2025-26

BRAND GUIDELINES



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Updated January 28, 2026

INTRODUCTION

ABOUT THE BRAND

JSerra Catholic High School provides students in grades 9 through 12 with an individualized education in a faith-based, character-building setting. Its focus is on academic excellence and personal formation in virtue integrated with the traditions and beliefs of the Catholic Church. While still considered by some to be a relatively young school, JSerra has established a reputation for excellence in academics, athletics, the arts, and the various activities it makes available to its students.

Well-known throughout the local community and surrounding counties, the school and brand have garnered broader attention both nationally and internationally as JSerra recruits talented staff and faculty members to the school and graduates go forth and make their mark on the world.

The JSerra Brand and Style Guide has been developed to ensure that the JSerra brand is shared consistently as the school's brand and story are presented by its various constituents. These guidelines provide the framework from which groups can design communications that authentically and cohesively reflect the brand.

JSerra has specific logos approved for use. These include the JS ligature logo and the lion logo. This JSerra Brand and Style Guide details the standards for use of logos, colors, fonts, and various communication elements. These elements work together to give JSerra Catholic High School a unified look and feel.

Anytime an official JSerra logo is used to represent a JSerra event, activity, team, group, or organization, these guidelines should be followed. It is important that all members of the JSerra community adhere to these guidelines when producing any materials — including digital mediums, printed collateral, signs and banners, logo'd apparel (including uniforms and spirit wear), and various promotional products used to promote the brand.

The following standards must be followed at all times when representing the JSerra brand. Students, faculty and staff, and families are not authorized to use any logo without receiving approval from the marketing department, and without belonging to an officially sanctioned campus department, group, team, club, etc.

Permitted groups, faculty, staff, and teams should use the approved logos in accordance with these standards. All logo usage requests or questions should be sent to the Marketing Department via email at **marketing@jserra.org**.



MISSION STATEMENT

*JSerra is an **independent Catholic high school** that encourages students to **pursue personal and professional excellence in life**. Our **inspirational teachers partner with committed parents** to form the **faith, intellect, and character** of **young men and women** within a **Christ-centered, sacrament-based learning environment**.*



Philosophy Statements

DEFINITION OF KEY TERMS

Definitions of these key terms in our Mission Statement help to further clarify the founding principles and core beliefs of our school.

“INDEPENDENT CATHOLIC HIGH SCHOOL”

JSerra is governed by a self-appointing Board of Directors. While we are not a diocesan school, the sacraments and religious education available at JSerra are offered with the complete knowledge, approval, and blessing of the bishop of the Diocese of Orange. We are deeply committed to promoting the teachings of Jesus Christ as affirmed by the rich tradition and divine inspiration of the Catholic Church. We also hold in deep regard other faith traditions and, as such, invite all members of our school community to participate with us in the search for truth and meaning in this world and in the next.

“PURSUE PERSONAL AND PROFESSIONAL EXCELLENCE IN LIFE”

We maintain a high threshold of excellence for our students that can be found in all facets of school life. Whether it is through challenging coursework that fosters strong work habits or teachers who model professional dedication and personal regard for those around them, we strive to create an environment that encourages students to become the best that God calls them to be.

“INSPIRATIONAL TEACHERS”

All faculty and staff, both within the classroom and beyond, fulfill a teaching role and act as ministers of the Gospel and are called to affirm the dignity of our young men and women and model for them in all circumstances the person of Jesus Christ. Our intention is for every staff member at JSerra to engage our students by capturing their hearts and minds in order to inspire them to become the best versions of themselves.

Philosophy Statements

DEFINITION OF KEY TERMS, CONTINUED

“PARTNER WITH COMMITTED PARENTS”

During the teenage years, it is of paramount importance that parents and the school collaborate closely so that our students are provided cohesive, unified direction by the most important adults in their lives. We believe parents are the divinely appointed educators. As such, they should be active in the educational process through participation in parenting seminars, teacher conferences, lecture series, open forums with administrators, social gatherings, and Board of Directors or strategic committee positions. The school-parent partnership is the most critical one in preparing our students for responsible adulthood.

“FAITH, INTELLECT, AND CHARACTER”

We believe forming our students in these essential areas comprises a truly integrated and dynamic Catholic education. "Faith" in the JSerra context implies not only a belief in the existence of God but also a desire to know him, love him, and serve him by loving and serving others. While “intellect” refers in part to academic knowledge acquired in the classroom, it largely deals with growth in wisdom, that is, a mature understanding of one’s self and one’s responsibility to society. "Character" speaks to the moral compass we seek to develop within our students, centered on the cardinal virtues of fortitude, prudence, temperance, and justice.

“YOUNG MEN AND WOMEN”

Rather than use the term "children," we consciously refer to our students as young men and women as this better reflects our vision of them as "adults-in-the-making." This demonstration of respect for our students is an important aspect of our effort to form them to be responsible Christian citizens.

“CHRIST-CENTERED, SACRAMENT-BASED LEARNING ENVIRONMENT”

Our mission statement ends with this phrase to leave no doubt as to the source and essence of our school – Jesus Christ. We believe our weekly celebration of all-school Mass and opportunities for regular confession and adoration afford our entire school community untold graces. Precisely because of our catholic (i.e. universal) nature, we welcome students and families of all religious backgrounds who are seeking to deepen their faith.

Approval Process

FROM INITIAL DESIGN TO RECEIVING YOUR FINAL, PRINTED OR DIGITAL MATERIALS

All designs (e.g., print, promotional, team uniforms, apparel, printed collateral, etc.) that use the JSerra name and/or logo must be reviewed and approved by the Marketing Department. Faculty, staff, and students may create artwork or designs, however those designs should not be sent to the printer until they have been reviewed and approved.

SEND INITIAL DESIGN FOR REVIEW

- Email your design to the marketing department: **marketing@jserra.org**
- Allow at least three business days for the team to respond to your review request.

MARKETING STEPS

- Review the design to ensure it is using the correct JSerra fonts, colors, and logos, and that the overall aesthetic properly reflects and is aligned with our brand.
- Verify that any item being printed through a printer are setup with the proper pixel size, dimensions, etc., and that the entire design is within within the proper range for printing.
- Send a detailed communication about modifications that need to be made, if any.

REVISIONS

Occasionally items may need to be submitted for review a second, or even multiple times. In those cases, Marketing will follow the same steps as indicated above. Be sure to plan accordingly; you should allow up to two full weeks for the entire approval process, in case multiple rounds of revisions are required.

ONCE YOUR FILE IS PRINT-READY

- Once approved, materials that will be printed on a personal printer (at home or at school) are cleared to print.
- Materials that will be sent out to a printer will be submitted by Marketing for production.
    - Specifications for **quantity**, **size**, **in-hand date**, etc. should be included in your request, as well as your **project ID code** and **cost center**.

Requesters will be notified when materials are shipped or delivered to JSerra, or when the items are ready for pickup. If the requester does not wish to be billed for shipping, they will need to pick up the order or arrange to have it picked up.

Please do NOT print or circulate any materials without approval. This includes via online channels (e.g., web sites, social media, etc.).

