



MALDEN CATHOLIC

BRAND GUIDELINES

2023 - 2024

Malden Catholic Logos

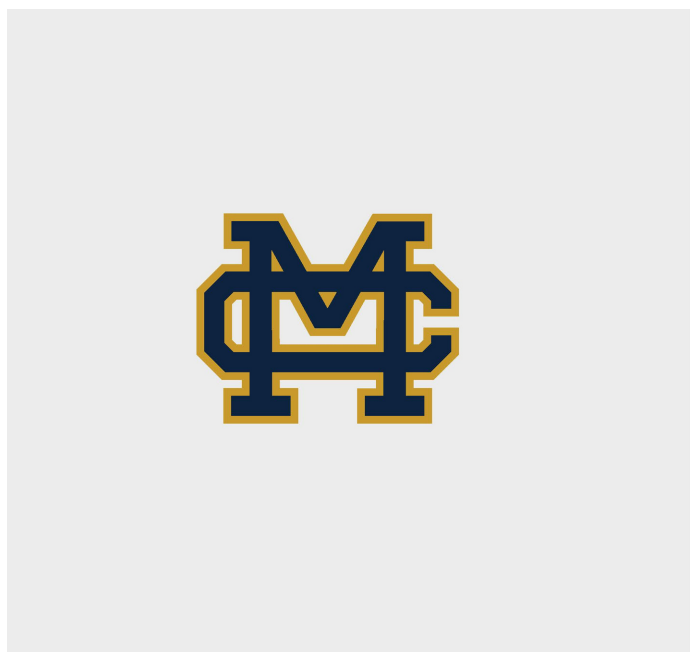
Effective July 1, 2023

Logos cannot be altered, recreated, or redrawn.

The logos on this page are for reference only.

Please request logo files for use by contacting **Elisa Camrell**, MC's Director of Communications at ecamrell@maldencatholic.org.

Primary Logos



Malden Catholic Logos

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Lockup Variations



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Wordmark



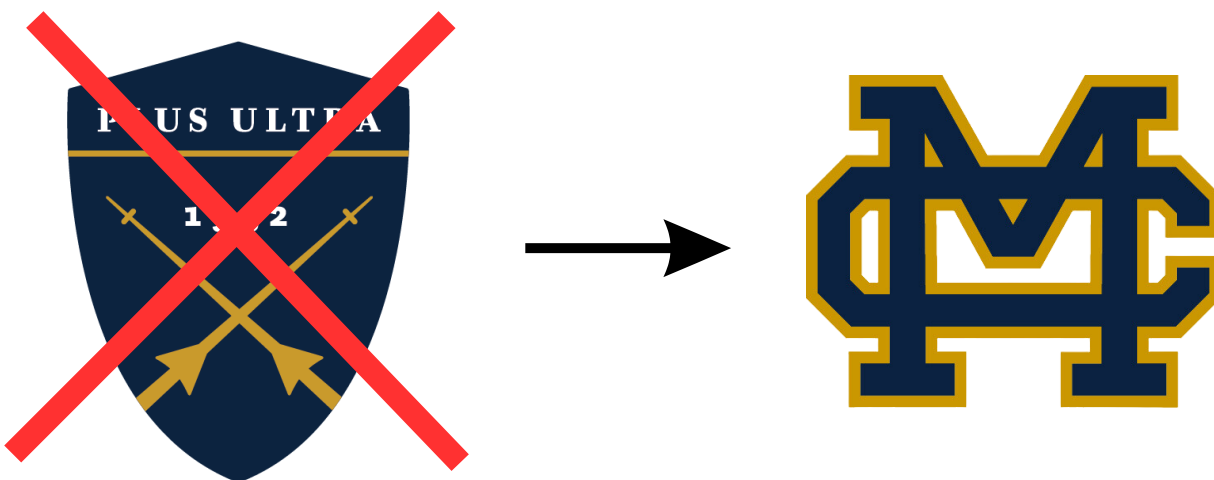
Visual Identifier

This mark serves as the primary branding element and is used on all Malden Catholic communications. Protocol is to always use "Leading Beyond" not "The Codivisional High School."

