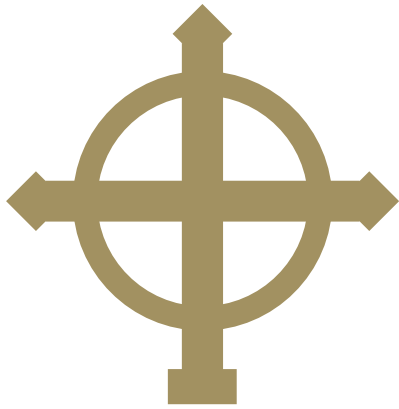


SECTION 4:

VISUAL IDENTITY SYSTEM



VISUAL IDENTITY SYSTEM

An important part of communicating Cathedral's brand is in the consistent use of its various visual identities (logos). These have been designed to work together as part of an overall visual branding system that provide both a distinctive identity for specific uses and also work as a "family" of symbols for Cathedral High School. All of these identities are available in various sizes and file types. Never attempt to re-create any of the identities or reproduce in colors other than the ones indicated.

This identity system updates logos that have been in use at Cathedral High School for years. Each of these identities now has been refreshed and redesigned to work together as a complete system and provide instant and consistent recognition for a specific role and function within the school. Many schools and universities have a similar system of logos. The University of Notre Dame example shows how it uses different symbols to differentiate various activities and functions much as the Cathedral High School identity system does.

Official

The Official Crest—for official school correspondence, president and principal letters, and board communications.



Academic

The Celtic Cross—the logo for all academic and marketing communications from Cathedral. It may be used either as a Wordmark (preferred application) or as the Circle Cross, where the horizontal Workmark is not as easily used such as on uniform shirts or signage.



Activity

The Block "C"—for sports, club, and school activities

Note: See additional logos for specific events, and special groups, (page 24)



VISUAL IDENTITY SYSTEM

The Official Crest

The official crest of Cathedral High School is used for official correspondence and high-level communications by school administration and the board of trustees. It is never used in marketing or advertising material or for informal types of communication. The crest may be used as:



3 - color: Black, PMS 281 & 871



Black or Blue

Meaning:

The Cathedral crest is adapted from "the shield of Bishop Chartrand." The elements of the crest in classic heraldry show the bishop's mitre which symbolizes authority, the cross which is Christ, and the shepherd's crook for faithfulness. The colors of the crest, which are also our school colors, have meaning as well. Blue means truth and loyalty; gold is for elevation of the mind. The ship symbolizes the voyage we are all on together and how we are guided by the star, the Blessed Mary, sometimes called the Morning Star or Star of the Sea. Together, all the elements symbolize the school's motto:

Ipsa Duce Non Fatigaris, that is, "With her (The Blessed Virgin Mary) leading we shall not tire."

VISUAL IDENTITY SYSTEM

The Celtic Cross/The Wordmark

The Wordmark is the preferred logo for most applications. It is available in several variations:



2-color: PMS 281 & 871

Black or Blue

Meaning:

The Wordmark emphasizes the name of the school while also conveying the spiritual aspect of Cathedral by incorporating the Celtic Cross. Use of the Wordmark with the taglines allows for emphasizing either our brand position (Lifelong Connections) or our philosophy and history (Living Holy Cross Values since 1918). The use of any of these Wordmarks is dependent upon the nature of the medium used and the objective of the communication.

The Holy Cross identity in the Wordmark with Living Holy Cross Values shows Cathedral's affiliation with the Brothers of Holy Cross. This Christian symbol of hope is taken from the seal of the Congregation of Holy Cross. The double anchors and the cross illustrate the Congregation's motto, *Crux Spec Unica*: The Cross is our only hope.

VISUAL IDENTITY SYSTEM

The Celtic Cross/Circle

The Celtic Cross logo is used in place of the Wordmark when a horizontal application cannot be used. It incorporates the Celtic Cross symbol from the Wordmark, but with less emphasis on the name of the school. Because the words, Cathedral High School, are in smaller, arched type, it must be used carefully as it may be difficult to read at certain sizes. In general, the Celtic Cross logo should never be reproduced at less than .75 inches tall. If it must be used in an application smaller than .75 inches, use the Celtic Cross without the type.



