Mount St. Mary Catholic High School

Style Guide

Honoring Our Story. **Sharing Our Mercy Values.**

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Greetings,

Mount St. Mary has always embraced a unique identity. As a Mercy School, we honor the values of the Sisters of Mercy who founded the our school in 1903 and who remain co-sponsors with the Archdiocese of Oklahoma City.

This identity within us gives our distinctive curriculum an emphasis on service and action. As part of a Mount education, students extend Mercy Values in a concrete way, participating with their classmates in service both globally and locally.

Now with more than 115 years of commitment, we want to celebrate and preserve the identity that has made our school transformational to families across our community.

This guide reveals the new visual representation of our identity with our refreshed set of logos and crests to empower us to better share our history and our distinctives to our surrounding community.

It is paramount we communicate with one voice and one identity as we seek to connect others to our mission and wonderful school. As you explore this guide, please think of ways you can help us provide a consistent voice and image by taking an active role in using our new standards.

For questions or access to resources, please contact Jessica Stiles, Director of Communications, at jstiles@mountstmary.org.

With gratitude,

Talita DeNegri

Talita DeNegri
Principal

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Editorial Standards

In a world of omni-channel communication, presenting a unified voice for our school across all platforms requires consistent intention. Here are a few key standards:

Writing Our School Name
In the first instance, it is always preferred to use the full school name:
Mount St. Mary Catholic High School

In secondary mentions, it is acceptable to shorten the reference to:
Mount St. Mary

Alternatively, it is acceptable to shorten (however note the capitalization):
The Mount

It is acceptable to use the acronym, **MSM**

Usage of "Saint" vs. "St."
In all instances, the only acceptable usage is the abbreviation "St." - we never spell out the word "Saint" in any application.

Writing Tone
We seek to write and share about The Mount in a conversational, kind, compassionate and casual/light-hearted voice that reflects our campus culture and is grammatically accurate.

Style and Structure
In general we seek to adhere to AP Style and Structure for consistency of abbreviations, punctuation and style. If in doubt, use AP style.

Our identity.

Mount St. Mary Catholic High School

LEADING. SERVING. LIVING MERCY.

Our new logo seeks to bridge our proud school history with The Mount family of today. The new logo includes three core elements designed to express our school's distinctives.

The Icon
Including the image of our beloved steeple ensures the cross is the highest point of our logo (the same as it is on campus) which holds deep significance to the importance of our Catholic faith.

The Name
We are proud of our Catholic education commitment - and so by including our full name in the same prominence of letters - our logo emphasizes that legacy.

The Tagline
"Leading. Serving. Living Mercy." is both our values and our vision. By including this as part of our logo, we are boldly sharing what will carry us forward and what sets apart our school family from others in our community.
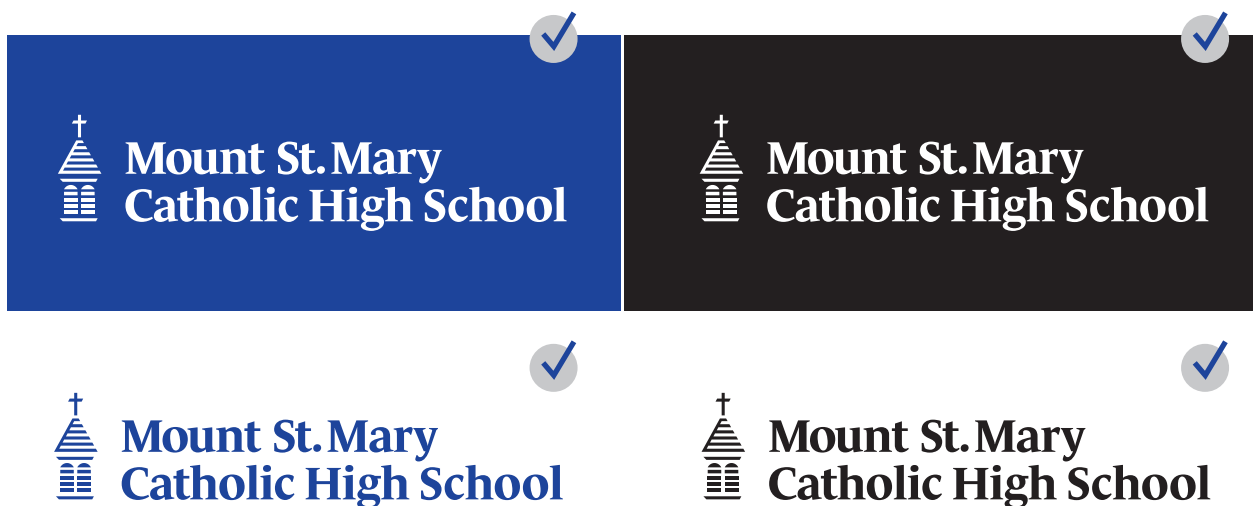
School Primary Logo & Tagline

