

BRAND IDENTITY GUIDELINES



La Salle Catholic College Prep **Brand Guide**

V1.5
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LA SALLE CATHOLIC COLLEGE PREP: BRAND GUIDELINES

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WHY GUIDELINES?

WHY DO WE HAVE BRANDING AND GRAPHIC GUIDELINES?

When we say “brand,” most immediately think about logos or an identity system. But the brand of an organization is much more- it’s an entire structure: the images, primary messaging and way of thinking for any organization. The primary objective of this guide is to secure and strengthen our distinctive position among Portland’s secondary education institutions. It is essential, therefore, that all of us thoroughly understand the brand image we articulate in every channel of communication. **These branding guidelines will ensure our brand is used and communicated with consistency and quality.**

This guide is meant to:

- *enable the school to present itself clearly and comprehensively to multiple audiences;*
- *allow the school to symbolize its character and attitudes, so that all programs appear consistently to all those who deal with the institution;*
- *provide the visual tools for the school to differentiate itself from its competitors in a crowded marketplace.*

The major elements of the guide include:

- *context for what it means to be a member of the La Salle community;*
- *definition and explanation of the La Salle brand;*
- *components of our visual identity;*
- *logical and comprehensible schema for using the school’s marks and logo;*
- *apparel guidelines/elements*

OUR MISSION, PURPOSE & CORE VALUES

We are La Salle Catholic College Prep

Our Mission

Inspired by St. John Baptist de La Salle, La Salle Catholic College Preparatory develops students of faith, service, and scholarship by providing a transformative education allowing students to realize their maximum potential and use their gifts to serve Christ and humankind.

La Salle optimizes financial and academic accessibility for students, especially the underserved, who desire a rigorous and relevant education preparing them for college and life.

The La Salle Prep community inspires students to find their voice as global citizens, to put their faith into action, and to lead exceptional lives of integrity, honoring the God-given dignity of all.

Our Purpose

To Foster Faith-Filled Creative and Critical Thinking.

Our Core Values

- Remember the Presence of God.
- Value the individual.
- Push your limits / Prepare for life.
- Accept everyone / Respect all persons.
- Respond to the poor / Overcome injustice.

Key Messages:



Exceptional Academics.

Transformational Opportunities.

Inspiring Core Values.

VISUAL IDENTITY

VISUAL IDENTITY

La Salle Catholic College Preparatory's logos are important visual elements that represent our institution and communicate our identity. The logo's value lies in the unified image generated by consistent use of the La Salle Catholic College Preparatory name in all visual/physical manifestations. Our communications will be enhanced and a distinct image of LSP will form in the minds of our various audiences.

These guidelines are official La Salle Catholic College Preparatory policy and will be maintained by all community members and programs. Together, these components will strengthen our community's connection to the school. Our brand helps develop our identity, increase awareness and create emotional connections with our students, parents, faculty, staff, and alumni.

Consistent use of our identity standards will allow La Salle Prep to:

- *increase name recognition;*
- *deliver the LSP message clearly;*
- *link all communications by readily identifying their source as La Salle Catholic College Preparatory.*

Components of our visual identity include:

- Logos, icons, and identity;
 - Academic logotype (see page 13)
 - Interlocking LS (see page 14)
 - Academic crest (see page 15)
 - Falcon emblem and Flight Falcon (see pages 16 & 17)
 - “Falcons” wordmark (see page 21)
- Typography (see page 12)
- Colors (see page 11)
 - Primary colors: Red, Royal Blue, and White
 - Secondary (accent) colors: Sunflower Yellow and Navy

One LSP logo must, whenever possible, be used in some format on all printed pieces. The logo must not be recreated, altered, or distorted in any way.

Our name (La Salle Catholic College Preparatory, La Salle Prep, LSP), logo, slogan and motto can only be used with permission from school officials. It cannot be recreated or used without permission. As a steward of LSP, please contact the Communications Department (communications@lsprep.org) if you see the name, logo or tagline being misused.

VISUAL IDENTITY: SCHOOLWIDE

COLORS

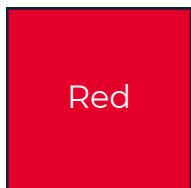
Primary color palette

Our primary colors are *Red* (Pantone 185) and *Royal Blue* (Pantone 286).

