



CATHOLIC SCHOOLS *in the*
ARCHDIOCESE *of* NEW YORK

Faith-Based.Future-Focused.

VISUAL STANDARDS GUIDE

MARCH 2017



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Archdiocese of New York

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WELCOME TO THE VISUAL STANDARDS GUIDE

Any organization that wishes to present a consistent image of quality has to consider carefully how it presents “the brand” to both internal and external customers. The surest way to convey the image of quality and customer service is to present it in a consistent and disciplined way. A professional visual presentation, coupled with a positive brand experience at every point of contact, helps create a strong impression, whether on the printed page, on the internet, or in person. While it is impossible to cover every branding opportunity in this document, our intent is to provide professional tools and guidance with implementation examples to ensure all communications for schools, regions and the Archdiocese of New York are presented at the highest standards.

01

SECTION 01 LOGO USAGE

LOGO CONSTRUCTION

The logo at all times must be used exactly as it is configured. None of the graphic elements can be changed in any way or separated from one another. Example: Archdiocese of New York and the icon should not be positioned differently in relation to the regional name.

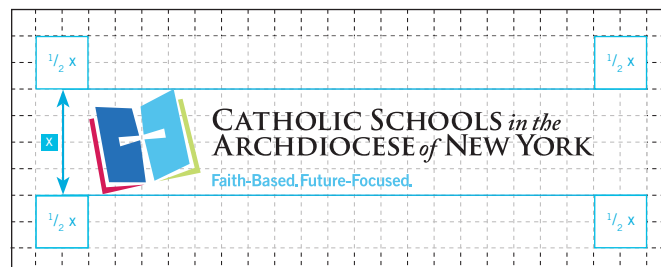


CLEARSPACE

No graphics, including dates, code numbers, borders, photographs, illustrations and other visual elements should fall in this space. To calculate the clearspace take the height of the logo and divide it in half. (Clearspace = Logo Height / 2)

For brand recognition, the logo needs to have a prominent, yet integrated place on “the page.”

Whenever you use the logo, it should be surrounded with space to ensure its visibility and impact.



The logo at no time can be printed in any other colors other than the approved color; tints of black; or solid black logos.

PRIMARY LOGO

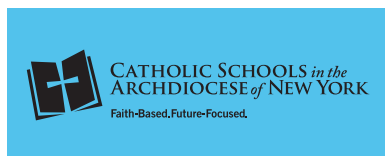


1) Primary Logo

The main logo is on white backgrounds. For darker or colored backgrounds you will find alternatives below.

The logo is made from 4 color process. The logo should ideally be reproduced in color whenever possible. However, sometimes a design may require a logo to be treated as a 1 color logo in solid black or a 1 color knockout logo in solid white.

BLACK LOGO



WHITE LOGO



3) Solid Black Logo will be used when the background color is light colored.

4) Solid White Logo will be used when the background color is dark colored.

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency.

REGIONAL LOGOS

FORMATS & USAGE

Marketing materials should reflect a regional focus that collectively promotes all schools within a given region. The regional logos help visually reinforce recognition that the individual schools listed are part of a larger regional entity.



REGIONAL LOGOS

SOLID BLACK



CATHOLIC SCHOOL REGION
NORTHERN WESTCHESTER/PUTNAM
in the ARCHDIOCESE of NEW YORK
Faith-Based, Future-Focused.



CATHOLIC SCHOOL REGION
MANHATTAN
in the ARCHDIOCESE of NEW YORK
Faith-Based, Future-Focused.



CATHOLIC SCHOOL REGION
CENTRAL WESTCHESTER
in the ARCHDIOCESE of NEW YORK
Faith-Based, Future-Focused.



CATHOLIC SCHOOL REGION
NORTHWEST/SOUTH BRONX
in the ARCHDIOCESE of NEW YORK
Faith-Based, Future-Focused.



CATHOLIC SCHOOL REGION
NORTHEAST/EAST BRONX
in the ARCHDIOCESE of NEW YORK
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CATHOLIC SCHOOL REGION
ULSTER/SULLIVAN/ORANGE
in the ARCHDIOCESE of NEW YORK
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CATHOLIC SCHOOL REGION
DUTCHESS
in the ARCHDIOCESE of NEW YORK
Faith-Based, Future-Focused.



CATHOLIC SCHOOL REGION
STATEN ISLAND
in the ARCHDIOCESE of NEW YORK
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CATHOLIC SCHOOL REGION
ROCKLAND
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REGIONAL LOGOS

SOLID WHITE



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02

SECTION 02

TYPOGRAPHY

The consistent use of type across all marketing communications materials helps to unify both the Catholic school regional brand while helping define the relationship of regions to the Archdiocese of New York. The consistent use of this system will communicate to our internal and external audiences and colleagues our common values, consistency of mission and the professionalism in all communications.

Trade Gothic has been selected as the primary typeface for Catholic Schools in the Archdiocese of New York. It should be used in all designed applications and advertisements.

Franklin Gothic has been selected for use by all regional offices in the archdiocese. It should be used in letters, PowerPoint Presentations and customer communications. Franklin Gothic is available in the Microsoft Office Suite and is stylistically similar to Trade Gothic.

PRIMARY FONT

Trade Gothic

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890**

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890

ALTERNATE FONT

Franklin Gothic

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890**

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
01234567890

03

SECTION 03 COLOR SYSTEM

Please use the accent colors listed below for web-based (digital RGB) and traditional (print CMYK) designs for your school and region. Formulas listed below for the colors will ensure consistency across digital and print media.

PRINT

Short for Cyan-Magenta-Yellow-Black, CMYK is a color model in which all colors are created through a mixture of these four process colors. CMYK is the standard color model used in printing of full-color documents. The “K” in CMYK stands for key because the cyan, magenta, and yellow printing plates are keyed, or aligned, with the key of the black key plate. Because such printing uses inks of these four basic colors, it is often called four-color printing.

DIGITAL

RGB stands for Red-Green-Blue and is a color model in which all colors are created through a mixture of these three colors. RGB is the standard color model in digital or video mediums.



PRIMARY BLUE

CMYK C84 M55 Y0 K0
RGB R47 G106 B236
Web #2f6ab2



GREEN APPLE

CMYK C26 M0 Y73 K0
RGB R208 G219 B98
Web #cfda62



LIGHT BLUE

CMYK C58 M4 Y2 K0
RGB R104 G194 B236
Web #67c2eb



RUBINE RED

CMYK C11 M100 Y52 K1
RGB R211 G13 B79
Web #d30d4f