - never bumped down to two or more lines. The Composite Logo should never be condensed below 1.5" in height when using the Tagline as it would cause the Tagline to be smaller than 6 pt. font which renders it illegible. If the tagline is being dropped from the Composite

Logo, see page 9 for approved variations. When the Tagline is added below the Word Mark, there must be a small divider line separating the Tagline from the Word Mark. This line displays angled edges similar to the cross on the primary logo. The space above and below the divider line must be equal in height.



The Tagline

A Brothers of the Sacred Heart School Since 1894

Composite Logo Variation Integrities

The Word Mark should be spaced approximately the width of one letter space in the Word Mark below the Primary Logo. The Word Mark must always extend beyond the Primary Logo from left to right by approximately the width of a letter space and a half as shown in the diagram below.

The Word Mark is a version of a font that has been individually kerned and edited. The Word Mark must fit under the primary logo on a single line and never be smaller than 10 pt. font size. In addition, the Word Mark may only be black or white. The Word Mark should never be used on its own or separated from the Primary Logo.



Catholic High School Word Mark

CATHOLIC HIGH SCHOOL

The Tagline Integrity

The Tagline, when separated from the Composite Logo due to spacing issues, may only be used on the same page as the Composite Logo Variation using the approved Tagline Variation shown below.

The Tagline should remain white on an orange background using the Gotham Book Italic font. In addition, the type should be centered, the orange bar placed at the bottom of the page or screen it is displayed on, and the bar should be stretched the full width of the page.

This version of the Tagline can only be used when separated from the Composite Logo.

A Brothers of the Sacred Heart School Since 1894

Logo Color Variations (Page 1)

The full color logo can be used interchangeably on any background color.



The black and white logos, however, are not interchangeable. Therefore, the correct logo designated for black backgrounds and the correct logo designated for white backgrounds must be selected and used as appropriate.



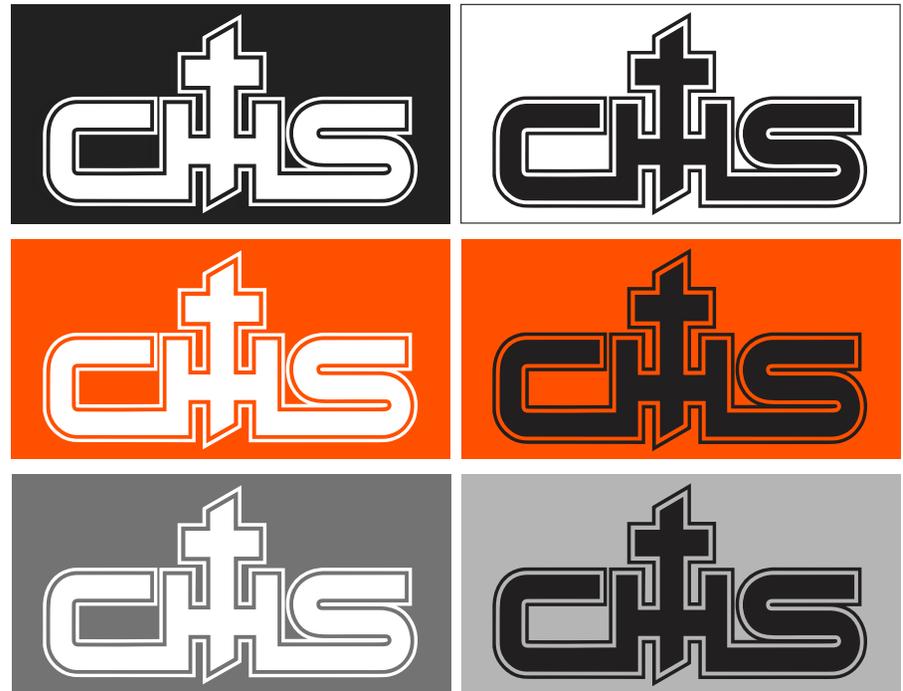
Logo Color Variations (Page 2)



Notice that when the full color logo is used on different background colors, the color order of the outlines around the logo stay constant. This allows the same logo to be used on the varied background colors.

While the full color logo variation is preferred, there is a single color logo that can be used instead of the full color logo. The single color logo should only be used as either single color white or single color black.

The single colored logo features a space outline allowing the background color to show through between the outermost stroke and the innermost fill color.



*Color rotation remains consistent on all approved garments.

