ROCHESTER CATHOLIC SCHOOLS

Brand Guide Version 4.0 | 10.26.18

ROCHESTER
CATHOLIC SCHOOLS

GROWING TOGETHER
IN MIND, BODY & SPIRIT

THE RCS BRAND IS IN OUR HANDS

Our Christ-centered history and tradition at Rochester Catholic Schools (RCS) is with us today as much as it was since our founding in 1877. For over a century, the value and demand for a religious education in the Rochester Area has grown and is reflective in the success of our present day school system. Today, Rochester Catholic Schools is a thriving educational organization rooted in faith and values that has cultivated a community that feels like family.

It is through our service and commitment that RCS exists as an amazing place of faith, learning, and growth. We all play an important role in this culture and the experience unique to Rochester Catholic Schools. In an effort to better communicate our solidarity and shared history, we are now unified under a cohesive brand identity that represents us all.

Our brand has been built over time through our interactions with others and the experience we deliver. Although our reputation is built on more than our appearance, our brand identity will help to reinforce who we are, what we do, and why it matters in a consistent way throughout our media and communication efforts.

The RCS brand identity serves as an important asset and tool to help us tell our story in a compelling and cohesive way. However, this tool is only effective if we use it together and use it consistently over time.

The standards that have gone into building this resource provide direction and help to clarify ambiguities that may exist when we create media and communications for our schools and school system.

The guidelines in this resource apply to every school and person that is communicating on behalf of the Rochester Catholic School system. Thank you for treating the RCS brand with care and intentionality, it is our face and visually represents our organization.

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01. BRAND
GUIDE

01. WHAT IS A BRAND GUIDE?

DOCUMENT PURPOSE

Most simply put, a brand guide is a document that is set up to govern how a brand is communicated and visually represented. This is important because consistent brands have more impact on their users. Such brands are stronger, more user friendly, more valuable, and often times, more credible.

A brand guide's main strength allows for multiple individuals to create marketing and design materials that look as though they were produced by one voice and vision. Rules are laid out so the subjective elements of design are removed, and an in-depth brand personality has been created to ensure all who work on this brand are invested in and dedicated to the well-being of this brand.

DOCUMENT USE

Treat the guidelines laid out in this document like the rule book for the brand. Refer to this document when starting any project. Let it be central to any and all marketing and design pieces that are created. This document gives guidance for communication in terms of brand personality and vision, but also for visual guidance on mark usage, brand colors, and typography.

02. BRAND
PLATFORM

02. **BRAND** PLATFORM

BRAND BACKGROUND

Rochester Catholic Schools (RCS) is a thriving school system and faith-based community built upon generations of support and loyalty dating back to its founding in 1877. The RCS system focuses on a commitment to the three pillars of a Catholic education: spirituality, academics, and community. These pillars provide a foundation that cultivate the development of well-rounded students who are formed in their faith, academically successful, and conscious of their social responsibility.

BRAND MISSION

Our mission is the present state or purpose of RCS that is communicated externally to the public.

The Rochester Catholic Schools develops the spiritual, social, emotional, and academic growth of young people. Nurtured within a Christ-centered learning community and rooted in Gospel values, Rochester Catholic Schools strives to foster a culture of excellence where students grow in wisdom, courage and character to become critical thinkers, collaborative problem solvers, creative visionaries and servant leaders who bring hope to the world.

VISION STATEMENT

Our vision statement provides strategic direction and describes what RCS aspires to achieve in the future. This statement is communicated internally to key stakeholders, and serves as a 'north star' to guide what we hope to accomplish over time.

RCS aspires to be a school system unified under a single brand identity and the preferred choice by people of Christian faith for premier pre-kindergarten through high school education.

BRAND PROMISE

Our brand promise is RCS's commitment to deliver. This promise differentiates our organization from others in the area, motivates people to choose us and molds our reputation. This commitment sets the expectation for our organization to deliver upon.

Forged by their participation in academic, extracurricular, athletic, and campus ministry programs, a RCS graduate will be prepared to meet the demands of higher education, contribute to society, and to answer the call of Christian service.

BRAND TAGLINE

Our tagline is a short positioning statement that helps to differentiate the RCS brand in the marketplace.

Growing together in mind, body, and spirit.

02. CORE VALUES

CORE VALUES

These are the fundamental beliefs of our organization. Core values help our organization determine if we are on the right path and fulfilling our goals as an organization.

Faith

We believe our Catholic faith is the foundation upon which our schools are built and the lens through which we view the world and respond to the needs of others.

Service

We believe it is a gift, as well as our responsibility, to serve the needs of humanity and the natural world in the name of Christ and His Church to build His Kingdom on earth.

Humility

We believe that knowing oneself honestly and humbly accepting our limitations allows the power and grace of God to work through us, making all things possible.

Excellence

We believe that we give honor and glory to God when we embrace and execute the highest standards of personal excellence in all that we think, do and say.

Community

We believe that being an inclusive and welcoming school community serves as a supportive and loving extension of one's own family.

Creativity

We believe the human imagination in action is essential to inspiring innovative solutions to complex problems that bring hope to the world.

Respect

We believe that as people created in the image and likeness of God we are called to honor the inherent beauty and dignity of all members of Creation.

Integrity

We believe we are called to the highest standards and principles of moral and ethical fortitude.

Stewardship

We believe that everything we have and all that we are able to do are gifts entrusted to us by God to be honored, protected and used wisely.

Compassion

We believe we model Christ's love and mercy for humanity when we respond with empathy and action to the realities of others.

02. **BRAND** PERSONALITY

BRAND PERSONALITY + KEY MESSAGING

Our brand personality is the set of human characteristics that provide a framework to help shape the way people feel about and connect with us as if RCS were a person. Our key messages are the main points we want to communicate within the context of our personality. Please find these key messages explained in the adjacent chart.

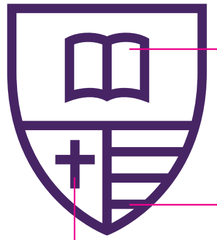
RCS is...	We sound...	Rather than...
WELCOMING We embrace diversity, appreciate individual differences, support students from different cultures and backgrounds, recognizing each child is a gift from God. All are welcome.	**Warm - Inviting**	**Elitist - Unfriendly**
COMPASSIONATE Providing a quality educational experience for each student through a commitment to service and treating every person with dignity and respect.	**Sincere - Supportive**	**Indifferent - Forceful**
TRUSTWORTHY Our community is a safe and secure environment for students to learn, participate in and thrive.	**Honest - Dependable**	**Cavalier - Capricious**
FAITHFUL Our faith is living and vibrant within our schools. It permeates all we are and do.	**Genuine - Loving**	**Wavering - Impulsive**
ESTABLISHED We honor our history and heritage as we discover new ways to grow with our shared values and traditions which have been part of our foundation since 1877.	**Stable - Constant**	**Edgy - Trendy**

03. BRAND
MARKS

ANATOMY + SYMBOLISM

MARK ANATOMY
MEANING + SYMBOLISM

The rich heritage of Rochester Catholic Schools is characterized by more than a century of history and growth in the Rochester Area. Today, RCS maintains a culture that honors its past but also aspires towards a pursuit of excellence in our modern world. It is this dynamic that affords RCS its distinct culture and legacy, and was the inspiration for our mark mark designs.



BOOK

This symbol carries a dual significance. The book represents that RCS provides education for students both academically (book of knowledge) and the faith (the bible) within a singular experience.

HORIZONTAL LINES

These horizontal bars represent family, school, church - the three essential pillars that make a strong, vibrant and successful Catholic school community.

CROSS

A symbol of sacrifice, hope, and salvation, the cross is one of the most recognized symbols of Christianity. For RCS, the cross also serves as a visual reminder to distinguish itself as a religious school system.

ROCHESTER
CATHOLIC SCHOOLS

ROCHESTER
CATHOLIC SCHOOLS
LOURDES HIGH SCHOOL

WORDMARK

Our wordmark is a visual tribute to our past and nod to our future. The word ROCHESTER was crafted by hand exclusively for RCS. The letterforms share characteristics of western style type executed with a modern interpretation. This was done in an effort to represent both the past and the present in our brand identity. The other letterforms in our primary wordmarks incorporate a contemporary font that help to communicate RCS as vibrant and modern. Combined, these wordmarks help us tell our story to the world.

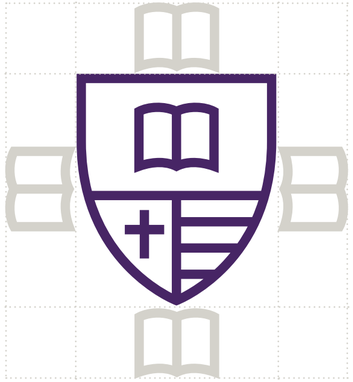
CLEAR SPACE

MARK CLEAR SPACE

When applying any of the marks in applications or brand materials, follow the designated rules for proper clear spaces (free space) around the marks. The set area around the mark should remain open. Do not have marks touching other visual or written elements, and do not have the mark touch the edge of a page or application.

In most cases, the clear space will be determined by the size of the open book icon within the mark. However, please look to this guide for specifc elements to define the clear space for each mark. In cases such as the lettermark, where there is no open book, please see the specific examples in the following pages.

PLEASE NOTE: The tan lines around the marks are only to show the clear spaces, please do not reproduce marks with these markings visible.



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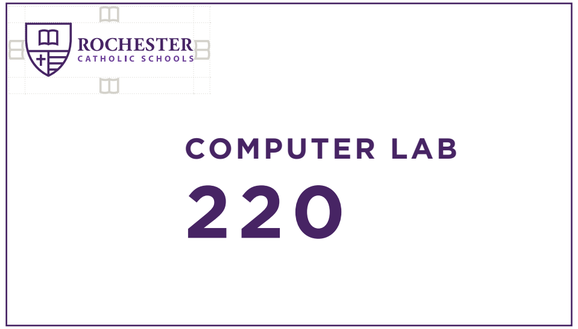

PLEASE NOTE:
Examples shown here are scaled down representations of RCS applications using the proper clear space around marks. The purpose of these examples is to illustrate clear space, please do not produce or use these examples.

OFFICIAL SEAL + MEDALLION

OFFICIAL SEAL

The Official Seal will be reserved for only the most formal uses to represent the School system. Using the seal in the appropriate contexts will add authority and authenticity to important documents.

Applications include:

- Diplomas
- Transcripts
- High level materials
- Podiums at formal occasions
- Library book plates
- Invitation to most formal events
- Communication from the Director of Schools Office

1 in.

1 in.

MEDALLION

The medallion is a more universally used mark for the School system. It can be used in more informal applications, and can serve as a alternate mark when the primary mark is not suitable. These instances may be related to shape and size of the primary mark or production restrictions in terms of merchandise or other physical applications.

PRIMARY MARKS
SCHOOL SYSTEM

PRIMARY Mark
HORIZONTAL USAGE

This is the most commonly used mark to represent Rochester Catholic Schools. This mark can be used on any application.

Minimum size: 0.5 inches tall

PRIMARY Mark
STACKED USAGE

This is the most commonly used mark of the RCS branding. This can be used on any application.

Minimum size: 0.75 inches tall

PRIMARY MARKS
INDIVIDUAL SCHOOLS

LOURDES HIGH SCHOOL
HORIZONTAL USAGE

This is the most commonly used mark to represent Rochester Catholic Schools. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall

LOURDES HIGH SCHOOL
STACKED USAGE

This is the most commonly used mark to represent Rochester Catholic Schools. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall

HOLY SPIRIT CATHOLIC SCHOOL
HORIZONTAL USAGE

This is the most commonly used mark to represent Holy Spirit Catholic School within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall

HOLY SPIRIT CATHOLIC SCHOOL
STACKED USAGE

This is the most commonly used mark to represent Holy Spirit Catholic School within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall

ST. FRANCIS OF ASSISI SCHOOL
HORIZONTAL USAGE

This is the most commonly used mark to represent St. Francis of Assisi within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall

ST. FRANCIS OF ASSISI SCHOOL
STACKED USAGE

This is the most commonly used mark to represent St. Francis of Assisi within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall

ST. JOHN THE EVANGELIST /ST. PIUS X SCHOOL
HORIZONTAL USAGE

This is the most commonly used mark to represent St. John the Evangelist/ St. Pius x within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall

ST. JOHN THE EVANGELIST /ST. PIUS X SCHOOL
STACKED USAGE

This is the most commonly used mark to represent St. John the Evangelist/St. Pius x within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall

ALTERNATE MARKS

COAT OF ARMS

The coat of arms is the most simple version of any of the RCS marks. This conveys so much in such a small area. Use this mark for small space digital applications (favicon, app icons, etc.), or show it proudly at larger scales. This mark should only be used when 'Rochester Catholic Schools' is prominently featured elsewhere on any given application. It should not stand alone as the only mark due to its lack of verbal description of RCS.

Minimum size: 0.25 inches tall

LETTERMARK

The lettermark is a less formal visual mark for the School system. This mark should be use for pre-approved merchandise, as well as on campus/interior signage, vehicles, uniforms, and clothing. Due to the bold forms in this mark, it lends itself well to being used as the favicon for website tabs. This mark should become a secondary way to identify and recognize Rochester Catholic Schools.

Minimum size: 0.25 inches tall

PLEASE NOTE: In the lettermark, the clear space should be created using half the height of the "R".

ALTERNATE MARKS

1877 MARK

This mark honors our central identity and year of founding. The 1877 mark may be used within the RCS campuses and community where the coat of arms mark is known in extensions such as signage, merchandise, and internal communications.

Minimum size: 0.25 inches tall

TAGLINES

COAT OF ARMS + TAGLINE

The use of tagline marks is encouraged for major publications and communications. They should not be used as the only visual representation of the RCS brand, they should be used as a secondary visual mark.

If the Coat of Arms tagline is used, please also use an additional mark that visually shows the full name of the School System (Primary Mark, Official Seal, Medallion).

TAGLINE DON'TS:
Do not alter the proportion of mark to tagline. The proper format is shown here. Do not show this mark any smaller than the minimum mark size.

