



Notre Dame
Preparatory School

A Catholic and Marist Community

Message and Graphic Standards Guide

Message Guide

- 2 The Purpose of this Guide
- 3 The Name of Our School
- 4 The Message Map: Charting Our Story
- 5 Key Messages and Supporting Tools
- 6 Key Message #1:
An Experience of Excellence
- 7 Key Message #2:
A World of Opportunities
- 8 Key Message #3:
An Essential Foundation in Faith
- 9 Messages for Alumni, Friends and Donors
- 10 School Profile: The Notre Dame Message in Brief

Graphic Standards Guide

- 12 The Logo
- 13 The Shield Explained
- 14 The Primary Logo
- 15 The Alternative “Prep” Logo
- 16 Color and Font Usage
- 17 Size Requirements
- 18 One Color Logo / Black
- 19 One Color Logo / White
- 20 Improper Uses
- 21 Non-Infringement Area
- 22 Backgrounds
- 23 Backgrounds *continued*
- 24 Logo File Names—Primary
- 25 Logo File Names—Primary *continued*
- 26 Logo File Names—Alternative
- 27 Logo File Names—Alternative *continued*
- 28 The Notre Dame Prep Seal
- 29 Typography
- 30 Typography *continued*
- 31 Secondary Color Palette
- 32 Letterhead
- 33 Letterhead—Personal
- 34 Letterhead—Departmental
- 35 Envelope
- 36 Business Card
- 37 Notre Dame Prep Athletics Branding
- 38 Notre Dame Prep Athletics Colors
- 39 The Notre Dame leprechaun
- 40 Signage, Apparel and Premiums

The Purpose of this Guide

The goal of this Message Guide is to strengthen the image of Notre Dame Preparatory School and bring a new level of impact to our communications. The key to this impact is consistency—giving voice to a single set of messages across all our communications. Put another way, our goal is to demonstrate fidelity to a single brand.

This is an important endeavor. By telling our story well, we have the chance to build a strong, clear, and accurate image of our school. That kind of image fuels the success of our enrollment and development programs, supports our efforts to recruit excellent faculty and staff, and enhances the feelings of pride and loyalty that unite us as a school community.

Nearly everyone has a role in presenting our school to the wider world, whether through official duties (writing for the website, speaking at an open house) or informal ones (talking with visitors to the school, describing Notre Dame to friends and neighbors).

As you engage in these activities, consider this guide as a resource. Please put these tools to work as you do your part in telling Notre Dame’s story, and give that story real power by drawing on your own experiences and sharing your own reasons for being at Notre Dame. In that way, you can help positively influence those who would value and share in our mission.

The Name of Our School

Nowhere is consistency more important than in citing the name of our school. For entirely understandable reasons dating back decades, we have not always achieved that consistency. Now, however, we have the opportunity to do much better, and we ask your help in following these guidelines.

The Name of Our School

Notre Dame Preparatory School

Or, for short:

Notre Dame Prep

The Descriptive Phrase Supporting the Name

A Catholic and Marist Community

“Notre Dame Preparatory School and Notre Dame Prep” are each featured in versions of the school’s logo. These are the preferred choices when first referring to the school in written or spoken communications.

On second reference or in less formal spoken communications, “Notre Dame,” “our school” and “the school” all work well.

Please note that all these terms refer to our entire school. We are one institution with three divisions, together spanning grades pre-kindergarten through 12.

The Names of Our Divisions

lower school

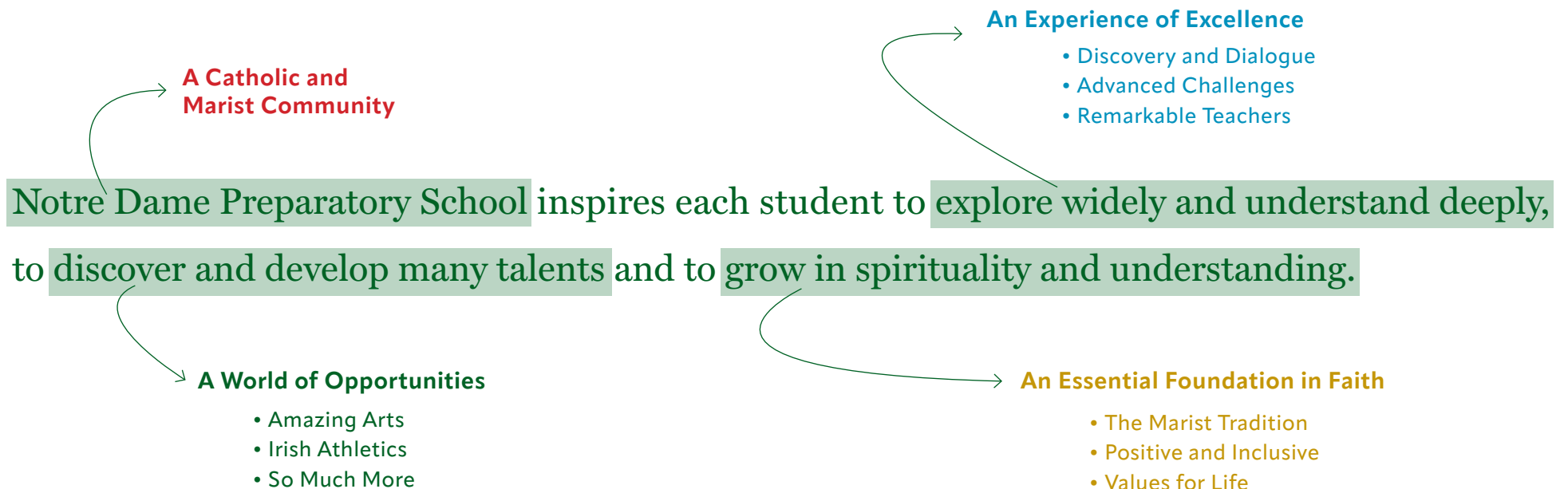
middle school

upper school

Note that the names of each division are not capitalized.

