

IDENTITY GUIDELINES

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Primary Logo

Official Seal

Tagline











Secondary Logo

Activity-Specific Secondary Logo

Spirit Logo

Sport-Specific Spirit Logo

Secondary Spirit Logo

















Cunningham

Panther-Only Logos

Student Personalization in Use with Logos

BUILDING OUR BRAND

CONSISTENT BRANDING IS IMPORTANT

Elyria Catholic High School recognizes that a strong, consistent message and look is critical to presenting our institution and its mission to our various audiences — including current students, prospects, parents, faculty, administrators, alumni, donors and friends. In support of this goal, we embarked on an evaluation of our logo and current marketing materials. What we found was that our brand not only needed a refresh, but that the existing brand lacked consistency in presentation. The result of this effort begins with a redesigned identity that not only includes a new logo but also guidelines for usage, color palettes, typefaces and applications.

This document should be carefully reviewed prior to the development of any Elyria Catholic High School communications or promotional materials to ensure alignment with these new identity guidelines. It is critical that the standards communicated throughout these guidelines be followed exactly as shown and that the logo is always reproduced in a professional manner.

Kindly share these guidelines with any creative agencies and vendors you engage to help you create materials for the school so that they understand proper usage of the Elyria Catholic High School logo; these "do's" and "don'ts" will help ensure that our new brand will go forward as envisioned.

Please contact Annie Cunningham, Director of Communications & Marketing at Elyria Catholic High School (annie.cunningham@elyriacatholic.com or 440.230.8617) with any questions pertaining to these guidelines or logo usage.

Thank you.

OFFICIAL SEAL

MEANING OF OUR SCHOOL SEAL

The symbols on the school seal illustrate the motto: SAPIENTIA CORONA SCIENTIAE, Latin for "Wisdom is the crown of knowledge or learning." Knowledge is symbolized by the lamp; wisdom by the crown. The crown is resting on the "Chi-Rho" (symbol of Christ) and an "M" (symbol of Mary mother of Grace, patroness of the school). The shield is symbollic of the struggle to attain wisdom.

USING THE ELYRIA CATHOLIC OFFICIAL SEAL

As it is an indication of official approval, the seal of Elyria Catholic High School may only be used in communications from the Office of the President and Administration of the school. It may not be used on promotional materials.

Please contact Annie Cunningham, Director of Communications & Marketing at Elyria Catholic High School (annie.cunningham@elyriacatholic.com or 440.230.8617) with any questions concerning the use of the Official Seal.



TAGLINE

SUPPORTING OUR MISSION WITH A TAGLINE

Along with the new visual identity and guidelines, we have developed a tagline that captures the spirit and mission of Elyria Catholic High School:

Become the YOU you were meant to be

The tagline is used by Marketing and Administration for materials such as the Prowl, brochures, banners, and ads — primarily in communications to students, prospects and parents. The preferred typeface for use on the tagline is Brisa (see page 6). When typing the tagline, capitalize the initial "B" in "Become"; the first "YOU" should be all capitals, and the rest of the words are lowercase, with no period at the end of the tagline. It is preferred that the tagline is stacked in two lines, as shown in the example above, although in cases where space does not allow, it is permissible to set the tagline as a single line.

Please contact Annie Cunningham, Director of Communications & Marketing at Elyria Catholic High School (annie.cunningham@elyriacatholic.com or 440.230.8617) for approval of tagline usage.

COLOR PALETTE

PRIMARY COLOR PALETTE

The Elyria Catholic logo should be reproduced using the primary color palette whenever possible. The color equivalents to the Pantone® Matching System (PMS) numbers are listed below. For 4-color process printing, refer to the CMYK values. For digital and Microsoft® Office® applications refer to the RGB values specified.

ACCENT COLOR PALETTE

Complementing the primary color palette, the accent color palette has been created to create emphasis and interest in communication materials; however, they should never replace or overpower the primary logo colors.

