



# SACRED HEART

Our Community. Our School. Our Brand.

## Brand Standards—Helping Bring Our Vision to Life

Sacred Heart School has a unique role in our community. It is distinct, special, and evident throughout our history.

By consistently applying all the elements of Sacred Heart School's visual identity across all our communications, we build and maintain a strong brand that conveys who we are, what we stand for, and the value we provide to students and their families.

The Sacred Heart School branding handbook provides standards and guidelines to be consistently applied to all our branded communications, including print collateral, advertising, stationery, signage and digital media.



These guidelines apply to all groups affiliated with Sacred Heart School, including but not limited to:

Administrative / Academic

Foundation

Clubs / Organizations

Athletics



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**GOBOLD REGULAR**  
***GOBOLD REGULAR ITALIC***  
**GOBOLD BOLD**  
***GOBOLD BOLD ITALIC***  
**GOBOLD THIN**

Bodoni XT

Raleway  
**Raleway SemiBold**  
**Raleway Bold**

Roboto  
***Roboto Italic***  
**Roboto Bold**

*Lemon Tuesday*

Times New Roman  
 GeoSans

Typography is an important part of a brand's signature look. It's essential to use a set of typefaces to maintain brand consistency. Please use the following fonts when creating communication materials for Sacred Heart.

**GOBOLD Formal headlines:**

GOBOLD is the most formal typeface in the SHS brand family. It should be used for display and headlines in formal communication and marketing materials, including banners, programs for formal events, brochures or viewbooks. GOBOLD is also used on official school stationery, including letterhead, thank you notes and business cards. Never use GOBOLD for body copy or for anything longer than short headlines (three to five words).

***Lemon Tuesday* sub-headlines and club logos:**

Lemon Tuesday is the most casual typeface in the Sacred Heart School brand family. It should be used only for display or sub-headlines for casual communication. It implies lighter activities. Lemon Tuesday can be used for sub-headlines on fliers, posters, etc., and in sports and clubs logos. Never use Lemon Tuesday for body copy or for anything longer than short sub-headlines.

**Roboto Headlines and subheads only:**

Use Roboto for subheads and longer body copy. Can be used with GoBold in printed pieces. Don't mix with or use in the same piece as Raleway or Bodoni XT.

**Bodoni XT Headlines and subheads only:**

Use Bodoni XT only for headlines and subheads. Don't mix with or use in the same piece as Roboto.

**Raleway Alternate subheads and body copy:**

Raleway is an alternate subhead and body copy font. Use it when you want a lighter, fresher look. Don't mix with or use in the same piece as Bodoni XT or Roboto.

**Times New Roman subhead and body copy:**

Use Times Bold for subheads and Times Regular for longer body copy. Can be used with GeoSans online and GoBold in printed pieces. Don't mix with or use in the same piece as Raleway or Roboto.

**GeoSans Online body copy:**

For online use only. Don't use with Raleway or Bodoni XT.

To assist in creating a consistent look for all communication, a font family has been chosen to enhance the overall brand identity.

Madfont Thorns is sturdy and powerful and lends to a rich tradition that is Sacred Heart.

Font substitutions may be made for uniform choices when these font families are not available, but MUST be approved by the Athletic Director.

Please also refer to the logo guidelines when choosing uniform pieces.

**MADFONT**

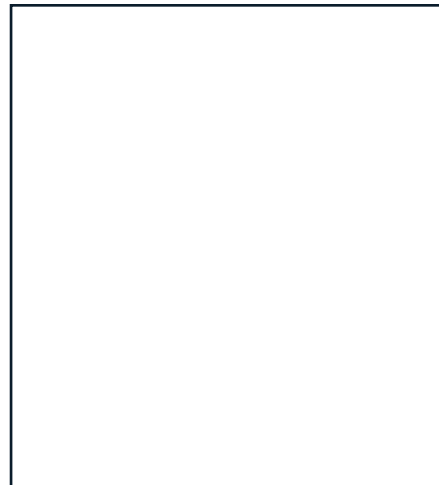
**GOBOLD REGULAR**  
***GOBOLD REGULAR ITALIC***  
**GOBOLD BOLD**  
***GOBOLD BOLD ITALIC***  
**GOBOLD THIN**  
**GOBOLD HIGH**  
**GOBOLD HIGH BOLD**  
**GOBOLD EXTRA 1**  
**GOBOLD EXTRA 2**  
**GOBOLD CUTS**

*Hamster*

# [PRIMARY COLOR PALETTE]



PANTONE 485  
RGB 218 41 28  
HEX DA291C  
CMYK 0 95 100 0

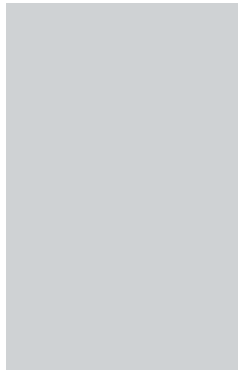


PANTONE White  
RGB 225 225 225  
HEX FFFFFFFF  
CMYK 0 0 0 0

Secondary Palette



Pantone 296c  
RGB 4 28 44  
HEX 041C2C  
CMYK 100 73 28 86



Pantone 427c  
RGB 208 211 212  
HEX D0D3D4  
CMYK 7 3 5 8

The secondary and accent palettes were created to give the primary palette depth. Both palettes must assist the primary.

