

SAINT JOSEPH HIGH SCHOOL

BRANDING & GRAPHIC STANDARDS GUIDELINES

September 2014

Approved by S.J.H.S. School Board on 8.16.12

Revisions to Uniform Guidelines Approved by S.J.H.S. School Board on 2.28.13

OVERVIEW

These Branding and Graphic Standards Guidelines contain rules, guidelines and best practices for presenting the identity of Saint Joseph High School to the public and reinforcing our brand and reputation as an outstanding Catholic high school located in South Bend, Indiana.

Through consistent use and adherence to these rules and guidelines, we are able to present a quality image to all audiences important to the school by creating and sustaining a distinctive image for Saint Joseph High School in order to raise awareness, build loyalty, create emotional bonds and strengthen connections to the school with our students, alumni, parents, benefactors, and other audiences.

As a member of the Saint Joseph High School community or as one of our vendors, you play a very important role in ensuring our marketing and communications efforts present Saint Joseph High School's visual identity consistently, distinctively, and appropriately. We appreciate your taking the time to become familiar with and to carefully follow these branding and graphic standards guidelines.

These branding and graphic identity standards were approved and adopted as an official policy of Saint Joseph High School by our School Board on August 16, 2012. Revisions to the Uniform Guidelines section were approved by the School Board on February 28, 2013. Final authority for the Branding and Graphic Standards presented in this document lies with the Principal of Saint Joseph High School.

OFFICIAL NAME AND TRADEMARK OF THE SCHOOL AND PROPER USAGE

Our official name is SAINT JOSEPH HIGH SCHOOL. When referring to the school, Saint Joseph High School should ALWAYS be used.

SAINT should always be spelled out. Doing so helps reinforce our Catholic identity and tradition, and distinguishes it clearly from “St.” which also stands for “street.” The only exception to this rule is outlined in the section on activities marks.

Although in past years it had become a common practice, we no longer use an apostrophe and the letter “s” (’s) after the name “Joseph.”

SCHOOL COLORS

The official school colors of Saint Joseph High School are “Saint Joseph Blue” (Pantone 292) and White.

The Pantone Matching System, also referred to as the PMS system, is a universally accepted color system used by printers and graphic designers to ensure uniform colors on print materials, apparel and other uses.

PRIMARY COLOR

The primary school color is “Saint Joseph Blue” (Pantone 292), and it should always be the dominant color. The RGB and CMYK values are provided to create accurate colors in specific applications.



“SAINT JOSEPH BLUE” (Pantone 292)

RGB HEX VALUE: 63B1E5

RGB CMYK

R: 38.8 C: 57

G: 69.4 M: 23

B: 89.8 Y: 0

K:10

SECONDARY AND ACCENT COLOR

Black is the only accent color to be used with “Saint Joseph Blue” and White on athletic uniforms. Other accent colors used in the past will be phased out as uniforms are replaced.

PLEASE NOTE CAREFULLY: BLACK MAY ONLY BE USED AS AN ACCENT COLOR, never taking up more than a minimal portion of any uniform designs.

PRIMARY FONT

The primary standard font used by Saint Joseph High School is Berthold Baskerville Book Regular. This font should be used on official documents whenever possible. If Berthold Baskerville Book Regular is not an option, Garamond may be used.

PRIMARY ACADEMIC LOGO

This is the primary academic logo and mark of Saint Joseph High School. It should always be used to represent the Saint Joseph High School community.

Colors must be used exactly as shown.



TAGLINES

Our current tagline is Building Faith, Character and Excellence

SCHOOL SEAL

This is the official school seal of Saint Joseph High School. The official school seal is used primarily for formal uses and occasions, diplomas and other graduation materials, certain stationery and formal invitations and selected other uses.

Any use of the school seal is prohibited unless permission is given by the Principal.



The design of the seal incorporates an image of a cross and lilies symbolizing Saint Joseph. It is the same emblem that appears on the front of the altar in the school chapel.

The emblem itself contains a rich array of Christian symbolism. Specifically, the elements of the cross, the circle, the lilies and the color blue contribute to an understanding of the school's patronage and mission.

The cross that spans the emblem is the central symbol of our faith, signifying the saving death and resurrection of Jesus Christ, the Son of God. Through His selfless act of love on the cross, the apparent defeat of the crucifixion became the definitive victory over sin.

The circle encompassing the cross is a classic Christian symbol of eternity. In particular, it calls to mind the eternal life purchased on our behalf by Christ's suffering on the cross. As a sign of unity, the circle also indicates the unending covenant between Christ and His Church. Moreover, the cross and the circle combine to form a familiar representation of the Most Holy Eucharist, which Blessed John Paul II heralded as the "center of the Church's life."

The lilies, depicted as flowers blooming from the middle of the cross, comprise a distinctive and key feature in the emblem. Lilies historically carry many different levels of symbolism, but in Catholic iconography, they are often especially associated with Saint Joseph, the patron of this school. Saint Joseph was the foster father of Jesus and the husband of the Blessed Virgin Mary. There is a tradition that tells that Mary was consecrated entirely to the Lord at a young age and that a suitable guardian needed to be selected for her. The legend states that Joseph was chosen when his staff, by divine intervention, blossomed with lilies as a dove flew out from it.