Horizontal Logo

The Horizontal Logo should be utilized in situations where the Primary Logo (vertical logo) does not fit in the desired area, or if the logo needs to fit across the width of the document. The Horizontal Logo, as displayed, consists of the Primary Logo with a vertical orange divider line to the right. The Word Mark is placed to the right of the orange divider line and the Tagline should be positioned below the Word Mark, with a space approximately the same height of the Tagline itself separating

the Word Mark from the Tagline. The Tagline should be centered below the Word Mark and indented precisely one letter space before and after the tagline. The top of the Word Mark should line up with the top of the Primary Logo, and the orange divider line should be centered between the Primary Logo and Word Mark with a distance approximately the height of the Word Mark on each side of the orange divider line.

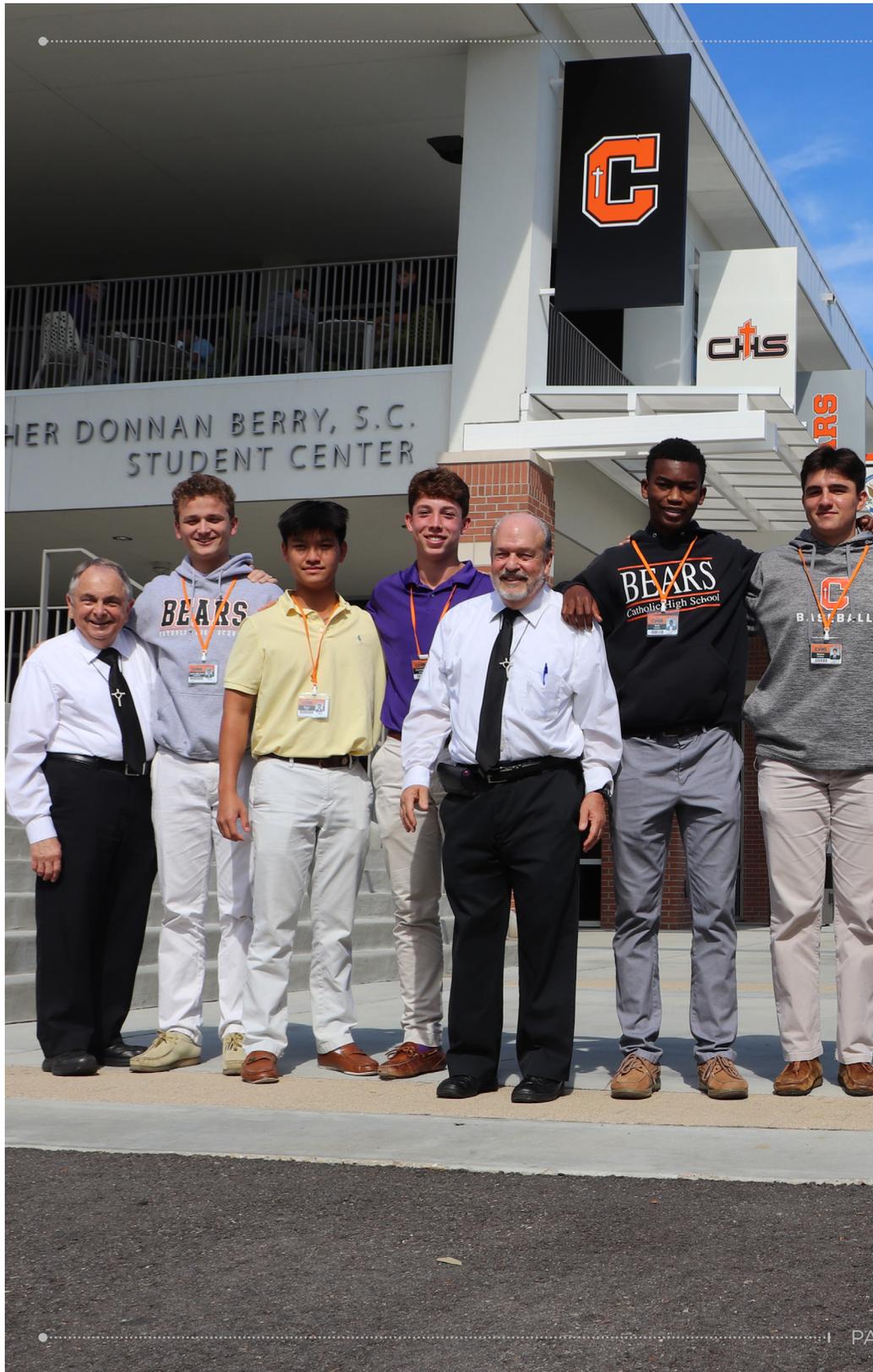


CATHOLIC HIGH SCHOOL

A Brothers of the Sacred Heart School Since 1894

Horizontal Logo Integrities





Supporting Elements & Alternate Logos

Supporting Elements, meant to help put emphasis on the Catholic mission established by the Brothers of the Sacred Heart and to show that their mission lives on at Catholic High School, should never be used in place of the Primary Logo; however, they can be used as an additional branding element when appropriate. They may be used separately or together.