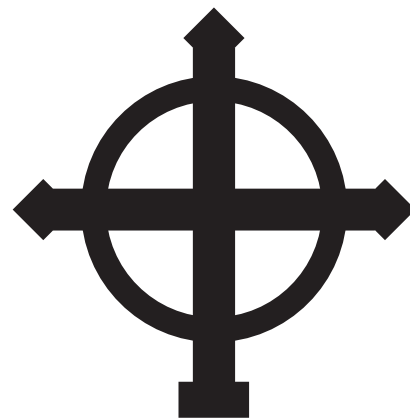
3-Color: PMS 281, 871 & 356



Black or Blue



1-Color: PMS 871



Black or Blue

Meaning:

The Celtic Cross is symbolic of Cathedral's "Irish" traditions and associations. It shows the cross of Christ superimposed upon a circle, representing eternity and God's endless love. The arrows at the three points of the cross symbolize how our Cathedral Connection moves outward to our community and our world; the base of the cross shows that Cathedral provides a solid foundation of faith to our students.

VISUAL IDENTITY SYSTEM

The Block “C”

The Block “C” logo is the spirit logo used by sports teams, clubs, and association at Cathedral High School. Unlike the Official Crest, the Wordmark, and the Celtic Cross, the Block “C” may be modified with the addition of other symbols in place of the shamrock. The following Block “C” identities are available for use:



3-color: PMS 281, 871 & 356



Black or Blue

Meaning:

The Block “C” is the traditional “letter sweater” symbol that traditionally denotes club and sport activities at college preparatory schools. Incorporating the shamrock makes this uniquely Cathedral’s.



VISUAL IDENTITY SYSTEM

The Holy Cross Identity

Cathedral High School is affiliated with the Congregation of Holy Cross and the Brothers of Holy Cross. The school may use the Holy Cross logo where appropriate and in the following manner:

The Holy Cross logo should always be used with either the Official Crest or the Cathedral Celtic Cross. It is never used alone in any Cathedral materials.

When used in conjunction with either the Official Crest or the Cathedral Celtic Cross, the Holy Cross logo is smaller and not used as part of the school logo. The Holy Cross logo should be used with the words, "Living Holy Cross Values since 1918."



Meaning:

This Christian symbol for hope is taken from the seal of Congregation of Holy Cross. The double anchor and the cross illustrate the Congregation's motto, *Crux Spes Unica*: The Cross is our only hope. It is taken from *Vexilla Regis Prodeunt*, an ancient liturgical hymn sung at vespers on feasts celebrating the cross and during Passiontide.

VISUAL IDENTITY SYSTEM

Additional Logos

Specific groups and events have existing logos which are used only for their purposes. These include:



Cathedral Irish Alumni



Cathedral Mothers' Club



Cathedral Family Circle



Shamrauction



Camp Cathedral

The Fighting Irish Leprechaun

Do not use "The Notre Dame leprechaun" character as this would violate Notre Dame's trademark rights and subject the school to fines. Only uses of the leprechaun that were created prior to 2007 such as the gym floor, softball dugout, and practice field are allowable.



SECTION 5:

DESCRIPTOR LINES



DESCRIPTOR LINES

Using Cathedral's Brand Positioning Statement

Cathedral's brand positioning, Lifelong Connections, should be used in the following manner when not part of the Cathedral Wordmark.

When used as a graphic element (not in text), use all uppercase in Fruitger Bold typeface along with the servicemark:

L I F E L O N G C O N N E C T I O N S SM

When it appears in text as a positioning statement, use with initial capital letters, with Lifelong as one word, and include the service mark on first mention. Example:

Cathedral's tagline, Lifelong ConnectionsSM, means that students create lasting bonds with classmates, staff, and faculty.

If the phrase is used as just a part of a sentence and not as a positioning statement, do not capitalize. Example:

Students say they have made lifelong connections at Cathedral.

Using Cathedral's Descriptor Lines

The descriptor lines can be used to describe Cathedral High School in text or in communications materials:

Cathedral High School, a Catholic preparatory high school living Holy Cross values since 1918.

When referring to the school's affiliation with the Brothers of Holy Cross, the shorter descriptor line may be used:

Living Holy Cross values since 1918.

VISUAL IDENTITY SYSTEM

DESCRIPTOR LINES

Cloud Copy

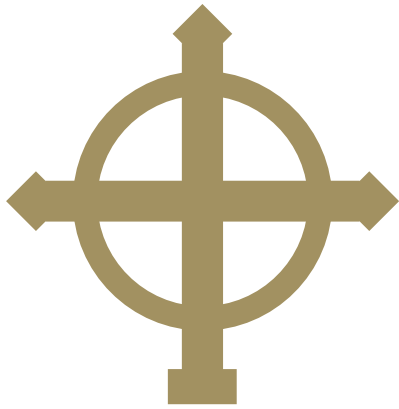
Words that can help communicate the brand.

