

JUNIPERO
SERRA
HIGH SCHOOL

Brand Identity Visual Standards

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Dear Serra Community,

On the following pages, you will find updated and expanded brand visual standards developed to support our school's many outstanding communications programs and assets with a unified, visual voice.

The ongoing success of the Serra brand depends on the consistent and frequent use of key brand and identity elements. When used effectively, these elements will produce a powerful and lasting impression in the minds of our audience. Research shows that a visual identity—used consistently over time—paves the way to instant recognition and an enhanced image of integrity.

A strong brand also provides inclusion among the "choice set" of schools from which students and parents select high schools. Getting inside that choice set is more important than ever—our long-term success depends on it. Serra has many competitors. Our visual and written identity must reinforce our institutional identity. Consistency increases the value of our school's identity. By following these standards, we will build consistency and protect our most valuable brand asset—Serra High School.

With continued collaboration and focus on our brand, we can ensure Serra's enduring and distinctive reputation long into the future with a coordinated visual style that communicates our core values and strengths to our valued community of supporters.

Sincerely,



Mike Fadelli '88
President
Junípero Serra High School

A brand identity is essentially a set of authentic and relevant beliefs to be accurately communicated. The Serra brand must engage, inform and create an internal dialogue to align the school community behind our positive and compelling brand values.

A significant aspect of the Serra brand, the image of Saint Junípero Serra, has a spiritual quality that taps into deeper emotional levels where identity and brand overlap. The challenge is to integrate these design connections within the internal and external Serra community across a full range of online, social media and print experiences.

This refreshed style guide has evolved and expanded to become a cohesive and comprehensive scope of brand and identity assets. Its purpose is to ensure appropriate and strategic use of the school brand identity by all school entities. Used properly, a fully organized and functional set of guidelines communicates a consistent and unifying message for the large volume of annual marketing and enrollment campaigns, alumni messaging, informational publications, documents, athletics, merchandising and business communications that originate from the school. The ongoing success of the Serra brand identity depends on the cooperation and active support of everyone involved in the development, creation and execution of branded materials, including vendor and supplier resources. This style guide contains a comprehensive description of our brand and identity assets and their appropriate and approved use.

Each area of the school has different graphic communications needs, and this style guide provides appropriate standards for everyone involved. It includes examples of commonly used assets; approved colors, fonts, logos, and marks; examples of inappropriate use; and information about accessing the logos and marks. The brand standards are managed by our Marketing Communications Team.

The Serra primary logo, the singular visual symbol by which Serra High School is identified, is formed by connecting the wordmark to the Saint Serra Block S. The new primary logo, an evolved version of the legacy school logo, is approved for use in all business communications, marketing materials and merchandising opportunities.

The historical significance of Saint Junípero Serra as a compassionate missionary who exhibited patience, humility and perseverence in his life's work remains a key visual aspect of our primary logo. The Saint Junípero Serra illustration has been subtly adjusted to reproduce more accurately at smaller sizes and in various formats. The addition of a walking staff to his left hand reflects the historically accurate depiction of Saint Serra as he traveled on foot throughout California in his lifelong quest to spread the Catholic vision of spiritual guidance. The staff reinforces and exemplifies Saint Serra's courageous motto, *Siempre Adelante, Always Forward* as the new Serra tagline.

The primary logo may not be connected to, or paired with, any other artwork, photograph or typography to create a new design. This logo may not be reproduced in any other color combination other than what is specified on page 5 of this style guide.

Portrait Primary Logo

Landscape Primary Logo

A specific amount of "clear space" is required in all applications of the primary logo whether it's print, online, merchandising or clothing. This is to ensure that the logo is properly staged with a defined and clear margin of space around it on all four sides so it is viewed without distraction from any nearby typographic or visual elements. The border stroke width is always proportionally one-third of the fill stroke width.

CLEAR SPACE

No other graphic or typographic element may encroach within the width of the Block S as defined by the arrows. This is indicated by the dashed lines on all four sides.



The primary logo color use is restricted to the primary palette colors of Serra Blue (PMS 287) and Serra Gold (PMS 124) plus black and white if applicable. The following examples show the ONLY authorized logo and background color combinations for the logo in print, digital, clothing and promotional applications. The border stroke width is always proportionally one-third of the fill stroke width.

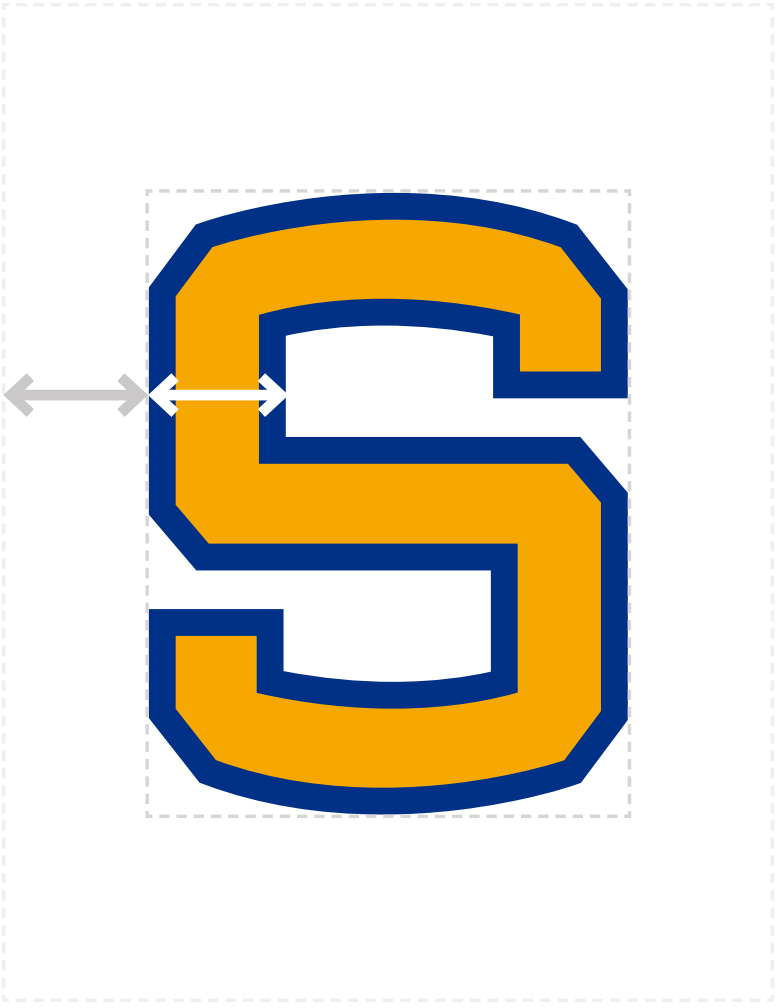
White Background	White Background	124 Yellow Background	124 Yellow Background
			
287 Blue Background	Cool Gray 11 Background	Cool Gray 11 Background	Black Background
			

The school's legacy Block S, redesigned in a more contemporary, robust and powerful image, is the foundation design element identifier. A brand extension of the Serra primary logo, the Block S supports and reinforces the Serra brand identity, yet also stands alone as a dynamic and visually compelling symbol. The border stroke width is always proportionally one-third of the fill stroke width.

