

ROCHESTER CATHOLIC SCHOOLS
Brand Guide Version 3.0



ROCHESTER
CATHOLIC SCHOOLS



GROWING TOGETHER
IN MIND, BODY & SPIRIT



THE RCS BRAND IS IN OUR HANDS

Our Christ-centered history and tradition at Rochester Catholic Schools (RCS) is with us today as much as it was since our founding in 1877. For over a century, the value and demand for a religious education in the Rochester Area has grown and is reflective in the success of our present day school system. Today, Rochester Catholic Schools is a thriving educational organization rooted in faith and values that has cultivated a community that feels like family.

It is through our service and commitment that RCS exists as an amazing place of faith, learning, and growth. We all play an important role in this culture and the experience unique to Rochester Catholic Schools. In an effort to better communicate our solidarity and shared history, we are now unified under a cohesive brand identity that represents us all.

Our brand has been built over time through our interactions with others and the experience we deliver. Although our reputation is built on more than our appearance, our brand identity will help to reinforce who we are, what we do, and why it matters in a consistent way throughout our media and communication efforts.

The RCS brand identity serves as an important asset and tool to help us tell our story in a compelling and cohesive way. However, this tool is only effective if we use it together and use it consistently over time.

The standards that have gone into building this resource provide direction and help to clarify ambiguities that may exist when we create media and communications for our schools and school system.

The guidelines in this resource apply to every school and person that is communicating on behalf of the Rochester Catholic School system. Thank you for treating the RCS brand with care and intentionality, it is our face and visually represents our organization.

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01. BRAND GUIDE

01. WHAT IS A BRAND GUIDE?



DOCUMENT PURPOSE

Most simply put, a brand guide is a document that is set up to govern how a brand is communicated and visually represented. This is important because consistent brands have more impact on their users. Such brands are stronger, more user friendly, more valuable, and often times, more credible.

A brand guide's main strength allows for multiple individuals to create marketing and design materials that look as though they were produced by one voice and vision. Rules are laid out so the subjective elements of design are removed, and an in-depth brand personality has been created to ensure all who work on this brand are invested in and dedicated to the well-being of this brand.

DOCUMENT USE

Treat the guidelines laid out in this document like the rule book for the brand. Refer to this document when starting any project. Let it be central to any and all marketing and design pieces that are created. This document gives guidance for communication in terms of brand personality and vision, but also for visual guidance on mark usage, brand colors, and typography.



02. BRAND PLATFORM

02. BRAND PLATFORM

BRAND BACKGROUND

Rochester Catholic Schools (RCS) is a thriving school system and faith-based community built upon generations of support and loyalty dating back to its founding in 1877. The RCS system focuses on a commitment to the three pillars of a Catholic education: spirituality, academics, and community. These pillars provide a foundation that cultivate the development of well-rounded students who are formed in their faith, academically successful, and conscious of their social responsibility.

BRAND MISSION

Our mission is the present state or purpose of RCS that is communicated externally to the public.

The Rochester Catholic Schools develops the spiritual, social, emotional, and academic growth of young people. Nurtured within a Christ-centered learning community and rooted in Gospel values, Rochester Catholic Schools strives to foster a culture of excellence where students grow in wisdom, courage and character to become critical thinkers, collaborative problem solvers, creative visionaries and servant leaders who bring hope to the world.

VISION STATEMENT

Our vision statement provides strategic direction and describes what RCS aspires to achieve in the future. This statement is communicated internally to key stakeholders, and serves as a 'north star' to guide what we hope to accomplish over time.

RCS aspires to be a school system unified under a single brand identity and the preferred choice by people of Christian faith for premier pre-kindergarten through high school education.

BRAND PROMISE

Our brand promise is RCS's commitment to deliver. This promise differentiates our organization from others in the area, motivates people to choose us and molds our reputation. This commitment sets the expectation for our organization to deliver upon.

Forged by their participation in academic, extracurricular, athletic, and campus ministry programs, a RCS graduate will be prepared to meet the demands of higher education, contribute to society, and to answer the call of Christian service.

BRAND TAGLINE

Our tagline is a short positioning statement that helps to differentiate the RCS brand in the marketplace.

Growing together in mind, body, and spirit.



02. CORE VALUES



CORE VALUES

These are the fundamental beliefs of our organization. Core values help our organization determine if we are on the right path and fulfilling our goals as an organization.

FAITH

We believe our Catholic faith is the foundation upon which our schools are built and the lens through which we view the world and respond to the needs of others.

SERVICE

We believe it is a gift, as well as our responsibility, to serve the needs of humanity and the natural world in the name of Christ and His Church to build His Kingdom on earth.

HUMILITY

We believe that knowing oneself honestly and humbly accepting our limitations allows the power and grace of God to work through us, making all things possible.

EXCELLENCE

We believe that we give honor and glory to God when we embrace and execute the highest standards of personal excellence in all that we think, do and say.

COMMUNITY

We believe that being an inclusive and welcoming school community serves as a supportive and loving extension of one's own family.

CREATIVITY

We believe the human imagination in action is essential to inspiring innovative solutions to complex problems that bring hope to the world.

RESPECT

We believe that as people created in the image and likeness of God we are called to honor the inherent beauty and dignity of all members of Creation.

INTEGRITY

We believe we are called to the highest standards and principles of moral and ethical fortitude.

STEWARDSHIP

We believe that everything we have and all that we are able to do are gifts entrusted to us by God to be honored, protected and used wisely.

COMPASSION

We believe we model Christ's love and mercy for humanity when we respond with empathy and action to the realities of others.

02. BRAND PERSONALITY

BRAND PERSONALITY + KEY MESSAGING

Our brand personality is the set of human characteristics that provide a framework to help shape the way people feel about and connect with us as if RCS were a person. Our key messages are the main points we want to communicate within the context of our personality. Please find these key messages explained in the adjacent chart.

KEY MESSAGING



RCS is...

We sound...

Rather than...

WELCOMING

We embrace diversity, appreciate individual differences, support students from different cultures and backgrounds, recognizing each child is a gift from God. All are welcome.

Warm - Inviting

Elitist - Unfriendly

COMPASSIONATE

Providing a quality educational experience for each student through a commitment to service and treating every person with dignity and respect.

Sincere - Supportive

Indifferent - Forceful

TRUSTWORTHY

Our community is a safe and secure environment for students to learn, participate in and thrive.

Honest - Dependable

Cavalier - Capricious

FAITHFUL

Our faith is living and vibrant within our schools. It permeates all we are and do.

Genuine - Loving

Wavering - Impulsive

ESTABLISHED

We honor our history and heritage as we discover new ways to grow with our shared values and traditions which have been part of our foundation since 1877.

Stable - Constant

Edgy - Trendy



03. BRAND MARKS

ANATOMY AND SYMBOLISM

MARK ANATOMY MEANING AND SYMBOLISM

The rich heritage of Rochester Catholic Schools is characterized by more than a century of history and growth in the Rochester Area. Today, RCS maintains a culture that honors its past but also aspires towards a pursuit of excellence in our modern world. It is this dynamic that affords RCS its distinct culture and legacy, and was the inspiration for our mark mark designs.



BOOK
This symbol carries a dual significance. The book represents that RCS provides education for students both academically (book of knowledge) and the faith (the bible) within a singular experience.

HORIZONTAL LINES
These horizontal bars represent family, school, church - the three essential pillars that make a strong, vibrant and successful Catholic school community.

CROSS
A symbol of sacrifice, hope, and salvation, the cross is one of the most recognized symbols of Christianity. For RCS, the cross also serves as a visual reminder to distinguish itself as a religious school system.

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ROCHESTER
CATHOLIC SCHOOLS

LOURDES HIGH SCHOOL

WORDMARK

Our wordmark is a visual tribute to our past and nod to our future. The word ROCHESTER was crafted by hand exclusively for RCS. The letterforms share characteristics of western style type executed with a modern interpretation. This was done in an effort to represent both the past and the present in our brand identity. The other letterforms in our primary wordmarks incorporate a contemporary font that help to communicate RCS as vibrant and modern. Combined, these wordmarks help us tell our story to the world.

CLEAR SPACE

MARK CLEAR SPACE

When applying any of the marks in applications or brand materials, follow the designated rules for proper clear spaces (free space) around the marks. The set area around the mark should remain open. Do not have marks touching other visual or written elements, and do not have the mark touch the edge of a page or application.

In most cases, the clear space will be determined by the size of the open book icon within the mark. However, please look to this guide for specific elements to define the clear space for each mark. In cases such as the lettermark, where there is no open book, please see the specific examples in the following pages.

PLEASE NOTE: The tan lines around the marks are only to show the clear spaces, please do not reproduce marks with these markings visible.



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COMPUTER LAB
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PLEASE NOTE: Examples shown here are scaled down representations of RCS applications using the proper clear space around marks. The purpose of these examples is to illustrate clear space, please do not produce or use these examples.

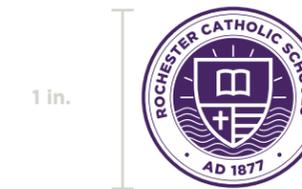
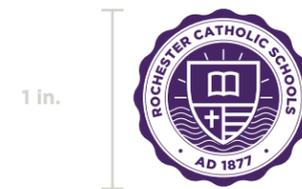
OFFICIAL SEAL AND MEDALLION

OFFICIAL SEAL

The Official Seal will be reserved for only the most formal uses to represent the School system. Using the seal in the appropriate contexts will add authority and authenticity to important documents.

Applications include:

- Diplomas
- Transcripts
- High level materials
- Podiums at formal occasions
- Library book plates
- Invitation to most formal events
- Communication from the Director of Schools Office



MEDALLION

The medallion is a more universally used mark for the School system. It can be used in more informal applications, and can serve as an alternate mark when the primary mark is not suitable. These instances may be related to shape and size of the primary mark or production restrictions in terms of merchandise or other physical applications.



PRIMARY MARKS SCHOOL SYSTEM

PRIMARY MARK HORIZONTAL USAGE

This is the most commonly used mark to represent Rochester Catholic Schools. This mark can be used on any application.

Minimum size: 0.5 inches tall



PRIMARY Mark STACKED USAGE

This is the most commonly used mark of the RCS branding. This can be used on any application.

Minimum size: 0.75 inches tall



PRIMARY MARKS INDIVIDUAL SCHOOLS

LOURDES HIGH SCHOOL HORIZONTAL USAGE

This is the most commonly used mark to represent Rochester Catholic Schools. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall



LOURDES HIGH SCHOOL STACKED USAGE

This is the most commonly used mark to represent Rochester Catholic Schools. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall



PRIMARY MARKS INDIVIDUAL SCHOOLS

HOLY SPIRIT CATHOLIC SCHOOL HORIZONTAL USAGE

This is the most commonly used mark to represent Holy Spirit Catholic School within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall



HOLY SPIRIT CATHOLIC SCHOOL STACKED USAGE

This is the most commonly used mark to represent Holy Spirit Catholic School within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall



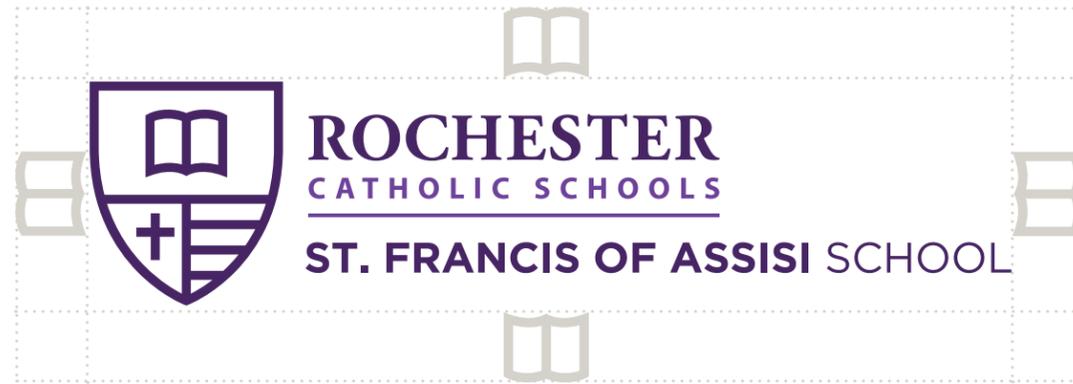
PRIMARY MARKS INDIVIDUAL SCHOOLS

ST. FRANCIS OF ASSISI SCHOOL HORIZONTAL USAGE

This is the most commonly used mark to represent St. Francis of Assisi within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall



ST. FRANCIS OF ASSISI SCHOOL STACKED USAGE

This is the most commonly used mark to represent St. Francis of Assisi within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall



PRIMARY MARKS INDIVIDUAL SCHOOLS

ST. JOHN THE EVANGELIST /ST. PIUS X SCHOOL HORIZONTAL USAGE

This is the most commonly used mark to represent St. John the Evangelist/St. Pius x within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall



ST. JOHN THE EVANGELIST /ST. PIUS X SCHOOL STACKED USAGE

This is the most commonly used mark to represent St. John the Evangelist/St. Pius x within the Rochester Catholic School system. This mark can be used on any application. This mark has specific uses when differentiating between schools within the School System. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: Coat of Arms 0.5 inches tall

ALTERNATE MARKS

COAT OF ARMS

The coat of arms is the most simple version of any of the RCS marks. This conveys so much in such a small area. Use this mark for small space digital applications (favicon, app icons, etc.), or show it proudly at larger scales. This mark should only be used when 'Rochester Catholic Schools' is prominently featured elsewhere on any given application. It should not stand alone as the only mark due to its lack of verbal description of RCS.

Minimum size: 0.25 inches tall



0.25 in. 

LETTERMARK

The lettermark is a less formal visual mark for the School system. This mark should be used for pre-approved merchandise, as well as on campus/interior signage, vehicles, uniforms, and clothing. Due to the bold forms in this mark, it lends itself well to being used as the favicon for website tabs. This mark should become a secondary way to identify and recognize Rochester Catholic Schools.

Minimum size: 0.25 inches tall

PLEASE NOTE: In the lettermark, the clear space should be created using half the height of the "R".



0.25 in. 

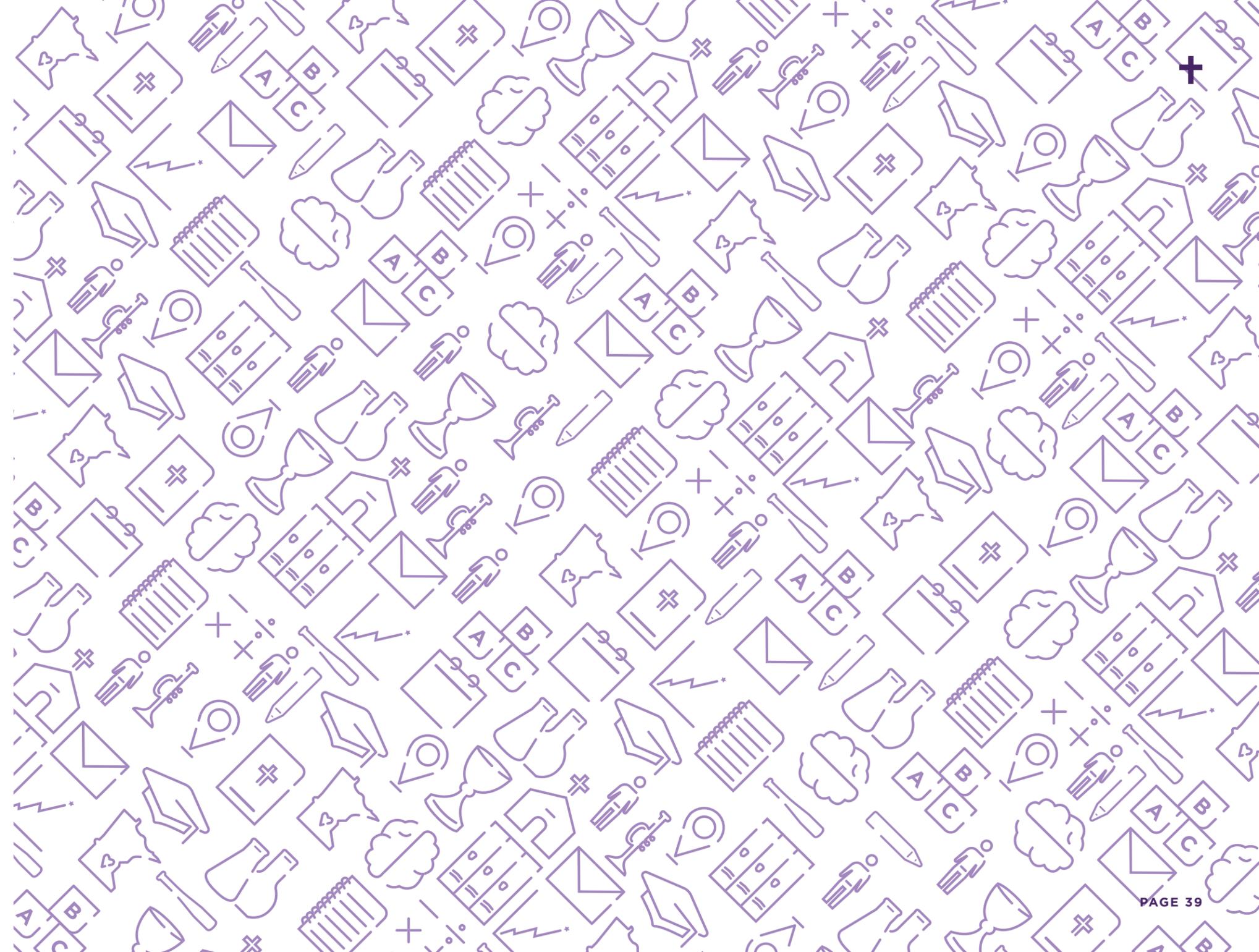


ALTERNATE MARKS

1877 MARK

This mark honors our central identity and year of founding. The 1877 mark may be used within the RCS campuses and community where the coat of arms mark is known in extensions such as signage, merchandise, and internal communications.

