



Official Brand Standards

A Guide to Usage and Style

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The identities for Holy Family Catholic Schools have been generously donated by alumnus Mike Schmalz '86. Schmalz is the owner of Refinery Design Company located in Dubuque, Iowa.

Our Visual Identity

Why Are Guidelines Necessary?

A clear and consistent visual identity helps build recognition and trust in Holy Family Catholic Schools. The value of our logo lies in the equity generated by our long-standing tradition of educational excellence and faith development. A consistent, uniform brand will build a reputation of stability, confidence and credibility in our schools and programs. A strong visual identity enhances Holy Family's ability to recruit outstanding students, faculty and staff and to engage alumni and external supporters.

In an effort to protect and foster the value of the Holy Family image, it is mandatory that faculty, staff, alumni, students, supporters and commercial partners who participate in communicating the identity of our schools apply these guidelines without modification. No other logos or symbols should be developed or used by schools, offices, teams or groups.

How to Use the Guidelines

These brand standards should be used to guide the proper use of all Holy Family Catholic Schools logos, mascot images, colors and names on school-related communications, materials and apparel. These guidelines are intended to allow for flexibility and creativity of design; it is recommended that the help of a professional graphic designer or an individual accustomed to working with graphic standards be enlisted when developing designs for items such as group or spirit apparel. The brand identities and guidelines were developed with advice and consultation from administrators, faculty and staff, students, parents, alumni and graphic design experts. The administration and the board of education have formally approved these guidelines.

Contacts for Advice, Approval and Graphics

Please consult with the Holy Family Catholic Schools Communications and Marketing Department within the office of advancement with any questions regarding these guidelines or to request artwork or special-use identities.

- Some form of our brand must appear on everything distributed or printed externally.
- These guidelines must be given to vendors when printing or stitching our identity on anything.
- School stationery items are not to be altered in any way.
- Do not create your own business cards or stationery. If you have a need, contact the director of communications and marketing.
- Do not recreate the logo from anything other than original artwork.

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ANATOMY OF THE HOLY FAMILY CATHOLIC SCHOOLS ACADEMIC INSTITUTIONAL CREST

To illustrate the fact that Holy Family Catholic Schools is under the patronage of the Holy Family, the school's emblem symbolizes this threefold patronage.

Cross > Represents Our Lord

The Letter "M" > Represents Mary



The Carpenter's Square >
Represents St. Joseph.

Colors > Blue signifies Mary. White represents the purity of St. Joseph. Gold denotes the monarchy of Christ.

Our Logos

Choosing a color configuration

All logos are available in a one- or two-color option.



Choosing a color format

Spot color - Commonly called PMS colors, spot colors are more precise and are typically used on publications that only use one or two colors (e.g., company letterhead).

Four-color process (CMYK) - Process colors, or CMYK, are used in full-color publications and are most common on home and office printers.

RGB - RGB colors are used for screen and Web.

Choosing a coating

Coated - Use a coated file for high-gloss publications, such as magazines.

Uncoated - Use an uncoated file for matte publications (everyday printer paper).

Vinyl - Use a file optimized for vinyl for signage projects.

Choosing a file type

EPS - An EPS file is optimized for print and supports transparency. Many screen printers will request an .eps file or a "vector file." If you're having trouble viewing an EPS file on your computer, open a Word document and insert the image file.

JPG - A JPG file is a compressed file optimized for Web. JPGs can be used for print but do not support transparency, so if you do not wish to see a white box around your image, request an EPS file.

Contact the director of communications and marketing for assistance choosing the proper logo format and file type.

Our Logos

Academic - Primary

The primary logo is always the preferred choice, especially on official school documents. If it is impractical to use the primary logo, see a secondary logo choice. It is preferable to use the full logo incorporating the crest and school name, but a crest-only logo is available.



Our Logos

Academic - Secondary Uniform (optimized for stitching)

Secondary logo options are available to easily and consistently adapt to the demands of most design treatments. Original design files must be used. Do not create secondary logos by editing the primary logo file.