GRAPHIC



SECTION 6:

COLOR PALETTE



COLOR PALETTE

Colors

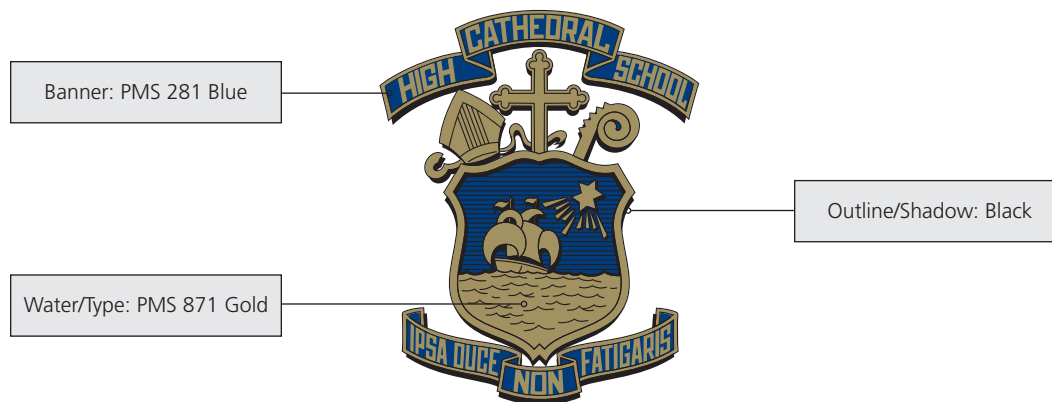
The Official Crest identity can be reproduced in:

One-color (black or blue on white or light-colored background)

Four-color (gold, blue, and black)

CMYK

RGB



BLUE

■ PMS 281
■ CMYK: C100 M72 Y0 K32
■ RGB: R0 G62 B126



GOLD

■ PMS 871
■ CMYK: C20 M25 Y60 K25
■ RGB: R163 G145 B97

COLOR REPRODUCTION NOTES:

Pantone Matching System (PMS) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

CMYK (Cyan Magenta Yellow Black) colors are used in traditional four-color process printing and many digital printing processes where full, or multi-color printing is required.

RGB (Red Green Blue) colors are used for all electronic applications where the end product will be viewed on a computer screen. Typical applications are the internet, email graphics, and PowerPoint presentations.

COLOR PALETTE

Colors

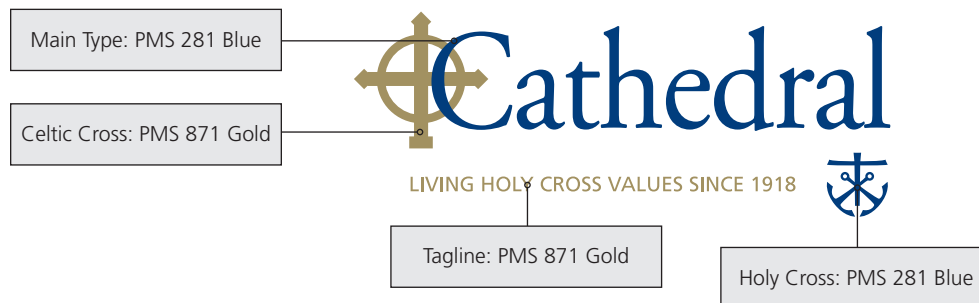
The Wordmark identity can be reproduced in:

One-color (black or blue on white or light-colored background)

Four-color (gold and blue)

RGB

CMYK



BLUE

■ PMS 281
■ CMYK: C100 M72 Y0 K32
■ RGB: R0 G62 B126



GOLD

■ PMS 871
■ CMYK: C20 M25 Y60 K25
■ RGB: R163 G145 B97

COLOR REPRODUCTION NOTES:

Pantone Matching System (PMS) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

CMYK (Cyan Magenta Yellow Black) colors are used in traditional four-color process printing and many digital printing processes where full, or multi-color printing is required.

RGB (Red Green Blue) colors are used for all electronic applications where the end product will be viewed on a computer screen. Typical applications are the internet, email graphics, and PowerPoint presentations.

COLOR PALETTE

Colors

The Celtic Cross identity can be reproduced in:

One-color (black or blue on white or light-colored background)

Four-color (gold, blue, and green)

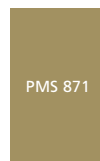
CMYK

RGB



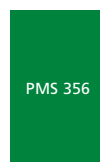
BLUE

■ PMS 281
■ CMYK: c100 m72 y0 k32
■ RGB: r0 g62 b126



GOLD

■ PMS 871
■ CMYK: c20 m25 y60 k25
■ RGB: r163 g145 b97



GREEN

■ PMS 356
■ CMYK: c95 m0 y0 k27
■ RGB: r0 g133 b63

COLOR REPRODUCTION NOTES:

Pantone Matching System (PMS) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

CMYK (Cyan Magenta Yellow Black) colors are used in traditional four-color process printing and many digital printing processes where full, or multi-color printing is required.