COLORS

JSERRA'S OFFICIAL COLOR PALLETTE

Colors are an important part of identifying the brand. A color callout (or swatch) is what tells your computer monitor, mobile device, printer, or vendor who's designing your collateral, what colors to display or print. Correctly matching the JSerra colors is crucial to maintaining brand integrity. This process may require requesting PMS color matching from a supplier, which may add additional time and cost to the project. Be sure to factor this in when planning projects.

COLOR MATCHING

Color matching is NOT an easy process. It's best to leave that to the experts. On the last page of this document there is a link to download resources; it includes a "color callout" flyer, detailing all of our color codes, that you can share with your vendor(s).

JSerra's crimson is the same Pantone color as USC's red. JSerra's gold color, also known as "Vegas Gold" or "LV Gold," is the same Pantone color as University of Colorado's gold. Both colors can be challenging to match. Our goal is always to have colors match our designated Pantone shades as closely as possible. Informing vendors that our Pantone colors are the same as USC's red and University of Colorado's gold can be helpful. In addition, "Vegas Gold" is a general term that is used and understood by most printers and vendors.

CMYK (4C) and PMS Pantone

- 4C and PMS Pantone are for print.
- If you are using our logos for print and your budget allows for it, use "4C" (more properly known as "CMYK 4-Color Process"). It is the most accurate for print that involves photography.
- PMS colors, also known as "Spot" colors or "Pantone Matching System" colors, are specific color formulas that will also reproduce accurately in print.
- Whatever it is that you are ordering (e.g., postcards, sweatshirts, etc.), make sure you talk to your vendor and ask whether the item will be done in 4C or PMS. Be sure to provide them with the callout flyer so they know how to set their printer.

RGB and HEX

- RGB and HEX are for web.
- RGB applies to the world of computers, TV screens, and mobile devices.
- HEX is for web design.



Colors

PRIMARY

The primary color palette of JSerra Catholic High School consists of crimson, gold, and black.

Colors look different based on different screens. lighting, media, printers, materials, etc. Your vendor should be able to do a color match based on the specifications provided here.

If needed, Marketing has physical chip samples available. Please visit the marketing office.



JSerra Crimson

Pantone: **PMS 201 C**
CMYK: **24 | 99 | 78 | 18**
RGB: **164 | 32 | 54**
HEX: **A42036**



JSerra Gold

Pantone: **PMS 4525 C**
CMYK: **24 | 23 | 56 | 0**
RGB: **198 | 183 | 132**
HEX: **C6B783**



JSerra Black

Pantone: **Pantone Black**
CMYK: **50 | 60 | 50 | 100**
RGB: **0 | 0 | 0**
HEX: **000000**

Colors

SECONDARY

The secondary color palette consists of white and specific shades of gray.



Dark Gray (75% Black)

HEX: **404040**



Mid Gray (50% Black)

HEX: **7F7F7F**



Light Gray (25% Black)

HEX: **BFBFBF**

White

HEX: **FFFFFF**

Colors

HOUSE SYSTEM COLORS

With the addition of JSerra's new House System, official colors, color codes, and swatches have been established for each House's official identifying color.



Alta House

CMYK: **3 | 13 | 91 | 0**
RGB: **249 | 213 | 46**
HEX: **F9D52E**



Carmel House

CMYK: **100 | 91 | 36 | 32**
RGB: **16 | 39 | 87**
HEX: **102757**



Monterey House

CMYK: **86 | 100 | 1 | 0**
RGB: **80 | 45 | 145**
HEX: **502D91**



Petra House

CMYK: **5 | 27 | 5 | 0**
RGB: **234 | 193 | 210**
HEX: **EAC1D2**



San Onofre House

CMYK: **50 | 12 | 2 | 0**
RGB: **118 | 186 | 226**
HEX: **76BAE2**



Ventura House

CMYK: **86 | 45 | 90 | 55**
RGB: **15 | 65 | 37**
HEX: **0F4125**

LOGOS

VISUAL BRAND IDENTITY

A logo is often the first visual impression someone has of JSerra, and it plays a vital role in conveying our identity with consistency and professionalism. Just like color matching, using the correct logo — in the correct format, size, and placement — is critical to maintaining brand integrity. Whether you're creating signage, apparel, digital assets, or printed collateral, using an approved version of the JSerra logo helps ensure we present a unified and recognizable brand.

Only official logos should be used, and they should never be altered, stretched, recolored, or layered over busy backgrounds. If you need help determining which logo file is best for your project, don't guess — ask. On the last page of this document, you'll find a link to download our full suite of approved logos, along with guidelines for proper usage.

Using logos correctly may seem like a small detail, but when used consistently, they reinforce the strength, credibility, and reputation of the JSerra brand.



Logos

HIERARCHY & GUIDELINES

PRIMARY: JS Ligature
The JS ligature is JSerra's primary identifier.

- Departments, teams, clubs, and other groups will have specific variations of this logo provided by Marketing.
- Athletic uniforms should always use the JS ligature.
- The JS is no longer to be layered on top of the lion.

SECONDARY: Lion Logo
The Lion logo is the secondary identifier.

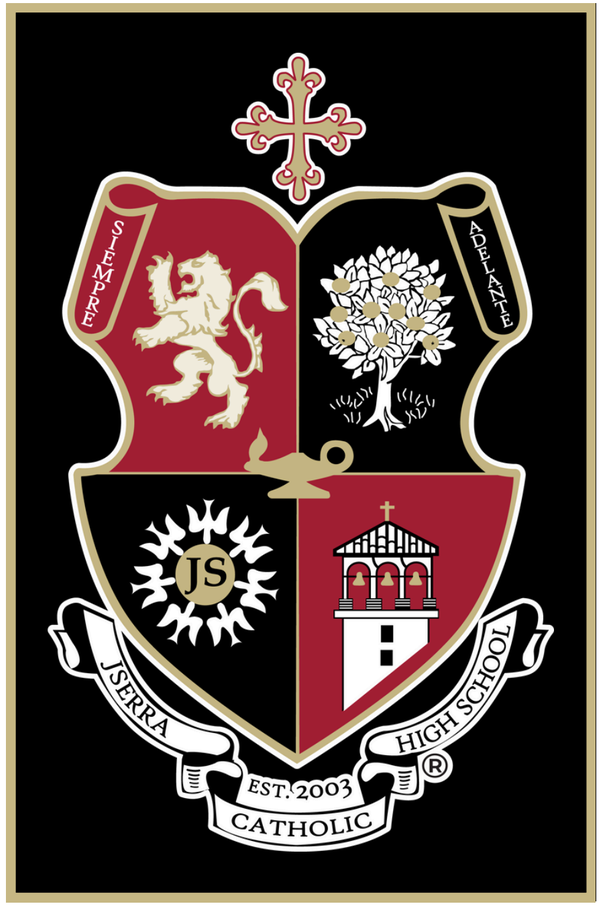
- The Lion logo will be used on official school communications and stationery such as letterhead and business cards.
- In addition to the standalone lion, this logo is used in three variations of wordmarks (see page 18).

OTHER: President's Seal
The traditional "crest" is now to be used only as the official seal of the President's Office.

- Other usage is limited and requires special approval.







JS Ligature

JSERRA'S PRIMARY IDENTIFIER

The JS ligature is the primary logo and identifier of the school. This must be used **with all graphic elements in place**, including the white cross in the "J." The white cross is also not to touch the inner edges of the "J."

Only the color variations shown here are approved for use.

