


STONE  BRIDGE

*School of the Sacred Heart*

**BRAND GUIDE**

# Primary Logo

STONE  RIDGE

*School of the Sacred Heart*



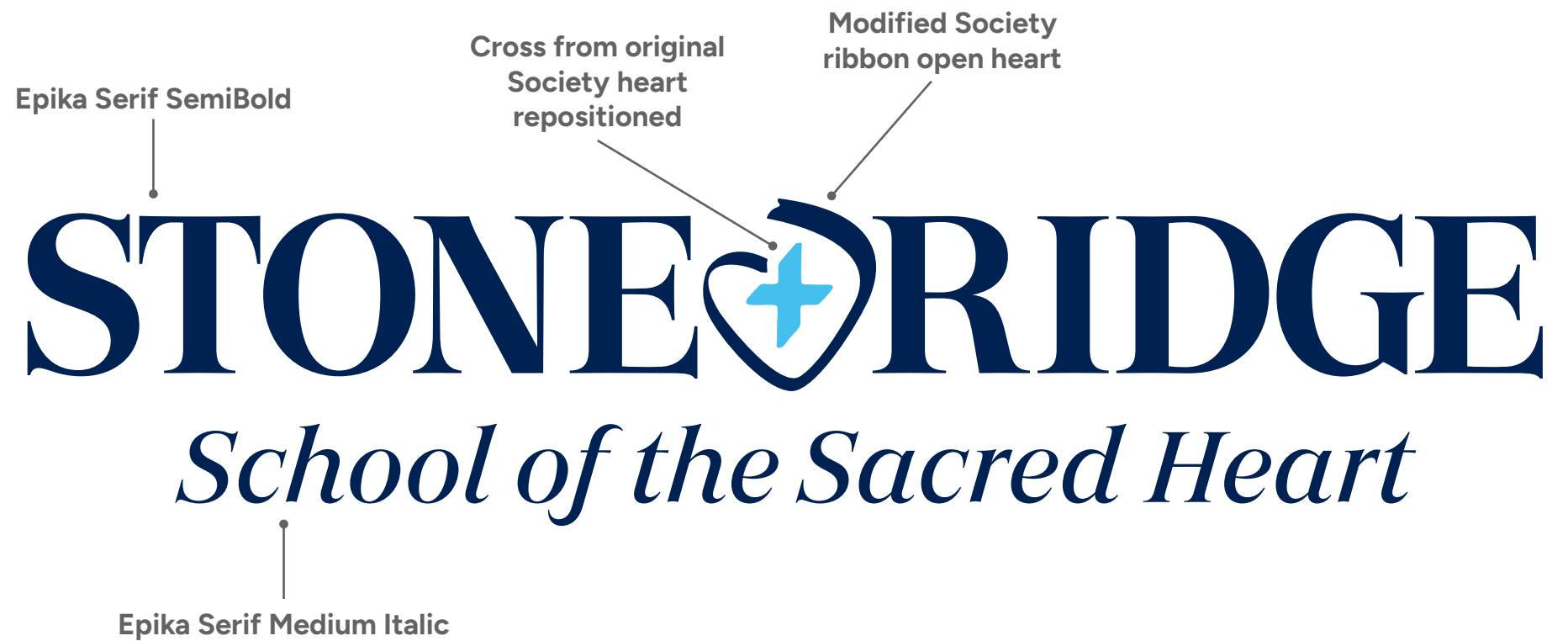
# Primary Logo

## STRUCTURE

The primary logo establishes a visual connection to the Society of the Sacred Heart by retaining a modified ribbon open heart and the original cross icon from the Society logo, used in the previous Stone Ridge logo. The primary mark works best when centered.

