

VISUAL IDENTITY

EDITION 3

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* A digital version of this guide along with downloadable files of the logos, word marks and symbols mentioned in this guide can be found on the Catholic High School website at www.catholichigh.org/visual-identity.

A Word From Our President

Since 1894, Catholic High School has remained steadfast in its mission to educate the minds and form the hearts of young men in the tradition of the Brothers of the Sacred Heart. In alignment with this mission, the school introduced its original Visual Identity Guide in 2015—a comprehensive resource developed to ensure consistent, clear, and mission-aligned visual representation across all platforms.

Catholic High School is proud to release the latest edition of the Visual Identity Guide, featuring refined standards and exciting additions to the CHS brand. This updated guide reflects the continued growth of our school, the evolving needs of our community, and a deep respect for our storied tradition. It establishes a bold, professional, and cohesive visual identity that strengthens Catholic High's public image and supports the visibility of its mission.

The guide includes a complete set of approved logos, word marks, color palettes, and usage standards, along with detailed guidance on how and when to represent the Catholic High School brand appropriately. Adherence to these standards is essential and expected of all members of the CHS community—including faculty, staff, students, alumni, and external partners.

The Office of Advancement oversees the stewardship of the CHS brand, with day-to-day implementation managed by the Office of Communications. The guide will continue to evolve as needed to reflect institutional priorities and best practices in visual communication.

For questions regarding brand standards or to request a copy of the Catholic High School Visual Identity Guide, please contact:

Ashley Davies, Director of Communications – adavies@catholichigh.org
Jamie Segar '90, Advancement Associate – jsegar@catholichigh.org
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Sincerely,

Lisa D. Harvey

THE MISSION OF CATHOLIC HIGH SCHOOL IS TO TEACH GOSPEL VALUES IN AN ENVIRONMENT OF ACADEMIC EXCELLENCE ACCORDING TO CATHOLIC TRADITION AND THE SPIRIT OF THE BROTHERS OF THE SACRED HEART.

What is the Visual Identity?

The visual identity of Catholic High School, which establishes consistent visual elements, allows the stakeholders and desired consumers to immediately recognize and make instant connections with the school.

These separate visual elements — logos, fonts, typography, schemes, and colors — when combined, create associations and expectations that encapsulate and convey the symbolic meanings of Catholic High School that cannot be expressed through words alone.

The goal of this visual identity is to represent the values, ideas and personality of Catholic High School in an easily recognizable manner and to set the standard for all associated marketing materials.

Why is Brand Consistency Important?

Like the school, our brand has enormous influence. Creating a brand identity with consistent visual elements will help to shape how people see Catholic High School. The look, feel and tone contained in these standards shows not only who we are, but what we aspire to achieve.

All of Catholic High School's visual elements should follow a consistent visual style, or brand standard, across all marketing materials. The brand standards for Catholic High School set it apart from competitors and allow it to gain recognition among its target audience.

These standards also work to establish guidelines directing the target audience how, where and when Catholic High School's visual elements should be used and becomes the Catholic High School branding Constitution.

Through these standards, the community becomes accustomed to the Catholic High School brand through consistency making them more likely to understand the Catholic High School mission and values.

These standards guide everyone — from employees and partners to outside vendors and printers — in understanding how to use the brand's elements appropriately thus preserving Catholic High School's value, services and mission.

Primary Logo

The goal of the Primary Logo is placing an emphasis on the cross which represents the strong religious values of Catholic High School. It is imperative that the cross not be manipulated in any way. This includes allowing it be cramped or become lost within the H. It is important that the C, H and S always remain proportional in size to each other and that the strokes on the letters and cross stay at equal proportion in width when resizing the logo. The new stroke pattern will allow for the logo to be placed on any background color without the need to make variations to the logo or the strokes. A black version of the cross should never be used in the Catholic High School logo.