RGB (Red Green Blue) colors are used for all electronic applications where the end product will be viewed on a computer screen. Typical applications are the internet, email graphics, and PowerPoint presentations.

COLOR PALETTE

Colors

The Block "C" identity can be reproduced in:

One-color (black or blue on white or light-colored background)

Four-color (gold, blue, and green)

CMYK

RGB



BLUE

■ PMS 281
■ CMYK: c100 m72 y0 k32
■ RGB: r0 g62 b126



GOLD

■ PMS 871
■ CMYK: c20 m25 y60 k25
■ RGB: r163 g145 b97



GREEN

■ PMS 356
■ CMYK: c95 m0 y0 k27
■ RGB: r0 g133 b63

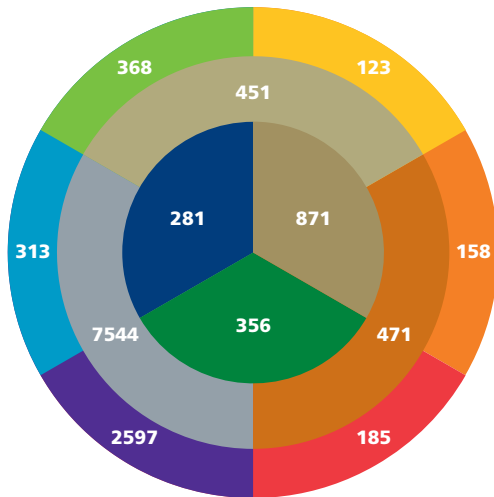
COLOR REPRODUCTION NOTES:

Pantone Matching System (PMS) colors are inks used for traditional offset printing applications, usually where only one or two colors are needed. They are also used in silk screen process for jobs such as T-shirts.

CMYK (Cyan Magenta Yellow Black) colors are used in traditional four-color process printing and many digital printing processes where full, or multi-color printing is required.

RGB (Red Green Blue) colors are used for all electronic applications where the end product will be viewed on a computer screen. Typical applications are the internet, email graphics, and PowerPoint presentations.

COLOR PALETTE



SECONDARY COLORS:



TAN

PMS 451
CMYK: c100 m72 y0 k32
RGB: r0 g62 b126



BRICK

PMS 471
CMYK: c20 m25 y60 k25
RGB: r163 g145 b97



GRAY

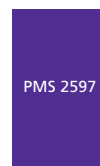
PMS 7544
CMYK: c95 m0 y0 k27
RGB: r0 g133 b63

TERTIARY COLORS:



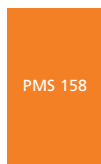
YELLOW

PMS 123
CMYK: c100 m72 y0 k32
RGB: r0 g62 b126



PURPLE

PMS 2597
CMYK: c100 m72 y0 k32
RGB: r0 g62 b126



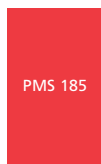
ORANGE

PMS 158
CMYK: c20 m25 y60 k25
RGB: r163 g145 b97



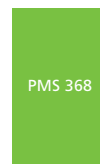
BLUE

PMS 313
CMYK: c20 m25 y60 k25
RGB: r163 g145 b97



RED

PMS 185
CMYK: c95 m0 y0 k27
RGB: r0 g133 b63



GREEN

PMS 368
CMYK: c95 m0 y0 k27
RGB: r0 g133 b63

SECTION 7:

TYPOGRAPHY



TYPOGRAPHY

Font Recommendations

Body Copy/Text

All word processing documents and electronic communication correspondence (e-mail) should be set in Times or Palatino when using a serif typeface and Arial or Frutiger if using a sans serif typeface.

Serif typefaces

Times

Times Italic

Times Semibold

Times Semibold Italic

Times Bold

Times Bold Italic

Times Extra Bold

Palatino Light

Palatino Light Italic

Palatino Roman

Palatino Italic (Roman)

Palatino Italic Oldstyle figures

Palatino Medium

Palatino Medium Italic

Palatino Bold

Palatino Bold Italic

Palatino Bold Oldstyle Figures

Palatino Bold Italic Oldstyle Figures

Palatino Black

Palatino Black Italic

PALATINO SMALL CAPS & OLDSTYLE FIGURES

Sans serif typefaces

Arial

Arial Italic

Arial Bold

Arial Bold Italic

Frutiger 45 Light

Frutiger 46 Light Italic

Frutiger 55 Roman

Frutiger 56 Roman Italic

Frutiger 65 Bold

Frutiger 66 Bold Italic

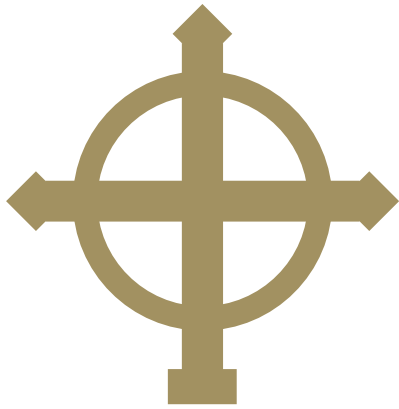
Frutiger 75 Black

Frutiger 76 Black Italic

Frutiger 95 Ultra

SECTION 8:

STATIONERY LETTERHEADS AND ENVELOPES



STATIONERY

President's Office Stationery

Letterhead

Follow the below template when formatting a business letter.