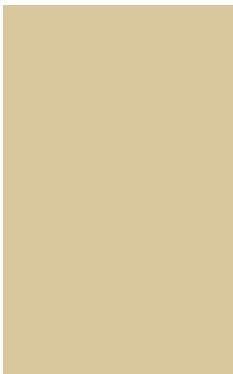
- The secondary palette must not be more than 25% of the total color used.
- The accent palette must not be more than 5% of the total color used.

Accent Palette

Pantone Cool Gray 11c  
RGB 83 86 90  
HEX 53565A  
CMYK 44 34 22 77



Pantone 7501c  
RGB 217 200 158  
HEX/HTML D9C89E  
CMYK 6 10 30 2





1941 ushered in the first freshman class of Sacred Heart High School. Soon after, the student body was asked to choose a school mascot. Their selection? **The Gremlin.**

At the time, gremlins were well known, especially among U.S. and British World War II pilots, as playful yet meddlesome troublemakers. Aviators would blame plane malfunctions on these mythical and mischievous aerial pixies. LIFE magazine even dedicated five pages to the gremlins in its November 16, 1942, issue stating: “Although gremlins exist only to make trouble for fliers, fliers still have warm feelings for them.”

Everyone was affected by the war. Enlisted classmates and loved ones received war weapons instead of diplomas. Those at home made wartime efforts a daily part of life. Ironically, these ornery Gremlins brought some levity. For these Sacred Heart High School students, the gremlin was personal. The gremlin was patriotic.

Mary (Behen) Donahue, class of 1945, remembers Father William Stack, SHS priest, and teacher, calling the school mascot choice “crazy” because, after the war, no one would remember what a gremlin was.

Hoping to keep Fr. Stack’s prophecy unfulfilled, in 2014, the gremlin mascot design went through several makeovers, one of which was more symbolic of the gremlin’s WWII fighter pilot origins. Votes from faculty, the student body, and alumni favored retaining our historic version of the gremlin, which is reflective of the design from the 1960s created by Mary Lou (Moran) Mergen, class of 1964.



A source of pride, history and crowning achievement in sports at Sacred Heart School, our Gremlin mascot is an integral part of our brand identity.

## Primary Usage

Our Gremlin mascot is available for use on:

- Athletics apparel (coaching staff and student-athletes)
- Spirit wear and merchandise
- The school gymnasium/signage
- SHS Booster Club materials
- Athletics marketing materials from banners and print brochures to online materials.

DO NOT use:

Don't use the Gremlin Mascot alongside (or on the same-side apparel item as) other school logos, monogram or crest.

Don't use in colors outside of the official SHS color primary palette. (only exception is printing the logo black for black and white only print.)

Don't forget to abide by the logo guidelines set forth on Page 11.



## MAIN LOGO

### Summary:

The name Sacred Heart School logo is the most prominent public face of the entire school; it is the leading emblem of our brand identity system. This artful logo invokes a sense of Catholicity (cross), caring (heart) and heritage (since 1882). The placement of the heart and cross also strike a powerful resemblance to the Sacred Heart of Jesus.

### Primary Usage:

The Main Logo is for use on school stationery items such as letterhead, marketing, notecards and business cards; school signage; the 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.

### Usage DON'Ts:

- Don't use the Main Logo alongside other school logos, crest or marks
- Don't forget to abide by the logo guidelines on page 14.



[LOGOS]

The Sacred Heart School crest holds symbolic meaning for the school and its heritage. Ad deum per scientiam is Latin for “God through science.”

### Primary Usage

- Limited, “official” usage on materials where it is imperative to show the school’s standing either from an academic or historical perspective, e.g. diplomas
- Correspondence from the Office of the Principal
- Flags or materials related to the school’s anniversary mile stones.

Do NOT use:

Don’t use the crest alongside other school logos or marks

Don’t use alongside names of, or on the same materials as departments, clubs, associations or other school entities unless approved by SHS Development Director

Don’t use the crest on materials outside of diplomas unless approved.

Don’t use on photography, or on a busy or patterned background

Don’t forget to abide by the logo guidelines set forth on Page 14.



For specific use, this monogram has been developed to complement “SH” in a unifying and consistent brand. The SH Monogram is to be used only when the full school name is not necessary, such as for internal audiences/events or places such as the school gym, or when there is high familiarity with the Sacred Heart School identity, e.g., sports games.

### Primary Usage

The SH Monogram is for use:

- As an option for clubs and events t-shirts
- On select spirit wear such as caps and merchandise
- On sports uniforms
- In select marketing materials as a branding accent or “mark.”

DO NOT use

Don’t use the monogram alongside (or on the same-side apparel item as) other school logos or crest

Don’t use in colors outside of the official SH color palette and single color variations





These modify versions of our logo and crest have been designed exclusively for embroidery use. Any other use of these logos must be reviewed and approved by the SH Development Director.