Stitched Logo Sizes

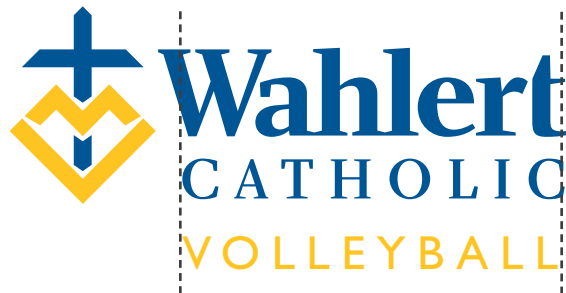
Holy Family - 3.25"
Wahlert - 3.125"
Mazzuchelli - 3.5"
Holy Ghost - 3.25"

Our Lady - 3.125"
Resurrection - 3.5"
St. Anthony - 3.25"
St. Columbkille - 3.5"

Our Logos

Academic - Secondary Uniform

Special-use uniform logos can be designed for school departments, athletic teams and groups. Logos are created by adding the group name in Gil Sans Regular 18-point font under the uniform logo, using adequate spacing and reasonable kerning to fit the width of the logo text. If the group name has five letters or less, center the group name. Contact the director of communications and marketing to set up a special-use uniform logo.



Our Logos

Academic - Secondary Horizontal



Our Logos

Academic - Secondary Vertical



Academic - Secondary Wordmark

Wahlert
CATHOLIC

Mazzuchelli
CATHOLIC

Holy Ghost

Our Lady of Guadalupe

Resurrection

St. Anthony

St. Columbkille

Holy Family

Our Logos

Academic - Other Wahlert Catholic Secondary Versions



Horizontal 2



Horizontal 3



Wordmark Full

Our Logos

Athletic - Wahlert Catholic High School

While the academic crest is often used for athletic items, athletic logos should never be used for academic purposes or on official school documents. The approved athletic fonts or a similar, complementary font should be used when printing "Wahlert Catholic High School" (or another approved version of the school name) on apparel or uniforms. Any orientation may be used (i.e., arch), but only approved colors and logos may be used.



GOLDEN EAGLES CREST LOGO



GOLDEN EAGLE HEAD LOGO



GOLDEN EAGLE FULL BODY LOGO



GOLDEN EAGLES TYPE VERTICAL LOGO



GOLDEN EAGLES TYPE HORIZONTAL 1 LOGO



GOLDEN EAGLES TYPE HORIZONTAL 2 LOGO



GOLDEN EAGLES W EAGLE LOGO



GOLDEN EAGLES W LOGO



GOLDEN EAGLES W TYPE LOGO



GOLDEN EAGLES TYPE EAGLE LOGO



WAHLERT SCRIPT LOGO

Our Logos

Athletic - Mazzuchelli Catholic Middle School

Mazzuchelli Catholic Middle School uses its own set of athletic logos, but the system colors remain constant. A typeset similar to the fonts used in the logos shown here should be used when printing “Mazzuchelli Catholic Middle School” (or another approved version of the school name) on apparel or uniforms. Any orientation may be used (i.e., arch), but only approved colors and logos may be used.



EAGLES TYPE EAGLE LOGO



MAZZUCHELLI M TYPE LOGO



EAGLES FULL BODY LOGO



EAGLES HEAD LOGO

Our Logos

Athletic - Little Eagles (Elementary/Early Childhood)



LITTLE EAGLES FULL BODY LOGO



LITTLE EAGLES TYPE EAGLE LOGO



LITTLE EAGLES HEAD LOGO

Our Colors

The official colors of Holy Family Catholic Schools are royal blue and gold. Only use combinations of the colors identified below. Do not introduce other colors into the Holy Family Catholic Schools color family. Unless in a very controlled environment and handled by a professional, colors will not always be consistent throughout different media, but a diligent effort should be made to match as closely as possible. The palettes below have been chosen for their consistency and will help standardize color from one medium to the next.

All commercial apparel and official school apparel, such as athletic uniforms, should comply with the official school colors. Academic uniform shirts can be royal blue, gold/maize, navy blue, white or black.

Primary Colors



Blue

Pantone Coated: 294 PC

Pantone Uncoated: 2935

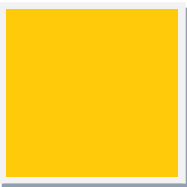
CMYK (C): 100 30 0 30

RGB: 0 103 157

CMYK (UC): 100 30 0 30

Hexadecimal: 005596

Vinyl: 3M Matte Blue



Gold

Pantone Coated: 123C

Pantone Uncoated: 115U

CMYK (C): 0 25 95 0

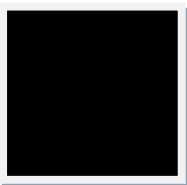
RGB: 255 194 36

CMYK (UC): 0 20 100 0

Hexadecimal: FFC425

Vinyl: 3M Sunflower

Secondary Colors

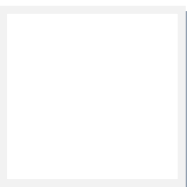


Black (accent only)

CMYK: 0 0 0 100

RGB: 0 0 0

Hexadecimal: 000000



White

CMYK: 0 0 0 0

RGB: 0 0 0

Hexadecimal: FFFFFFFF

Our Typography

The following are the preferred font families for use on official school media.

