



**Saint
Francis**
A HOLY CROSS HIGH SCHOOL

BRAND GUIDELINES

COPY STYLE AND CREATIVE ASSETS

2024

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LANCERS LEAD THE WAY

Saint Francis is grounded in the centuries-old tradition of the Holy Cross, one that provides inspiring guidance for how to teach and raise future leaders and is a uniquely empowering foundation for people and organizations to continually realize their best selves and reimagine what the future can hold. Despite the many great challenges of our time and the unknown challenges of tomorrow, Saint Francis High School continues to bravely shine a light ahead, illuminating a path for every new generation to follow. Together, we encourage people to fearlessly care more, give more, become more, and rise to a higher purpose.

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Introduction

WHAT IS OUR GOAL?

With all our communication, we aim to be clear yet inviting. We lean into our Holy Cross foundation and clearly communicate that we are a welcoming community.

WHAT’S THE DIFFERENCE BETWEEN VOICE AND TONE?

*Our **voice** is our personality. It is what we say and remains consistent across all our content.*

*Our **tone** is how we speak. It should change depending on our audience and situation.*

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Voice

We speak from a place of humility. We seek first to listen and understand, not to shout or silence. We invite everyone to have a seat at our table. We are strongly rooted in our BRIC values, confident in who we are and do not pass judgement on others.

COMMUNITY OF CARE

Our top priority is to show that we care for others. We don't make assumptions and we seek to build relationships.

CLEAR AND SUPPORTIVE

As an educational institution, there are times that we must correct and instruct. We are clear about our expectations but are always supportive and seek the best outcome for everyone.

UNASHAMED TO STAND OUT

With our position as leaders, there are times when we must stand out. We are unashamed of the positions we take but do so humbly, always inviting others to come along with us.

Tone

While our voice remains consistent, we alter our tone for various audiences and situations to match the setting.

SOCIAL MEDIA (STUDENT-RUN)

We give students a lot of leeway on their social media accounts to be playful and fun. While we obviously refrain from anything offensive, emojis, (tasteful) memes, slang and abbreviations are appropriate to feature.

SOCIAL MEDIA (SCHOOL)

Our official Saint Francis accounts have a professional and welcoming tone. We use full sentences and do not abbreviate words.

FOR STUDENTS (CURRENT & PROSPECTIVE)

We match the energy of youth. We can be conversational and more expressive.

FOR PARENTS AND EDUCATORS (CURRENT & PROSPECTIVE)

We are more professional in tone. We clearly lay out our beliefs and values and invite others to join us in advancing our mission.

FOR PARTNERS (EXTERNAL COMPANIES)

We are confident in who we are and what we bring to the table. We are gracious to those offering support while remaining clear on our mission and goals.

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Writing Guidelines

SAINT FRANCIS

- We spell out “Saint” and never use “St.”
- We use either “Saint Francis High School” or “Saint Francis” to refer to ourselves or sparingly “SFHS.”
- Avoid writing the possessive Saint Francis’. For example, in lieu of writing “Saint Francis’ community” write “Our Saint Francis community.”

RELIGIOUS LANGUAGE

- We include quotes from Blessed Basil Moreau and Scripture where appropriate.
- However, we watch out for exclusionary religious language. While we are proud to be rooted in Catholicism, we do not want to alienate anyone who may not practice the faith.
- We avoid words or phrases that have little meaning outside the Church on external communications.

OVERALL THINGS TO AVOID

- Disparaging or insulting others. Playful rivalry banter is acceptable, but we never insult or demean.
- Harmful, toxic, or questionable language. If there is doubt, we don’t use it.
- Gendered terms. Instead, we opt for gender-neutral terms such as “leaders,” “students” or “educators.” Furthermore, we do not refer to female students as Lady Lancers just as we do not refer to male students as Gentleman Lancers. No modifier is needed. We are all Lancers.
- Alienating words or phrases, especially those that apply to marginalized groups. E.g. “Driving blind.”
- References to war, violence, or weaponry such as “spray and pray” or “bite the bullet.”