Primary Logo Integrity

The primary logo may be used in combination with the word mark only if the word mark appears below or to the right of the primary logo. The word mark should never be placed above or to the left of the primary logo. The angles of the bottom and top of the cross are identical and should never be compromised by squeezing the logo during resizing. In addition, letters should never touch and/or collide into each other. A safe zone of at least .5 inches should be maintained all the way around the primary logo with the exception of the addition of word marks that may be added to create a Composite Logo (see page 7).



Composite Logo =

Primary Logo + Word Mark + Tagline

The Composite Logo combines the Primary Logo with the Catholic High School official Word Mark and Tagline. The Catholic High School Composite Logo is the preferred logo for all official academic-related documents for the school and should be used whenever possible; however, the Composite Logo should not be used once the logo is too small for the Word Mark or Slogan to be legible (refer to page 8).

CHS
CATHOLIC HIGH SCHOOL
A Brothers of the Sacred Heart School Since 1894

Composite Logo Variation =

Primary Logo + Word Mark

There is only one approved variation of the Composite Logo for Catholic High School. In situations where the integrity of the Composite Logo would be compromised due to Tagline legibility, the Tagline may be dropped and used independently following the guidelines established on page 10.

CHS
CATHOLIC HIGH SCHOOL

Composite Logo Integrities

The Tagline must fit below the logo in a single line - never bumped down to two or more lines. The Composite Logo should never be condensed below 1.5” in height when using the Tagline as it would cause the Tagline to be smaller than 6 pt. font which renders it illegible. If the tagline is being dropped from the Composite Logo, see page 9 for approved variations. When the Tagline is added below the Word Mark, there must be a small divider line separating the Tagline from the Word Mark. This line displays angled edges similar to the cross on the primary logo. The space above and below the divider line must be equal in height.



The Tagline

A Brothers of the Sacred Heart School Since 1894

Composite Logo Variation Integrities

The Word Mark should be spaced approximately the width of one letter space in the Word Mark below the Primary Logo. The Word Mark must always extend beyond the Primary Logo from left to right by approximately the width of a letter space and a half as shown in the diagram below.

The Word Mark is a version of a font that has been individually kerned and edited. The Word Mark must fit under the primary logo on a single line and never be smaller than 10 pt. font size. In addition, the Word Mark may only be black or white. The Word Mark should never be used on its own or separated from the Primary Logo.



Catholic High School Word Mark

CATHOLIC HIGH SCHOOL

The Tagline Integrity

The Tagline, when separated from the Composite Logo due to spacing issues, may only be used on the same page as the Composite Logo Variation using the approved Tagline Variation shown below.

The Tagline should remain white on an orange background using the Gotham Book Italic font. In addition, the type should be centered, the orange bar placed at the bottom of the page or screen it is displayed on, and the bar should be stretched the full width of the page.

This version of the Tagline can only be used when separated from the Composite Logo.

A Brothers of the Sacred Heart School Since 1894

Logo Color Variations (Page 1)

The full color logo can be used interchangeably on any background color.

The black and white logos, however, are not interchangeable. Therefore, the correct logo designated for black backgrounds and the correct logo designated for white backgrounds must be selected and used as appropriate.









Logo Color Variations (Page 2)