The Serra legacy Block S has been part of the school identity since its founding in 1944. This stand-alone Block S symbol is the school's alternate logo, a dynamic and visually compelling symbol. The Block S logo can be used by any school department or entity in any identity application or communication in which the audience and community is already highly familiar with the school's primary logo, or when reducing the size of the primary logo will obscure the Saint Serra illustration.

CLEAR SPACE

No other graphic or typographic element may encroach within the width of the Block S as defined by the arrows. This is indicated by the dashed lines on all four sides.



The Block S alternate logo is restricted to the primary palette colors of Serra Blue (PMS 287) and Serra Gold (PMS 124) plus black and white if applicable. The following examples show the ONLY authorized logo and background color combinations for the logo in print, digital, clothing and promotional applications.

White Background



White Background



124 Yellow Background



124 Yellow Background



287 Blue Background



287 Blue Background



Cool Gray 11 Background



Cool Gray 11 Background



Black Background



Black Background



Words or names can be connected to both the primary and alternate logo to create an individual identity for a specific department, club or school organization.

Any title descriptor must always be in the Mohave Bold type font to be approved and recognized as an integral part of the larger brand identity family. The words appearing below the logo must adhere to brand guidelines with respect to typeface, color palette and readability. The point size for the words SERRA and PADRES on the top line should ALWAYS be equal to one-third of the primary logo width and then tracked to justify left and right sides of the logo. Longer words that position on the top line or second line need to be sized and tracked for readability. The Block S logo is approved for use on sports team uniforms, athletic gear, coaching apparel, school store merchandise and other officially approved items produced by sanctioned groups within the Serra community. Any internal school club, athletics team, alumni or booster organization or other affiliated group needing a title locked up to the Block S is required to have the new sub-logo approved by the Marketing Communications Team and the file set-up by the creative manager.













An alternative design style for the Mohave brand font is to create a curving "arc" baseline for the typography that follows the subtle top curve of the Serra Block S.

This curve shape has a classic collegiate/athletic look and feel. Working from the approved Serra brand palette, the colors of the letterform fill and border stroke can be adjusted to coordinate visually with the background color of the fabric.



The Junípero Serra High School wordmark is the approved typographic identifier by which the school name is presented; therefore, it should always appear in the exact format as shown below. This wordmark, paired with the Saint Serra Block S, forms the Serra primary logo

The approved wordmark configuration is composed of three stacked lines of type. The alternate version is the single-line configuration, which may be used depending on the specific page design or space available. The specified wordmark type font is Mohave Bold, which is not authorized for use in any supporting display or text type in any communications. The Serra wordmark is used for identity purposes on academic materials, school publications and other promotional materials as determined by the Marketing Communications Team. The wordmark may not be overprinted, bordered, changed proportionally, connected with unapproved images or otherwise altered in any way. Its authorized color usage is indicated on page 13 of the style guide. The single-line configuration may be used with or without "A Catholic College Preparatory" below it. The JSHS line is tracked at 150%. The type font for "A Catholic Preparatory" is Avenir Roman tracked at 220%.

Important Typography Rule: When utilizing our official brand font, MOHAVE BOLD, in any design or software application, please note that typing a standard uppercase "E" will automatically generate a stylized letter with an off-center middle crossbar. As an academic institution, our official brand standard requires a perfectly centered, traditional capital "E." To achieve this correct alignment, you must hold down the SHIFT key while typing the letter E (SHIFT + E). Please visually inspect all finalized text assets to ensure compliance with this centered layout before publishing.

Stacked Configuration

CLEAR SPACE
No other graphic or typographic element may encroach within the vertical width of the Mohave Bold cap "S" as defined by the arrows. This is indicated by the dashed lines on all four sides.



One-Line Configuration (May be used with or without "A Catholic College Preparatory")

JUNIPERO SERRA HIGH SCHOOL
A CATHOLIC COLLEGE PREPARATORY

The Serra wordmark color use is restricted to the primary palette colors on page 13 of these guidelines. The following examples show the only authorized color combinations to be used for the wordmark in any print, digital and promotional merchandising applications.

White background



White background



Cool Gray 11 background



287 Serra Blue background



287 Serra Blue background



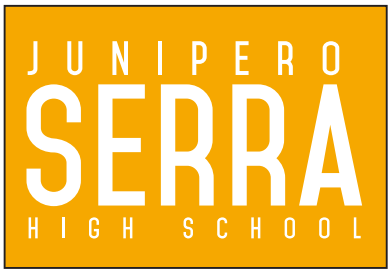
Cool Gray 11 background



124 Serra Gold background



124 Serra Gold background



Black background



The Junípero Serra High School seal, the historical emblem of the school, was created when the school was founded in 1944. The artwork was designed by faculty members to incorporate the traditional and meaningful attributes of the legacy of Saint Junípero Serra. The seal was modified in 1998 to create a cleaner, sharper version of the seal while maintaining its original design. The new seal featured a two-color design with the circular motto banner in gold and the remainder of the design in royal blue. In addition, the *San Mateo, California* banner beneath the seal was removed in order to make Junípero Serra High School foremost in the design. In 2002, the seal was modified again to bring the *San Mateo, California* banner back. The seal is designated for use only on official documents, prestigious gifts and specific ceremonial items such as commencement diplomas and certificates.

