



BRANDING GUIDELINES



THE JOHN CARROLL SCHOOL

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The JC Brand

brand definition: “A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association).

Great brands are instantly recognizable and immediately stand for something. They speak a common language to a variety of audiences and provide strong relationships through consistent communication.

The John Carroll School is an extraordinary institution—a Catholic school providing transformative experiences that prepare students for college and beyond and allow them to live their faith through their actions. John Carroll graduates make an impact on the world. Continuing to improve its public perception, expand its reach, and grow as a school, John Carroll evokes immense spirit and passion. This document is intended for those in charge of creating communication materials for The John Carroll School, from brochures and school websites, to student recruitment materials and alumni outreach efforts. Using these brand standards will ensure that the look, feel and tone of John Carroll remains consistent when it is presented to the public.

The JC brand identifies the School to students, parents, teachers, alumni, and the outside community. It is what people think, feel, and respond to when they hear the words “John Carroll.” It is an identity as strong, valued and diverse as the School itself.

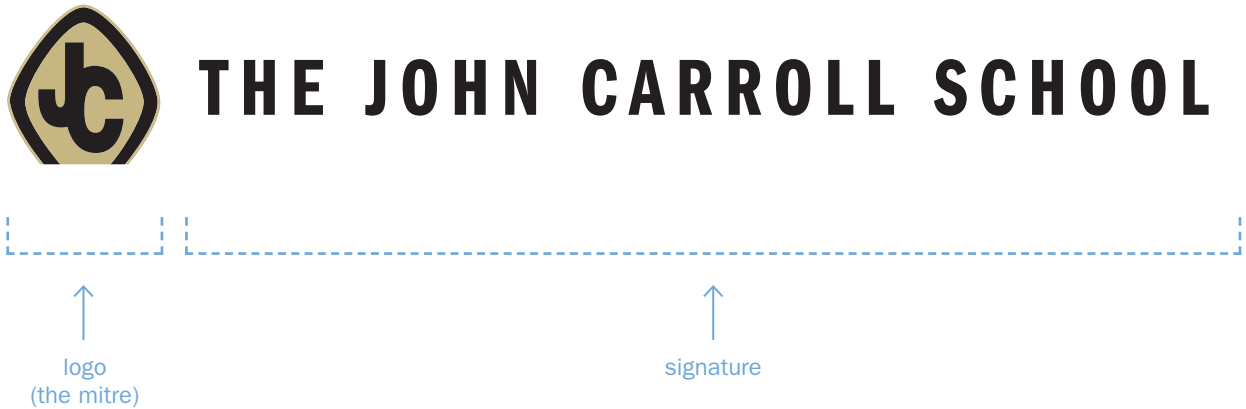
Standards and Guidelines

The graphic identity for The John Carroll School is outlined in the Branding Standards and Guidelines. This document provides instruction (with regard to usage, scale, and color) for the consistent application of the John Carroll logo. The Branding Guidelines serve as an example for the development of projects, within John Carroll, as well as for external designers and agencies. Any brochure, flyer, poster, invitation, etc., that is distributed internally and publicly must follow these standards. This resource serves as a tool for protecting The John Carroll School identity, as well as keeping it consistent across all of its various applications. It connects JC students, faculty, staff and alumni by creating a cohesive and recognizable image, making strong our brand and message.

The following key elements make up the identity of The John Carroll School. Please see page 17 for instructions on correct usage of other logos associated with the School.

- 1. logo (the mitre–JC graphic)
- 2. signature (The John Carroll School)

Logo and Signature



John Carroll’s Logo may be used independently as long as: 1. the Signature is represented in proximity (i.e. front/back cover); OR 2. the piece is targeted to an audience familiar with the School (i.e. keychains sold at the Patriots’ Corner school store).


The Logo/Signature should be located in a prominent position on all communications. The Logo/Signature should never be recreated or modified in any way. Scale and usage guidelines are detailed in the following pages. Use only the scales and colors as specified.

Color Palette


The John Carroll School Logo has a palette of 2 core colors. These colors represent John Carroll's visual identity, since its beginning in 1964. From this palette, gold is the traditional spirit color for John Carroll. John Carroll Gold (PMS 4525) is symbolic of the history and culture of the School—the Black and Gold Award, the highest honor bestowed on a JC student at Graduation.

The Color Palette of The John Carroll School brand utilizes both a monochrome and color palette. (Please see the following pages for color usage rules.)


When printing four-color process, be sure to specify the four-color builds listed here. They have been coded into the art files for one-color, CMYK and RGB.