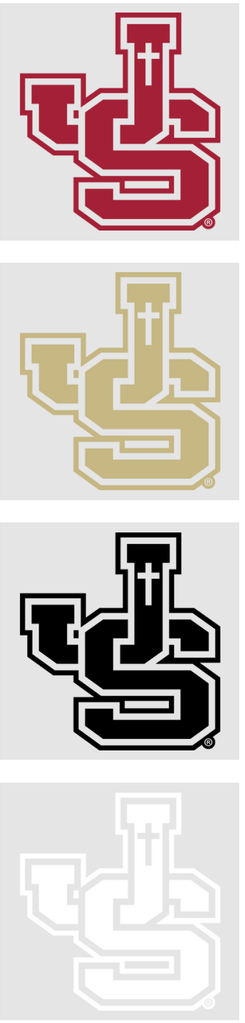
A white cross is always required. Exceptions are only made in 1-color designs.

COMMON USES:

- Athletics
- Clubs and activities
- Spirit wear
- Informal communications
- Uniforms



1-Color Approved Variations



NOTE: Gray backgrounds are for contrast only. They are not part of the logos.

Lion Logo 1

JSERRA'S SECONDARY IDENTIFIER

The Lion logo is the secondary identifier for the school. This replaces the old "lion head logo." This must be used **with all graphic elements in place.**

Only the black and white versions on this page are approved for use. No other color variations are approved for use for the Lion logo.

The lion head is not approved for use on its own without the red background circle, or without the white and black circular borders.

COMMON USES:

- Communications
- Business stationery
- Secondary athletic logo (must be approved)

White keyline stroke is always present around the entire black border of the logo.

The black and white circle borders and the crimson solid circle behind the lion may not be removed.



4-Color Logo

Black and White Approved Variations



NOTE: Gray backgrounds are for contrast only. They are not part of the logos.

Lion Logo 2

CIRCLE WORDMARK

The Lion logo with the school name in white Trajan Pro typography enclosed within a black outer circle is considered the “circle” version of a wordmark. This replaces the old “circle logo.” This must be used **with all graphic elements in place.**

Only the black and white versions on this page are approved for use. No other color variations are approved for use for the Lion logo.

COMMON USES:

- Communications
- Business stationery
- Other print items of a more formal nature

SPECIAL NOTE: If the circle wordmark (Lion Logo 2) is to be printed at less than 1-inch in diameter, use the lion head logo (Lion Logo 1) instead, or one of the other wordmark treatments (SEE ALSO: wordmark treatments on page 18).

White keyline stroke is always present around the entire black border of the logo.



4-Color Logo

Black and White Approved Variations

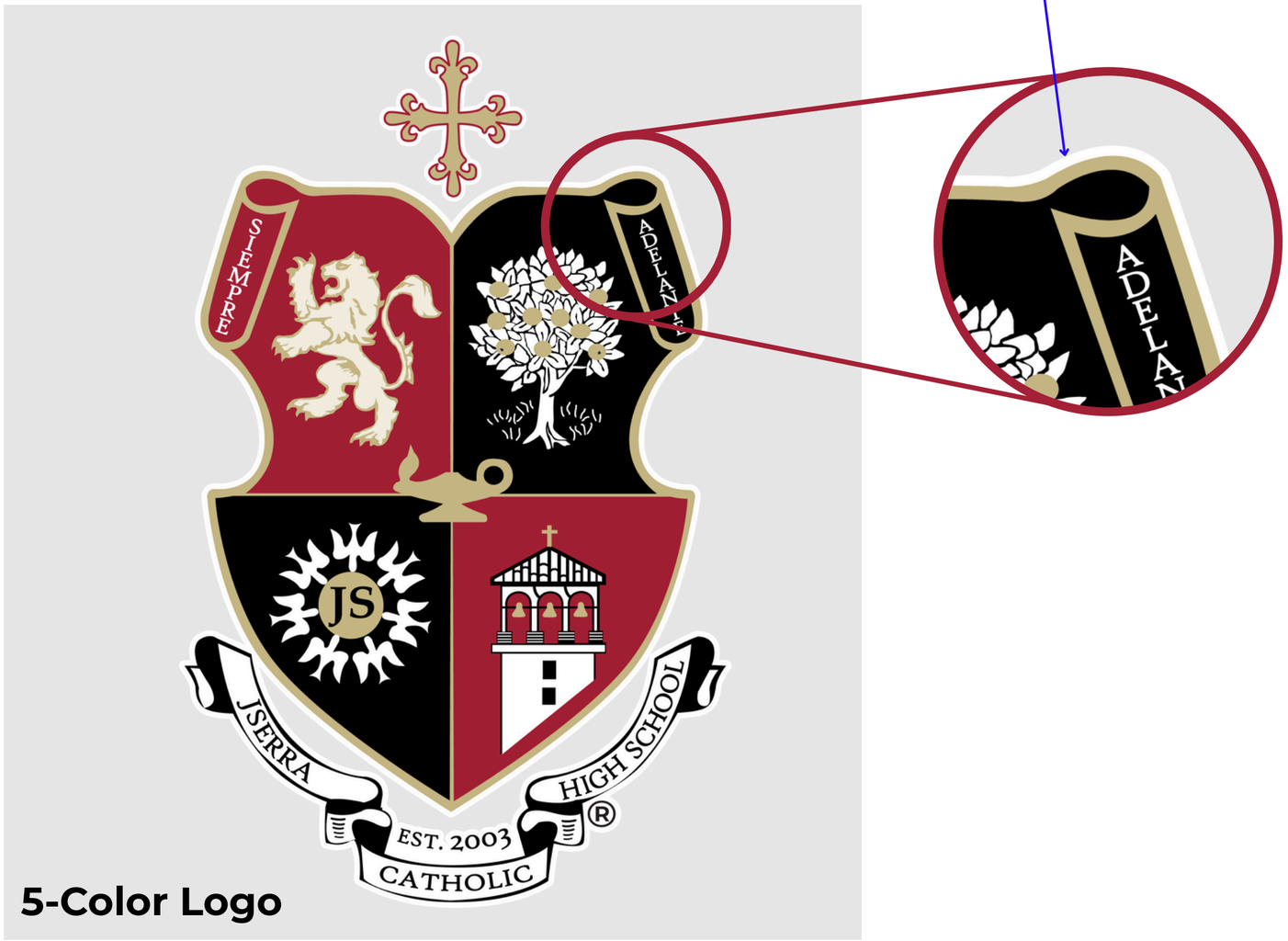


NOTE: Gray backgrounds are for contrast only. They are not part of the logos.

