BRAND STANDARDS AND GUIDELINES

2019

In 2018, a team was formed to evaluate the current brand identity system used at Teurlings Catholic High School. Led by our mission "to develop each individual's ability To Channel His Spirit for the glory of God", our team set out to update and unify our brand in order to better position our school for continued growth.

One of the primary goals with this initiative was not to simply change our identity, but rather evolve it in a way that maintains the history and character of our past. In addition, we wanted to unify our brand, both internally and externally, and better represent our Catholic faith, whether it be through academics, clubs and organizations or athletics.

As Rebels for Christ, we are proud to show our love for God at Teurlings and remain grateful for all of the many blessings we have received over the years. Now, as we launch our new identity system, we are reminded of these blessings, and just how far we have come since Msgr. Teurlings helped establish Teurlings in 1955.

Thank you to everyone who has helped make Teurlings what it is today, as well as each student that currently or has once called Teurlings home.

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PRIMARY CREST

IDENTITY & LOGOTYPE

TEURLINGS | PRIMARY CREST, IDENTITY & LOGOTYPE

The TCHS primary crest and logotype has several representations, but all variations must remain within the brand identities architecture at all times. The following samples and guidelines should provide a detailed road map for its usage. Any alterations outside of the defined architecture must be cleared with the brand management team of TCHS.

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USAGE: COLOR

There are 3 primary colors in the TCHS color palette.

It is acknowledged that there will be a number of diverse circumstances and situations from either a cost or production constraint in which a monochromatic color such as black is to be used.

COLOR INFORMATION: The logos displayed in this guide are not for reproduction or color matching. It is for color break information and general usage parameters ONLY. Use electronic files for all reproduction. Note: Colors shown here may appear differently in digital form.

PRIMARY COLOR PALETTE

TCHS: Primary Blue

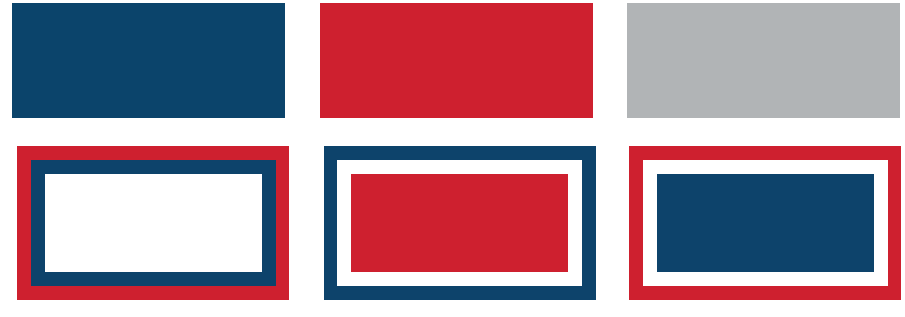
PMS: 7694
CMYK: 100 - 57- 9 - 52
RGB: 1 - 66 - 106
HEX: #01426A

TCHS: Primary Red

PMS: 186
CMYK: 2 - 100 - 85 - 6
RGB: 20 - 16 - 46
HEX: #C8102E

TCHS: Gray (35% K)

CMYK: 0 - 0 - 0 - 35
RGB: 16 - 24 - 32
HEX: #101820



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TEURLINGS: TYPOGRAPHY

An organization's usage of type has the ability to tell a story. Utilizing the right typefaces in a consistent manner builds a brand's personality and its culture. in order to bridge the cap between print, media and web usage, several typefaces are included within this system.

Over time, campaigns and events will utilize different font families, but it is important to always utilize the brands primary font family when possible..

DISPLAY FONTS

EMPERA - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ | 1234567890!@#$%^&*()

Geometric SlabSerif 703 BT (Bold/Extra Bold Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890!@#$%^&*()

SECONDARY HEADLINE/TEXT FONTS

EUROSTILE (T1) BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890!@#$%^&*()

PT SANS/PT SANS PRO CONDENSED - (Bold, Regular, Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 1234567890!@#$%^&*()

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PRIMARY CREST

The TCHS Primary Crest should work across all forms of media. When the full-color version cannot be used due to economic, design or production limitations, the styles shown at the right should be used. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the crest is right for its context, we've created a system that includes PANTONE® color, and an extended palette of solid colors as well as reversed logo treatments. So whether the TCHS Crest appears on appareal, the Web, TV, in print, or on screen, you have infinite design flexibility to adapt the crest to its appropriate design context.

