



MOREAU
CATHOLIC HIGH SCHOOL
COMPASSIONATE COLLEGE PREP

BRAND STYLE GUIDE

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THE MOREAU CATHOLIC BRAND

Mission Statement

Moreau Catholic High School is dedicated to the legacy and values of the Congregation of Holy Cross and its founder Blessed Basil Moreau.

We are a college-preparatory school committed to outstanding achievement.

As a community of faith, we prepare our students through academic, social and spiritual learning experiences that form and transform them as they become responsible citizens of our global community.

Vision for the Moreau Catholic Brand

The Moreau Catholic High School brand is *a promise* to uphold the mission. Consistency in branding is key to conveying this promise.

When potential and current families, alumni, and community members see anything related to Moreau Catholic—the website, an event flyer, a performance program, a social media post, an email from a teacher, a student wearing a school sweatshirt—we want them to *know* Moreau Catholic and *know us* for excellence in academics, arts, and athletics.

The look and feel of Moreau Catholic should be palpable and recognizable both inside and outside of the school campus through consistent and appropriate use of the Moreau Catholic High School Brand.

HISTORY OF MOREAU CATHOLIC BRAND

1965

School opens as Moreau High School on the St. Bede's Church campus;
Remains to this day the only school named after Holy Cross founder, Blessed Basil Moreau

1967

Permanent campus on Mission Boulevard opens

1969-1970

Becomes co-educational institution with first group of girls entering 9th grade

1993

Renamed Moreau *Catholic* High School

2007

Renovation of the front of the school solidifies presence on Mission Boulevard. Include

2005

Celebration of the 40th anniversary—special logo created

2015

Celebration of the 50th anniversary—special logo created

2018

Marketing audit done leading to creation of tagline “Compassionate College Prep”

2022

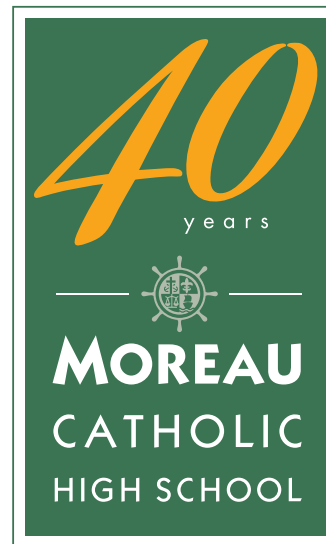
Website redesign launch



1970



1993



2005



2006



MOREAU
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2013



2015



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2018

LOGOS: FORMAL

FORMAL SET

Our formal logo is a horizontal combination of the formal logomark and our logotype. The logotype contains our full school name in Mariner green with our tagline: “Compassionate College Prep”.

Our formal logomark is the Moreau Catholic seal with the school name and school motto around the center symbols.

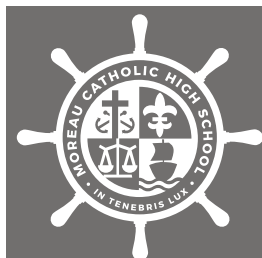
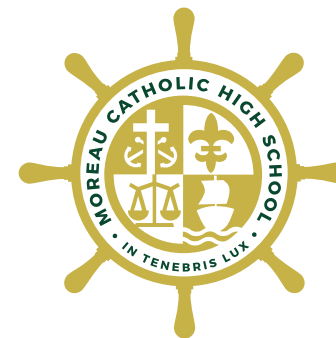
USAGE PERMISSIONS

The formal logo should be the primary choice for marketing and external facing materials where name recognition is the goal. This is also the logo set that is used on formal documents such as letterhead, business cards, and envelopes.

NOTE: A solid white or solid Mariner green variation of any of our logos and icons may be used if the use of a green and gold logo or icon would be unreadable in the overall design.



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LOGOS: GENERAL USE

GENERAL USE SET

Our general use logo is a horizontal combination of the Moreau Catholic seal in Mariner gold and our logotype in Mariner green without the tagline.