The Message Map: Charting Our Story

The Message Map is a quick visual summary, displaying and connecting the most important ideas we aim to express about Notre Dame Prep. Turn to the map for ideas when writing a letter or brochure or planning a talk, and turn to the following pages for more detail on each of the messages introduced here.



Key Messages and Supporting Tools

As we write and speak about Notre Dame Prep, the three key messages presented in this section are the most important points to make—and remake. Each is a broad topic that can be developed in many ways, using different experiences and examples as evidence. To help you get started in thinking about the right points to make, each Key Message is paired with three Supporting Themes.

Each also has two other useful messaging tools:

- An [Invitation Statement](#)—summing up our message as stated directly to students and prospective students.
- A sample [“Because” Motto](#)—capturing in a phrase the reason the strengths we are communicating matter.

The idea behind this variety of messaging tools is to help those communicating about the school to be consistent without simply repeating the same few words and phrases. These tools are meant to be flexible and practical—to be mixed and matched in the way most useful in a given situation.

Key Message #1

An Experience of Excellence

Each Notre Dame student is exceptionally prepared to think critically, solve problems creatively and communicate clearly.

At the heart of Notre Dame Prep's value proposition to families is an academic experience of outstanding quality, and this is also at the heart of the Notre Dame Prep story. What makes this school excellent? There are many answers to this question, but the three most important—and the focus of our communications—are spotlighted in the supporting themes below.

Supporting Themes

Discovery and Dialogue—An experience of active, project-based learning, focused on critical thinking and real understanding.

Advanced Challenges—Curricular acceleration at every level, with the choice of IB and AP and a broad array of courses in the Upper School.

Remarkable Teachers—Skilled and passionate educators, deeply committed to their students and willing to go above and beyond to help them achieve success.

Invitation Statement

Explore Widely. Understand Deeply.

"Because" Motto

Because life is much more than a multiple-choice test.

Special Messaging on the IB Program

The IB program is an important offering distinguishing Notre Dame Prep. It is also a multifaceted program that can be difficult to explain. To start, we introduce the program as "A More Powerful Way of Teaching and Learning" and then stress three defining features: "Thinking Critically and Analytically," "Focusing Globally" and "Putting Ideas in Action."

Key Message # 2

A World of Opportunities

At Notre Dame, you will find more—more options to explore, more chances to lead, more ways to shine.

The excellence of the Notre Dame experience extends beyond the academic core into every aspect of school life, from the curricular to the co-curricular, to the purely fun. Students' achievements in all these areas are supported and celebrated equally. The result is the chance for each to excel in many ways and to grow as an impressively well-rounded individual.

Supporting Themes

Amazing Arts—Extensive courses and co-curricular opportunities to choose among, with impressively high standards of creative achievement.

Irish Athletics—A highly competitive program, built on a core of shared values, with opportunities for student-athletes to enjoy significant playing time and multisport success.

So Much More—A wide array of clubs, organizations and service activities all offering the chance for students to get involved, find their niche and grow in leadership.

Invitation Statement

Discover and develop many talents.

"Because" Motto

Because each young person is gifted in multiple ways.

Key Message #3

An Essential Foundation in Faith

We welcome students of every background and belief into a school strong in its Catholic and Marist identity.

The fact that Notre Dame Preparatory school is a Catholic and Marist institution shapes and guides all that we do, starting with our mission of educating Christian People and Upright Citizens, as well as Academic Scholars. We strive every day to bring our values to life as we teach, learn and interact as members of this close and supportive school community.

Supporting Themes

The Marist Tradition—A community guided and inspired by Marist teachings and proud of the legacy of the Marist Fathers and Brothers who founded the school.

Positive and Inclusive—A supportive and affirming school community warmly welcoming to students and families of all faith traditions.

Values for Life—A school teaching lessons of lasting value that guide our graduates in leading lives of meaning, fulfillment and service.

Invitation Statement

Grow in spirituality and understanding.

"Because" Motto

Because we are each called by God to be a light for the world.

Messages for Alumni, Friends and Donors

In addition to the messages presented so far in this guide, communications intended specifically for alumni, friends and donors, should develop three additional themes.

A Record of Progress

Those who have known Notre Dame Preparatory School (and its predecessor institutions) over many years can take great pride in the school's remarkable record of progress: the transformation of our campus facilities, the expansion of our academic and extracurricular programs, the growth in reputation. It serves us well to retell this story of progress when the opportunity presents itself, spotlighting milestones and adding updates. We should also include reminders that the story is still being written, with impressive chapters yet to come.

The Same Special Place

Despite Notre Dame Prep's growth and evolution, it is important to state that the most essential strengths that define and distinguish the school have not changed over time. These are our Catholic and Marist identity, our clear, shared sense of mission and the close, strong bonds of affection and respect that unite students with each other and with the school's educators.

An Investment with Impact

For anyone who supports Notre Dame Prep or is considering doing so, it's important to understand the return on donors' philanthropic investment that the school provides. This return comes in the form of the lasting impact of a Notre Dame education—the influence on the lives of students past and present. Ours is a school that not only prepares its graduates for college, but for lives well lived—as they attest. Speaking clearly about these outcomes is one way of reminding alumni, parents and friends why Notre Dame is worthy of their loyalty, involvement and support.

School Profile: The Notre Dame Message in Brief

Given limited space to provide an introduction or overview of the school, use this standard description as a starting point, adding supporting detail as appropriate.

Notre Dame Preparatory School is a Catholic, coeducational independent school providing an exemplary educational experience to students in grades pre-kindergarten through high school. The school is known for a highly challenging academic program, featuring both Advanced Placement and International Baccalaureate options, as well as for excellent and extensive arts, athletics and extracurricular offerings. Founded and guided by the Marist Fathers and Brothers and strongly grounded in the Catholic faith, the school welcomes students of all backgrounds and beliefs. Notre Dame Prep is located in Pontiac, Michigan, enrolls more than 1,000 students from 75 surrounding zip codes and awards more than \$1.5 million in tuition assistance each year.