Creative Assets

Typography

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Aa

Source Serif Pro Bold
Source Serif Pro Bold Italic

Aa

Barlow Bold
Barlow Bold Italic
Barlow Semibold
Barlow Semibold Italic
Barlow Regular
Barlow Regular Italic

A

VARSITY TEAM BOLD

HEADLINES AND CALLOUTS

Source Serif Pro Bold is our headline font, and Bold Italic is used for callouts. It is a Google font, making it readily accessible to all.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY

Barlow is our body copy font. It’s a robust Google font with many weight options for flexibility. Additional weights to the three listed can be used if needed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ATHLETICS

Varsity Team Bold is a generic athletic font that can be used if needed for jerseys, posters or other athletic collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Color Palette

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PRIMARY

Print

PMS 4625 C

CMYK 44,73,81,59

Digital

RGB 72,41,27

HEX #48291b

Leather

SECONDARY

Print

PMS 7510 C

CMYK 20,48,89,3

Digital

RGB 161,108,13

HEX #a16c0d

Cedar

Utility

Print

PMS 138 C

CMYK 10,60,100,1

Digital

RGB 182,96,8

HEX #b66008

Fire

Print

CMYK 0,0,0,0

Digital

RGB 255,255,255

HEX #ffffff

Dove

Print

PMS 123 C

CMYK 0,23,91,0

Digital

RGB 255,198,43

HEX #ffc62b

Sunlight

Print		Digital		
PMS	405 C	RGB	66,52,34	
CMYK	55,53,59,25	HEX	#423422	
ASH 1	ASH 2	ASH 3	ASH 4	ASH 5
Print	Print	Print	Print	Print
15% tint	35% tint	70% tint	90% tint	70% shade
8,8,9,4	19,18,21,9	39,37,42,18	50,47,53,23	70,68,74,77
Digital	Digital	Digital	Digital	Digital
227,225,222	198,194,189	151,143,133	94,82,67	31,29,26
#e3e1de	#c6c2bd	#978f85	#5e5243	#1f1d1a

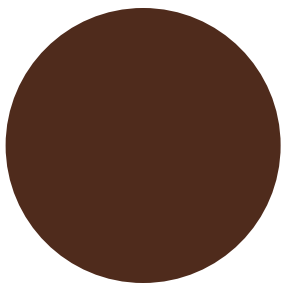
Ash

Color Palette

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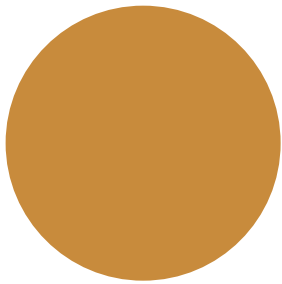
Color Naming

The names of each color within the palette have a biblical reference.



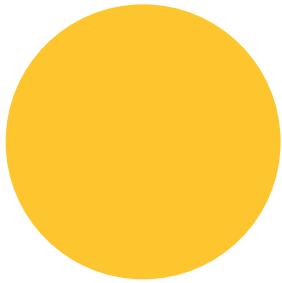
Leather

Leather represents safety and protection, both in scripture and as a literal protective bible cover.



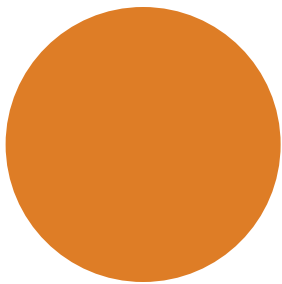
Cedar

Cedar is noted in the bible for its strenght and durability, as well as its firmness of roots.



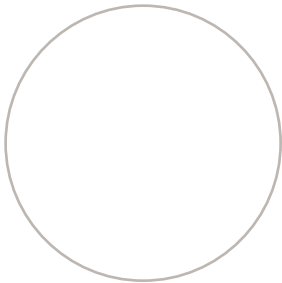
Sunlight

God has risen, and God is light. The sun illuminates our path while representing hope.