The seal may not be used on letterheads, general publications, or marketing communications, either printed or online, unless approved by the Marketing Communications Team. When reproduced in color, the seal should always appear in Serra Blue (PMS 287) only or Serra Blue (PMS 287) with Serra Gold (PMS 124) if printed in two colors. Black is acceptable if color printing is unavailable. When using a black-and-white application of the seal, it must be printed as a solid black on a white field, never reversed. At no time should it have other graphic devices, colors, and/or shapes added to it, and any manipulation or alteration to the seal is strictly prohibited. The seal should be used at a size no smaller than 1-1/4" in diameter to prevent the details from filling in. A clear zone of 1/4" must always be maintained around the seal. No text or graphics may appear in the clear zone. If the seal is to be foiled, embossed or reversed on a dark background, please contact the Marketing Communications Team for guidance and approvals.

Design Elements of Our Seal

At the center of the seal is the shield, or coat of arms, containing the three historical elements of the school's original identity: the mission tower, symbolizing the church's foundation on the missions that were established to spread Christianity throughout California; an open Bible that symbolizes the learning and sharing of the Catholic faith; and the cross—the core of all Christian symbols and a symbol of the school's commitment to Catholic values and traditions. The cross, with the hands together, is the universal symbol of the Franciscan order, of which Saint Junípero Serra is a member. This symbol is also on the coat of arms of the Archdiocese of San Francisco. Note: In the original seal, the hand on the left represents Christ's nail wound and the hand on the right represents Saint Francis' stigmata wound. Circling the shield are the Latin words, "Etiamsi in via moriar non revertar," which translates as, "Even if I die along the way, I will not turn back." This was in reference to Saint Junípero Serra's motto, *Siempre Adelante, Always Forward,* a strong expression of his profound commitment and dauntless will. The crosses used to separate the outermost, circular text of Junípero Serra High School emphasize our faith and heritage as a Catholic school.



1944 Seal



Two Color

Black



Blue





Color use is as significant and important as the images, symbols and marks that define our visual identity. The refined Serra color palette contains integrated color solutions and definitions adaptable for a range of marketing, merchandising, web and related communications.

Serra's legacy color palette has been evolved to include both a primary palette and a secondary palette of colors. To maintain a uniform brand identity and fulfill the school's broader communications needs, we must all take great care when selecting appropriate colors for both print and online uses. From a specification standpoint, this system also provides accurate color guidance for suppliers and vendors who produce our commercial merchandise, clothing and print materials. These colors are approved for their proven versatility and consistent quality across multiple mediums.

Serra Blue (PMS 287) is a rich primary blue that conveys the deep, rich shades of the Pacific Ocean as well as the grace and dignity of spiritual wisdom and understanding. Serra Gold (PMS 124) celebrates the golden state of California from its fields of bright yellow poppies to its rich gold treasures of the Sierra Madres. A highly visible color, golden yellow represents knowledge, uplifting optimism and enlightenment that accurately reflect our Serra community.

PMS 286 Blue is an optional blue to use *only when necessary* to match the blue fabric on athletic uniforms. It is never to be used in the reproduction of any logos. PMS Cool Gray 11 can be used as a background color or for typographic options. Rich Black is the approved color specification for any print or digital application.

Primary Color Palette

PMS 287	PMS 124	PMS Cool Gray 11	Rich Black	PMS 286
C 100 M 69 Y 8 K 54	C 0 M 22 Y 83 K 0	C 44 M 34 Y 22 K 77	C 70 M 30 Y 30 K 100	C 100 M 75 Y 0 K 0
R 0 G 40 B 85	R 255 G 199 B 44	R 83 G 86 B 90	R 0 G 0 B 7	R 0 G 51 B 160
Hex #002855	Hex #ffc72c	Hex #535652	Hex #000007	Hex #0033a0

This secondary palette presents carefully designated colors to enhance and support the Serra primary color palette. These approved accent colors provide flexibility and range when additional colors are needed in coordination with the primary palette for publications, marketing collateral, and other school communications. The secondary color system is available to complement and support the main school colors and may not be used as a replacement for the primary palette. This comprehensive scope of color choices adds value and support for both print and digital applications throughout all of our school communications.

Special Note to Designers and Printers: The Serra color palette contains the color specifications for PMS spot color, CMYK values for process-color printing, and RGB and Hex values for online color matching. Please obtain and view a vendor color match/swatch in advance, when possible, for matching accuracy. When in doubt, please consult with the Marketing Communications Team regarding approved color use.

Thread Colors for Stitched Reproduction of Logos

The following are the approved thread color designations to be used in the reproduction of Serra Blue and Serra Gold for any Serra logos. If there are any questions or information needed regarding the production of the Serra brand logos as embroidered designs, please contact the creative manager.

Thread manufacturer: Madiera
No. 1166 Royal Blue
No. 1772 Gold

Secondary Color Palette

PMS 646	PMS 461	PMS Cool Gray 3	PMS Cool Gray 8	PMS Warm Gray 7
C 72 M 31 Y 3 K 12	C 2 M 2 Y 45 K 2	C 0 M 1 Y 0 K 43	C 3 M 3 Y 6 K 7	C 16 M 23 Y 23 K 44
R 94 G 138 B 180	R 233 G 223 B 151	R 161 G 161 B 164	R 215 G 210 B 203	R 150 G 140 B 131
Hex #5e8ab4	Hex #e9df97	Hex #888b8d	Hex #d7d2cb	Hex #968c83

When our Junípero Serra business card is presented to a prospective family, business colleague or social acquaintance, it not only furnishes valuable contact information but more important, it further communicates a positive and valuable extension of our new brand identity.

This small card, while seemingly archaic in a world of increasing digital communication, is an ideal reminder of the personal contact and face-to-face connection one makes in business meetings and social situations. Our business card aligns with the overall brand identity strategy and represents another of the many ways in which the Serra brand is further extended to a larger audience.