Primary Color Palette



PMS 341 C:88 M:29 Y:81 K:16 R:04 G:121 B:82



PMS 343 C:88 M:41 Y:78 K:38 R:16 G:86 B:64

Accent Color Palette



PMS 7700 C:92 M:62 Y:32 K:13 R:28 G:90 B:125



PMS 511 C:56 M:89 Y:42 K:33 R:95 G:45 B:79



PMS 173 C:12 M:87 Y:100 K:2 R:212 G:69 B:29



PMS 4535 C:19 M:18 Y:48 K:0 R:209 G:195 B:146



PMS 5503 C:43 M:17 Y:24 K:0 R:147 G:183 B:187



PMS 3955 C:9 M:4 Y:100 K:0 R:242 G:223 B:0

TYPOGRAPHY

PRIMARY TYPE FAMILY: HELVETICA

Helvetica, in the four weights shown below, is the recommended type family for Elyria Catholic High School communications. This range of weights provides ample contrast to create visual hierarchy in both print and electronic applications. If Helvetica is not available, Arial may be substituted.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Medium

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Helvetica Bold

SUPPORTING TYPE FAMILY: GARAMOND

Recognizing that Helvetica may not provide the proper tone for certain pieces of communications, Garamond is the recommended supporting type family.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Garamond Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Garamond Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Garamond Semibold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Garamond Semibold Italic

ACCENT TYPE FAMILY: BRISA

The typeface Brisa may be used for headlines only. Being a decorative, display typeface, Brisa is difficult to read in body text.

abcdefghijklmnopgrstvvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Brisa

PERSONALIZATION TYPE FAMILY: KAUSHAN SCRIPT

The typeface Kaushan Script should be used for the student name on personalized items.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Kaushan Script

PRIMARY LOGO

ABOUT THE PRIMARY LOGO

The logo consists of two integrated elements the stylized EC monogram, and the wordmark "Elyria Catholic High School." The two elements have been designed to work together to build and maintain a strong identity. The Primary Logo is to be used in all marketing materials including letterhead, business cards, envelopes, newsletters, brochures, advertisements, etc. — as well as all electronic communications, such as websites, email headers, electronic newsletters, web banners, etc.

The structure of the EC monogram is carefully considered and proportioned, as is the wordmark "Elyria Catholic High School." The wordmark typefaces have been specifically chosen, and the proportion of the monogram to the wordmark has been carefully considered so that the elements work in harmony. Do not change the proportion, size, spacing or configuration of any of the elements of this logo for any reason. Never alter, add to or redraw the Elyria Catholic High School logo.

The approved colors and configurations of the logo are available in digital formats for a variety of application types. *Please use only the approved electronic artwork files provided.*



PRIMARY LOGO STRUCTURE

CLEARSPACE

To ensure the prominence and legibility of the Elyria Catholic High School logo, always surround the logo with a field of clearspace. This clearspace isolates the logo from other graphic elements such as text, photography and background patterns that may divert attention from the logo.



Preferred Clearspace

The preferred amount of clearspace is equal to the height of the wordmark in the size at which the logo is reproduced.



Minimum Clearspace

The preferred amount of clearspace is equal to the height of the wordmark in the size at which the logo is reproduced.

MINIMUM SIZE

The Elyria Catholic High School logo can be used in a wide variety of sizes, but when it is sized too small, legibility is reduced and the brand impact becomes lost. The minimum size is determined by the width of the logo. *In all materials, the logo should not be reproduced when smaller than 1-1/8" in width.*



1-1/8"

Minimum Size

PRIMARY LOGO COLOR VARIATIONS

The Elyria Catholic High School logo should be reproduced in full color whenever possible. For specific color values to use when reproducing the logo (PANTONE®, 4-color process, RGB), refer to the Color Palette section on page 5. Reproducing the color logo on a white or light-colored background provides a clean, crisp contrast for the logo to have the most impact. When color reproduction is not available or

practical, the logo may be reproduced in black only, black and gray, green only, or as a reverse in white out of a dark colored background. The approved logo color variations are shown below. Do not attempt to reproduce the logo in any colors other than those shown in these guidelines. *Use only the approved electronic artwork when reproducing the logo.*



Full-Color (Pantone 343 and Pantone 341) - PREFERRED USAGE



Green Only (Pantone 343)



Black Only



Black and Gray



White (reversed)

PRIMARY LOGO SAMPLE APPLICATIONS



ELYRIA CATHOLIC HIGH SCHOOL IDENTITY STANDARDS

IMPROPER LOGO USE

PROPER LOGO ART USAGE

With the launch of the new logo artwork and branding, there is an obligation to use the files correctly and in accordance with the guidelines. Here are some examples of what should not be done with the logo. While this is not an exhaustive list of "don'ts", it does communicate the spirit of the design intent.