Minimum size: 0.5 inches tall

LETTERMARK + TAGLINE

The use of tagline marks is encouraged for major publications and communications. They should not be used as the only visual representation of the RCS brand, they should be used as a secondary visual mark.

If the Lettermark tagline is used, please also use an additional mark that visually shows the full name of the School system (Primary Mark, Official Seal, Medallion).

TAGLINE DON'TS:
Do not alter the proportion of mark to tagline. The proper format is shown here. Do not show this mark any smaller than the minimum mark size.

Minimum size: 0.5 inches tall

USE WITH COLOR

COLOR USAGE

When at all possible, the mark should be shown on backgrounds that are white, or any brand color (RCS Gold, RCS Purple, RCS Light Purple). The mark should be shown in white when on a colored background, or can be shown in RCS Purple(s) when on white backgrounds.

PLEASE NOTE: The Official Seal, Medallion must always be shown in RCS Purple (or Black when color is not an option).

When using a two color mark, the primary mark (school system and individual school) should always be shown with RCS Purple and RCS Light Purple as illustrated in this document. In a one color situation use either RCS Purple, White, or RCS Grey.

RCS MARK SUMMARY

Mark SUMMARY

01. Primary Mark Horizontal
02. Primary Mark Stacked
03. Primary Mark - Individual School Horizontal
04. Primary Mark - Individual School Stacked
05. St. Francis of Assisi School Stacked
06. St. John the Evangelist / St. Pius X School Stacked
07. Holy Spirit Catholic School Stacked
08. 1877 Mark
09. Coat of Arms + Tagline
10. RCS Coat of Arms
11. Lettermark + Tagline
12. Lettermark
13. Official Seal
14. Medallion

01

02

03

04

05

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07

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12

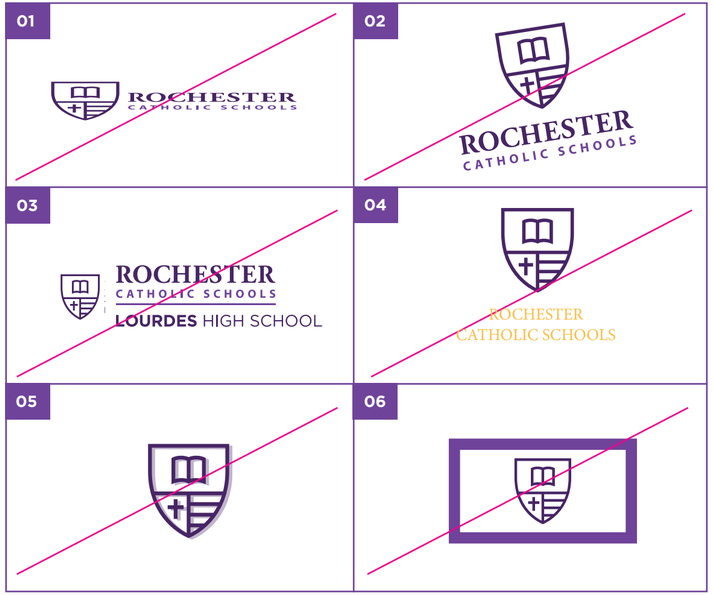
13

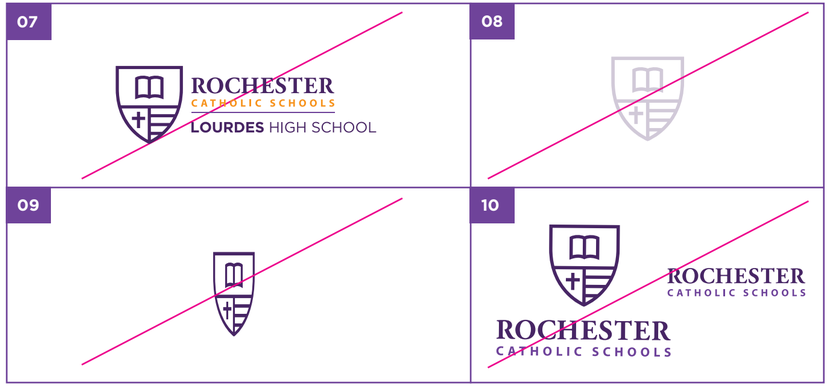
14

IMPROPER MARK USE

MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not change the font or color within any mark
05. Do not apply any effects to any mark
06. Do not add any additional elements to any mark
07. Do not change colors within any of the marks
08. Do not change opacity of any of the marks
09. Do not squish any mark
10. Do not place anything within the clear spaces for the mark





04. BRAND
ASSETS

COLORS AND USAGE

BRAND COLORS

At the heart of this brand are the two RCS Purples. Building a brand centered around purple is unique and offers strategic brand benefits. The color also has symbolic meaning, as it represents rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds. Use the purples proudly.

RCS Gold is a strong compliment to the RCS Purples and it should be used as an accent element. Refrain from showing marks in this color. Keep it in the brand palette as a treat for the user.

* When working with large areas of text such as a letterhead, publication, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% black.

RCS PURPLE:

HEX - #482666
RGB - 72, 37, 101
CMYK - 85, 100, 28, 18
PMSC - 269 C
PMSU - MEDIUM PURPLE U

RCS LIGHT PURPLE:

HEX - #6f439a
RGB - 111, 67, 154
CMYK - 68, 88, 0, 0
PMSC - 7678C
PMSU - VIOLET U

***RCS GREY:**

HEX - #4d4d4f
RGB - 77, 77, 79
CMYK - 0, 0, 0, 85

* Typography and backgrounds only.

RCS GOLD:

HEX - #f9be4b
RGB - 249, 190, 75
CMYK - 2, 27, 81, 0
PMSC - 142 C
PMSU - 122 U

ROCHESTER
CATHOLIC SCHOOLS

RCS PURPLE

RCS LIGHT PURPLE

COLOR USAGE

RCS marks should only be shown in **RCS Purple**, **RCS Light Purple**, **Black**, or **White**. Showing the mark in limited colors will create an identity with high recognizability and associations.

EXPANDED COLOR PALETTE

SECONDARY BRAND COLORS

As seen in the previous section, the primary brand colors are the only colors that should be used for mark applications. However, throughout the rest of the brand there are many opportunities for additional colors to be used.

To reflect the vibrant, authentic, and welcoming environment within RCS, this secondary color palette has been created. These colors should be used to support the primary brand colors in any and all applications.

RCS RED:

HEX - #872341
RGB - 136, 34, 65
CMYK - 33, 96, 60, 28
PMSC - 202c
PMSU - 201u

RCS MEDIUM RED:

HEX - #BE3144
RGB - 189, 50, 68
CMYK - 19, 94, 72, 7
PMSC - 1797c
PMSU - 199u

RCS ORANGE:

HEX - #F05941
RGB - 243, 115, 94
CMYK - 0, 68, 67, 0
PMSC - 7416c
PMSU - 164u

RCS CREAM:

HEX - #F4E9C9
RGB - 244, 232, 201
CMYK - 4, 6, 23, 0
PMSC - 7499c
PMSU - 7499u

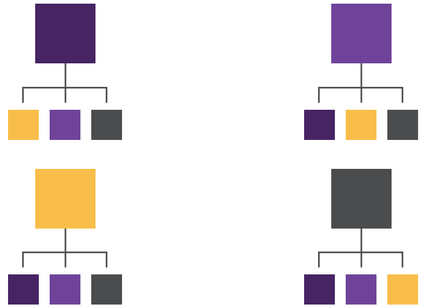
RCS TAN A:

HEX - #C1B9A7
RGB - 194, 185, 168
CMYK - 25, 23, 33, 0
PMSC - 7535c
PMSU - 7536u

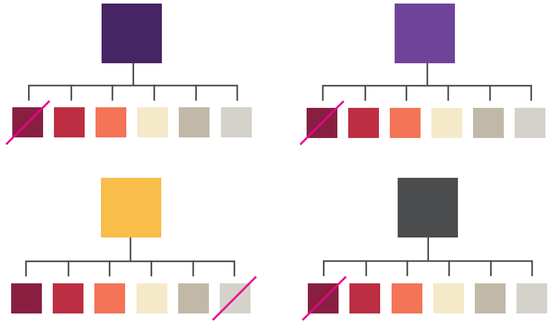
RCS TAN B:

HEX - #C1B9A7
RGB - 213, 210, 203
CMYK - 16, 13, 17, 0
PMSC - 7534c
PMSU - 7534u

RCS PRIMARIES CAN BE USED WITH ALL OTHER RCS PRIMARIES



RCS PRIMARIES CAN NOT BE USED WITH ALL RCS SECONDARIES



COLOR PAIRINGS

The RCS color palette is vibrant and features highly saturated colors. Because of this range, certain colors should not be used directly next to other colors. The colors shown with the magenta slash through them should not be used directly with the Primary Color.

By avoiding these specific color parings, the brand will be user friendly and prevent unnecessary or unwanted visual contrast or dissonance.

An application as a whole (or even a page within a larger application) can utilize all brand colors. Please just **avoid directly placing two unapproved colors next to each other.**

TYPOGRAPHY + USAGE

GOTHAM

Gotham is a geometric font that exhibits a modern and precise personality. This font paired with the traditional and institutional aspects of the brand marks will create a credible, fresh, and approachable identity for Rochester Catholic Schools.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains only a header and subheader
- The content contains two lines of type or less

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

GOTHAM BOLD, 25 PT.

HEADER

Gotham Book, 15 Pt. Leading 18.

SUBHEADER

Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

BODY

GOTHAM BOLD, 9 PT.

HEADER

Gotham book, 9 pt. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

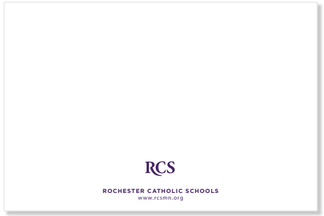
BODY

GOTHAM BOOK

DETAILED HEADER

When used as a headline without supporting body copy, please create short headlines with only two words, when possible. When this format is present, please use Gotham Bold for the first word, and Gotham Book for the second.

When used in conjunction with multiple headers, ex. the chapters in this brand guide, please follow this rule for all headers or default to all bold for the entirety of the header. Do not mix detailed with standard headers in the same piece.



CENTER ALIGNED CONTENT

When using two lines of type or less the content may be center aligned to the application.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Gotham Bold, 31 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

Header: Gotham Bold, 25 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Gotham Bold Size X, tracking 100.
Body: Gotham Book Size X, tracking 0.

COLORED BACKGROUND

Brand typography should be shown only in black or white, or any of the approved brand colors.

White should be the default typography treatment when working with colored backgrounds, although other brand colors are permitted - see pages 96-7 for specific examples of color usage.

GOTHAM BOLD, 9 PT. BLACK BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GOLD BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS MEDIUM RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS ORANGE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

COLORED TYPOGRAPHY

When showing typography on a white background, please use only brand approved colors. Do not use RCS Gold, RCS Cream, RCS Tan A or RCS Tan B on a white background.

Please keep the color of the typography consistent between header and body copy. If the header is RCS Purple, the body copy should also be RCS Purple.

IMPROPER

TYPOGRAPHY USEAGE

TYPOGRAPHY DON'TS

01. Do not show certain pairings of colored type on a colored background.
02. Do not change tracking of a set of typography.
03. Do not use multiple colors within one paragraph.
04. Do not center align any paragraphs of typography
05. Do not show typography in these brand colors on a white background.

(Center aligning copy is only allowed when the content consists of **only a header and subheader** or **if the content contains two lines of type or less.)**

01

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

02

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

03

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

04

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

05

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

ICON SYSTEM

RCS ICONOGRAPHY

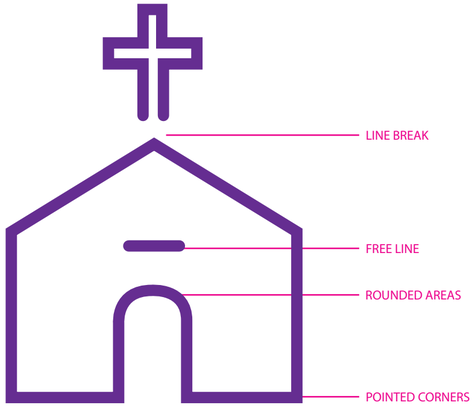
RCS icons should be shown in outline only. They may be shown in any brand color determined on their context. When building RCS icons, please make sure of the following:

- One line break per icon
- One freestanding line per icon
- Sharp square corners and also rounded areas
- Rounded line when broken

CONTACT

Please submit all questions and icon needs to Laura Smith.

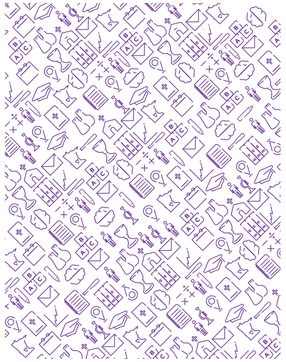
Laura Smith
507.424.1817
lsmith@rcsmn.org
www.rcsmn.org

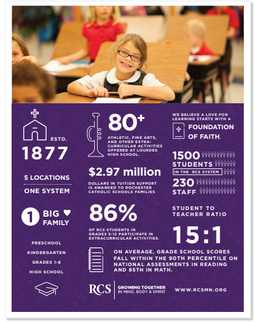


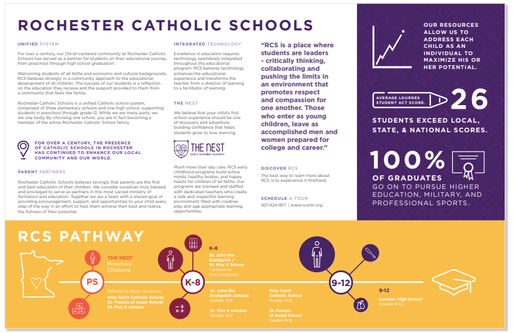
PATTERN 01

RCS TAPESTRY

RCS icons can be combined in such a way as to create a textural and symbolic background element for any design application.