Secondary color palette

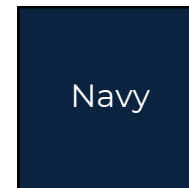
Our secondary colors are *Falcon Yellow* (Pantone 1235) and *Navy* (Pantone 289). They may be used as subtle accents or in small touches for graphic emphasis. These colors should never be used as full floods of color on a page, or in a way that competes with or is equal in proportion to red, royal blue, or white on a page.

PRIMARY



PMS	Pantone 185C	Pantone 286C
Hex #	#E4002B	#0033A0
RGB	R237/G28/B36	R30/G57/B141
CMYK	C0/M100/Y100/K0	C100/M90/Y0/K10

SECONDARY



Pantone 1235C	Pantone 289C
#FFB718	#0C2340
R255/G194/B14	R12/G35/B64
C0/M25/Y100/K0	C100/M76/Y12/K70

Color accuracy can be difficult as printers, screens, and products all have differences. The 4 color descriptors listed for each color should help achieve better accuracy. **Pantone** spot color (PMS) is an industry standard way of identifying color. **CMYK** is a 4 color method used in printing. **RGB** is a 3 color method used for digital applications and screen. The **Hex** value is a color system commonly found in web applications.

Always use the correct color mode for the intended output: Print = PMS or CMYK; Electronic = HEX or RGB

OFFICIAL LSP FONTS

Schoolwide Logotype

Regular is preferred for body copy and bold or extra bold is suggested for headlines.

Alternate Logotype

Works well for more formal applications such as an event invitation or letter from the President.

Athletic Logotypes

*See athletics pages for more specific information on fonts for uniforms and other athletic purposes.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NIKE BUREAU

(ALL CAPS and outlined
with a 2nd color)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BSN 501

COACHES: USE THIS FONT WHEN
CREATING DESIGNS IN THE BSN LOCKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ACADEMIC LOGOTYPE: La Salle CCP

The **La Salle CCP wordmark** is considered your primary logo. This is the preferred logo to use when just using as a standalone logo.

LA SALLE
CATHOLIC COLLEGE PREPARATORY



The **La Salle Prep wordmark** may be used as an alternative to the more formal CCP wordmark.

LA SALLE PREP



The **La Salle (No CCP) wordmark** may be used as an alternative in less formal situations or in certain situations when it works better within the context of the entire design.

LA SALLE



*Additional color variations (including white one-color for use on dark backgrounds) are available for download

THE INTERLOCKING LS

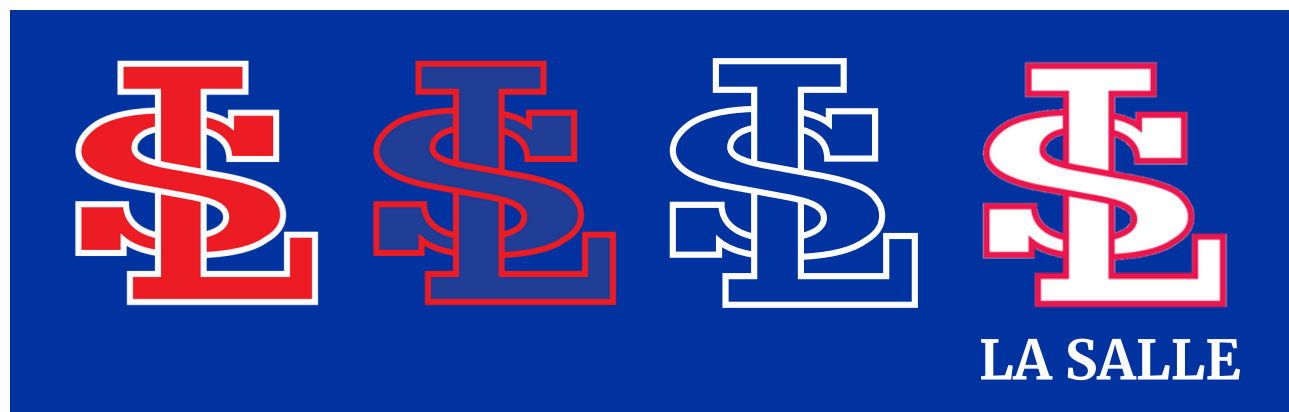
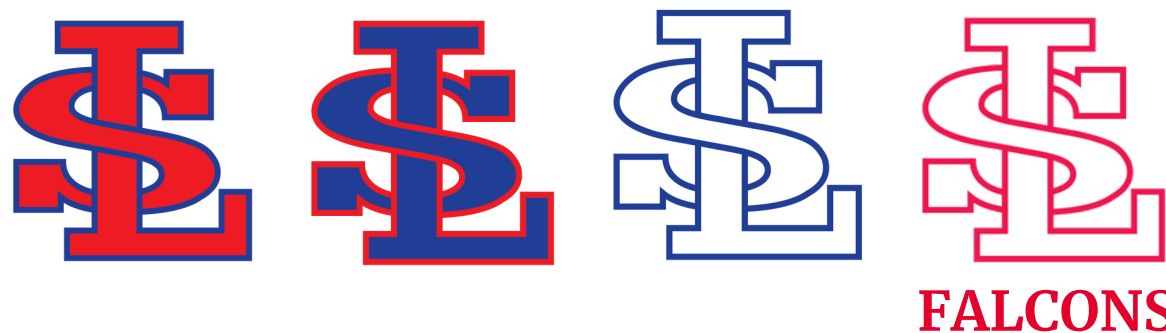
The **Interlocking LS mark** is considered the primary visual representation of the La Salle brand. It may be used as a standalone logo or combined with text as in the example.