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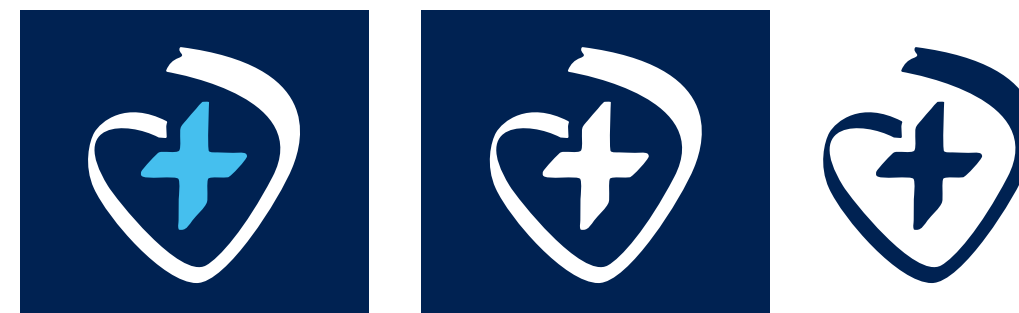
*Epika Serif* is the font used for the primary logo. It is reserved exclusively for the Stone Ridge school logo and **may not** be used for any other communications materials.



# Heart Logo

The heart logo can be used in places where it is either in visual proximity to the primary or stacked logos (ex: t-shirt sleeve when the full logo or school name is on the shirt front) or on campus where there is already brand recognition established.

The heart logo may also stand in place of the primary or stacked logos where space is limited such as for digital components (social media, screens on campus, etc.).



# Stacked Logo

The primary, horizontal logo should always be the first choice when it fits in the space provided. When space or design constraints do not allow for use of the primary logo, the stacked logo may be used instead. The stacked logo can be centered in a small space but can be left or right aligned in a corner for larger designs.



# Figtree

ABCDEFGHIJKLMNO  
 PQRSTUVWXYZ  
 abcdefghijklmno  
 pqrstuvwxyz  
 123456789

Figtree is the workhorse font of the Stone Ridge brand. It will be used most often for informational, internal, and marketing materials. It has many weights making it versatile for most communications material needs.

Figtree Black

**Education is  
 transformational**

Figtree Bold

**A Deep Respect for  
 Intellectual Values**

Figtree Regular

Schools of the Sacred Heart commit themselves to educate to a deep respect for intellectual values.

# Playfair with Gelasio

Playfair is the serif headline font of the Stone Ridge brand. It will be used most often in specific cases where a formal aesthetic is required such as with high-level meetings or editorial purposes.

Gelasio is the body font when a serif style is needed. It will be used most often in specific cases where a formal aesthetic is required such as with high-level meetings or editorial purposes.

## Playfair Display Black

*Display weights are intended for headlines and subheds*

## Playfair Display SemiBold

## Gelasio Regular

# A Social Awareness Which Impels to Action

## Stone Ridge students recognize their capacity to transform

American culture is awakening in a more meaningful way to many of the issues that Stone Ridge has been addressing for almost a century now, as we have consistently educated our graduates to be female leaders in their families, in their communities, in the Church, in their industries, and in our world.

*Parfumerie*

*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*

*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*

*0 1 2 3 4 5 6 7 8 9*

**Parfumerie is the ceremonial font of the Stone Ridge brand. It will be used most often in specific cases where a ceremonial aesthetic is required such as with, invitations, events and official documentation such as a certificate or diploma.**

**Parfumerie**  
*Display weights are intended for headlines and subheds*

*Stone Ridge*

*A Social Awareness which*

*Impels to Action*

These are the suggested substitutes if brand fonts are not available.

## MS Office

Serif

Georgia

Times/ Times New Roman

San serif

Aptos - the new Arial

Arial

## Canva (free account)

Serif

Caslon #3

Times/ Times New Roman

San serif

Open Sauce

Open Sans Condensed

## Adobe Express

Serif

Caslon

Garamond

San serif

Caslon

Open Sans

# Palette Hierarchy

The primary palette best represents the spirit and brand of the school and should be the colors used with most frequency and in the largest proportion of design work.

The new secondary palette is a group of complementary colors that support the primary ones. They should be used sparingly for design highlights, backgrounds, or infographics, but never to replace the primary color in a design.