Do not reset the typeface



Do not stretch, skew or distort any part of the logo



Do not use initials or abbreviate



Do not change the proportion of any part of the logo



Do not separate the logo elements





Do not change the color of any part of the logo







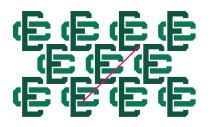
Do not use on complicated backgrounds, backgrounds with minimal contrast or gradient backgrounds



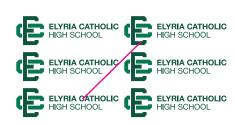
Do not use the logo at an angle



Do not crop the logo into a shape



Do not use the logo as a pattern



SECONDARY LOGO STRUCTURE AND COLOR VARIATIONS

ABOUT THE SECONDARY (PROMOTIONAL) LOGO

Recognizing that the horizontal nature of the Primary Logo does not easily lend itself for reproduction on promotional items (such as clothing items, tote bags, coffee mugs, etc.), a Secondary Logo has been developed for use exclusively on such items. *Never use this Secondary Logo for print or electronic materials.*

As with the Primary Logo, the Secondary Logo consists of two integrated elements — the stylized EC monogram and the wordmark — which have been resized and repositioned proportionally to work as a vertical unit.

Do not further alter the proportion, size, spacing or configuration of the Secondary Logo for any reason.

The approved colors and configurations of the Secondary Logo are available in digital formats for a variety of application types. *Please use only the approved electronic artwork files provided.*





Full-Color (Pantone 343 and Pantone 341) — PREFERRED USAGE



Black and Gray



Green Only (Pantone 343)



White (reversed)



Black Only

SECONDARY LOGO SAMPLE APPLICATIONS

USING THE SECONDARY (PROMOTIONAL) LOGO

It is difficult to anticipate all of the applications on which the Secondary Logo might be used, but care should be taken that the Secondary Logo is reproduced in a professional manner and is not stretched, distorted or altered from its original configuration. When reproducing on colored items, care should be taken that the item selected is available in a green that closely matches Elyria Catholic High School's dark green (PMS 343 — see Color Palette on page 5), or is an acceptable neutral color (black, dark gray, white, etc.) Avoid choosing items in colors that are not in the color palette.

Items are depicted to show ways in which the Secondary Logo may be used; these are not specific size or placement recommendations. Please note that there may be items — such as the USB drive and visor shown — that are horizontal in nature and may need to use the Primary Logo rather than the Secondary Logo. This is acceptable.

Please contact Annie Cunningham, Director of Communications & Marketing at Elyria Catholic High School (annie.cunningham@elyriacatholic.com or 440.230.8617) with any questions concerning the use of the Secondary Logo.







ACTIVITY-SPECIFIC SECONDARY LOGO

SECONDARY LOGO FOR ACTIVITIES, CLUBS AND ORGANIZATIONS

A series of activity-specific Secondary Logos has been developed for use on promotions and communications and for Elyria Catholic High School official activities, clubs and student organizations.

The activity-specific Secondary Logo consists of two integrated elements — the stylized EC monogram and the modified wordmark. Please note that the words HIGH SCHOOL are replaced with the specific activity name in this logo. Do not further alter the proportion, size, spacing or configuration of the activity-specific Secondary Logo for any reason.

Approved activity-specific Secondary Logos are available in digital formats for a variety of application types. Please use only the approved electronic artwork files provided. Contact Annie Cunningham, Director of Communications & Marketing at Elyria Catholic High School (annie.cunningham@elyriacatholic.com or 440.230.8617) to confirm if your group is eligible for a activity-specific Secondary Logo. *Do not attempt to create your own version of the logo artwork.*





Full-Color (Pantone 343 and Pantone 341) — PREFERRED USAGE



Black and Gray



Green Only (Pantone 343)



White (reversed)



Black Only

EC MONOGRAM ACCEPTED USES

USING THE EC MONOGRAM

Great care has been taken to develop a well-proportioned logo that includes both the stylized EC monogram and the wordmark "Elyria Catholic High School."

Typically, the two elements should never be separated from one another. The wordmark is not distinctive or memorable enough to carry the Elyria Catholic High School brand without the inclusion of the EC monogram. Similarly, the EC monogram carries little meaning without the supporting message of the wordmark.

