SETON CATHOLIC

CARDINALS
SETON CATHOLIC

Seton Catholic Schools
Visual Identity Guidelines

Introduction

Seton Catholic has a visual identity program to reinforce immediate and positive recognition for faculty, staff, students, parents, alumni, volunteers, parishioners, and the general public. This guide specifies the visual standards for Seton Catholic Schools and demonstrates their application to a wide range of materials that are used in our institution.

The program enhances the presentation of our schools and their services. A distinctive, consistent, and well-managed visual identity system will help us build recognition for Seton Catholic wherever and however we communicate.

Please note: When centered, the signature should be centered based on the cross being centered (not the SETON CATHOLIC text).

INSTITUTIONAL IDENTITY

Official Signature

The Seton Catholic signature serves as the institutional logo for the schools. It is the key graphic element of our identification.

Two-color versions should always have the cross in gold.



Please note: Do not put a navy background box around the logo. This version should only be used if the entire background or the majority of the background is navy.





Variation: SETON CATHOLIC name can appear slightly larger, as shown here, for signage-related applications.



Example: Front license plate



Symbol

There may be applications in which the Seton Catholic symbol denotes the schools. In these cases, the name "Seton Catholic" should appear elsewhere within the accompanying text. The symbol should not be used alone.



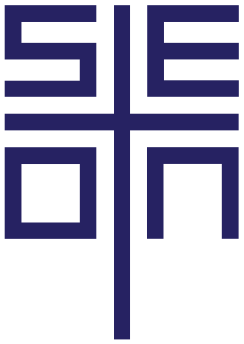
While the signature and the symbol can appear on either navy or red for a dark background, navy is preferred. Other color backgrounds are only permitted for school uniforms.

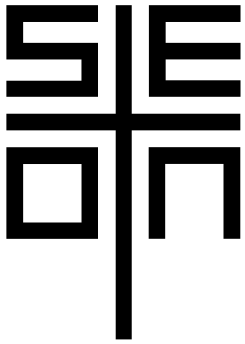




(preferred)







(for black-and-white use)

Example: Outdoor building signage



Official colors : Institutional Identity

PMS Colors
Navy: PMS 281
Gold: PMS 131

CMYK Color Builds
Navy: C100 M100 Y25 K25
Gold: C0 M100 Y35 K16

RGB Color Builds
Navy: R38 G34 B98
Gold: R215 B121 B20

Web Color Builds
Navy: 262262
Gold: D79714



Official fonts

Bank Gothic is the typeface for the Seton Catholic signature. Bank Gothic may also be used in print when more emphasis is needed - for titles, headings, etc.

BANK GOTHIC MEDIUM

BANK GOTHIC LIGHT

Secondary fonts (serif options)

The companion serif font, Garamond or Times New Roman, should be used on all correspondence.

Garamond

Times New Roman

ATHLETICS AND SCHOOL SPIRIT IDENTITY

Primary Logo

The Cardinal primary logo should be used in the majority of cases because it identifies both "Seton Catholic" and "Cardinals."





(blue gradient)



blue background
(red outer outline on CARDINALS)



red background
(gold outer outline on CARDINALS)

Secondary Logo

Whenever possible the Cardinal secondary logo should not be used alone. “Seton Catholic” or “Seton” should accompany the secondary logo in some fashion.



Wordmark

The wordmark can be used alone because it identifies Seton Catholic.







Example: Basketball warmups



One-Color Cardinal Logos

	Navy background:	White background:
One-color primary logo		
One-color secondary logo		
One-color wordmark		

One-color versions of primary logo, secondary logo, and wordmark are also acceptable in black (for black-and-white use) and red.





Official colors : Athletics and School Spirit Identity

PMS Colors
Navy: PMS 281
Red: PMS 187
Gold: PMS 131

CMYK Color Builds
Navy: C100 M100 Y25 K25
Red: C15 M100 Y90 K10
Gold: C0 M100 Y35 K16

RGB Color Builds
Navy: R38 G34 B98
Red: R190 G30 B45
Gold: R215 B121 B20

Web Color Builds
Navy: 262262
Red: BE1E2D
Gold: D79714

Navy is the primary color for Athletics and School Spirit Identity.
Whenever possible, all three colors – navy, red, and gold – should be incorporated.

Sub-brands

Sub-brands provide the flexibility to be sport-specific within the visual identity system for official use (posters, flyers, etc.)