Minimum size: 0.25 inches tall



TAGLINES

COAT OF ARMS AND TAGLINE

The use of tagline marks is encouraged for major publications and communications. They should not be used as the only visual representation of the RCS brand, they should be used as a secondary visual mark.

If the Coat of Arms tagline is used, please also use an additional mark that visually shows the full name of the School System (Primary Mark, Official Seal, Medallion).

TAGLINE DON'TS:

Do not alter the proportion of mark to tagline. The proper format is shown here. Do not show this mark any smaller than the minimum mark size.

Minimum size: 0.5 inches tall



LETTERMARK + TAGLINE

The use of tagline marks is encouraged for major publications and communications. They should not be used as the only visual representation of the RCS brand, they should be used as a secondary visual mark.

If the Lettermark tagline is used, please also use an additional mark that visually shows the full name of the School system (Primary Mark, Official Seal, Medallion).

TAGLINE DON'TS:

Do not alter the proportion of mark to tagline. The proper format is shown here. Do not show this mark any smaller than the minimum mark size.

Minimum size: 0.5 inches tall



USE WITH COLOR

COLOR USAGE

When at all possible, the mark should be shown on backgrounds that are white, or any brand color (RCS Gold, RCS Purple, RCS Light Purple). The mark should be shown in white when on a colored background, or can be shown in RCS Purple(s) when on white backgrounds.

PLEASE NOTE: The Official Seal, Medallion must always be shown in RCS Purple (or Black when color is not an option).

When using a two color mark, the primary mark (school system and individual school) should always be shown with RCS Purple and RCS Light Purple as illustrated in this document. In a one color situation use either RCS Purple, White, or RCS Grey.



RCS MARK SUMMARY

MARK SUMMARY

- 01. Primary Mark Horizontal
- 02. Primary Mark Stacked
- 03. Primary Mark - Individual School Horizontal
- 04. Primary Mark - Individual School Stacked
- 05. St. Francis of Assisi School Stacked
- 06. St. John the Evangelist / St. Pius X School Stacked
- 07. Holy Spirit Catholic School Stacked
- 08. 1877 Mark
- 09. Coat of Arms + Tagline
- 10. RCS Coat of Arms
- 11. Lettermark + Tagline
- 12. Lettermark
- 13. Official Seal
- 14. Medallion

01		02	
03		04	
05		06	
07		08	

09		10	
11		12	
13		14	

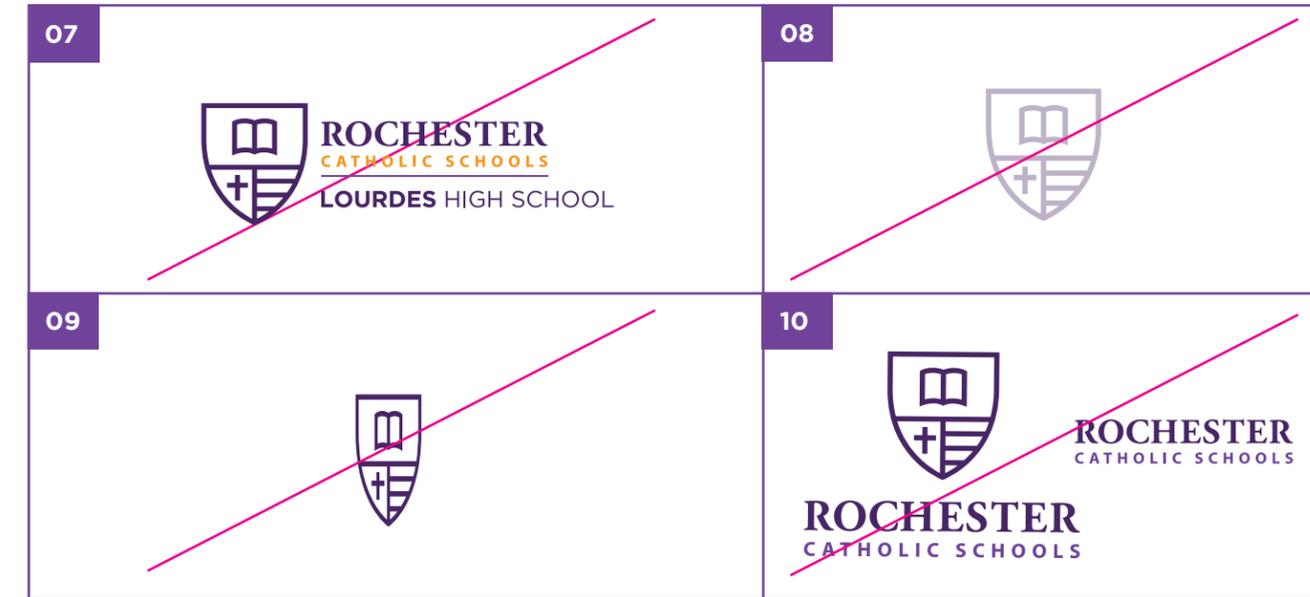
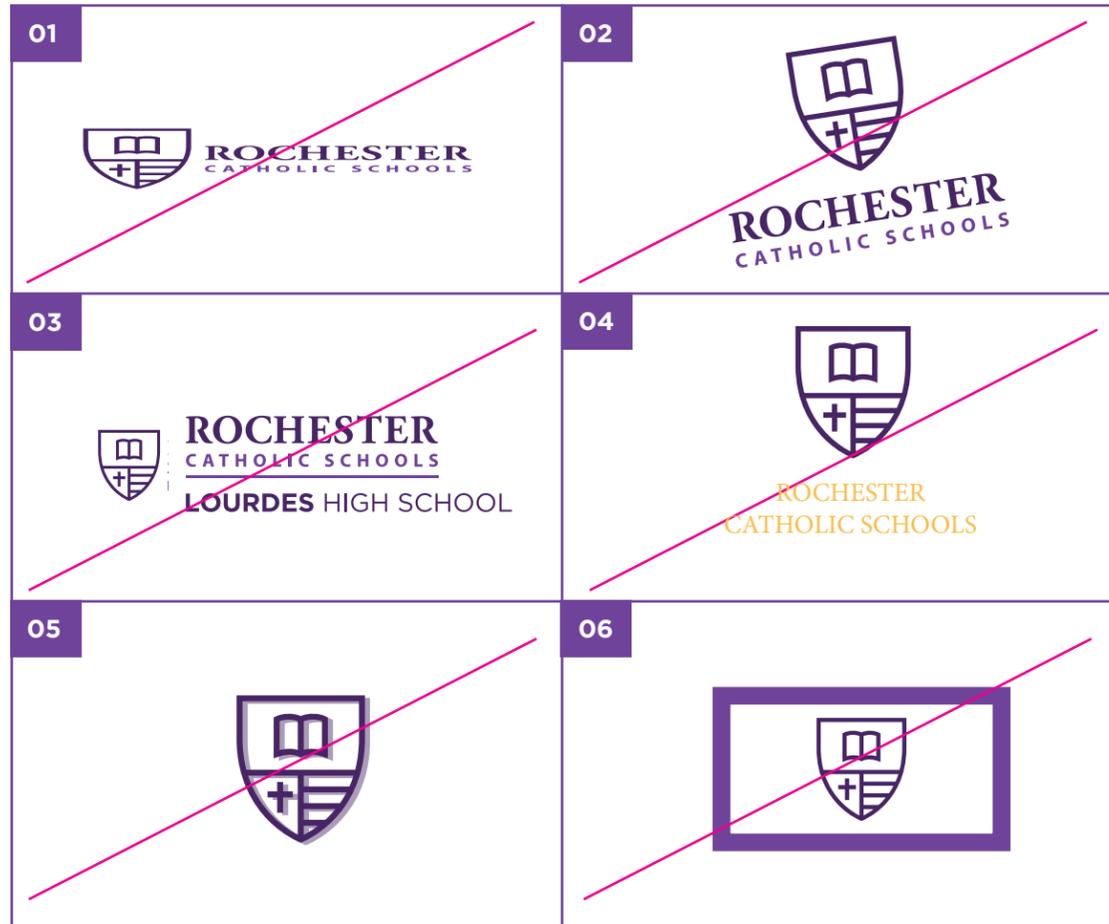


IMPROPER MARK USE



MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not change the font or color within any mark
05. Do not apply any effects to any mark
06. Do not add any additional elements to any mark
07. Do not change colors within any of the marks
08. Do not change opacity of any of the marks
09. Do not squish any mark
10. Do not place anything within the clear spaces for the mark





04. BRAND ASSETS

COLORS AND USAGE

BRAND COLORS

At the heart of this brand are the two RCS Purples. Building a brand centered around purple is unique and offers strategic brand benefits. The color also has symbolic meaning, as it represents rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds. Use the purples proudly.

RCS Gold is a strong compliment to the RCS Purples and it should be used as an accent element. Refrain from showing marks in this color. Keep it in the brand palette as a treat for the user.

* When working with large areas of text such as a letterhead, publication, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% black.



RCS PURPLE:

HEX - #482666
RGB - 72, 37, 101
CMYK - 85, 100, 28, 18
PMSC - 269 C
PMSU - MEDIUM PURPLE U



RCS LIGHT PURPLE:

HEX - #6f439a
RGB - 111, 67, 154
CMYK - 68, 88, 0, 0
PMSC - 7678C
PMSU - VIOLET U



*RCS GREY:

HEX - #4d4d4f
RGB - 77, 77, 79
CMYK - 0, 0, 0, 85

* Typography and backgrounds only.



RCS GOLD:

HEX - #f9be4b
RGB - 249, 190, 75
CMYK - 2, 27, 81, 0
PMSC - 142 C
PMSU - 122 U



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— RCS PURPLE

— RCS LIGHT
PURPLE



COLOR USAGE

RCS marks should only be shown in **RCS Purple, RCS Light Purple, Black,** or **White**. Showing the mark in limited colors will create an identity with high recognizability and associations.

EXPANDED COLOR PALETTE

SECONDARY BRAND COLORS

As seen in the previous section, the primary brand colors are the only colors that should be used for mark applications. However, throughout the rest of the brand there are many opportunities for additional colors to be used.

To reflect the vibrant, authentic, and welcoming environment within RCS, this secondary color palette has been created. These colors should be used to support the primary brand colors in any and all applications.



RCS RED:

HEX - #872341
 RGB - 136, 34, 65
 CMYK - 33, 96, 60, 28
 PMSC - 202c
 PMSU - 201u



RCS MEDIUM RED:

HEX - #BE3144
 RGB - 189, 50, 68
 CMYK - 19, 94, 72, 7
 PMSC - 1797c
 PMSU - 199u



RCS ORANGE:

HEX - #F05941
 RGB - 243, 115, 94
 CMYK - 0, 68, 67, 0
 PMSC - 7416c
 PMSU - 164u



RCS CREAM:

HEX - #F4E9C9
 RGB - 244, 232, 201
 CMYK - 4, 6, 23, 0
 PMSC - 7499c
 PMSU - 7499u



RCS TAN A:

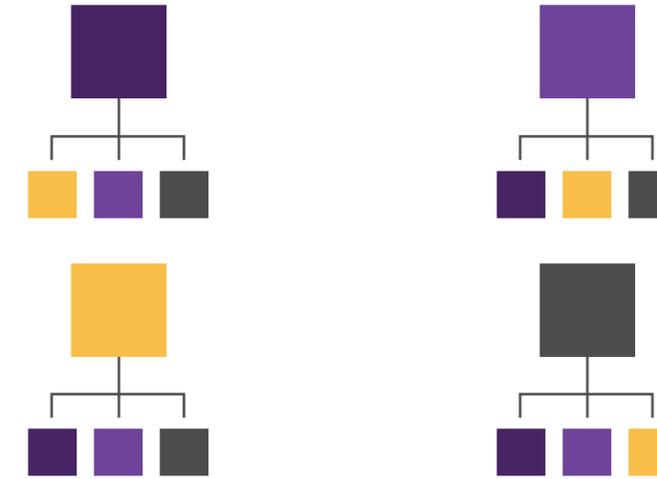
HEX - #C1B9A7
 RGB - 194, 185, 168
 CMYK - 25, 23, 33, 0
 PMSC - 7535c
 PMSU - 7536u



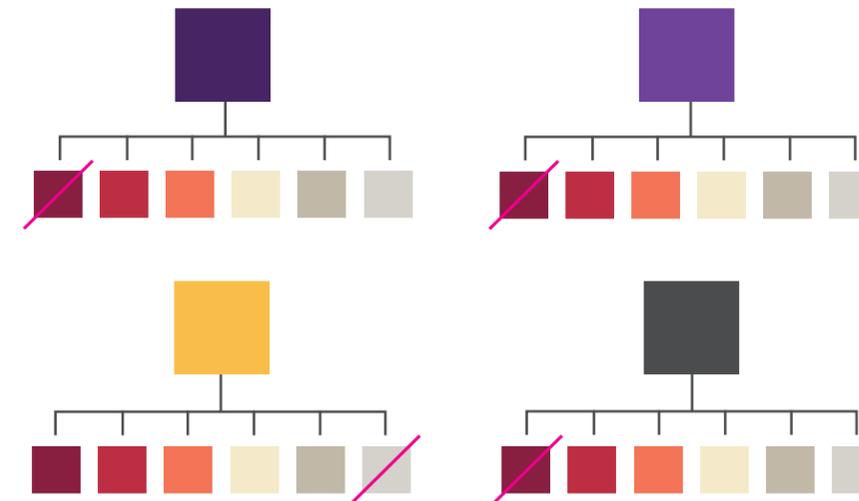
RCS TAN B:

HEX - #C1B9A7
 RGB - 213, 210, 203
 CMYK - 16, 13, 17, 0
 PMSC - 7534c
 PMSU - 7534u

RCS PRIMARIES CAN BE USED WITH ALL OTHER RCS PRIMARIES



RCS PRIMARIES CAN NOT BE USED WITH ALL RCS SECONDARIES



COLOR PAIRINGS

The RCS color palette is vibrant and features highly saturated colors. Because of this range, certain colors should not be used directly next to other colors. The colors shown with the magenta slash through them should not be used directly with the Primary Color.

By avoiding these specific color pairings, the brand will be user friendly and prevent unnecessary or unwanted visual contrast or dissonance.

An application as a whole (or even a page within a larger application) can utilize all brand colors. Please just **avoid directly placing two unapproved colors next to each other.**

TYPOGRAPHY USAGE

GOTHAM

Gotham is a geometric font that exhibits a modern and precise personality. This font paired with the traditional and institutional aspects of the brand marks will create a credible, fresh, and approachable identity for Rochester Catholic Schools.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains only a header and subheader
- The content contains two lines of type or less

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-=!@#\$%^&*()_+

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-=!@#\$%^&*()_+

GOTHAM BOLD, 25 PT. ———— HEADER

Gotham Book, 15 Pt. Leading 18. ———— SUBHEADER

Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catiqum patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. ———— BODY

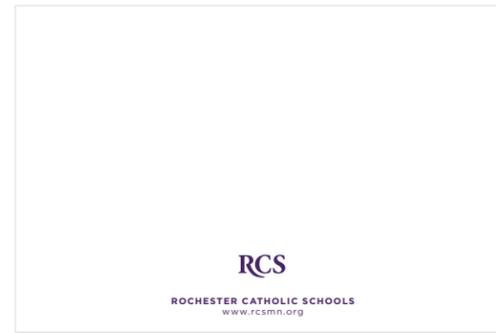
GOTHAM BOLD, 9 PT. ———— HEADER

Gotham book, 9 pt. Bemquem nos norit. Digid aucivius Catiqum patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. ———— BODY

GOTHAM BOOK ———— DETAILED HEADER

When used as a headline without supporting body copy, please create short headlines with less than five words, when possible. When this format is present, please use Gotham Bold for the first word, and Gotham Book for the remaining words.

When used in conjunction with multiple headers, ex. the chapters in this brand guide, please follow this rule for all headers or default to all bold for the entirety of the header. Do not mix detailed with standard headers in the same piece.



————— CENTER ALIGNED CONTENT

When using two lines of type or less the content may be center aligned to the application.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Gotham Bold, 31 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

Header: Gotham Bold, 25 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Gotham Bold Size X, tracking 100.
Body: Gotham Book Size X, tracking 0.



TYPOGRAPHY USAGE

COLORED BACKGROUND

Brand typography should be shown only in black or white, or any of the approved brand colors.

White should be the default typography treatment when working with colored backgrounds, although other brand colors are permitted - see pages 96-7 for specific examples of color usage.

GOTHAM BOLD, 9 PT. BLACK BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GOLD BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS MEDIUM RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS ORANGE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

COLORED TYPOGRAPHY

When showing typography on a white background, please use only brand approved colors. Do not use RCS Gold, RCS Cream, RCS Tan A or RCS Tan B on a white background.

Please keep the color of the typography consistent between header and body copy. If the header is RCS Purple, the body copy should also be RCS Purple.