FULL COLOR

PMS 7694

PMS 186

GRAYSCALE

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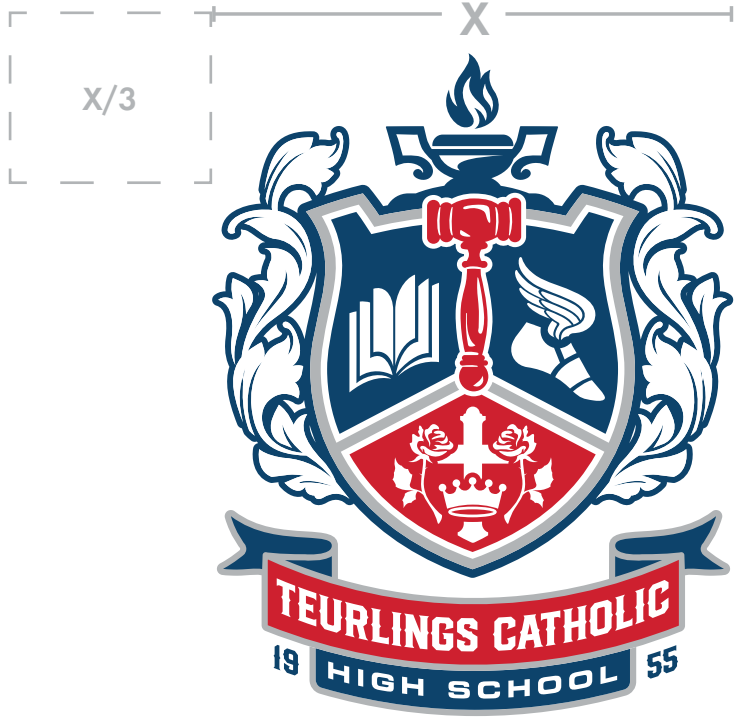
PRIMARY CREST: BEST PRACTICES/CLEAR SPACE AND MINIMUM SIZE

The designated “clear space” of the TCHS Crest refers to the empty space that surrounds it. The purpose of this protected space is to ensure the visible and unobstructed placement to maintain the visual integrity of the TCHS Crest identity. Clear space can also be defined as the edges of a particular sheet or substrate. The minimum width designated for this protected area is x/3 where x is the width of the logo frame from edge to edge. The minimum size for the reproduction of the full color TCHS Crest is 1 inch. The 1 color TCHS may be sized smaller for web and social media usage.



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PRIMARY CREST: BEST PRACTICES/THINGS TO AVOID

The TCHS Crest should always be used in one of its approved formats as presented previously in this manual. It should never be altered, changed or modified. Any form of alteration introduces a weakening in the TCHS brand architecture. The integrity and consistency of the brand depend on the usage of the Crest as it was designed. Shown to the right are primary examples of what not to do with the TCHS Crest. These represent common usage mistakes and are NOT considered to be inclusive of every mis-use circumstance.

A. Do not rotate the Crest.
B. Do not distort or warp the Crest in any way.
C. Never alter or modify the approved brand colors ***without permission from the brand management team.***
D. Do not modify or distort the established Crest architecture.
E. Do not use any of the darker variation of the Crest on dark backgrounds or more complex images.
F. The Teurlings Crest and marks can be reversed out in white over pre-approved backgrounds such as camo.

If the smaller version is required for additional usage outside of its current collateral, permissions must be received from the TCHS Branding/Marketing team(s).

A.

B.

C.

D.

E.

F.

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TEURLINGS: LOGOTYPE (w/ signature)