President's Seal

PREVIOUSLY "THE CREST"

Use of the President's Seal is limited to official documents and notifications from the Office of the President. It is not to be used with any identifying text above it, and the seal itself must stand alone. This must be used **with all graphic elements in place**. Graphic elements may NOT be pulled out and used as standalone elements or graphics, except in rare circumstances and as approved by the Leadership Team and Marketing. ***There are NO other approved color, grayscale, or black and white variations.***

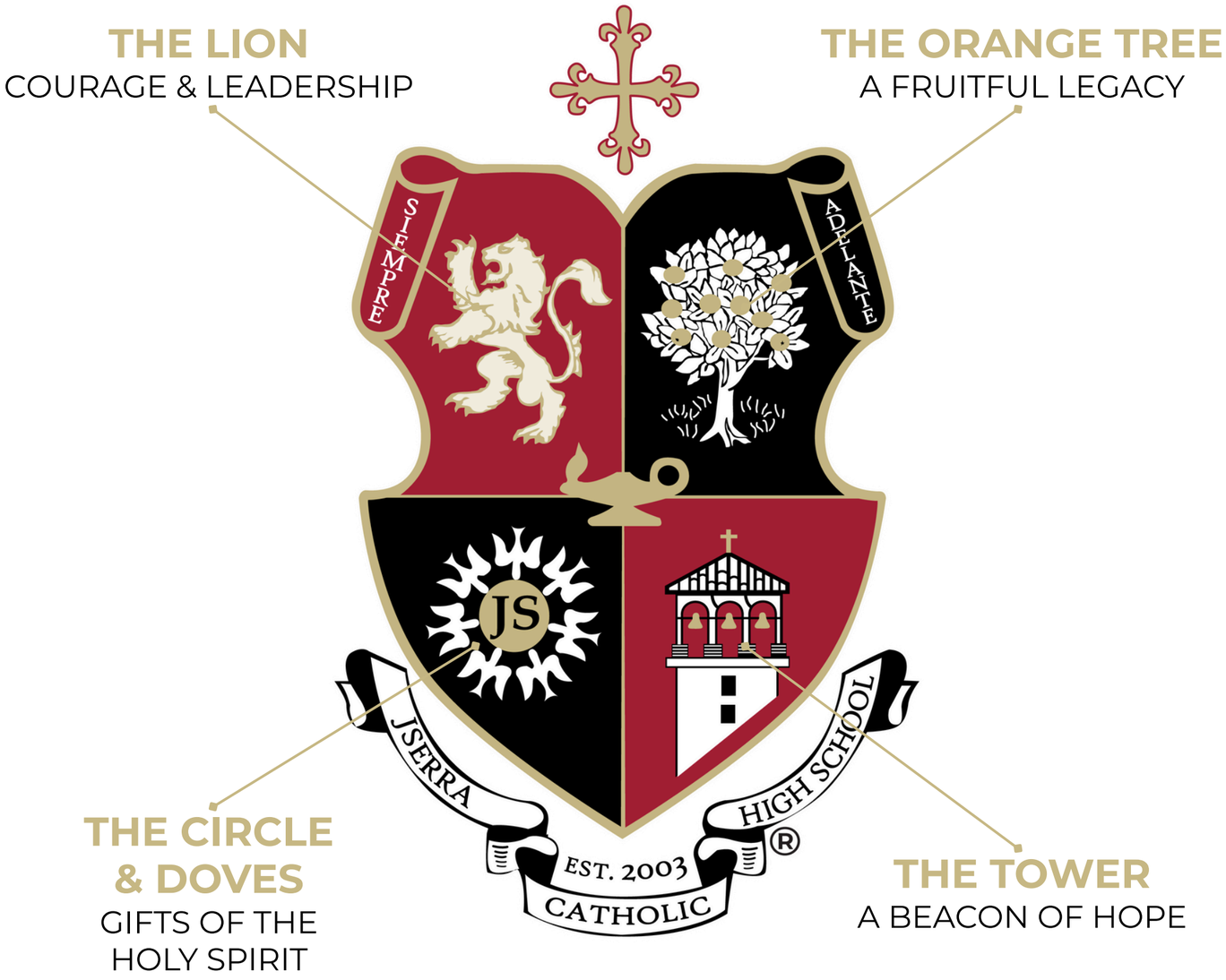


NOTE: Gray background is for contrast only. It is not part of the logo.

School Heraldry

MEANING BEHIND THE SYMBOLS IN THE PRESIDENT'S SEAL

The School Heraldry identifies the symbolism behind the four main elements, one in each quadrant of the shield, that make up the President's Seal.



Wordmarks

TYPOGRAPHY-BASED LOGOS

Approved representations of the JSerra name are displayed on this page, both with and without the Lion logo. “JSerra Catholic High School” is always in Trajan Pro font when used as a wordmark.

CIRCLE



Text-only wordmark:
1 Line

JSERRA CATHOLIC HIGH SCHOOL

STACKED



Text-only wordmark:
2 Lines

JSERRA
CATHOLIC HIGH SCHOOL

HORIZONTAL



Wordmark with logo and address:
For use on official documents such as checks. Address is to be in Montserrat.



26351 Junipero Serra Road | San Juan Capistrano, CA 92675

Proper Logo Usage

BRANDING DO'S AND DON'TS

Logos may never be modified. Recreation of logo files by your vendor is prohibited unless it is absolutely necessary and approved by Marketing. All approved logos are available in high resolution vector files to provide to your vendor. Here are some specific guidelines for logo usage:

- Nothing should be touching, behind, or in front of the logos unless given prior approval from Marketing.
- Individual elements of the logos cannot be extracted for use as stand-alone logos or graphics.
- Logo colors must not be changed in any way.
  - Approved color variations are available for download.
  - Grayscale versions are not approved.
- Logos must not be rotated, flipped, or reversed.
- Partial logos, cut-off logos, and transparent logos layered behind text and/or other graphics are prohibited.
- Logos must not be stretched or compressed in any way; they must retain their original aspect ratio.

DO NOT:



change the colors



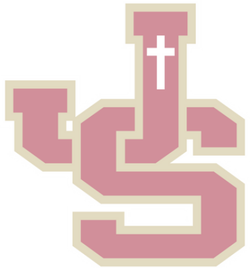
rotate logos



compress logos



crop or have logos bleed off-page



change tint or opacity



stretch logos

Applying Effects

DROP SHADOWS

Generally, the use of drop-shadows are discouraged. There may be situations in which applying a drop-shadow to an approved logo will enhance the overall look of the design. However, the keyline stroke already included as part of the logo design should generally negate the use of any need for a drop-shadow. The following guidelines should be used whenever applying a drop-shadow effect:

- Only drop-shadows may be used.
  - Bevels, embossing, glow, and other effects not listed here are not approved for use.
  - Effects that apply any kind of pattern or texture are not approved for use.
  - Keyline strokes (or “outlines”) are not necessary.
- Use sparingly; only if and when needed to set the logo apart from the background.

APPROVED DROP-SHADOW SETTINGS:

- Canva:
  - Blur amount = 45
  - Angle = 60
  - Distance = 40
  - Color = Black (#000000) or White (#FFFFFF)
  - Intensity = 50
- Photoshop:
  - Color = Black (RGB = 0) or White (RGB = 255)
  - Opacity = 70%
  - Angle = 130 degrees
  - Distance = 40 px
  - Spread = 0%
  - Size = 45 px

DO: use the approved drop-shadow settings on this page, if you have a need to add a drop shadow:



DON’T: use other unapproved effects without consulting Marketing:



DO NOT apply “glow” or other effects.