RCS TAPESTRY IN USE

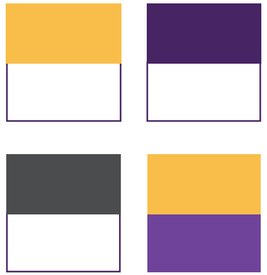
The RCS Tapestry should be used as a background for large areas of content. The tapestry should be used at about 50-75% opacity - depending on the overlaid content. The RCS Tapestry will provide an authentic richness to any print or digital marketing piece.

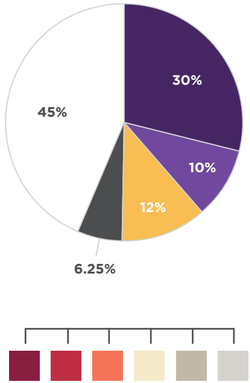
05. BRAND
RESOURCES

AESTHETIC
VOCABULARY

This page is an at-a-glance version of the brand. Please refer to the remainder of this document for more specific usage guidelines.

This brand should feel **vibrant**, **modern**, and **polished**. These terms can be applied directly to various design elements such as color, containers, and typography, to ensure the brand is correctly portrayed.





GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne Martata, dionotam senius et, ceperis oret dum poenarbis.

VIBRANT COLOR BLOCKING

Color blocking is a term to describe how high-contrast colors interact when placed directly next to one another. Please use one of the color pairings shown here when working with large areas of color.

The color interactions will help the brand feel vibrant and energetic.

VIBRANT PROPORTIONS

It is important to regulate how frequently different brand colors are used. To ensure vibrancy without over-saturation, please keep ample white space to offset the brand colors. See this chart for specific key proportions to be aware of.

MODERN REPRESENTATION

The RCS brand is authentic. This can be visually portrayed by showing photos and design elements that feel natural and unedited. When showing photos specifically, please do not constrain the photos into a shape. They should be shown as rectangles or squares. The content within the photos should appear to be unedited. Do not apply filters or dramatic effects to any RCS photography.

*Please note this is only a to illustrate a point. Please do not use any non-approved photography.

POLISHED TYPOGRAPHY

To help the brand feel refined and polished, please always use san serif typography, specifically Gotham. Typography should always be left aligned. Typography should also always be one color - either all RCS Purple, all RCS Grey, or all White.

Please see the specific typography section, begining on page 59 of this document, for more detailed typography usage.

BRAND PHOTOGRAPHY

GENERAL GUIDELINES

RCS photography should reflect the authenticity, vibrancy, and welcoming personality of the brand. Using photography with natural light, strong depth of field, and genuine subjects will achieve the desired look and feel. Photography that follows these guidelines will enhance the brand materials and visually reinforce the brand's written and verbal communication and messaging.

Use a camera angle that feels as though the viewer is taking part in the activity/photograph. Also, using natural lighting with minimal (if any) post production editing. The photos should feel as close to reality as possible while remaining professional and high-quality.

Please work with photos that meet the following criteria:

- High quality/resolution
- Lots of color in images (either on subjects or in background)
- Shots are well lit
- Low noise
- Focus on achievement or community

BRAND PHOTOGRAPHY

SHOTS BY TYPE

Regardless of the type of shot (portrait, group, etc.) the RCS brand photos should reflect at least one of the following five contexts (academic, achievement, extracurricular, community, spirituality).

- **Single Student (portrait)**
  - rule of thirds for subject placement
  - subject should be isolated
  - shallow depth of field
- **Small Group (2-5)**
  - photos are taken at eye level of group
  - whole group is in focus
- **Extracurricular**
  - team/group: eyelevel
  - images that communicate teamwork or achievement
- **Large Group**
  - photos to be taken from ariel view and/or downward angle
- **Building/Architecture**
  - Everything in focus
  - Wide angle shots

SINGLE STUDENT (PORTRAIT)

EXTRACURRICULAR

BUILDING/ARCHITECTURE

SMALL GROUP (2-5)

LARGE GROUP

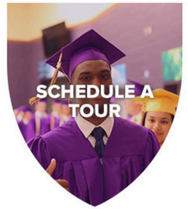
LARGE GROUP

BRAND PHOTOGRAPHY

WEB

Web photography should follow the same rules as laid out in the General Guidelines, however, web header photography may utilize a linear gradient of RCS purple overlaid on an image.

Additionally, images may be contained in various shapes (rectangles, shield, etc.) in order to serve as buttons for navigation throughout the site. In these instances, it may be necessary to overlay an image with type. Please follow all typography rules when doing so.



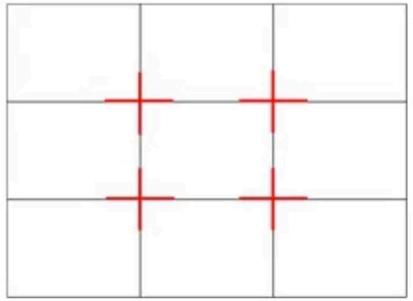
PHOTOGRAPHY TERMS

Rule of Thirds: Divide the environment of the photo into thirds both horizontally and vertically. Align the subject of the photo to any of these grid lines for a more compelling photo composition.

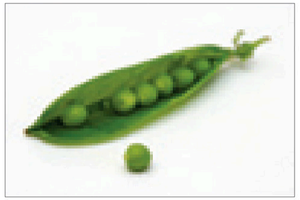
Resolution: Photos with high-resolution are not pixelated and appear crisp and smooth at their production size.

Depth of Field: The zone of acceptable sharpness within a photo that will appear in focus. In every picture there is a certain area of your image in front of, and behind the subject that will appear in focus. Shallow depth of field means the background of the photo will likely be blurry, reinforcing the importance of the subject.

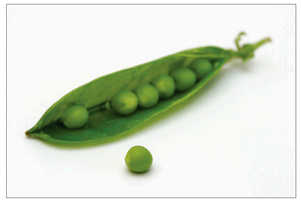
Bokeh: The visual quality of the out-of-focus areas of a photographic image, especially as rendered by a particular lens.



RULE OF THIRDS



LOW RESOLUTION



HIGH RESOLUTION

SHALLOW DEPTH OF FIELD

BOKEH

LOW NOISE NOISEY IMAGE

WIDE ANGLE PHOTOGRAPHY

AERIAL PHOTOGRAPHY

Noise: The commonly-used term to describe visual distortion. It looks similar to grain found in film photographs, but can also look like splotches of discoloration when it's really bad, and can ruin a photograph. Noise tends get worse when you're shooting in low light.

Wide Angle Photography: Focal length is the distance, in millimeters, from the optical center of your lens to the film or sensor when your lens is focused at infinity. Practically speaking, the important thing to remember is this: the shorter the focal length of the lens, the wider the field of view, and the more you'll be able to fit in your frame.

Aerial Photography: Photographs taken of the ground from an elevated/direct-down position. The camera can or cannot be supported by the ground (tripod vs. airplane).

FILE TYPES

FILE TYPES

The RCS visual identity has been prepared in a variety of file types for print and digital use.

For help acquiring the appropriate mark please reference this section and contact Laura Smith.

Laura Smith
507.424.1817
lsmith@rcsmn.org
www.rcsmn.org

PRINT FILE TYPES

EPS
EPS format is a vector image. Use this file when working with vendors for applications such as printing merchandise or materials. Use EPS files whenever possible. EPS preserves background transparency.

PDF
PDF formats allow you to view a high-resolution vector based image without requiring specific software. PDF files offer nearly limitless sizing without degradation of quality.

DIGITAL FILE TYPES

PNG - Digital
PNG formats preserve background transparency and is most suitable for web applications - email signature, website, etc.

JPG - Digital
JPG format is made up of pixels. It is most commonly used on electronic screens as part of a website. Something to note, JPG files always have a solid color background, you can't display a JPG with a transparent background. This file type can not be infinitely scaled, and must be used at 100% of original size or smaller.

06. BRAND
MATERIALS

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

Letterhead and business cards are the most formal expressions of our brand identity. Letterhead designs have been created for the school system and each school within our system. The Official Seal version is reserved for communications from the Director of Schools Office.

A template is available for you to craft letterhead communications. Contact Laura Smith for the Letterhead Template.

Need to place an order or re-order?

Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org

LETTERHEAD

Department of Advancement
Scale: 50%

A

B

C

BUSINESS CARDS

A | Official
B | RCS General
C | School Specific
Scale: 75%

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

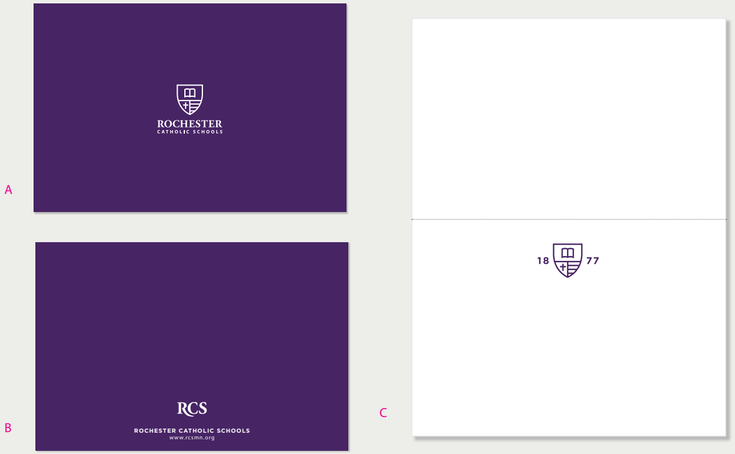
Fold over note cards are have been created for the school system and each school within our system. The Official Seal version is reserved for communications from the Office of Director of Schools.

Need to place an order or re-order?

Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

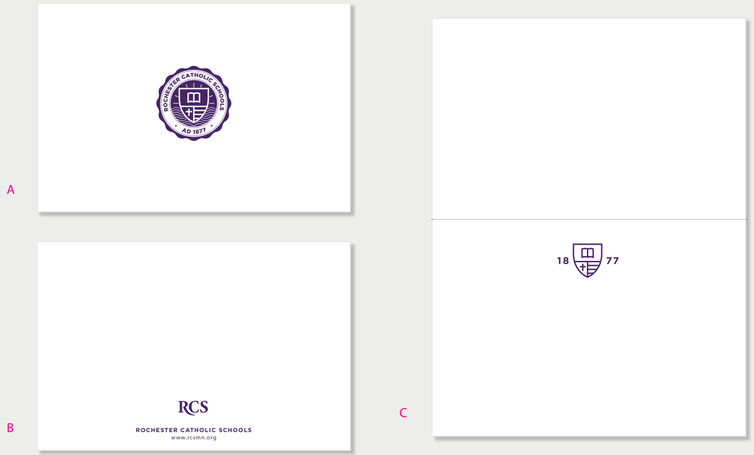
Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org



6x4in NOTE CARDS

A | RCS General Front
B | RCS General Back
C | Interior
Scale: 60%



6x4in NOTE CARDS

A | RCS Official
B | RCS Official Back
C | Interior
Scale: 60%

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

Two notepad versions are available for use: the 1877 mark or RCS lettermark. These versions can be customized with school-specific information in the footer. The Official Seal version is reserved for communications from the Director of Schools Office.

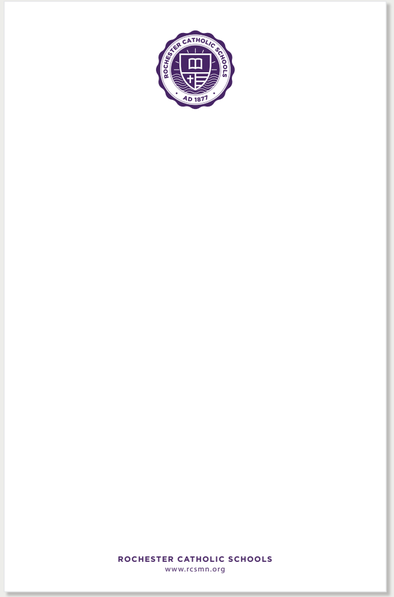
Need to place an order or re-order?

Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

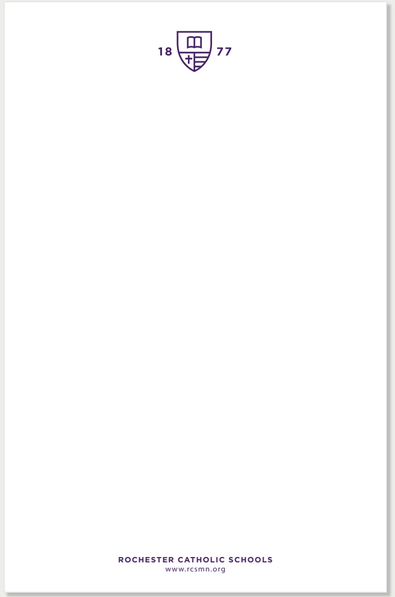
Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org

A



B



C

5.5x8.5in Notepads

A | Official
B | RCS General
C | RCS General
Scale: 60%

BRAND MATERIALS

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

There are currently 4 envelope styles available for purchase:

- #10 business envelope – no window
- #10 business envelope – window
- Oversized envelope (9" x 12") – no window
- Oversized envelope (10" x 13") – no window

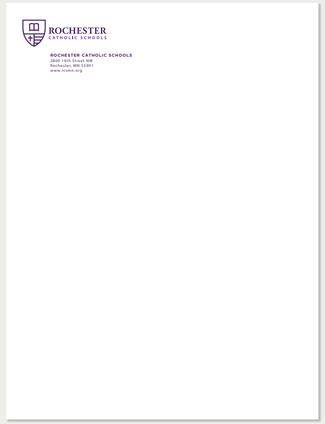
Need to place an order or re-order?

Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org

A



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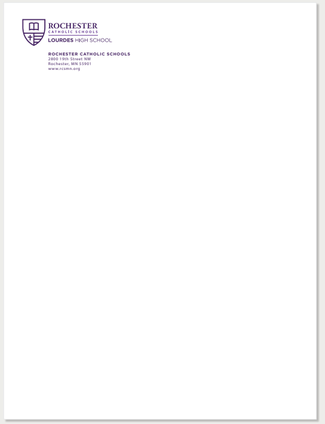
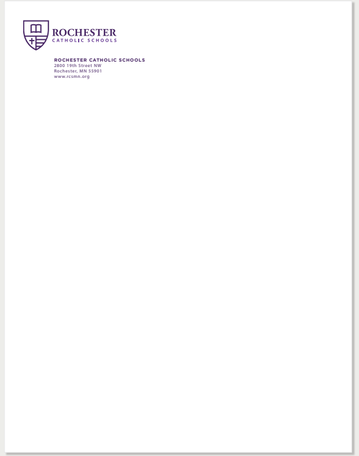
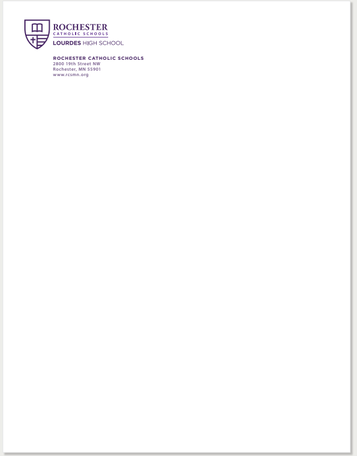


C



D



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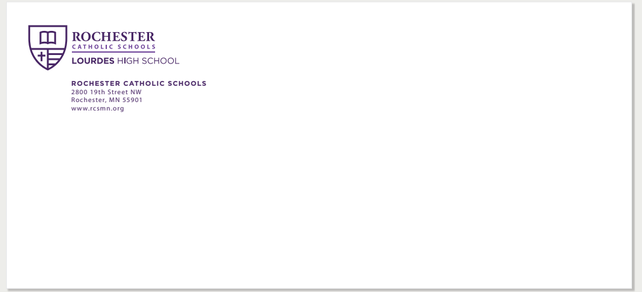
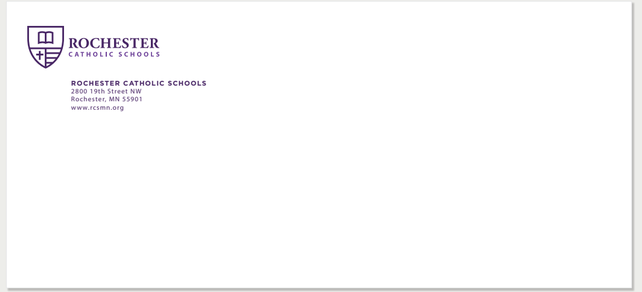


F



ENVELOPES

A | RCS General 9x12in
B | School Specific 9x12in
C | RCS General 10x13in
D | RCS General 10x13in
Scale: 30%

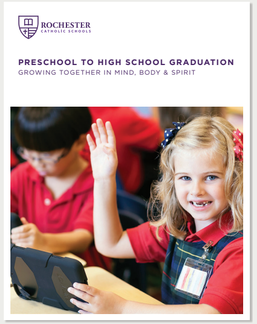
ENVELOPES

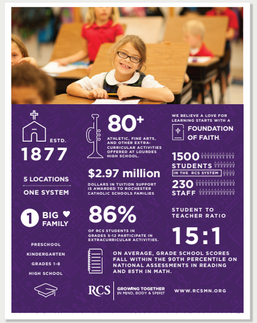
E | RCS General 9x4.125in
F | School Specific 9x4.125in
Scale: 60%

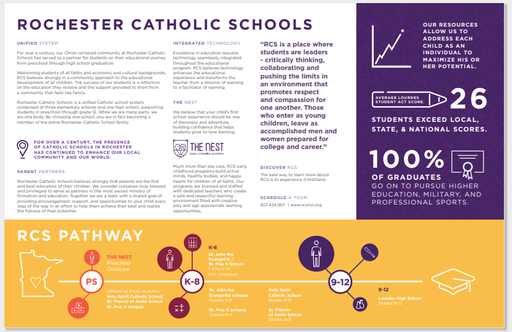
MARKETING MATERIALS

Marketing materials serve as a tool to communicate the value and benefit of a Catholic education at Rochester Catholic Schools. All media created for marketing will be designed to reflect our brand identity.

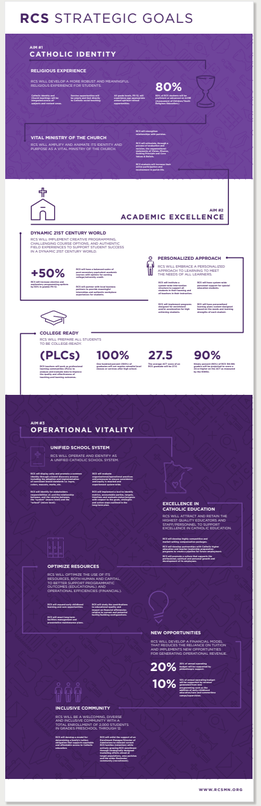
A







B



MARKETING MATERIALS

A | RCS Overview
Scale: 25%

B | Strategic Goals
Scale: 8%

07. RCS
SUB-BRANDS

THE NEST
EARLY LEARNING ACADEMY

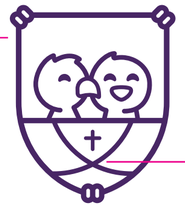
THE NEST
EARLY LEARNING
ACADEMY

SYMBOLISM
THE NEST

The nest is a symbol of the home and represents the love, protection, warmth, enthusiasm and commitment to creating a place of security, comfort and happiness. Our mark maintains a similar sense of nurturing and security within its design to promote our culture and values.

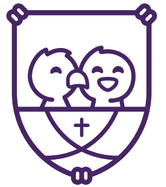
3 KNOTS
The three knots on the white cord worn by dedicated Franciscans represent the vows of poverty, chastity and obedience. This symbol is one central to the Franciscan identity and a tribute to the founders of Catholic education in Rochester.

COAT OF ARMS
The Coat of Arms serves as a foundational design element that honors the school's history and values while communicating RCS stands together as one family.



CROSSED ARMS
The Franciscan Shield depicts two crossed arms in the form of two overlapping arced lines. One arm represents Jesus Christ; the other represents Saint Francis of Assisi. These arcs also symbolize strength and support.

THE NEST
EARLY LEARNING ACADEMY



THE NEST
EARLY LEARNING ACADEMY

THE NEST
EARLY LEARNING ACADEMY

PRIMARY MARKS
THE NEST

THE NEST EARLY LEARNING ACADEMY
HORIZONTAL USAGE

This is one of the most commonly used marks to represent The Nest, Early Learning Academy. This mark can be used on any application. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall w/o tagline

Minimum size: 1 inch tall w/ tagline

THE NEST EARLY LEARNING ACADEMY
STACKED USAGE

This is one of the most commonly used marks to represent The Nest, Early Learning Academy. This mark can be used on any application. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall w/o tagline

Minimum size: 1 inch tall w/ tagline

RCS CO-BRANDING

CO-BRANDED MARKS

Co-branded marks will typically follow the format laid out in the **Extended Lockup** - The Nest primary mark on top (centered or left aligned) with the RCS Medallion on the bottom portion of the application (centered or right aligned). The Extended Lockup can be shown with the horizontal or vertical version of The Nest mark.

Additionally, **Vertical and Horizontal Lockups** can be used. Please choose the appropriate orientation based on the allotted space, desired Nest mark, and overall application.

Please follow all specified rules when using these co-branded lockups. The divider should match color profile of the co-branded lockup, for example, when using colored marks please use RCS Dark Purple for the color of the divider, when using one color (Black and White) marks please use a black divider.

Please format the mark sizes to be visually equal. In other words, please size marks so that the diameter of the RCS Medallion is approximately the same size as height of the crest in The Nest mark. Proper orientations and sizing can be seen here.

EXTENDED LOCKUP

THE NEST

Feature The Nest as the primary mark. Please follow all specified rules when using this mark.

RCS MEDALLION

To ensure the connection between The Nest and RCS is clear, please use the RCS Medallion as a supporting mark for pieces specific to The Nest. More detailed applications using this co-branding lockup are show on the following page. Please follow all specified rules when using this mark.

VERTICAL LOCKUP

HORIZONTAL LOCKUP

DIVIDER

Divider should match color profile of the co-branded lockup, for example, when using colored marks please use RCS Dark Purple for the color of the divider, when using one color (Black and White) marks please use a Black or White divider.

RCS CO-BRANDING

EXAMPLE APPLICATIONS

It is important to convey that The Nest is a sub-brand of RCS. Please use clear co-branding lockups on any official items that need to be recognized as RCS as well as The Nest (ex. ID Badges and advertisements as shown here.)

PEN
w/ Horizontal
Lockup

STAFF ID BADGE
w/ Horizontal
Extended Lockup

STAFF ID BADGE
w/ Vertical
Extended Lockup

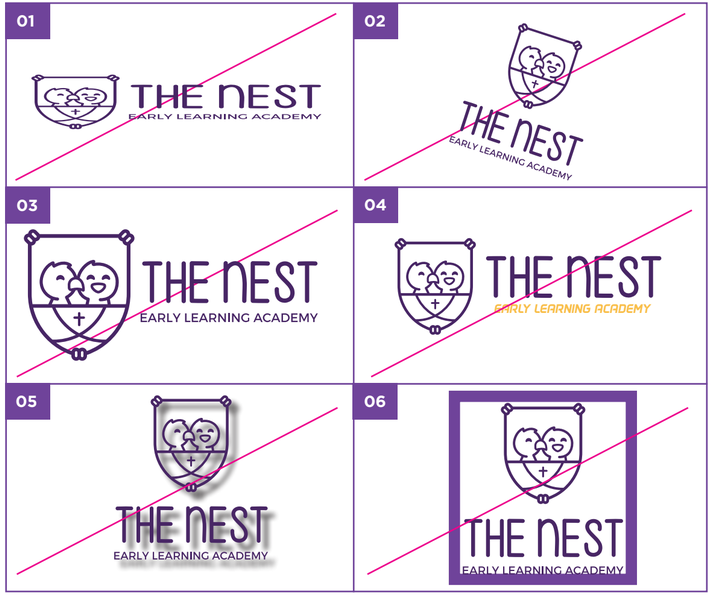
8.5x5.5" PRINT
ADVERTISEMENT
w/ Extended Lockup
Scale: 75%

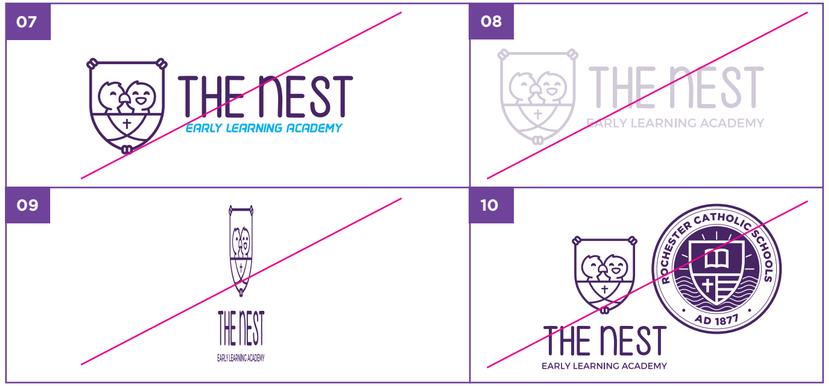
CANVAS TOTE BAG
w/ Vertical Lockup

IMPROPER MARK USE

MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not change the font or color within any mark
05. Do not apply any effects to any mark
06. Do not add any additional elements to any mark
07. Do not change colors within any of the marks
08. Do not change opacity of any of the marks
09. Do not squish any mark
10. Do not place anything within the clear spaces for the mark





COLORS AND USAGE

THE NEST BRAND COLORS

As a brand within the overarching RCS brand, The Nest uses RCS Dark Purple, RCS Light Purple, Nest Teal, White, and Black. These colors have symbolic meaning, as they represent rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds.

PLEASE NOTE: The Nest mark should only ever be shown in Black, White, or RCS Dark Purple.

* When working with large areas of text such as a letterhead, publications, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% black.

RCS PURPLE:

HEX - #482666
RGB - 72, 37, 101
CMYK - 85, 100, 28, 18
PMSC - 269 C
PMSU - MEDIUM PURPLE U

NEST TEAL:

HEX - #3cbdb0
RGB - 60, 190, 177
CMYK - 68, 0, 38, 0
PMSC - xx
PMSU - xx

NEST DARK TEAL:

HEX - #008e84
RGB - 0, 142, 133
CMYK - 80, 13, 47, 16
PMSC - xx
PMSU - xx

***RCS GREY:**

HEX - #4d4d4f
RGB - 77, 77, 79
CMYK - 0, 0, 0, 85

* Typography and backgrounds only.

RCS LIGHT PURPLE:

HEX - #6f439a
RGB - 111, 67, 154
CMYK - 68, 88, 0, 0
PMSC - 7678C
PMSU - VIOLET U

Within The Nest brand use as a background only.

HORIZONTAL LOCKUP - INVERSE

COLOR USAGE

The Nest marks should only be shown in **RCS Dark Purple**, **Black**, or **White**. Showing the mark in limited colors will create an identity with high recognizability and associations. Approved background colors for The Nest marks may vary, when possible please use Nest Teal, RCS Light Purple, White, or Black.

COLORS AND USAGE

COLOR GUIDELINES

RCS Secondary Colors can be used within The Nest identity as supporting colors, but should never be used in The Nest mark itself. Materials associated with The Nest should evoke feelings of warmth, safety, playfullness, and energy. Using these colors will help achieve this goal.