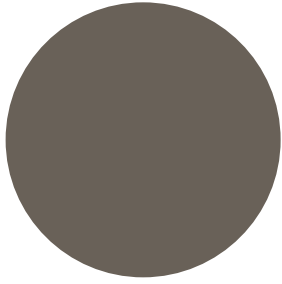
Fire

Fire represents God’s presence through the Holy Spirit. It purifies and provides transformational energy.



Dove

The dove represents many things in the bible, including truth, grace, peace, salvation, love and the Holy Spirit.



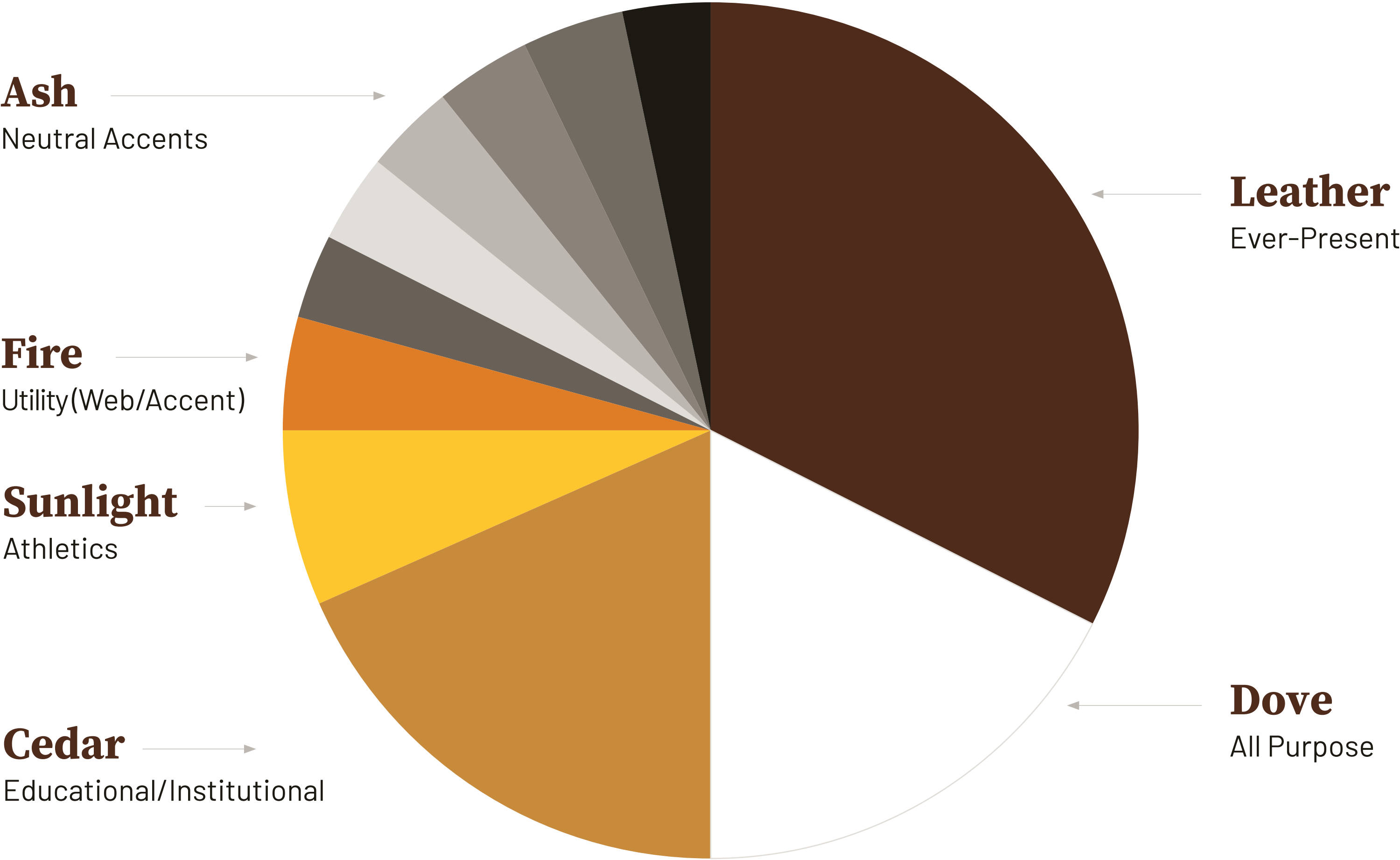
Ash

Rising through the ashes highlights hope and a new beginning.

Color Palette

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Color Usage & Proportions



Primary School Logo

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Symbolism



Shield
The shield protects and honors our tradition and history.

Horizon
The horizon represents our future as we continue to build the Saint Francis legacy.

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Full Color Logo

STACKED



Saint Francis
A HOLY CROSS HIGH SCHOOL

Logo artwork must never be modified!

When importing into a document, always scale the logo artwork proportionally to ensure consistency.