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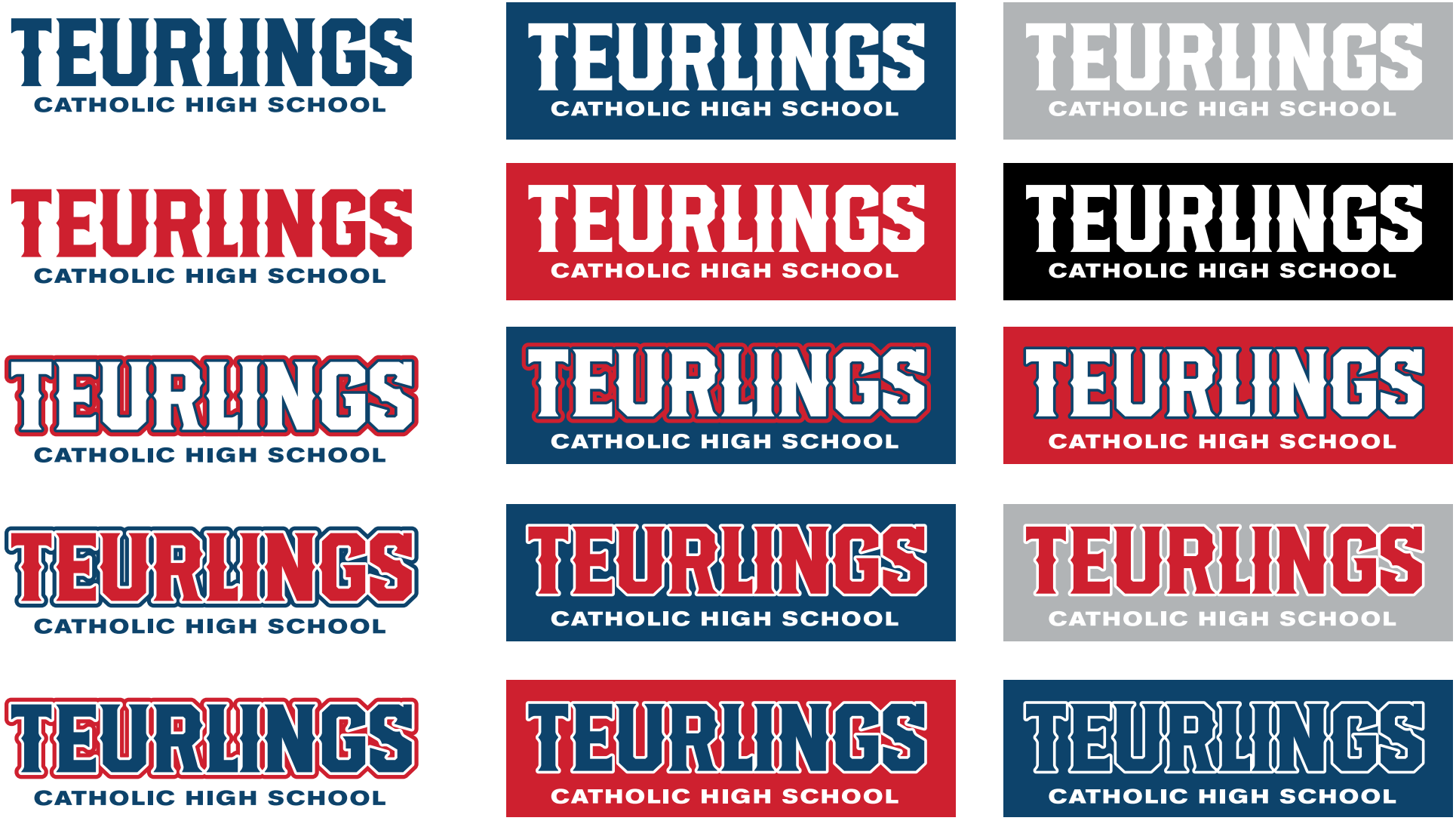
TEURLINGS: LOGOTYPE (w/ signature) - *usage variations*



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TEURLINGS: LOGOTYPE (w/ crest) - *usage variations*

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TEURLINGS: LOGOTYPE (without signature) - *usage variations*

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TEURLINGS: TCHS LOGOTYPE (w/ signature)

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TEURLINGS: TCHS LOGOTYPE (w/ signature) - *usage variations*

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TEURLINGS: TCHS LOGOTYPE (without signature) - *usage variations*

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TEURLINGS: CROSS (solo)

The TEURLINGS CROSS is the one element of the TCHS brand family that should never be represented with any color other than the TCHS Blue and gray or grayscale as needed. It can be reversed out as shown on page 16 of this document, but its primary color when used alone should remain Blue at all times.