However, there are two very limited uses where it is acceptable to use just the EC monogram. As it is not practical to have the entire logo in a very small size, the EC monogram may be used as a social media icon, reversed out of a solid field of color/shape. Do not crop the corners of the EC monogram, as this distorts the monogram and makes it difficult to read.



Using the EC monogram as a social media icon

A second application where it is acceptable to use the EC monogram without the wordmark is in the case of a supporting "watermark" application, as shown in the business card example. Note that the watermark approach should never be used unless it is supported by the full Primary Logo somewhere on the same piece.



ASSOCIATE NAME

Associate Title

725 Gulf Road, Elyria, OH 44035-3697 440.123.1234 **x** 000 **FAX** 440.123.1234 first.last@elyriacatholic.com **w** elyriacatholic.com



Using the EC monogram as a watermark on the back of a business card

SPIRIT LOGO

ABOUT THE SPIRIT LOGO

A special Spirit Logo has been developed for use exclusively for communications and materials related to athletics and communications from the athletic department. The Spirit Logo may be used for print and electronic communications, as well as uniforms and promotional materials.

As with the Primary and Secondary Logos, the Spirit Logo consists of two integrated elements — a stylized panther logo and the wordmark — which have been sized proportionally to work as a unit.

Do not further alter the proportion, size, spacing or configuration of the Spirit Logo for any reason.

The approved Spirit Logo is available in digital formats for a variety of application types. Please use only the approved electronic artwork files provided.



Full-Color (Pantone 343, Black and Gray)



Reversed (Pantone 343, Black and Gray, White type and border)



Panther Logo

Wordmark



Black and Gray (Pantone 343, Black and Gray)



Reversed (Black and Gray, White type and border)

SPIRIT LOGO SAMPLE APPLICATIONS

USING THE SPIRIT LOGO

It is difficult to anticipate all of the applications on which the Spirit Logo might be used, but care should be taken that the Spirit Logo is reproduced in a professional manner and is not stretched, distorted or altered from its original configuration. When reproducing on colored items, care should be taken that the item selected is available in a green that closely matches Elyria Catholic High School's dark green (PMS 343 — see Color Palette on page 5), or is an acceptable neutral color (black, dark gray, white, etc.). Avoid choosing items in colors that are not in the color palette.

Items are depicted to show ways in which the Spirit Logo may be used; these are not specific size or placement recommendations.

Please contact Annie Cunningham, Director of Communications & Marketing at Elyria Catholic High School (annie.cunningham@elyriacatholic.com or 440.230.8617) with any questions concerning the use of the Spirit Logo.





Limited applications, such as uniforms, may require the using the Spirit Logo without the supporting typography.



SPIRIT LOGO FOR USE WITH SPECIFIC SPORTS

TEAM-SPECIFIC SPIRIT LOGO

A series of team-specific Spirit Logos has been developed for use on programs, uniforms, warm-up gear and promotional items. Again, the stylized panther logo and the wordmark have been sized proportionally to work as a unit.

Please note that the mascot name PANTHERS is replaced with the specific team name in this logo. Do not further alter the proportion, size, spacing or configuration of the team-specific Spirit Logo for any reason.

Approved team-specific Spirit Logos are available in digital formats for a variety of application types. Please use only the approved electronic artwork files provided.



Full-Color (Pantone 343, Black and Gray)



Reversed (Pantone 343, Black and Gray, White type and border)



Panther Logo

Wordmark



ELYRIA CATHOLIC must remain in the logo with team name



Black and Gray (Pantone 343, Black and Gray)



Reversed (Black and Gray, White type and border)

SECONDARY SPIRIT LOGO

ABOUT THE SECONDARY SPIRIT LOGO

The Secondary Spirit Logo utilizes the same panther head as the Primary Spirit logo, but includes the entire panther's body as well. Once again, this logo is to be used only in communications related to athletics and the athletic department.

As with the Primary Spirit Logo, the Secondary Spirit Logo consists of two integrated elements — a stylized panther body and the wordmark — both of which have been sized proportionally to work as a unit. Because of the detail involved in the panther body illustration, the Secondary Spirit Logo should only be used in applications where the panther can be at least 5 inches from tail to head. This guideline makes the Secondary Spirit ideal for use on clothing such as t-shirts and sweatshirts and larger applications such as banners and flags. The Secondary Spirit Logo should not be used in smaller print, digital or promotional applications or where size restrictions would obliterate details of the panther body illustration.