DO NOT add another keyline stroke



DO NOT add any other kind of shadow or mirror effect

FONTS

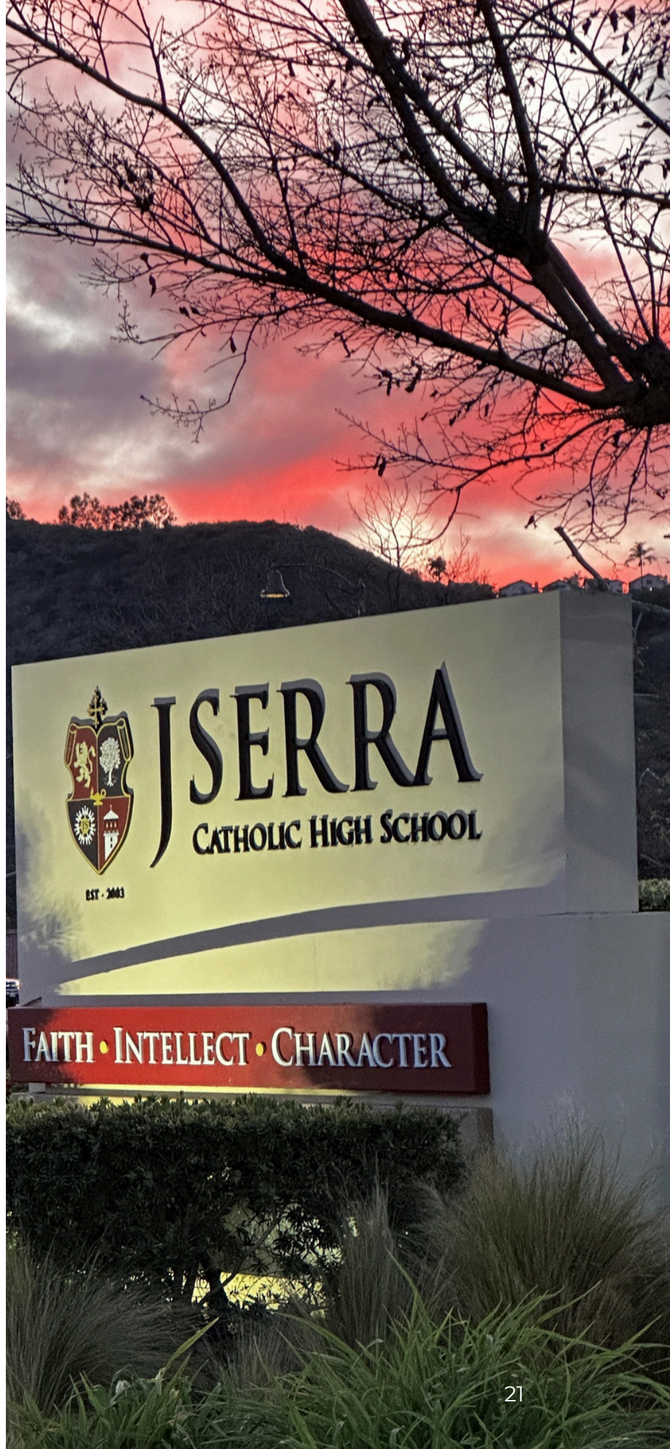
OFFICIAL BRAND TYPOGRAPHY

Typography is a subtle but powerful element of our visual identity. Using the correct fonts reinforces brand consistency and gives all JSerra materials — from flyers and brochures to digital ads and social media — a cohesive and professional look.

Our official fonts were chosen to reflect the strength, tradition, and academic excellence of JSerra. Just like color and logo usage, consistent font usage is essential. Avoid substituting with similar fonts, even if they appear close. The approved typefaces should be used exactly as outlined in our brand guidelines.

If you're creating materials in-house or working with a vendor, be sure to reference the downloadable resources on the last page of this document. You'll find font names, usage recommendations, and licensing information. In some cases, you may need to provide font files to your printer or designer — especially if they're don't have access to our brand fonts.

Maintaining typographic consistency reinforces the JSerra brand.



Standard Font

GENERAL USAGE

JSerra has two standard fonts approved for general use:

- Serif font: GEORGIA PRO
- Sans serif font: MONTSERRAT

These fonts are to be used for purposes such as:

- Publications - including (but not limited to) booklets, brochures, flyers, signs, programs, postcards, banners, handbooks, etc.
  - For headers, use Georgia Pro or Montserrat Black
  - For body text, use Montserrat or Georgia Pro
- Program names in program-specific logos
- Athletics (including but not limited to uniforms, equipment, apparel, and spirit wear)

Georgia Pro:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&+=()

The quick brown fox jumped over the lazy dog.

Montserrat:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&+=()

The quick brown fox jumped over the lazy dog.

Georgia Pro Font Family

ALL TYPOGRAPHY STYLES

Georgia Pro Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Georgia Pro Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Georgia Pro Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Font Family

ALL TYPOGRAPHY STYLES

Montserrat Black (not to be used as body text):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Extra Bold (not to be used as body text):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Semi Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Light (not to be used as body text):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Montserrat Extra Light (not to be used as body text):

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&+=()

Logo Font

LIMITED USAGE

JSerra's logo and wordmark font is TRAJAN PRO. Use of the Trajan Pro font is reserved for these specific purposes, as well as the school's full name "JSerra Catholic High School" when used on formal documents and communications such as letterhead, business cards, certificates, diplomas, invitations, etc.

Trajan Pro Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&+=()

Trajan Pro Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&+=()

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Additional Fonts

ATHLETIC USAGE

Additionally, the fonts ATHLETIC and SPORTS SCRIPT are approved for use in athletic applications, such as:

- Athletic uniforms, equipment, apparel, and spirit wear may use the ATHLETIC font.
- Uniforms, apparel, and spirit wear may also use the SPORTS SCRIPT font.

Athletic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%&+=()

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Sports Script:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&+=()

The quick brown fox jumped over the lazy dog.

Business Correspondence

FOR LETTERS AND EMAIL

In addition to Georgia Pro, Times New Roman, Arial and Calibri are approved to be used as body text in letters.

In addition to Georgia Pro, Times New Roman, Arial and Calibri, Aptos, Avenir Next LT Pro and Helvetica are approved to be used in email correspondence.

FONTS NOT SHOWN

Other fonts may be approved for special themes or events on a case-by-case basis. If you have questions about a font that is not listed, please contact the marketing department.

SANS SERIF FONTS

Aptos Regular

Aptos Bold

Arial Regular

Arial Bold

Avenir LT Next Pro Regular

Avenir LT Next Pro Bold

Calibri Regular

Calibri Bold

Helvetica Regular

Helvetica Bold

SERIF FONTS

Georgia Pro Regular

Georgia Pro Bold

Times New Roman Regular

Times New Roman Bold

BRAND APPLICATIONS

MATERIALS AND MEDIA

This section outlines how to apply brand elements consistently across various formats and platforms. From business cards and email signatures to apparel and co-branded materials, each application reinforces the identity and professionalism of our brand. Use these guidelines to ensure a cohesive and polished presentation in every context.

IN THIS SECTION:

- Stationery - Letterhead, Envelopes, and Business Cards
- Email Signatures
- Trademarks
- Co-branding
- Use of Photographic Images
- Logo Apparel
- Promotional Items and Print



Stationery

LETTERHEAD & ENVELOPES

Formal school communication for all programs, departments, and offices should always appear on school letterhead. Samples of the following items appear to the right:

- Letterhead
- #10 Envelope
- Business Card

Electronic/digital letterhead is available for download.