Our primary logomark is the Moreau Catholic seal in Mariner gold.

USAGE PERMISSIONS

The general use logo is an ideal choice when legibility is a factor. This is especially, but not exclusively, true for digital use such as the website, emails, digital ads, and social media.

NOTE: A solid white or solid Mariner green variation of any of our logos and icons may be used if the use of a green and gold logo or icon would be unreadable in the overall design.



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LOGOS: ATHLETICS

ATHLETICS SET

The primary Moreau Catholic Athletics logo is the interlocking MC in Mariner green and outlined in Mariner gold.

The secondary Moreau Catholic Athletics logo is the logotype of Moreau Mariners, with both words in Mariner green and the word “Moreau” outlined in Mariner gold.

USAGE PERMISSIONS

The interlocking MC is the primary choice for MCHS Athletics marketing, clothing, and other swag.

The Moreau Mariners logotype is the secondary choice for MCHS Athletics marketing, clothing, and other swag. To be used sparingly and when name recognition is an important factor.

NOTE: A solid white or solid Mariner green variation of any of our logos and icons may be used if the use of a green and gold logo or icon would be unreadable in the overall design.

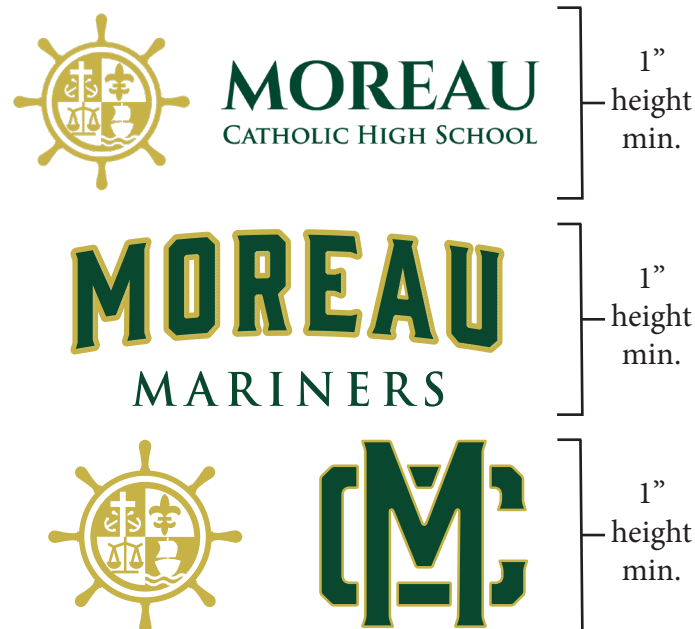


LOGOS: PLACEMENT

To enhance the logo design, a clear space area has been created which must always be respected. This consists of the immediate areas surrounding the logomark and the logotype. This area (the x-height) of the 'Moreau' text must be kept free of all other graphic elements.

We have provided two variations of the logo placement: a primary version and an icon version. While the primary version is preferred, the logomark version can be used when the composition is not appropriate for a long logo such as in web headers social media profile pictures, advertisements with limited space, and other daily usage scenarios.

To insure legibility, no logo should be proportioned less than one inch (1") in height.



LOGO DON'TS

These pages provide examples of modifications that should not be made to any Moreau Catholic Logo. This is not a comprehensive list. Generally, the only modification that should be made to a logo is resizing (see page 9 for sizing guidelines).



DON'T change the color of the logos.



DON'T place logos on top of any color that affects the readability of the image.



DON'T warp or otherwise distort the dimensions of the logos.



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DON'T stack the elements of any logo.

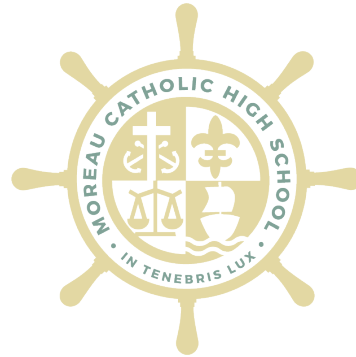


DON'T change the size or position of the logomark relative to the logotype.