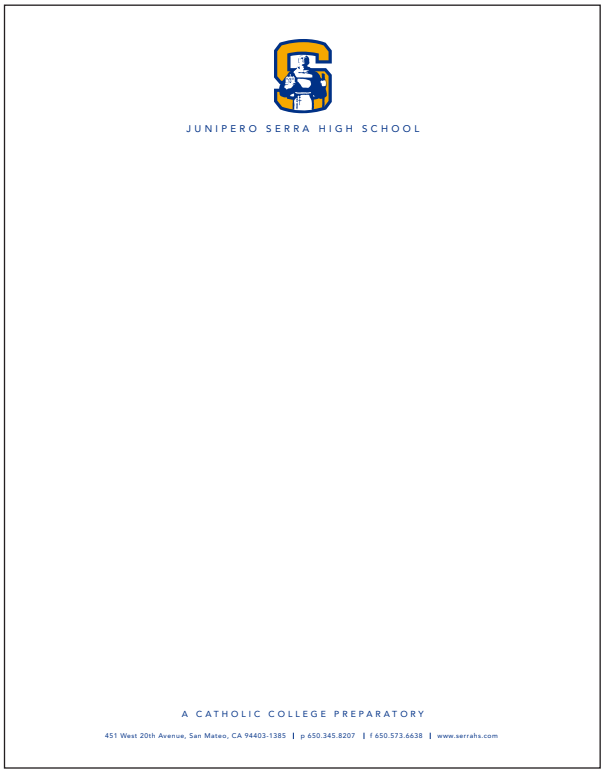
Business Card Front



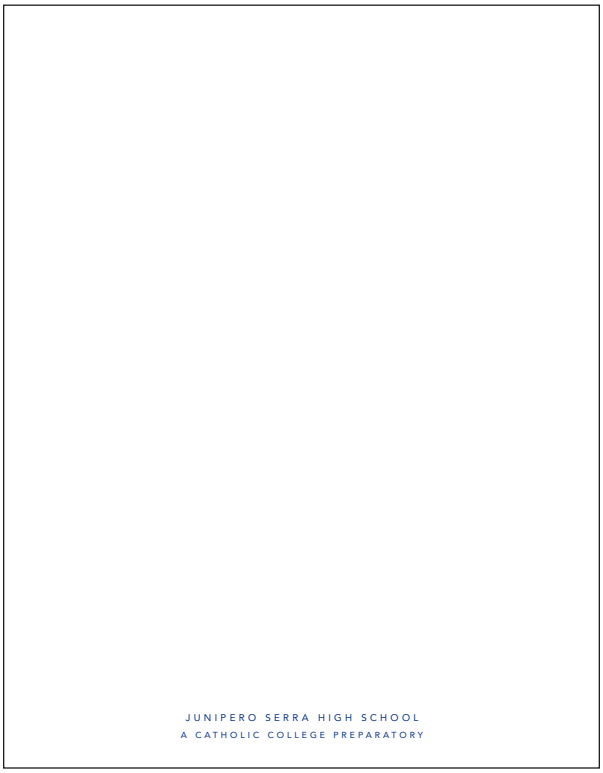
The school letterhead is another consistent visual identity component supporting the Junípero Serra High School brand for formal and informal school correspondence.

Our Serra letterhead is used for official school communications only and cannot be personalized or altered in any way. The letterhead is printed on specific paper stock approved by the school Marketing Communications Team and printed by an authorized vendor. Custom MS Word templates can be used for external or official school communication, but must be approved by the Marketing Communications Team to adhere to the identity standards program. Because office printers typically cannot reproduce the primary school colors accurately, they should not be used to print full-color letterhead.

Letterhead



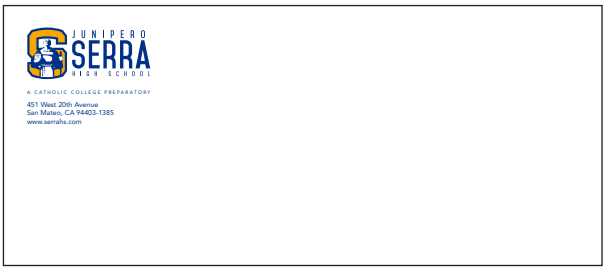
Second sheet



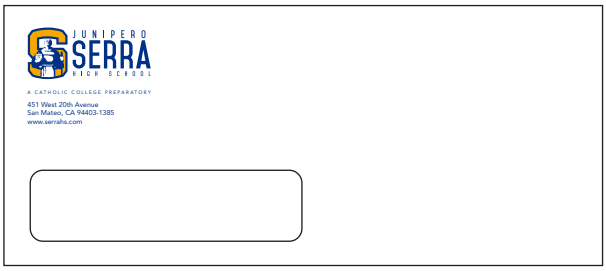
The matching standard-size envelopes below are available for school business use. If custom-size envelopes are required, the Marketing Communications Team will provide approved art files for vendor use.

It's important that any communications or materials mailed or delivered from the school be contained in an envelope that is appropriately branded following these guidelines. While seemingly insignificant, it is another opportunity for the Serra brand to be seen in the larger community and signifies our dedication to presenting a consistent and unified brand.