Stationery

BUSINESS CARDS & NAME BADGES

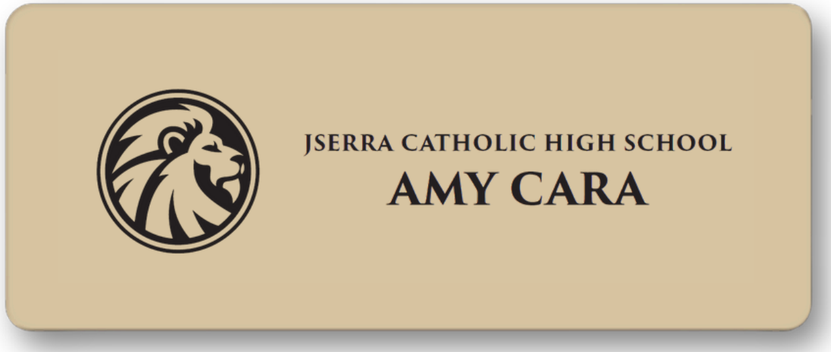
Business cards and name tags may be ordered by emailing **Maggie DeLain**. Cost and quantity for business cards may vary.



Business card front



Business card back

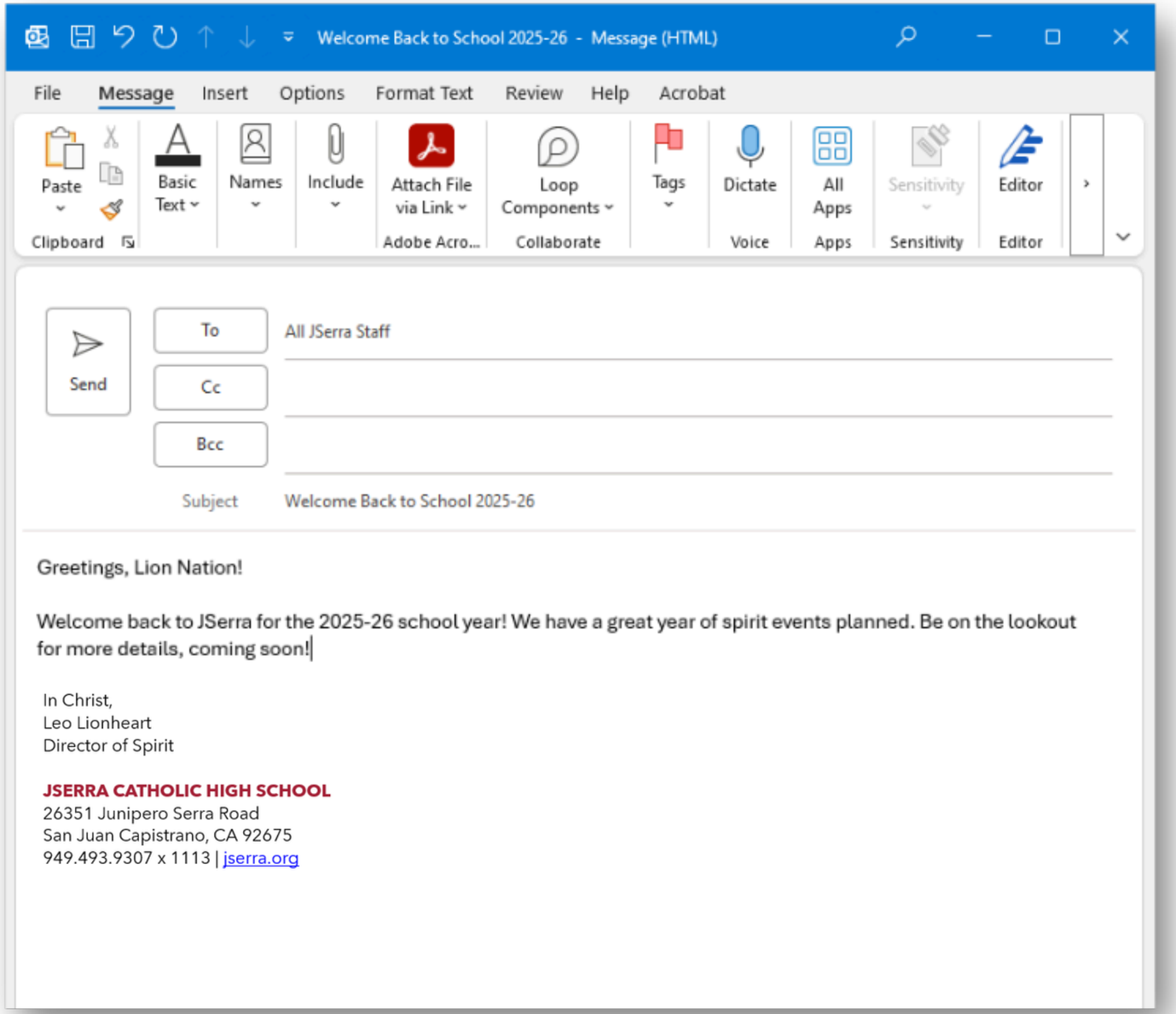


Name Badge

Email Signatures

EMAIL SIGNATURES

- All brand guidelines apply to email communication.
- Please do not use any email “stationary” (e.g., background color or graphics).
- See fonts approved for email communications on page 27.
- Follow the example on the right for your official school email signature in Microsoft Outlook. **All email signatures are to be match exactly to this sample for the sake of consistency.** You will find the template and instructions for updating your email signature in the downloadable resources on page 38. If you need help updating your signature to look like this example, please contact Marketing.
- Formatting:
  - Font: Avenir Next LT Pro
  - Size: 10 pt
  - School name:
    - HEX color code: A42036
    - All caps
    - Bold









Photos & Images

USING PHOTOS AND IMAGES IN DESIGNS

Images of Students
We are not to post or publish photos of students with any of the following:

- Masks on faces or chins (we are not to publish any photos of students in masks going forward)
- Tongues out of mouth
- Duck face
- Gang signals / hand signs (in formal photos this means no hand signals whatsoever; for informal photos, only thumbs up, hang loose, and the peace sign are allowed)
- Dress code violations (skirt length, boys with excessively long hair or earrings, girls with piercings, Mass Day photos with shirts untucked, etc.)
- No visible midriff or bellybuttons
- Angry or aggressive faces or postures in posed photos

Athletic Images
Certain uniforms may be appropriate for training, workouts, and game play but may not be used in marketing images that are taken ***outside of the workout area.*** This includes senior spotlights (i.e., guidebooks, posters, signage, social media posts, etc.). Items to consider may include:

- Wrestling singlets
- Bathing suits
- Volleyball uniforms
- Track shorts
- Cheer shorts
- Etc.

NOTE: Saint Pope John Paul II spoke about immodesty as a display of the human body out of context. For this reason, an image of a wrestler in a wrestling singlet may be approved for placement in the Pavilion to celebrate their senior season, but not for use in a social media post. Regardless of context, approved images should keep modesty at the fore.