Do not further alter the proportion, size, spacing or configuration of the Secondary Spirit Logo for any reason.

The approved Secondary Spirit Logo is available in digital formats for a variety of application types. Please use only the approved electronic artwork files provided.



Panther Body Logo

Wordmark



Full-Color (Pantone 343, Black and Gray)



Reversed (Pantone 343, Black and Gray, White type and border)



Black and Gray (Pantone 343, Black and Gray)



Reversed (Black and Gray, White type and border)

SECONDARY SPIRIT LOGO SAMPLE APPLICATIONS

USING THE SECONDARY SPIRIT LOGO

It is difficult to anticipate all of the applications on which the Secondary Spirit Logo might be used, but care should be taken that the Secondary Spirit Logo is reproduced in a professional manner and is not stretched, distorted or altered from its original configuration. When reproducing on colored items, care should be taken that the item selected is available in a green that closely matches Elyria Catholic High School's dark green (PMS 343 — see Color Palette on page 5), or is an acceptable neutral color (black, dark gray, white, etc.). Avoid choosing items in colors that are not in the color palette.

Items are depicted to show ways in which the Secondary Spirit Logo may be used; please be mindful of the requirement that the Secondary Spirit Logo be used at no less than 5 inches wide.

Please contact Annie Cunningham, Director of Communications & Marketing at Elyria Catholic High School (annie.cunningham@elyriacatholic.com or 440.230.8617) with any questions concerning the use of the Spirit Logo.













On limited applications, such as flags or banners, it is permissible to use the Secondary Spirit Logo without the supporting typography.

PANTHERS-ONLY LOGOS

USING THE SECONDARY AND SPIRIT LOGOS WITHOUT "ELYRIA CATHOLIC"

The goals of Elyria Catholic High School's identity effort are to standardize and streamline our visuals — as well as strengthen the brand in the community and with our various audience. So, it is critical to maintain the connection of the monogram EC and the spirit panther logos to our name, Elyria Catholic (High School) as often as possible. However, in limited applications, such as student spirit wear or specialty items — especially in items that are not outward-facing to our community — it is permissible to use the following three variations of the Secondary monogram and Spirit panther logos, where only the word PANTHERS is present.

In deciding when to use these specialty logos, please be mindful that many schools and athletic teams use panthers as their mascot and green and black as their colors. It takes many years of consistent usage and advertising support before a brand can become referred to in "shorthand" — such as the golden arches of McDonalds or the Nike swoosh. If there is a danger that the use of this abbreviated PANTHERS logo could cause confusion or miss an opportunity to proudly represent Elyria Catholic High School, another logo choice from these guidelines might be more appropriate.



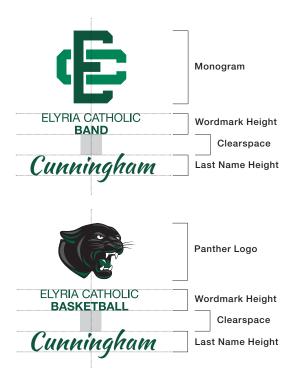




STUDENT PERSONALIZATION IN USE WITH LOGOS

USING ACTIVITY-SPECIFIC SECONDARY LOGO AND TEAM-SPECIFIC SPIRIT LOGO WITH STUDENT NAMES

The activity-specific Secondary Logo and Team-Specific Spirit Logo (see pages 14 and 18) may be used for items personalized with the participant's last name, using the typeface Kaushan Script. The last name should be set centered to the logo and sized proportionally to the wordmark portion of the logo, using the wordmark height as the height of the capital letter of the last name. The wordmark height is also the preferred amount of clearspace from the base of the logo to the top of the last name.



USING PRIMARY LOGO WITH STUDENT NAMES

The Primary Logo may also be used for items personalized with the student's last name, using the typeface Kaushan Script. The last name should be set aligned left to the wordmark portion of the logo and sized proportionally to the wordmark, using the wordmark height as the height of the capital letter of the last name. The wordmark height is also the preferred amount of clearspace from the base of the EC monogram to the top of the last name.



PERSONALIZATION TYPE FAMILY: KAUSHAN SCRIPT

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Kaushan Script