Academic Fonts

Charlotte
Gil Sans

These two typefaces are used in the academic identities and allow for flexibility and creative expression in body copy and display. They should be used to complement and contrast in all stationery and all other applications where appropriate. Gil Sans is a system font already installed on most computers and is appropriate for all media. Charlotte is a purchased font that is not available on most computers; Baskerville can be used as a substitute. Only use Gil Sans or Times New Roman for the body copy of any official printed school communications.

Charlotte Book and Book Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Charlotte Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Charlotte Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Gil Sans Regular and Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Our Typography

Gil Sans Bold and Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Gil Sans Light and Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Gil Sans Extra Bold and Extra Bold Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Gil Sans Condensed, Bold Condensed, Ultra Bold Condensed and Bold Extra Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' “

Our Typography

Athletic Fonts

United
Gil Sans

These two typefaces are used in the athletic identities and allow for flexibility and creative expression in body copy and display. They should be used to complement and contrast in all stationery and all other applications where appropriate. Gil Sans is a system font already installed on most computers and is appropriate for all media. Access to United must be granted by the communications and marketing department.

United Regular, Bold, Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h I j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h I j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h I j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

*United is available in italic condensed, italic extended, italic regular, semicondensed, semiextended, sanserif condensed, sanserif extra, sanserif regular, sanserif semicondensed, sanserif semiextended, serif condensed, serif extended, serif regular, serif semicondensed and serif semiextended, along with all their subsets.

Electronic Media

To increase legibility at small sizes on a computer screen, the following typefaces are an excellent substitute for Gil Sans.

Arial
Verdana

Visual Identity Size & Placement

All logos are available in different formats and sizes to accommodate different project needs. Each identity should always be reproduced at a size where all parts are clearly legible.

Minimum Space

Please allow a reasonable amount of space above, below and on both sides of the logo. A good rule is to use about the size of the “H” for reference.

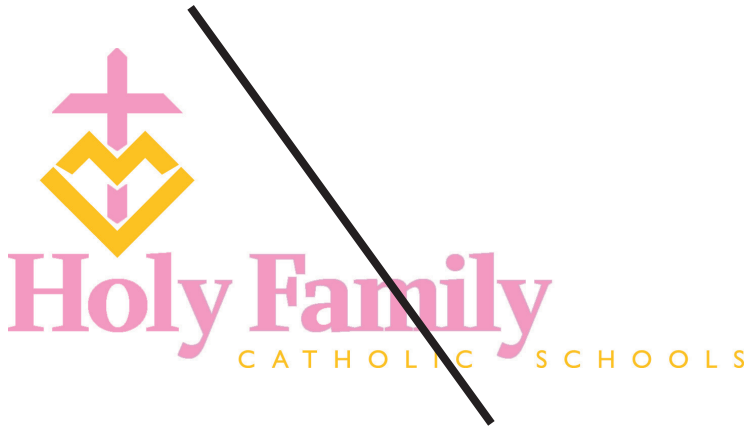


Background Field and Color Value

When the logo appears in a background field, be careful to avoid the perception that it is embedded in a shape or pattern. The logo may appear on photos or graphs where there is a clear area that does not create a busy, cluttered or confusing background. Avoid visually distracting or competing backgrounds. The logo should also clearly contrast with the background on which it is placed (e.g., avoid a blue logo on a blue background). Do not use the logo at less than a 60 percent screen.

Visual Identity Unacceptable Uses

In order to maintain the integrity and equity of the Holy Family logos, avoid these common identity violations. Contact the director of communications and marketing with questions or permission for special use.



NEVER use unapproved colors.



NEVER alter the typography.

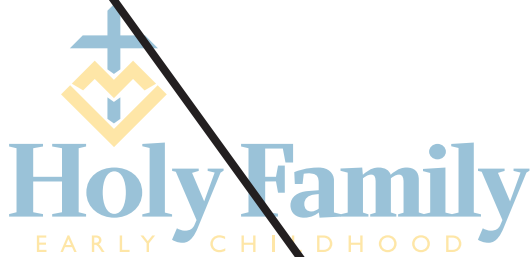


NEVER distort the marks.
*Hold down the shift key while
resizing to avoid stretching the marks.*



NEVER alter the arrangement.

Visual Identity Unacceptable Uses



NEVER use the identity at less than a 60 percent screen.