COLOR VARIANTS ON WHITE

- Blue with Red outline
- Red with Blue outline
- White with Red, blue or black outline**

COLOR VARIANTS ON DARK BACKGROUND*

- White with red or blue outline*
- Blue or red with white outline
- Red with blue outline*
- Blue with red outline*



*Please Note: The outline should always be *clearly visible* (i.e., a different color than the background).

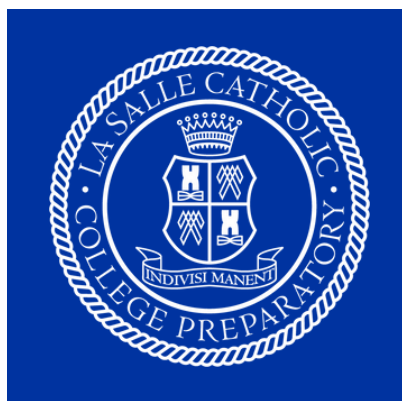
**Black may be used as a one-color variant only when printed on white paper.

CREST

The **Crest** of La Salle Catholic College Prep (design updated in 2010) is reserved for formal communications and formal events. It should be used on official school documents such as commencement invitations, programs, diplomas, award certificates, and documents signed by the School Administration.

The crest should not be altered in any way, nor should it be used in any trivializing manner (e.g., screened, cropped, placed in combination with a wordmark, or printed onto spirit wear or athletic gear). **Please contact the Communications Department** if an item is in question or you need to obtain the official crest graphic.

LSP Crest 1-color



LSP Crest 2-color



FALCON EMBLEM

The **Falcon emblem** is our primary Falcon logo. It can be used as a 3-color logo or a single-color logo in red, royal blue, or black.

It can also be paired with the athletics wordmarks as shown or with the athletics font, *Nike Bureau*, to create promotional spirit wear, apparel, and merchandise.



FLIGHT FALCON

The **Flight Falcon** is our newest Falcon logo and serves as a complement to the primary **Falcon Emblem** logo*. It can be used as a 3-color logo or a single-color logo in red, royal blue, or black.

It can also be paired with the athletics wordmarks as shown or with the *Nike Bureau* font, to create promotional spirit-wear and other general-use branded merchandise.

Please note: There should be a white border outlining this logo when placed on a blue background. The white outline is optional when placed on a red background.
(See pg 14 for example.)



LA SALLE FALCONS



LA SALLE FALCONS

*ATHLETICS TEAM GUIDELINES:

Our goal is to establish a consistent athletic identity with the new Falcon Emblem (head-only version).

As such, the Flight Falcon should not be used on team uniforms, warm-ups, other team apparel, equipment, or signage without prior approval from the Athletic Director.