RCS RED:

HEX - #872341
RGB - 136, 34, 65
CMYK - 33, 96, 60, 28
PMSC - 202c
PMSU - 201u

RCS MEDIUM RED:

HEX - #BE3144
RGB - 189, 50, 68
CMYK - 19, 94, 72, 7
PMSC - 1797c
PMSU - 199u

RCS ORANGE:

HEX - #F05941
RGB - 243, 115, 94
CMYK - 0, 68, 67, 0
PMSC - 7416c
PMSU - 164u

RCS CREAM:

HEX - #F4E9C9
RGB - 244, 232, 201
CMYK - 4, 6, 23, 0
PMSC - 7499c
PMSU - 7499u

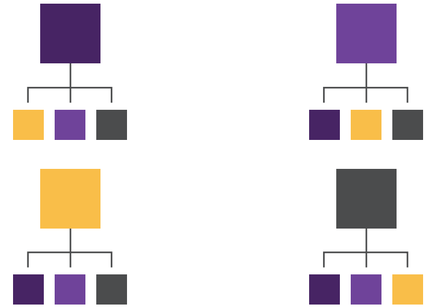
RCS TAN A:

HEX - #C1B9A7
RGB - 194, 185, 168
CMYK - 25, 23, 33, 0
PMSC - 7535c
PMSU - 7536u

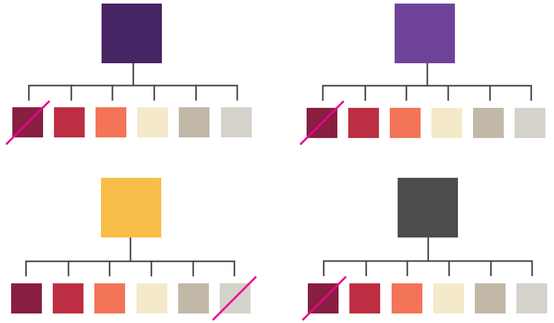
RCS TAN B:

HEX - #C1B9A7
RGB - 213, 210, 203
CMYK - 16, 13, 17, 0
PMSC - 7534c
PMSU - 7534u

RCS PRIMARIES CAN BE USED WITH ALL OTHER RCS PRIMARIES



RCS PRIMARIES CAN NOT BE USED WITH ALL RCS SECONDARIES



COLOR PAIRINGS

The RCS color palette is vibrant and features highly saturated colors. These colors are to be used within The Nest sub-brand as well. Because of this range, certain colors should not be used directly next to other colors. The colors shown with the magenta slash through them should not be used directly with the Primary Color.

By avoiding these specific color parings, the brand will be user friendly and prevent unnecessary or unwanted visual contrast or dissonance.

An application as a whole (or even a page within a larger application) can utilize all brand colors. Please just **avoid directly placing two unapproved colors next to each other.**

TYPOGRAPHY USAGE

GOTHAM

Gotham is a geometric font that exhibits a modern and precise personality. This font paired with the traditional and institutional aspects of the brand marks will create a credible, fresh, and approachable identity for Rochester Catholic Schools.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains only a header and subheader
- The content contains two lines of type or less

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

GOTHAM BOLD, 25 PT. — HEADER

Gotham Book, 15 Pt. Leading 18. — SUBHEADER

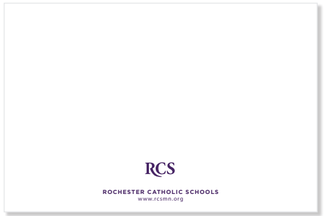
Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. — BODY

GOTHAM BOLD, 9 PT. — HEADER

Gotham book, 9 pt. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. — BODY

GOTHAM BOOK — DETAILED HEADER

When used as a headline without supporting body copy, please create short headlines with only two words, when possible. When this format is present, please use Gotham Bold for the first word, and Gotham Book for the second.



CENTER ALIGNED CONTENT

When using two lines of type or less the content may be center aligned to the application.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Gotham Bold, 31 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

Header: Gotham Bold, 25 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Gotham Bold Size X, tracking 100.
Body: Gotham Book Size X, tracking 0.

TYPOGRAPHY USAGE

COLORED BACKGROUND

Brand typography should be shown only in black or white, or any of the approved brand colors.

White should be the default typography treatment when working with colored backgrounds, although other brand colors are permitted.

GOTHAM BOLD, 9 PT. BLACK BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GOLD BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS MEDIUM RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS ORANGE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. NEST TEAL.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et.

COLORED TYPOGRAPHY

When showing typography on a white background, please use only brand approved colors. Do not use RCS Gold, RCS Cream, RCS Tan A or RCS Tan B on a white background.

PATTERNS

PATTERNS

These graphic elements serve as brand patterns. Please be mindful of placement and usage rules. These elements must always interact with other brand elements and may never be used on their own.

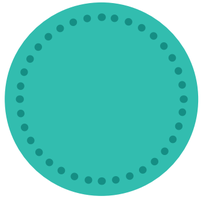
Each piece created for The Nest should utilize the following:

• Element containing line pattern - may be overlaid with a solid color and text, or a circular photo.

• Element containing dot pattern - may be Nest Teal on White, Nest Dark Teal on Nest Teal, or RCS Dark Purple on White.

• A photo - this may be used as a circular overlay or a background.

NEST TEAL
DOT PATTERN



NEST DARK TEAL ON NEST TEAL
DOT PATTERN

RCS DARK PURPLE
DOT PATTERN

LINE PATTERN

WHITE + PURPLE DOT PATTERN

Overlay RCS Dark Purple dots on top of a white background to create an area for text.

SOLID COLOR + LINE PATTERN

Overlay RCS Light Purple on top of the line pattern to create an area for text.

CIRCULAR IMAGE + LINE PATTERN

Overlay an RCS photo on top of the line pattern to create a a playful photo treatment.

WHITE + PURPLE DOT PATTERN

Overlay RCS Dark Purple dots on top of a white background to create an area for text.

SOCIAL MEDIA EXAMPLES

EXAMPLE TEMPLATES

In addition to the Social Media Section of this guide, please find The Nest specific social media templates here.

Refer to page 166 of this guide for more detailed guidelines for social media.

01. NEST QUOTE
A short quote from Nest student

02. NEST PHOTO
This template is intended to showcase a compelling photo of The Nest

03 A. EVENT PROMOTION
Template for a Facebook event cover Photo for The Nest

03 B. EVENT PROMOTION
Template for promoted ads on Facebook relating to The Nest

04. EAGLES IN THE NEST
This template is intended to showcase a compelling photo of The Nest

05. EVENT PROMOTION
Template for a promoted ad for an event hosted by The Nest

PRINT MATERIALS

A

B

PRINT POST CARDS

A | The Nest Front 8.5x5.25in
B | The Nest Back 8.5x5.25in
Scale: 70%

RCS

EAGLE SPIRIT GUIDE

SPIRIT MARKS

RCS EAGLE

The RCS Eagle is a symbol of our community. The marks in this section are known as our 'spirit marks' and were designed to inspire pride, generate excitement, and represent the competitive sports and activities within our system. Please treat our Eagle with care, and use these mark appropriately.

EAGLE REGULATION

The Department of Advancement regulates the production use of the EAGLE and all identifying marks, both on and off campus, to ensure the protection of RCS's reputation and maintain high standards of use.

For access to files and/or permission to use the Eagle, contact:

Laura Smith
507.424.1817
lsmith@rcsmn.org
www.rcsmn.org

EAGLE DESIGN & PRODUCTION

RCS reserves the right to request changes or disallow designs that 1) do not adhere to standards, 2) that may conflict with current symbols or marks, 3) that might be seen as offensive or in poor taste, and 4) do not reflect a level of quality and design appropriate for RCS. Note that sometimes there is no firm standard and a design falls into a 'gray area'; however, RCS again must reserve the right to request changes and will work with areas to address any concerns or recommend an alternative.

EAGLE USAGE

School departments, student organizations, clubs, sports teams, and external groups frequently purchase merchandise that use Eagle symbols, marks, and marks. These items range from uniforms, lapel pins, backpacks, photo frames, and mugs to types of clothing and even high-end merchandise for special occasions. Since each of these is an extension of the RCS's image, and just as there are standards for print material, there are standards for items available for retail sale or for use by organizations.

Only schools, departments, groups and student organizations that are officially recognized by or are part of RCS are allowed to use Eagle marks, symbols and marks in conjunction with their name, and in doing so, must have approval prior to use.

Please view the following section as a stand-alone brand document. Although the Spirit Marks are associated as part of RCS, please do not mix branding from RCS specific materials with branding from Spirit specific branding.

SPIRIT MARKS SUMMARY

MARK SUMMARY

01. Lourdes Primary Seal
02. RCS Primary Seal
03. Lourdes Combination Mark
04. RCS Combination Mark
05. Lourdes Wordmark Non-outline
06. RCS Wordmark Non-outline
07. Lourdes Wordmark Outline
08. RCS Wordmark Outline
09. ARC Wordmark Outline
10. ARC Wordmark Non-outline
11. Eagles Lettermark
12. Eagles Lettermark Stack*
13. ARC Diagonal Wordmark Outline*
14. ARC Diagonal Wordmark Non-outline*
15. Mascot Head Outline
16. Enclosed Mascot Head

All uses of official Spirit marks must be approved by RCS. Such uses include media, digital and commercial applications. No altering of these marks is permissible. Always use the artwork files as provided by RCS. NEVER recreate the marks or wordmarks, or use low-resolution versions obtained from the Web or from scanning previously printed materials.

01. LOURDES PRIMARY SEAL

02. RCS PRIMARY SEAL

07. LOURDES WORDMARK OUTLINE

08. RCS WORDMARK OUTLINE

13. ARC DIAGONAL WORDMARK OUTLINE
*Not for use with custom lockup

14. ARC DIAGONAL WORDMARK NON-OUTLINE
*Not for use with custom lockup

03. LOURDES COMBINATION MARK

04. RCS COMBINATION MARK

09. ARC WORDMARK OUTLINE

10. ARC WORDMARK NON-OUTLINE

15. MASCOT HEAD OUTLINE

16. ENCLOSED MASCOT HEAD

05. LOURDES WORDMARK NON-OUTLINE

06. RCS WORDMARK NON-OUTLINE

11. EAGLES LETTERMARK

12. EAGLES LETTERMARK STACK
*Not for use with custom lockup

SPIRIT MARKS

01. LOURDES EAGLES PRIMARY SEAL

This is the most commonly used mark to represent the Lourdes Eagles. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered, and is approved for use on any RCS colored background, white, or black.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Primary Seal the clear space should be created using the width of the eagle's beak.

Clear space

FULL COLOR

A

B

C

D

GRAYSCALE

E

F

G

SPIRIT MARKS

02. RSC EAGLES PRIMARY SEAL

This is the most commonly used mark to represent the RSC Eagles. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered, and is approved for use on any RCS colored background, white, or black.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Primary Seal the clear space should be created using the width of the eagle's beak.

Clear space

0.5 in.

FULL COLOR

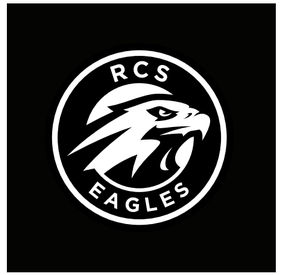
A

B

C

D

GRAYSCALE



E

F

G

03. LOURDES EAGLES COMBINATION MARK

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in left aligned settings (ex. letterhead and envelopes).

This mark is approved for use on a white background, but for maximum impact and contrast, use this mark on a RCS colored background.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark the clear space should be created using the width of the eagle's beak.

Clear space

FULL COLOR

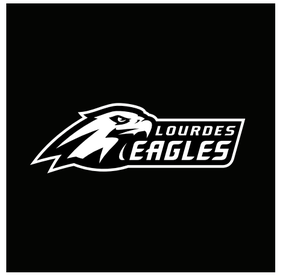
A

B

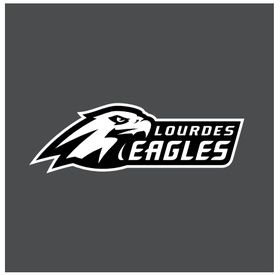
C

D

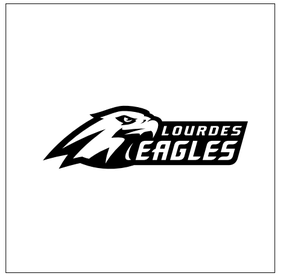
GRAYSCALE



E



F



G

04. RSC EAGLES COMBINATION MARK

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in left aligned settings (ex. letterhead and envelopes).

This mark is approved for use on a white background, but for maximum impact and contrast, use this mark on a RCS colored background.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark the clear space should be created using the width of the eagle's beak.

Clear space

FULL COLOR

A

B

C

D

GRAYSCALE

E

F

G

SPIRIT MARKS

05. LOURDES EAGLES WORDMARK NON-OUTLINE

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Wordmark Non-outline the clear space should be created using the high of E from EAGLES.

FULL COLOR

ONE COLOR

06. RCS EAGLES WORDMARK NON-OUTLINE

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Wordmark Non-outline the clear space should be created using the high of E from EAGLES.

FULL COLOR

A B C D

ONE COLOR

E F G H

07. LOURDES EAGLES WORDMARK OUTLINE

This wordmark may be used only by Lourdes specific groups. This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Wordmark Outline the clear space should be created using the high of E from EAGLES.

FULL COLOR

A B C D

GRAYSCALE

E F G

08. RCS EAGLES WORDMARK OUTLINE

This wordmark may be used only by Lourdes specific groups. This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Wordmark Outline the clear space should be created using the high of E from EAGLES.