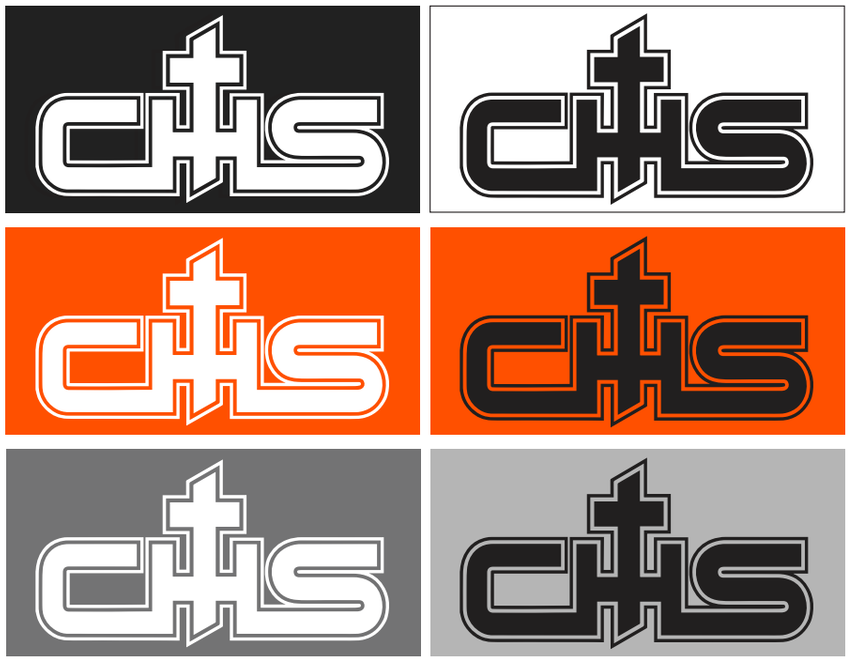




Notice that when the full color logo is used on different background colors, the color order of the outlines around the logo stay consistant. This allows the same logo to be used on the varied background colors.

While the full color logo variation is prefered, there is a single color logo that can be used instead of the full color logo. The single color logo should only be used as either single color white or single color black.

The single colored logo features a space outline allowing the background color to show through between the outermost stroke and the innermost fill color.



*Color rotation remains consistent on all approved garments.

Horizontal Logo

The Horizontal Logo should be utilized in situations where the Primary Logo (vertical logo) does not fit in the desired area, or if the logo needs to fit across the width of the document. The Horizontal Logo, as displayed, consists of the Primary Logo with a vertical orange divider line to the right. The Word Mark is placed to the right of the orange divider line and the Tagline should be positioned below the Word Mark, with a space approximately the same height of the Tagline itself separating the Word Mark from the Tagline. The Tagline should be centered below the Word Mark and indented precisely one letter space before and after the tagline. The top of the Word Mark should line up with the top of the Primary Logo, and the orange divider line should be centered between the Primary Logo and Word Mark with a distance approximately the height of the Word Mark on each side of the orange divider line.



Horizontal Logo Integrities





Supporting Elements & Alternate Logos

Supporting Elements, meant to help put emphasis on the Catholic mission established by the Brothers of the Sacred Heart and to show that their mission lives on at Catholic High School, should never be used in place of the Primary Logo; however, they can be used as an additional branding element when appropriate. They may be used seperatly or together.

Alternate logos displayed on pages 15-18 may be used in certain situation when the Primary Logo is not needed.

Slogan

AMETUR COR JESU

Loved be the heart of Jesus

The slogan should be portrayed in the font Gotham Book and in the color sequence shown above (see page 29 for official color codes) and should span the full width of the page or section it is placed.

Cross



The Cross, from the Primary Logo, may be used separately as a symbol of Catholic High School's values. The fill color of the cross may never be black. It may only be filled orange or White

Sacred Heart



Inspired by the Brothers of the Sacred Heart Mission Cross, this symbol may be used separately as a symbol of Catholic High School's values.

Letterman C Logo (Part 1)

Stroke must never be altered and must remain consistent when resizing. The Cross should never be black and the C should never be filled with white.