NEVER crop or bleed the identity off of the page.

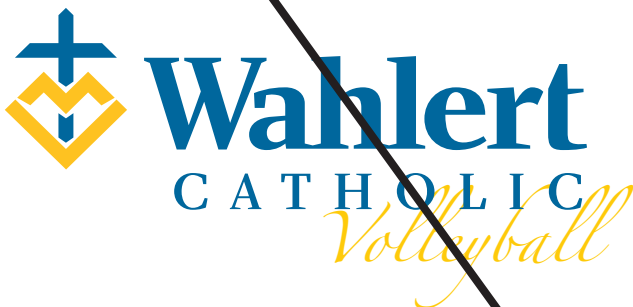


NEVER add shapes.



Eagle Nation!

NEVER add inappropriate taglines.



NEVER use unapproved logotype combinations.



NEVER combine logos

Visual Identity Unacceptable Uses



NEVER tilt the marks.



NEVER alter the color attributes.



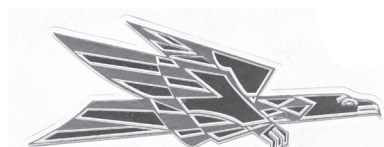
NEVER outline the marks.

Logos No Longer in Use

The following former logos can no longer be used. In addition, it is unacceptable to use an image or logo borrowed from another institution to represent any of Holy Family's schools. This is a violation of copyright and trademark laws.



Broken carpenter's square



Our Names

The following guidelines are preferred when referring to our system or schools in official communications.

Holy Family Catholic Schools

- On first reference: Holy Family Catholic Schools
- On second reference: Holy Family
 - Acceptable: a Holy Family school, Holy Family schools
 - Unacceptable: Holy Family Schools, a Holy Family Catholic school, a Holy Family Catholic School

Avoid referring to our system as HFCS except on unofficial or highly technical documents.

Wahlert Catholic High School

- On first reference: Wahlert Catholic High School
- On second reference: Wahlert Catholic

“Wahlert” alone should seldom be used on official school communications. Avoid using WCHS except on unofficial or highly technical documents.

Mazzuchelli Catholic Middle School

- On first reference: Mazzuchelli Catholic Middle School
- On second reference: Mazzuchelli Catholic

“Mazzuchelli” alone should seldom be used on official school communications. “Mazz” should never be used on official school communications. Avoid using MCMS except on unofficial or highly technical documents.

Elementary Schools (in preferred order)

- Holy Ghost Elementary School, Holy Ghost Elementary, Holy Ghost
- Resurrection Elementary School, Resurrection Elementary, Resurrection
- St. Anthony Elementary School, St. Anthony Elementary, St. Anthony (note: not St. Anthony’s)
- Our Lady of Guadalupe Spanish Immersion Program, Our Lady (note: not OLG)
Example: Welcome to the Our Lady of Guadalupe Spanish Immersion Program
- St. Columbkille Elementary School, St. Columbkille Elementary, St. Columbkille (note: not St. Columbkille’s)

Early Childhood Centers (in preferred order)

- Holy Ghost Early Childhood, Holy Ghost
- Resurrection Early Childhood, Resurrection
- St. Anthony/Our Lady of Guadalupe Early Childhood, St. Anthony/Our Lady Early Childhood, St. Anthony/Our Lady
- St. Columbkille Early Childhood, St. Columbkille (note: not St. Columbkille’s)
- St. Joseph the Worker Early Childhood, St. Joseph the Worker (note: not “St. Joe’s” or “the Worker”)

Using the abbreviation “EC” is not acceptable on official school communications.

Athletics

- Wahlert Catholic: Golden Eagles (“The Eagles” can be used on second reference, but be careful not to overuse the term and dilute the Golden Eagle brand.)
- Mazzuchelli Catholic: Eagles
- Elementary/Early Childhood: Little Eagles

Frequently Asked Questions

Q. Does all apparel created by a Holy Family school or group have to be a school color?

A. This answer requires further investigation:

- Is it a school or athletic uniform? - Yes
- Is it being sold as a spirit item? - Yes
- Is it a warm up or spirit item for an athletic team? - Yes
- Is it a spirit item for a state qualifier? - Yes, because it's an official school team on a very public stage.
(Special use exceptions may be requested [i.e., neon-outs])
- Is it a special school group or club? - No, but the crest or logos must only be used in the approved colors as indicated in the branding guidelines. Also, no school logos should appear on anything with inappropriate or suggestive language or graphics. Any Holy Family Catholic Schools administrator has the right to deny the use of a school logo on apparel items.