Our primary logo includes a simplification of our iconic tower of our original campus building. Due to legibility issues, it is advised to only include the tagline of the logo when it can be legible without adjusting the proportion from the original mark.

Mount St. Mary Catholic High School

LEADING. SERVING. LIVING MERCY.

Single-color Configurations & Small Applications

There are many uses in which a single-color version of the logo would be the best or the only practical solution. In those instances, use a logo in which the icon and text are either all white, all MSM blue or MSM gray. Please do not reproduce the logo in a different color as to preserve our logo and brand equity in all uses.

In small applications where the tagline would not be legible, DO NOT adjust the tagline size, instead simply use an alternative version of the logo that does not include the tagline in the case of a small application.

Logo Usage

It is important to preserve the equity of our brand identity by ensuring we use it consistently in all applications.

Don't Do This:

Do not recreate the logo or substitute other typefaces in place of using the approved logo file.

Do not alter the colors of the approved logo file. See offcial MSM colors on page 16.

Do not stretch or squish the logo file. Always maintain the correct proportion for all uses of the logo in all cases.

Do not use a low resolution or pixelated version of the logo. High resolution versions are available in various file types.

Do This:

When placing the logo, ensure there is proper clear space. A simple way to double check is to estimate the height of the logo's steeple base height (X) and use that measurement of white space to ensure the logo has breathing room and is set apart from other text or visuals on a page.

clear space (no text or visuals)

School Primary Logo Club Extension

Our primary logo includes an extension of applications to be used for official clubs and organizations to utilize.

Mount St. Mary
FIRST LINE
SECOND LINE
D E S C R I P T O R

Logo Extension Examples

All logo extensions should follow the established template (proportions, typefaces and construction). Please request logo extension to be created by the Office of Communications instead of trying to create it independently.

Mount St. Mary
CORNERSTONE
INCLUSION
P R O G R A M

Mount St. Mary
SCIENCE
NATIONAL
H O N O R   S O C I E T Y

Mount St. Mary
OFFICE of
ADVANCEMENT

Mount St. Mary
NATIONAL
HONOR
S O C I E T Y

Mount St. Mary
FINE ARTS

Mount St. Mary
PHILOSOPHY
CLUB

School Crests

Our school has adopted two crests for ceremonial and/or official uses. These crests should only be used with approval from the Director of Communications and should be used in places where the primary logo is also visible.

In an age of limited technology, wax seals like these crests were used to authenticate important messages. In a similar way, the MSM crests continue to provide that level of authentication for The Mount's most important documents. It officially represents Mount St. Mary Catholic High School and its use is mandatory on official communications and other important documents. The Mercy Crest is featured on all MSM approved uniforms but not on any fan gear or casual Mount apparel. Rare exceptions to these rules must be approved in writing by senior leadership.

MSM Mercy Crest

Celebrating our faith heritage, this crest should be used to remind our students, staff, faculty and visitors to live a life of Mercy.

MSM Academic Crest

Celebrating our academic heritage, this crest should be used on official communications - especially those academic in nature.

