



ST. MICHAEL
CATHOLIC HIGH SCHOOL

GRAPHIC STYLE GUIDE
Updated Nov. 2015

BASIC GUIDELINES

The basic guidelines for the use of the St. Michael Catholic High School graphic style guide are for the promotion and consistent branding of this school.

The St. Michael Catholic High School logos are for use on school stationery items such as letterhead, envelopes, labels, notecards and business cards; school signage; the school website and other online and print marketing materials such as academic brochures and banners; and on select spirit wear and merchandise as approved by the administration.

If you should have questions related to the proper use of the logos, fonts, and acceptable school colors please contact Kathy Lollis at LollisKathy@gmail.com.

CORE SCHOOL FONTS

The core St. Michael Catholic High School fonts to maintain a cohesive presentation to the outside community are the following.

ST. MICHAEL
TRAJAN PRO REGULAR (SMALL CAPS)

CATHOLIC HIGH SCHOOL
Avenir Light (ALL CAPS)

CARDINALS
COCHIN BOLD REGULAR (ALL CAPS)

Garamond Regular
Body Text

ACCEPTABLE COLORS

RED

PMS: 186
CMYK: C12/M100/Y92/K3
RGB: R207/G10/B44
HEX: #cf0a2c / cc0033



PMS 186

GREY

PMS:179-2
CMYK: C9/M6/Y6/K0
RGB: R228/G229/B230
HEX: #e4e5e6 / ccccff



PMS 179-2

APPROVED USES

In order to maintain the consistency necessary to build a strong identity, the St. Michael Catholic High School logos are to be used only as presented in this guide. Approved use does not allow adding additional graphic elements like drop shadows, outlines, glows, or dimensions. It also does not allow the redrawing or reportioning of any of these logos.

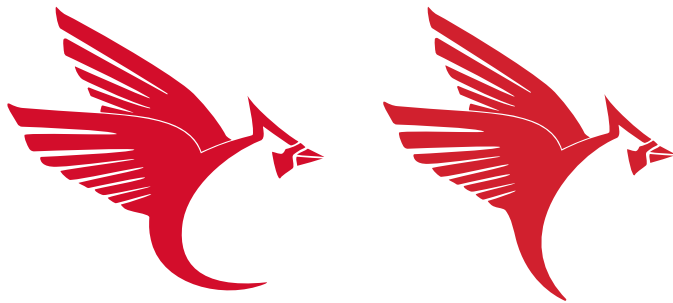
CORE ACADEMIC LOGO



SCHOOL MONOGRAM



CARDINAL LOGOS



CORE ATHLETIC LOGO



ALTERNATE ATHLETIC LOGO