LOGO DON'TS



DON'T crop the logos.



DON'T change the transparency of the logos.



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DON'T recreate any part of the wordmark with a different font.



DON'T add drop shadow or other effects.



DON'T outline the logos.

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DON'T separate the logotype from the logomark (ie the formal logotype should not be used on it's own)

TYPEFACE

Lora is a serif font whose variations should be used for large blocks of body copy both in print and digitally.

FONT SIZES (PRINT)

Headings: Not recommended

Sub-headings: 14 pt-18 pt*

Content: 10 pt-12 pt*

Montserrat and its variations should be used for short blocks of copy such as headlines and captions.

FONT SIZES (PRINT)

Heading : Size varies

Sub-headings: 12 pt-24 pt*

Content: Not recommended

**Font weights may affect the recommended font sizes above. Font sizes and weights should be used upon the designer's discretion.*

Aa

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Lora Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Montserrat Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Montserrat Semi Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACE

WEB USAGE

TITLE/MAIN HEADER

Montserrat Bold

50 pt, Hex Color #000000

HEADER 2/SUBHEADER

Montserrat SemiBold

34 pt, Hex Color: #000000

HEADER 3

Lora Bold

30 pt, Hex Color #515151

HEADER 4

Montserrat Bold

16 pt, Hex Color #00482f

HEADER 5

Montserrat Bold

17 pt, Hex Color #000000

BODY COPY

Lora Regular

12 pt, Hex Color #000000

BRAND COLORS

Colors can evoke strong emotional reactions and, when used effectively and consistently, can solidify a brand.

While many schools, sports teams, and companies use green and gold, the Mariner Green and Gold combination evokes the Mariner spirit with a sense of *distinction* in the depth of the green and *welcoming* in the warmth of the gold.

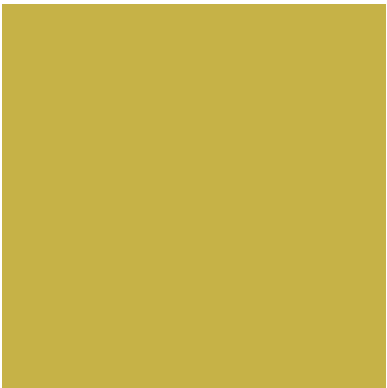
The primary color palette should be the dominant colors used across all marketing, promotional, and other external facing materials, and can be complimented with the secondary palette as well as black (#000000), white (#ffffff), and shade colors (next page).

Primary Colors



MARINER GREEN

PMS 343C
CMYK 90-43-85-49
RGB 0-72-47
HEX 00482F



MARINER GOLD

PMS 617C
CMYK 25-25-87-0
RGB 197-175-70
HEX C5AF46

Secondary Colors



CMYK 65-57-56-34
RGB 81-81-81
HEX 515151



CMYK 100-76-42-34
RGB 1-57-87
HEX 013957

BRAND COLORS

Shade Colors



#000000

#151515

#242424

#373737

#636363



#959595

#cfcfcf

#e5e5e5

#f8f8f8

#ffffff

PHOTOGRAPHY

Photography used to represent Moreau Catholic is selected to embody the four Holy Cross pillars:

- Building Respect
- Educating Hearts & Minds
- Being Family
- Bringing Hope

Our photographs showcase the school's *excellence* in academics, arts, and athletics. The photos chosen should themselves be of excellent quality - high resolution, in focus, flattering to all in the photo, well lit, depict the beauty of our campus, etc.

We are proud of our *diversity* and feature it in our photos. We also strive to be *equitable* in the representation of gender, race, ethnicity, and religious affiliation in the photos used.