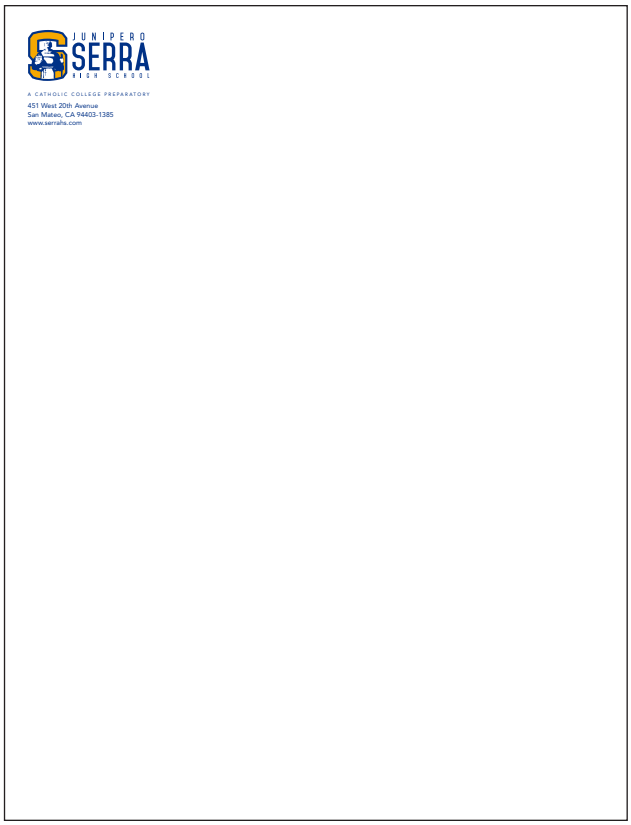
#10 Business envelope



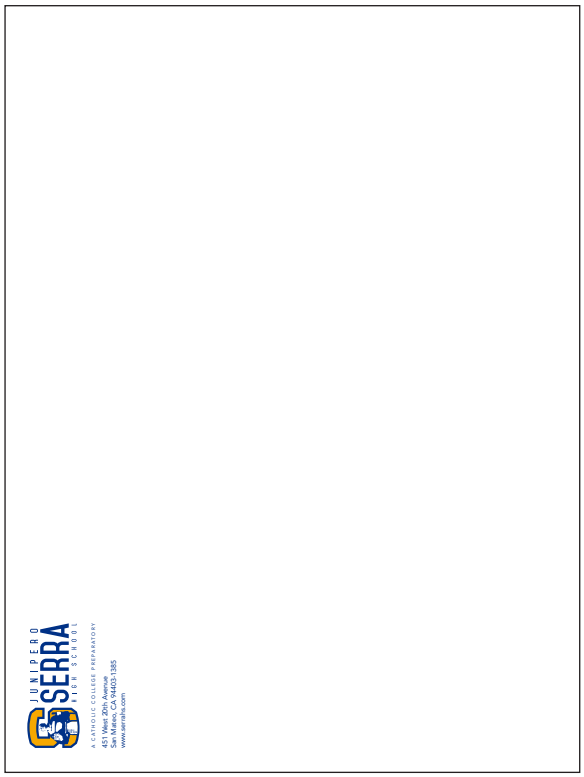
#10 Window envelope



10 x 13 Catalog envelope w/end flap



9 x 12 or 10 x 13 Booklet envelope w/side flap

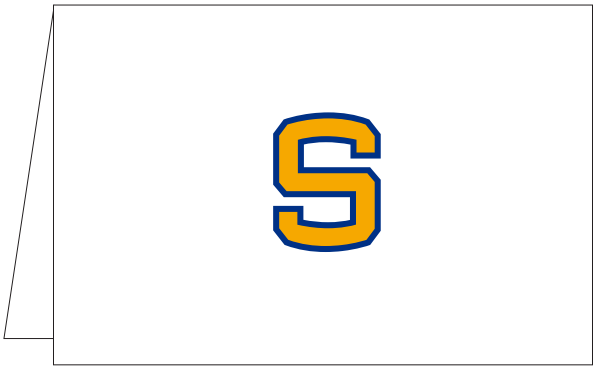


The following notecard designs are approved branded elements of the new stationery system. These notecards are ideal for thank you notes, personal correspondence or business use as needed on behalf of the school. The following six versions are available in A6 size, single-fold note cards 6.25 x 4.5 inches.

Primary logo / Serra blue and gold



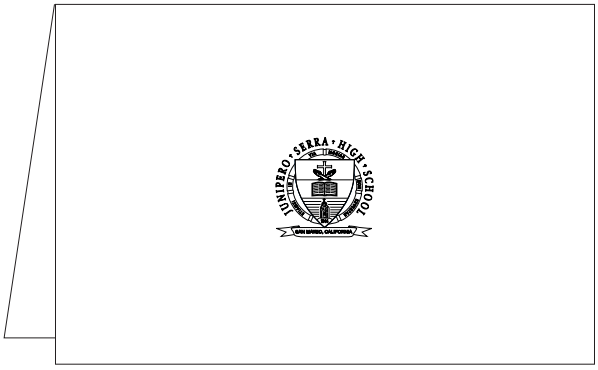
Block S Alternate logo / Serra blue and gold



Serra Tagline / Serra blue



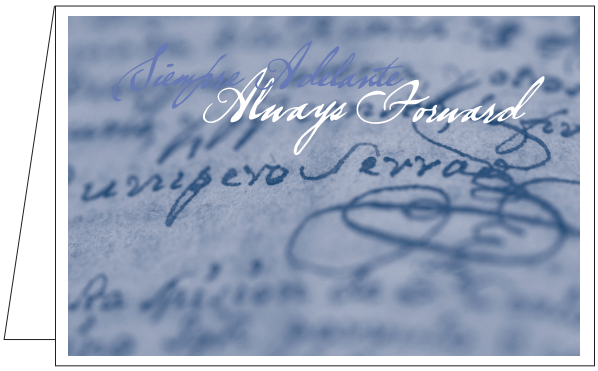
Legacy seal / blind-embossed



Saint Serra woodcut / gold duotone



Saint Serra signature / blue duotone



Photography is a significant visual aspect of the Serra High School brand identity and a key element to communicate powerful, emotional and lasting impressions of the Serra community in the minds of our internal and external audiences.

Through colorful and dramatic images that tell our story, photos complement and support the brand and identity of the school in many ways. Images should always reflect the strong and positive Serra attributes and values of educational excellence, leadership, intellectual curiosity, integrity, dignity, diversity and healthy lifestyles.

We always want to make sure that photos capture caught-in-the-moment visual opportunities. Photos should always depict a candid style and feel, showing the bonds of brotherhood reflected by student activities on and off campus. In the images of Serra students, strive to limit superfluous details and/or actions, making sure that any people or objects such as trees, wires and buildings behind the subjects will not be a distraction. Candid images capture the excitement of the moment, but can be ruined by inappropriate behavior or backgrounds you may not initially notice.

The school identity is also expressed through school colors, school apparrel and athletics uniforms that reflect the Serra brand. Backgrounds, lighting, composition and props are all part of composing a photo that clearly represents the school. Remember that a well-cropped photo, eliminating awkward and out-of-place background items, will enhance the photo narrative and emotional impact of the image. Decide what is the subject of your photo—a person, an emotion, an object—and concentrate on making that the focus.

Athletics action



Sports action provides a great opportunity to capture the drama and excitement of Serra athletes in competition.

Spiritual moments



Tell a compelling story by capturing quiet moments of spiritual contemplation or personal introspection on campus.

Events



Identifying and capturing special and unique events involve the viewer with the emotion and enthusiasm of the moment.

Community service



Photos of students involved in community service projects reveal the depth of the Serra student's commitment to helping others.

Brotherhood moments



Capturing compelling personal moments and conversations reveals the strong and lasting relationships among Serra students.

Classroom learning



Images of students working together in the classroom show the fundamental collaboration in a teaching environment.