Graphic Standards Guide

Elements of the Identity

The Notre Dame Preparatory School Logo

To create a powerful program of school-wide communications, consistency in message and design is key. This guide is intended to help ensure that consistency. The previous section outlines a series of carefully crafted messages, shaped through audience research. This section outlines a set of visual tools that will define a distinctive look.

The Notre Dame Preparatory School logo is the visual cornerstone of the communications program. Its effective use will raise awareness of the school among many audiences and help establish a recognizable brand, uniting a range of communications, in print and online.



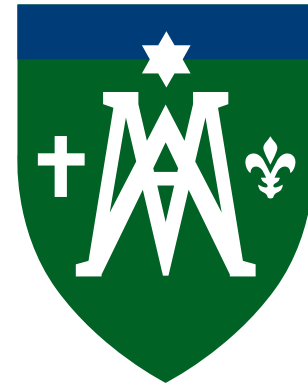
The Shield Explained

The mark brings together three main components of the school's history and roots: the "fleur-de-lis," which translates to "flower of the lily," traditionally means perfection, light and life, and oftentimes symbolizes purification upon conversion to Christianity. It also was used on early versions of the flag of France, the Marist Fathers and Brother's country of origin (Lyon).

The stylized "M" and "A" represent "Ave Maria," or "Hail Mary," a traditional Catholic prayer calling for the intercession of Mary, the mother of Jesus, and is the spiritual foundation of the Boston-based Marist Fathers and Brothers congregation, which founded the school in 1994.

The small Star of David over the "M" and "A" represents the Catholic faith's Judeo-Christian orientation, i.e., the parallels or commonalities shared between the two religions.

Green is the predominant color. It is representative of Notre Dame's local roots and provides a visual reference to the "Irishness" of its nickname.



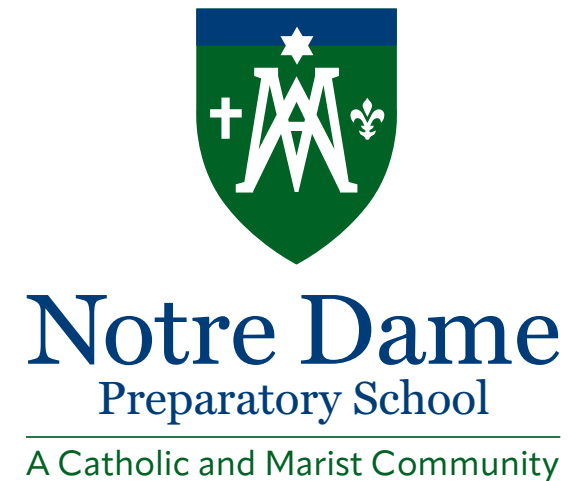
The Primary Logo

The primary logo featuring the full name of the school, "Notre Dame Preparatory School," is preferred for formal communications. It should only be reproduced in the prescribed logo colors, or in one-color for single color printing (see pages 18 and 19).

Horizontal Version



Vertical Version



The Alternative “Prep” Logo

The alternative logo abbreviates the word “Preparatory” to the more familiar “Prep.” This logo can be used for marketing purposes and in contexts in which Notre Dame Prep is known to the audience.

Horizontal Version



Vertical Version



Color and Font Usage

The logo should only be reproduced in the prescribed logo colors, or in one-color for single color printing (see pages 18 and 19).

Note that the type specification below is for reference only. The letter spacing in the logo has been altered. The official digital files (in various formats) are available from the Communications Office or by emailing Mike Kelly at mkelly@ndpma.org.

Logo colors



C:80 M:0 Y:100 K:56
R:0 G:98 B:37
Hex: 006225



C:100 M:67 Y:0 K:38
R:0 G:61 B:121
Hex: 003D79

Logo fonts



Notre Dame
Preparatory School

A Catholic and Marist Community

Miller Text Roman
C100 M67 Y0 K38

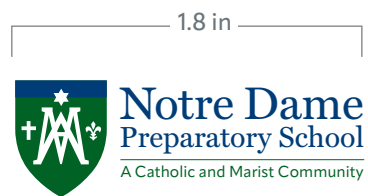
Rule: C80 M0 Y100 K56

Apparat Regular
C80 M0 Y100 K56

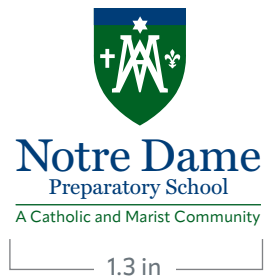
Size Requirements

Use of the logo must follow the minimum size measurements shown below.
Actual size varies according to application.