Example: Primary logo with Seton Baseball



Example: Wordmark with Seton Soccer



Incorrect Usage

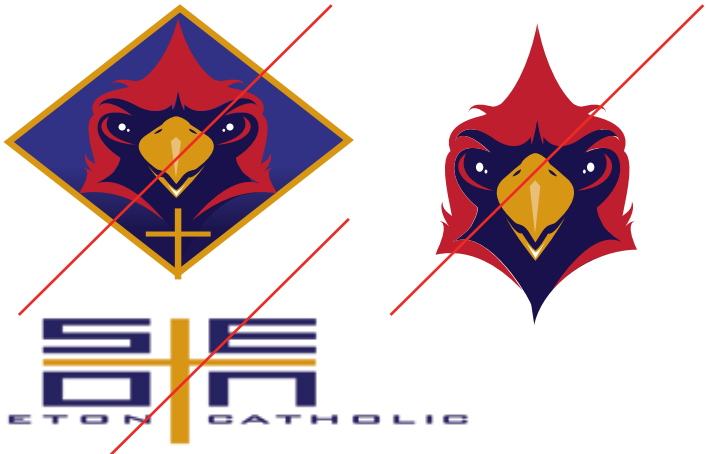
Color substitution or reversed colors



Combining signature and wordmark



Stretched logo & Cardinal head only



Changing font size/type



Old Cardinal:
In order to present a clear and consistent new visual identity, the old cardinal logo and all iterations of it are no longer in use.



Uniforms

To heighten positive awareness of Seton Catholic Schools, staging the name "SETON" on all home and away uniforms is recommended. SETON should appear in all capital letters, preferably in the Bank Gothic typeface. (The name "Cardinals" should not be used alone.) The name should then be augmented with the Cardinal secondary logo. Dark uniforms should be navy and secondary dark uniforms can be red.

Consistency is critical to proper identity promotion. While the placement, and possibly coloring, may vary from sport to sport, the overarching goal is for all athletic uniforms to consistently reflect Seton Catholic's visual identity.

Note: The uniforms presented here are provided to demonstrate identity application. The actual uniform designs may vary.



(home uniforms) (away uniforms)

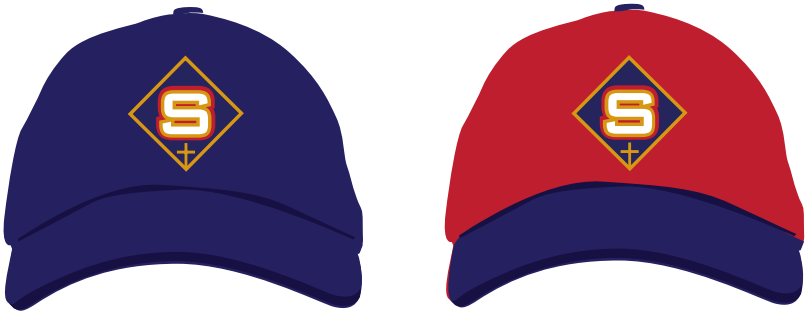


(secondary dark uniforms)

Uniforms Cont.

Varsity Baseball

Hats



Baseball uniform



(secondary dark uniforms)

Uniforms Cont.

Youth Baseball

Hat



Baseball uniform



Uniforms Cont.

Youth Baseball - Additional Option

Hat



Baseball uniform



Rocky graphic

The Rocky graphic provides a complementary graphic for use on materials for the elementary school.



Spiritwear

Spiritwear merchandise may feature creative applications of Seton Catholic's visual identity. The logos may not be altered, but they can, for example, appear juxtaposed with other graphic elements. All merchandise bearing the name and/or logos of Seton Catholic must be approved by the school – through Marilyn Dolesh – prior to manufacturing and distribution.











Approval Process

The Seton Catholic signature (institutional logo) and symbol and the Cardinal primary logo, secondary logo, and wordmark cannot be used or reproduced without the consent of Seton Catholic's Marketing for Image Committee. Any individual, group, or organization affiliated with the school must share an electronic or hard-copy proof of the logo usage prior to production of any items with Marilyn Dolesh (mdolesh@setonschools.org), who will represent the committee as the point-of-contact for all approvals. This includes flyers, signs, or all other printed materials designed for internal or external audiences.

For athletic uniforms, warmups, and related items, coaches must share an electronic or hard-copy proof of the logo usage with Trent Tremain (ttremain@setonschools.org) for approval prior to production of any items.

A strong visual identity is based on the correct usage of the logos and other parts of the identity. Consistent use implies a professional image that will increase recognition over time.