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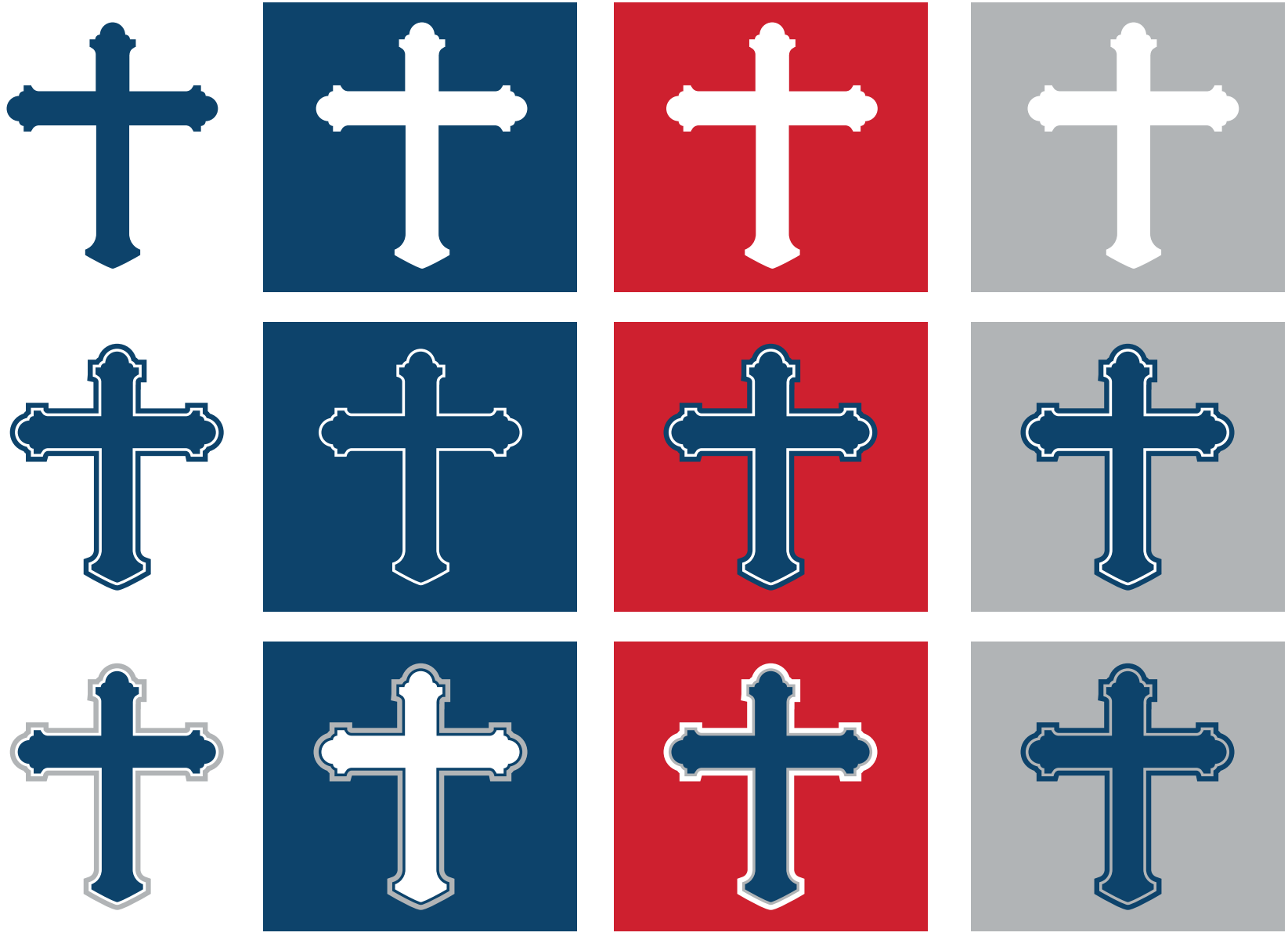
TEURLINGS: CROSS (solo) - *usage variations*



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TEURLINGS: CROSS (spirit mark)

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TEURLINGS: PRIMARY ICON (w/ cross)

The TEURLINGS PRIMARY ICON should always be used with the primary brand colors demonstrated below. It can be reversed as shown on page 19, but the cross and "C" should always be represented using TCHS Blue and TCHS Red, unless reversed in white or grayscale.