DO NOT use a single color on photos



DO NOT use a severe percentage screen on photos



DO NOT overprint text that is illegible



DO NOT distort photos to create interest



DO NOT crop photos inappropriately



DO NOT reverse out text that is illegible



A consistent and uniform email signature supports and enhances the overall Junípero Serra High School brand by presenting staff contact information in a consistent visual configuration.

Our email signature is the simplest yet most widely disseminated communication tool we all use on a daily basis. While we create unique and clever signature information for personal email, it is critically important and a best-practices standard that all of the school's email correspondence follows a consistent, recognizable and acceptable format. A standardized signature ensures each staff member's contact information is presented in a clear and consistent format to all of our colleagues, families, business associates and the Serra community.

The following official email signature format is to be used for all employee signatures: Avenir Regular typeface, 8 pt. with 9 pt. leading, aligned left. The school logo and Facebook, Twitter, Instagram and LinkedIn icons are hosted on the school server. Contact the IT Department for formatting assistance to position as indicated.

Approved Email Signature Format

Your Name
Title
Department

Junípero Serra High School
451 West 20th Avenue
San Mateo, CA 94403
www.serrahs.com
Your phone (formatted as: 123.456.7890 x123)
Your cell (if applicable, formatted as: 123.456.7890)
Your email address





The following type fonts are approved for exclusive school identity use to provide a consistent and recognizable style in all communication formats, both print and digital.

Integral to Junípero Serra High School's brand identity standards, these two fonts reflect a contemporary expression that is typographically adaptable for a range of marketing and business communication uses and to fully integrate with the Serra school website.

The sans serif typeface family is Avenir, a geometric sans serif face containing semi-rounded letterform details to give the font a warm and humanist feel, yet its strong structure provides stability and seriousness when used in headlines or text. The Avenir family contains a number of weights, but each is designed for a different purpose. For example, the Light and Book weights are similar, but Book is most appropriate for text blocks while the Light is better for adding a contrasting element (perhaps a heading) to a heavier weight. These weight selections also allow for optimal results under varied printing conditions. Completely readable in both print and digital formats, Avenir reflects a contemporary communication style while complementing the visual elements of the Serra identity.

The serif typeface family is Whitney, a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. A paragraph set in Whitney will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Whitney perfectly conveys the mood of a modern-day story, or an art essay. Technically, Whitney is optimized for screen appearance, and works equally well in print. It presents great charm, harmony and practicality when used for campaign communications, business materials and marketing collateral.

Abc

Avenir

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Book Oblique
Avenir Roman
Avenir Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

Abc

Whitney

Whitney Light
Whitney Light Italic
whitney light smallcaps
Whitney Book
Whitney Book Italic
whitney book small caps
Whitney Medium
Whitney Medium Italic
whitney medium small caps
Whitney Bold
Whitney Bold Italic
whitney bold smallcaps
Whitney Black
Whitney Black Italic
whitney black small caps

Our school tagline and slogan are purposeful and engaging expressions of the Serra brand promise that symbolizes our school's commitment to an exemplary education and spiritual focus.

Always Forward, Siempre Adelante - The School Tagline

Always Forward, Siempre Adelante is an inspiring, positive phrase that is a key messaging element of the identity system and exemplifies the ideals of Saint Serra that we use to direct our thoughts and behavior on a daily basis. It effectively communicates the real life example of Saint Junípero Serra's profound commitment and lasting courage to stay true to his vision and goals, forever moving forward on the path to complete his life's work.

The *Always Forward, Siempre Adelante* typographic art tagline is an approved brand identity visual element. This tagline art cannot be recreated as an individual art or design element using any other type font. It is available in various digital formats for reproduction from the creative manager for use in Serra publications, communications, promotional and gift items and branded spirit wear. This artwork cannot be altered in any way nor attached or connected to any other artwork or design. The two-word tagline cannot be separated and stacked or in any way deviate from the approved format below. Each version—English or Latin—can be used individually, or they can be used together. The tagline should always be reproduced in one of the colors on the primary or secondary color palette unless there are special circumstances or color restrictions. The screen percentage is 50% and may vary depending on the background tone. If you have any questions, please contact the Marketing Communications Team.



Once a Padre, Always a Padre - The School Slogan

Our school slogan is a natural, memorable and enduring phrase that creates an immediate emotional connection with our audience by revealing the proud essence of the Serra experience. It reinforces the identity of the school with immediate cognitive impact that reflects the shared legacy of our students—current and alumni—and their many future accomplishments.

With a wide range of social media venues available today, student and staff posts and documents have the potential to reach audiences far beyond the Serra campus. This translates into a greater level of responsibility and accountability for everyone concerned.

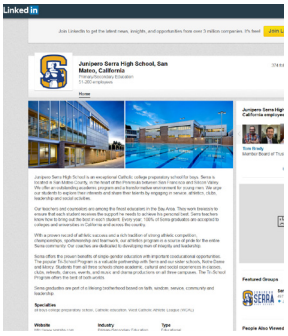
Serra's online presence is a reflection of what Serra offers as a college preparatory, and each post should be carefully crafted, free from grammatical errors and representative of the life of the school. Keep in mind that posts can be viewed by anyone, including prospective parents and students, current parents and students, alumni and the public. Special attention should be paid to making sure that posts are not limited to a specific part of the Serra community (e.g. athletics), but that they reflect the diversity of activities available to Serra students, parents and alumni. It is important to make sure that all information that is shared or linked is credited to its original author.

Serra currently has official accounts with Facebook, Instagram, Twitter, LinkedIn and YouTube. All official Serra social media accounts should be updated on a regular basis, providing fresh content and engaging posts that resonate with the intended audience. Contact the Marketing Communications Team for guidance and assistance.