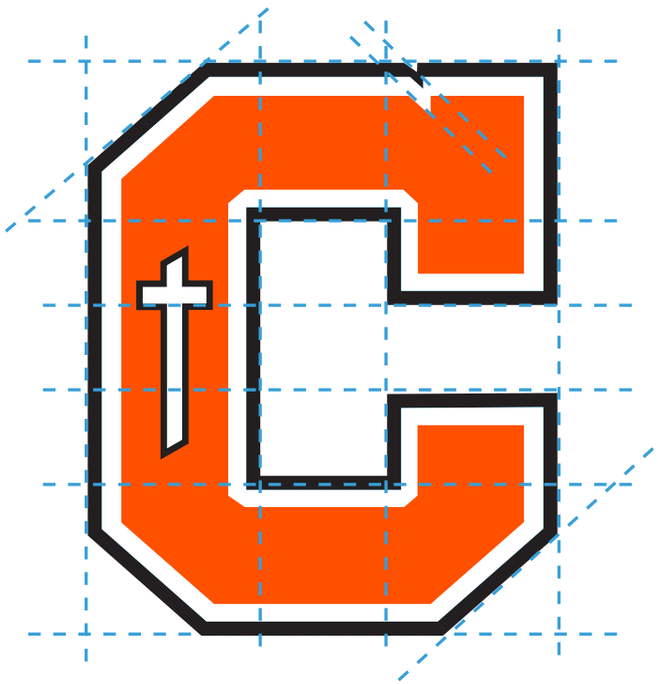
This logo may be used with Sports Specific or organizational Word Marks. See the following page for examples.







Letterman C Logo Integrity



*The Letterman C Logo should never be used in the same design as the CHS Primary logo. The outermost outline should always be black on light colored backgrounds or white when placed onto black or dark colored backgrounds.

Letterman C Logo (Part 2) + Word Marks

Word Marks should be written in United Sans Black font and centered under the Letterman C Logo. The Word Mark must always be in all caps.



TENNIS



BAND



CROSS COUNTRY



SOCCER



STUDENT COUNCIL



CHOIR



WRESTLING

Bear Mascot Logo

You may use either the Bear Head or full Bear Logo, never both at the same time. The fill color of the Bear must always be either white or orange. It should never be filled in with black or left absent of color allowing a background to show through. The Bear should always use the full head or full body.



*The Bear logo's outermost outline should always be orange on white or light colored backgrounds or white when placed onto black or dark colored backgrounds.

The Catholic High School Vintage Collection

The Vintage Collection is the latest addition to our Official Visual Identity Style Guide: Edition 3. Celebrating the rich heritage of Catholic High School, this collection features classic logos that honor our storied past. New to the lineup are the bold Grizz Bear Head logo and the dynamic Struttin' Grizz full-body bear logo—timeless symbols of our enduring spirit and tradition.





*The both the Grizz Bear Head and Struttin' Grizz logos' outermost outlines should always be black on white or light colored backgrounds or white when placed onto black or dark colored backgrounds.



Athletics Branding

Athletic marks may be used to represent the Catholic High School Athletics department and its programs in print, on the web, on commercial apparel, and on athletic uniforms. Consistency in team logos makes Catholic High School easily identifiable in all venues, while also showing the unity between Catholic's athletic programs and the parents, students, faculty and Bear fans that support them.

The Bear Logo is the only authorized bear for use when representing Catholic High School Athletics. No other depictions of the Bear may be used.

Any new logos, additional art or alternate logos must be approved by the Athletic Director and Communications Department. Call 225.383.0397 for more information.

All commercial apparel and official school apparel, such as athletic uniforms, must comply with the official school colors. For additional information on color combinations, see page 29 which references Catholic High School's official colors. Questions about athletic and commercial apparel colors, logos or icons should be directed to the Athletic Director and the Communications Department.

The logos should always be reproduced at a size where it is clearly legible regardless of the medium used; 1 inch is the minimum size for high-resolution printed materials. The logo should be rendered larger than this minimum size when reproduced via low-resolution media in order to maintain design integrity.

Athletic Word Mark

The Athletic Word Mark may only be used in conjunction with Catholic High School Athletics, never in correlation with Academics.

The Word Mark may read CATHOLIC or BEARS or a combination of the two words as CATHOLIC BEARS. Those are the only word variations that can be used for the Athletic Word Mark.

The logo color variations displayed are the only ones approved for use. The word marks may be placed on varying background colors of orange, black, white, or gray.