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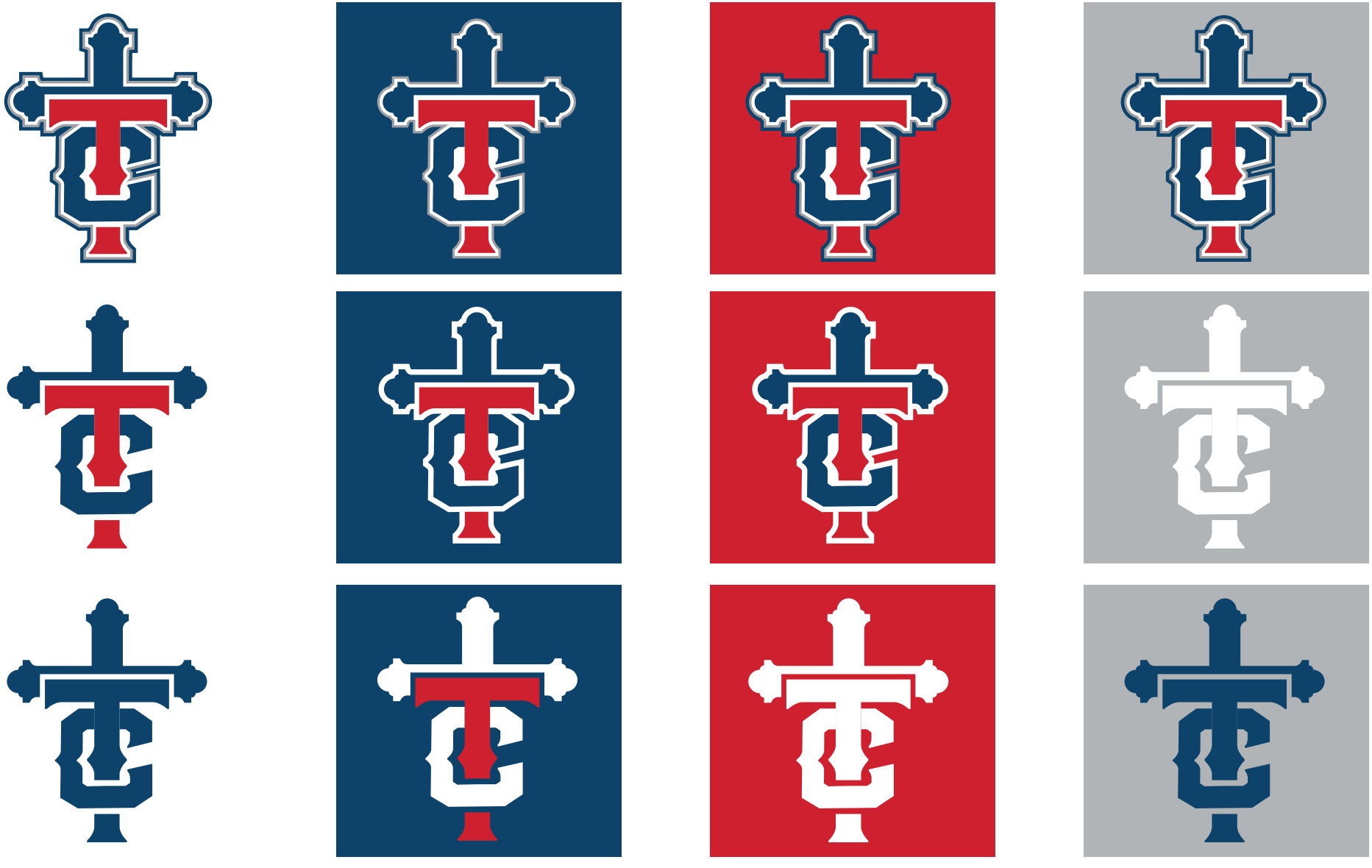
TEURLINGS: PRIMARY ICON (w/ cross) - *usage variations*



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TEURLINGS: SECONDARY ICON (without cross)

As with the TEURLINGS PRIMARY ICON, the SECONDARY ICON should always be used with the primary brand colors demonstrated below. It can be reversed as shown on page 21, but the cross and "C" should always be represented using TCHS Blue and TCHS Red, unless reversed or in grayscale.

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TEURLINGS: SECONDARY ICON (without cross) - *usage variations*

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TEURLINGS: “REBELS” ATHLETIC MARK (V.1)

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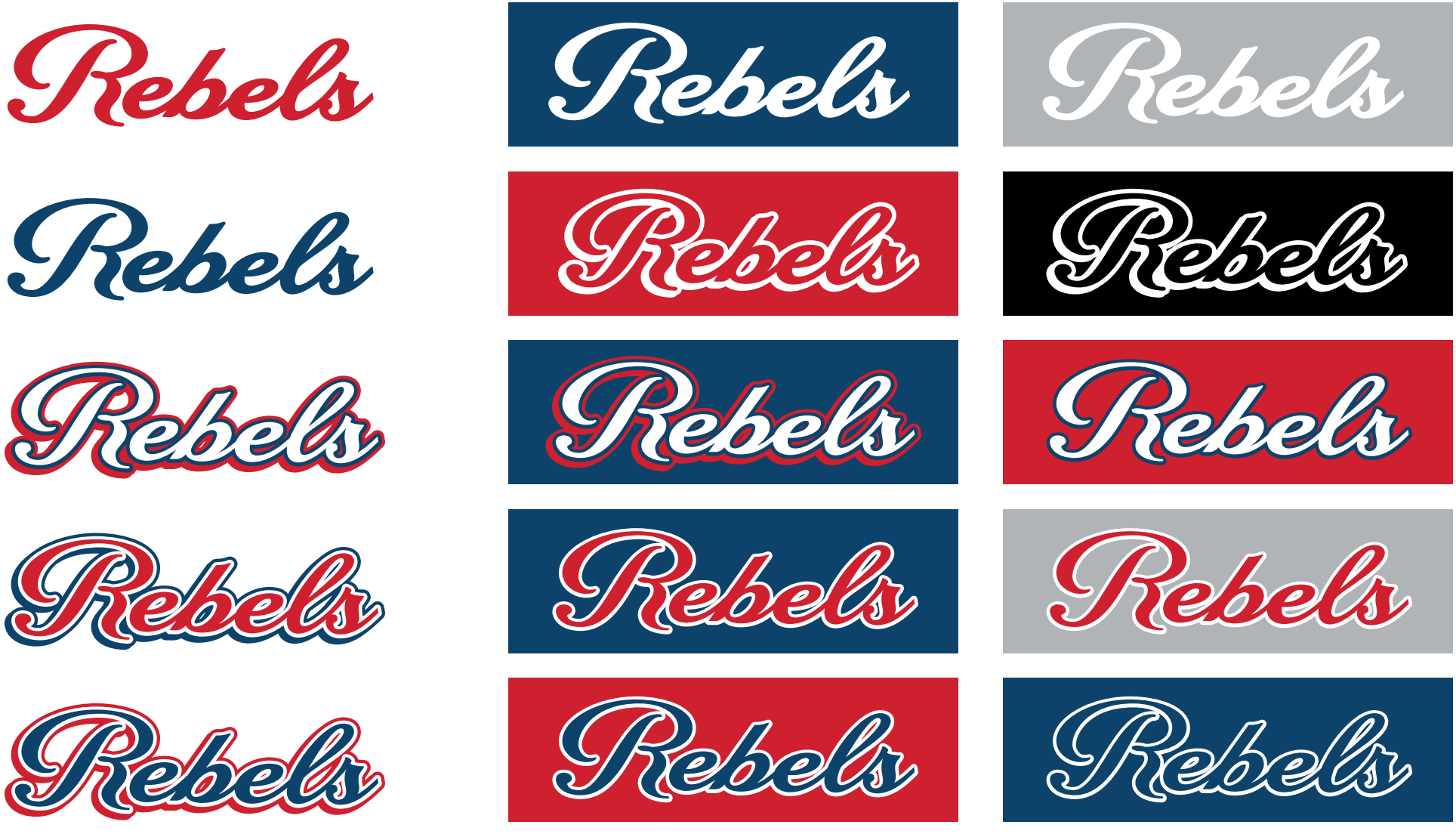
TEURLINGS: "REBELS" ATHLETIC MARK (V.1) - *usage variations*