Typefont guidelines: 11pt. Times Roman

Margins: 2 inches from top 1 inch from left margin 1 inch from bottom 1 inch from right margin

	<p>2 inches from top</p> <div data-bbox="755 661 868 808"></div> <p>PRESIDENT'S OFFICE</p>
<p>1 inch left and right margins</p>	<p>Date</p> <p>David J. Floyd Chairman and CEO Floyd and Stanich Inc. 9465 Counselors Row Suite 200 Indianapolis, IN 46240</p> <p>Dear David:</p> <p>This word-processing format is the recommended style for use on the letterhead. It creates a clean and sophisticated appearance that is in keeping with your corporate identity.</p> <p>It is important to follow the typeface, size, and spacing guidelines so that the look is consistent in every communication. In addition to the margin measurements provided above, please note that all text is flush left with the left-hand margin and that there are no paragraph indentations.</p> <p>The body of the letter is single-spaced. Double spacing follows the inside address, salutation, between paragraphs, and before the complementary close. The complementary close is followed by four spaces.</p> <p>Sincerely,</p> <p>Laurie Banton VP Human Resources</p>
	<p>1 inch from bottom</p> <p>LIVING HOLY CROSS VALUES SINCE 1918</p> <p>5225 EAST 56TH STREET • INDIANAPOLIS, IN 46226 • P 317.542.1481 • F 317.542.1484 • GOCATHEDRAL.COM</p>


STATIONERY

No. 10 Envelope

Follow the below template when formatting a business envelope.



Typefont guidelines: 11pt. Times Roman

Margins: 2 inches from top 4 inches from left margin

 5225 EAST 56TH STREET INDIANAPOLIS, IN 46226	2 inches from top David J. Floyd Chairman and CEO Floyd and Stanich Inc. 9465 Counselors Row Suite 200 Indianapolis, IN 46240
4 inches from left margin PRESIDENT'S OFFICE	

Business Card

	STEPHEN J. HELMICH <i>President and Chief Executive Officer</i> 5225 EAST 56TH STREET INDIANAPOLIS, IN 46226 P 317.000.0000 F 317.000.0000 M 317.000.0000 shelmich@cathedral-irish.org GOCATHEDRAL.COM
---	---

<p>VISION: Cathedral High School, a Catholic institution in the Holy Cross tradition, will be the model for all high schools as she profoundly shapes the way students think, serve and lead.</p> <p>MISSION: Cathedral, a Catholic college preparatory school in the Holy Cross tradition, provides to a diverse group of students opportunities for spiritual, intellectual, social, emotional and physical growth through service and academic excellence.</p> <p> Cathedral LIVING HOLY CROSS VALUES SINCE 1918 </p>

STATIONERY


High School Office Stationery

Letterhead

Follow the below template when formatting a business letter.

Typefont guidelines: 11pt. Times Roman

Margins: 2 inches from top 1 inch from left margin 1 inch from bottom 1 inch from right margin

	<p>2 inches from top</p> <div data-bbox="659 659 958 774"></div>
	<p>Date</p>
<p>1 inch left and right margins</p>	<div data-bbox="406 913 584 1050"><p>David J. Floyd Chairman and CEO Floyd and Stanich Inc. 9465 Counselors Row Suite 200 Indianapolis, IN 46240</p></div> <p>Dear David:</p> <p>This word-processing format is the recommended style for use on the letterhead. It creates a clean and sophisticated appearance that is in keeping with your corporate identity.</p> <p>It is important to follow the typeface, size, and spacing guidelines so that the look is consistent in every communication. In addition to the margin measurements provided above, please note that all text is flush left with the left-hand margin and that there are no paragraph indentations.</p> <p>The body of the letter is single-spaced. Double spacing follows the inside address, salutation, between paragraphs, and before the complementary close. The complementary close is followed by four spaces.</p> <p>Sincerely,</p> <div data-bbox="406 1459 576 1501"><p>Laurie Banton VP Human Resources</p></div> <div data-bbox="389 1869 1234 1942"><p>1 inch from bottom</p><p>5225 EAST 56TH STREET • INDIANAPOLIS, IN 46226 • P 317.542.1481 • F 317.542.1484 • GOCATHEDRAL.COM</p></div>

STATIONERY

No. 10 Envelope


Follow the below template when formatting a business envelope.

