



BRIARCREST CHRISTIAN SCHOOL

BRAND LOGO STANDARDS



Dear Coaches and Vendors,

Attached is the newly updated Briarcrest Christian School logo and brand standards reference guidebook. You will find every approved logo and font, as well as the Pantone colors that are approved for use at Briarcrest. We have also included a page with examples of the logo used improperly for your reference.

We will be mailing one of these guidebooks to every approved vendor that is on the approved Briarcrest vendor list for their use as well. All vendors should continue to send a proof to me at enrooks@briarcrest.com for obtain approval for uniforms, printed pieces, signage or any other logoed item that has a Briarcrest logo or has any representation of Briarcrest printed on it. By doing this, we are ensuring that Briarcrest is being represented in the proper manner and within all of our brand guidelines.

If you have any further questions about the logo or school branding, please contact me at (901) 765-4657 or enrooks@briarcrest.com.

A handwritten signature in black ink, reading "Beth Rooks". The signature is fluid and cursive, with the first name "Beth" and last name "Rooks" clearly distinguishable.

Beth Rooks
Director of Marketing
Briarcrest Christian School

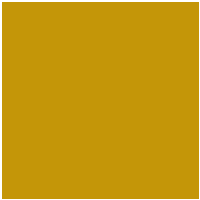
ACADEMIC LOGO
BRAND STANDARDS





ACADEMIC COLOR USAGE

Official school colors are 357 Green and 125 Gold. Secondary color options are 465 Tan, Black and Gray.

PRIMARY COLORS	PREFERRED BRIARCREST GREEN PANTONE 357 C 	4 COLOR PROCESS BRIARCREST GREEN C80 M0 Y100 K56 
	PREFERRED BRIARCREST GOLD PANTONE 125 C 	4 COLOR PROCESS BRIARCREST GOLD C0 M26 Y100 K26 

SECONDARY COLORS	PREFERRED BRIARCREST TAN PANTONE 465 C 	4 COLOR PROCESS BRIARCREST TAN C12 M22 Y43 K0 
	BRIARCREST BLACK PANTONE PROCESS BLACK 	BRIARCREST GRAY PANTONE PROCESS BLACK (50%) 



ACADEMIC FONT USAGE

Our recommended fonts are Trajan Pro (an all caps serif font) and Avenir (a sans serif font). Both can be used for headlines but Trajan Pro Bold is preferred when possible for advertising and marketing pieces.

TRAJAN

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

AVENIR

AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



ACADEMIC LOGO USAGE

There are both vertical and horizontal versions of the logo.
Whichever is most appropriate for the space should be used.

4 - C O L O R P R O C E S S

VERTICAL

HORIZONTAL



BRIARCREST
CHRISTIAN SCHOOL



BRIARCREST
CHRISTIAN SCHOOL

R E V E R S E

VERTICAL

HORIZONTAL



BRIARCREST
CHRISTIAN SCHOOL



BRIARCREST
CHRISTIAN SCHOOL



ACADEMIC LOGO USAGE

2 - C O L O R

The 2-color logo is produced in PMS 350 Green (not 357)
+ Black to best match the 4-color process version of the logo

VERTICAL

HORIZONTAL



BRIARCREST
CHRISTIAN SCHOOL



BRIARCREST
CHRISTIAN SCHOOL

G R E Y S C A L E

VERTICAL

HORIZONTAL



BRIARCREST
CHRISTIAN SCHOOL



BRIARCREST
CHRISTIAN SCHOOL

ATHLETIC LOGO
BRAND STANDARDS





ATHLETIC LOGO COLOR USAGE

Official school colors are 357 Green and 125 Gold.

PRIMARY COLORS

BRIARCREST
ATHLETIC GREEN
PANTONE 350 C



4 COLOR PROCESS
ATHLETIC GREEN
C79 M0 Y100 K75



BRIARCREST
ATHLETIC GOLD
PANTONE 125 C



4 COLOR PROCESS
ATHLETIC GOLD
C0 M26 Y100 K26





ATHLETIC FONT USAGE

Our recommended athletic font is Aachen. Both all upper case and upper and lower case can be used.

AACHEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SAMPLE USAGE

Saints

BCS

**BRIARCREST
SAINTS**

BRIARCREST

**Saints
BASKETBALL**

SAINTS

SAINTS

SAINTS

15

15



ATHLETIC LOGO / OVAL B USAGE

SCHOOL ATHLETIC LOGO

This logo is to be used for official school athletic teams and booster clubs.

1 - COLOR

Logo may be reproduced in 350 Green or White



BCS_Ath_1C_357Green



BCS_Ath_1C_White
(SHOWN OVER GREEN)

2 - COLOR (WHEN OVER WHITE)



BCS_Ath_2C_Fill



BCS_Ath_2C_FillGreenBorder



BCS_Ath_2C_GreenGoldBorder

3 - COLOR (WHEN OVER A BACKGROUND COLOR)



BCS_Ath_2C_Fill



BCS_Ath_2C_FillGreenBorder



BCS_Ath_2C_GreenGoldBorder



ATHLETIC LOGO / OVAL B USAGE

SCHOOL ATHLETIC LOGO

This logo is to be used for official school athletic teams and booster clubs.