Use the “x” height of the lowercase letters as a guide for the minimum clear space.



Saint Francis
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Primary School Logo

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Full Color Logo

HORIZONTAL



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Use the “x” height of the lowercase letters as a guide for the minimum clear space.



Primary School Logo

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One-Color Logo

Our one-color logo is to be used only when specifically requested or necessary. The three acceptable colors are black (Ash), white (Dove) and Leather.



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Saint Francis
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Primary School Logo

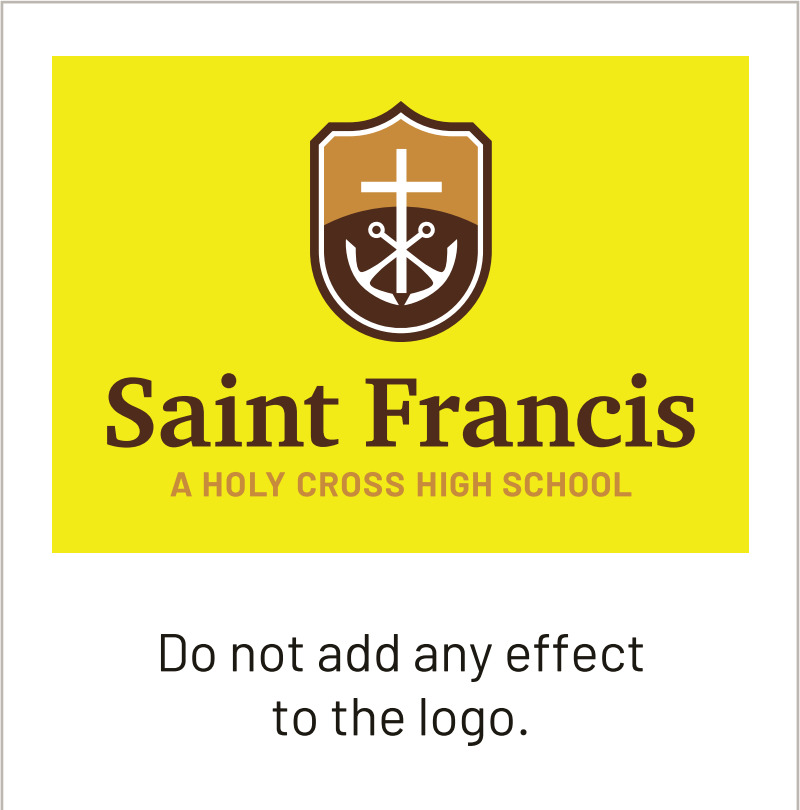
- 4 VOICE & TONE
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Correct Logo

Incorrect Usage

The Saint Francis logo is final art and should never be altered, modified or recreated. The examples on this page illustrate incorrect logo usage.