Alternate logos displayed on pages 15-17 may be used in certain situation when the Primary Logo is not needed.

Slogan

AMETUR COR JESU
Loved be the heart of Jesus

The slogan should be portrayed in the font Gotham Book and in the color sequence shown above (see page 29 for official color codes) and should span the full width of the page or section it is placed.

Cross



The Cross, from the Primary Logo, may be used separately as a symbol of Catholic High School's values. The fill color of the cross may never be black. It may only be filled orange or White

Sacred Heart



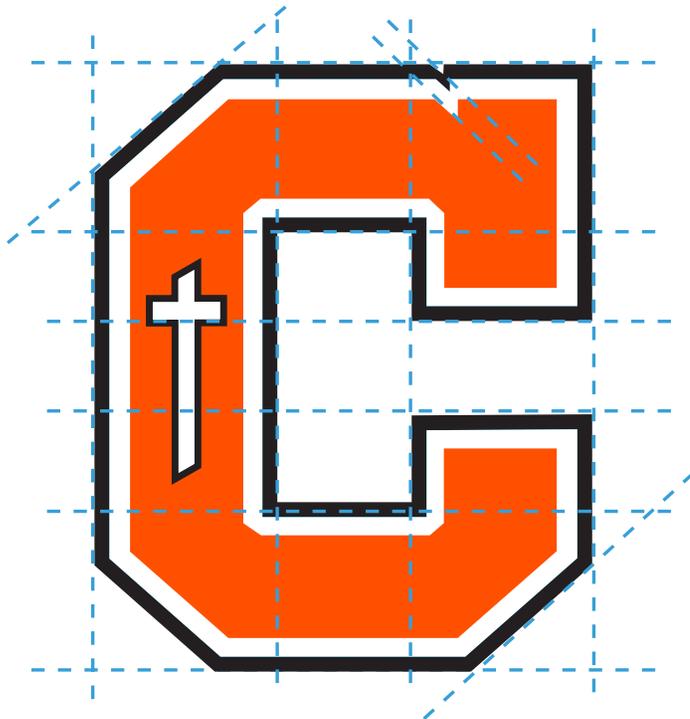
Inspired by the Brothers of the Sacred Heart Mission Cross, this symbol may be used separately as a symbol of Catholic High School's values.

Letterman C Logo (Part 1)

Stroke must never be altered and must remain consistent when resizing. The Cross should never be black and the C should never be filled with white.

This logo may be used with Sports Specific or organizational Word Marks. See the following page for examples.

Letterman C Logo Integrity



Letterman C Logo (Part 2) + Word Marks

Word Marks should be written in United Sans Black font and centered under the Letterman C Logo. The Word Mark must always be in all caps.



TENNIS



ROBOTICS



**CROSS
COUNTRY**



SOCCER



**STUDENT
COUNCIL**



CHOIR



WRESTLING

Bear Mascot Logo

You may use either the Bear Head or full Bear Logo, never both at the same time. The fill color of the Bear must always be either white or orange. It should never be filled in with black or

left absent of color allowing a background to show through. The Bear should always use the full head or full body.



*The Bear logo's outermost outline should always be orange on white or light colored backgrounds or white when placed onto black or dark colored backgrounds.



Athletics Branding

Athletic marks may be used to represent the Catholic High School Athletics department and its programs in print, on the web, on commercial apparel, and on athletic uniforms. Consistency in team logos makes Catholic High School easily identifiable in all venues, while also showing the unity between Catholic's athletic programs and the parents, students, faculty and Bear fans that support them.

The Bear Logo is the only authorized bear for use when representing Catholic High School Athletics. No other depictions of the Bear may be used.

Any new logos, additional art or alternate logos must be approved by the Athletic Director and Communications Department. Call 225.383.0397 for more information.

All commercial apparel and official school apparel, such as athletic uniforms, must comply with the official school colors. For additional information on color combinations, see page 27 which references Catholic High School's official colors. Questions about athletic and commercial apparel colors, logos or icons should be directed to the Athletic Director and the Communications Department.