LOGO STYLE REQUIREMENTS

The LSP Wordmark - or the Interlocking LS - must be present and appear unchanged on all academic and administrative communications. It should be used as an endorsing element, rather than as a primary graphic element.

The clear space should be equivalent to the cap height of the “C” in the “Catholic College Preparatory” part of the logo. As the logo increases or decreases in size, the clear space requirements are adjusted proportionally. Whenever possible, please allow for more than the minimum clear space.

Logo Color

The logo may be printed in Pantone 286, Pantone 185 or black. The logo may also be reversed out and printed in white on Royal Blue, Red or Navy. White logos may be printed on other color backgrounds with the approval of the Communications Department. No other colors may be used to print the logo.

General rules on logo use to keep in mind (applies to all logos):



DO NOT put over another illustration



DO NOT change the transparency.



DO NOT add shadows or effects.



DO NOT rotate the logo.



DO NOT change the color. Use colors in the palette.



DO NOT add a white border the logo.

VISUAL IDENTITY:

ATHLETICS

FALCON HEAD EMBLEM

The **Falcon Head emblem** is our primary Athletics logo. It can be used as a 3-color logo or a single-color logo in red, royal blue, or black.

It can also be paired with the athletics wordmarks as shown or with the athletics font, *Nike Bureau* (or BSN 501) for uniforms and other team apparel and equipment.

*ATHLETICS TEAM GUIDELINES:

Our goal is to establish a consistent athletic identity with the new Falcon Emblem (head-only version). As such, the Flight Falcon (full-body version) should *not* be used on team uniforms, warm-ups, other team apparel, equipment, or signage without prior approval from the Athletic Director.

Please note: There should be a white border outlining this logo when placed on a blue background. The white outline is optional when placed on a red background. For example:



ATHLETIC WORDMARKS

The **LSF wordmark** is the official mark of the La Salle Athletic Dept.

The LSF wordmark is used exclusively for athletics, spirit wear and other related merchandise branding. It should not be used in combination with other La Salle logos.



The wordmark "LA SALLE FALCONS" is rendered in a bold, blue, italicized serif font. Each letter features a red outline, giving it a three-dimensional appearance. The text is slanted to the right.

*The **Falcon Script wordmark** is a legacy athletic logotype that may be used school-wide for non-athletic applications. The LFS wordmark (above) should be used for Athletics applications.



The wordmark "Falcon's" is written in a blue, italicized script font. It has a red outline and a long, flowing underline that extends to the right, also outlined in red.

OFFICIAL LSP ATHLETIC FONTS

Primary Athletic Fonts

NIKE BUREAU

(ALL CAPS, WITH 2ND
COLOR OUTLINE)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

BSN 501

COACHES: USE THIS FONT WHEN
CREATING DESIGNS IN THE BSN LOCKER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

OFFICIAL LSP ATHLETIC COLOR PALETTE:

Primary athletic color palette

Our primary athletic colors are *Red* (Pantone 185), *Royal Blue* (Pantone 286) and white.

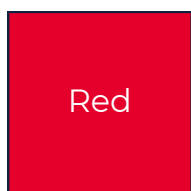
Secondary color palette

Our secondary colors are *Falcon Yellow* (Pantone 1235) and *Navy* (Pantone 289). At times, they may be used as an accent (i.e., striping, piping on numbering, etc.) but never as the primary uniform color.

Tertiary color palette

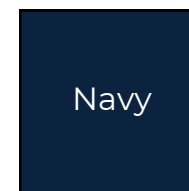
Shades of gray are allowed on practice uniforms, team apparel, and non-game gear. Solid black should not be used on any gear or uniform. Please consult with the Athletic Director regarding any sport-specific exceptions.

PRIMARY



PMS	Pantone 185C	Pantone 286C
Hex #	#E4002B	#0033A0
RGB	R237/G28/B36	R30/G57/B141
CMYK	C0/M100/Y100/K0	C100/M90/Y0/K10

SECONDARY



Pantone 1235C	Pantone 289C
#FFB718	#0C2340
R255/G194/B14	R12/G35/B64
C0/M25/Y100/K0	C100/M76/Y12/K70

Color accuracy can be difficult as printers, screens, and products all have differences. The 4 color descriptors listed for each color should help achieve better accuracy. **Pantone** spot color (PMS) is an industry standard way of identifying color. **CMYK** is a 4 color method used in printing. **RGB** is a 3 color method used for digital applications and screen. The **Hex** value is a color system commonly found in web applications. **Always use the correct color mode for the intended output: Print = PMS or CMYK; Electronic = HEX or RGB**

GAME UNIFORMS & GENERAL TEAM ATTIRE

Our school is contracted with Nike for uniforms. There are specific sports included in this agreement. Please consult with the Athletic Director regarding requirements for your specific sport.

