



BRAND GUIDELINES

ACADEMY OF THE SACRED HEART

THIS BRAND GUIDE will introduce you to the main elements of our identity for Academy of the Sacred Heart. It will assist you in maintaining the consistency and integrity of our brand across all school divisions, departments and platforms. Use this as a guide when you talk about Sacred Heart--in print, online and for official presentations. Any alterations to the School Name, Color and Logo Requirements need to be approved by Marketing and Communications Department.

PRIMARY LOGOS

ACADEMY OF THE
SACRED HEART
OUR GIRLS CHANGE THE WORLD

ACADEMY OF THE
SACRED HEART

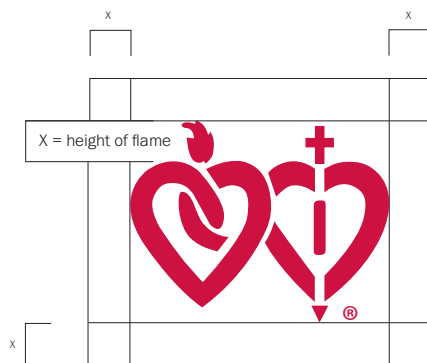


ACADEMY OF THE
SACRED HEART

ACADEMY OF THE SACRED HEART

The Double Hearts Logo is a U.S. registered trademark of Academy of the Sacred Heart, New Orleans. The Double Hearts Logo is owned with all rights reserved unless otherwise noted. One of these official logos must appear at least once on all external marketing materials. The only permitted colors for any of the school and double hearts logos are red (PMS200), black, or white. (Note: Alumnae pink, gold and Mardi Gras logo are exceptions with approval).

LOGO CLEAR SPACE



To properly separate Academy of the Sacred Heart logo from other graphic elements and typography, adequate clear space (X = height of the flame) should surround it. Note: while the logo may appear on top of images, colors and fade off the page, nothing should touch or appear on top of a 100% logo.

COLOR CONFIGURATIONS



RED

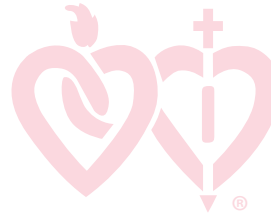


BLACK



REVERSE

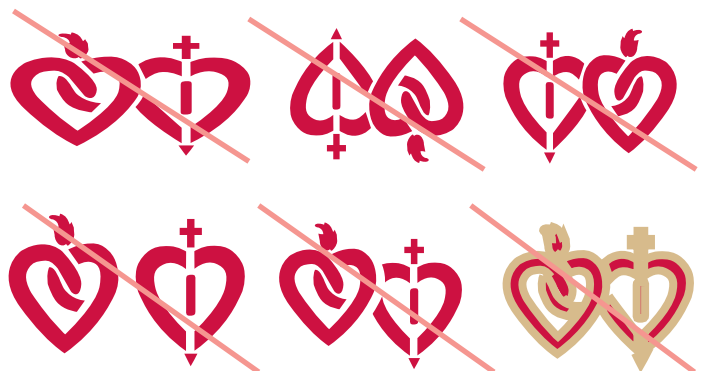
ACCEPTABLE USE OF LOGOS



MARDI GRAS LOGO

UNACCEPTABLE USE OF LOGOS

It is extremely important for brand success that Sacred Heart logos be used and displayed correctly. This includes always using the correct relative positioning and size of all elements. The examples below illustrate unacceptable logo displays.





COLOR SCHEMES

PANTONE, CMYK & HEX CODES

SCHOOL NAME

The official name is Academy of the Sacred Heart (not The Academy of the Sacred Heart). "The" can be used in a sentence where grammatically appropriate, however, Academy of the Sacred Heart should always be stated in full for official communications in the first mention. The shortened name Sacred Heart may be used alternatively or when and where character count is limiting.

OFFICIAL BRAND COLORS

Color unifies our marketing and communications, and embraces Academy of the Sacred Heart brand to ensure a cohesive identity. Our official primary color is Sacred Heart RED. The double hearts logo should only appear in red, black or white.

(Note: Alumnae pink, gold and Mardi Gras logo are exceptions with approval).

The secondary color palette represents colorful hues consistent with our spirited city and utilized throughout the years in The Bridge.

- CMYK (cyan, magenta, yellow, black) is the four-color build for printing
- Pantone is for spot color printing
- #HEX (hexadecimal) codes are provided for web/screen use

The tertiary color palette are reserved for Alumnae, Future Founders and alternative greens in our Sustainable Hearts logo usage. You may use these tertiary colors related to these purposes.

PRIMARY BRAND COLORS

RED PMS 200
C3 M100 Y66 K12
#BA0031

BLACK 6
C35 M35 Y35 K100
#000000

PMS 534
C95 M72 Y9 K138
#1B365D

PMS 551
C35 M3 Y5 K7
#A3C7D2

LITTLE HEARTS PMS 7492
C17 M1 Y45 K3
#C2CF85

PMS 7402
C0 M6 Y38 K0
#EDDE9C

SECONDARY COLORS

TERTIARY COLORS

PMS 4525
C16 M24 Y49 K0
#D6C282

PMS 7422
C0 M18 Y4 K0
#FFD1F5

PMS 1775 C
C0 M50 Y34 K0
#EF8779

PMS 357 C
C86 M40 Y90 K40
#1A5632

PMS 576 C
C58 M22 Y90 K4
#789C4A



SCHOOL FONTS

EXTERNAL, INTERNAL & DEFAULT

OFFICIAL LICENSED T3 FONTS: It is important for Academy of the Sacred Heart brand to look consistent in any and all external communications and presentations outside of school. The approved branded fonts for Academy of the Sacred Heart have been updated per T3 and Adobe license requirements. For any external marketing and communications needs, please use the following as a guideline below.

EXTERNAL BRANDED FONTS

The approved branded fonts for Academy of the Sacred Heart have been updated per licensing regulation requirements are FranklinGothic URW, Adobe Garamond and Trajan Pro. Not everyone has these licensed fonts, but see alternative default computer and web-based fonts on the right.

The external brand fonts are as follows:

FranklinGothic URW Light
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FranklinGothic URW Light Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FranklinGothic URW Book
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FranklinGothic URW Book Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FranklinGothic URW Demi
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FranklinGothic URW Demi Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FranklinGothic URW Heavy
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FranklinGothic URW Heavy Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Garamond Pro Regular
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Garamond Pro Regular
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Garamond Semibold
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTERNAL BRANDED FONTS (Cont.)

Adobe Garamond Semibold Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Garamond Bold
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Adobe Garamond Bold Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRAJAN PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRAJAN PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTERNAL BRAND FONTS

CURSIVE & DECORATIVE FONTS

Cursive and decorative fonts can be used sparingly as header and headline/accented text. In this case, see if Apple Chancery and/or Billy Ohio are available.

DEFAULT COMPUTER & WEB FONTS

Not everyone has access to the same fonts on their computers, but these alternative default fonts are typically available on PCs, Macs and are web- and Google-based fonts.

Cambria
(serif font, any in the family)
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times or Times New Roman
(serif font, any in the family)
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri
(sans serif font, any in the family)
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana
(sans serif font, any in the family)
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COMPUTER BRAND FONTS

EXTERNAL BRAND FONTS