FULL COLOR

A

B

C

D

GRAYSCALE

E

F

G

SPIRIT MARKS

09. ARC WORDMARK OUTLINE

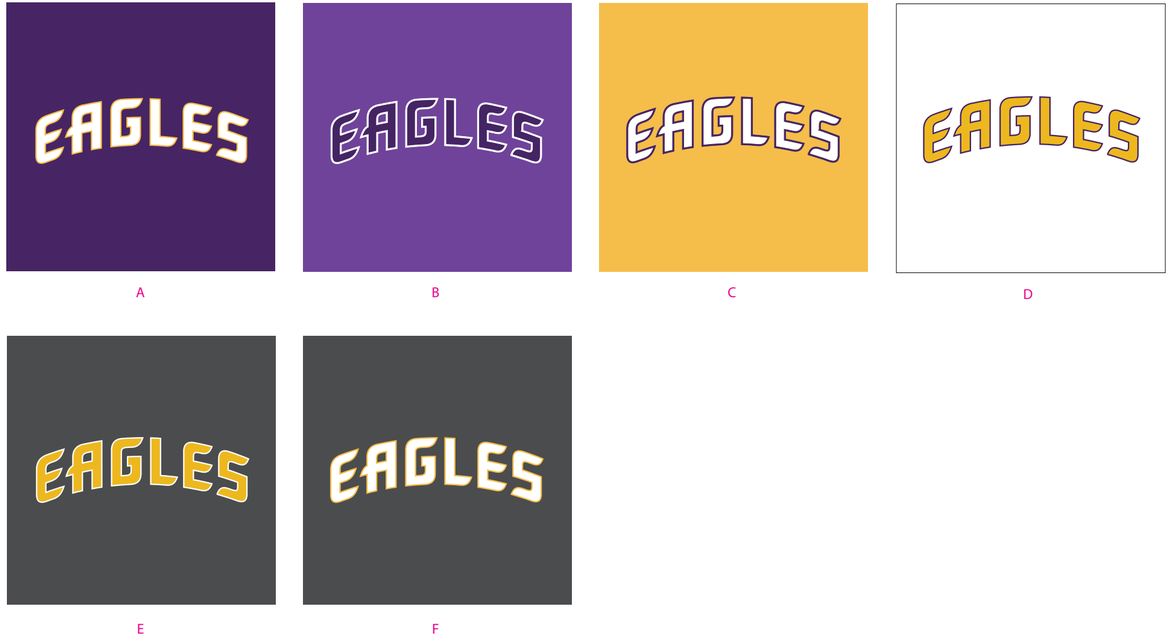
This wordmark may be used only by Lourdes specific groups. This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Wordmark Outline the clear space should be created using the high of E from EAGLES.

FULL COLOR



A B C D

E F

10. ARC WORDMARK NON-OUTLINE

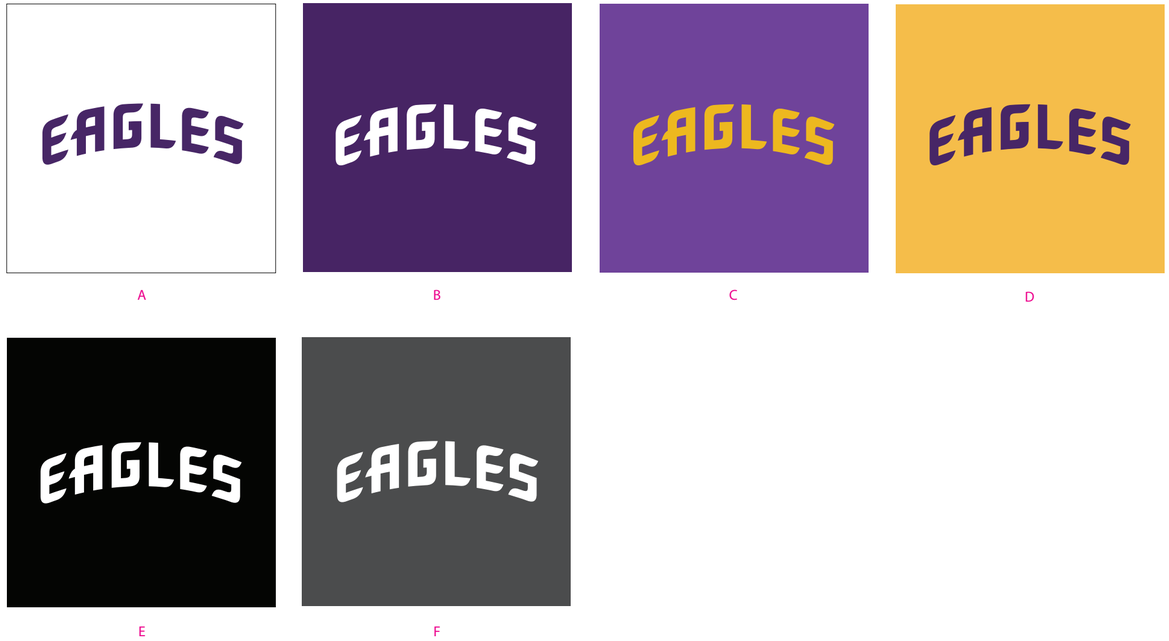
This wordmark may be used only by Lourdes specific groups. This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Wordmark Non-Outline the clear space should be created using the high of E from EAGLES.

FULL COLOR



11. EAGLES LETTERMARK

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.25 inches tall

PLEASE NOTE: In the Lettermark the clear space should be created using the height of the serif.

FULL COLOR

A

B

C

D

E

F

12. EAGLES LETTERMARK STACK

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Lettermark Stack the clear space should be created using the height of the serif.

FULL COLOR

A

B

C

D

E

F

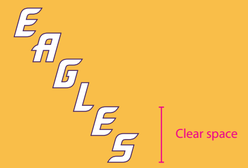
13. ARC DIAGONAL WORDMARK OUTLINE

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.75 inches tall

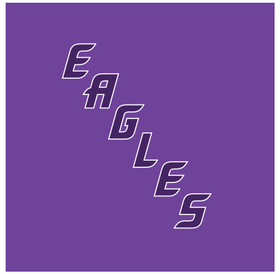
PLEASE NOTE: In the Diagonal Wordmark the clear space should be created using the high of ES from EAGLES.

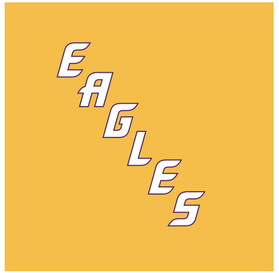


FULL COLOR

A

B


C


D

E

F

SPIRIT MARKS

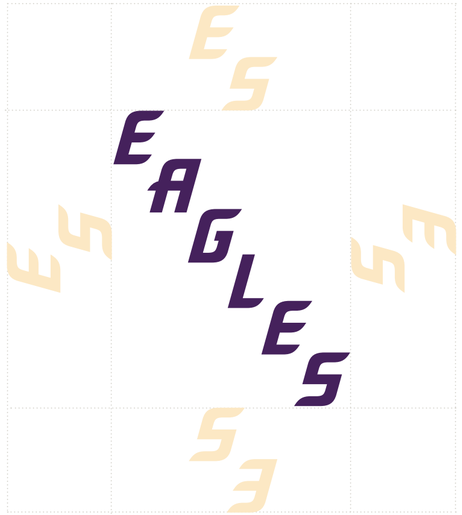
14. ARC DIAGONAL WORDMARK NON-OUTLINE

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

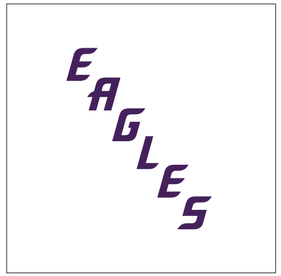
This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners).

Minimum size: 0.75 inches tall

PLEASE NOTE: In the Diagonal Wordmark the clear space should be created using the high of ES from EAGLES.

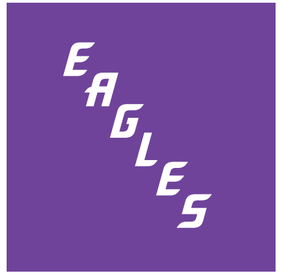


FULL COLOR



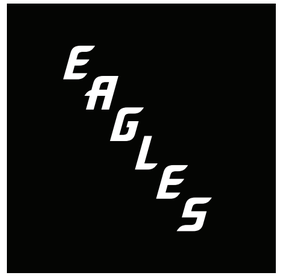
A

B



C

D



E

F

15. MASCOT HEAD OUTLINE

This mark may be used by any entity within RCS, it is not specific to any one school or group.

This mark can be used in any placement - left aligned, right aligned, or centered.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Wordmark the clear space should be created using the high of E from EAGLES.

Clear space

FULL COLOR

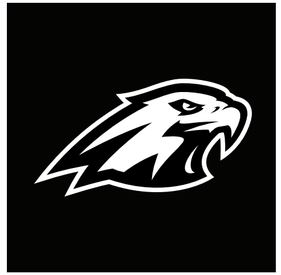
A

B

C

D

ONE COLOR



E

F

16. ENCLOSED MASCOT HEAD

This mark may be used by any entity within RCS, it is not specific to any one school or group.

This mark can be used in any placement - left aligned, right aligned, or centered.

Minimum size: 0.5 inches tall

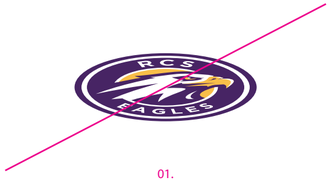
PLEASE NOTE: In the Wordmark the clear space should be created using the high of E from EAGLES.

Clear space

SPIRIT MARKS
IMPROPER MARK USE

MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not change the font or color within any mark
05. Do not apply any effects to any mark
06. Do not add any additional elements to any mark
07. Do not change colors within any of the marks
08. Do not change opacity of any of the marks
09. Do not use any mark in unapproved contexts, ex. wrong colored background.
10. Do not place anything within the clear spaces for the mark



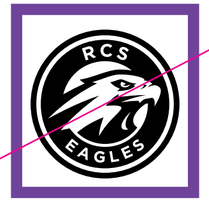
01.

02.

03.

04.

05.



06.

07.

08.

09.

10.

SPIRIT MARKS
COLORS AND USAGE

SPIRIT COLORS

The Spirit Marks within the overarching RCS brand are only displayed in two RCS approved colors (RCS Purple and RCS Yellow, plus White or Black). These colors have symbolic meaning, as they represent rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds.

Please use colored marks as much as possible and whenever applicable. The colored marks can be shown on any background color appropriate to the RCS Primary color palettes, Black, or White.

* When working with large areas of text such as a letterhead, publications, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% Black.

RCS PURPLE:

HEX - #482666
RGB - 72, 37, 101
CMYK - 85, 100, 28, 18
PMSC - 269 C
PMSU - MEDIUM PURPLE U

RCS GOLD:

HEX - #f9be4b
RGB - 249, 190, 75
CMYK - 2, 27, 81, 0
PMSC - 142 C
PMSU - 122 U

***RCS GREY:**

HEX - #4d4d4f
RGB - 77, 77, 79
CMYK - 0, 0, 0, 85

* Typography and backgrounds only.

RCS LIGHT PURPLE:

HEX - #6f439a
RGB - 111, 67, 154
CMYK - 68, 88, 0, 0
PMSC - 7678C
PMSU - VIOLET U

Within the Eagle Brand use as a background only.

RCS YELLOW
RCS PURPLE
RCS COLORED BACKGROUND

RCS YELLOW
RCS DARK PURPLE
RCS LIGHT PURPLE USED ONLY AS BACKGROUND

COLOR USAGE

Spirit Marks should only be shown in **RCS Dark Purple**, **RCS Yellow**, **Black**, or **White**. Showing the mark in limited colors will create an identity with high recognizability and association.

SPIRIT MARKS
COLORS AND USAGE

SPIRIT COLORS

The Spirit Marks are approved to be shown on any of the following backgrounds, plus white. Please do not show Spirit Marks on any other colors. The extended RCS color palette (RCS Secondary Colors) should not be used with the Spirit Marks. Limit the palette for Spirit Marks and their backgrounds to RCS Dark Purple, RCS Purple, RCS Yellow, RCS Grey, White, and Black.

SPIRIT MARKS
IMPROPER COLOR USE

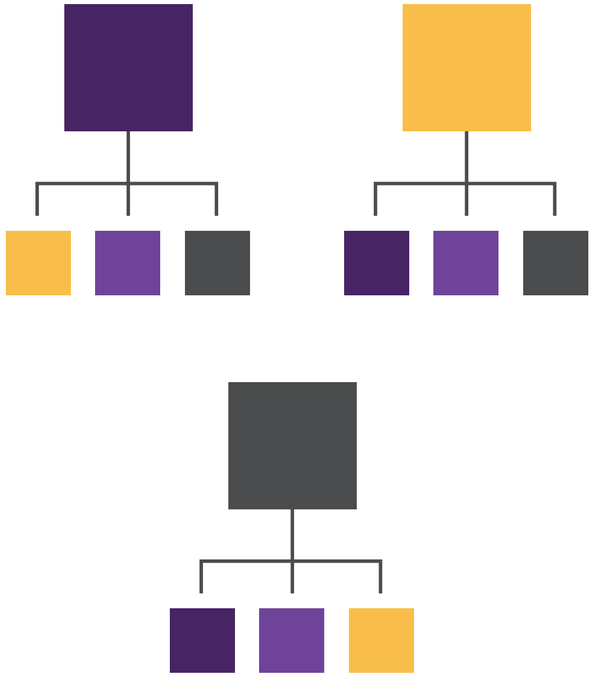
COLOR PAIRINGS

The RCS color palette is vibrant and features highly saturated colors. When working with the Spirit Marks, please use only a limited version of this color range. RCS Secondary colors are not to be used with Spirit Marks. Certain colors should not be used directly next to other colors. The colors shown with the magenta slash through them should not be used conjunction with any Spirit Marks.

By avoiding these specific color parings, the brand will be user friendly and prevent unnecessary or unwanted visual contrast or dissonance.

An application as a whole (or even a page within a larger application) can utilize all brand colors. Please just **avoid directly placing two unapproved colors next to each other.**

RCS LIMITED PRIMARY COLORS CAN BE USED WITH ALL OTHER RCS PRIMARY COLORS, PLUS WHITE AND BLACK



RCS SECONDARY COLORS SHOULD NOT BE USED WITHIN THE EAGLE BRAND.

RCS RED:

HEX - #872341
RGB - 136, 34, 65
CMYK - 33, 96, 60, 28
PMSC - 202c
PMSU - 201u

RCS MEDIUM RED:

HEX - #BE3144
RGB - 189, 50, 68
CMYK - 19, 94, 73, 7
PMSC - 1797c
PMSU - 199u

RCS ORANGE:

HEX - #F05941
RGB - 243, 115, 94
CMYK - 0, 68, 67, 0
PMSC - 7416c
PMSU - 164u

RCS CREAM:

HEX - #F4E9C9
RGB - 244, 232, 201
CMYK - 4, 6, 23, 0
PMSC - 7499c
PMSU - 7499u

RCS TAN A:

HEX - #C1B9A7
RGB - 194, 185, 168
CMYK - 25, 23, 33, 0
PMSC - 7535c
PMSU - 7536u

RCS TAN B:

HEX - #C1B9A7
RGB - 213, 210, 203
CMYK - 16, 13, 17, 0
PMSC - 7534c
PMSU - 7534u

COLOR DON'TS

Avoid using RCS Secondary Colors in conjunction with any Spirit Marks or applications.