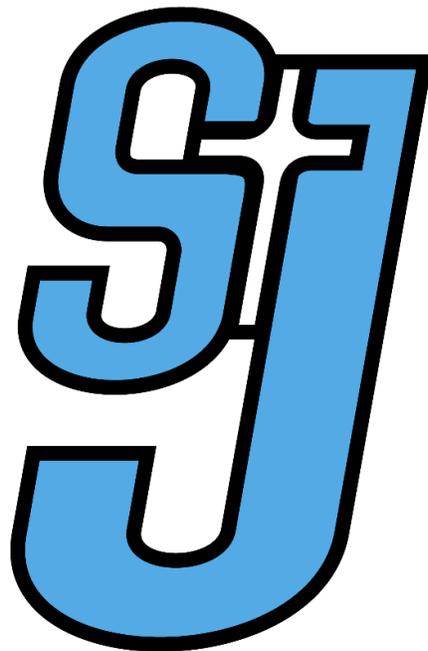
The lily, an elegant white flower, is a symbol of royalty, purity, virtue, and sanctity – all of which Saint Joseph personified to the highest degree.

The prominent use of the color blue in the emblem’s background field holds considerable meaning as well. Aside from being the school’s longstanding official color, blue is the principal color linked to the Blessed Virgin Mary.

A fuller, expanded description of the emblem is available on the school website.

ACTIVITIES LOGOS

The new “Interlocking SJ” is the primary activities logo for Saint Joseph High School.



The Saint Joseph High School activities logos, which include athletic logos, INDIANS, and other symbols of our school, should be used in conjunction with our athletic teams and activities.

The preference is to spell out SAINT. However, only in specific instances governed primarily by space limitations, the abbreviation “ST.” or “St.” is permitted (see list below).

SAINT JOSEPH HIGH SCHOOL

SAINT JOSEPH H.S.

SAINT JOSEPH

SAINT JOE

INDIANS

SPECIAL NOTE ABOUT USE OF FORMER LOGOS

Use of all former logos not specifically included in these branding and graphic standards guidelines must be discontinued. The only exception is when they are presented in an historical context (for example, in displays showcasing the high school’s history and heritage).

SPECIAL NOTE ABOUT PRESENTATION OF INDIANS

Saint Joseph High School takes great pride in the history and heritage associated with the name INDIANS. The name of our state, Indiana, means “Land of Indians” and has been associated with this region for more than two centuries. The Indiana Territory was formed in 1800, and Indiana became the 19th state nearly two hundred years ago, in 1816.

Great care should be taken to always use the INDIANS name ~ and all symbols associated with it ~ in ways that show pride in Saint Joseph High School, the history and heritage of the state of Indiana, and are respectful to Native Americans, especially those such as the Potawatomi, Delaware, Wea, Miami and other tribes, who share the history of the region.

UNIFORM GUIDELINES

All uniform designs must be approved by the Athletic Director, the Principal and the Director of Marketing (all three approvals are required) prior to production.

The following guidelines must be followed when designing official uniforms for Saint Joseph High School teams:

- The dominant colors should always be “Saint Joseph Blue” and White.
- With the prior approval of the Athletic Director, the Principal and the Director of Marketing – and only before ordering and production ~ an exception may be made if one of the dominant colors (“Saint Joseph Blue” or White) is not available, not practical, inappropriate, cost-prohibitive, or is required by the IHSAA for part of a uniform (such as a shirt, shorts, or swimwear). In these instances, Black may be used as a third color, substitute color, or background color, but only when used in addition to “Saint Joseph Blue” on other elements of the uniform.
- For sports requiring the use of protective helmets, decals on the helmet must appear in “Saint Joseph Blue,” Black, and/or White.
- Official school logos included in the design of uniforms, such as the interlocking “SJ” -the primary activities logo for Saint Joseph High School ~ must not be altered in any way.
- Any orders submitted outside of these guidelines may not be reimbursed by the school and may result in the confiscation of the non-compliant items at the sole discretion of the Administration.

SPIRIT WEAR GUIDELINES

All designs for Spirit Wear ordered outside of the Saint Joseph High School Spirit Shop must be approved by the Assistant Athletic Director, the Principal and the Director of Marketing prior to ordering and production.

IDENTITY PIECES

All offices and departments should use pre-printed stationery (letterhead, envelopes, business cards, etc.) specifically created for Saint Joseph High School. Exceptions may be made for fundraising and development campaigns, with approval of the Principal and the Chief Advancement Officer.

Saint Joseph High School thank you note cards are also available for use. These are intended for hand-written acknowledgements, accolades, thank you notes, etc.

SUMMARY

The Branding and Graphic Standards Guidelines for Saint Joseph High School have been developed to promote quality and consistency in the presentation of the school’s visual identity.

These guidelines will make it much easier to develop and create apparel, uniforms, printed and electronic communications, and other materials consistent with the image and reputation of Saint Joseph High School.

Like most Catholic schools, Saint Joseph High School has a limited amount of dollars and resources to allocate to advertising and communications. The luxury of advertising with considerable frequency is not available.

Every impression counts.

It must be done right.

Every time.

Thank you for doing your part to reinforce and sustain a quality public image for Saint Joseph High School.