Advancement Logos

Our school is powered by the passionate philanthropy of hundreds of alumni, friends and supporters annually. The Mount offers ongoing recognition for our annual donors, and it is important to reflect consistency of our school's brand through these outlets as well.

A Note on Advancement Names & Logos

In our ongoing effort to provide exclusive donor recognition activities to MSM donors, please help us ensure the consistent and exclusive use of these names "The Mount Fund" and "Cornerstone Society" with regard to fundraising recognition.

For questions, please contact the MSM Advancement Office.
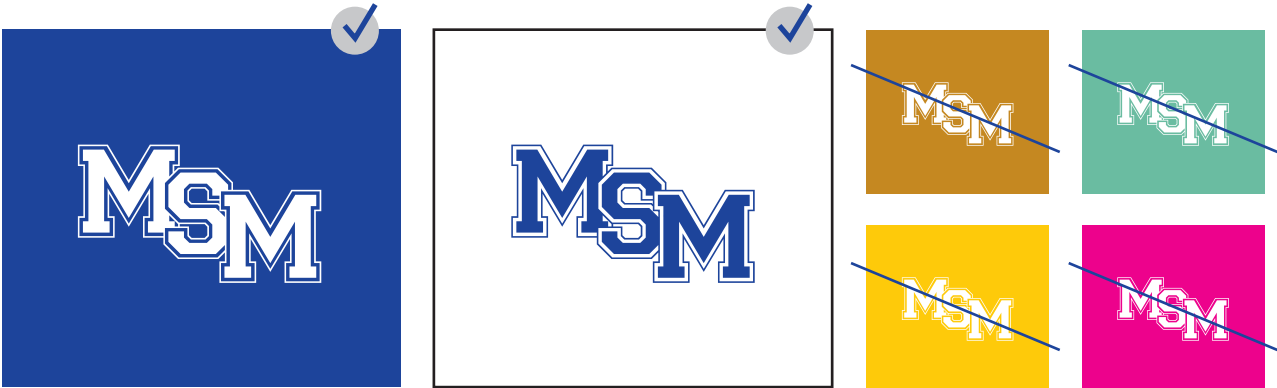
Athletic Primary Logo

Our primary athletic logo continues the equity of our stacked MSM design. This logo is reserved exclusively for athletic use and should not be used in academic settings or other applications.

Acceptable Color Configurations

The athletic logo must only be produced in all MSM blue or all white on a blue background. Please do not reproduce the logo in a different color as to preserve our logo and brand equity in all uses.

Please note: while the primary use of the MSM logo should be on Blue or White backgrounds. However, there are certain instances where the application of the logo on other colors may be allowable for certain club or teams. For these exceptions, please secure approval from the Office of Communications prior to ordering signage, uniforms, etc. Thank you.

The Mount Typography

Primary Serif Typeface
Le Monde Journal

Le Monde Journal
Selected for its legibility and nod to tradition, our primary serif typeface should be used in academic and supporting materials carrying the primary logo.

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

Primary Serif Typeface
Additional Weights

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Italic

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")*

Bold

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")**

The Mount Typography

Primary Serif Typeface
Usual

Usual

Selected for its legibility, versatility and modern pairing with our primary serif typeface, Usual should be used in academic, athletic and in any supporting materials.

Aa

AaBbCcDdEeFfGg
HhIi0123456789
+;%@*

Primary Sans Serif Typeface
Additional Weights

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Italic

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_")*

Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

The Mount Colors

Color Palette.
Primary Color System

Color is one of the most instant and recognizable ways to connect the community with our school. The colors on this page outline our approved school colors and should be used as primary choices for all applications.

Mount Blue

CMYK 100 / 87 / 0 / 0   RGB 27 / 68 / 156
Pantone PMS 293C   HTML #1B449C

Black

CMYK 3 / 15 / 13 / 0   RGB 243 / 217 / 209
HTML #F3D9D1

Light Gray

CMYK 0 / 0 / 0 / 30   RGB 188 / 190 / 192
HTML #BCBEC0