**\*\***  
For accessibility considerations, Mater Pink and Chapel Violet should never be used as text colors

## Primary Palette

The primary palette consists of four color swatches arranged in a grid. On the left is a large dark blue swatch labeled 'True Blue'. To its right is a yellow swatch labeled 'Bold Gold'. Below the yellow swatch is a light blue swatch labeled 'Hyacinth Blue'. At the bottom right is a white swatch with a thin black border labeled 'Espacio White'.

## Secondary Palette

The secondary palette consists of seven color swatches arranged in two rows. The top row contains six swatches: 'Mater Pink' (light pink), 'Sacred Heart Maroon' (dark red), 'Black Watch Plaid Green' (dark green), 'Chapel Purple' (purple), 'Chapel Violet' (light purple), and 'Black' (black). The bottom row contains one swatch: 'Grey' (grey).

# Palette Chips

All digital materials must adhere to WCAG AA color contrast guidelines.

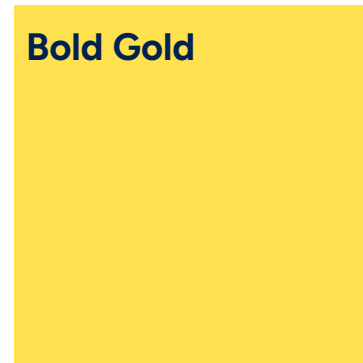
Should you have questions about accessibility or the color palette, contact the Marketing & Communications office.

## Primary Palette



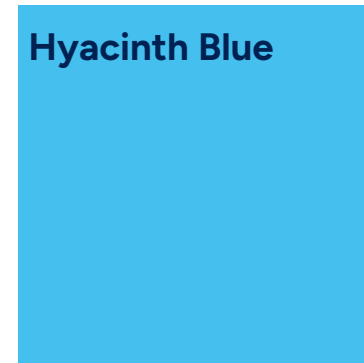
**PANTONE 295 CP**

Hex #002452  
 RGB 0, 36, 82  
 CMYK 100, 63, 0, 67



**PANTONE 122 CP**

Hex #FFE14F  
 RGB 255, 225, 79  
 CMYK 0, 9, 80, 0



**PANTONE 2190 CP**

Hex #49BEED  
 RGB 73, 190, 237  
 CMYK 61, 5, 0, 0



**Espacio White**

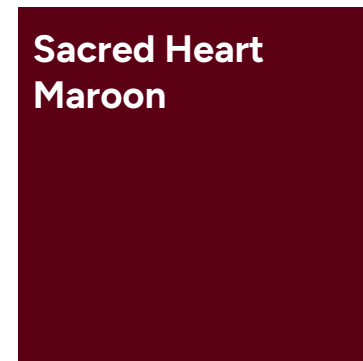
Hex #FFFFFF  
 RGB 255, 255, 255  
 CMYK 0, 0, 0, 0

## Secondary Palette



**PANTONE 2036 CP**

Hex #F9C5DC  
 RGB 249, 197, 220  
 CMYK 0, 28, 0, 0



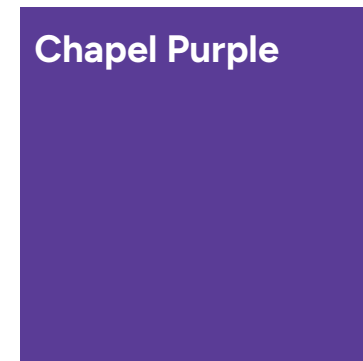
**PANTONE 4102 CP**

Hex #5B0017  
 RGB 91, 0, 23  
 CMYK 5, 100, 50, 74



**PANTONE 3435 CP**

Hex #00452B  
 RGB 0, 69, 43  
 CMYK 87, 15, 77, 69



**PANTONE 7679 CP**

Hex #5A3C94  
 RGB 90, 60, 148  
 CMYK 78, 91, 0, 2



**PANTONE 2086 CP**

Hex #9E8CC2  
 RGB 158, 140, 194  
 CMYK 39, 46, 0, 0

# THANK YOU

FOR MORE INFORMATION OR QUESTIONS:

Marketing and Communications

✉ Email: [marcomm@stoneridgeschool.org](mailto:marcomm@stoneridgeschool.org)

**STONE+RIDGE**  
*School of the Sacred Heart*