

STYLE GUIDE

FEBRUARY 2021



CENTRAL CATHOLIC
HIGH SCHOOL

Central To Life



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LETTER FROM THE HEAD OF THE SCHOOL

WELCOME

Central To Life

From our humble beginning to our current campus, Central Catholic High School has remained a cornerstone of the Toledo community. As we celebrated our 100th graduating class in 2020, I cannot help but think of the legacy Central Catholic has left behind. This legacy, rooted in faith formation programs, classroom experiences, and extracurricular opportunities has been made a reality due to our amazing students, alumni, donors, and friends. We now look forward to the next 100 years as an opportunity toward continuing to make Central Catholic “Central” to all our lives.

Central Catholic is truly “Central” to our lives in so many ways:

- Central To Faith
- Central To Academics
- Central To Arts
- Central To Athletics
- Central To Community
- Central To Family
- Central To Future
- Central To Relationships
- Central To Success

It is our belief that our mission to transform the world has allowed Central Catholic High School to excel for 100 years. With a diverse student body and alumni base that are engaged in so many academic, cultural, and extracurricular activities, it is crucial that every point of contact we have with our community and general public tells our story clearly. Whether it is Worship Wednesday, Homecoming, the Festival of the Lively Arts, a science class, a football game, or anything in between, we must explain who we are and why we are the best at being “Central” to your life.

It is in that spirit that we have developed a Brand Style Guide. Inside you will find information on the Central Catholic High School Brand and how to ensure that we will all be telling our brand story the same way. Following the Brand Style Guide will keep us from getting bogged down with questions about what should go where and why. It will also allow us to concentrate on building and maintaining a consistent and solid relationship with our students, parents, alumni, faculty, staff, supporters, and community. Because at the end of the day . . . Central Catholic High School is truly “Central To Life.”

In Christ,

Kevin F Parkins
Head of School

THE CCHS GUIDE TO BUILDING OUR BRAND

The purpose of this Brand Guide is to provide and establish as to how Central Catholic High School presents and communicates its brand.

These standards and guidelines are important in maintaining consistency as we communicate with each other, the community, and our constituents.

An understanding of the Central Catholic brand is critical, and deviation from these guidelines and standards will create confusion and misrepresent the identity of Central Catholic High School.

Should there be any questions or need to request any type of variance from these guidelines, a written request and description of a variance should be sent to the Central Catholic High School Marketing Director. A follow up and response to a request will be made within 7 business days. Any request may be submitted to:

Central Catholic High School
Marketing Director
2550 Cherry Street
Toledo, Ohio 43608

Brian DeBenedictis
bdebenedictis@centralcatholic.org

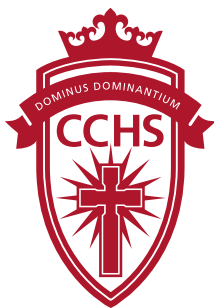
USE OF TAGLINE AND LOGO

The **Central To Life** is the tagline that sets Central Catholic High School apart and best centralizes the main attributes that students, faculty and staff, and alumni celebrate during their time at Central Catholic and beyond into their lives. **Central To Life** is our proud mantra.

Central To Life is the tagline that reinforces our brand in a contemporary manner but still maintains a rich and historical tradition. Its versatility with headlining and graphics makes for bold messaging that helps build our brand as it relates to our everyday lives.

Use **Central To Life** as a signoff under our logo and monogram, and on collateral material as appropriate with in our tagline and logo use guidelines.

Central To Life should always be reproduced in the approved color palates found on page 7 unless it is a one-color application in a publication and should never be used any smaller than ½" wide. Always use the format architecture with use under the logo/monogram.



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OUR BRAND ATTRIBUTES

The personality of Central Catholic High School is defined by individuals who are involved and support our rich history and tradition. Students, faculty and staff, administrators, parents, and alumni are an integral part of the strength behind our brand and help to establish the communications regarding the Central Catholic High School brand.

The Central Catholic High School's primary attribute and related sub-attributes are:

Central To Life

- Central To Academics
- Central To Arts
- Central To Athletics
- Central To Community
- Central To Faith
- Central To Family
- Central To Future
- Central To Relationships
- Central To Success

Central To My/Our Life

- Central To My/Our Academics
- Central To My/Our Arts
- Central To My/Our Athletics
- Central To My/Our Community
- Central To My/Our Faith
- Central To My/Our Family
- Central To My/Our Future
- Central To My/Our Relationships
- Central To My/Our Success

THE ARCHITECTURAL LAYOUT

These configurations represent Central Catholic High School's brand identity. Both parts, the mark and logotype together symbolize Central Catholic High School's brand in its most recognizable form. Both parts should never be seen apart.

The logo represented below in the horizontal and vertical presentation should always be displayed as shown. To remain consistent with its presentation, the size relation between the crest and the logotype should not be compromised. The mark should always be reduced and enlarged as a whole.