The Word Mark should not be formatted for use in paragraphs or smaller copy.



*The two words may be used together.



*The two words may be used seperatly.

*It is recommended to only use the Bears Word Mark by itself on home team apparel or signage.

Athletic Uniforms

A combination of the Athletic Word Marks with one of the approved logos can be used to create varied uniforms; some examples are shown below. All uniform artwork must be submitted for approval first by the athletic director then approved by the Communications Department.

Each sport is allowed to have a unique look or style for their official uniforms using these brand standards. Jerseys may be orange, black, white, or gray.









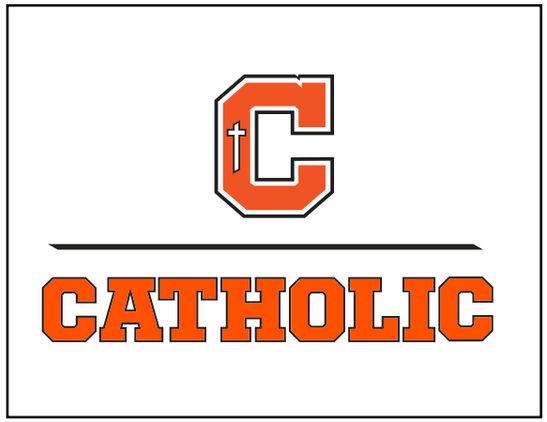
Athletic & Organization Apparel

When official branding elements are used on athletic or organizational apparel, the official branding must remain consistent with the guidelines stated in the guide. Some approved color variations and uses of athletic branding on fan apparel are shown below.

All other design elements that are not official branding may be used at the discretion of the designer and approved by a moderator.

If you are unsure about the correct way to use the official branding in conjunction with unofficial graphic elements, please contact the Communications Department for guidence and approval.







The “CUR DOG” Brand

In the late 1980s, Catholic High School football coach, Dale Weiner, implemented the CUR DOG culture in the CHS football program. Since its inception, the CUR DOG mentality has permeated Catholic High School athletics. CUR DOG is not a mascot; nor is it a theme or mood. CUR DOG is a deep-seeded philosophy as to how we approach athletics and, to a more important extent, life.

CUR DOG branding is used exclusively for Catholic High School athletics and only with the permission of the Office of Advancement and/or Athletic Director. CUR DOG apparel should never been sold or issued to the general public; it is an incredibly special and personal ethos for Catholic High School athletes and coaches.



*The CUR DOG wordmark should always appear as two, separate words with a space in between, all letters capitalized, and should always use United Sans font. With respect to the simplicity of the ideology, the CUR DOG brand should only be displayed in a single color on the school’s approved background colors.

Organization Word Marks

Academic related organizations should use the primary logo with the organization's wordmark. Word Marks should be written in all caps in the United Sans Black font and centered under the primary logo.

All organizations that wish to use specialized or unique logos or word marks, should contact the communications department for approval of the logo or word mark. Existing organization logos or word marks need to be submitted for reevaluation of approval to maintain consistency with current visual identity.





















Using Branding Incorrectly

This guide has been created to benefit all parties affiliated with Catholic High School. A consistent brand identity is vitally important for unifying all aspects of the school for the target audiences. To this end, we urge you to contact the Catholic High School Communications Department with questions regarding the visual identity or if you need clarification of a point in this guide.

Dont's

- Do not alter approved color rotations.
- Do not alter or distort the logos.
- Do not use unapproved colors.
- Do not rotate the logo.
- Do not add graphic devices (i.e. drop-shadows)
- Do not combine logos.
- Never add unapproved typography. (Only use approved word marks for Athletic uniform applications. See pages 21-22 of this guide.)
- Never use old or unapproved logos.

Common Missuses



Do not combine logos. — Never use logos as letters. — Never use unapproved colors or unapproved graphic devices such as drop shadows.



Do not use unapproved word marks.