Artwork & Color

Approved athletics uniforms adhere to the following guidelines:

- *Red, Royal Blue and White are the primary colors for “home” and “away” uniforms. These color guidelines apply to jerseys and most other articles worn during competitions. No other colors or patterns are permitted. Please consult with the Athletic Director regarding any sport-specific exceptions.*
- *Black is not a uniform color and should never be used on uniform apparel. Exceptions for sport-specific reasons may be allowed with prior approval from the Athletic Director.*
- *All outerwear (team jackets, hoodies, half-zips, hats, etc.) worn at competitions must be red, royal blue, white, or gray with LSP branding. Black may also be an option in certain circumstances; please consult with the Athletic Director for sport-specific exceptions.*
- *Certain sports have distinct uniform requirements specific to those sports and may need flexible solutions. Please consult with the Athletic Director in these circumstances.*

Approval

All uniforms, player apparel and coach apparel **must be approved by the Athletic Director** prior to placing an order. See page 25 for review & approval process.

GAME UNIFORMS & ATTIRE



ATHLETIC SIGNAGE, EQUIPMENT & OTHER ITEMS

All banners, signage, tents, team bags, and other items used by athletic teams for any school-associated purpose must adhere to La Salle brand guidelines.

-  Keep designs simple with approved La Salle artwork. Review the La Salle mock-ups on page 25 and at lsprep.org (coming soon!) for samples of pre-approved designs.
-  Do not change La Salle logo colors to match your design.
-  Please make sure there is a space between 'La' and 'Salle' (La_Salle; not LaSalle or Lasalle)

DESIGN REVIEW & APPROVAL PROCESS

-  **SUBMIT YOUR DESIGN FOR APPROVAL PRIOR TO ORDERING:**
Please send a proof of your design to communications@lsprep.org and cgeorge@lsprep.org for formal approval before printing or placing an order. Please allow at least 2 business days for the review & approval process. If changes are requested to the original design, the updated proof must be submitted again for review *before ordering*.

BRAND APPLICATION

GENERAL REMINDERS

School Name/Nickname

La Salle - please be certain La Salle is clearly two words and include “Catholic College Preparatory” or “Prep” when appropriate.

Please note: La Salle Catholic College Preparatory, La Salle Prep and La Salle may be used for the school, but “La Salle High School/High” is NOT correct and may not be used.

The shorthand version of Falcons is ‘Falcs’ which may be used on athletic and spirit wear. “Lady Falcs” should not be used to refer to La Salle’s girls teams or athletes.

Proper Spelling of Common Terms

Lasallian, St. John Baptist de La Salle, De La Salle

Rules on logo use to keep in mind:



DO NOT put over another illustration



DO NOT change the transparency.



DO NOT add shadows or effects.



DO NOT rotate the logo.



DO NOT change the color. Use colors in the palette.



DO NOT add a white border the logo.

APPAREL & ACCESSORIES GUIDELINES:

LSP branded apparel should adhere to the official color palette (red, royal blue, white, & navy), gray or black.

Keep designs simple with approved La Salle artwork. Review the La Salle mock-ups below and at lsprep.org for samples of approved designs.

Do not change La Salle logo colors to match your design.

Please make sure there is a space between 'La" and 'Salle' (La_Salle; not LaSalle or Lasalle)

The mock-up design MUST be approved by the Communications Department prior to placing an order. Please send artwork proof to communications@lsprep.org. Allow at least 2 business days for review and approval.



EMAIL SIGNATURE STANDARDS:

Standardizing our email signature is one of the most efficient ways to professionally & consistently represent our school. Please adhere to the following standards when setting up email signatures for La Salle faculty and staff.