Our logos are our most valuable brand asset. The Sacred Heart logo has been carefully designed and should never be altered in any way. Please follow these guidelines for all logos.

**Do not:**

- » alter the marks in any way
- » use any part of the marks as part of another word
- » redesign, redraw, animate, modify, distort, or alter the proportions of the marks
- » rotate or render the marks three-dimensionally
- » add words, images, or any other new elements to the marks
- » replace the approved font with any other font
- » enclose the marks in a shape or combine it with other design elements or effects
- » modify the size or position relationship of any element within the marks
- » add additional copy to the marks.

These examples illustrate how **NOT** to use the logo, but do not include all instances of misuse.



**One color application:**

While the primary colors Sacred Heart School logo is the preferred method of printing, there may be times when printing in black is appropriate. Please ask for approval for this instances. Logos may not be printed in any other colors.

The Sacred Heart brand must be represented on ALL merchandise representing Sacred Heart. All marks and logos must adhere to the guidelines established on page 11.

» All brand merchandise related to athletics must be approved by the Athletic Director.

» All brand merchandise related to academics or otherwise must be approved by administration.

**APPROVED APPAREL COLORS:** Before designing any apparel for any club or organization, a Brand Use Permission Request Form must be submitted for approval. Please note that spirit wear and athletic shirts will only be approved if they are white, red, gold or heather gray. Other colors may be approved for certain event and club shirts based on the purpose of the shirts. Each request will be handled on a case by case basis. No black shirts will be approved except on a very limited basis for adult spirit wear. Apparel that incorporates black into the style may be submitted for approval.

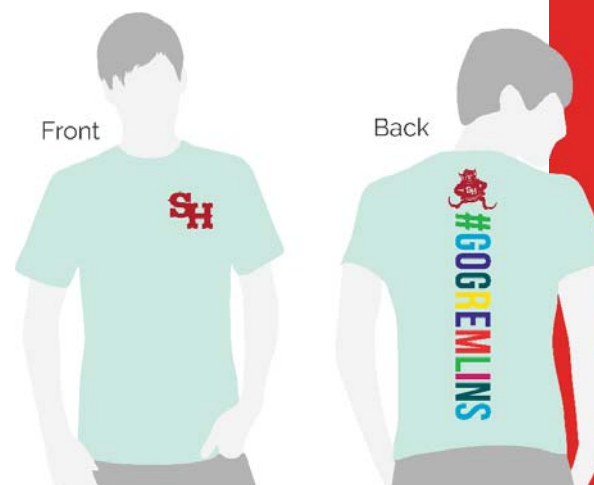
## SINGLE IMPRINT LOCATION

When the SH logo is printed in the same location as the rest of the artwork, at least one of the colors must be from the primary palette. The SH logo MUST be printed in that primary palette color.



## MULTIPLE IMPRINT LOCATIONS

When the SH logo is printed in a separate location, the rest of the artwork does not need to adhere to the brand color palette standards. However, the SH logo MUST be printed in a primary palette color.





Sacred Heart School: This is our formal and proper name. Use in formal pieces such as invitations and commencement materials, and as the first reference in materials/ publications for off-campus audiences, particularly those not familiar with the school. This is used in all professional communications.

Note: While you can refer to Sacred Heart School as a “high school,” this has been dropped from the proper name of the school. You can also refer to Sacred Heart School as an “elementary school” and “secondary school.”

SHS: This is our less formal name. It can be used upon second and subsequent references.

Note: It can be used on social media platforms given brevity and word count limits.

Note: SHS or SH can be used within the context of text materials if it is established with a parenthetical reference to the full name Sacred Heart School.

Example: Sacred Heart School (SHS) is a highly regarded educational institution in Sedalia, Mo. The students of SHS excel in academics and athletics.

SHHS: This should no longer be used in text materials.

All marketing efforts—from the school website, print materials and presentations to internal and external audiences, to advertising and public relations campaigns—must genuinely reflect the core qualities that distinguish Sacred Heart School. It's about building positive awareness and understanding, influencing perception and capitalizing on the distinctive strengths of Sacred Heart School. This will allow marketing, recruiting and fundraising efforts to engage audiences in meaningful dialogue with a common foundation. To that end, we present the foundational messages of the Sacred Heart School Brand.

#### About Us:

Founded in 1882, Sacred Heart is a Catholic, co-educational school offering academic excellence for our youth in their formative years of preschool through high school.

Sacred Heart focuses on the moral and academic formation of each child. The Sacred Heart experience provides a safe, supportive, and Christ-centered environment with ample opportunity for students to discover and develop their God-given talents, and abilities.

#### Mission Statement:

Inspired by the tradition of the Missionaries of the Precious Blood, Sacred Heart School offers a high-quality Catholic education to willing students of all faiths and economic backgrounds.

The opportunity to engage with and to learn from professionally-prepared and fully-dedicated faculty in a familial, faithful community is our hallmark. Through this steadfast commitment to one another, we all become the fullest reflection of Christ in service to the world.

**Extraordinary Catholic Education. Through Christ. For All.**