IMPROPER TYPOGRAPHY USAGE

TYPOGRAPHY DON'TS

01. Do not show certain pairings of colored type on a colored background.
02. Do not change tracking of a set of typography.
03. Do not use multiple colors within one paragraph.
04. Do not center align any paragraphs of typography
05. Do not show typography in these brand colors on a white background.

(Center aligning copy is only allowed when the content consists of **only a header and subheader** or **if the content contains two lines of type or less.**)

01

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

02

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

03

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

04

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

05

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Tracking 100. Bemquem nos norit. Ducid aucivius Catique patanum audace firte es Martata, dionotam senius et.



ICON SYSTEM

RCS ICONOGRAPHY

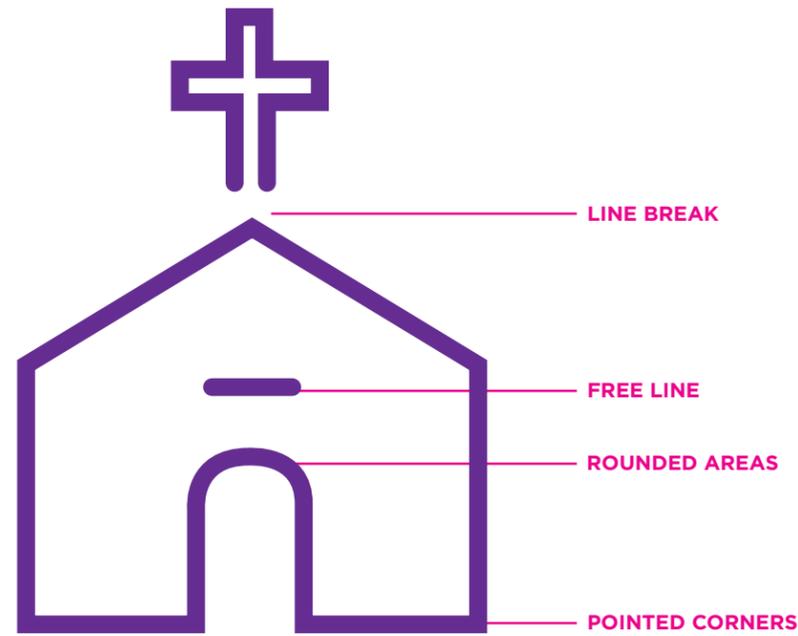
RCS icons should be shown in outline only. They may be shown in any brand color determined on their context. When building RCS icons, please make sure of the following:

- One line break per icon
- One freestanding line per icon
- Sharp square corners and also rounded areas
- Rounded line when broken

CONTACT

Please submit all questions and icon needs to Laura Smith.

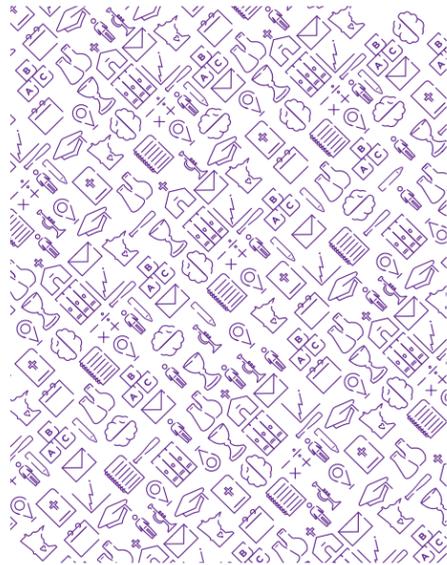
Laura Smith
507.424.1817
lsmith@rcsmn.org
www.rcsmn.org



PATTERN 01

RCS TAPESTRY

RCS icons can be combined in such a way as to create a textural and symbolic background element for any design application.



ROCHESTER CATHOLIC SCHOOLS

UNIFIED SYSTEM
From preschool through high school graduation, it's our goal to serve as partners with your family on this educational journey. Together we are a team with a shared goal of providing encouragement, support, and opportunities to your children. Every step of the way our partnership is aimed at helping students, and realize the fullness of their potential.

Rochester Catholic Schools is a unified Catholic school system, comprised of three elementary schools and one high school, supporting students in preschool through grade 12. While we are many parts, we are one body. By choosing one school, you are in fact becoming a member of the entire Rochester Catholic School family. We welcome children of all faiths and economic, and cultural/religious diversity of our student population.

FOR OVER A CENTURY, THE PRESENCE OF CATHOLIC SCHOOLS IN ROCHESTER HAS CONTINUED TO ENHANCE OUR LOCAL COMMUNITY AND OUR WORLD.

PARENT PARTNERS
Rochester Catholic Schools believes strongly that parents are the first and best educators of their children. We consider ourselves truly blessed and privileged to serve as partners in this most sacred ministry of formation and education. Together we are a team with a shared goal of providing encouragement, support, and opportunities to your child every step of the way in an effort to help them achieve their best and realize the fullness of their potential.

PERSONALIZED LEARNING
Students choose technology applications based upon individual learning style, needs, and preferences.

INTEGRATED TECHNOLOGY
Excellence in education requires technology seamlessly integrated throughout the educational program. RCS believes technology enhances the educational experience and transforms the teacher from a director of learning to a facilitator of learning.

RCS prepares students for a future world of digital technology and information through the use of iPads and laptops at the primary and intermediate levels. Beginning in 6th grade and continuing through Junior High, students are provided Google Chromebooks to use throughout the day and at home, in order to provide flexible and personalized learning experiences.

At the high school level, students transition to a Bring Your Own Device (BYOD) program where they are empowered to select and utilize a technology device and applications that best meet their needs.

"When young people come into contact with the beauty of Catholic education the impact on them individually is significant and the impact they have on the outside world is also significant!"
-RCS PARENT

DISCOVER RCS
The best way to learn more about RCS is to experience it firsthand.

SCHEDULE A TOUR:
123.456.5679 | www.rcsmn.org

OUR RESOURCES ALLOW US TO ADDRESS EACH CHILD AS AN INDIVIDUAL TO MAXIMIZE HIS OR HER POTENTIAL.

AVERAGE LOURDES STUDENT ACT SCORE: 26
STUDENTS EXCEED LOCAL, STATE & NATIONAL SCORES.

100% OF GRADUATES GO ON TO PURSUE HIGHER EDUCATION, MILITARY, OR A CAREER IN ATHLETICS.

RCS PATHWAY

PK THE NEST Preschool & Early Childcare
Offered at these locations:
Holy Spirit Catholic School
St. Francis of Assisi School
St. Pius X campus

K-8 St. John the Evangelist Catholic School (two campuses)
St. John the Evangelist campus Grades K-8
St. Pius X campus Grades K-8

9-12 Holy Spirit Catholic School Grades 9-12
St. Francis of Assisi School Grades K-8
Lourdes High School Grades 9-12

WE BELIEVE A LOVE FOR LEARNING STARTS WITH A FOUNDATION OF FAITH.

ESTD. 1877

5 LOCATIONS

ONE SYSTEM

1 BIG FAMILY

PRE-K KINDERGARTEN GRADES 1-8 HIGH SCHOOL

80+ ATHLETIC, FINE ARTS AND OTHER EXTRA-CURRICULAR ACTIVITIES OFFERED AT LOURDES HIGH

1500 STUDENTS
230 STAFF
IN THE RCS SYSTEM

86% OF RCS STUDENTS IN GRADES 5-12 PARTICIPATE IN EXTRA-CURRICULAR ACTIVITIES

15:1 STUDENT TO TEACHER RATIO

ON AVERAGE, GRADE SCHOOL SCORES FALL WITHIN THE 90TH PERCENTILE ON NATIONAL ASSESSMENTS IN READING AND MATH.

RCS GROWING TOGETHER IN MIND, BODY & SPIRIT | WWW.RCSMN.ORG

SOCIAL MEDIA TEMPLATES

TEMPLATES

These templates have been created for social media posts that promote The Kindergarten Program at RCS. Each template has been designed for a specific purpose. Please use each template for its intended use.

To learn more about best practices for Social Media posting, please refer to page 78-81 of this guide.



01. LITTLE EAGLES IN ACTION

Little Eagles in Action posts are appropriate to feature a small group of young elementary students.



02. KINDERGARTEN CHIRPS

Kindergarten Chirps posts are meant to capture a quote from a Kindergartener and share without a photo. Name of the Kindergartener should be attributed if possible.



03. KINDERGARTEN EVENT - PHOTO

Kindergarten Event - Photo posts are appropriate to promote a Kindergarten event and should feature one Kindergartener or a small group of Kindergarteners.



04. KINDERGARTEN EVENT - GRAPHIC

Kindergarten Event - Graphic posts are appropriate to promote a Kindergarten Event if there is not a quality photo available to promote the event.





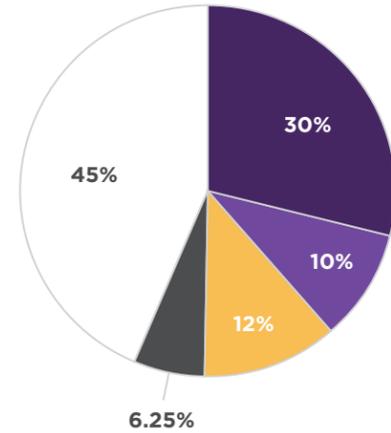
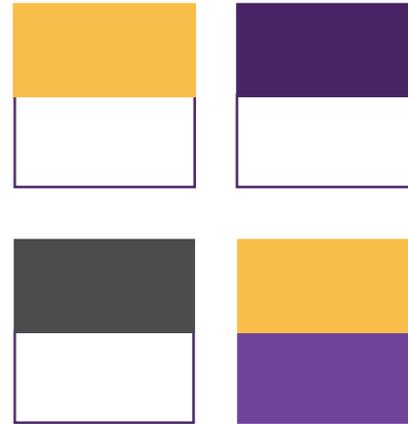
05. BRAND RESOURCES

THE BIG PICTURE

AESTHETIC VOCABULARY

This page is an at-a-glance version of the brand. Please refer to the remainder of this document for more specific usage guidelines.

This brand should feel **vibrant, modern,** and **polished.** These terms can be applied directly to various design elements such as color, containers, and typography, to ensure the brand is correctly portrayed.



VIBRANT COLOR BLOCKING

Color blocking is a term to describe how high-contrast colors interact when placed directly next to one another. Please use one of the color pairings shown here when working with large areas of color.

The color interactions will help the brand feel vibrant and energetic.

VIBRANT PROPORTIONS

It is important to regulate how frequently different brand colors are used. To ensure vibrancy without over-saturation, please keep ample white space to offset the brand colors. See this chart for specific key proportions to be aware of.



MODERN REPRESENTATION

The RCS brand is authentic. This can be visually portrayed by showing photos and design elements that feel natural and unedited. When showing photos specifically, please do not constrain the photos into a shape. They should be shown as rectangles or squares. The content within the photos should appear to be unedited. Do not apply filters or dramatic effects to any RCS photography.

*Please note this is only a to illustrate a point. Please do not use any non-approved photography.

GOTHAM BOLD, 9 PT.

Gotham book, 9 pt. Bemquem nos norit. Ducid aucivius Catiqne patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne Martata, dionotam senius et, ceperis oret dum poenarbis.

POLISHED TYPOGRAPHY

To help the brand feel refined and polished, please always use san serif typography, specifically Gotham. Typography should always be left aligned. Typography should also always be one color - either all RCS Purple, all RCS Grey, or all White.

Please see the specific typography section, beginning on page 59 of this document, for more detailed typography usage.



BRAND PHOTOGRAPHY

GENERAL GUIDELINES

RCS photography should reflect the authenticity, vibrancy, and welcoming personality of the brand. Using photography with natural light, strong depth of field, and genuine subjects will achieve the desired look and feel. Photography that follows these guidelines will enhance the brand materials and visually reinforce the brand's written and verbal communication and messaging.

Use a camera angle that feels as though the viewer is taking part in the activity/ photograph. Also, using natural lighting with minimal (if any) post production editing. The photos should feel as close to reality as possible while remaining professional and high-quality.

Please work with photos that meet the following criteria:

- High quality/resolution
- Lots of color in images (either on subjects or in background)
- Shots are well lit
- Low noise
- Focus on achievement or community



BRAND PHOTOGRAPHY

SHOTS BY TYPE

Regardless of the type of shot (portrait, group, etc.) the RCS brand photos should reflect at least one of the following five contexts (academic, achievement, extracurricular, community, spirituality).

- **Single Student (portrait)**
 - rule of thirds for subject placement
 - subject should be isolated
 - shallow depth of field
- **Small Group (2-5)**
 - photos are taken at eye level of group
 - whole group is in focus
- **Extracurricular**
 - team/group: eyelevel
 - images that communicate teamwork or achievement
- **Large Group**
 - photos to be taken from ariel view and/or downward angle
- **Building/Architecture**
 - Everything in focus
 - Wide angle shots



SINGLE STUDENT (PORTRAIT)



EXTRACURRICULAR



BUILDING/ARCHITECTURE



SMALL GROUP (2-5)



LARGE GROUP



LARGE GROUP

BRAND PHOTOGRAPHY

WEB

Web photography should follow the same rules as laid out in the General Guidelines, however, web header photography may utilize a linear gradient of RCS purple overlaid on an image.

Additionally, images may be contained in various shapes (rectangles, shield, etc.) in order to serve as buttons for navigation throughout the site. In these instances, it may be necessary to overlay an image with type. Please follow all typography rules when doing so.



BRAND PHOTOGRAPHY

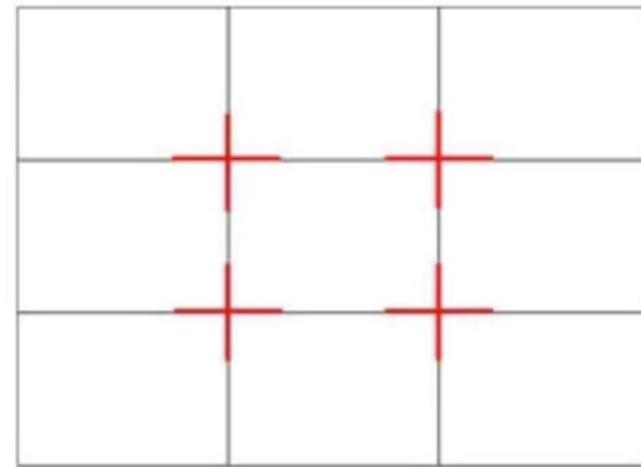
PHOTOGRAPHY TERMS

Rule of Thirds: Divide the environment of the photo into thirds both horizontally and vertically. Align the subject of the photo to any of these grid lines for a more compelling photo composition.

Resolution: Photos with high-resolution are not pixelated and appear crisp and smooth at their production size.

Depth of Field: The zone of acceptable sharpness within a photo that will appear in focus. In every picture there is a certain area of your image in front of, and behind the subject that will appear in focus. Shallow depth of field means the background of the photo will likely be blurry, reinforcing the importance of the subject.

Bokeh: The visual quality of the out-of-focus areas of a photographic image, especially as rendered by a particular lens.



RULE OF THIRDS



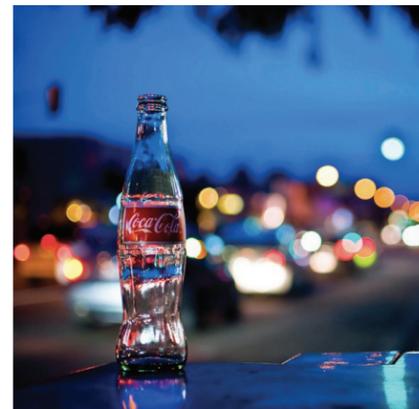
LOW RESOLUTION



HIGH RESOLUTION



SHALLOW DEPTH OF FIELD



BOKEH



LOW NOISE

NOISY IMAGE



WIDE ANGLE PHOTOGRAPHY



AERIAL PHOTOGRAPHY

Noise: The commonly-used term to describe visual distortion. It looks similar to grain found in film photographs, but can also look like splotches of discoloration when it's really bad, and can ruin a photograph. Noise tends to get worse when you're shooting in low light.

Wide Angle Photography: Focal length is the distance, in millimeters, from the optical center of your lens to the film or sensor when your lens is focused at infinity. Practically speaking, the important thing to remember is this: the shorter the focal length of the lens, the wider the field of view, and the more you'll be able to fit in your frame.

Aerial Photography: Photographs taken of the ground from an elevated/direct-down position. The camera can or cannot be supported by the ground (tripod vs. airplane).