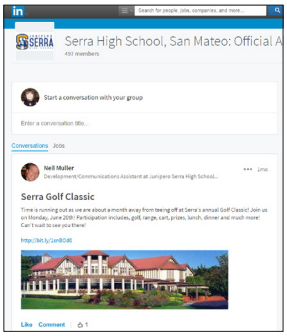
Serra Web Site



LinkedinSerra



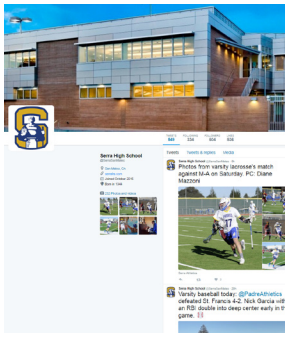
Linkedin Alumni



Facebook



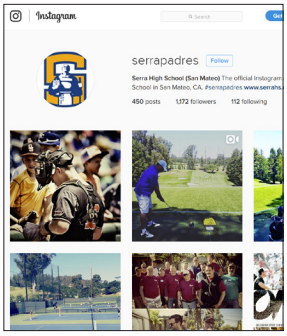
X (formerly Twitter)



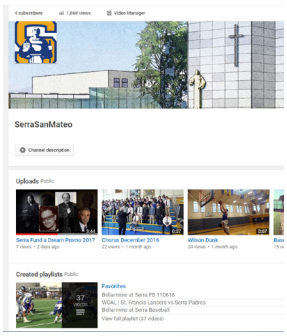
Athletics X (formerly Twitter)



Instagram



YouTube



While the standards in this style guide apply to the vast majority of campus publications and materials, communication methods are constantly changing and special circumstances or new concepts may call for exceptions or flexibility. Exceptions should be rare, but might include accommodation of sponsors or contractual partners, one-off creative concepts, reference items for faculty/staff (or smaller internal audiences), items with images and design symbols, or formal invitations following external protocols.

Although this style guide was developed to be as comprehensive as possible, questions will arise. When a unique brand or identity situation arises, please contact the Marketing Communications Team, and we will work with you to develop an appropriate strategic approach and design solution and help with providing approvals, resources, and answers to any questions not specifically outlined in these guidelines.

This manual is available online, where updates will be published as finalized. The web address is: serrahs.com/styleguide.

Aimee Lewis Strain
Communications Manager
650.345-8207 ext. 6192
astrain@serrahs.com

In the same way the Serra High School visual identity adds value to and enhances our communications, our brand voice is also a valuable asset when communicating to our internal audience, alumni, prospective students and parents, and the Serra community.

The words we choose can evoke loyalty, inspire admiration, create impact and play a vital part in representing our brand and making it memorable. Our writing style conveys more than the various messages that we communicate to the school community and market to prospective families. It's also important to offer a strong sense of who we are and what we stand for as a Catholic-based educational institution. This style, together with our other identity assets, is essential in supporting and enhancing the Serra brand.

Whether a project is intended for an internal or external audience—community outreach, marketing collateral or alumni communications—the writing style can help reinforce the Serra heritage and strengthen relationships. Before you write, start with the big picture. Successful messaging requires careful planning and efficient execution followed by measured results. Always keep the audience's point of view in mind. Headlines and subheads should capture attention and convey your essential message succinctly and descriptively. The body copy supports and expands on your message with all necessary details.

We have included valuable information from the *Associated Press Stylebook* to help guide you in developing content and information for your intended audience. We believe a consistent and appropriate application of sound writing principles will enhance the brand voice of Serra's communications in all print, digital, and social media formats.

WHAT IS AP STYLE?

- Commonly-accepted journalistic standards for usage, spelling, grammar and punctuation
- The gold standard style guide for most U.S. newspapers, magazines, TV broadcast news and public relations firms

WHY AP STYLE?

- Accurate
- Clear
- Neutral (non-offensive)

CAPITALIZATION

- Capitalize and spell out formal titles such as chairman, president, principal etc. when they precede a name, but use lowercase if the title follows a name or stands by itself.

  Principal Barry Thornton, Ed.D.
  Lars Lund, the president of Serra High School, watched the choir performance.
  The principal of Serra High School was spotted on the sidelines at the football game.
- DO NOT capitalize student board or board of trustees or other widely used internal elements of an organization unless used as part of the formal title (see organizations and institutions in AP Style Guide).
- DO NOT capitalize a.m. and p.m. Always use figures with them. Do not use spaces in the abbreviations.

  9:35 a.m., 11 a.m. to 1 p.m., noon, midnight
- DO NOT capitalize academic degrees when spelled out, or names of classes.

  bachelor of arts degree
  master's degree
  junior
  freshman class

- DO NOT capitalize the seasons.

  winter
  spring
  summer
  fall

- DO NOT capitalize prepositions, conjunctions, or articles in titles of books, etc., except when they begin the title. Bands are capitalized, but not contained in quotes.

  The Man Who Came to Dinner
  For Whom the Bell Tolls
  The Beatles

CAPTIONS

Use a period if the caption is a full sentence. Do not if it is just identifying a person or group.

Mayor Stan Jacobs approves plans for the new building.
The Tri-School Chorus

COMMAS

- Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

  The girl bought a poster of Paul, John, Ringo and George.

- Exception to the rule: use a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction, or if there is a complex series of phrases.

  The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure training, and whether they have the proper mental attitude.

DATES

- Always use numerals without st, nd, rd or th in dates.
- When writing about events, use months and dates.

  April 30 and June 5

- When referring to a month, day and year, set off year with commas.

  August 20, 1964, was her birthday.

DECADES

- 1970s (not 1970's)
- '70s (not 70's)

GRADES/CLASSES

- The freshman class (not freshmen) led the school in raffle sales.
- There are 200 freshmen this year.
- The junior class is hosting the event.

MASS

Mass is always capitalized. It is celebrated, not said.

MOST IMPORTANT, MORE IMPORTANT

It is never "most importantly" or "more importantly." The correct phrases are "most important" and "more important." They are often, if not always, shortened versions of what's most important or more important than that.

NUMERALS

- Use figures for all numbers above nine; spell out all numbers under 10. Note, however, the exceptions below:

  Use figures for ages, sums of money, time of day, percentages, house numerals, years, days of month, degrees of temperature, proportions, votes, scores, speeds, time of races, dimensions and serial numbers.

  Spell out numbers, no matter how large, when they begin sentences; rephrase the sentence if long numbers are awkward. Exception: When starting a sentence with a year, do not write it out:

  1999 was a very good year.

  Use figures for ordinal numbers above ninth; spell out ordinals under 10th.

  Ninth
  10th
  21st century
- Use 21 million instead of 21,000,000. Also: $39 million, $22.5 billion. Don't carry beyond two decimals.
- Avoid unnecessary ciphers. Use $1, not $1.00; 1 p.m., not 1:00 p.m.
- DO NOT use Roman numerals except when they are part of a title or a name.