PMS	black
CMYK	30.30.30.100
RGB	10.2.3
HEX	#0a0203



PMS	none
CMYK	0.0.0.0
RGB	255.255.255
HEX	#ffffff



PMS	4525
CMYK	25.23.57.0
RGB	196.183.129
HEX	#c4b781

↑


PRIMARY colors



PMS	1785
CMYK	0.79.56.0
RGB	240.93.96
HEX	#f05d60



PMS	284
CMYK	55.23.0.0
RGB	111.167.218
HEX	#6fa7da



PMS	7409
CMYK	1.35.99.0
RGB	251.175.26
HEX	#fbaf1a

↑

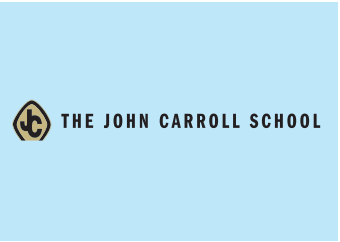
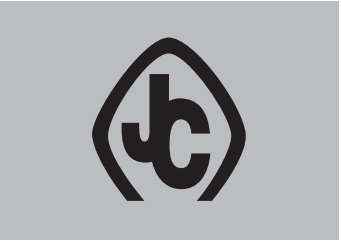
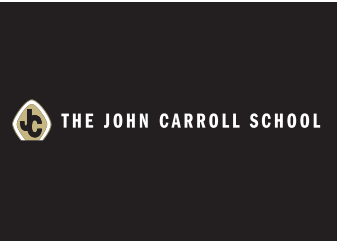
WEB and SECONDARY colors

JC BLACK, JC GOLD (PMS 4525) are the official colors of The John Carroll School. Secondary colors may be used on school communication pieces when color is used. The official black and/or gold should be the dominant color(s). JC BLACK (PMS Black) should be used whenever the logo is not reproduced in color.

Logo and Background

BACKGROUND IMAGE

The full-color Logo/Signature can only appear on a background image if the image is subtle in color and detail. If the image is highly detailed or contains a strong pattern, do not place the Logo/Signature over it because the Logo/Signature will not be legible.



BACKGROUND COLOR

The Logo/Signature may be placed on a background color either by overprinting or reversing. When using the logo against a black or solid dark-colored background, the Reverse Logo must be used. Black outlines, strokes and typefaces must always appear in 100% white.

When using the logo against a light-colored background, take care to maintain sufficient contrast between the Reverse Logo and the background. If the background color is too light, use the positive version (100% Black) over the lighter color as shown.

Primary Typefaces

FRANKLIN GOTHIC

Primary typeface family used in the JC Logo/Signature and can be employed as both display and body copy.

CRETE

Can be used as an accent font for headlines and subheads

Consistent typographic style establishes brand recognition for John Carroll. The fonts identified in these guidelines are accepted and preferred typefaces allowed within JC’s messaging. These typefaces, when used in conjunction with the JC Logo, reinforce our brand. All typefaces are suitable for a variety of communication materials, such as letters, memos, marketing brochures and more.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

FRANKLIN GOTHIC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

CRETE ROUND

Secondary Typefaces

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

GARAMOND

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

ARIAL

Two typefaces—a serif and a sans serif—have been selected as the secondary identification typefaces for use as body copy within letters, memos and emails.

GARAMOND

The system font **Garamond** should be used for all letters typeset in Word (printed on pre-printed/offset letterhead).