EVOGRIA

Evogria is a san-serif font that exhibits modern energy, precision, and strength through thick strokes and bold angles. Evogria can be paired with the traditional and institutional aspects that the RCS main font, Gotham, provides. This duo creates a credible, fresh, energetic, and approachable identity.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains lines of text consisting of 4 words or less

EVOGRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-=!@#$%^&*()_+

EVOGRIA, 25 PT.
GOTHAM BOLD, 15 PT.

Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

HEADER
SUBHEADER
BODY

EVOGRIA, 25 PT.

Gotham book, 10 pt. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M.

HEADER
BODY

HEADER HERE

SHORT HEADER

When used as a headline without supporting body copy, please create short, bold headlines to create as much drama and impact as possible. These headlines may be centered or left aligned.

CENTER ALIGNED CONTENT

When using lines of text consisting of 4 or less words, center aligning the content is approved. This helps with quick readibility and creates bold impact within the written content.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Evogria, 25 point, tracking 50 all caps.

Subheader: Gotham Bold, 10 point, tracking 50, leading 18, all caps.

Body: Gotham Book, 8 point, tracking 0, sentence case.

Header: Evogria, 25 point, tracking 50, all caps.

Body: Gotham Book, 10 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Evogria X, tracking 100.
Body: Gotham Book Size X, tracking 0.

ADIDAS

When creating designs to be embroidered, Evogria is not always a font option. For Adidas applications specifically, please use the font Invader. This is a nice alternative to Evogria that maintains the overall effect and feel.

This should be used for Names, Numbers, and Sport Names, if necessary.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains lines of text consisting of 4 words or less

EVOGRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-=!@#$%^&+()_+

INVADER:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SPIRIT BRAND
SPORT & ACTIVITIES LOCKUPS

CUSTOM SPIRIT LOCKUPS

Custom Spirit Lockups are made up of any approved Spirit Mark plus the written text of any sport or activity (ex. Girls Hockey, Marching Band, Football, etc.).

It is necessary to have lockups that will work at different application sizes, so, we have built two options - Small and Large.

PLEASE NOTE: Custom Lockups will often times violate the general clear space rules for the marks, in these instances, the rules presented here should take precedence.

SMALL SCALE APPLICATIONS

For use on items such as: Sweat Pant Embroidery, Small Emblems on Polos, T-Shirts, Lanyards, Keychains, Patches, etc. These lockups work well in small applications because there is ample room between the written text and the logo to ensure the elements do not appear cramped or as if they blend together.

SMALL SCALE LOCKUPS: DISTANCE ON MARK (X) = HEIGHT OF TEXT (X) = DISTANCE BETWEEN MARK AND TEXT

LARGE SCALE LOCKUPS: DISTANCE ON MARK (X) = HEIGHT OF TEXT (X) = HALF DISTANCE BETWEEN MARK AND TEXT (.5X)

LARGE SCALE APPLICATIONS

For use on items such as: Center/Full Print T-Shirts & Hoodies, Letter Jackets, Warm Up Gear, Bilboards, Blankets, etc. These lockups have less space between the logo and text while still maintaining the legibility and overall size of the written text. By minimizing the distance between the elements when shown here, the distance becomes properly sized when the lockup is scaled up onto large applications.

PLEASE NOTE: the differing clear space and placement rules: The size of the written text is directly related to the mark as denoted in each example. The space between the text and the mark is a proportion of the height of the text.

SMALL SCALE PROPORTIONS: 1:1, The distance between the mark and the text is the same as the height of the text.

LARGE SCALE PROPORTIONS: .5:1, The distance between the mark and the text is .5X the height of the text (X).

SPIRIT BRAND
APPAREL GUIDELINES

TOPS

A. CENTER CHEST/CUSTOM CENTER CHEST

When working with apparel showing a centered brand mark (ex. Adidas), use a centered Spirit Mark (or Custom Spirit Lockup) as large as possible while adhering to clear space guidelines.

B. SIDE CHEST/CUSTOM SIDE CHEST

When working with apparel showing a brand mark (ex. Adidas) located on either the right of left chest, place the Spirit Mark (or Custom Spirit Lockup) on the opposite side of the chest. The Spirit Mark should be more dominate/larger than the apparel brand.

C. CENTER BACK/CUSTOM CENTER BACK

Spirit Marks may be placed on the backside of apparel. When doing this, please center the Spirit Mark centered on the upper back of the shirt. Please keep all elements of this layout horizontal.

A. CENTER CHEST

A. CENTER CHEST

A. CENTER CHEST

B. SIDE CHEST

B. SIDE CHEST

B. CUSTOM SIDE CHEST

C. CENTER BACK

C. CUSTOM CENTER BACK

C. CUSTOM CENTER BACK

SPIRIT BRAND
APPAREL GUIDELINES

TOPS (HOCKEY)

A. CENTER CHEST/CUSTOM CENTER CHEST

When working with apparel showing a centered brand mark (ex. Adidas), use a centered Spirit Mark (or Custom Spirit Lockup) as large as possible while adhering to clear space guidelines.

B. SIDE CHEST/CUSTOM SIDE CHEST

When working with apparel showing a brand mark (ex. Adidas) located on either the right of left chest, place the Spirit Mark (or Custom Spirit Lockup) on the opposite side of the chest. The Spirit Mark should be more dominate/larger than the apparel brand.

C. CENTER BACK/CUSTOM CENTER BACK

Spirit Marks may be placed on the backside of apparel. When doing this, please center the Spirit Mark centered on the upper back of the shirt. Please keep all elements of this layout horizontal.

A. CENTER CHEST

B. SIDE CHEST

B. CUSTOM SIDE CHEST

B. SIDE CHEST

A. CENTER CHEST

C. CENTER BACK

C. CUSTOM CENTER BACK

C. CUSTOM CENTER BACK

BOTTOMS

A. ABOVE THE KNEE OPTION

When sweatpants utilizing the RCS Spirit Marks, place the desired mark above the knee on the opposite leg as the brand logo (ex. Adidas). The wordmark may be rotated 90° to fit onto the area of the leg. When doing this, please keep the wordmark/letters facing outward. Never rotate any mark other than the non-outlined wordmark.

B. BELOW THE KNEE OPTION

When branding sweatpants using the below the knee option, show the Spirit Mark on the same leg as the brand logo (ex. Adidas). The wordmark may be rotated 90° to fit onto the area of the leg. When doing this, please keep the wordmark/letters facing outward. Never rotate any mark other than the non-outlined wordmark.

BOTTOMS (HOCKEY)

A. ABOVE THE KNEE OPTION

When sweatpants utilizing the RCS Spirit Marks, place the desired mark above the knee on the opposite leg as the brand logo (ex. Adidas). The wordmark may be rotated 90° to fit onto the area of the leg. When doing this, please keep the wordmark/letters facing outward. Never rotate any mark other than the non-outlined wordmark.

B. BELOW THE KNEE OPTION

When branding sweatpants using the below the knee option, show the Spirit Mark on the same leg as the brand logo (ex. Adidas). The wordmark may be rotated 90° to fit onto the area of the leg. When doing this, please keep the wordmark/letters facing outward. Never rotate any mark other than the non-outlined wordmark.

SPIRIT BRAND TEMPLATES
DIGITAL PROMOTION

TEMPLATE DESIGNS

These templates have been created for social media posts that promote Eagle Spirit. Each template has been designed for a specific purpose. Please use each template for its intended use.

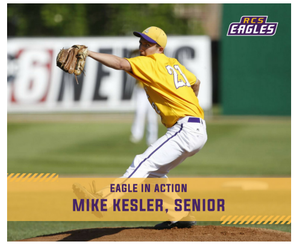
To learn more about best practices for Social Media posting, please refer to page 166 of this guide.

01. XXX
Lorem Ipsum.

02. XXX
Lorem Ipsum.

05. XXX
Lorem Ipsum.

06. XXX
Lorem Ipsum.



03. XXX
Lorem Ipsum.

04. XXX
Lorem Ipsum.

07. XXX
Lorem Ipsum.

BANNERS

When creating banners that utilize the RCS Spirit Marks, please either center the mark and any written content within the printable area, or treat the banner as two columns - one for the mark and the other for the written content. Please do not utilize two columns if the banner contains no written text. When placing marks, be mindful of necessary clear space around the marks.

EXAMPLE SHOWING
TWO COLUMN LAYOUT

SPIRIT BRAND MATERIALS
MISC. PROMOTION

SPIRIT BRAND MATERIALS
STATIONERY

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing RCS.

Letterhead and business cards are the most formal expressions of our brand identity.

A template is available for you to craft letterhead communications. Contact Laura Smith for the Letterhead Template.

Need to place an order or re-order?

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org

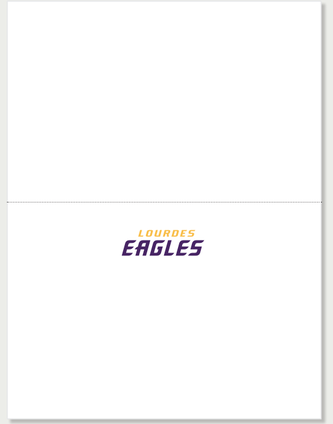
LETTERHEAD

Department of Athletics
Scale: 50%

A

B

C



6x4in NOTE CARDS

A | Lourdes Specific Front
B | RCS General Back
C | Lourdes Specific Interior
Scale: 60%

SPIRIT BRAND MATERIALS
STATIONERY

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

Letterhead and business cards are the most formal expressions of our brand identity.

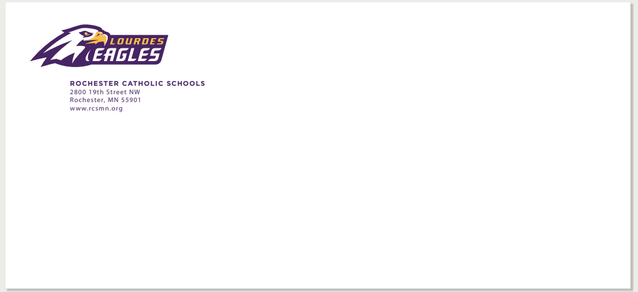
A template is available for you to craft letterhead communications. Contact Laura Smith for the Letterhead Template.

Need to place an order or re-order?

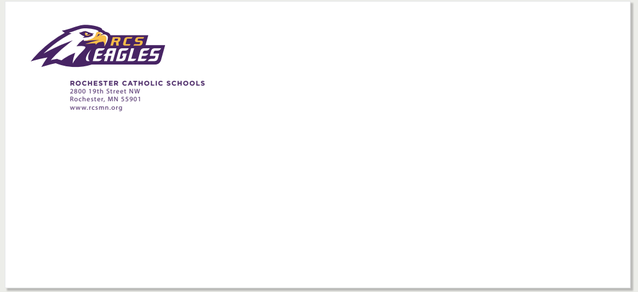
Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org

A



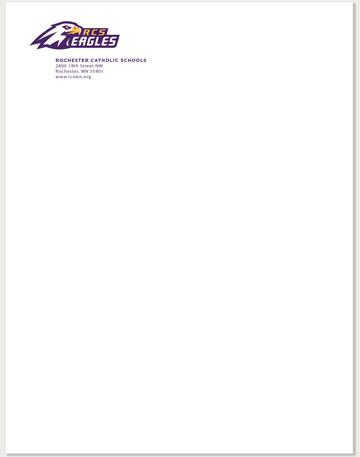
B



ENVELOPES

A | Lourdes Specific 9x4.125in
B | RCS General 9x4.125in
Scale: 60%
C | RCS General 10x13in
Scale: 30%

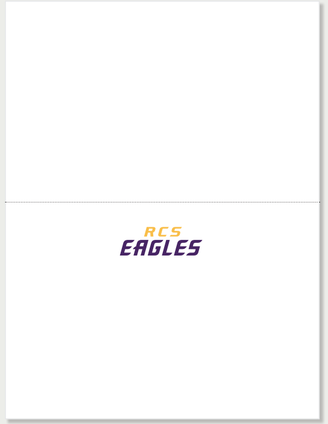
C



A

B

C



6x4in NOTE CARDS

A | RCS General Front
B | RCS General Back
C | RCS Interior
Scale: 60%

Sport Specific:

ICE HOCKEY

SPIRIT MARK SUMMARY
ICE HOCKEY

MARK SUMMARY

1. Hockey Specific Wordmark Horizontal
2. Hockey Specific Lettermark
3. Hockey Specific Wordmark Stack*

All uses of official Spirit marks must be approved by RCS. Such uses include media, digital and commercial applications. No altering of these marks is permissible. Always use the artwork files as provided by RCS. NEVER recreate the marks or wordmarks, or use low-resolution versions obtained from the Web or from scanning previously printed materials.

01. HOCKEY SPECIFIC WORDMARK HORIZONTAL

02. HOCKEY SPECIFIC LETTERMARK

03. HOCKEY SPECIFIC WORDMARK STACK

*Not for use with custom lockup or on apparel

SPIRIT MARK
ICE HOCKEY

1. HOCKEY COMBINATION MARK HORIZONTAL

It is very important that these marks are used for Lourdes Hockey and no other organization. These have been developed specifically for hockey applications.

This mark can be used in any placement - left aligned, right aligned, or centered.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark the clear space should be created using the width of ES from LOURDES.

FULL COLOR

SPIRIT MARK
ICE HOCKEY

2. HOCKEY LETTERMARK

It is very important that these marks are used for Lourdes Hockey and no other organization. These have been developed specifically for hockey applications.