SOCIAL MEDIA IMAGERY GUIDELINES

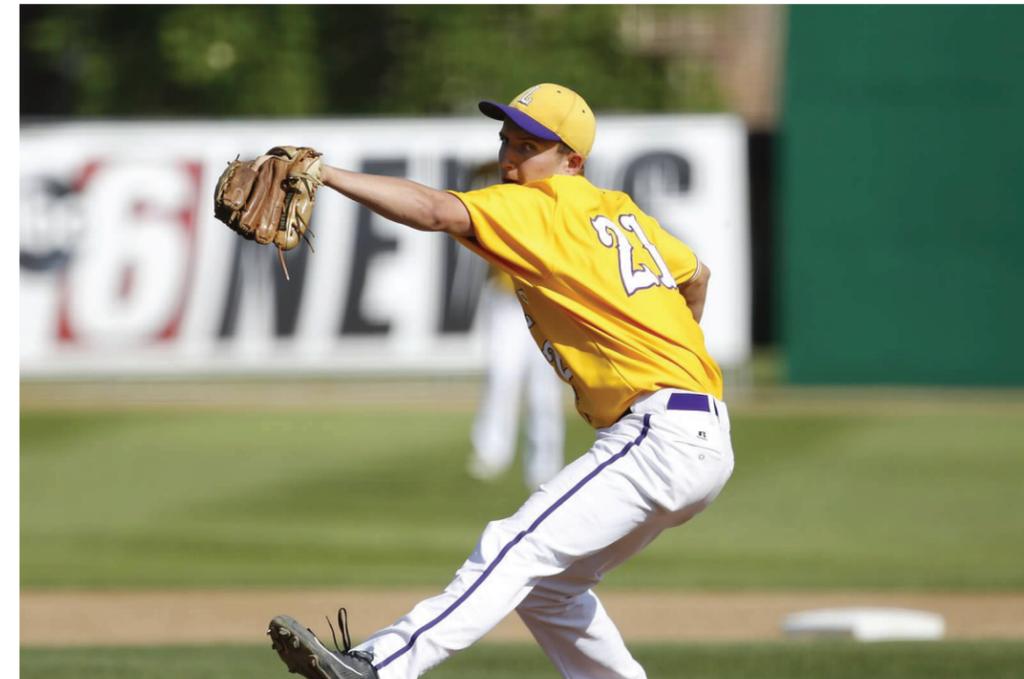
IMAGERY GUIDELINES

General Facebook and Instagram image guidelines

- Feature real people.
- Focus on faces.
- Use lifestyle imagery.
- Use high-quality, crisp images that viewers can quickly understand.
- Avoid cluttered backgrounds or elements that obscure the main subject of your shot.
- Create photo albums for events and large amounts of photos.

INSTAGRAM

- Use lifestyle imagery.
- Feature Instagram videos and stories if there is a compelling story to tell.
- In posting more than one photo, use the multiple photos feature. This could also be used for an event.
- Use high-quality, crisp images that viewers can quickly understand.
- Do not rely too heavily on big, smiling group shots. Capture and post candid moments and focus on small groups.
- Avoid using templates in posts.



TWITTER

- Imagery is not necessary for all tweets. Text Only tweets are appropriate for reporting factual information that is brief.
- If need be, feature imagery that will encourage users to click through to your article or link.

SOCIAL MEDIA BEST PRACTICES

RE-POSTING

- RCS Lourdes Eagles Content: It is appropriate for the RCS Facebook page to re-post content from the RCS Lourdes Eagles page sparingly (once per week). Occasional Game Day details, Eagle in Action features, and Photo Albums would be great content to re-post to the RCS Facebook page.
- To other platforms: If repurposing to Instagram or Twitter, be sure to resize for the proper channel and check the guidelines to confirm if the content belongs on that channel. Instagram imagery should never include a template and should feature lifestyle subjects. Time sensitive content like Score Updates or other timely news is great content to re-post to Twitter.

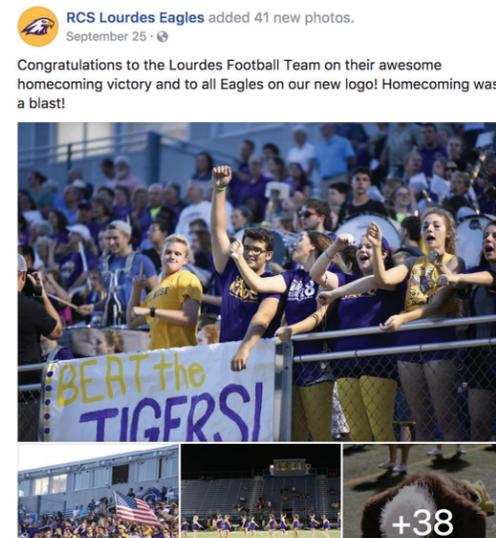
OTHER BEST PRACTICES

ONLINE TRENDING TRAGEDY

When a tragedy on a national scale is trending online, re-evaluate your content calendar and move to another date if possible or throw that post out. It is not appropriate for a brand or community to be posting promotional social posts when a tragedy is being shared around social media. Brands have been scorned in the past for scheduling their posts ahead of time and posting at an insensitive time.



FACEBOOK POST + CAPTION
The Nest | Eagles in The Nest



FACEBOOK ALBUM + CAPTION
Lourdes Eagles



INSTAGRAM POST + CAPTION
RCS Eagles



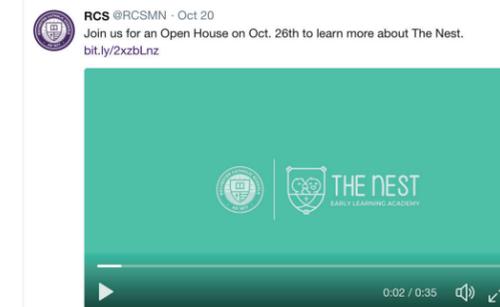
INSTAGRAM POST + CAPTION
RCS Eagles



FACEBOOK POST
Lourdes Eagles | Game Day



FACEBOOK POST + CAPTION
RCS Eagles | Little Eagles in Action



TWITTER POST + CAPTION
The Nest



TWITTER POST + CAPTION
Lourdes Eagles

CAPTION COPY

- Include a caption in your social media posts to give your followers context.
- Be brief, include no more than 2-3 lines of copy.
- Encourage short responses and engagement from users.
- If more content is available, provide a shortened link (see below).
- Twitter/Instagram: Hashtags are appropriate.

LENGTHY CONTENT / SHARING URL'S

For posts that include lengthy statistics or information, it is best to feature this information on a blog or on your website. Include a shortened link to your page for the user to read more. The industry standard is to use a custom bit.ly link that can be generated on a case by case basis: <https://bitly.com/>.



FILE TYPES

FILE TYPES

The RCS visual identity has been prepared in a variety of file types for print and digital use.

For help acquiring the appropriate mark please reference this section and contact Laura Smith.

Laura Smith
507.424.1817
lsmith@rcsmn.org
www.rcsmn.org

PRINT FILE TYPES

EPS

EPS format is a vector image. Use this file when working with vendors for applications such as printing merchandise or materials. Use EPS files whenever possible. EPS preserves background transparency.

PDF

PDF formats allow you to view a high-resolution vector based image without requiring specific software. PDF files offer nearly limitless sizing without degradation of quality.

DIGITAL FILE TYPES

PNG - Digital

PNG formats preserve background transparency and is most suitable for web applications - email signature, website, etc.

JPG - Digital

JPG format is made up of pixels. It is most commonly used on electronic screens as part of a website. Something to note, JPG files always have a solid color background, you can't display a JPG with a transparent background. This file type can not be infinitely scaled, and must be used at 100% of original size or smaller.



BRAND MATERIALS

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

Letterhead and business cards are the most formal expressions of our brand identity. Letterhead designs have been created for the school system and each school within our system. The Official Seal version is reserved for communications from the Director of Schools Office.

A template is available for you to craft letterhead communications. Contact Laura Smith for the Letterhead Template.

Need to place an order or re-order?

Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org



LETTERHEAD
Department of Advancement
Scale: 50%

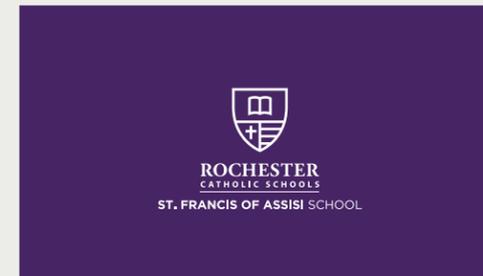
A



B



C



BUSINESS CARDS
A | Official
B | RCS General
C | School Specific
Scale: 75%

BRAND MATERIALS



PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

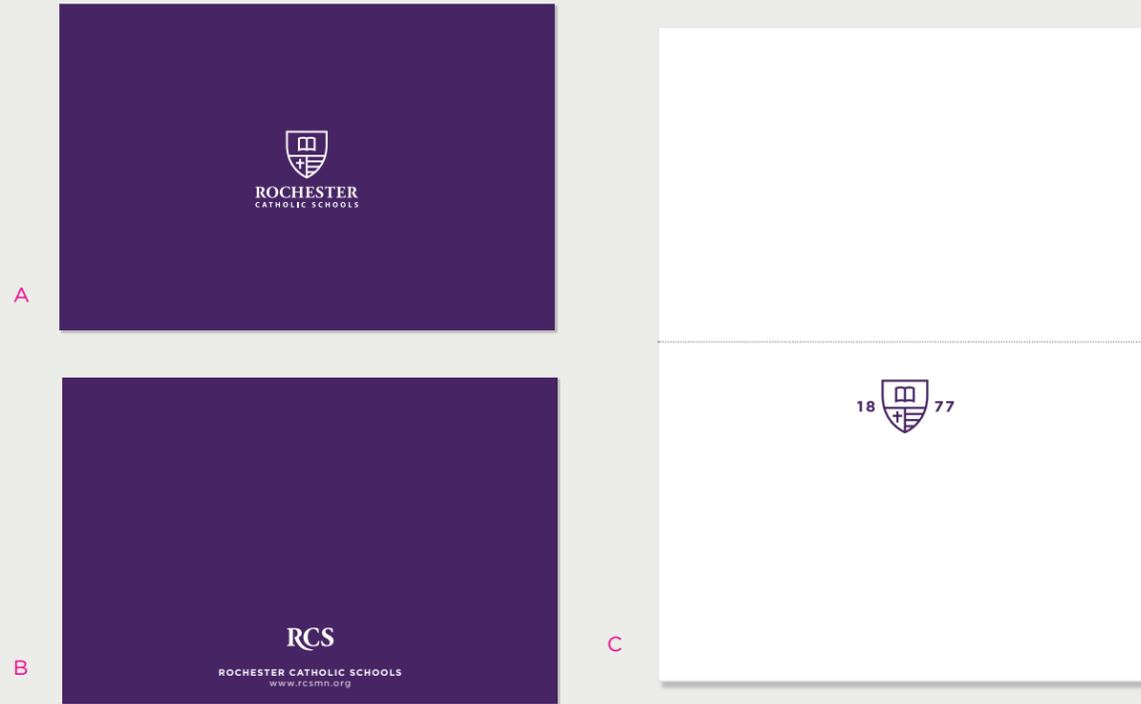
Fold over note cards are have been created for the school system and each school within our system. The Official Seal version is reserved for communications from the Office of Director of Schools.

Need to place an order or re-order?

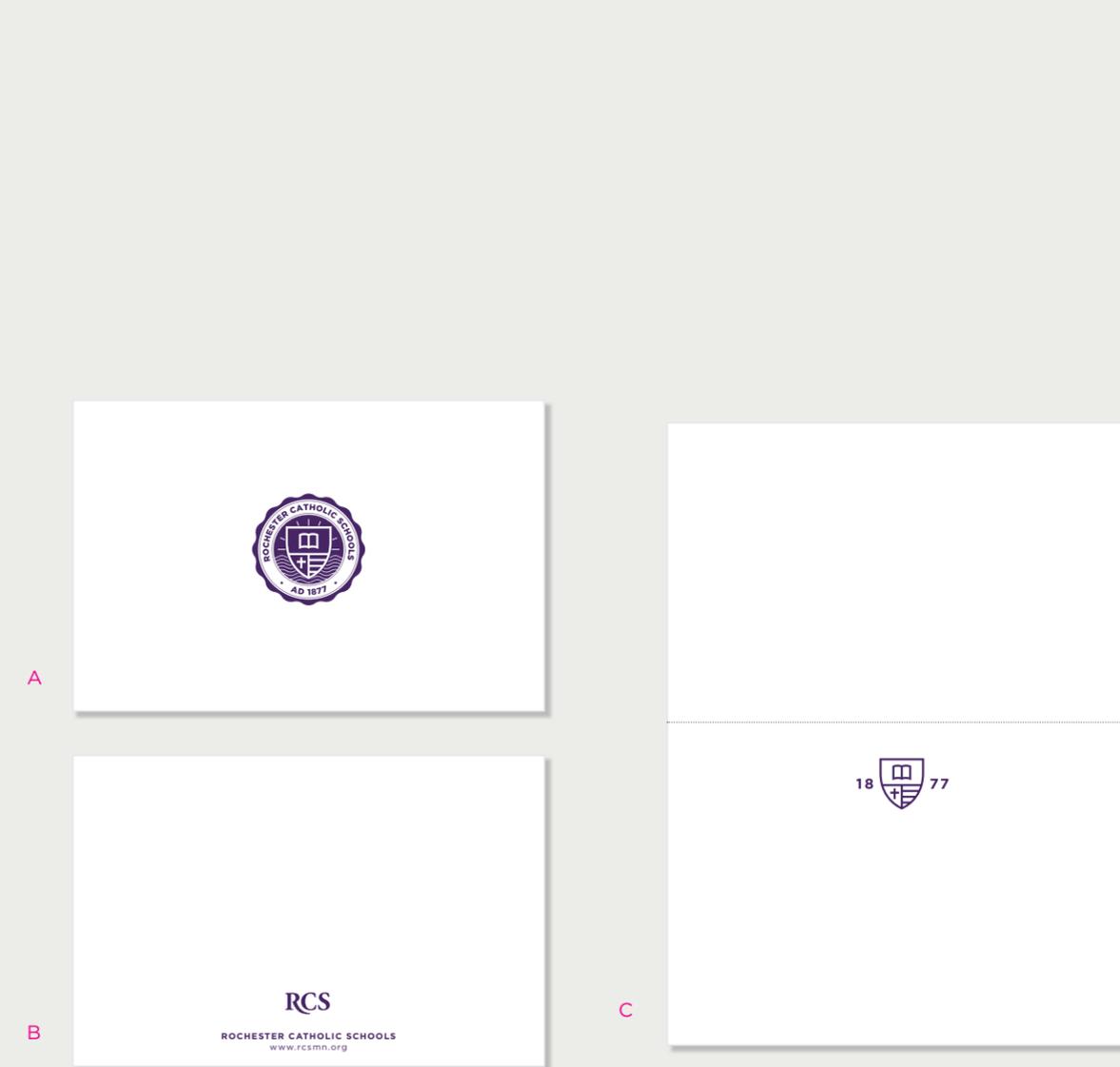
Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org



NOTE CARDS
A | RCS General Front 6x4in
B | RCS General Back 6x4in
C | Interior
Scale: 60%



NOTE CARDS
A | RCS Official 6x4in
B | RCS Official Back 6x4in
C | Interior
Scale: 60%

BRAND MATERIALS

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

Two notepad versions are available for use: the 1877 mark or RCS lettermark. These versions can be customized with school-specific information in the footer. The Official Seal version is reserved for communications from the Director of Schools Office.

Need to place an order or re-order?

Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org



A

ROCHESTER CATHOLIC SCHOOLS
www.rcsmn.org



B

ROCHESTER CATHOLIC SCHOOLS
www.rcsmn.org

RCS

C

ROCHESTER CATHOLIC SCHOOLS
www.rcsmn.org

NOTEPADS
A | Official 5.5x8.5in
B | RCS General 5.5x8.5in
C | RCS General 5.5x8.5in
Scale: 60%



BRAND MATERIALS

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

There are currently 4 envelope styles available for purchase:

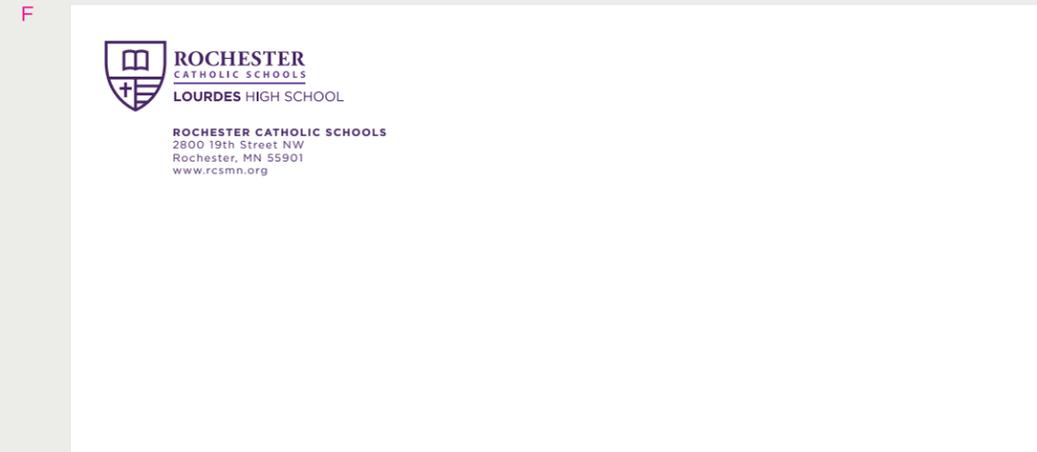
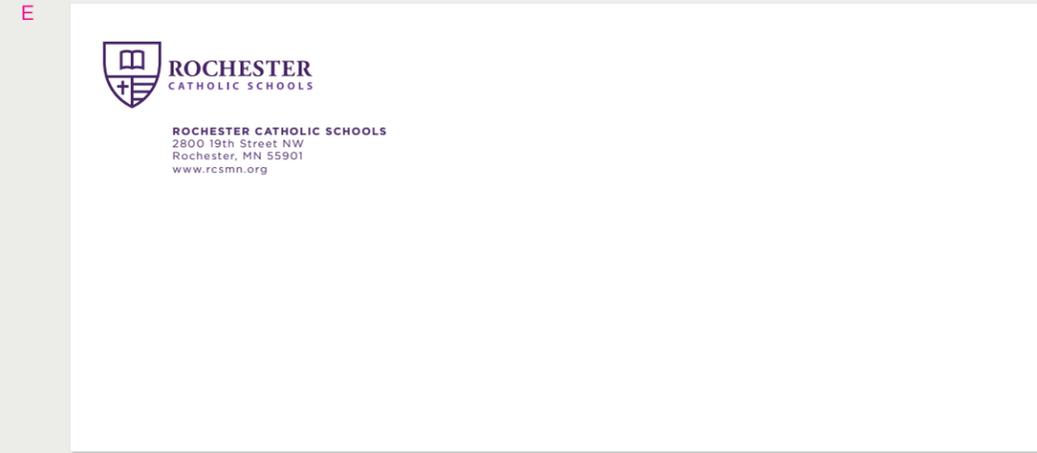
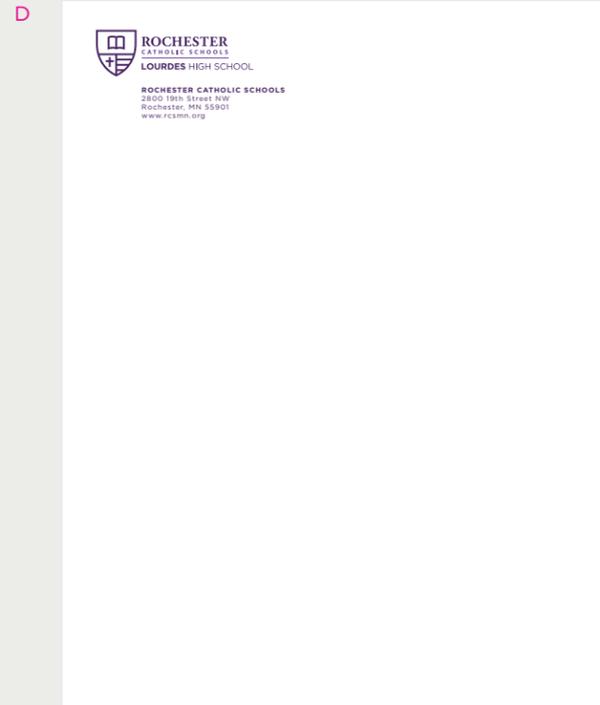
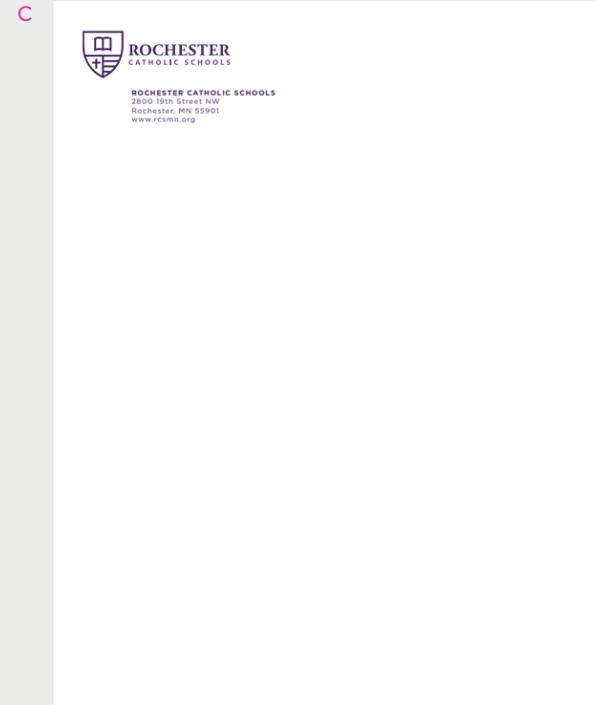
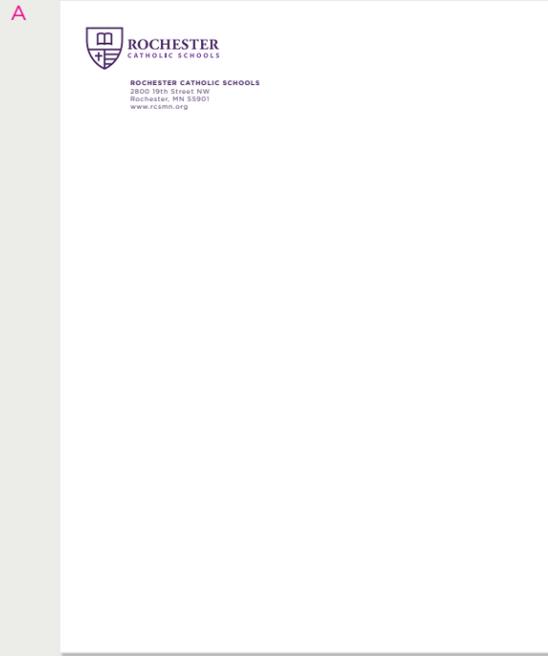
- #10 business envelope – no window
- #10 business envelope – window
- Oversized envelope (9" x 12")
 - no window
- Oversized envelope (10" x 13")
 - no window

Need to place an order or re-order?

Please note, the layouts shown in these templates shall be used for all entities within the RCS system (The Nest, RCS, RCS Individual Schools, and the Eagle Athletics).

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org



ENVELOPES

- A | RCS General 9x12in
 - B | School Specific 9x12in
 - C | RCS General 10x13in
 - D | RCS General 10x13in
- Scale: 30%

ENVELOPES

- E | RCS General 9x4.125in
 - F | School Specific 9x4.125in
- Scale: 60%





07. RCS SUB-BRANDS

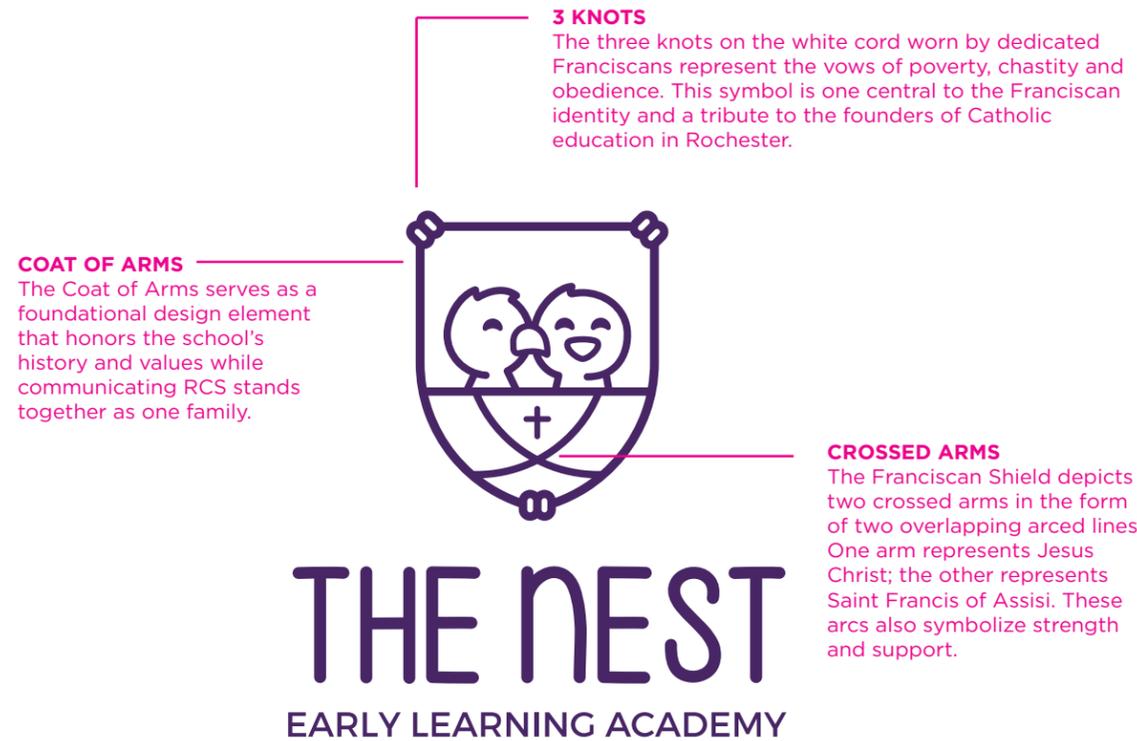


07A. THE NEST

THE NEST

SYMBOLISM THE NEST

The nest is a symbol of the home and represents the love, protection, warmth, enthusiasm and commitment to creating a place of security, comfort and happiness. Our mark maintains a similar sense of nurturing and security within its design to promote our culture and values.



3 KNOTS
The three knots on the white cord worn by dedicated Franciscans represent the vows of poverty, chastity and obedience. This symbol is one central to the Franciscan identity and a tribute to the founders of Catholic education in Rochester.

COAT OF ARMS
The Coat of Arms serves as a foundational design element that honors the school's history and values while communicating RCS stands together as one family.

CROSSED ARMS
The Franciscan Shield depicts two crossed arms in the form of two overlapping arced lines. One arm represents Jesus Christ; the other represents Saint Francis of Assisi. These arcs also symbolize strength and support.

THE NEST

EARLY LEARNING ACADEMY



PRIMARY MARKS THE NEST

THE NEST EARLY LEARNING ACADEMY HORIZONTAL USAGE

This is one of the most commonly used marks to represent The Nest, Early Learning Academy. This mark can be used on any application. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall w/o tagline

Minimum size: 1 inch tall w/ tagline



THE NEST EARLY LEARNING ACADEMY STACKED USAGE

This is one of the most commonly used marks to represent The Nest, Early Learning Academy. This mark can be used on any application. This mark should be used on school specific websites, letterhead, or other school branded materials.

Use of stacked and horizontal marks will be determined by the application. Use the mark that best fits the space while adhering to clear space requirements.

Minimum size: 0.5 inches tall w/o tagline

Minimum size: 1 inch tall w/ tagline



RCS CO-BRANDING

CO-BRANDED MARKS

Co-branded marks will typically follow the format laid out in the **Extended Lockup** - The Nest primary mark on top (centered or left aligned) with the RCS Medallion on the bottom portion of the application (centered or right aligned). The Extended Lockup can be shown with the horizontal or vertical version of The Nest mark.

Additionally, **Vertical and Horizontal Lockups** can be used. Please choose the appropriate orientation based on the allotted space, desired Nest mark, and overall application.

Please follow all specified rules when using these co-branded lockups. The divider should match color profile of the co-branded lockup, for example, when using colored marks please use RCS Dark Purple for the color of the divider, when using one color (Black and White) marks please use a black divider.

Please format the mark sizes to be visually equal. In other words, please size marks so that the diameter of the RCS Medallion is approximately the same size as height of the crest in The Nest mark. Proper orientations and sizing can be seen here.



EXTENDED LOCKUP

THE NEST
Feature The Nest as the primary mark. Please follow all specified rules when using this mark.

RCS MEDALLION
To ensure the connection between The Nest and RCS is clear, please use the RCS Medallion as a supporting mark for pieces specific to The Nest. More detailed applications using this co-branding lockup are shown on the following page. Please follow all specified rules when using this mark.



VERTICAL LOCKUP



HORIZONTAL LOCKUP



DIVIDER
Divider should match color profile of the co-branded lockup, for example, when using colored marks please use RCS Dark Purple for the color of the divider, when using one color (Black and White) marks please use a Black or White divider.

RCS CO-BRANDING

EXAMPLE APPLICATIONS

It is important to convey that The Nest is a sub-brand of RCS. Please use clear co-branding lockups on any official items that need to be recognized as RCS as well as The Nest (ex. ID Badges and advertisements as shown here.)



PEN
Horizontal Lockup



STAFF ID BADGE
Horizontal
Extended Lockup



STAFF ID BADGE
Vertical Extended
Lockup



8.5x5.5" PRINT ADVERTISEMENT
Extended Lockup
Scale: 75%



CANVAS TOTE BAG
Vertical Lockup

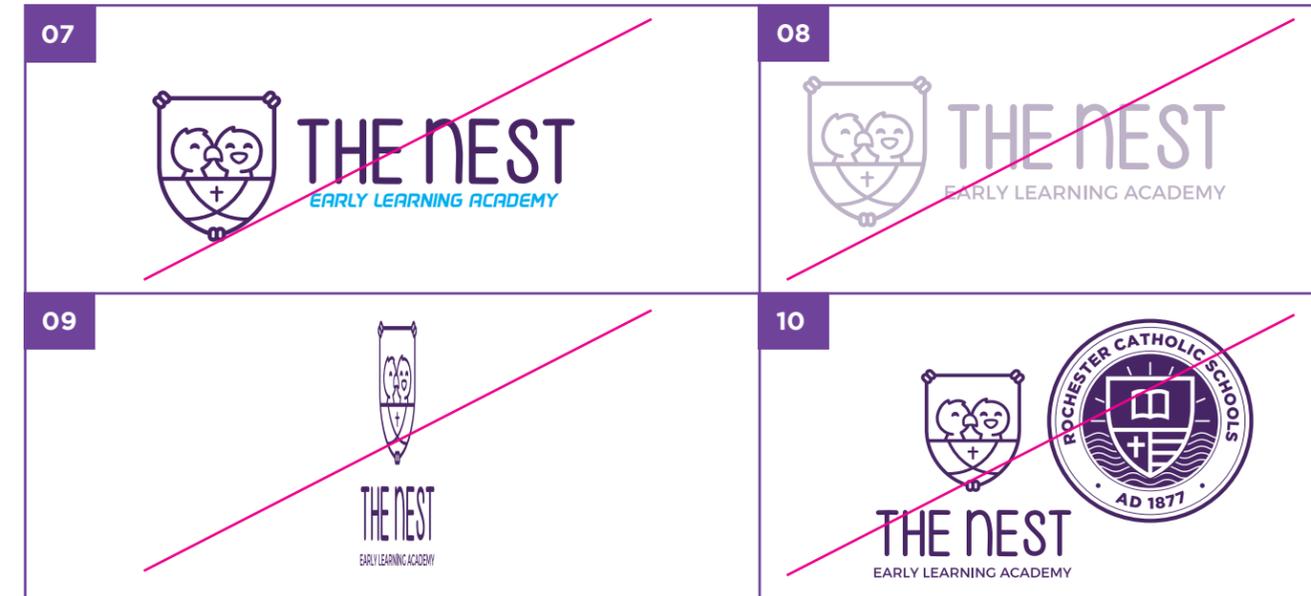
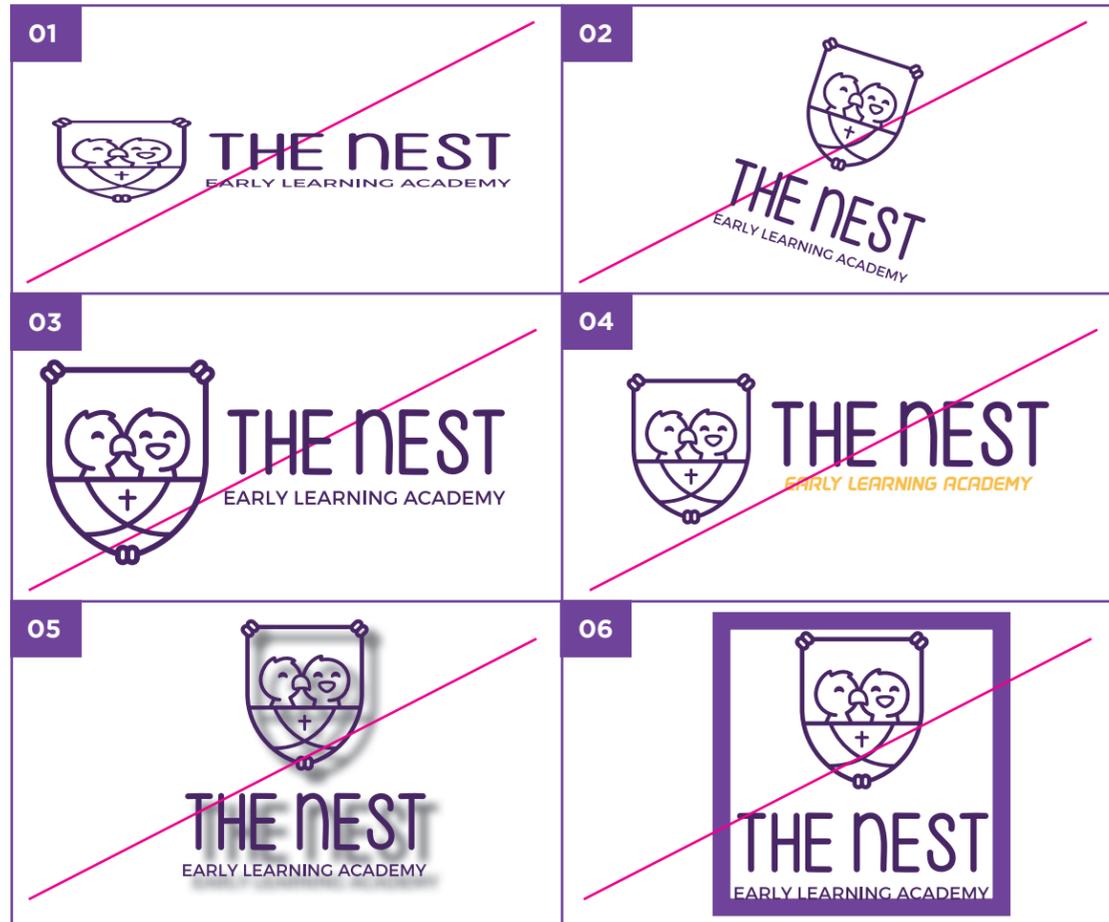


IMPROPER MARK USAGE



MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not change the font or color within any mark
05. Do not apply any effects to any mark
06. Do not add any additional elements to any mark
07. Do not change colors within any of the marks
08. Do not change opacity of any of the marks
09. Do not squish any mark
10. Do not place anything within the clear spaces for the mark



COLOR USAGE

THE NEST BRAND COLORS

As a brand within the overarching RCS brand, The Nest uses RCS Dark Purple, RCS Light Purple, Nest Teal, White, and Black. These colors have symbolic meaning, as they represent rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds.