Minimum size for primary logo



Minimum size alternative logo



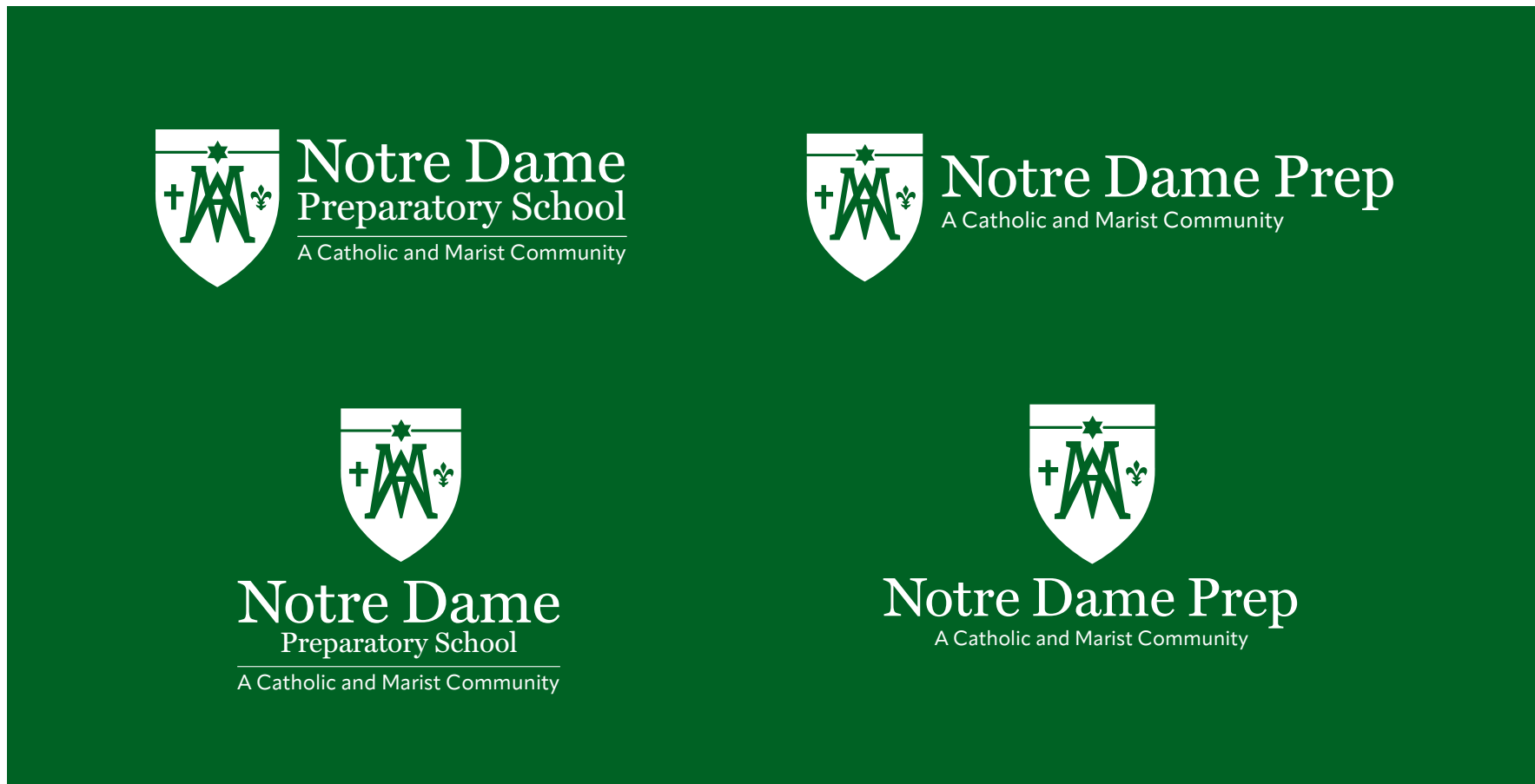
One Color Logo / Black

When colors are limited the logo should be printed in black.



One Color Logo / White

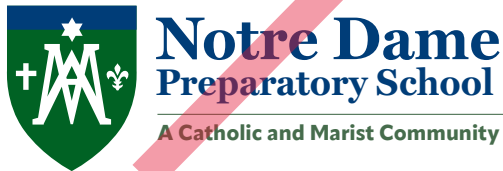
When colors are limited and logo is placed on dark background, the logo should be reversed out to white as shown below.



Improper Uses

To maintain a consistent identity, the logo should be used only according to the guidelines. The official digital files must be used whenever the logo is reproduced. Do not distort the logo. Examples of improper uses are shown below.

Do not change the fonts in the logo lockups



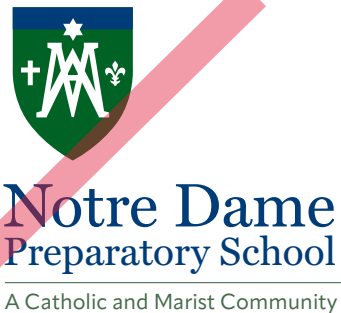
Do not change the proportions in the logo lockups



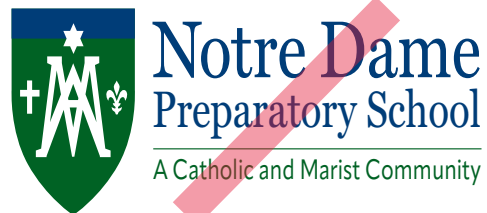
Do not change the logo type colors



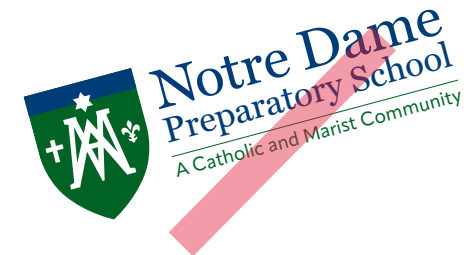
Do not change the configurations or font sizes in the logo lockups



Do not stretch the logo lockups



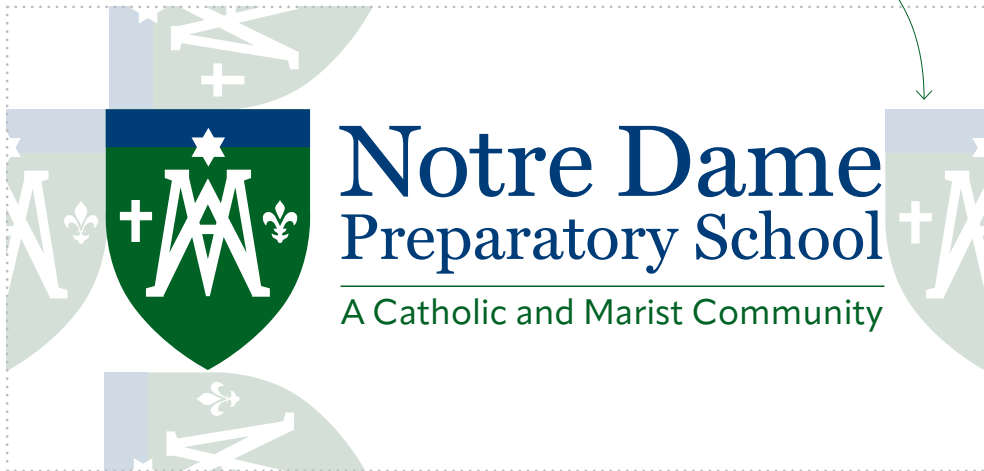
Do not rotate the logo



Non-Infringement Area

The logo should stand apart from surrounding visual elements, including text, pictures, and the edge of a document. For this reason, a specified area around the logo is designated as a non-infringement area or safety zone, measuring the half the width of the shield.