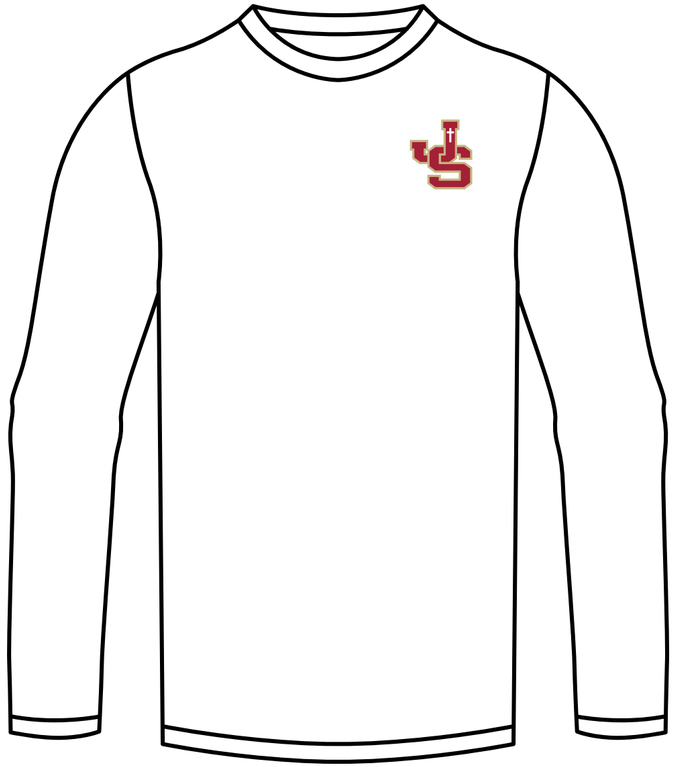
When in doubt, reach out to marketing@jserra.org.

Logo’d Apparel

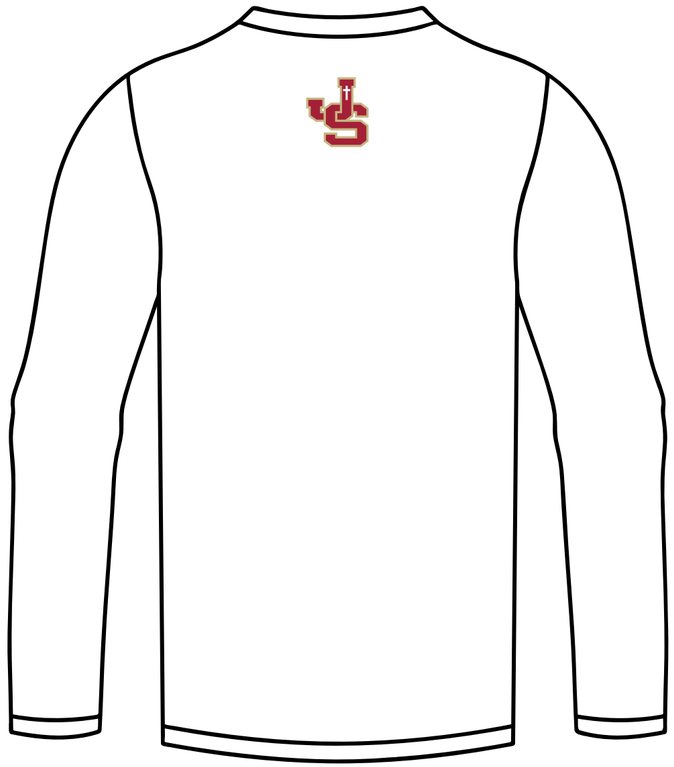
GENERAL GUIDELINES

The following guidelines should be adhered to when ordering any form of logo or JSerra branded apparel, including uniforms, team/club polos, shirts, and sweatshirts, practice wear, and spirit wear.

- A JSerra logo must be visible on at least one piece of the team/group uniform.
- See page 37 for guidelines when using a custom program logo.
- School logos may not be altered in any way.
- Images, such as sport-, club-, or group-specific graphics, are not allowed to be placed in front, behind, or touching a school logo.
- Use the terms “Crimson” and “Vegas Gold” when selecting apparel fabric or embroidery.
- White is an approved accent color on a garment, or for home uniforms for athletic teams.
- Approved apparel colors:
  - White
  - Crimson
  - Gold
  - Black
  - Gray
  - Pink (October / Breast Cancer Awareness Month)
  - Camo (Athletics / honoring military)



FRONT



BACK

All apparel must receive approval from the marketing department prior to ordering. For any desired exceptions to above standards, check with the marketing department prior to the design process.

Team Uniforms

TEAMS, CLUBS, AND GROUPS

Uniforms include any item(s) worn, carried, etc., by students and/or student-athletes when representing JSerra during practice or competition. Some examples include:

- Warm-ups (tops and bottoms)
- Travel gear (i.e., polos, quarter-zips, jackets, sweatshirts, etc.)
- Bags (i.e., computer or athletic, notebooks, etc.)
- Competition gear (i.e., helmets, etc.)
- Competition / game uniforms (tops and bottoms)

NOTE: From time to time, the administration may approve JSerra-branded team / club / group apparel to be worn with or in place of the standard school uniform. Approved items typically include collared shirts, jackets, or quarter-zips. Spirit wear is not considered approved for school use. For questions, contact Zach Eckert or Denise Pascoe.







Spirit Wear

APPAREL FOR EVERYONE



The term “spirit wear” includes, but is not limited to:

- T-shirts
- Hoodies, pull-overs, etc.
- Non-uniform jerseys
- Hats (ball caps and beanies)

The intent of spirit wear is to promote school spirit at games, competitions, and, from time to time, during school-sanctioned events . In addition to the standard guidelines regarding logos, spirit wear may display approved stand alone text and event-specific logos. If the spirit wear stand alone text with the JSerra logo, see page 37 for how to use approved text in conjunction with a logo.

NOTE: New logos / elements may not be created to replace the school logo.

SPIRIT WEAR THROUGH BSN

JSerra has partnered with BSN to provide parents and clubs with the option to purchase custom spirit wear through a single provider, guaranteeing consistency in look, quality, and branding. This is also referred to as the “JSerra Lions Team Store.” The link to the store is on our website homepage, in the drop-down menu under “The Den.” It can also be found here:

https://sideline.bsnsports.com/schools/california/sanjuancapistrano/jserra-catholic-high-school

ADDITIONAL APPROVED FAN GEAR VENDORS

The Shirt Cannery
Julie Marshall, Owner
25270 Marguerite Parkway Suite E
Mission Viejo, CA 92692
949.768.4102
orders@theshirtcannery.com

Fantasy Designs
23136 Arroyo Vista
Rancho Santa Margarita, CA 92688
949.635.9591
https://www.fantasydesigns.net/
fdesordees@gmail.com

Newport Knits
Branded Sweaters for Ladies
https://www.newportknits.com/
https://www.newportknits.com/products/j-serra-cotton
https://www.newportknits.com/products/jserra-white-sweater

Promotional Items & Print

GUIDELINES FOR PHYSICAL ITEMS AND PRINTED COLLATERAL

PROMOTIONAL ITEMS

There are times when promotional or specialty items may be ordered to be printed with one or more of the JSerra logos. To ensure that the imprint is aligned with the JSerra standards, a vector file (.AI, .EPS, .PDF) should be sent to the vendor, who should follow all custom program logo guidelines as detailed on page 37.

Color combinations for logos are restricted to those detailed on pages 12-15.



PRINT ITEMS

Whenever using a JSerra logo or producing branded printed materials, the approved school colors must be adhered to during the production process.

