



Our visual identity embodies everything St. Cecilia Catholic School stands for. We want our image to reflect the exceptional quality of our students and staff, who are the heart of the school.

Brand Standards Manual

Revised July 2022

Defined Terms

School

St. Cecilia Catholic School.

School Name

The name St. Cecilia Catholic School and any abbreviations or iterations, including, but not limited to, St. Cecilia, St. Cecilia's, SCCS, SCCS Indians, St. Cecilia Indians, and Indians.

School Logo

The St. Cecilia Catholic School round seal logo, the Lyre, the Indian, the integrated "SC", and any other iterations of those officially approved logos, fonts, or colors.

Communications

Any written or printed materials of any kind whatsoever, including, but not limited to, letterhead, envelopes, business cards, posters, and flyers. "Communications" also means electronic communications, including, but not limited to, website domain registration, website creation, social media channels or profiles, email addresses, and email.

Branded Items

Any goods bearing the School Name or School Logo, including, but not limited to, clothing, hats, pens, stickers, and notebooks.

School Community Members

School faculty, staff, parents, alumni, alumni parents, and friends of the School.

School Administration

The School Principal and/or the Director of Community Engagement.

Introduction

In 2019, the School published a Brand Standards Manual to have and maintain clear brand standards for the School and School community as well as to strengthen the School brand identity within the larger Houston community.

The School has updated its brand standards to preserve and maintain the School brand. The School has developed guidelines regarding approval for use of the School Name and the School Logo. The School has developed these standards consistent with the policies of the Archdiocese of Galveston-Houston.

Brand Standards Policies

The School Name and the School Logo may be used only in an official capacity by the School and/or the Parish in the course of their respective operations.

The School Name and/or the School Logo may not be used for the following purposes without prior express authorization from the School Administration or the Parish:

- a. Any Communications that would represent or imply any affiliation with or approval by the School or the Parish;
- b. Any impersonation, whether express or implied, of any member of the School's faculty, staff, and/or administration; and/or
- c. Any Branded Items.

Vendors and School Community Members may not use, alter, amend, or modify the School Name or the School Logo to represent the School in any capacity without prior express authorization from the School or the Parish.

Request and Approval Process

Any person or entity who wishes to use the School Name or School Logo may send a written request to the School Administration. The request should (1) identify how the School Name or School Logo will be used and (2) describe the purpose for using the School Name or School Logo.

Reservation of Rights

No person or entity may use the School Name or the School Logo without express written authorization from the School Administration or the Parish. The School reserves all rights and remedies regarding the use of the School Name and the School Logo.

Primary Logo

Size

The Primary Logo should be used on formal materials. It should always be used with the motto RESPECT · RESPONSIBILITY · REVERENCE. The only time that it is appropriate to use the logo without the motto is when the imprint is smaller than 1.5 inch high. The logo cannot be used if the imprint is smaller than .75 inch.

The primary logo is only one color, PMS 199.



There will be an occasional need for a less-detailed version of the logo. Then, and only, then is it acceptable to use this version of the logo. It can not be smaller than .75 inch. high.



Clearance Space

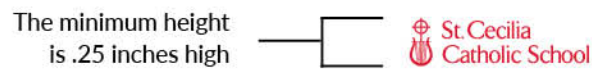
All logo versions should have a clearance space surrounding it that is greater than or equal to the width of the lyre in the logo.



Secondary Logo

Size

The Secondary Logo should be used on more relaxed and informal materials and when the primary logo is not. The secondary logo cannot be used if the imprint is smaller than .25 inch.



Tertiary Logos

Size

The Tertiary Logo has two versions; a horizontal and vertical. They should also be used on relaxed and informal materials. The tertiary logos cannot be used if the imprint is smaller than .3 inch high (horizontal) or wide (vertical).



The minimum width is .3 inches wide



Motto, Mission Statement and Tagline

Motto

The school's motto of "Respect, Responsibility, Reverence" is part of the school's main logo, for the purpose of helping to communicate these three principles and their importance to the school and the school's mission.

Mission

Our mission at St Cecilia Catholic School is the ongoing Catholic formation and education of the whole child in mind, heart, and spirit, in preparation for an adult life of commitment and service.

Proper Usage of School Name

St. Versus Saint

As is in our logo, we abbreviate the word Saint. The usage of "Saint" should be abbreviated in all written usages of our school name. It should never be fully spelled out.

St. Cecilia, not St. Cecilia's

The name of our school is St. Cecilia Catholic School. Just like our parish, we purposefully are not using the possessive form of St. Cecilia – i.e. St. Cecilia's Catholic School. We ask that all faculty, staff, parents and students be conscious of the name of our parish and school.

St. Cecilia Catholic School, not SCCS

The abbreviated form of our school name, SCCS, is not to be used moving forward effective 2019. The proper name of the school is the full name, unabbreviated.

Additional Restrictions

- Please do not make any additional logos, or your own letterhead. Approved logos and a letterhead template are available from the school's Office of Community Engagement.
- Any request to have a new logo made needs to be approved by the school's administration, and will be done in conjunction with the school's Office of Community Engagement and the school's marketing firm for consultation and review.
- Outside vendors, or any other sources, are not approved to make any additional school logos or make changes to already approved logos.
- All orders must be pre-approved, by the administration (before any orders are placed) for any new uniforms, t-shirts, or other items being made for the purpose of school groups, clubs, teams, or extracurricular groups & activities.

Approved Colors and Typefaces

Colors

Please reference the below colors when using the St. Cecilia Catholic School primary or secondary logos.



PMS 199
C:7 | M:100 | Y:85 | K:1
R:219 | G:30 | B:54
HEX#db1e36



PMS 281
C:100 | M:93 | Y:33 | K:31
R:30 | G:40 | B:89
HEX#1e2859

Logo Typeface

The typeface used in the St. Cecilia Catholic School logo is Seta Reta designed by Nick Curtis. The font is Regular. Seta Reta can also be used in communications headings only.

Seta Reta Regular

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ 1234567890

Approved Typeface

The typeface approved by the administration to use in school communications is Lato. The most common fonts within the Lato family are regular and bold.

Lato Regular

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Lato Bold

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNPOQRSTUVWXYZ

When Lato is unavailable, Calibri is a suitable substitute.

Acceptable Color Variations

Primary Logo

One-color logo,
light background



One-color black logo, light background
when the red version is unavailable



One-color reversed logo,
dark background



Secondary Logo

One-color logo options,
light background



Two-color logo,
light background



One-color reversed logo,
dark background



Improper Uses of Logo



DO NOT change the spacing between letters



DO NOT alter the weight or form of the letters



DO NOT change the typeface



DO NOT distort the logo



DO NOT change colors outside of assigned colors



Athletic Logo and Mascot

Primary Athletic Logo: Indian Mascot

The Indian head mascot is shown below. This logo and mascot is used primarily for Athletics and Booster Club purposes. Other uses of the mascot image of the Indian head, or round logo with the Indian head mascot need to be approved by the school's administration. Please do not use any other Indian head images to replace this mascot or logo.



Secondary Athletic Logo: Interlocking SC

The interlocking athletic logo should be used on all athletic materials from printed materials to signs to uniforms. The primary version is red, blue and white. Full-color, 1-color and Reversed versions are shown below.