The safety zone is equal to half the width of the shield



Backgrounds

When using logo on a color background, make sure to use the appropriate version.

When using on dark color background, use the logo lockup border White Type-CMYK.eps



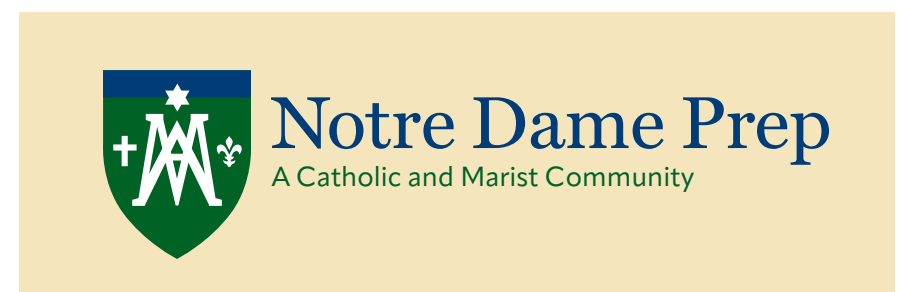
When background is same color as logo, use the logo lockup White.eps



Do not use shield without white rule around, or type in color, when placing on dark background.



If background is a light color, the full CMYK logo may be used.

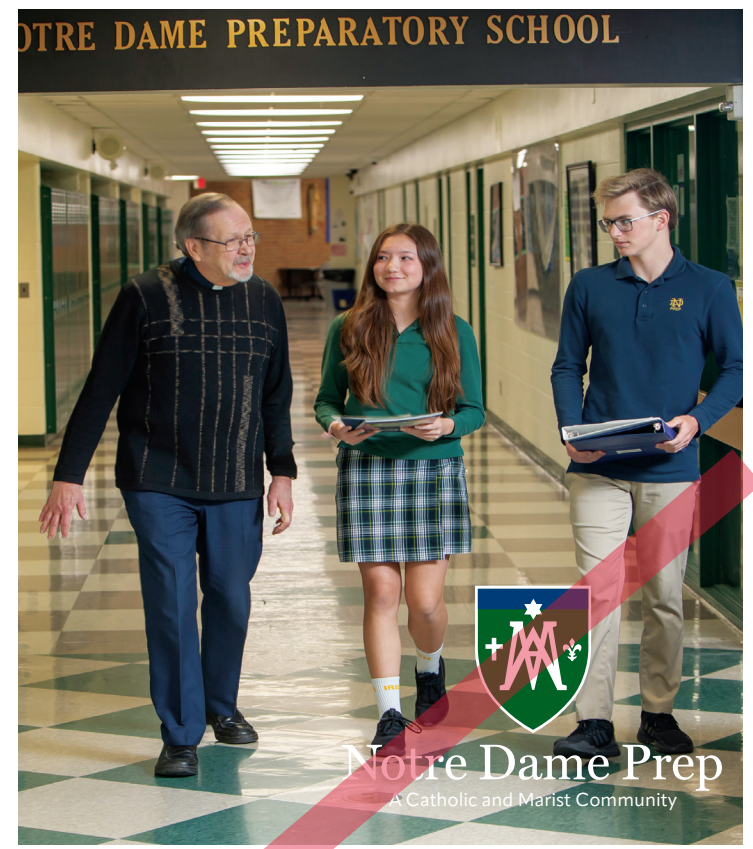


Backgrounds *continued*

When using logo over a photo, make sure to place in an open area.



Do not place logo over busy area of photo.

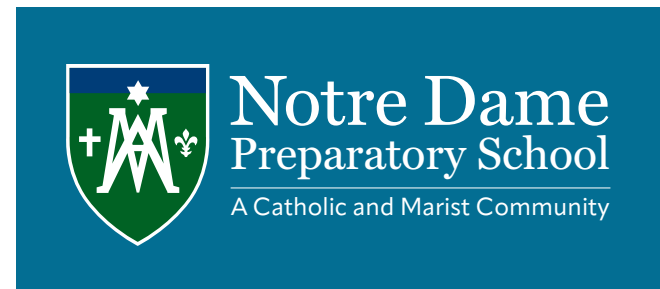


Logo File Names—Primary

NDP primary logo lockup-CMYK.eps



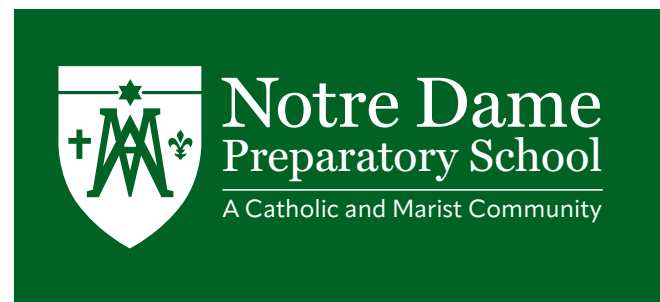
NDP primary logo lockup border White Type-CMYK.eps