Microsoft Office Applications

Special RGB color combinations have been created for using the logo in Microsoft Office applications. The logos for these programs are in either .PNG or .JPEG format. They are only to be used when shown on a digital screen or when printing on an inkjet or laser printer. To create additional elements in your design (e.g., borders, backgrounds, fonts, etc.) that match the official JSerra colors, type in the RGB or HEX values for each color in the color palette of your program (see page 8). Black and white logos, if available are only approved when the entire document is a single color printed document.

Printed Materials

For commercially printed materials such as brochures, presentation folders, or other collateral, please provide the vendor with an approved CMYK logo in vector format. DO NOT SEND .PNG OR .JPEG logos to commercial printers.

Standard Print Sizes for Most Commonly-Used Collateral

Postcards:

- 4X6-inch (portrait)
- 6x4-inch (landscape)
- 5x7-inch (portrait)
- 7x5-inch (landscape)

Flyers:

- 8.5x11-inch (portrait)
- 11x8.5-inch (landscape)

Posters for Campus:

- 11x17-inch (portrait)

Logo Application

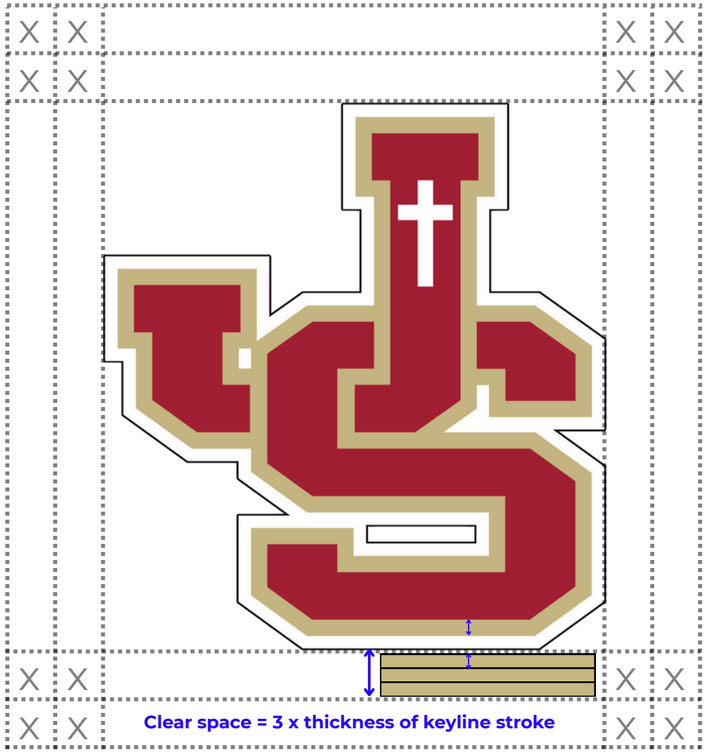
APPAREL, PROMO ITEMS, ETC.

General Guidelines

- Always use the JS ligature logo
  - If you have a specific reason you'd like to use the lion logo or the circle wordmark, please contact Marketing for approval.
- Your department/club/group name will appear beneath the logo (NOT above).
  - Marketing can provide you with a vector file that already has your club or group name incorporated.
- Identifying text should be in black or white:
  - Athletic and Club teams: use Athletics font
  - All others: use Montserrat font
- For left chest position on polos, logo should be no smaller than 2 inches wide, and no bigger than 3 inches wide.
- There should not be any text or art running through or touching the logo.
- Always seek approval from Marketing for apparel and promotional items ***prior*** to placing an order with a vendor.

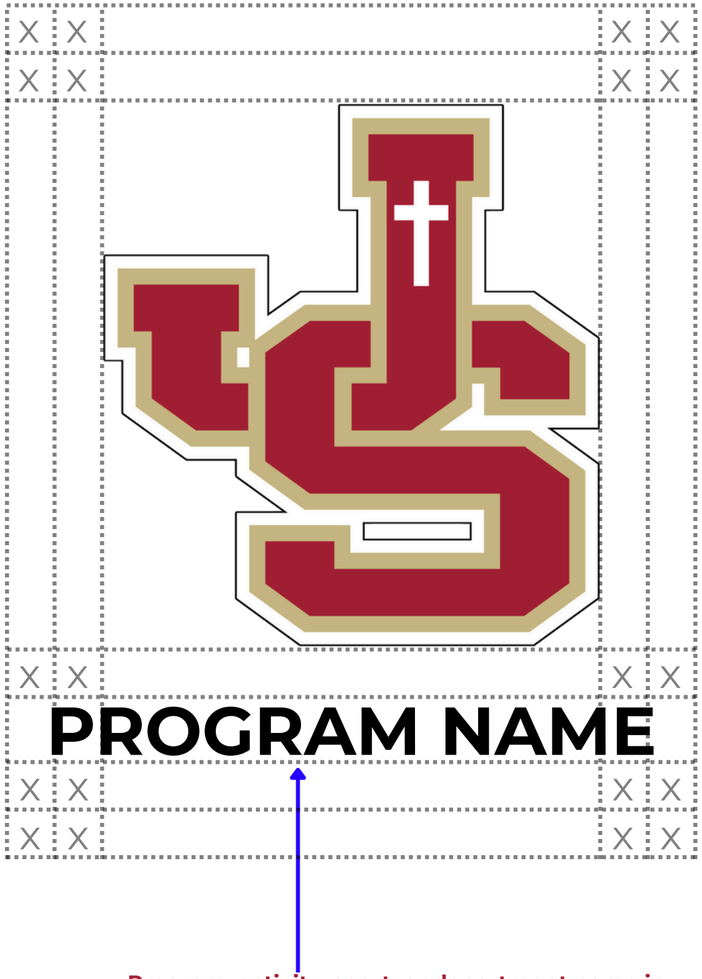
Approved Embroidery Thread Colors:

- Crimson PMS 201C:
  - STANDARD: Madeira Rayon 1038
  - METALLIC (optional): Madeira 4215
  - BSN: "Victory Cardinal" PMS 202/Hollyhock Red 9006
- Gold PMS 4525C:
  - STANDARD: Madeira Rayon 1260
  - METALLIC (optional): Madeira 4002
  - BSN: Victory Vegas Gold" PMS 4515/Glow 5534





Dark background version.



Program, activity, sport, or department name in Montserrat or Athletic font, in black or white.

IMPORTANT NOTE: The black keyline stroke present in the examples above is to show where the white keyline is; it is NOT part of the logo graphic and is not approved for use.

Additional Resources

MATERIALS AND INFORMATION FOR FURTHER REFERENCE

1 COMMUNICATION STANDARDS GUIDE

Alphabetical listing of JSerra standards for all communications. Please refer to the most recent edition of the Associated Press (AP) Stylebook for general style. Any exceptions to AP style and general “rules of thumb” that are commonly used when writing are noted in our Communications Standards Guide.

2 SOCIAL MEDIA STANDARDS GUIDE

Detailed guidelines and instructions for all JSerra social media accounts. Includes how to establish a new social media account, how to choose and optimize content, voice and monitoring. Covers specifics for Facebook, Instagram, X, and YouTube.

3 INTERNAL POLICY FOR PUBLIC RELATIONS PROCESS

Information on press releases, media pitches, media advisories, and more.

Download the Resources

CLICK OR SCAN THE QR CODE BELOW