Typefont guidelines: 11pt. Times Roman

Margins: 2 inches from top 4 inches from left margin

 <p>5225 EAST 56TH STREET INDIANAPOLIS, IN 46226</p>	<p>2 inches from top</p> <p>David J. Floyd Chairman and CEO Floyd and Stanich Inc. 9465 Counselors Row Suite 200 Indianapolis, IN 46240</p>
<p>4 inches from left margin</p>	

Business Card

 <p>R. DUANE EMERY <i>Vice President for Enrollment Management</i> demery@cathedral-irish.org</p>	<p>5225 EAST 56TH STREET INDIANAPOLIS, IN 46226</p> <p>P 317.000.0000 F 317.000.0000 M 317.000.0000 GOCATHEDRAL.COM</p>
---	---

<p>VISION: Cathedral High School, a Catholic institution in the Holy Cross tradition, will be the model for all high schools as she profoundly shapes the way students think, serve and lead.</p> <p>MISSION: Cathedral, a Catholic college preparatory school in the Holy Cross tradition, provides to a diverse group of students opportunities for spiritual, intellectual, social, emotional and physical growth through service and academic excellence.</p>

STATIONERY

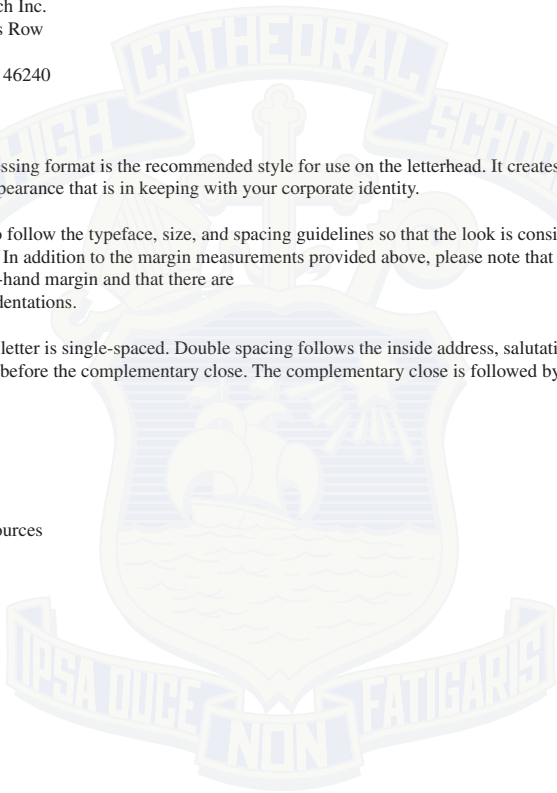
High School Spirit Stationery

Letterhead

Follow the below template when formatting a business letter.

Typefont guidelines: 11pt. Times Roman

Margins: 2 inches from top 1 inch from left margin 1 inch from bottom 1 inch from right margin

	<p>2 inches from top</p> <div data-bbox="743 667 878 814"></div> <p data-bbox="704 844 917 858">CATHEDRAL HIGH SCHOOL</p>
	<p>Date</p>
<p>1 inch left and right margins</p>	<div data-bbox="407 913 584 1050"><p>David J. Floyd Chairman and CEO Floyd and Stanich Inc. 9465 Counselors Row Suite 200 Indianapolis, IN 46240</p></div> <p data-bbox="407 1071 503 1092">Dear David:</p> <p data-bbox="407 1117 1182 1163">This word-processing format is the recommended style for use on the letterhead. It creates a clean and sophisticated appearance that is in keeping with your corporate identity.</p> <p data-bbox="407 1186 1201 1276">It is important to follow the typeface, size, and spacing guidelines so that the look is consistent in every communication. In addition to the margin measurements provided above, please note that all text is flush left with the left-hand margin and that there are no paragraph indentations.</p> <p data-bbox="407 1299 1188 1346">The body of the letter is single-spaced. Double spacing follows the inside address, salutation, between paragraphs, and before the complementary close. The complementary close is followed by four spaces.</p> <p data-bbox="407 1367 483 1388">Sincerely,</p> <div data-bbox="407 1457 576 1501"><p>Laurie Banton VP Human Resources</p></div> <div data-bbox="535 966 1088 1753"></div> <p data-bbox="396 1869 521 1883">1 inch from bottom</p> <p data-bbox="695 1890 928 1904">LIVING HOLY CROSS VALUES SINCE 1918</p> <p data-bbox="391 1925 1230 1940">5225 EAST 56TH STREET • INDIANAPOLIS, IN 46226 • P 317.542.1481 • F 317.542.1484 • GOCATHEDRAL.COM</p>

STATIONERY

No. 10 Envelope

Follow the below template when formatting a business envelope.