2 - COLOR (WHEN OVER A BACKGROUND COLOR)



BCS_Ath_1C_357GreenWhiteBorder



BCS_Ath_1C_357GreenWhiteFill



ATHLETIC LOGO / OVAL B USAGE

LOGO USAGE WITH COLOR

Examples of logos used on background colors



BCS_Ath_2C_Fill



BCS_Ath_1C_357Green



BCS_Ath_2C_FillGreenBorder



BCS_Ath_2C_GreenGoldBorder

LOGOS THAT MAY BE USED OVER WHITE



BCS_Ath_2C_Fill



BCS_Ath_1C_White



BCS_Ath_2C_FillGreenBorder



BCS_Ath_2C_GreenGoldBorder

LOGOS THAT MAY BE USED OVER GREEN



BCS_Ath_1C_357Green



BCS_Ath_1C_White



BCS_Ath_1C_357GreenWhiteBorder



BCS_Ath_1C_357GreenWhiteFill

LOGOS THAT MAY BE USED OVER GOLD



ATHLETIC LOGO / OVAL B USAGE

LOGO USAGE WITH COLOR

Examples of logos used on background colors



LOGOS THAT MAY BE USED OVER GREY



LOGOS THAT MAY BE USED OVER CHARCOAL



LOGOS THAT MAY BE USED OVER BLACK



ATHLETIC LOGO / OVAL B USAGE

LOGO USAGE WITH TYPE

Example of logos is to be used for official school athletic teams and booster clubs.

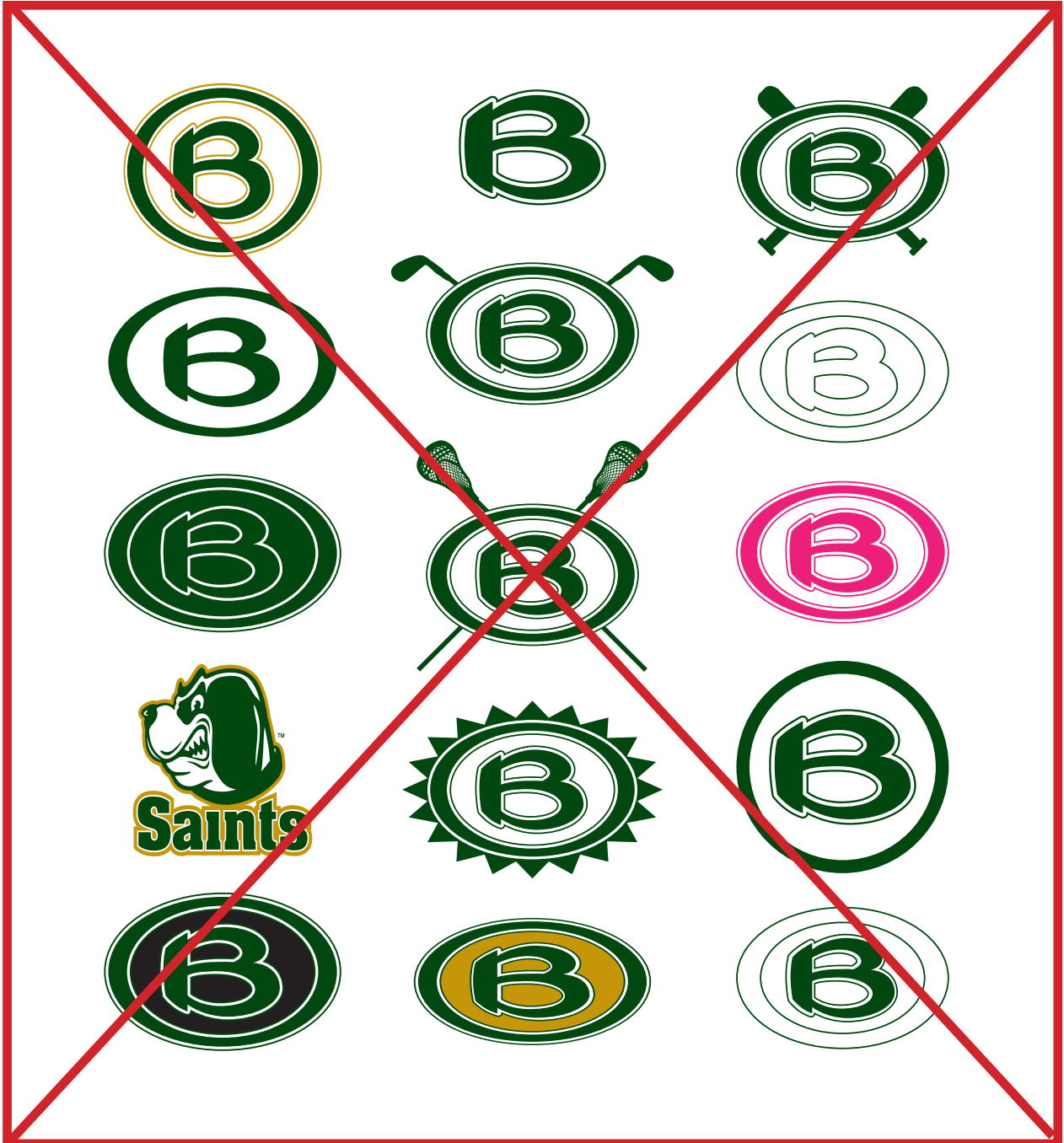




ATHLETIC LOGO / OVAL B USAGE

LOGO USAGE WITH COLOR

Examples of logos used incorrectly





ATHLETIC LOGO / ST. BERNARD USAGE

SCHOOL ATHLETIC ST. BERNARD LOGO

This logo is to be used for official school athletics, t-shirts and booster clubs.

1 - COLOR

Logo may be reproduced with or without type



2 - COLOR



OPTIONAL APPLICATIONS





ATHLETIC TEAM LOGOS

SCHOOL ATHLETIC ST. BERNARD LOGO

Athletic Team Applications

FALL SPORTS (Soccer listed under Spring Sports).



WINTER SPORTS



SPRING SPORTS