Malden Catholic Crest

Malden Catholic is in the process of updating the MC crest.

Please do not use MC's current crest until a new crest has been approved. The crest should be replaced with the primary MC logo.



Malden Catholic Writing Guidelines

Writing guidelines have not been approved at this time.
For more information, please contact Elisa Camrell, MC's
Director of Communications, at
ecamrell@maldencatholic.org.

Malden Catholic Athletics Logos

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Please request logo files for use by contacting **Bill Raycraft**, MC's Athletics Director at raycraftw@maldencatholic.org.

Athletics Logos



Brand Colors

Primary Pantone Colors (PMS)



PMS 289 C
Irish Blue



PMS 117 C
Notre Dame
Gold

CMYK Colors

To be used with Canva, Microsoft Suite



#0A2240



#CB9700

Secondary Colors

To be used as accent colors only



WHITE



GRAY

Fonts

Berthold Akzidenz Grotesk

Nourd Heavy

Nourd Bold

BrownStd Bold

Nourd SemiBold

Nourd Medium

BrownStd Regular

BrownStd Light

Nourd Regular

Synerga Pro Regular

Nourd Light

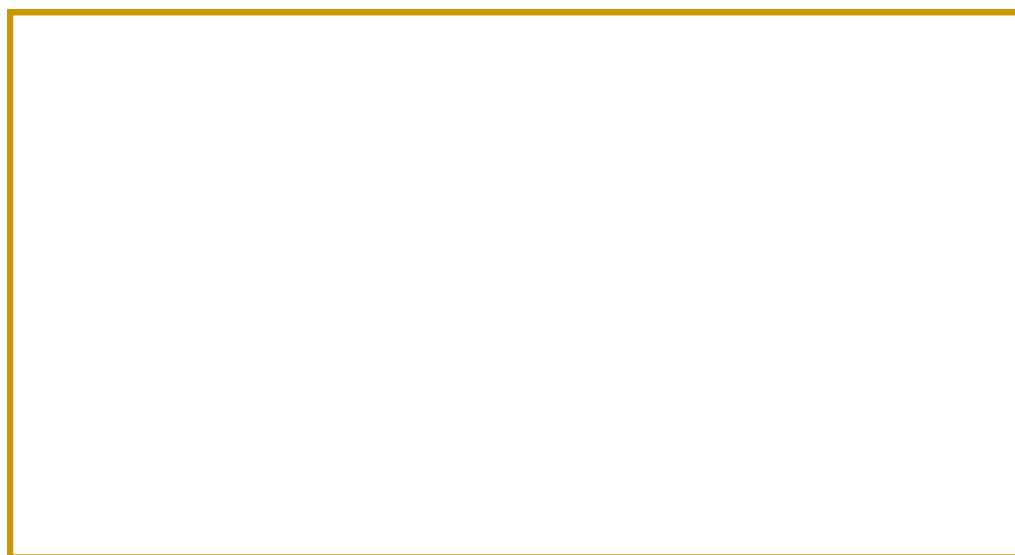
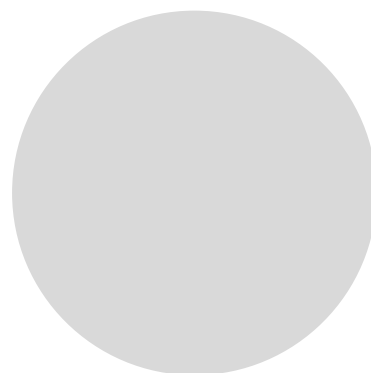
Lora

Athletics Fonts

FRESHMAN NORMAL

BE TRUE TO YOUR SCHOOL REGULAR

Elements



Mission Statement

Effective July 1, 2023

Malden Catholic is a codivisional, college preparatory high school. Sponsored by the Xaverian Brothers and guided by their spiritual values of simplicity, humility, compassion, trust, and zeal, we inspire students to lives of service, leadership, and excellence. An inclusive community of faith, Malden Catholic nurtures enduring personal relationships and life-long learning.

Brand Tagline

Leading Beyond

Centers of Excellence

Serve • Lead • Excel