



OFFICIAL VISUAL IDENTITY GUIDELINES 2014

## FROM THE MARKETING OFFICE

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As Newark Catholic High School enters its 56th year, we can be assured that the Newark Catholic identity is strong in the central Ohio community. The community recognizes Newark Catholic High School, and that recognition is positive. It is now time to be better stewards of the brand we present to the community.

Therefore, Newark Catholic High School is taking new steps toward a consistent approach to our visual identity, as it is used in print publications, on the internet and on commercial products. The office of Marketing and Alumni Relations has been charged with enforcing the published brand standards across all academic and extracurricular units.

Following the established brand standards will ensure that the Newark Catholic community offers consistent communications from all stakeholders. Please use this brand manual as a guide to represent the high-quality education that Newark Catholic High School has to offer.

Sincerely,

Traci Hogue  
Director of Marketing & Alumni Relations

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# OVERVIEW

The Official Guide to Brand Usage and Style should be used to guide Newark Catholic administrators and partners in the proper use of all Newark Catholic High School logos, mascot images, colors and school names on school-related communications, materials and apparel. In an effort to protect the integrity of our identities, it is required 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.

## Please Remember

- Some form of our brand must appear on everything distributed or printed externally.
- The Official Guide to Brand Usage and Style must be given to any vendor 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 change, distort or recreate the logos; do not produce the logo from anything other than original artwork (i.e., copying and pasting from a website).
- Do not introduce new colors into the Newark Catholic color family.

## Contacts for Approval, Advice and Graphics

Unless created or sanctioned by school administration, permission is required for external use of any Newark Catholic identity. If you're creating materials or apparel on behalf of:

Athletics or Sport Shop: Permission requests must be approved by the athletic director, who may request assistance from the director of marketing.

Students, staff or school groups: Permission requests must be approved by the school principal, who may request assistance from the director of marketing. Upon requesting permission, please provide your group name and/or a contact point, purpose for creating materials or apparel, and a design image or sample.

For all other requests or questions, including requests for logo files or special-use identities, please consult the Newark Catholic High School Visual Identity Guidelines and Marketing Department.

Any entity that wishes to use the logos for profit must contact the Newark Catholic Marketing Office.

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This guide provides standards for using the key elements of the Newark Catholic High School visual identity, in an effort to protect and foster the value of Newark Catholic High School's image.

These standards are for Newark Catholic High School faculty, staff, alumni, students, volunteers and commercial partners who participate in communicating the school's identity.

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Unacceptable Uses

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Athletic Visual Identities

Symbolism of the Crest



# THE VISUAL IDENTITY

## What is the visual identity?

The visual identity of Newark Catholic High School is the principle identifier of the school in all communications related to official business and promotional products.

The visual identity includes three elements:

1. A graphic design
2. Presentation of the school's name
3. Specific colors

The visual identity consists of the school's traditional crest in combination with the words "Newark Catholic High School" and a specific department or business unit within the school. The general identity includes the phrase "Faith Formation • Academic Excellence".

## Why is using the visual identity important?

Used appropriately, typography, color and the elements within the visual identity represent the school in a clear and consistent manner. Consistency in identifiers breeds awareness of the brand, promoting instant recognition and awareness, which is the first step to building brand equity in the school.

## When to use the visual identity.

The visual identity is to be incorporated in all:

- Letterhead, stationery
- Business cards
- Publications for external promotion, official information
- News releases, publicity, community relations
- Advertising, promotions
- Exhibitions and presentations, including PowerPoint, posters, banners and signage
- Digital communications (web & email)

## EXAMPLES:



# TYPOGRAPHY

## Primary Typeface

Palatino Linotype is the typeface used in the identity for the title "Newark Catholic High School."

## Secondary Typeface

Segoe UI Semilight is the typeface used in the identity for all secondary text that is placed beneath "Newark Catholic High School"

## Athletic Typeface

Franklin Gothic Medium - Italic is the typeface used in the identity for Newark Catholic Athletics.

## Special Note

Please do not substitute other faces for the use with the shield. The school requires that you use these approved configurations and refrain from recombining the crest and the name in unapproved ways.



## Palatino Linotype – Regular – Large Caps

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

## Palatino Linotype – Regular – Small Caps

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

## Palatino Linotype – Regular – Numerals

1 2 3 4 5 6 7 8 9 0

## Segoe UI Semilight – Regular – Capital

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

## Segoe UI Semilight – Regular – Lowercase

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

## Segoe UI Semilight – Regular – Numerals

1 2 3 4 5 6 7 8 9 0

## Franklin Gothic Medium – 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

## Website Fonts (Body Copy) - Verdana

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

## Website Fonts (Headline Copy) – Cabin

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

# COLOR

The official Newark Catholic High School colors are green and white. There are also elements of the Newark Catholic visual identity that are used as accent colors.

Following is a chart defining the electronic equivalents of the Newark Catholic primary and accents colors, as well as the gray used in the secondary text.

Unless in a very controlled environment, and handled by a professional, colors will not always be consistent throughout the different media. The palettes below have been chosen for their consistency and will help to standardize color from one medium to the next.

Note: All commercial apparel and official school apparel, such as athletic uniforms, should comply with the official colors



PMS 347 C  
CMYK 100, 0, 55, 42  
R=0 G=149 B=67



PMS 123 C  
CMYK 1, 17, 93, 0  
R=254 G=207 B=38



# SIZE

## Size & Placement

The Newark Catholic High School crest should never appear smaller than 3/8 inch wide.



Do not crop any part of the identity or bleed it off the page.



Allow at least 1/8" of white space around the identity.



## Minimum Size

The identity should always be reproduced at a size where it is clearly legible in the medium used. 2 inches is the minimum size for high resolution printed materials. The visual identity is to be rendered larger than this minimum size when reproduced via low resolution media in order to maintain design integrity.



No smaller than 2 inches

# STATIONERY

Why using the visual identity on stationery is important

It is crucial to remember that the intent of creating the visual identity is to present Newark Catholic High School to the community under a single, unifying visual element in which visual identities will not supersede the identity of the overall institution.



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## ATHLETIC VISUAL IDENTITIES



The "Block NC" combined with the words "Newark Catholic Green Wave" may be used for Newark Catholic Athletics. The acceptable and unacceptable usages outlined previously apply to these identities as well.



The "Block NC" or the "NC Green Wave" may be used to represent Newark Catholic Athletics and its programs in print, on the web, on commercial apparel and official athletic uniforms. The "NC Green Wave" is the only authorized "wave" for use when representing Newark Catholic Athletics. No other "wave" should be used.

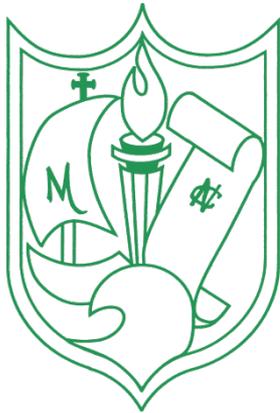


The "Green Wave" may also be used in combination with the official Newark Catholic Green Wave Athletics wording in Franklin Gothic Medium font



Specific sport programs may also be represented. See example to left.

# SYMBOLISM OF THE NEWARK CATHOLIC HIGH SCHOOL CREST



Newark Catholic Coat of Arms designed by Sister Ellen McNulty, O.P.

Symbolism

Ship with 'M' on Sail

Represents affiliation with the Diocese of Columbus

Torch with Flame

Symbolizes Truth, Knowledge, and Learning

Scroll

Symbolizes all areas of Education

Green Wave

Name given to school Athletic Teams