As we are a school serving minor students, their protection and safety should always be kept top of mind. No identifying or otherwise sensitive information other than first name, last initial, and graduation year should be visible in the photo or used in captions.



PHOTOGRAPHY

Candid

Candid photos should tell a story. They show our excellence in action. These photos capture emotion in the moment.



Staged Photos

Staged photos highlight individuals or small groups of the Moreau Catholic community for a specific purpose, such as marketing collateral. The neatness and interest of the background should be considered just as much as the subject(s) in the foreground.



Facilities

Photos that are meant to feature Moreau Catholic facilities can include people or not but the focus is still on the beauty of the spaces around campus. Cleanliness of the space is a priority when featuring buildings and spaces around the campus.



WRITING GUIDELINES

WHAT WE ARE (AND AREN'T):

- Catholic (but not proselytizing)
- Scholarly (but not pretentious)
- Conversational (but always professional, appropriate, and respectful)
- Witty (but not silly)
- Passionate (but not hyperbolic)
- Truthful (but not blunt)
- Hopeful (but always truthful)

VOICE

The *voice* of the Moreau Catholic High School brand is intelligent yet accessible, passionate and compassionate.

All writing follows appropriate, professional grammar rules. Consideration of audience will also dictate how written materials are prepared.

Vocabulary choices, grammar, and syntax should reflect the same level or higher caliber of writing expected of students.

TONE

As we are people with hope to bring, the *tone* of Moreau Catholic in writing reflects a sense of hope. We do our best to convey optimism while staying faithful to truth, accuracy, and clarity.

Generally, Moreau Catholic written communications should err toward formal, respectful, and serious, and, depending on the message, walks the line between enthusiastic and matter-of-fact. Good judgement should always be used when crafting a message that represents Moreau Catholic.

It should go without saying, but it's still worth stating:

Never use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur. If you're on the fence about whether you're using something that could be taken as offensive, inflammatory or exclusionary, find another word.

WRITING GUIDELINES

MISCELLANEOUS WRITING GUIDELINES

SCHOOL NAME

- When writing the name of the school, the first introduction should always be the full school name (Moreau Catholic High School). Subsequent references to the school can be shortened to Moreau Catholic.
- The use of “Moreau” when referring to the school should not be used. The use of “Moreau High School” should only be used in historical reference to the school prior to 1993.
- The abbreviation of the school name (MCHS) can be used after the first introduction of the school name, especially when the name of the school needs to be repeated an inordinate amount of times (e.g.: accreditation documents).

IDENTIFYING STUDENTS AND ALUMNI

- Current student names should be written in the following format:

[First Name] [Last Initial]. '[Last Two Numerals of Graduation Year]* (e.g.: John S. '23)

- Alumni names should be written in the following format:

[First Name] [Last Name] '[Last Two Numerals of Graduation Year]* (e.g.: Jane Doe '06)

*Note direction of the apostrophe: '25 is correct, '25 is not

OXFORD COMMA

- The Oxford comma should be used when writing out a list of three or more things:
(e.g.: “Moreau Catholic excels in academics, arts, and athletics.” NOT “Moreau Catholic excels in academics, arts and athletics.”)

WRITING GUIDELINES

MISCELLANEOUS WRITING GUIDELINES CONTINUED

TIME

- When writing out a specific time, use the following format:

[Hour]:[Minutes] [am/pm] (e.g.: 7:00 pm, NOT 7PM)

- When indicating a range of time, use the following format:

[Hour]:[Minutes] [am/pm]-[Hour]:[Minutes] [am/pm]

(e.g.: 9:30 am-12:00 pm)

EVENTS

- RSVP vs Registration: Requesting an RSVP indicates a free event, whereas requiring that participants complete a Registration means that payment will be collected.
- Do not write “Please RSVP” as this is redundant.

