



SACRED HEART OF JESUS SCHOOL

BRAND STANDARDS GUIDE
OCTOBER 2017

OVERVIEW

Sacred Heart of Jesus has several brand components to represent our school. These components such as logos, marks, colors, statements, etc. are used to communicate our history, faith and mission to our school community as well as the community at large. Because these marks reflect who we are and what we do, we must ensure that they are used with great care. The following document is a guide for approved organizations and vendors to properly use the official marks of Sacred Heart of Jesus School.

SHIELD LOGO



A version of the shield logo has been used for decades. The current shield mark includes elements of Sacred Heart School that reflect our history, our faith and our commitment to academic excellence. The sacred heart of Jesus is replicated from the carving over the main school doors. The typeface of SACRED HEART is similar to what is carved in stone above the original entrance to school. The founding year 1929 reflects our history and the blue ribbon reflects our commitment to excellence.

- The primary logo of Sacred Heart of Jesus School, this logo will be included on all formal business and recruitment materials as well as student uniforms.
- Examples of use: signage, letterhead, website, newsletters, report cards, certificates, brochures, uniform shirts, jumpers and fleeces
- The color version is to be used when cost and design specifications permits.
- The one-color version is to be used for embroidery, silkscreen and other uses when the full-color cannot be used.
- The one-color version should be printed only in Black, White, Navy Blue PMS 295 or Gold 7406.
- In order to maintain the quality and detail of the logo, the color version should not be used smaller than one inch in width and the one-color version no smaller than .75 inch



One-color logo
min. width: .75 inch



Full-color logo
min. width: 1 inch

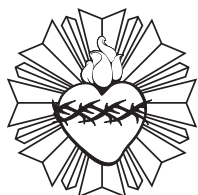
RADIANT LOGO - SCHOOL



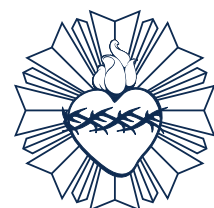
SACRED HEART
OF JESUS CATHOLIC SCHOOL

Including the same sacred heart image and radiant as the shield logo, this secondary logo communicates our devotion to the Sacred Heart of Jesus and unites the school and church as a unified brand.

- The Radiant logo with *Sacred Heart of Jesus Catholic School* will be used as an alternative to the shield logo when a horizontal logo is needed.
- Examples of use: invitations, envelopes, flyers, newsletters, advertising, merchandise, etc.
- The color version is to be used when cost and design specifications permits.
- The one-color version is to be used for embroidery, silkscreen and other uses when the full-color cannot be used.
- The one-color versions should be printed in Black, White, Navy Blue PMS 295 or Gold 7406. See color table for CMYK and RGB equivalents.



SACRED HEART
OF JESUS CATHOLIC SCHOOL



SACRED HEART
OF JESUS CATHOLIC SCHOOL

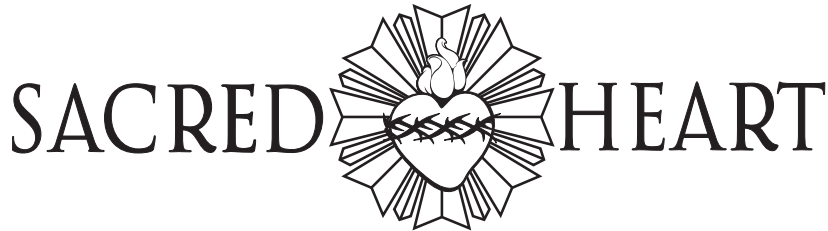
RADIANT LOGO – CHURCH & SCHOOL



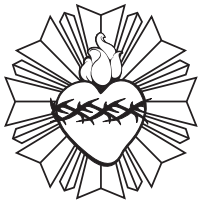
SACRED HEART
OF JESUS CHURCH & SCHOOL

- The Radiant logo with *Church and School*, should be used when both church and school are involved.

RADIANT LOGO VARIATIONS



Several variations of the radiant logo are available as options while still providing brand consistency for use on uniforms, apparel and merchandise.

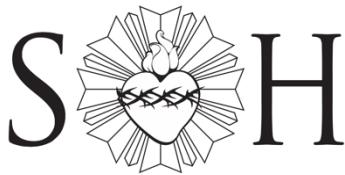


SACRED HEART

- The Radiant logos with only *Sacred Heart* should be used on merchandise, apparel when the additional wording is excessive.



- The Radiant logos with SH are nostalgic as the use of "SH" dates back to early days of Sacred Heart.



- The Radiant logo with and without SH is to be used when the wording does not work. For example: small items such as socks, hats, pencils, etc. It can also be used a design element or background.