Legibility

- Use **Calibri** font in size **11pt** (use **Tahoma** for Gmail)
- Use plain text—in lieu of rich text—to ensure the signature is compatible with all email clients and devices.
- Do not use colors, special fonts, italics, and graphics such as clipart, gifs, or emoticons.

NO images or logos

- Do not use images or logos within the email signature.
- Images can come across as attachments and appear chaotic.
- Many email clients and mobile devices block the appearance of images.

Quotes

- Refrain from the use of quotes or epigraphs
- It is important to avoid the potential confusion of external audiences assuming a particular statement represents La Salle's official slogan, ideology, or brand promise.

Optional Items

- Gender pronouns
- Mobile number

Please note: Exceptions to this standard signature template may be necessary in specific situations. Please review with the Communications Department.

Sample Email Signatures:

John Smith

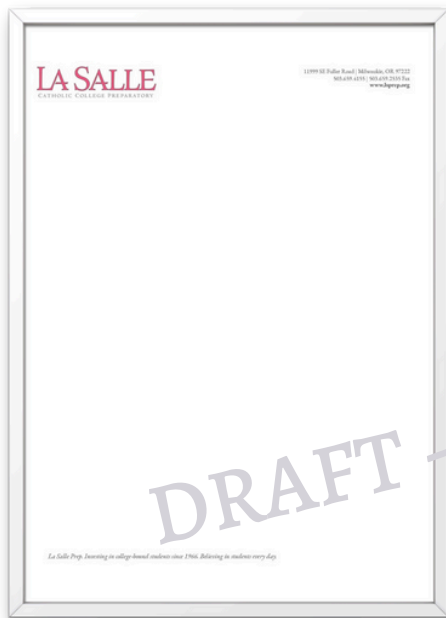
English Department Chair
Spanish Teacher, Head Football Coach
La Salle Catholic College Preparatory
11999 SE Fuller Rd | Milwaukie, OR 97222
503.123.4567 ext 890 | lsprep.org

First Last (she/her)

VP of Advancement & Communications
La Salle Catholic College Preparatory
11999 SE Fuller Rd | Milwaukie, OR 97222
O: 503.353.1234 | M: 503.123.4567 | lsprep.org

LETTERHEAD, ENVELOPES, BUSINESS CARDS, NOTE CARDS

The La Salle brand should be implemented across all stationary and print collateral. Examples are provided to show approved application. Letterhead and envelopes should be printed on bright white 70# opaque stock. The business cards should be printed on a bright white heavy cardstock. Templates are available from the Office of Communications.



PRESENTATIONS

Templates for both PowerPoint and Google Slides presentations are posted in the Presentation Materials folder under Resources on the Staff Hub.

DRAFT - UPDATING THESE ITEMS

PHOTOGRAPHY

Every Picture Tells a Story

Photography is about visual storytelling. It helps support and convey our message by capturing and showing the essence of La Salle Prep - our people, symbols and campus. Photos speak volumes and are a key component to creating a successful brand communication.

Our Style: Authentic, positive, warm, friendly, energetic

Photography used in La Salle Prep communication should feel authentic, warm, inviting and aspirational. All photography should feel candid, natural and unstaged.

Whenever possible, avoid photography of people looking straight into the camera, unless the concept calls for a direct-to-camera portrait. *When using multiple photographs, make sure the composition reflects the diversity of our school community.*

Campus Life: Photography of campus life should feel engaging, energetic and intimate. Viewers should get a real sense of the relationships between the subjects -- student to student, teacher to student, alumni to alumni, and so on.

All students in photos must meet dress code requirements. Please be aware of other branding in photos.



EDITORIAL STYLE GUIDE

Editorial Style

Alumnus, Alumni, Alumna, Alumnae

Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) when referring to a woman. Use alumni when referring to a group of men and women.

Dates: Use digits only (no ordinal numbers such as 1st, 5th, 8th, etc.)

Example: March 1, July 5, Dec. 8

Days of week: Spell out unless in a calendar

Example: The meeting will be on Tuesday, Feb. 7, 2018

De La Salle North: Lowercase “d” when following ‘St. John Baptist.’ Capital “D” when just ‘De La Salle’

Example: St. John Baptist de La Salle was committed to education. De La Salle taught many students.

Department names: Capitalize; lowercase on second reference to just “department.”