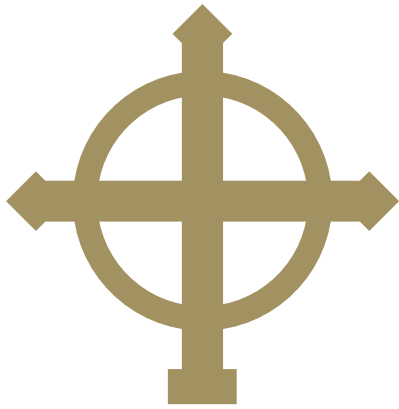
Typefont guidelines: 11pt. Times Roman

Margins: 2 inches from top 4 inches from left margin

 <p data-bbox="378 934 560 982">CATHEDRAL HIGH SCHOOL 5225 EAST 56TH STREET INDIANAPOLIS, IN 46226</p>	<p data-bbox="727 577 828 594">2 inches from top</p> <p data-bbox="727 777 885 898">David J. Floyd Chairman and CEO Floyd and Stanich Inc. 9465 Counselors Row Suite 200 Indianapolis, IN 46240</p> <p data-bbox="581 934 727 951">4 inches from left margin</p>
---	--

SECTION 9:

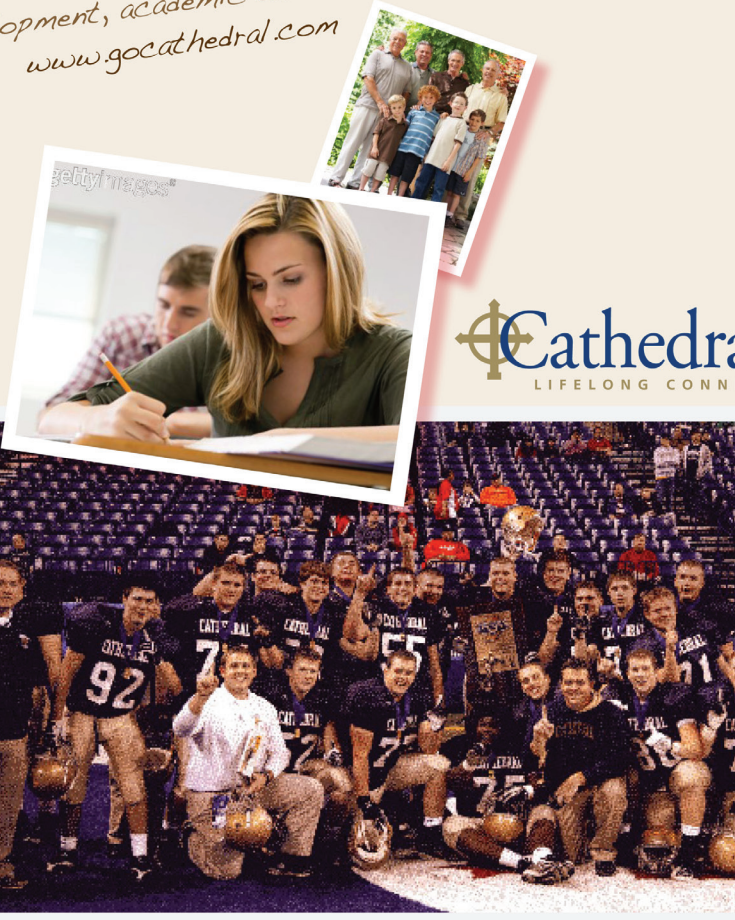
MARKETING COMMUNICATIONS






MARKETING COMMUNICATIONS

The following layout examples provide a general format for applying the branding elements (logos, colors, positioning statements, and typography) to various types of marketing materials. These are not meant to be templates, but are used to illustrate the proper size, placement, and usage of Cathedral High School's branding elements. The type of photography selected in these examples also show the kind of images that underscore our brand positioning, Lifelong Connections.