TEXT LOGOS

Several variations of text-only versions are available for use when shield and radiant does not work.

SACRED HEART
OF JESUS CATHOLIC SCHOOL

- The text logos use the TRAJAN PRO font and the crossbars of the A's have been lowered to reflect the SACRED HEART SCHOOL carved into the building.

SACRED HEART

SACRED HEART OF JESUS CATHOLIC SCHOOL

SH

- The secondary SH mark is to be used when the SH with the radiant does not work. It is highly recommended that this mark be used in conjunction with another mark that says SACRED HEART.

TEXT & TYPEFACES

TRAJAN PRO has been identified as a close match to text SACRED HEART SCHOOL carved in the school building.

TRAJAN PRO
ABCDEFGHI-
JKLM-
NOPQRSTU-
VWXYZ

- There are several versions of the TRAJAN PRO font that have very slight differences. Any non-bold version can be used.
- SACRED HEART and SACRED HEART OF JESUS SCHOOL should be in ALL CAPS of the same size when used in headings, headlines, or stand-alone text.
- Sacred Heart and Sacred Heart of Jesus School can be in upper and lowercase in body copy and paragraph form.
- When upper and lowercase text is needed, Garamond is the approved alternate font.
- Sacred Heart should not appear in all lowercase except for the use of URL: www.sacredheartbr.com
- Use SH as the abbreviated form and not SHS or S.H.

Garamond

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnŃñOpPpQqRrSsT
tUuVvWwXxYyZz
1234567890 “” , ; ! ? *

COLORS



Navy Blue



Primary Gold



Secondary Muted Gold

- Secondary Muted Gold is to be used as a background color and when the primary gold is too strong or bright for the application.

COLOR	PANTONE	CMYK	RGB	HEX
Navy Blue	PMS 295	C100-M68-Y8-K52	R0-G40-B85	002855
Primary Gold	PMS 7406	C0-M9-Y100-K5	R241-G196-B40	F1C428
Secondary Muted Gold	PMS 7502	C-10 M-14 Y-50 K-9	R208-G184-B136	D0B888

- Pantone Matching System (PMS) colors are used to closely match colors in printing. PMS colors can also be used as a guide when selecting silkscreen, embroidery and other colors. PMS color conversions to CMYK and RGB are also provided.

OTHER SCHOOL MARKS



Incorporating the cross design from the entrance of school, this mark is to be used by the Home & School Association.

TIGER MARKS



Replicating the tiger design painted on the gym floor and unique to Sacred Heart of Jesus School, this mark is for use in Athletics and to convey Sacred Heart spirit.

While it is best that radiant or text logos be used for uniforms, practice uniforms and athletic gear, the Tiger marks can be used to supplement these designs.

- The Tiger mark should be used in conjunction with a radiant logo or with a Sacred Heart text logo when used outside of school. The Tiger mark is not a stand alone design.
- Examples of use: spirit shirts, athletic flyers,
- The color version is to be used when cost and design specifications permits.
- The one-color version is to be used for embroidery, silkscreen and other uses when the full-color cannot be used.
- The one-color versions should be printed in Black, White, Navy Blue PMS 295 or Gold 7406. See color table for CMYK and RGB equivalents.

ATHLETIC TYPEFACES

It is ideal to use the official school typeface when possible.

SACRED HEART TIGERS

In instances when it is not possible to use official school logos and text logos in athletic uniforms, the following typefaces can be used.

SACRED HEART TIGERS

Varsity - A traditional athletic font, this typeface has been used for generations and can be used when official school fonts won't work well. Easy to read, this font should be used in all caps.

Sacred Heart Tigers

Trademark - A traditional script font, this typeface is strong and dynamic and can be used as an alternative font as well.

TEAM LOGOS



SACRED HEART
ATHLETICS



SACRED HEART
BASEBALL



SACRED HEART
BASKETBALL



SACRED HEART
BIDDY BALL



SACRED HEART
CHEERLEADING



SACRED HEART
CROSS COUNTRY



SACRED HEART
SWIMMING



SACRED HEART
TRACK & FIELD



SACRED HEART
VOLLEYBALL

Utilizing the radiant design, team logos will promote the school brand in use of uniforms, apparel and merchandise.

- Teams can use the ATHLETICS logo or a team specific logo with the sport below the line.
- Examples of use: team flyers, uniforms, team merchandise, warm-up uniforms, etc.
- The team sport should be in GARAMOND all caps and be smaller in font size and width to SACRED HEART. The width of the SPORT NAME should expand at least to the A and R in SACRED HEART.
- The team logos should be printed in White, Navy Blue PMS 295 or Gold 7406. See color table for CMYK and RGB equivalents.