School Seal

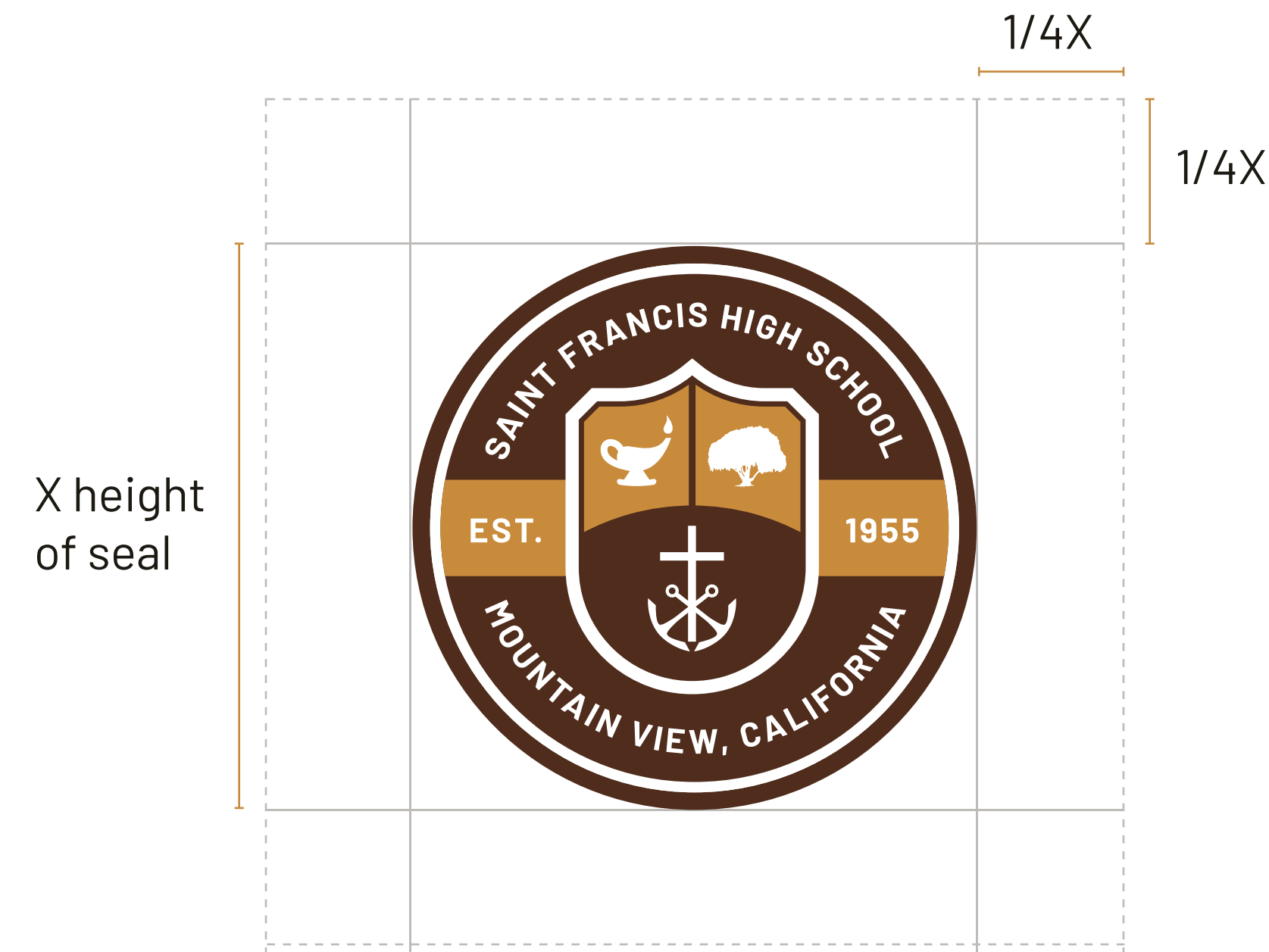
- 4 VOICE & TONE
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Seal Symbolism