ATHLETICS

- Our sports teams are Boys’ and Girls’ (NOT Men’s and Women’s), as most students at the school are minors

*Note the placement of the apostrophe: Boys’ and Girls’ NOT Boy’s and Girl’s, nor Boys and Girls (sans apostrophe)

Team names should be capitalized (e.g.: Varsity Boys’ Volleyball or Junior Varsity Girls’ Tennis)

EMAIL FORMATTING GUIDELINES

EMAIL SIGNATURE

- Employees of Moreau Catholic High School are given an email address to use for work related communications. Email signatures should be formatted as follows:

First and Last Name (pronouns optional) [What's this?](#)

Job Title



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[27170 Mission Blvd.](#) | Hayward, CA 94544
510.881.4300 | www.moreaucatholic.org

*Note: a template will be provided by the Marketing and Communications Office

- Additional graphics, emblems, images, etc. should be avoided in order to keep the email signature polished and professional
- All text of the email signature (name, pronouns, title, and school information) is to remain in the websafe font used in the template provided by Marketing and Communications

SOCIAL MEDIA POLICY

Moreau Catholic High School takes social media seriously. Faculty, staff, and students are all expected to show respect and to take the privacy of others into careful consideration.

At Moreau Catholic High School, our school community members use social media platforms to connect with prospective families, current families, students, and alumni. This may include promotional materials, educational content, and school activities, amongst others. The tools we use to do this are Instagram, Facebook, LinkedIn, TikTok and YouTube.

PRIVACY PROTECTION

To ensure the safety of our community, especially our minor aged students, Moreau Catholic High School will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, addresses, phone numbers, birthdays, etc. without noted consent.

Photos of students will not be posted on Moreau Catholic High School social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, students automatically opt-in by signing the agreement page of the Student-Parent Handbook.

Students, faculty, and staff should similarly respect each other's confidential information in addition to Moreau Catholic High School's brand and copyrighted material.

GUIDELINES FOR ALL TYPES OF ENGAGEMENT ON SOCIAL MEDIA

These guidelines apply to all types of use of social media on behalf of Moreau Catholic High School, including departmental use and use by individual employees whose job duties entail such use. Employees whose job duties do not entail such use may engage on social media on behalf of Moreau Catholic High School only with consultation from the MarCom office for their respective departments or athletic teams.

- **Do not use Moreau Catholic High School's identity, such as name, color, and emblems, except as permitted by Moreau Catholic's Brand Style Guide.** Additionally, do not create or develop social media accounts, profiles or initiatives bearing Moreau Catholic High School's name without prior approval from our Marketing and Communications Team (MarCom). Social media accounts, profiles, and initiatives from departments, clubs, and sports teams must be approved by MarCom and the Director of External Relations for the appropriate organization.

SOCIAL MEDIA POLICY

HASHTAGS

Hashtags are a useful way to collect related photos and content within a social media account instead of creating new accounts. This works especially well for sports teams and co-curricular clubs.

Hashtags should be specific to Moreau Catholic (e.g.: #MCHSGirlsVolleyball) or take advantage of trending topics, such as national holidays.

In order to assist with web accessibility, each new word in a hashtag should begin with a capital letter. This allows text to voice generators to read hashtags clearly.

- **Do not maintain dormant social media accounts bearing the Moreau Catholic High School name.** If you have created a social media account that bears the school name or marks, but that account is not used in regular and direct support of institutional priorities, you should take steps to have the account removed from the relevant social network.
- **Maintain the confidentiality of proprietary or protected information. Do not disclose, post, or share proprietary Moreau Catholic High School information, data, or communications.** This includes, but is not limited to, intellectual property, operating plans, vendor communications, financial data, internal presentations, and correspondence. If you are unsure whether information is confidential or not, please contact the Director of External Relations.
- **Do not use or disclose personally identifiable information (PII) as outlined in Moreau Catholic's Data Security in the Employee Handbook (2.7).** Examples of such information include, but are not limited to, protected health information (PHI), student records, donor information, employee information, home addresses, birthdays, and social security numbers.
- **Be respectful of intellectual property rights and laws.** Use of third-party copyrighted or trademarked material or use of a person's likeness without permission in digital content may be illegal and may expose Moreau Catholic High School to significant financial liability and reputational risk. Those who submit content for Moreau Catholic High School's social media posts are responsible for obtaining the necessary clearance for its use of intellectual property rights (e.g. music and photos) and a person's likeness in connection with their communications activities.
- **Use good judgment.** Your actions and statements have the ability not only to affect yourself, but also others at Moreau Catholic High School and the community as a whole. Please bear in mind that posts on social media may be replicated quickly, be taken out of context, and will remain public for an indeterminate amount of time.