The logos should always be reproduced at a size where it is clearly legible regardless of the medium used; 1 inch is the minimum size for high-resolution printed materials. The logo should be rendered larger than this minimum size when reproduced via low-resolution media in order to maintain design integrity.

Athletic Word Mark

The Athletic Word Mark may only be used in conjunction with Catholic High School Athletics, never in correlation with Academics.

The Word Mark may read CATHOLIC or BEARS or a combination of the two words as CATHOLIC BEARS. Those are the only word variations that can be used for the Athletic Word Mark.

The logo color variations displayed are the only ones approved for use. The word marks may be placed on varying background colors of orange, black, white, or gray.

The Word Mark should not be formatted for use in paragraphs or smaller copy.

CATHOLIC BEARS

*The two words may be used together.

CATHOLIC

BEARS

CATHOLIC

BEARS

CATHOLIC

BEARS

CATHOLIC

BEARS

*The two words may be used separately.

*It is recommended to only use the Bears Word Mark by itself on home team apparel or signage.

Sport Specific Word Marks (Part 2) + Primary Logo

When using the Sports Specific Word Marks with the Primary logo there should be an orange line added to either side of the word mark. Note that this line has the ends angled similar to the cross in the primary logo.

The orange line may not extend past the outer most stroke of the logo.



Athletic Uniforms

A combination of the Athletic Word Marks with one of the approved logos can be used to create varied uniforms; some examples are shown below. All uniform artwork must be submitted for approval first by the athletic director then approved by the Communications Department.

Each sport is allowed to have a unique look or style for their official uniforms using these brand standards. Jerseys may be orange, black, white, or gray.

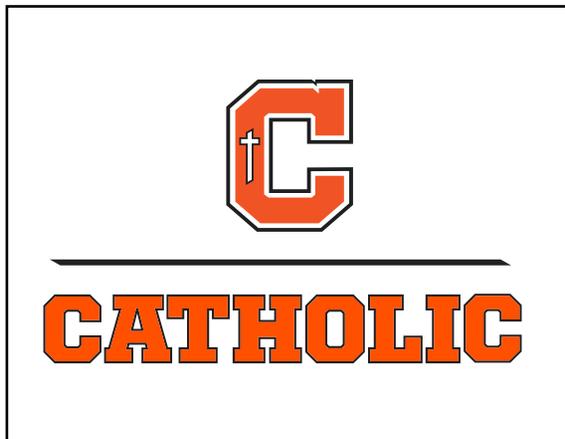


Athletic & Organization Apparel

When official branding elements are used on athletic or organizational apparel, the official branding must remain consistent with the guidelines stated in the guide. Some approved color variations and uses of athletic branding on fan apparel are shown below.

All other design elements that are not official branding may be used at the discretion of the designer and approved by a moderator.

If you are unsure about the correct way to use the official branding in conjunction with unofficial graphic elements, please contact the Communications Department for guidance and approval.



Organization Word Marks (Part 1): Sport Related

Sports related organizations may be represented using Word Marks that are similar to the Sports Specific Word Marks on page 20. These are the only organizations that can use the United Sans font instead of the Gotham Bold font.



Organization Word Marks (Part 2): Academic Related

Academic related organizations should use the Academic font, Gotham Bold, without the orange lines on either side. This will help give these non-athletic organizations a more academic look.

All organizations that wish to use specialized or unique logos or word marks, should contact the communications department for approval of the logo or word mark. Existing organization logos or word marks need to be submitted for reevaluation of approval to maintain consistency with current visual identity.



NATIONAL HONOR SOCIETY



FOUNDATION



KEY CLUB



SPANISH CLUB



SERVICE CORPS



ROBOTICS TEAM



SCHOLA CANTORUM



JUNIOR CLASSICAL LEAGUE



STUDENT MINISTRY



Using Branding Incorrectly

This guide has been created to benefit all parties affiliated with Catholic High School. A consistent brand identity is vitally important for unifying all aspects of the school for the target audiences. To this end, we urge you to contact the Catholic High School Communications Department with questions regarding the visual identity or if you need clarification of a point in this guide.

Dont's

- Do not alter approved color rotations.
- Do not alter or distort the logos.
- Do not use unapproved colors.
- Do not rotate the logo.
- Do not add graphic devices (i.e. drop-shadows)
- Do not combine logos.
- Never add unapproved typography. (Only use approved word marks for Athletic uniform applications. See pages 21-23 of this guide.)
- Never use old or unapproved logos.

Common Missuses



Do not combine logos.

