

STEUBENVILLE
CATHOLIC
SCHOOLS EST. 1890

OFFICIAL BRANDING GUIDELINES

The Official Branding Guidelines should be used to guide Steubenville Catholic Schools' administrators and partners in the proper use of all Steubenville Catholic Schools' logos, mascot image, colors, school names on school-related communications, materials and apparel. 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 medication. No other logos or symbols are permitted to be developed or used.

Please Remember:

- Some form of our brand must appear on everything distributed or printed externally.
- The Official Branding Guidelines must be given to any vendor printing or stitching our identity on anything.
- School stationary items are not to be altered in any way.
- Do not create your own business cards or stationary. If you have a need, contact the Development Director for the design.
- 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 the internet.)
- Do not introduce new colors into the Steubenville Catholic Schools color family.

APPROVAL PROCESS

Athletic Teams/Clubs: team gear, uniforms, etc. must approved by –

[The Athletic Director and the Marketing Director](#)

Students, staff or School Groups, etc.: all items being created for our students/teams/groups/clubs must be approved by –

[The Principal and the Marketing Director](#)

For all other request or questions, including request for logo files or special use of logos, please contact the Steubenville Catholic Schools Marketing Director.

WHAT IS BRANDING?

The branding of Steubenville Catholic Schools is the principle identifier of the schools in all communications related to official business and promotional products.

- Graphic Design
- Presentation of the schools' names
- Specific colors

The branding consists of the schools' traditional crest in combination with the words "Bishop John King Mussio Elementary" Bishop John King Mussio Junior High" and "Catholic Central High School." A specific department or unit within the school may be added for further distinction.

It is critical to remember that the intent of creating the academic logo is to present Steubenville Catholic Schools to the community under a single, unifying visual element. While individual sports, fans, school

groups, etc. may develop creative designs with in the brand, stationary and all print literature should showcase the academic logo. It should serve as a symbol of tradition and professionalism.

It is important to use all the correct branding elements to 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 equality in the schools.

The logo is to be incorporated in all:

- Letterhead, stationary
- Business cards
- Publications for external promotion, official information
- News releases, publicity, community relations
- Advertising, promotions
- Exhibitions and presentations, including PowerPoint, posters, banners, signage
- Digital communication

COLOR

The official colors for your Steubenville Catholic Schools are blue and gold. There are also elements where an accent color of white is appropriate.

The following defines the electronic equivalents of the official colors.

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 standardize color from one medium to the next.

Note: All commercial apparel and official school apparel such as athletic uniforms, roster jerseys, warm-up clothing, etc. must comply with the official athletic logos and school colors.



PMS: 2746C
CMYK: 100, 67, 0, 40
RGB: 0, 51, 153
HEX: 003399



PMS: 7548 C
CMYK: 0, 20, 100, 0
RGB: 255, 204, 0
HEX: ffcc00

MINIMUM SIZE & PLACEMENT

All logos should always be reproduced at a size where it is clearly legible.



Should not be smaller than 3" wide.



Should not be smaller than 2.25" wide. Same for JH & HS.



The dual shields should not be smaller than .75" wide.



The individual shields should not be smaller than .43" wide.



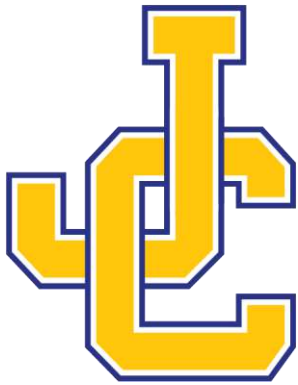
Do not crop any part of the logos or bleed it off the page.



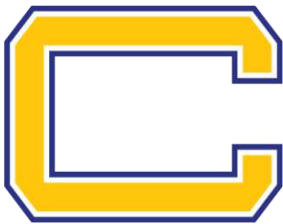
Do not pull, stretch or squish the logos.

ATHLETIC LOGOS AND MASCOT

The interlocking JC is to be used for Jr. Crusader Athletics at Bishop John King Mussio Elementary and Junior High Schools. Both schools may also use the Crusader Mascot.



The elongated C or interlocking CC are to be used for the Athletics at Catholic Central High School. The mascot is the Fighting Crusader.



Note: All commercial and official school apparel/merchandise such as athletic uniforms, roster jerseys, warm-up clothing, etc. must comply with the official athletic logos and school colors.

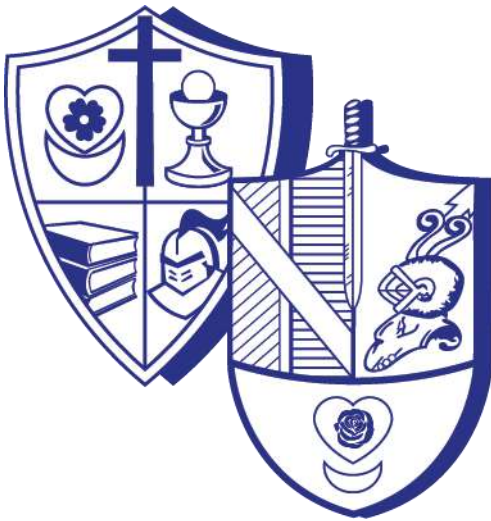
SPORTS/CLUB UNIFORMS AND MERCHANDISE STANDARDS

In April 2015, the Pastor's Council declared the official school colors of our Steubenville Catholic Schools to be royal blue and gold (new gold) and the official logos to be the elongated C and the double C. This means all sports uniforms must be purchased in these colors and logos. No other fabric colors or logos are acceptable.

Any merchandise being purchased or sold on behalf of any of our Steubenville Catholic Schools must also follow the official school colors and logos. The only additional approved fabric color choice for merchandise ONLY is heather/oxford gray. Charcoal gray and black merchandise choices are not approved for by Pastor's Council.

All Coaches should represent Steubenville Catholic Schools with the same standards as expected by our student body. Acceptable colors of pants/shorts are navy blue or tan Docker style. Coaches should always be wearing a respectable shirt with their sport indicated

THE CRESTS



Both crests were created with the same ideals.

The crest on the left is used to represent the Elementary and Junior High. The crest is broken into 4 sections with the cross dividing the upper two portions. On the upper left is the symbol for the Immaculate Heart of Mary. On the upper right is the Eucharist. The lower left section are books for education. Finally, the lower right is the Crusader Mascot.

The crest on the right is used to represent the high school. This crest is broken into 3 sections with a sword dividing the upper two sections. On the top left section is the symbol for the band. On the upper right is the head of the Crusader Mascot. Finally, on the bottom section is the symbol for the Immaculate Heart of Mary.