PLEASE NOTE: The Nest mark should only ever be shown in Black, White, or RCS Dark Purple.

* When working with large areas of text such as a letterhead, publications, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% black.



RCS PURPLE:

HEX - #482666
 RGB - 72, 37, 101
 CMYK - 85, 100, 28, 18
 PMSC - 269 C
 PMSU - MEDIUM PURPLE U



NEST TEAL:

HEX - #3cbdb0
 RGB - 60, 190, 177
 CMYK - 68, 0, 38, 0
 PMSC - xx
 PMSU - xx



NEST DARK TEAL:

HEX - #008e84
 RGB - 0, 142, 133
 CMYK - 80, 13, 47, 16
 PMSC - xx
 PMSU - xx



*RCS GREY:

HEX - #4d4d4f
 RGB - 77, 77, 79
 CMYK - 0, 0, 0, 85

* Typography and backgrounds only.



RCS LIGHT PURPLE:

HEX - #6f439a
 RGB - 111, 67, 154
 CMYK - 68, 88, 0, 0
 PMSC - 7678C
 PMSU - VIOLET U

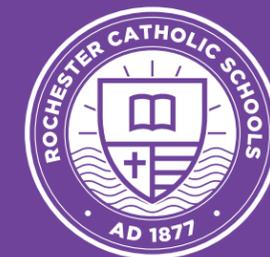
Within The Nest brand use as a background only.



COLOR USAGE

The Nest marks should only be shown in **RCS Dark Purple, Black, or White**. Showing the mark in limited colors will create an identity with high recognizability and associations. Approved background colors for The Nest marks may vary, when possible please use Nest Teal, RCS Light Purple, White, or Black.

HORIZONTAL LOCKUP - INVERSE



THE NEST
 EARLY LEARNING ACADEMY



TYPOGRAPHY USAGE

GOTHAM

Gotham is a geometric font that exhibits a modern and precise personality. This font paired with the traditional and institutional aspects of the brand marks will create a credible, fresh, and approachable identity for Rochester Catholic Schools.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains only a header and subheader
- The content contains two lines of type or less

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$\$%^&*()_+

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$\$%^&*()_+

GOTHAM BOLD, 25 PT. ———— HEADER

Gotham Book, 15 Pt. Leading 18. ———— SUBHEADER

Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catiqne patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. ———— BODY

GOTHAM BOLD, 9 PT. ———— HEADER

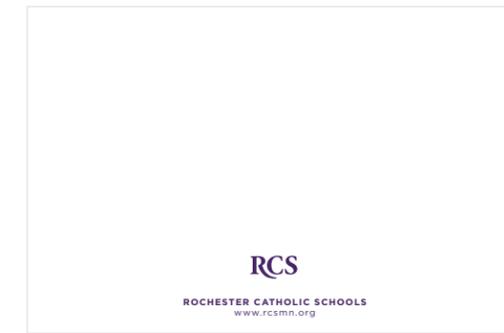
Gotham book, 9 pt. Bemquem nos norit. Digid aucivius ———— BODY

Catiqne patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

GOTHAM BOOK ———— DETAILED HEADER

When used as a headline without supporting body copy, please create short headlines with less than five words, when possible. When this format is present, please use **Gotham Bold** for the first word, and **Gotham Book** for the remaining words.

When used in conjunction with multiple headers, ex. the chapters in this brand guide, please follow this rule for all headers or default to all bold for the entirety of the header. Do not mix detailed with standard headers in the same piece.



————— CENTER ALIGNED CONTENT

When using two lines of type or less the content may be center aligned to the application.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Gotham Bold, 31 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

Header: Gotham Bold, 25 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Gotham Bold Size X, tracking 100.
Body: Gotham Book Size X, tracking 0.

TYPOGRAPHY USAGE

COLORED BACKGROUND

Brand typography should be shown only in black or white, or any of the approved brand colors.

White should be the default typography treatment when working with colored backgrounds, although other brand colors are permitted.

GOTHAM BOLD, 9 PT. BLACK BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GOLD BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY BACKGROUND.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS GREY.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS LIGHT PURPLE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS MEDIUM RED.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. RCS ORANGE.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

GOTHAM BOLD, 9 PT. NEST TEAL.

Gotham book, 9 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et.

COLORED TYPOGRAPHY

When showing typography on a white background, please use only brand approved colors. Do not use RCS Gold, RCS Cream, RCS Tan A or RCS Tan B on a white background.

PATTERNS

PATTERNS

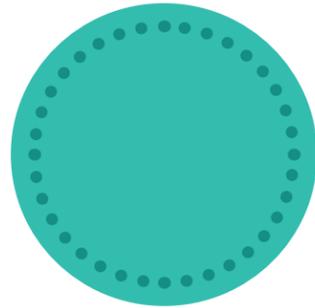
These graphic elements serve as brand patterns. Please be mindful of placement and usage rules. These elements must always interact with other brand elements and may never be used on their own.

Each piece created for The Nest should utilize the following:

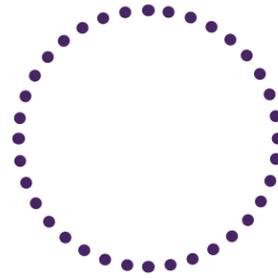
- Element containing line pattern - may be overlaid with a solid color and text, or a circular photo.
- Element containing dot pattern - may be Nest Teal on White, Nest Dark Teal on Nest Teal, or RCS Dark Purple on White.
- A photo - this may be used as a circular overlay or a background.



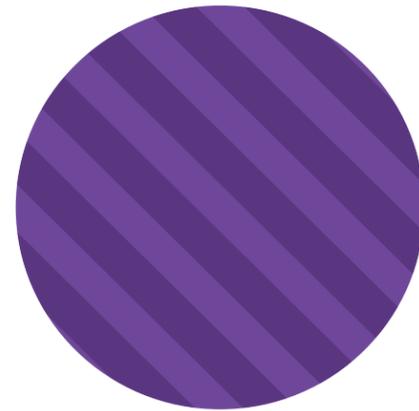
NEST TEAL
DOT PATTERN



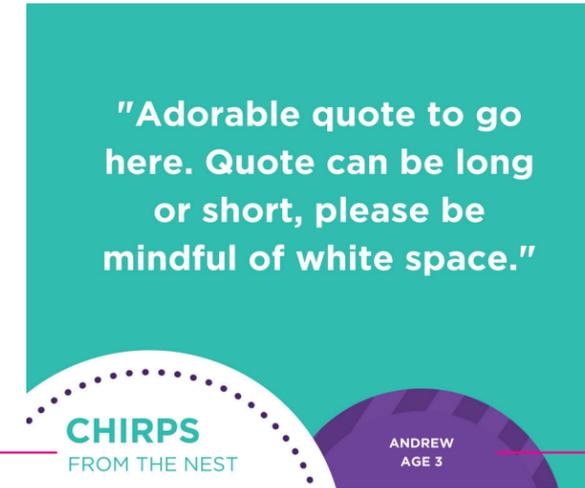
NEST DARK TEAL ON NEST TEAL
DOT PATTERN



RCS DARK PURPLE
DOT PATTERN



LINE PATTERN



"Adorable quote to go here. Quote can be long or short, please be mindful of white space."

CHIRPS
FROM THE NEST

ANDREW
AGE 3

WHITE + PURPLE DOT PATTERN

Overlay RCS Dark Purple dots on top of a white background to create an area for text.

SOLID COLOR + LINE PATTERN

Overlay RCS Light Purple on top of the line pattern to create an area for text.



THE NEST
EARLY LEARNING ACADEMY

PRESCHOOL
DISCOVERY NIGHT 10.26.17

WHITE + PURPLE DOT PATTERN

Overlay RCS Dark Purple dots on top of a white background to create an area for text.

CIRCULAR IMAGE + LINE PATTERN

Overlay an RCS photo on top of the line pattern to create a playful photo treatment.



SOCIAL MEDIA TEMPLATES

TEMPLATE DESIGN

These templates have been created for posts that promote The Nest. Each template has been designed for a specific purpose. Please use each template for its intended purpose.

To learn more about best practices for Social Media posting, please refer to pages 78-81 of this guide.



01. CHIRPS FROM THE NEST

Chirps from the Nest posts are meant to capture a quote from a Pre-Schooler and share without a photo. Name and age of the Pre-Schooler should be attributed if possible.



02. NEST PROMOTION - SQUARE

Nest Promotion - Square posts are appropriate when featuring photos of one or more Pre-Schooler or a group activity at The Nest.



03. EVENT PROMOTION

Event Promotion posts or graphics are appropriate to promote a specific event for The Nest.



04. EAGLES IN THE NEST

Eagles in the Nest posts are appropriate when featuring a small group of Pre-Schoolers.



05. EVENT PROMOTION - SQUARE

Event Promotion - Square posts are appropriate to promote a Nest specific event. Use the "Event Promotion" template for the actual Event photo.



06. NEST PROMOTION - WIDE

Nest Promotion - Wide posts are appropriate when featuring photos of one or more Pre-Schooler or a group activity at The Nest. They may be helpful to feature as an event photo.





B



PRINT POST CARDS

A | Print Postcard Front 8.5x5.25in
B | Print Postcard Back 8.5x5.25in
Scale: 70%



07B. EAGLE SPIRIT

EAGLE SPIRIT

RCS EAGLE

The RCS Eagle is a symbol of our community. The marks in this section are known as our ‘spirit marks’ and were designed to inspire pride, generate excitement, and represent the competitive sports and activities within our system. Please treat our Eagle with care, and use these mark appropriately.

EAGLE REGULATION

The Department of Advancement regulates the production use of the EAGLE and all identifying marks, both on and off campus, to ensure the protection of RCS’s reputation and maintain high standards of use.

For access to files and/or permission to use the Eagle, contact:

Laura Smith
507.424.1817
lsmith@rcsmn.org
www.rcsmn.org

EAGLE DESIGN AND PRODUCTION

RCS reserves the right to request changes or disallow designs that 1) do not adhere to standards, 2) that may conflict with current symbols or marks, 3) that might be seen as offensive or in poor taste, and 4) do not reflect a level of quality and design appropriate for RCS. Note that sometimes there is no firm standard and a design falls into a ‘gray area’; however, RCS again must reserve the right to request changes and will work with areas to address any concerns or recommend an alternative.

EAGLE USAGE

School departments, student organizations, clubs, sports teams, and external groups frequently purchase merchandise that use Eagle symbols, marks, and marks. These items range from uniforms, lapel pins, backpacks, photo frames, and mugs to types of clothing and even high-end merchandise for special occasions. Since each of these is an extension of the RCS’s image, and just as there are standards for print material, there are standards for items available for retail sale or for use by organizations.

Only schools, departments, groups and student organizations that are officially recognized by or are part of RCS are allowed to use Eagle marks, symbols and marks in conjunction with their name, and in doing so, must have approval prior to use.

Please view the following section as a stand-alone brand document. Although the Spirit Marks are associated as part of RCS, please do not mix branding from RCS specific materials with branding from Spirit specific branding.



SPIRIT PRIMARY MARKS PRIMARY SEAL

LOURDES EAGLES PRIMARY SEAL

This is the most commonly used mark to represent the Lourdes Eagles. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered, and is approved for use on any RCS colored background, white, or black.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Primary Seal the clear space should be created using the diameter of the outer circle.



RCS EAGLES PRIMARY SEAL

This is the most commonly used mark to represent the RCS Eagles. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered, and is approved for use on any RCS colored background, White, or Black.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Primary Seal the clear space should be created using the diameter of the outer circle.



SPIRIT MARKS COMBINATION MARK

LOURDES EAGLES COMBINATION MARK

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in left aligned settings (ex. letterhead and envelopes).

This mark is approved for use on a white background, but for maximum impact and contrast, use this mark on a RCS colored background.

Minimum size: 0.5 inches tall



RCS EAGLES COMBINATION MARK

This wordmark may be used anywhere within the RCS system. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on RCS specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in left aligned settings (ex. letterhead and envelopes).

This mark is approved for use on a white background, but for maximum impact and contrast, use this mark on a RCS colored background.

Minimum size: 0.5 inches tall



SPIRIT MARKS WORDMARK

LOURDES EAGLES LOURDES WORDMARK

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners). Use this mark on any RCS colored background, white, or black - with the exception of RCS Dark Purple.

Minimum size: 0.5 inches tall



RCS EAGLE WORDMARK

This wordmark may be used anywhere within the RCS system. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on RCS websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners). Use this mark on any RCS colored background, white, or black - with the exception of RCS Dark Purple.

Minimum size: 0.5 inches tall

SPIRIT PRIMARY MARKS
PRIMARY SEAL - ONE COLOR

LOURDES EAGLES
 PRIMARY SEAL - ONE COLOR

This is a secondary option when referring to the Lourdes Eagles. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. Use this mark only in black and white applications.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Primary Seal the clear space should be created using the diameter of the outer circle.



RCS EAGLES
 PRIMARY SEAL - ONE COLOR

This is a secondary option when referring to the RCS Eagles. This mark can be used on any application but only within RCS specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Please use full color marks whenever possible.

This mark can be used in any placement - left aligned, right aligned, or centered. This mark should be used only in black and white applications.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Primary Seal the clear space should be created using the diameter of the outer circle.



SPIRIT MARKS COMBINATION MARK

LOURDES EAGLES COMBINATION MARK - ONE COLOR

This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This wordmark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in left aligned settings (ex. letterhead and envelopes). This mark should be used only in black and white applications.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark the clear space should be created using the height of the black area around 'eagles'.



RCS EAGLES COMBINATION MARK - ONE COLOR

This wordmark may be used by any RCS entity. This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This wordmark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in left aligned settings (ex. letterhead and envelopes). This mark should be used only in black and white applications.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark the clear space should be created using the height of the black



SPIRIT MARKS WORDMARK - ONE COLOR

LOURDES EAGLES WORDMARK - ONE COLOR

This wordmark may be used only by Lourdes specific groups. This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners). This mark should be used only in black and white applications.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark the clear space should be created using the height of the black area around 'eagles'



RCS EAGLE WORDMARK - ONE COLOR

This wordmark may be used by any RCS entity. This wordmark may be used only by Lourdes specific groups. This mark can be used on any application but only within Lourdes specific groups. This mark should be used on Lourdes specific websites, letterhead, or other athletic branded materials. Use the one color mark on applications that occur in black and white or run only single color marks.

This mark can be used in any placement - left aligned, right aligned, or centered. However, this mark works particularly well in centered settings (ex. interior notecard, merchandise, and banners). This mark should be used only in black and white applications.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Combination Mark the clear space should be created using the height of the black area around 'eagles'



SPIRIT MARKS MASCOT HEAD

THE EAGLE MASCOT HEAD

This mark may be used by any entity within RCS, it is not specific to any one school or group.

This mark can be used in any placement - left aligned, right aligned, or centered. This mark is approved for use on any RCS colored background, white, or black.

Minimum size: 0.5 inches tall.

PLEASE NOTE: In the Mascot Head the clear space should be created using the height of the top of the beak to the bottom point of the beak.



THE EAGLE MASCOT HEAD

This mark may be used by any entity within RCS, it is not specific to any one school or group.

This mark can be used in any placement - left aligned, right aligned, or centered. This mark should be used only in black and white applications.

Minimum size: 0.5 inches tall.

PLEASE NOTE: In the Mascot Head the clear space should be created using the height of the top of the beak to the bottom point of the beak.



SPIRIT MARKS MASCOT HEAD

THE EAGLE ENCLOSED MASCOT HEAD

This mark may be used by any entity within RCS, it is not specific to any one school or group.

This mark can be used in any placement - left aligned, right aligned, or centered. This mark is approved for use ONLY on any RCS colored background, or black (do not show on a white background).

Minimum size: 0.5 inches tall.

PLEASE NOTE: In the Mascot Head the clear space should be created using the height of the top of the beak to the bottom point of the beak.



THE EAGLE ENCLOSED MASCOT HEAD

This mark may be used by any entity within RCS, it is not specific to any one school or group. When using this mark it is essential that it is shown on RCS Dark Purple. Do not show on any other colored background.

This mark can be used in any placement - left aligned, right aligned, or centered.

Minimum size: 0.5 inches tall

PLEASE NOTE: In the Mascot Head the clear space should be created using the height of the top of the beak to the point where the neck meets the circle.