Everything that is Saint Francis High School is built on the Brothers who established our school in 1955, and the seal is a visual representation of our Mission with Spiritual, Intellectual and Social emblems. The Cross & Anchor is the most prominent icon symbolizing our Holy Cross foundation. The Bay Tree represents campus life, and much like the bay tree that stands tall on our field, it signifies our deep roots as we stand on the shoulders of those who came before us and continue to grow. The lamp is a symbol of education and an icon of knowledge and academic learning, and is a replica of the mosaic lamp that stood at the altar in the original Brother’s chapel on campus. As in our primary logo, the seal includes the shield as a consistent symbol that protects and honors our tradition and history, as well as the horizon line that looks ahead to our future.



Use 1/4 the "x" height of the seal as a guide for the minimum clear space.

Spirit Logo

- 4 VOICE & TONE
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Primary Logos



Lockup 1



Lockup 2



Lockup 3

Lockup

The SF and Lancers lockup is our spirit logo and designed to be inclusive of our clubs, activities and affinity groups, as well as our athletics program. The unique and distinctive SF keeps with the tradition of an “interlocking S and F” while allowing our school to stand apart from major league San Francisco team logos. The modern and sleek design of the SF and the Lancers wordmark moves us forward with the slight lean and visually represents our forward looking vision to the future. A variety of color options and variations within our palette provides flexibility while also remaining consistent with our brand. The Spirit Logo should always be used by itself, and should never have additional words added to the design.

Reversed Logos



Lockup 1



Lockup 2

Important note:

Only lockup 1 and lockup 2 should be used in a reversed capacity.

Spirit Logo

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SF & Lancers Individual Wordmarks

The two elements can also stand alone.

Primary Logos



Spirit 1



Spirit 2



Spirit 3



Spirit 4



Spirit 5



Ash Lancer



Sunlight Lancerh

Important note:

While both Lancers wordmark variations can be used as reversed logos, only the Spirit 1 and Spirit 2 spiritmarks should be used in a reversed capacity.

Reversed Logos



Spirit 1



Spirit 2



Ash Lancer



Sunlight Lancer

Logo artwork must never be modified!

When importing into a document, always scale the logo artwork proportionally to ensure consistency.