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TEURLINGS: “REBELS” ATHLETIC MARK (V.2)

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TEURLINGS: "REBELS" ATHLETIC MARK (V.2) - *usage variations*

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TEURLINGS: ATHLETIC NUMBERS - *usage variations*

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TEURLINGS: STUDENT SPIRIT MARK

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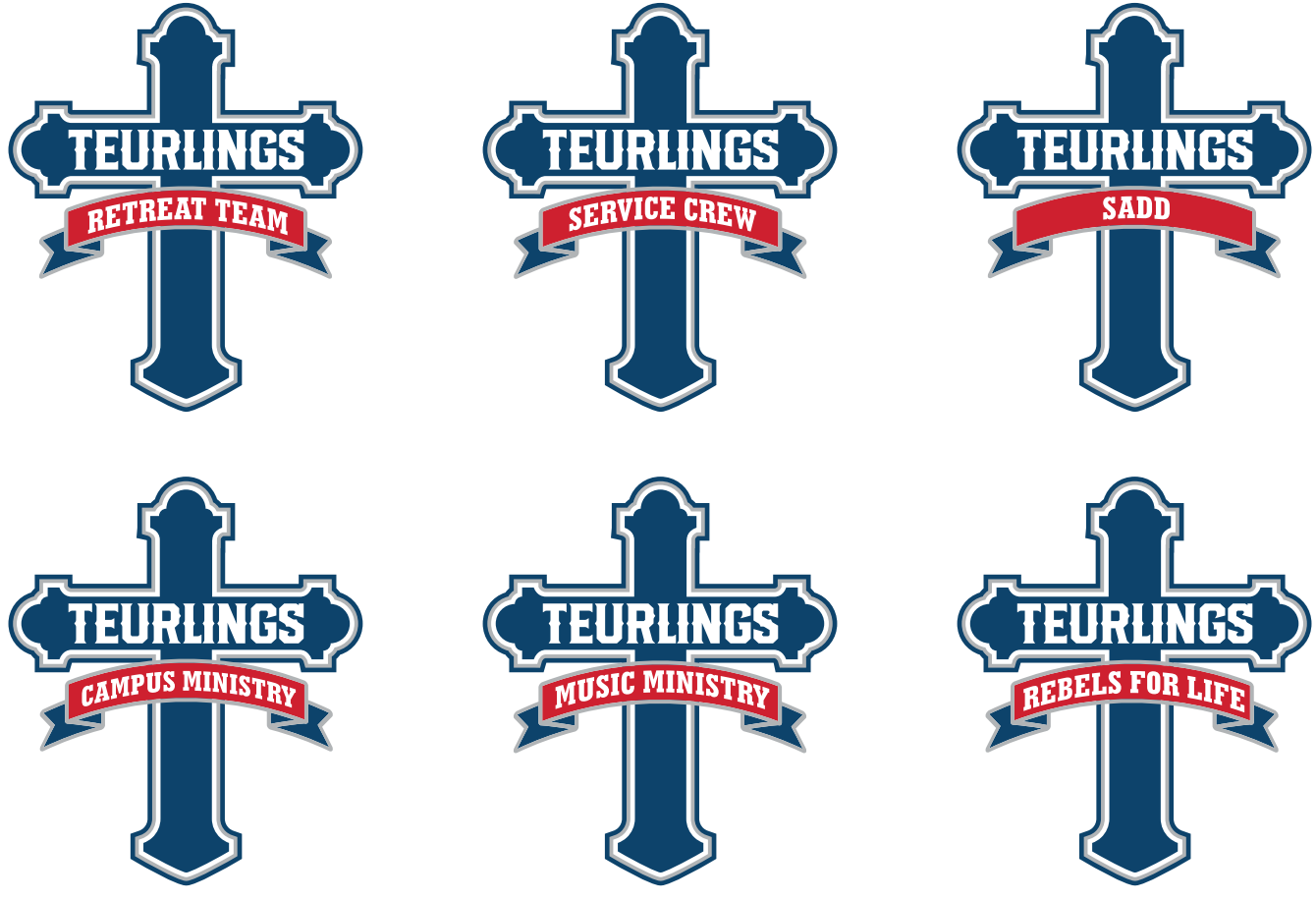
TEURLINGS: STUDENT SPIRIT MARKS - *usage variations*