This mark can be used in any placement - left aligned, right aligned, or centered.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Lettermark the clear space should be created using the length of the eagle head serif.

Clear space

A

B

C

D

E

F

G

H

I

SPIRIT MARK
ICE HOCKEY

3. HOCKEY COMBINATION MARK STACKED

It is very important that these marks are used for Lourdes Hockey and no other organization. These have been developed specifically for hockey applications.

This mark can be used in any placement - left aligned, right aligned, or centered.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark Stacked the clear space should be created using the width of ES from LOURDES.

A B C

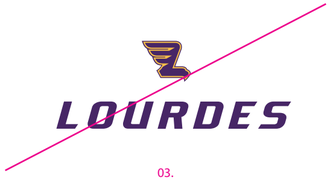
D E F

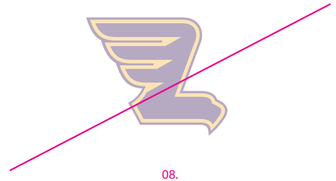
SPIRIT MARK
ICE HOCKEY

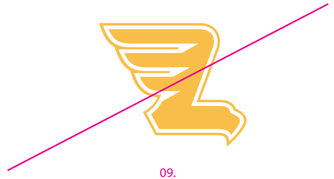
IMPROPER MARK USE

MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not change the font or color within any mark
05. Do not apply any effects to any mark
06. Do not add any additional elements to any mark
07. Do not change colors within any of the marks
08. Do not change opacity of any of the marks
09. Do not use any mark in unapproved contexts, ex. wrong colored background.
10. Do not place anything within the clear spaces for the mark







SPIRIT BRAND MATERIALS
ICE HOCKEY

CUSTOM SPIRIT LOCKUPS HOCKEY SPECIFIC

Custom Spirit Lockups are made up of any approved Spirit Mark plus the written text of the sport name, player number, or player name.

It is necessary to have lockups that will work at different application sizes, so, we have built two options - Small and Large.

PLEASE NOTE: Custom Lockups will often times violate the general clear space rules for the marks, in these instances, the rules presented here should take precedence.

HOCKEY SPECIFIC USAGE SMALL SCALE APPLICATIONS

For use on items such as: Sweat Pant Embroidery, Small Emblems on Polos, T-Shirts, Lanyards, Keychains, Patches, etc. These lockups work well in small applications because there is ample room between the written text and the logo to ensure the elements do not appear cramped or as if they blend together.

SMALL SCALE LOCKUPS: DISTANCE ON MARK (X) = HEIGHT OF TEXT (X) = DISTANCE BETWEEN MARK AND TEXT

LARGE SCALE LOCKUPS: DISTANCE ON MARK (X) = HEIGHT OF TEXT (X) = HALF DISTANCE BETWEEN MARK AND TEXT (.5X)

LARGE SCALE APPLICATIONS

For use on items such as: Center/Full Print T-Shirts & Hoodies, Letter Jackets, Warm Up Gear, Bilboards, Blankets, etc. These lockups have less space between the logo and text while still maintaining the legibility and overall size of the written text. By minimizing the distance between the elements when shown here, the distance becomes properly sized when the lockup is scaled up onto large applications.

PLEASE NOTE: the differing clear space and placement rules: The size of the written text is directly related to the mark as denoted in each example. The space between the text and the mark is a proportion of the height of the text.

SMALL SCALE PROPORTIONS:

1:1, The distance between the mark and the text is the same as the height of the text.

LARGE SCALE PROPORTIONS:

5:1, The distance between the mark and the text is .5X the height of the text (X).

RCS SCRIP

SCRIP PRIMARY MARKS

WITH AND WITHOUT TAGLINE

When working with the Script mark in combination with RCS or Spirit branding, it is important to be mindful and apply all brand guidlines as laid out in this document. Examples include following claer space and placement rules.

SHOP · EARN · GIVE

ALTERNATE MARKS

ALTERNATE MARKS

When working on colored backgrounds please use any of the displayed marks. Do not use the Scrip Mark (with or without tagline) on a colored background other than white, black, or RCS brand colors.

Primary or Alternate marks may be used on any Scrip application.

MARK CLEAR SPACE

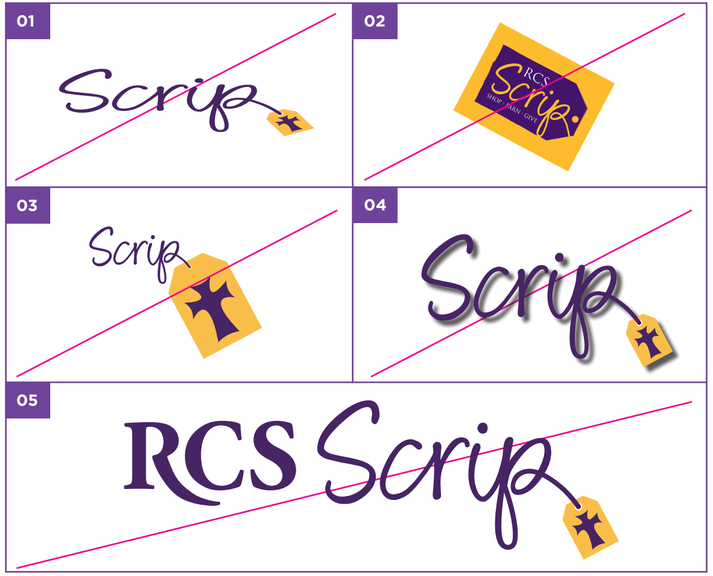
When applying any of the marks in applications or brand materials, follow the designated rules for proper clear spaces (free space) around the marks. The set area around the mark should remain open. Do not have marks touching other visual or written elements, and do not have the mark touch the edge of a page or application.

PLEASE NOTE: The tan lines around the marks are only to show the clear spaces, please do not reproduce marks with these markings visible.

IMPROPER MARK USE

MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not apply drop shadows or effects
05. Do not disregard RCS clear space rules



COLORS AND USAGE

BRAND COLORS

At the heart of this brand are the two RCS Purples. Building a brand centered around purple is unique and offers strategic brand benefits. The color also has symbolic meaning, as it represents rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds. Use the purples proudly.

RCS Gold is a strong compliment to the RCS Purples and it should be used as an accent element. Refrain from showing marks in this color. Keep it in the brand palette as a treat for the user.

RCS PURPLE:

HEX - #482666
RGB - 72, 37, 101
CMYK - 85, 100, 28, 18
PMSC - 269 C
PMSU - MEDIUM PURPLE U

RCS GOLD:

HEX - #f9be4b
RGB - 249, 190, 75
CMYK - 2, 27, 81, 0
PMSC - 1235
PMSU - 122 U

TYPOGRAPHY USAGE

GOTHAM

Gotham is a geometric font that exhibits a modern and precise personality. This font paired with the traditional and institutional aspects of the brand marks will create a credible, fresh, and approachable identity for Rochester Catholic Schools.

TYPOGRAPHY

Follow all RCS typography rules when using headlines or body copy and any of the Scrip logos. Refer to page 60 for further information.

* When working with large areas of text such as a letterhead, publication, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% black.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains only a header and subheader
- The content contains two lines of type or less

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

GOTHAM BOLD, 25 PT.

HEADER

Gotham Book, 15 Pt. Leading 18.

SUBHEADER

Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

BODY

GOTHAM BOLD, 9 PT.

HEADER

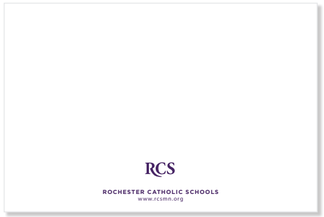
Gotham book, 9 pt. Bemquem nos norit. Dicid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; hacepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

BODY

GOTHAM BOOK

DETAILED HEADER

When used as a headline without supporting body copy, please create short headlines with only two words, when possible. When this format is present, please use Gotham Bold for the first word, and Gotham Book for the second.



CENTER ALIGNED CONTENT

When using two lines of type or less the content may be center aligned to the application.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Gotham Bold, 31 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

Header: Gotham Bold, 25 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Gotham Bold Size X, tracking 100.
Body: Gotham Book Size X, tracking 0.

SOCIAL MEDIA GUIDELINES

SPIRIT SOCIAL MEDIA

TEMPLATE USAGE

- All templates are only appropriate on Facebook and Twitter.
- Templates should be used to communicate visually if there is not an ideal photo or video for a post.
- Templates should also be used in place of a long text status update.

CAPTION COPY

- Include a caption in your social media posts to give your followers context.
- Be brief, include no more than 2-3 lines of copy.
- Encourage short responses and engagement from users.
- If more content is available, provide a shortened link (see below).

TWITTER/INSTAGRAM

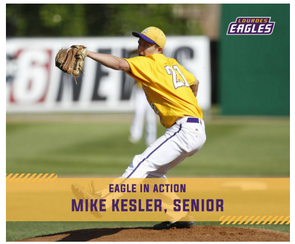
- Hashtags are appropriate.

LENGTHY CONTENT / SHARING URL'S

- For posts that include lengthy statistics or information, it is best to feature this information on a blog or on your website. Include a shortened link to your page for the user to read more. The industry standard is to use a custom bit.ly link that can be generated on a case by case basis: https://bitly.com/.

01. GAME DAY
Game Day posts are appropriate to promote game details (location, time, opponent)

02. GAME UPDATE
Game Update posts are intended for real-time score updates (ex. halftime score, quarter score, period score). These post types are appropriate on twitter at a higher frequency and can be posted on Facebook more sparingly.



05. EAGLE IN ACTION (LOURDES)
Eagle in Action/Lourdes posts are intended to highlight a single student within Lourdes based on merit or achievement. The photo included in this template should always be an individual shot of the student (no group shots). The photo from the templated post may be shared on Instagram.

06. EVENT PROMOTION
Event Promotion posts are intended to promote non-athletic events. The photo from the templated post may be shared on Instagram.

03. FINAL SCORE
Final Score posts are appropriate to promote the final score of a game.

04. EAGLE IN ACTION (RCS)
Eagle in Action/RCS posts are intended to highlight a single student at RCS (not at Lourdes) based on merit or achievement. The photo included in this template should always be an individual shot of the student (no group shots). The photo from the templated post may be shared on Instagram.

07. TEXT ONLY
Text Only posts are intended for posts with a short amount of text that does not fit into any of the other template categories (ex. eagle names or quote). No additional images may be included in these posts.

SOCIAL MEDIA EXAMPLES

01. XXX
Lorem Ipsum.

02. XXX
Lorem Ipsum.

03. XXX
Lorem Ipsum.

02. XXX
Lorem Ipsum.

01. XXX
Lorem Ipsum.

01. XXX
Lorem Ipsum.

04. XXX
Lorem Ipsum.

01. XXX
Lorem Ipsum.

02. XXX
Lorem Ipsum.

04. XXX
Lorem Ipsum.

IMAGERY GUIDELINES

General Facebook and Instagram image guidelines

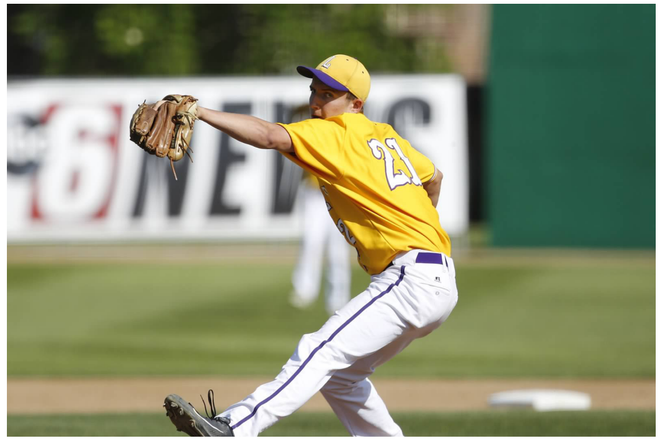
- Feature real people.
- Focus on faces.
- Use lifestyle imagery.
- Use high-quality, crisp images that viewers can quickly understand.
- Avoid cluttered backgrounds or elements that obscure the main subject of your shot.
- Create photo albums for events and large amounts of photos.

INSTAGRAM

- Use lifestyle imagery.
- Feature Instagram videos and stories if there is a compelling story to tell.
- In posting more than one photo, use the multiple photos feature. This could also be used for an event.
- Use high-quality, crisp images that viewers can quickly understand.
- Do not rely too heavily on big, smiling group shots. Capture and post candid moments and focus on small groups.

TWITTER

- Imagery is not necessary for all tweets. Text Only tweets are appropriate for reporting factual information that is brief.
- If need be, feature imagery that will encourage users to click through to your article or link.



RE-POSTING

- RCS Lourdes Eagles Content: It is appropriate for the RCS Facebook page to re-post content from the RCS Lourdes Eagles page sparingly (once per week). Occasional Game Day details, Eagle in Action features, and Photo Albums would be great content to re-post to the RCS Facebook page.
- To other platforms: If repurposing to Instagram or Twitter, be sure to resize for the proper channel and check the guidelines to confirm if the content belongs on that channel. Instagram imagery should never include a template and should feature lifestyle subjects. Time sensitive content like Score Updates or other timely news is great content to re-post to Twitter.

OTHER BEST PRACTICES

Online Trending Tragedy

When a tragedy on a national scale is trending online, re-evaluate your content calendar and move to another date if possible or throw that post out. It is not appropriate for a brand or community to be posting promotional social posts when a tragedy is being shared around social media. Brands have been scorned in the past for scheduling their posts ahead of time and posting at an insensitive time.

RETIRED MARKS

RETIRED MARKS

These marks are now part of our rich history and we honor them in their retirement. The following marks and images are no longer authorized for use at any time.

For help determining which of the permitted marks is best suited for your use, please reference the 04. Brand Marks section or contact Laura Smith.

Laura Smith
507.424.1817
lsmith@rcsmn.org
www.rcsmn.org

01

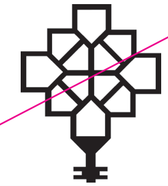
02

03

04

05

06



07

08

ROCHESTER
CATHOLIC SCHOOLS