

LOGO POLICY AND PROCEDURE MANUAL

“SHIELD”

LOGO GUIDELINE INTRODUCTION: The impressions that people hold about Helias Catholic High School are strongly influenced by what we say about ourselves through visual communication. Parents, students, teachers, and the community develop opinions by viewing signs, banners, websites, social networks, and apparel. Visual impressions are important. Consistent use of the official logo, these visual impressions add up to represent an important aspect of Helias Catholic’s identity.

The Helias Catholic logo represents the Shield of Faith. It is designed to stand out and be quickly recognized among thousands of other visual images. At just a glance, the public will identify Helias Catholic High School and what it stands for. A high quality visual image helps support the school’s mission and strategic plan. Therefore, it is important, that the logo always be used according to these guidelines.

Logo, Basic Version: The logo may not be recreated. Upon returning this document you will be provided downloads of vector format files (PNG, AI, PSD) and raster files (JPG, EPS).

Preferred Fonts

Fonts should not be placed on top of or laid over the shield. A list of fonts below are to be used below the Shield logo with required spacing as a minimum. All fonts can be used in ALL CAPS except Brush Script MT (last one). – PC fonts.

HELIAS CATHOLIC
HELIAS CATHOLIC

TROJAN PRO

HELIAS CATHOLIC
Helias Catholic

ARIAL

HELIAS CATHOLIC
Helias Catholic

CITY DMED

Helias Catholic

Brush Script MT

The sport name or "Helias" needs to be below the Shield in an approved font. We do NOT want any words above the logo. There are no size restrictions on the lettering below the logo. It can be any school color too, not just blue.



HELIAS CATHOLIC



SPORT NAME *Helias Catholic*



HELIAS
SPORT NAME



Helias



HELIAS CRUSADERS



HELIAS
CRUSADERS

COLOR DEFINITION:

PANTONE/RBG

- Navy Blue
 - Navy Blue - Pantone: 295 (#013567)
R 1, G 53, B 103
 - Dark Blue - Pantone: 655 C (#00214d)
R 0, G 33, B 77
- Gold (Vegas) Required approval if not using the following:
 - Pantone: 4515, Print color (#c8bb89)
R 200, G 187, B 137
 - Pantone: 615, Nike jersey color (#cccc99)
R204,G 204, B153
 - Pantone: 585, Screen color (#CCCC66)
R204,G 204, B102

EMBROIDERY THREAD COLORS:

Isacord, Amann Group

Size: 2 1/8" in height,

Blue: 3323

Gold: 0551

*swoosh across the top and down the sides are tone on tone, not a different color.

Helias 1

<https://kuler.adobe.com/Helias-2-color-theme-3810493/>

Helias 2

<https://kuler.adobe.com/Helias-1-color-theme-3810489/>

	Navy Blue Pantone 654 013567
	Brown of Shield border Pantone 1545
	Dark Blue Pantone 655 00214d
	Gold VEGAS Main 1 Pantone 4515 c8bb89

Same colors as above with names

WHICH LOGO VERSION TO USE:

The logo must always be easy to read on any material. The EX2 logos must be used on all clothing material. The full color version will not be used on clothing, unless approved.

EX 1: PRINT AND SOCIAL MEDIA, ANY BACKGROUND



EX 2: CLOTHING LOGO ON BACKGROUND COLOR



	1	2	3	4	
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If the logo must be used for printing in ONE COLOR or grayscale; use the following:



Do NOT do the following:

- Use incorrect colors
- Deform the logo: Stretched vertically or horizontally, skewed, shinnied, thickened
- Use inadequate logo quality (pixilated jpg or gif)
- Here are some examples of what NOT to do:



Copyrights: Helias Catholic High School owns the copyrights to all of the logos contained herein and reserves the right to protect their use. Helias Catholic reserves the right to not allow private or corporate use of the logo at their discretion.

Unapproved use of the logo is a violation of State and Federal laws and subject to litigation. A Waiver Form is attached at the end of this document to be completed and returned to Helias Catholic requesting permission for use.

No representative, other than the president or the director of communications, can approve the release of exceptions, NOT A COACH.

To use the logo on clothing, social networks, internet, promotional items, advertising and related information, **request permission** by contacting the Helias Catholic High Communication Director at 573-635-6139 or shentges@heliascatholic.com

Exceptions: These guidelines may not address all possible or potential ways Helias Catholic High School logo may be used. Exceptions to the guidelines must be approved in advance by Director of Communications Rebecca Martin, rmartin@heliascatholic.com

LOGO POLICY AND PROCEDURE MANUAL

RELEASE FORM- SHIELD

I, _____, understand the Helias Catholic Logo Policy and Procedure Manual details compliance with the Helias Catholic High School's copyrights. I further understand that I will follow the details set forth to ensure logo standards. I will not alter or redesign the logo for any reason.

By signing this release form I acknowledge that I have read the Logo Policy and Procedure Manual and agree to comply.

X

NAME OF REPRESENTATIVE

BUSINESS NAME

ADDRESS

*** Please return this form to:

Rebecca Martin
Helias Catholic High School
1305 Swifts Hwy.
Jefferson City, MO 65109
rmartin@heliascatholic.com