NDP primary logo lockup Black.eps

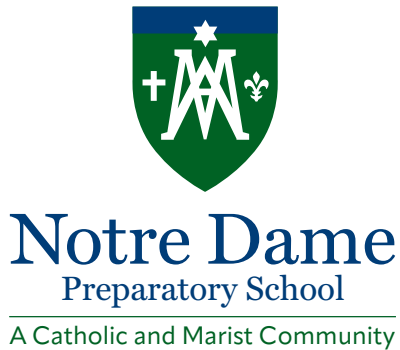


NDP primary logo lockup White.eps

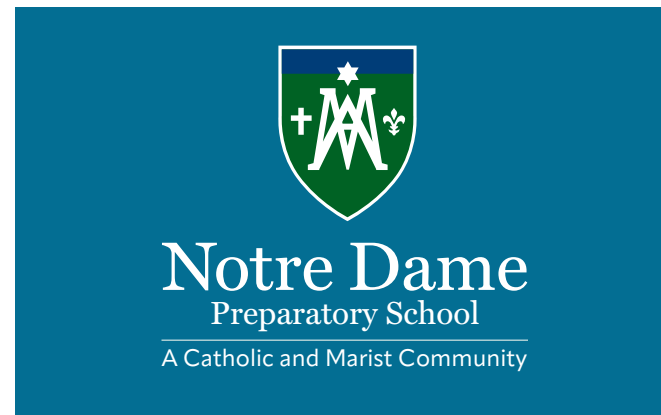


Logo File Names—Primary *continued*

NDP primary logo lockup stack-CMYK.eps



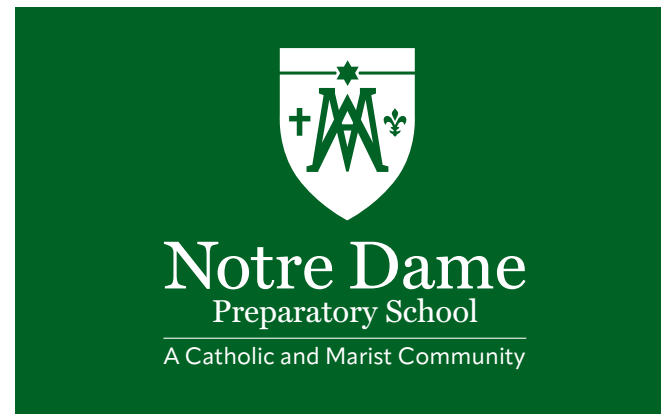
NDP primary logo lockup stack border White Type-CMYK.eps



NDP primary logo lockup stack Black.eps



NDP primary logo lockup stack White.eps



Logo File Names—Alternative

NDP alternative logo lockup-CMYK.eps



NDP alternative logo lockup border White Type-CMYK.eps



NDP alternative logo lockup Black.eps



NDP alternative logo lockup White.eps

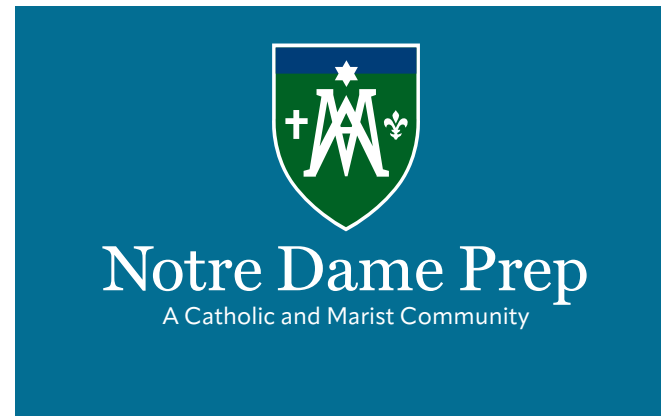


Logo File Names—Alternative *continued*

NDP alternative name logo lockup stack-CMYK.eps



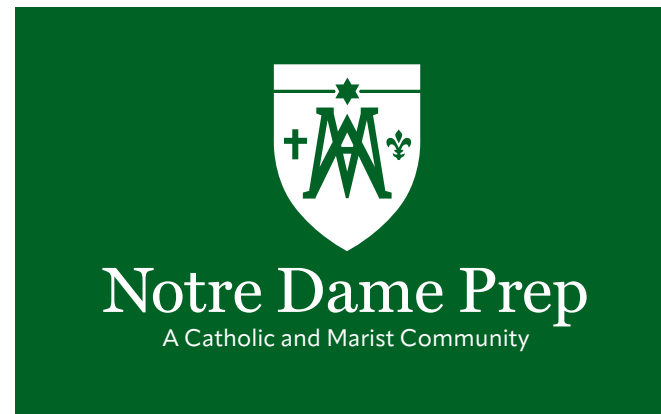
NDP alternative name logo lockup stack border White Type-CMYK.eps



NDP alternative name logo lockup stack Black.eps



NDP alternative name logo lockup stack White.eps



The Notre Dame Prep Seal

The Notre Dame Preparatory School and Marist Academy seal features elements from the school logo, especially within the shield located on the center of the seal: (1)—the “fleur-de-lis,” which translates to “flower of the lily,” traditionally means perfection, light and life, and oftentimes symbolizes purification upon conversion to Christianity. It also was used on early versions of the flag of France, the Marist Fathers and Brother’s country of origin; (2)—the large, stylized “A” and “M” represent not only Marist Academy, but also “Ave Maria,” or “Hail Mary,” a traditional Catholic prayer calling for the intercession of Mary, the mother of Jesus, and is the spiritual foundation of the Boston-based Marist Fathers and Brothers congregation, which founded the school in 1994; and (3)—the oak leaf and acorn symbolize the school’s location in Oakland County, Michigan.

In the background of the seal is a graphic suggestion of a Celtic cross, representing the Irish and Catholic heritage of Notre Dame and the design is surrounded by the primary identity of the institution, “NOTRE DAME” as well as the city and state of its location. In addition, all four colors of the school’s main logo were used in the full-color version of the new seal.

The NDPMA seal, also known as the academic seal, is the official business emblem of the school and is not intended for general use. It is reserved for selective purposes, and its use by anyone other than the NDPMA Board of Trustees, the president or the advancement office is not permitted unless permission is obtained. Contact the director of marketing at 248-373-2171, ext. 4, or e-mail mkelly@ndpma.org with any questions or special requests.