SOCIAL MEDIA POLICY

RESPONDING TO COMMENTS

All comments—both positive and negative—should be responded to by a member of the MarCom team or the account manager within 24 hours during the school week, and within 48 hours on the weekend. Moreau Catholic High School is required to respond to all relevant comments, and will handle addressing the comment publicly or privately (via a direct message) on a case-by-case basis.

FACULTY AND STAFF GUIDELINES

Members of the Moreau Catholic High School faculty and staff, including coaches and other part time personnel, are expected to act professionally on social media and adhere to the guidelines in the section above as well as outlined in our contracts and handbooks. If you wish to post any content of your classes, practices, or in-school interactions on social media, please send to communications@moreaucatholic.org for proper review to be posted to the Moreau Catholic High School accounts. Never use photos of students on your own personal accounts. Additionally:

- **Remember that you are representing Moreau Catholic High School.** All of your posts, comments, and actions on social networks have the ability to affect the reputation of the school as well as other individuals affiliated with Moreau Catholic.
- **Be thoughtful and discerning when engaging on social networking services.** Write for your audiences, but know your posts can reach anyone and may be misinterpreted or may show up outside of their original context. Messages should be tailored for each channel; not all messages belong on all channels.

GENERAL TERMS

- a. Moreau Catholic High School permits its faculty, staff, community partners, and the media (“you”) to use its name, trademarks, logos, web pages, screenshots, and other brand features (the Moreau Catholic “brand features,” “marks,” or “logos”) only in limited circumstances and as specified in these guidelines. By using the Moreau Catholic marks, you agree to adhere to these guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with Moreau Catholic that addresses use of the Moreau Catholic brand, that agreement shall govern your use of the Moreau Catholic marks.
- b. The Moreau Catholic High School marks include the Moreau Catholic High School name, logos (Formal, General Use, and Athletic), and any word, phrase, image, or other designation that identifies the source or origin of any Moreau Catholic High School products.

MERCHANDISE TERMS

- a. Do not use the Moreau Catholic High School assets or any other confusingly similar words or marks on any apparel, toy, product, or other merchandise unless approved by the Director of External Relations or Director of Student Activities.
- b. If you're interested in purchasing Moreau Catholic High School-branded goods, we have partnered with SportsPak to offer a range of official apparel and products.

USE REQUIREMENTS & TERMS

- a. Any use of Moreau Catholic High School brand assets must conform to the guidelines and policies outlined in this document.
- b. These guidelines may be modified at any time by the Marketing and Communications team of Moreau Catholic High School with the approval of the Director of External Relations and President. Use of the Moreau Catholic High School brand assets constitutes consent to any modifications to the guidelines.
- c. Moreau Catholic High School's Marketing and Communications team has sole discretion in determining if use of the Moreau Catholic High School assets violates these guidelines.
- d. Termination: Moreau Catholic High School may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.
- e. Reservation of Rights: Moreau Catholic High School is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Use of the Marks pursuant to this license shall not be construed as limiting the rights of Moreau Catholic High School in the Marks
- f. Moreau Catholic High School DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE Moreau Catholic High School MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.
- g. Contact communications@moreaucatholic.org to request use of brand assets in a manner inconsistent with the guidelines or for any questions.



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