SPIRIT MARK SUMMARY

MARK SUMMARY

- 01. Lourdes Primary Seal Color
- 02. Lourdes Primary Seal One Color
- 03. RCS Primary Seal Color
- 04. RCS Primary Seal One Color
- 05. Lourdes Combination Mark Color
- 06. Lourdes Combination Mark One Color
- 07. RCS Combination Mark Color
- 08. RCS Combination Mark One Color
- 09. Lourdes Wordmark
- 10. Lourdes Wordmark Fill
- 11. RCS Wordmark
- 12. RCS Wordmark Fill
- 13. Mascot Head Color
- 14. Mascot Head One Color
- 15. Mascot Head Outlined
- 16. Enclosed Mascot Head
- 17. Lourdes Wordmark Outlined
- 18. RCS Wordmark Outlined

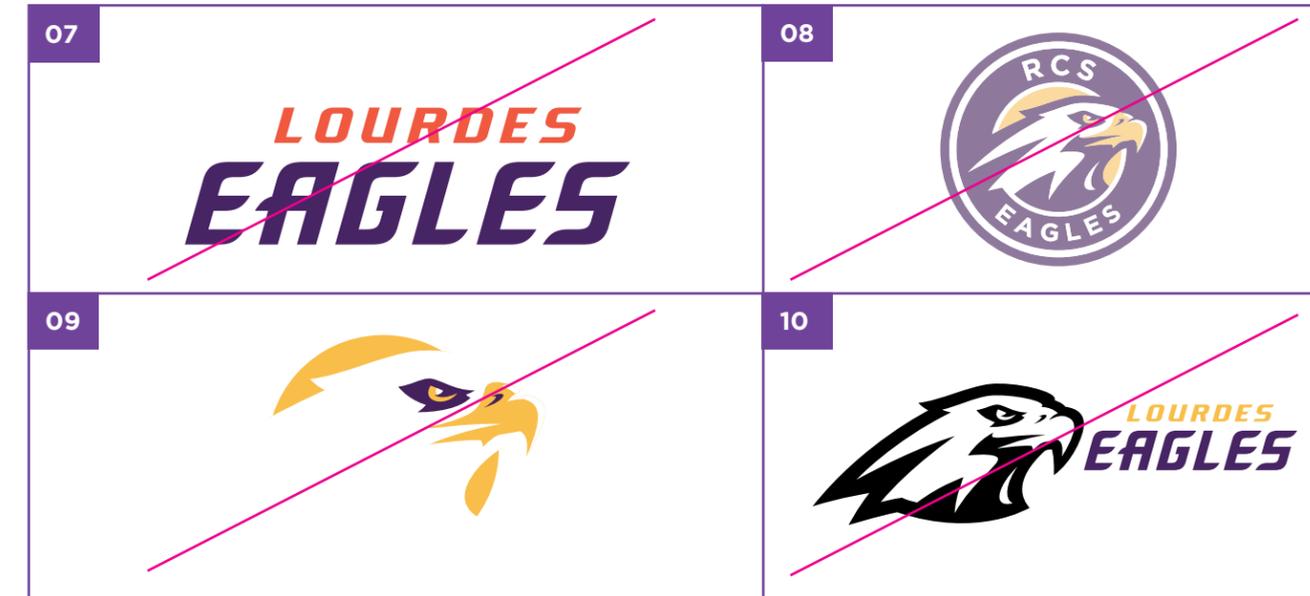
All uses of official Spirit marks must be approved by RCS. Such uses include media, digital and commercial applications. No altering of these marks is permissible. Always use the artwork files as provided by RCS. NEVER recreate the marks or wordmarks, or use low-resolution versions obtained from the Web or from scanning previously printed materials.



IMPROPER MARK USE

MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not change the font or color within any mark
05. Do not apply any effects to any mark
06. Do not add any additional elements to any mark
07. Do not change colors within any of the marks
08. Do not change opacity of any of the marks
09. Do not use any mark in unapproved contexts, ex. wrong colored background.
10. Do not place anything within the clear spaces for the mark



COLOR USAGE

SPIRIT COLORS

The Spirit Marks within the overarching RCS brand are only displayed in two RCS approved colors (RCS Purple and RCS Yellow, plus White or Black). These colors have symbolic meaning, as they represent rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds.

Please use colored marks as much as possible and whenever applicable. The colored marks can be shown on any background color appropriate to the RCS Primary color palettes, Black, or White.

* When working with large areas of text such as a letterhead, publications, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% Black.



RCS PURPLE:

HEX - #482666
 RGB - 72, 37, 101
 CMYK - 85, 100, 28, 18
 PMSC - 269 C
 PMSU - MEDIUM PURPLE U



RCS GOLD:

HEX - #f9be4b
 RGB - 249, 190, 75
 CMYK - 2, 27, 81, 0
 PMSC - 142 C
 PMSU - 122 U



*RCS GREY:

HEX - #4d4d4f
 RGB - 77, 77, 79
 CMYK - 0, 0, 0, 85

* Typography and backgrounds only.



RCS LIGHT PURPLE:

HEX - #6f439a
 RGB - 111, 67, 154
 CMYK - 68, 88, 0, 0
 PMSC - 7678C
 PMSU - VIOLET U

Within the Eagle Brand use as a background only.



RCS YELLOW

RCS PURPLE

RCS COLORED BACKGROUND



RCS YELLOW

RCS DARK PURPLE

RCS LIGHT PURPLE USED ONLY AS BACKGROUND

COLOR USAGE

Spirit Marks should only be shown in **RCS Dark Purple, RCS Yellow, Black,** or **White**. Showing the mark in limited colors will create an identity with high recognizability and association.



COLOR USAGE

SPIRIT BRAND COLORS

The Spirit Marks are approved to be shown on any of the following backgrounds, plus white. Please do not show Spirit Marks on any other colors. The extended RCS color palette (RCS Secondary Colors) should not be used with the Spirit Marks. Limit the palette for Spirit Marks and their backgrounds to RCS Dark Purple, RCS Purple, RCS Yellow, RCS Grey, White, and Black.



IMPROPER COLOR USAGE

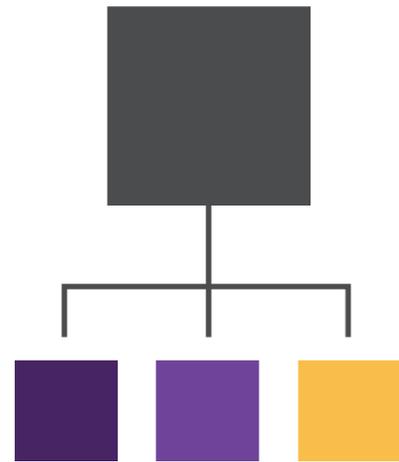
COLOR PAIRINGS

The RCS color palette is vibrant and features highly saturated colors. When working with the Spirit Marks, please use only a limited version of this color range. RCS Secondary colors are not to be used with Spirit Marks. Certain colors should not be used directly next to other colors. The colors shown with the magenta slash through them should not be used in conjunction with any Spirit Marks.

By avoiding these specific color pairings, the brand will be user friendly and prevent unnecessary or unwanted visual contrast or dissonance.

An application as a whole (or even a page within a larger application) can utilize all brand colors. Please just **avoid directly placing two unapproved colors next to each other.**

RCS LIMITED PRIMARY COLORS CAN BE USED WITH ALL OTHER RCS PRIMARY COLORS, PLUS WHITE AND BLACK



RCS SECONDARY COLORS SHOULD NOT BE USED WITHIN THE EAGLE BRAND.



RCS RED:

HEX - #872341
 RGB - 136, 34, 65
 CMYK - 33, 96, 60, 28
 PMS - 202c
 PMSU - 201u



RCS MEDIUM RED:

HEX - #BE3144
 RGB - 189, 50, 68
 CMYK - 19, 94, 72, 7
 PMS - 1797c
 PMSU - 199u



RCS ORANGE:

HEX - #F05941
 RGB - 243, 115, 94
 CMYK - 0, 68, 67, 0
 PMS - 7416c
 PMSU - 164u



RCS CREAM:

HEX - #F4E9C9
 RGB - 244, 232, 201
 CMYK - 4, 6, 23, 0
 PMS - 7499c
 PMSU - 7499u



RCS TAN A:

HEX - #C1B9A7
 RGB - 194, 185, 168
 CMYK - 25, 23, 33, 0
 PMS - 7535c
 PMSU - 7536u



RCS TAN B:

HEX - #C1B9A7
 RGB - 213, 210, 203
 CMYK - 16, 13, 17, 0
 PMS - 7534c
 PMSU - 7534u



COLOR DON'TS

Avoid using RCS Secondary Colors in conjunction with any Spirit Marks or applications.

TYPOGRAPHY USAGE

EVOGRIA

Evogria is a san-serif font that exhibits modern energy, precision, and strength through thick strokes and bold angles. Evogria can be paired with the traditional and institutional aspects that the RCS main font, Gotham, provides. This duo creates a credible, fresh, energetic, and approachable identity.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains lines of text consisting of 4 words or less

EVOGRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-=!@#\$%^&+()_+

EVOGRIA, 25 PT. GOTHAM BOLD, 15 PT.

Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarb. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont.

HEADER

SUBHEADER

BODY

EVOGRIA, 25 PT.

Gotham book, 10 pt. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarb. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M.

HEADER

BODY

HEADER HERE

SHORT HEADER

When used as a headline without supporting body copy, please create short, bold headlines to create as much drama and impact as possible. These headlines may be centered or left aligned.



CENTER ALIGNED CONTENT

When using lines of text consisting of 4 or less words, center aligning the content is approved. This helps with quick readability and creates bold impact within the written content.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Evogria, 25 point, tracking 50 all caps.

Subheader: Gotham Bold, 10 point, tracking 50, leading 18, all caps.

Body: Gotham Book, 8 point, tracking 0, sentence case.

Header: Evogria, 25 point, tracking 50, all caps.

Body: Gotham Book, 10 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Evogria X, tracking 100.

Body: Gotham Book Size X, tracking 0.

SPIRIT BRAND MATERIALS

SHIRTS

When creating shirts utilizing the RCS Spirit Marks, please center the mark on the front of the chest or the back of the shirt. When placing marks, be mindful of necessary clear space around the marks.



POLO SHIRTS

When creating polo shirts utilizing the RCS Spirit Marks, place the desired mark on the upper left portion of the chest. Please follow the placement suggested on this page. When placing marks, be mindful of necessary clear space around the marks.



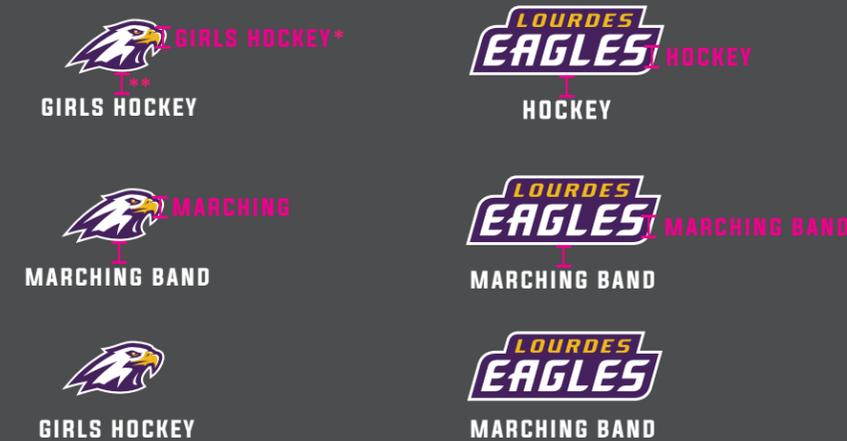
APPROVED MARKS FOR APPAREL APPLICATIONS

When using these marks on apparel items it is important to follow color and space usage as laid out in the brand guide. Do not use the seal on any apparel applications.



CUSTOM SPIRIT LOCKUPS

When choosing to use a custom lockup for a sport or extracurricular, please follow the below instructions for placement and usage. The custom marks should utilize only the mascot head or wordmark. Any font used with the Spirit Marks should be Evogria. Please follow all typography rules as laid out in the brand guidelines. No associated sport-or activity-specific imagery (i.e. hockey sticks) may be used in conjunction with the approved marks. Distinction is made by the name of the activity under the logo mark, as demonstrated below.



* Demonstrates text size of the activity relative to the logomark to ensure that as the logomark scales, the activity font scales proportionally.

** Indicates proper vertical clear space between the logomark and activity text.

Questions? Concerns? Need a little help?
 Laura Smith | 507.424.1817 | LSMITH@RCNMN.ORG | WWW.RCSMN.ORG

TOP OPTIONS AND EXAMPLES

Please follow these guidelines when working with Spirit Marks for applications on tops. *Please Note: The illustrated options on this page are the base option using only one logo, groups may choose to use multiple logos and customization depending on their individual budget and preferences. When using more customization, it is important to follow all guidelines laid out in the brand guide for mark usage.



OPTION A: Center Chest

When working with apparel showing a centered brand mark (ex. Adidas):

- Use a centered Spirit Mark as large as possible while adhering to brand clear space guidelines.



OPTION B: Side Chest

When working with apparel showing a brand mark (ex. Adidas) located on either the right or left chest:

- Use the Spirit Mark on the opposite side of the chest. Spirit Mark should be more dominate/larger than the apparel brand.



OPTION C: Center Back

When working with the backside of apparel:

- The mascot may be shown centered on the upper back of the shirt.



OPTION D: Center Back + Custom

When working with the backside of apparel:

- The mascot may be shown centered on the upper back of the shirt.

- Customization may include player name or sport typed vertically on the back of the shirt

BOTTOM OPTIONS AND EXAMPLES

OPTION A: ABOVE THE KNEE

- One option for pant branding is to show the Spirit Mark above the knee on the opposite leg as the brand logo (ex. Adidas).
- The wordmark may be rotated 90° to fit onto the area on the leg. When doing this, please keep the words/letters facing outward. Never rotate any mark other than the non-outlined wordmark.



INCORRECT AND NON-APPROVED USAGE



BOTTOM OPTIONS AND EXAMPLES

OPTION B: BELOW THE KNEE

- One option for pant branding is to show the Spirit Mark below the knee on the same leg as the brand logo (ex. Adidas).
- The wordmark may be rotated 90° to fit onto the area on the leg. When doing this, please keep the words/letters facing outward. Never rotate any mark other than the non-outlined wordmark.



I 24

CUSTOMIZATION OPTIONS

Please follow the template below when working with custom imprint areas that use player number.

- These imprints should be placed below the knee on the opposite side of the brand logo.
- Numbers should be shown at the height of 'Eagles' in the wordmark.
- Do not use custom numbers with any mark other than the wordmark so proper sizing can be achieved.

SOCIAL MEDIA TEMPLATES

TEMPLATE DESIGNS

These templates have been created for social media posts that promote Eagle Spirit. Each template has been designed for a specific purpose. Please use each template for its intended use.

To learn more about best practices for Social Media posting, please refer to pages 78-81 of this guide.

RCS LOURDES EAGLES / TEMPLATE USAGE

- All templates are only appropriate on Facebook and Twitter.
- Templates should be used to communicate visually if there is not an ideal photo or video for a post.
- Templates should also be used in place of a long text status update.



01. GAME DAY

Game Day posts are appropriate to promote game details (location, time, opponent)



02. GAME UPDATE

Game Update posts are intended for real-time score updates (ex. halftime score, quarter score, period score). These post types are appropriate on twitter at a higher frequency and can be posted on Facebook more sparingly.



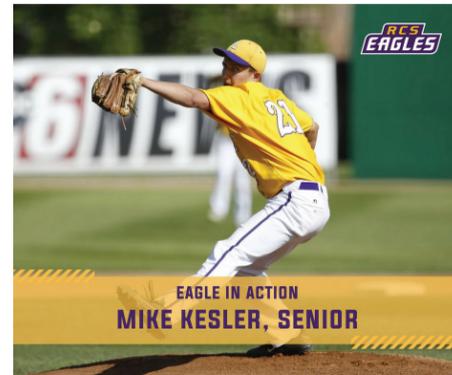
03. FINAL SCORE

FINAL SCORE POSTS ARE APPROPRIATE TO PROMOTE THE FINAL SCORE OF A GAME.



04. EAGLE IN ACTION (RCS)

Eagle in Action/RCS posts are intended to highlight a single student at RCS (not at Lourdes) based on merit or achievement. The photo included in this template should always be an individual shot of the student (no group shots). The photo from the templated post may be shared on Instagram.



05. EAGLE IN ACTION (LOURDES)

Eagle in Action/Lourdes posts are intended to highlight a single student within Lourdes based on merit or achievement. The photo included in this template should always be an individual shot of the student (no group shots). The photo from the templated post may be shared on Instagram.



06. EVENT PROMOTION

Event Promotion posts are intended to promote non-athletic events. The photo from the templated post may be shared on Instagram.



07. TEXT ONLY

Text Only posts are intended for posts with a short amount of text that does not fit into any of the other template categories (ex. eagle names or quote). No additional images may be included in these posts.

SPIRIT BRAND MATERIALS

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing RCS.

Letterhead and business cards are the most formal expressions of our brand identity.

A template is available for you to craft letterhead communications. Contact Laura Smith for the Letterhead Template.

Need to place an order or re-order?

Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org

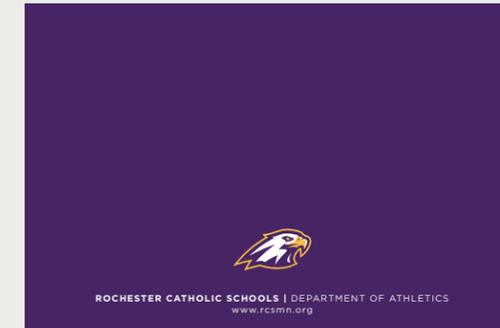


LETTERHEAD

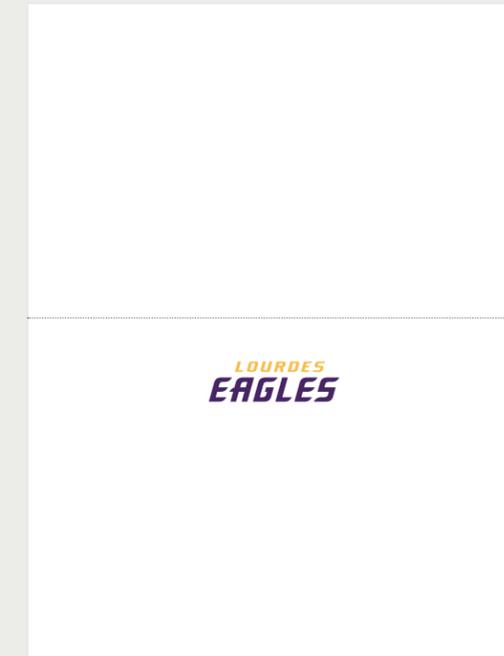
Department of Athletics
Scale: 50%



A



B



C

6x4in NOTE CARDS

A | Lourdes Specific Front
B | RCS General Back
C | Lourdes Specific Interior
Scale: 60%



SPIRIT BRAND MATERIALS

PRINT MATERIALS

Stationery design is standardized across the school system. It's important we look our best when representing Rochester Catholic Schools.