Typography

Miller Text Roman

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Miller Text Italic

*abcdefghijklmnopqr
stuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

Miller Text Bold

**abcdefghijklmnopqr
stuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

Apparat Light

abcdefghijklmnopqr
stuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Typography *continued*

Apparat Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Apparat Semi Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Apparat Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Satisfy Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Secondary Color Palette



C:91 M:63 Y:20 K:4
R:33 G:96 B:147
216093



C:75 M:33 Y:20 K:7
R:60 G:134 B:166
3c86a6



C:99 M:27 Y:26 K:0
R:0 G:140 B:173
008cad



C:50 M:0 Y:13 K:5
R:111 G:195 B:210
6fc3d2



C:68 M:12 Y:49 K:10
R:74 G:156 B:137
4a9c89



C:90 M:24 Y:100 K:20
R:0 G:120 B:60
00783c



C:53 M:0 Y:61 K:21
R:101 G:164 B:114
65a472



C:55 M:0 Y:100 K:10
R:116 G:177 B:59
74b13b



C:0 M:26 Y:100 K:26
R:197 G:150 B:12
c5960c



C:11 M:19 Y:97 K:0
R:231 G:197 B:39
e7c527



C:0 M:100 Y:60 K:55
R:130 G:0 B:36
820024



C:0 M:100 Y:87 K:26
R:185 G:17 B:36
b91124



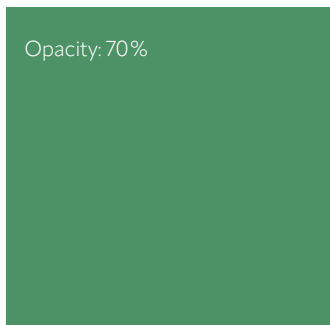
C:4 M:62 Y:95 K:0
R:235 G:125 B:43
eb7d2b



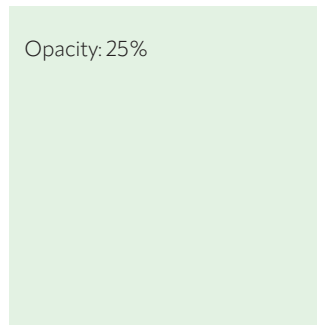
C:66 M:57 Y:51 K:29
R:84 G:86 B:91
54565b



C:13 M:11 Y:10 K:6
R:205 G:204 B:205
cdcccd



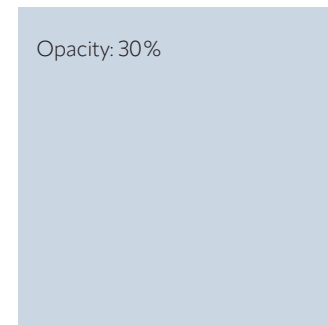
Opacity: 70%
C:90 M:24 Y:100 K:20
R:0 G:120 B:60
00783c



Opacity: 25%
C:46 M:0 Y:57 K:0
R:143 G:204 B:145
8fcc91



Opacity: 30%
C:59 M:0 Y:15 K:6
R:83 G:188 B:204
53bccc



Opacity: 30%
C:58 M:30 Y:0 K:29
R:82 G:119 B:162
5277a2

Letterhead

NDP Primary Logo
2.5" Wide
Centered Left/Right
7/8" From Top

Start 2-3/4" From Top
1-1/4" Margin Left and
Right
Letter Font:
Adobe Garamond
11/14pt

Address:
Apparat Regular
Lettering is 8pt
Numbering is 7.5pt
Tracking 10
C:80 M:0 Y:100 K:56
3/8" From Bottom



September 10, 2023
Mr. Adam Sample
12345 Ivy Lane
Anytown, Anystate, 12345

Dear Mr. Sample,

Doloreri uscilisl ero diam etummod dolesed tis atum iliquat. Ut prat, quisit vero dolor ilis nim ipit, vel ut autatio nse quisil ut amet, commy nim del dunt luptat la augiatumsan utat, sequat iriureri bla feugiat inci tet adionsequam, quat la acilis nim orperci tet adionsequam ipisi.

Onsequisl ero dolendrem atummy nonsectem quam velit lobore magna commodigna facil landiam euis sectet ipit nit wismo lesse diat am velesto ero doloreet ulla faccum ilit ulputet alisit velit velent ver iril ing ex eugait lor auguerosto ercip cummy nostrud cliquat. Ut lore ming el elit, sim nit iurer in endre doloreet lamet la feugue conumsan vulla ac cumsa ndiamet wismodo lorper ipit laore modio con utpat.

Si ea feu feum vullan utpat aliquametum ipisit, sequat. Riureriurer iure tat atem et doloborper sectetum ve liquater ip el in henis autatum quissit nit loboreet, quip el in vulluptat, quipis alis niam do cor sumsan ex el ea aci bla feuisilla facilit nim velenismodo dunt lore et nisl el ut nim ellesi esequamet, commodipit irit iusto commodiamet adio od te venim delisi eratio er susciduisit alisim volor si tisit augait aci bla aut augiam iriure faci enisi. Me molesen iamconsequis dignis erat dolor perat verilla ad digna conse feugue magnim voloreet nos dolor sendign ismo diamet, susci blamet la fac cum dolobore eu fac cumsan eui blaorer aliquamcore te molestrud exer sit, consequam delessecte doloreetum nim quatuor dignis erat dolor.

Sincerely,

Bob Smidh

1300 Giddings Road, Pontiac, Michigan 48340-2108 / 248.373.5300 / Fax 248.373.8024 / ndprep.org

Web:
Apparat Bold
8.5pt
Tracking 0
C:11 M:19 Y:97 K:0

Letterhead—Personalized

Name: 2-1/4" From Top
Apparat Medium
Title: Apparat Regular
C:100 M:67 Y:0 K:38
8.5/11pt Tracking 10

Start Letter 3"
From Top of Page



Andrew J. Guest
Head of School

September 10, 2023

Mr. Adam Sample
12345 Ivy Lane
Anytown, Anystate, 12345

Dear Mr. Sample,

Doloreri uscilisl ero diam etummod dolesed tis atum iliquat. Ut prat, quisit vero dolor ilis nim ipit, vel ut autatio nse quisl ut amet, commy nim del dunt luptat la augiatumsan utat, sequat iriureri bla feugiat inci tet adionsequam, quat la acilis nim orperci tet adionsequam ipisi.