Spirit Logo

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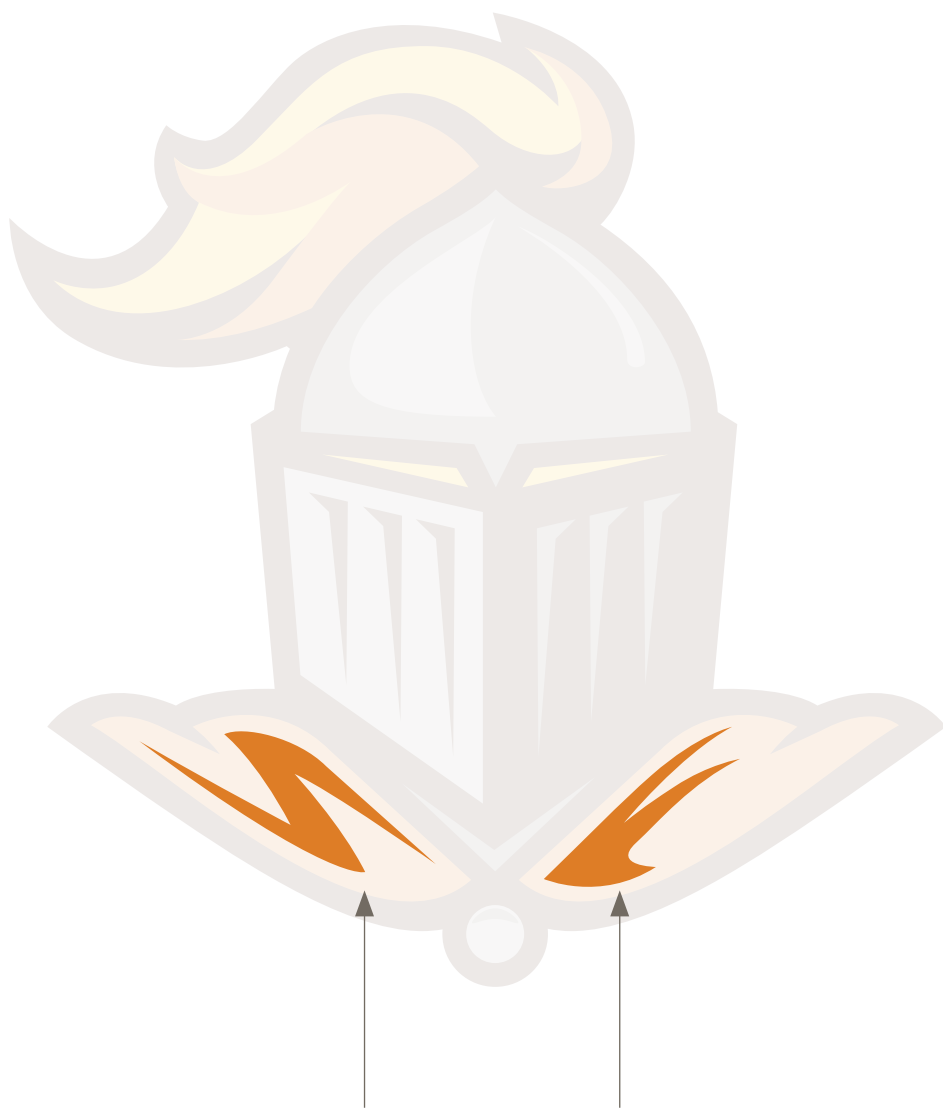
Merchandise & Gear

Example Mockups



Lancer Mascot

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Fun Fact: There is a hidden "S" and "F" in the cape.

Lancelot: Our Lancer Mascot

Lancelot is our fierce yet welcoming mascot. Positioned face forward, Lancelot represents all Lancers as we meet our challenges head on. Lancelot is a strong competitor and participates with effort and teamwork. The plume on top of the helmet is a characteristic marking of a lancer cap that distinguishes it from the headdress of a spartan or knight.

Primary Logos



Reversed Logos



Activities Logo Format

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Formats to Follow

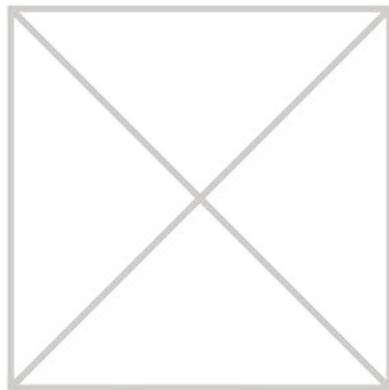
Activities, clubs and affinity group identification marks strike a balance between free expression and brand consistency. The below rules offer guidance, yet give the creator an open canvas.

1. Begin with the dimensions below to ensure proper proportions. Once completed, your logo can be scaled as needed.
2. For brand consistency, nothing about the fonts may be altered (color, size, position, etc.)
3. The empty box is your open canvas for expression. Anything goes, as long as it fits within this box.
4. The cross and anchor must always appear in its entirety somewhere in your design. Do not block it or cover it up with additional markings. Think of it as our Nike “swoosh”.

Templates:



**First Word
Second Word**
SAINT FRANCIS HIGH SCHOOL



**First Word
Second Word
Third Word**
SAINT FRANCIS HIGH SCHOOL

- 80px X 80px blank canvas
- Source Serif Pro Bold; 22pt with 21pt vertical spacing; capitalize each word; Leather color
- Barlow Bold; 8pt; all caps; Cedar color

Examples:



**Lancer
Productions**
SAINT FRANCIS HIGH SCHOOL



**Pride
Student
Union**
SAINT FRANCIS HIGH SCHOOL



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