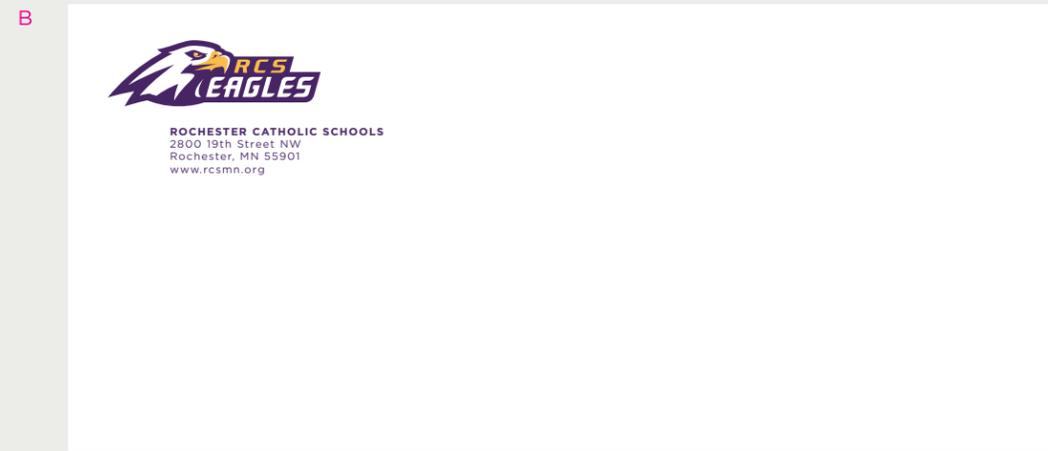
Letterhead and business cards are the most formal expressions of our brand identity.

A template is available for you to craft letterhead communications. Contact Laura Smith for the Letterhead Template.

Need to place an order or re-order?

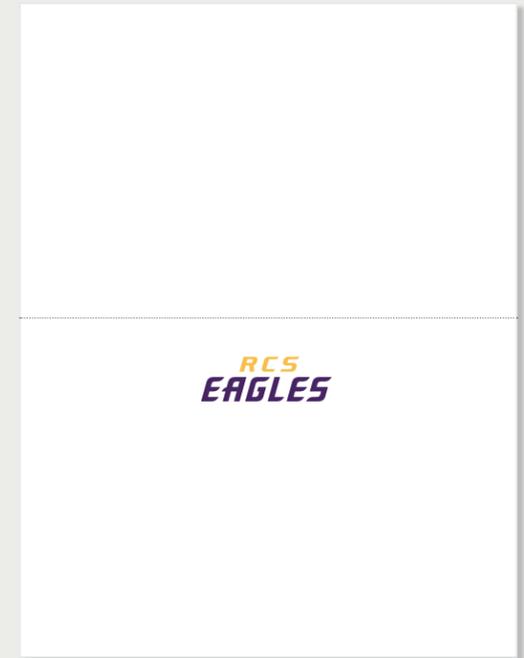
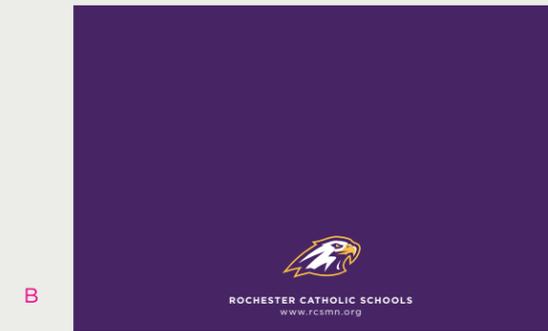
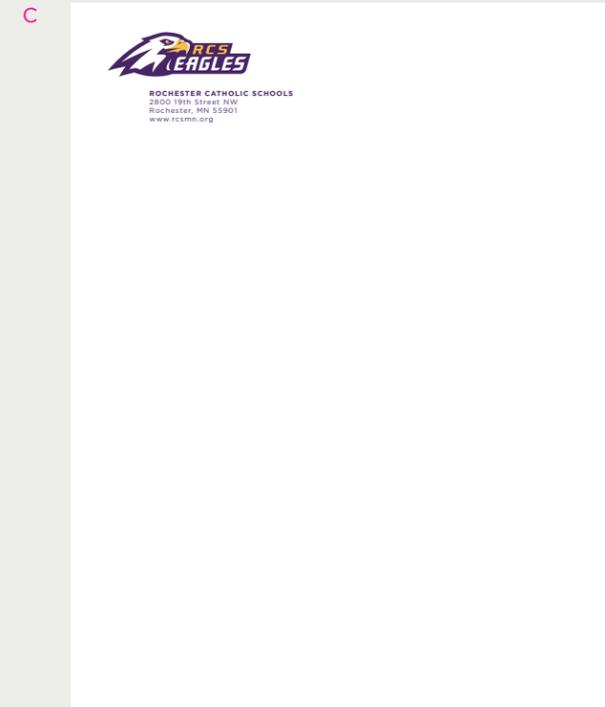
Contact Laura Smith to place an order for your branded print materials or to learn more about your specific application needs.

Laura Smith
507.424.1817
lsmith@rcsmn.org



ENVELOPES

- A | Lourdes Specific 9x4.125in
- B | RCS General 9x4.125in
- Scale: 60%
- C | RCS General 10x13in
- Scale: 30%



6x4in NOTE CARDS

- A | RCS General Front
- B | RCS General Back
- C | RCS Interior
- Scale: 60%



SPIRIT BRAND MATERIALS

BANNERS

When creating banners that utilize the RCS Spirit Marks, please either center the mark and any written content within the printable area, or treat the banner as two columns - one for the mark and the other for the written content. Please do not utilize two columns if the banner contains no written text. When placing marks, be mindful of necessary clear space around the marks.



EXAMPLE SHOWING
TWO COLUMN LAYOUT



SPIRIT BRAND MATERIALS





07C. RCS SCRIP

SCRIP PRIMARY MARKS

WITH AND WITHOUT TAGLINE

When working with the Scrip mark in combination with RCS or Spirit branding, it is important to be mindful and apply all brand guidelines as laid out in this document. Examples include following clear space and placement rules.



SHOP · EARN · GIVE

ALTERNATE MARKS

ALTERNATE MARKS

When working on colored backgrounds please use any of the displayed marks. Do not use the Scrip Mark (with or without tagline) on a colored background other than white, black, or RCS brand colors.

Primary or Alternate marks may be used on any Scrip application.

RCS SCRIP

MARK CLEAR SPACE

When applying any of the marks in applications or brand materials, follow the designated rules for proper clear spaces (free space) around the marks. The set area around the mark should remain open. Do not have marks touching other visual or written elements, and do not have the mark touch the edge of a page or application.

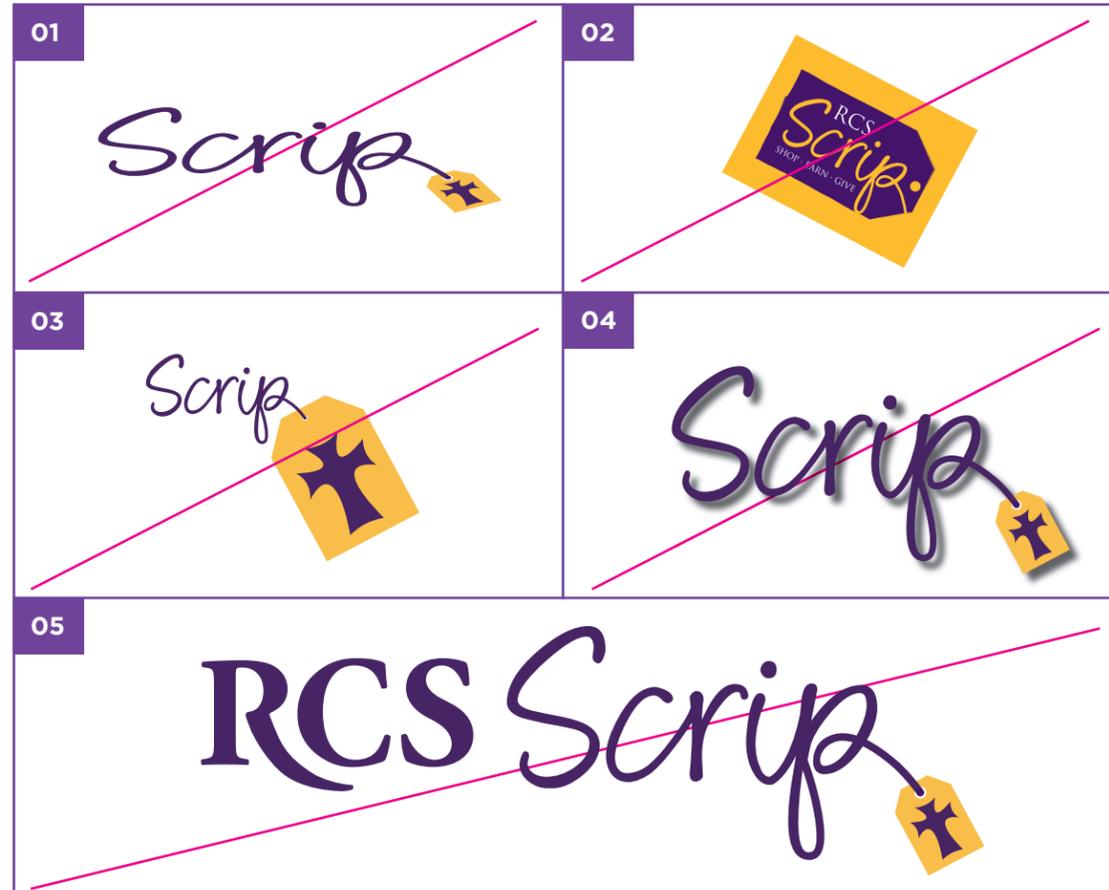
PLEASE NOTE: The tan lines around the marks are only to show the clear spaces, please do not reproduce marks with these markings visible.



IMPROPER MARK USAGE

MARK DON'TS

01. Do not stretch any mark
02. Do not rotate any mark
03. Do not change proportions of any mark
04. Do not apply drop shadows or effects
05. Do not disregard RCS clear space rules



COLORS AND USAGE

BRAND COLORS

At the heart of this brand are the two RCS Purples. Building a brand centered around purple is unique and offers strategic brand benefits. The color also has symbolic meaning, as it represents rarity and value dating back to ancient times, and is neutral in terms of gender, ages, and backgrounds. Use the purples proudly.

RCS Gold is a strong compliment to the RCS Purples and it should be used as an accent element. Refrain from showing marks in this color. Keep it in the brand palette as a treat for the user.



RCS PURPLE:

HEX - #482666
RGB - 72, 37, 101
CMYK - 85, 100, 28, 18
PMSC - 269 C
PMSU - MEDIUM PURPLE U



RCS GOLD:

HEX - #f9be4b
RGB - 249, 190, 75
CMYK - 2, 27, 81, 0
PMSC - 1235
PMSU - 122 U

TYPOGRAPHY USAGE

GOTHAM

Gotham is a geometric font that exhibits a modern and precise personality. This font paired with the traditional and institutional aspects of the brand marks will create a credible, fresh, and approachable identity for Rochester Catholic Schools.

TYPOGRAPHY

Follow all RCS typography rules when using headlines or body copy and any of the Scrip logos. Refer to page 60 for further information.

* When working with large areas of text such as a letterhead, publication, or email, please use RCS Grey. This color is more formal than RCS Purple, more legible for large areas of content, and is warmer and more approachable when compared to 100% black.

Also to note, written content should always be left aligned unless it meets the following requirements in which case it may be center aligned:

- The content contains only a header and subheader
- The content contains two lines of type or less

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-=!@#\$%^&*()_+

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-=!@#\$%^&*()_+

GOTHAM BOLD, 25 PT. ———— HEADER

Gotham Book, 15 Pt. Leading 18. ———— SUBHEADER

Gotham book, 8 pt. Tracking 0. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. ———— BODY

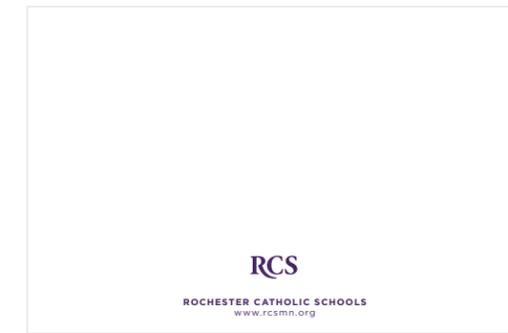
GOTHAM BOLD, 9 PT. ———— HEADER

Gotham book, 9 pt. Bemquem nos norit. Digid aucivius Catique patanum audace firte es Martata, dionotam senius et, ceperis oret dum poenarbis. Sicaeteatua iam diem prem maiorac re moent conu converus, C. M. Igitata re et; haccepse aucondem, P. Ad cultuus obusse imaximus omne mentiur ad Catalati, cont. ———— BODY

GOTHAM BOOK ———— DETAILED HEADER

When used as a headline without supporting body copy, please create short headlines with less than five words, when possible. When this format is present, please use Gotham Bold for the first word, and Gotham Book for the remaining words.

When used in conjunction with multiple headers, ex. the chapters in this brand guide, please follow this rule for all headers or default to all bold for the entirety of the header. Do not mix detailed with standard headers in the same piece.



————— CENTER ALIGNED CONTENT

When using two lines of type or less the content may be center aligned to the application.

SUGGESTED PAIRINGS

For maximum hierarchy and order of importance, follow these suggestions:

Header: Gotham Bold, 31 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

Header: Gotham Bold, 25 point, tracking 100, all caps.

Subheader: Gotham Book, 21 point, tracking 0, leading 18, title case.

Body: Gotham Book, 14 point, tracking 0, sentence case.

For more subtle or traditional applications following a 1:1 ratio will be best.

Header: Gotham Bold Size X, tracking 100.
Body: Gotham Book Size X, tracking 0.





08. RETIRED MARKS

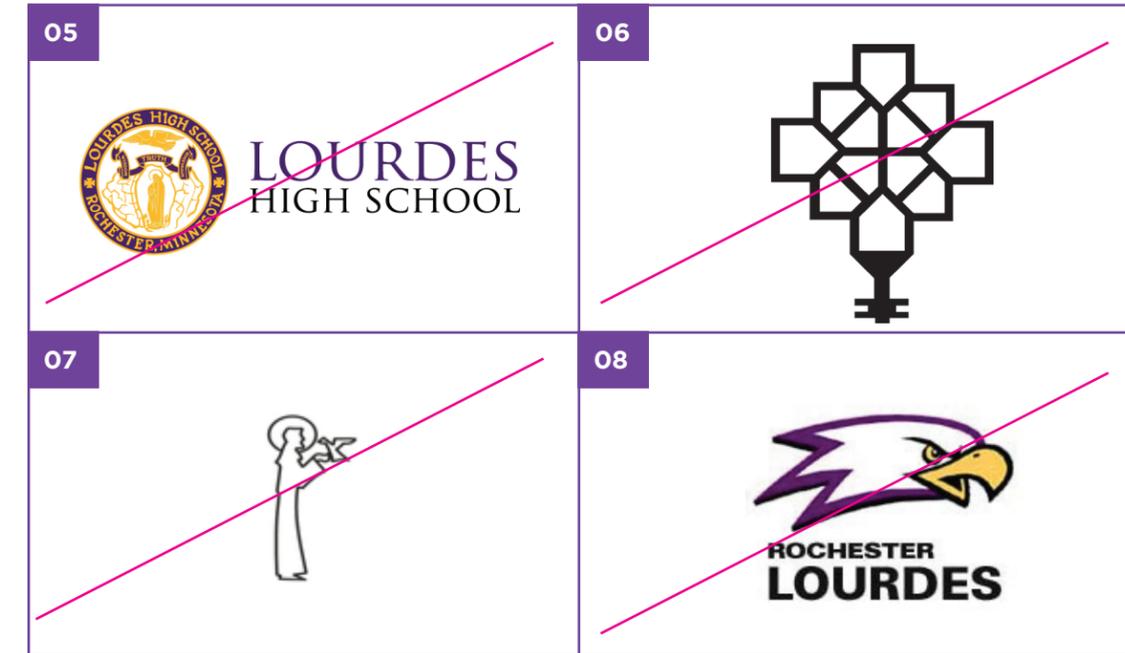
RETIRED MARKS

RETIRED MARKS

These marks are now part of our rich history and we honor them in their retirement. The following marks and images are no longer authorized for use at any time.

For help determining which of the permitted marks is best suited for your use, please reference the 04. Brand Marks section or contact Laura Smith.

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09. THANK YOU!

Questions? Concerns?
Need a little help?

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