A Lifelong Connection.
A Cathedral education is a bond that connects generations, students and faculty, business associations, and lifelong friendships. Since 1918, Cathedral has been shaping young adults through character development, academic excellence and spirituality.
www.gocathedral.com




 **Cathedral**
LIFELONG CONNECTIONS

 LIVING HOLY CROSS VALUES SINCE 1918  Cathedral High School | 5225 East 56th Street Indianapolis 317.542.1481

MARKETING COMMUNICATIONS





Since 1918, Cathedral has been

A LIFELONG CONNECTION

shaping young adults through

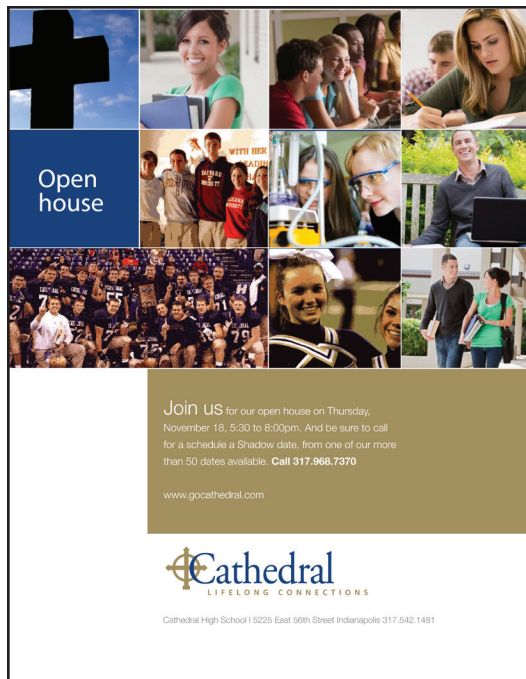
character development, academic

excellence and spirituality.

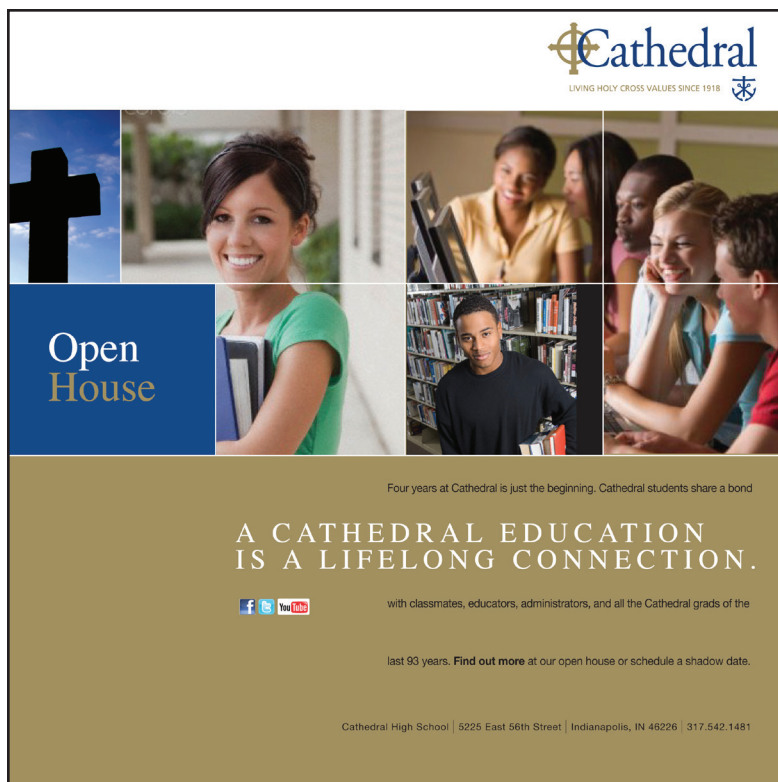
Cathedral High School | 5225 East 56th Street Indianapolis 317.542.1481

Magazine Print Ad Example

MARKETING COMMUNICATIONS



Newspaper Print Ad Example (4.75" x 6.5")



Newspaper Print Ad Example (9.5" x 9.5")

MARKETING COMMUNICATIONS



Current Website Homepage Example



Holy Cross Subset Page Example



Microsite Homepage Example

MARKETING COMMUNICATIONS



Cathedral is a lifelong connection.

A Cathedral student:

- Creates friendships that last a lifetime.
- Forges a relationship with teachers, coaches, and advisors that endures long past graduation.
- Feels a special bond with Cathedral that grows even stronger through the years.
- Is connected with all other Cathedral men and women past, present, and future.
- Benefits from a unique educational approach that teaches the values of spirituality, service, and a lifelong love of learning.



Cathedral has lived Holy Cross values since 1918.

Through our affiliation with the Brothers of Holy Cross, we are:

- Strong believers in the development of the whole student—body, mind, and spirit.
- Blessed to be one of only a few select Holy Cross high schools in the country.
- Deeply committed to the development of servant leaders who have the competence to see and the courage to act.
- Privileged to receive objective reinforcement and validation of our traditions of excellence.
- Ensuring Cathedral's unique mission and vision for the next 100 years.



Reference Card on the Affiliation with the Brothers of Holy Cross