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TEURLINGS: STUDENT CLUB MARK

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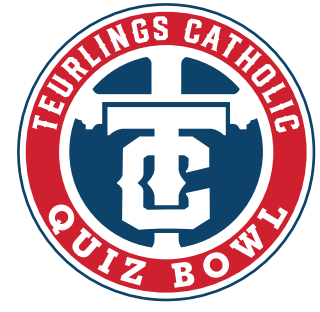
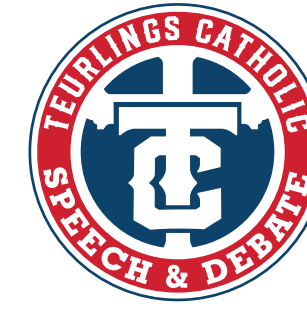
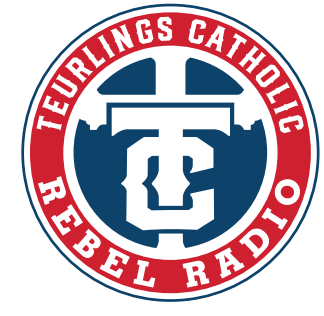
TEURLINGS: STUDENT CLUB MARKS - *usage variations*







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TEURLINGS: STUDENT ATHLETICS MARK

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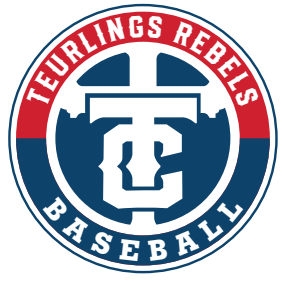
TEURLINGS: STUDENT ATHLETICS MARKS - *usage variations*



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TEURLINGS: SECONDARY SPIRIT CREST

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TEURLINGS: ALUMNI CREST - *usage variations*