Never rotate, distort, or crop logos.



Never use old or unapproved logos.



Color

Color is a powerful visual tool. Like the Catholic High School Logo, color provides a strong means of visual recognition.

There are two official Catholic High School colors– orange (Pantone® 021C) and black. The primary color palette also includes an accent color, white. Limited use of gray is allowed. However, the primary colors in any graphic application should remain orange, black or white.

To ensure color consistency, please use the appropriate color samples on all artwork. It is recommended that CMYK color codes be used for all four-color process printed materials (brochures, flyers, pamphlets, posters), RGB or Hex color codes for digital media (web, video), and pantone color swatches should be used when printing materials that will be screen printed or embroydered (athletic uniforms and apparel). Colors may vary slightly across different media, but have been visually matched as closely as possible.

The following is a chart defining the Catholic High School primary color palette. The colors should never be mixed or replaced by other colors.

The color standards that apply to the Catholic High School identity are detailed on the following page.

Primary Colors (Official School Colors)

Pantone® Orange 021C
C:*0%, M: 82%, Y: 98%, K: %0*
*RGB *241, 85, 37*
*Hex *#F15525*

Pantone® Black
C: 72%, M: 66%, Y: 65%, K: 73%
*RGB *33,33,33*
*Hex *#212121*

White
C: 0%, M: 0%, Y: 0%, K: 0%
*RGB *255, 255, 255*
*Hex *#FFFFF*

Secondary Colors

Dark Gray
C: 56%, M:48%, Y: 47%, K: 14%
*RGB *114, 114, 114*
*Hex *#727272*

Medium Gray
C: 29%, M: 23%, Y: 24%, K: 0%
*RGB *182, 182, 182*
*Hex *#B6B6B6*

Light Gray
C: 8%, M: 6%, Y: 7%, K: 0%
*RGB *230, 230, 230*
*Hex *#E6E6E6*

*Digital Use

Note: Due to the inconsistent nature of computer monitors, the colors depicted within this guide may not match the actual Pantone® colors. When specifying colors please refer to the Pantone® or Hex number for accurate color reproduction.



Typography

Typography plays an important role in creating a distinctive, consistent look throughout all of Catholic High School's graphic and printed materials. The following are standard fonts that should accompany the Catholic logos, signature and seal. These fonts are suitable for a variety of reproduction methods and materials. The font families are meant to work well together; i.e. one font for headlines can be used with a different font for body copy.

Sans serif fonts, such as Gotham family fonts, may be used as body text in print materials, but usually require more leading, or spacing between text lines. Recommended paragraph type setting would be 10 pt. font with 13 pt. leading.

Often San Serif typefaces used as headers can be complemented with Serif body text or vice versa.

Academic Typography

GOTHAM BOOK
San Serif Type

Aa

ITALIC
AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Aa

REGULAR
AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Aa

BOLD
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSsT
tUuVvWwXxYyZz

LORA
Serif Type

Aa

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Aa

ITALIC
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Aa

BOLD
AaBbCcDdEeFfGgHhIiJjKkL
lMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

UNIVERS CONDENSED
San Serif Condensed Type

Aa

ITALIC
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Aa

REGULAR
AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Athletic Typography

Athletic typography should only be used for Headlines or Sport Word Marks. These fonts should never be used as body text within a paragraph.

UNITED SANS

Athletic San Serif Type

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa

BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

UNITED SERIF

Athletic Serif Type

Aa

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa

BLACK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Thank You

For More Information

For additional information regarding the Catholic High School visual identity or for specific questions regarding its use, please contact Catholic High School's Communications Department or go to www.catholichigh.org/visual-identity.

*For questions regarding brand standards or to request a copy of the Catholic High School Visual Identity Guide, please contact:

Ashley Davies, Director of Communications – adavies@catholichigh.org
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CHS

CATHOLIC HIGH SCHOOL

A Brothers of the Sacred Heart School Since 1894