Example: The Math Department curriculum includes calculus. The department is full of great teachers.

Event names: Use the full name of the fundraiser on first reference. Shorthand after.

Example: The Believe Benefit Dinner raises money for student scholarships. Believe raised a lot.

Falcon Forum: The name of the school’s e-newsletter.

Example: The Falcon Forum comes out weekly during the school year.

GPA: No periods and all caps in grade-point average.

Example: The valedictorian had a 4.0 GPA.

Headlines: Capitalize first word; lower case all other words, unless it is a proper name

Example: Falcons win state title by 20 points

La Salle: There must be a space between ‘La’ and ‘Salle’.

Example: St. John Baptist de La Salle; La Salle Prep. *Not* Lasalle or LaSalle as one word

Lasallian: Term used for any member – student, staffer, or alum – of our community

Example: Lasallians raised \$200,000 for children this year.

Lasallian District: Lasallian District of San Francisco New Orleans. La Salle Prep is in this district.

Example: The Lasallian District of San Francisco New Orleans is big.

Links: Use hyperlink links when possible. They look neater and are easier for readers to use.

After that, test the link.

Example: [La Salle Prep](#) is the best school ever.

IDC: Former nickname of the M.J. Murdock Charitable Trust Innovation and Design Center.

We’ve retired it because, unfortunately, IDC is an acronym for “I don’t care.”

Example: I’m in the M.J. Murdock Charitable Trust Innovation and Design Center.

Makerspace: It’s one word and is the preferred nickname for the M.J. Murdock Charitable Trust Innovation and Design Center.

Months/Years: Abbreviate month when with a date; spell out when with a year.

Example: Aug. 19, 2018 August 2017

Names: Use teachers’ first and last names, in second reference use Mr. or Ms. (not Mrs. as marital status isn’t relevant) Use students first and last names and class year.

Example: Linus Oey teaches stunts. Mr. Oey teaches math, too.

Numbers: Spell out cardinal numbers one through nine. Use digits for numbers 10 and higher.

Example: One teacher and 16 students made brownies for the La Salle Center staff.

Ordinal numbers: Spell out first through ninth. Use digits for 10th and higher. Whenever possible, use superscript ordinals.

Example: The runner is in first place. You are in the ninth grade!

Publications: Put in italics.

Example: *The Oregonian* is a local newspaper

Spacing: Use single spaces between sentences.

Example: This is because double spacing was for typewriters. No one uses those anymore.

Student years: Instead of Junior, senior, etc., use graduation year after each student's name.

Example: Justin Bieber '22, Selena Gomez '23, Katy Perry '24

Team names: Plural, not possessive.

Example: The girls soccer team had a great season. The boys soccer team did well too.

Team nickname: Falcons (do not add unnecessary references to gender, such as "Lady" or "Falconettes")

Example: The Falcons advanced to the finals of the state tournament.

Time: Leave out unnecessary 0s after even hours.

Example: The party starts at 4 PM. The test ends at 1 PM.

- We have a meeting planned for 10 AM Monday.
- We have a meeting planned for Monday at 10 AM.
- We will meet at 10 AM Monday.

Time of Day: Use am/pm: Lowercase, no periods.

Example: The game starts at 6 pm. The game goes from 6 AM-10 PM.

Time of Event: Put info in this order: Day, date, place, time

Example: The meeting will be held on Friday, March 12 at 6:00 PM in the La Salle Center.

Titles: President John Huelskamp on first reference. Mr. Huelskamp on second reference.

Example: Principal John Huelskamp leads La Salle Prep. Mr. Huelskamp graduated from UP.

Year: Add to date and day of week to every event; add comma after year unless at end of sentence.

Example: Jan. 20, 2023 is my birthday. But you can still give me a present on Friday, Jan. 23, 2023.

You, Me, We: Use when addressing the reader informally. First person can be used in social media posts.

Example: "We are so proud of our Falcon swim team"

Logo File format definitions

Variations of our logos can be downloaded for official use. Available file formats include:

PNG: High resolution image file, transparent background, can be used for print or digital media.

PDF or EPS: High resolution vector file, used for large-scale print media or applications such as banners, posters, screen-printing, embroidery, etc.

If you have questions or need another file type, please contact the Communications Department. (communications@lsprep.org)