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Sincerely,

Andrew J. Guest

Letterhead—Departmental

Department:
2-1/4" From Top
Apparat Medium
C:100 M:67 Y:0 K:38
8.5pt Tracking 10

Start Letter 3"
From Top of Page



Office of Admissions

September 10, 2023

Mr. Adam Sample
12345 Ivy Lane
Anytown, Anystate, 12345

Dear Mr. Sample,

Doloreri uscilis! ero diam etummod dolesed tis atum iliquat. Ut prat, quisit vero dolor ilis nim ipit, vel ut autatio nse quisit ut amet, commy nim del dunt luptat la augiatumsan utat, sequat iriureri bla feugiat inci tet adionsequam, quat la acilis nim orperci tet adionsequam ipisi.

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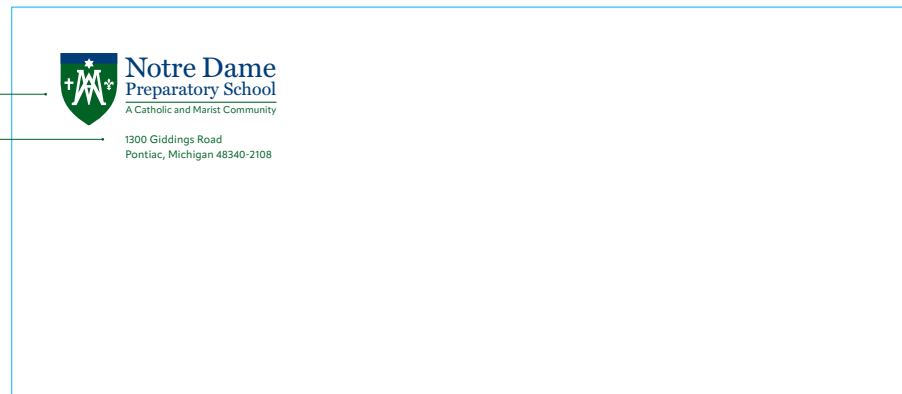
Sincerely,

Karen Sample

Envelope

NDP Primary Logo
2-1/4" Wide
1/2" From Top and Left

Address:
1-3/8" From Top
Apparat Regular
Lettering is 8/11pt
Numbering is 7.5pt
Tracking 10
C:80 M:0 Y:100 K:56



Business Card

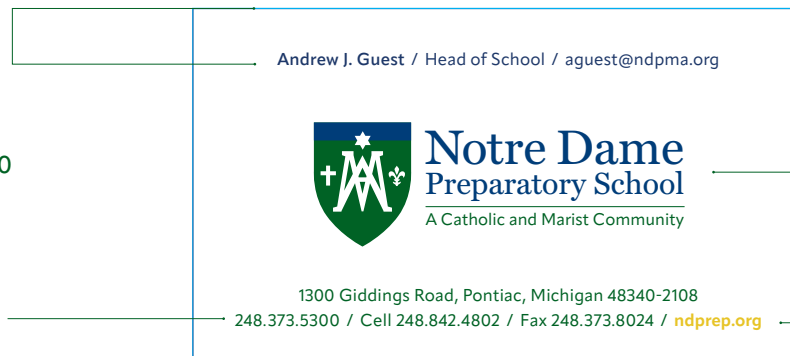
Baseline .25" From Top
Centered Left
and Right

Contact:

Name is Apparat
Semibold 7pt Tracking 10
Title and Email is
Apparat Regular 7pt
Tracking 10
C:100 M:67 Y:0 K:38

Address:

Apparat Regular
Lettering is 7/10pt
Numbering is 6.75pt
Tracking 10
C:80 M:0 Y:100 K:56
3/16" From Bottom



NDP Primary Logo
2.15" Wide
Centered Left/Right
and Top/Bottom

Web:
Apparat Bold
7pt
Tracking 0
C:11 M:19 Y:97 K:0

Notre Dame Athletics Branding

Athletics logos are licensed and trademarked and their use is highly regulated. Contact NDPMA's athletics office at 248-373-9647 or the NDPMA advancement office at 248-373-2171, ext. 4 (mkelly@ndpma.org) for usage permission.

The official logos for Notre Dame's athletic department are different than the school's academic logo. The visual identity and signature have been chosen to work well in a variety of media, but more importantly, on athletic uniforms. The predominant colors making up the Notre Dame athletics' logos are forest green, or PANTONE (PMS) 357 green, and Vegas gold. More information on color is on the following page.

Notre Dame uses primarily two marks for its athletics brand, the most prominent being the ND monogram. For nearly every athletics application, the monogram is used as the primary mark. The leprechaun can also be used for athletic purposes, but, again, the ND monogram is the primary mark.

Notre Dame Athletics Monogram



Notre Dame Athletics Leprechaun



Notre Dame Athletics Colors

The ND monogram can be represented in forest green, or PANTONE (PMS) 357 green, Vegas gold, or white. In applications where documents are only in black and white, or grayscale, the monogram can be rendered in solid black or white. In some approved cases, the monogram can be rendered in PANTONE (PMS) 125 yellow, which matches the yellow in the official academics logo.

NOTE: The athletics marks should never be used in place of the academic mark and vice-versa.



C:80 M:0 Y:100 K:56
R:0 G:98 B:37
Hex: 006225



C:24 M:16 Y:70 K:9
R:0 G:61 B:121
Hex: 003D79



Notre Dame Leprechaun

In nearly every case, the Notre Dame leprechaun should be used as depicted below. It must be rendered on printed material as one piece of art in four-color process. When used on uniforms or spirit wear, reasonable care should be taken to match the original art as closely as possible. NOTE: The Notre Dame advancement office has official files for this logo and all others depicted in the guide.

The orientation of the leprechaun logo must be as shown below, with the leprechaun looking to the right. NOTE: The athletics marks should never be used in place of the academic mark and vice-versa.

Correct



Incorrect



Signage, Apparel and Premiums

There is an almost infinite variety of items that could feature Notre Dame logos. Because of this, specifications for signature/logo usage on things like building signage, school and sports apparel, and premiums such as pens, coffee cups, etc., should be handled on a case-by-case basis.

Please contact the Advancement office at 248-373-2171 before ordering school signs, apparel or any other items that may include the Notre Dame signature or logos.

We want to encourage the promotion of the institution's image to the public at large. But just as important, we want to preserve and protect the integrity of the Notre Dame identity and marks.