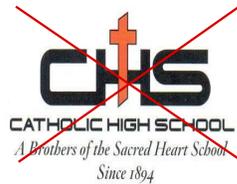
Never use unapproved colors or unapproved graphic devices such as drop shadows.



Do not use unapproved word marks.



Never rotate, distort, or crop logos.



Never use old or unapproved logos.



Color

Color is a powerful visual tool. Like the Catholic High School Logo, color provides a strong means of visual recognition.

There are two official Catholic High School colors- orange (Pantone® 021C) and black. The primary color palette also includes an accent color, white. Limited use of gray is allowed. However, the primary colors in any graphic application should remain orange, black or white.

To ensure color consistency, please use the appropriate color samples on all artwork. It is recommended that CMYK color codes be used for all four-color process printed materials (brochures, flyers, pamphlets, posters), RGB or Hex color codes for digital media (web, video), and pantone color swatches should be used when printing materials that will be screen printed or embroidered (athletic uniforms and apparel). Colors may vary slightly across different media, but have been visually matched as closely as possible.

The following is a chart defining the Catholic High School primary color palette. The colors should never be mixed or replaced by other colors.

The color standards that apply to the Catholic High School identity are detailed on the following page.

Primary Colors (Official School Colors)



Pantone® Orange 021C

C: 0%, M: 82%, Y: 98%, K: 0%

*RGB 241, 85, 37

*Hex #F15525



Pantone® Black

C: 72%, M: 66%, Y: 65%, K: 73%

*RGB 33,33,33

*Hex #212121



White

C: 0%, M: 0%, Y: 0%, K: 0%

*RGB 255, 255, 255

*Hex #FFFFFF

Secondary Colors

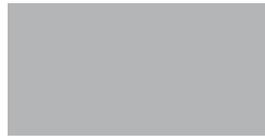


Dark Gray

C: 56%, M: 48%, Y: 47%, K: 14%

*RGB 114, 114, 114

*Hex #727272



Medium Gray

C: 29%, M: 23%, Y: 24%, K: 0%

*RGB 182, 182, 182

*Hex #B6B6B6



Light Gray

C: 8%, M: 6%, Y: 7%, K: 0%

*RGB 230, 230, 230

*Hex #E6E6E6

*Digital Use

Note: Due to the inconsistent nature of computer monitors, the colors depicted within this guide may not match the actual Pantone® colors. When specifying colors please refer to the Pantone® or Hex number for accurate color reproduction.

Typography

Typography plays an important role in creating a distinctive, consistent look throughout all of Catholic High School's graphic and printed materials. The following are standard fonts that should accompany the Catholic logos, signature and seal. These fonts are suitable for a variety of reproduction methods and materials. The font families are meant to work well together; i.e. one font for headlines can be used with a different font for body copy.

Sans serif fonts, such as Gotham family fonts, may be used as body text in print materials, but usually require more leading, or spacing between text lines. Recommended paragraph type setting would be 10 pt. font with 13 pt. leading.

Often San Serif typefaces used as headers can be complemented with Serif body text or vice versa.



Academic Typography

GOTHAM BOOK

San Serif Type

Aa

ITALIC

AaBbCcDdEeFfGgHhIiJjKk
lLIMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKk
lLIMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Aa

BOLD

AaBbCcDdEeFfGgHhIiJj
KkLIMmNnOoPpQqRrSsT
tUuVvWwXxYyZz

LORA

Serif Type

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Aa

ITALIC

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Aa

BOLD

AaBbCcDdEeFfGgHhIiJjKkLl
IMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

UNIVERS CONDENSED

San Serif Condensed Type

Aa

ITALIC

AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Athletic Typography

Athletic typography should only be used for Headlines or Sport Word Marks. These fonts should never be used as body text within a paragraph.

UNITED SANS

Athletic San Serif Type

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Aa

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Aa

BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz

UNITED SERIF

Athletic Serif Type

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrS
sTtUuVvWwXxYyZz

Aa

BOLD

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqR
rSsTtUuVvWwXxYyZz

Aa

BLACK

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz

Thank You

For More Information

For additional information regarding the Catholic High School visual identity or for specific questions regarding its use, please contact Catholic High School's Communications Department or go to www.catholichigh.org/visual-identity.

*This guide may be updated periodically. Please ensure that you have the most up to date version of this guide.

Ashley Davies
Director of Communications
3040 Government Street
Baton Rouge, LA 70806
adavies@catholichigh.org
225.383.0397, ext. 123

Hilary Trahan
Director of Communications
3040 Government Street
Baton Rouge, Louisiana 70806
htrahan@catholichigh.org
225.383.0397, ext. 140