  World War I
  World War II
  King Henry VIII
  Rocco Colabella III
- Fractions standing alone are spelled out.

  One-fourth of the students
- Insert commas with four or more figures, except in dates.

  $5,900
  1,576 skateboards
  1990
  2015

PERCENTAGES

Spell out the word "percent."

About 50 percent of the school parents turned in their forms.
Sixty percent was from California.

PUNCTUATION

The purpose of punctuation is to clarify meaning.

- Put the period inside brackets or parentheses when a complete sentence is enclosed in the brackets or parentheses.
- When the parenthetical expression forms only a part of the sentence, put the period outside the bracket or parenthesis.

  (The day was too cold for football.)

  The day was too cold for football (or skiing).
- Always put the period and comma inside quotation marks. Put other punctuation marks inside when they are part of the quoted material.

  "I saw the play," he said.
  He said, "I saw the play."
  "Did you see the play?" he asked.

- DO NOT use a comma between a person's name and graduating class numeral.

  Tim Pilgrim '89

- Italicize the names of books, plays and musicals

  Grease, Into the Woods, Jane Eyre

  NOTE: This is an exception to the usual AP Style rule.

- Use apostrophes to form the plural of single letters but not figures or multiple letters.

  Four A's
  early 1920s
  Today's temperature is in the low 60s

- Use the hyphen for clarity in compound modifiers.

  6-foot shark
  family-owned business
  purple-faced tycoon

- DO NOT use the hyphen with adverbs ending in –ly

  newly elected
  badly damaged
  recently named

- Use the ampersand ONLY when it is part of an official name.

  Johnson & Co.
  AT&T
  U.S. News & World Report

- Spell out degrees when referring to temperature.

  49 degrees

- Use figures and spell out inches, feet, yards, etc.

  He is 5 feet 6 inches tall.
  The basketball team signed a 7-footer.
  the 6-foot-5 forward

- DO NOT use close-quote marks at the end of the first paragraph if a full paragraph of quoted material is followed by a paragraph that continues the quotation. Use open quote marks at the start of the second paragraph.

  He said, "I am shocked and horrified by this incident.

  "As we move on from this," he continued, "members of our community will have to find a way to generate revenue for the library."

- When a partial quote is used, DO NOT put quotation marks around words that the speaker could not have used.

  Suppose the individual said, "I am horrified by your slovenly manners."
  Wrong: She said she "was horrified by their slovenly manners."
  Right: She said she was horrified by their "slovenly manners."

- Suspensive hyphenation

  He received a 10- to 20-year prison sentence.
  The 5- and 6-year-olds attend morning classes.

SPELLINGS TO NOTE:

- accommodate (two C's, two M's)
- adviser (AP likes an E in it)
- afterward not afterwards
- amid not amidst
- among not amongst
- argument (no E after the U)
- beginning
- bizarre (one Z, double R)
- calendar
- canceled, cancellation
- commitment
- conscious
- dependent (ent)
- embarrass
- harass (only one R)
- judgment (no E after G)
- knowledge
- liaison
- license
- livable
- occasion (double C, one S)
- perseverance (sev in the middle)
- privilege (no D)
- separate (par in the middle)
- surprise (UR, S not Z)
- sheriff
- universities
- weird (EI not IE)

SAID VERSUS SAYS

The preferred word is "said" not "says" in news and feature articles.

SPORTS

- Apostrophe: Use only in constructions where warranted.

  Patriots quarterback Tom Brady doesn't get an apostrophe as a descriptive, but Tom Brady, the Patriots' quarterback gets an apostrophe as a possessive.
- Padres baseball, not Padre baseball (Padres is the name of the team).

TIME

Write the time of day like this: 2:30 a.m. or 7:45 p.m. Use figures except for noon and midnight.

TITLES

- Capitalize formal titles before a name and do not separate title from name by a comma
- Titles after a name or standing alone are almost never capitalized (exceptions for nobility)
- Place long titles after the name.

  Kris Bulcroft, vice provost for undergraduate education

TRI-SCHOOL

Tri-School is always hyphenated; both the T and the S are capitalized.

TRI-SCHOOL PRODUCTIONS

Tri-School Productions is an entity and it is not possessive. It is correct to say Tri-School Productions students rehearsed in the auditorium (not Tri-School Productions' students rehearsed in the auditorium).

Quality branded merchandise bearing the Junípero Serra brand identity is another way to reflect the depth, integrity and consistency of our brand identity. The Padre Store offers a wide range of approved spiritwear, promotional items and gifts that proudly display the Serra brand identity logos and symbols.

When thinking about creating a custom item for a specific event or promotional opportunity, it's important to follow the approved identity standards to produce a well-designed item that fits the occasion and that is accurately branded with the appropriate logo, symbol or color.

Before custom ordering an item with the Serra logo or other brand imagery, you must first submit a request to the Marketing Communications Team for approval. This will ensure that there is an accurate record of the item requested, how it is to be used and the contact information of the vendor or supplier. It's important that the vendor understands the standards Serra requires when working with our visual identity elements such as color palette, imagery, logos and typefaces.

In all cases, we want to make sure that the quality of each item reflects and enhances the Serra brand. Prior to final production, a sample and subsequent proof of the item to be purchased should be requested so that the Marketing Communications Team can review the item for typographic errors, correct logo and color usage, print clarity and overall quality. Shoddy workmanship will reflect badly on Serra, so make sure the item lives up to our high-quality standards. Any items designed by an external vendor or supplier should be reviewed in-progress by the Marketing Communications Team to insure that a record of the compelling reasons for producing an item based on store commerce, popularity, or a specific event request is retained. Vendors typically offer free design services to solicit business, but may not employ staff who are skilled in understanding the importance of adhering to brand specifications.

Spiritwear is a separate category referring to clothing and other promotional items designed apart from the brand guidelines to promote and support school events and activities in which students and other members of the Serra community engage. A sweatshirt that promotes a Tri-School Productions musical or a Yoga Club T-shirt, for example, is considerd spirtwear. To avoid confusion and inconsistency with the school's brand identity, spiritwear artwork cannot use brand elements in ways that do not comply with the standards addressed in this guidebook. The Marketing Communicaitons Team can review designs and offer appropriate design direction on spiritwear.