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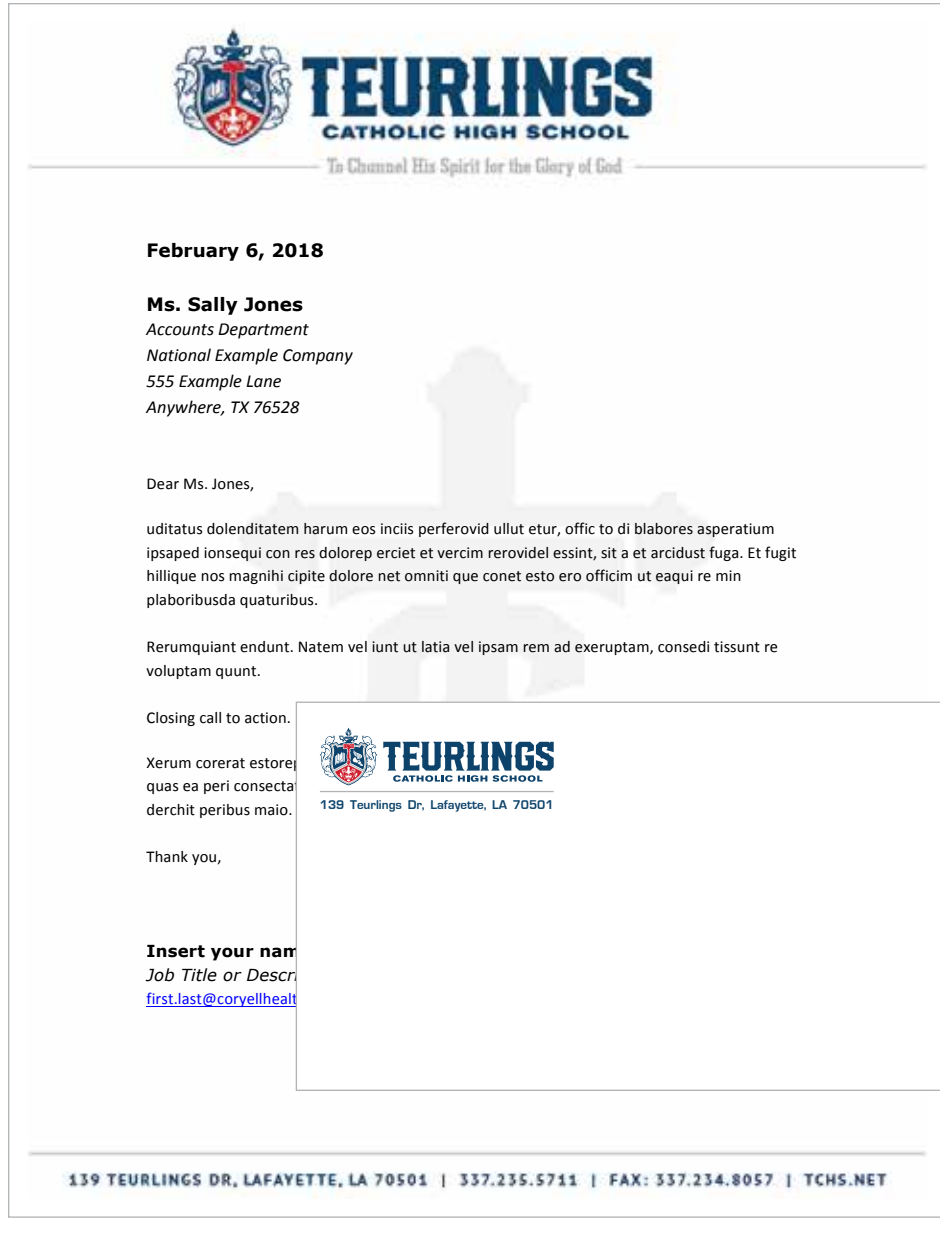
TEURLINGS: PAPER SYSTEM



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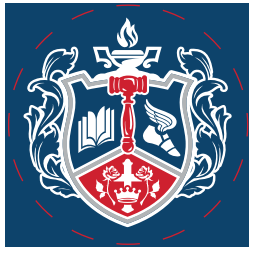
TEURLINGS: SOCIAL MEDIA ART



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TEURLINGS: IMPLEMENTATION SAMPLES

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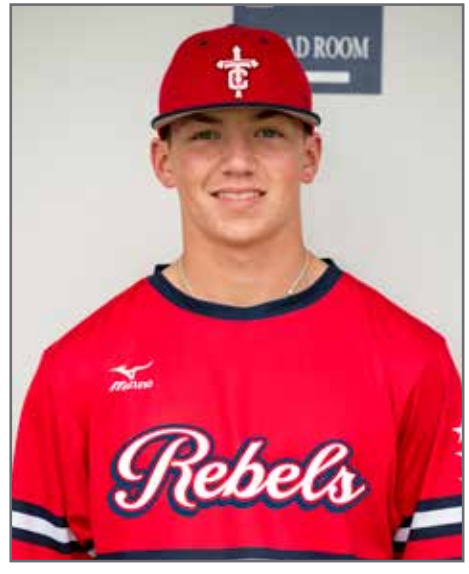
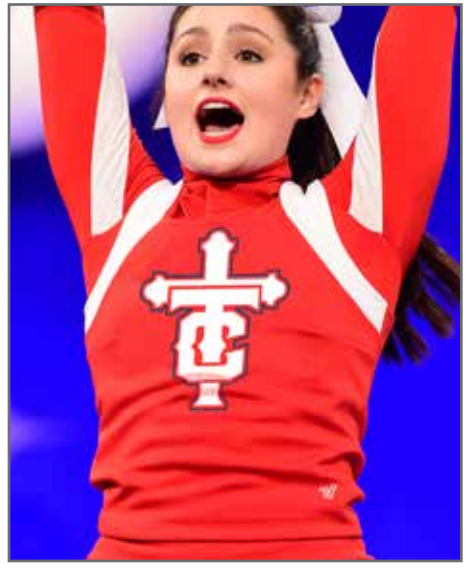
TEURLINGS: IMPLEMENTATION SAMPLES





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