HORIZONTAL ARCHITECTURE



VERTICAL ARCHITECTURE



BRAND COLORS

The primary brand color for Central Catholic High School is scarlet. When possible, scarlet should be the predominant color in all publications.

Central Catholic High School Scarlet

Pantone® 187 Red

Process: C=22.58, M=100, Y=87.68, K=15.33

RGB: R=170, G=24, B=44



Central Catholic High School Gray

Pantone® Cool Gray 11

Process: C=65.81, M=57.29, Y=51.35, K=28.73

RGB: R=84, G=86, B=90



Central Catholic High School Green

Pantone® 356

Process: C=96.48, M=26.65, Y=100, K=15.01

RGB: R=0, G=133, B=63



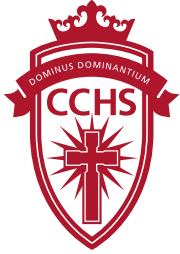
Central Catholic High School Black

Process: C=0, M=0, Y=0, K= 100

RGB: R=35, G=31, B=32



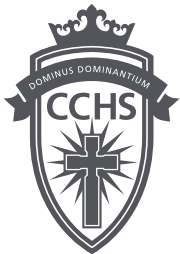
COLOR REPRODUCTION



CENTRAL CATHOLIC
HIGH SCHOOL

Central To Life

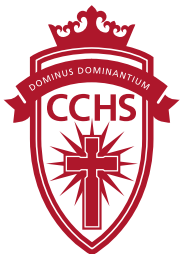
FULL COLOR ON WHITE



CENTRAL CATHOLIC
HIGH SCHOOL

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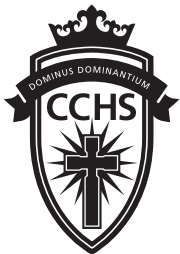
COOL GRAY 11 ON WHITE



CENTRAL CATHOLIC
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PMS 187 SCARLET ON WHITE



CENTRAL CATHOLIC
HIGH SCHOOL

Central To Life

BLACK ON WHITE

REVERSED OUT OPTION



SCARLET BACKGROUND



GRAY BACKGROUND



GREEN BACKGROUND



BLACK BACKGROUND

BRAND TYPOGRAPHY

Two fonts, serif and san serif, have been chosen as the primary fonts along with a secondary font for correspondence for Central Catholic High School. When used in collateral material for the school they help to build and reinforce our brand.

Minion

A classic serif font, this typeface possesses characteristics of a traditional and strong institution. Minion reflects the history and tradition of Central Catholic High School.

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890?!@&%

Avenir

A serif font that projects a progressive and contemporary feel. Easy to read with simple strokes, this new and modern font helps to view Central Catholic as a school that is on the edge of technology and innovation.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!@&%

Palatino (Secondary Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!@&%

The entire family is approved for all fonts.

Our recommended fonts to use for everything outside of the Adobe Creative Suite would be:

Arial for san serif

Times New Roman for serif

THE "C"

The C is also to be used in direct association with spirit wear and or the promotion of spirit. Please refer to the spirit shop as to the different applications of the "C" as it relates to wearables.



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IRISH SCRIPT

We've made significant advances in improving our brand and that includes our script Irish. Cleaner, stronger and much more Irish.





[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]



Irish

[INSERT TEAM, CLUB, ETC.]

APPROVED SPORTS AND CLUBS

Clubs

African-American Club

Anime Club

Book Club

Broomball

eSports Club

French Club

G.I.R.L. Club

Glee Club

International Student Association

Luken T. Boyle Campaign
for Kindness

Mindfulness and Meditation Club

National Art Honor Society

National Honor Society

Ohio Youth & Government

Photography Club

Quiz Bowl

Spiritual Commission

Sideline Spirit

Spanish Club

Transfer Student Club

IRISHTHON

Freshman Council

Sophomore Council

Junior Council

Senior Council

Student Senate

Sports

Baseball

Cheerleading

Cross Country

Football

Irish Dance Team

Mens Basketball

Mens Golf

Mens Lacrosse

Mens Soccer

Mens Tennis

Mens Track and Field

Softball

Swimming/Diving

Volleyball

Womens Basketball

Womens Lacrosse

Womens Soccer

Womens Tennis

Womens Track and Field

Wrestling

BUSINESS PAPERS

Central Catholic High School letterhead, envelopes and business cards are an extension of the brand and is to be used by all departments and administrators of the institution. The business papers are printed in PMS 187 Scarlet and Cool Gray 11 on Mohawk Via 24# White with matching #10 Envelopes. The business cards are printed on 110# Via. For mass mailings a less expensive white wove stock may be used.



SAMPLE LETTER LAYOUT

The font Palatino should be used on all correspondence and should follow these margins.