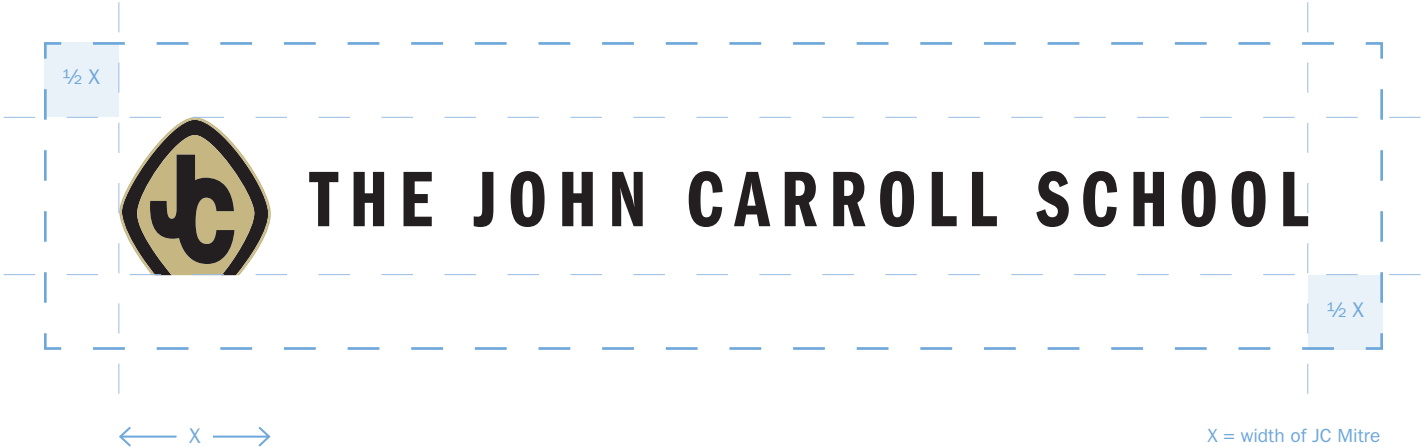
ARIAL

The system font **Arial** should be used for email correspondence and Powerpoint/Keynote presentations, and other locations where live system fonts are required in a digital context.

Preferred Clearspace

Clearspace around the Logo/Signature is imperative in order to separate it from other elements such as text, headlines, or imagery. The area around the Logo/Signature should always have a generous clearspace so that these components are not crowded or constrained by external elements. To maintain the integrity of the logo, a minimum amount of clearspace has been established. No other element (such as text or images) should

appear within the clearspace. Please observe the area of clearspace to ensure clarity and Logo/Signature prominence. The diagram here shows the minimum amount of clearspace that should surround the Logo/Signature. Please observe at least $\frac{1}{2}$ "X" (where X = width of the Mitre) between the Logo/Signature and any external element.



Integrity of Logo

To ensure a strong and cohesive impression across all communications, The John Carroll School Logo/Signature should be used with the utmost consistency and integrity. Only the supplied Logo/Signature files should be used. Every logo reproduction must be applied clearly and consistently. The Logo/Signature should never be tweaked, manipulated, rendered in colors other than brand colors, etc.



Positive Logo/Signature against a white or light-colored background



Reverse Logo/Signature against a black or dark-colored solid background



Never set the Logo/Signature in a “non-identity” color.



Do not add shadow or effects to the Logo/Signature.



Never rotate the Logo/Signature.



Do not stretch or manipulate the Logo/Signature.



Do not use a low resolution Logo/Signature (less than 300 dpi), unless published online.



Do not recreate the Logo/Signature with unapproved or alternate typefaces.



Never add a box or a shape to the Logo/Signature.

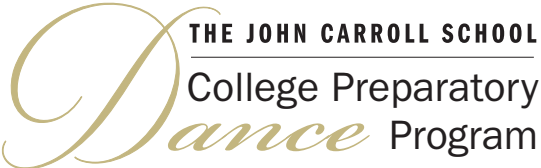
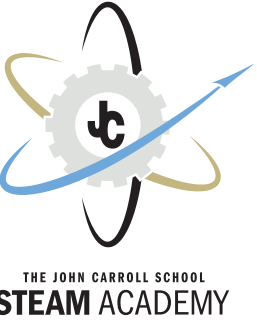


Do not combine Reverse and Positive Logo/Signature.

Additional Logos

The John Carroll School uses additional logos to represent a variety of different programs and promotional applications. These approved logos must follow the same guidelines as the overall school Logo/Signature.

- An official (Patriot Head) logo mark has been developed and serves as a reminder of the overall JC brand. It is used primarily in JC Athletics, but may be used on any promotional items, such as t-shirts, bags, stickers, notepads, etc. The Patriot Head may be used independently or with the wordmark “Patriots” as shown. Please see page 19 for additional information on using the Patriot Head logo.
- Black and Gold Booster Club
- JC Logo/Signature with return address
- The Carroll Scholars logo identifies the group of students admitted into the Archbishop John Carroll Scholarship Program.
- The STEAM logo recognizes students in the STEAM program (Science, Technology, Engineering, Arts and Math) at the School.
- The John Carroll College Preparatory Dance Program
- The Alumni Association logo represents the 9,500 + JC alumni we have around the country and the world.



Athletic Logos

ATHLETIC LOGO USAGE POLICY

This policy provides information and guidelines to The John Carroll School community regarding the use of JC's logos. The intention is to protect the integrity of the institution's Athletic Logos and to ensure such logos are used in an appropriate manner. All general JC uniform apparel must conform to the Brand Guidelines. Teams may use the word-mark and Patriot Head independently on uniforms, however, the integrity of the logo must always be observed.

All Athletic Logos must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any of the Athletic Logos without prior permission from the Office of Communications.

Approved Fonts: Franklin Gothic, Crete, Quaint Gothic

PATRIOTS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

FRANKLIN GOTHIC

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

CRETE ROUND

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

QUAINT GOTHIC



Correct use of 1-color Patriot Head logo.



Correct use of the Patriot Head logo.



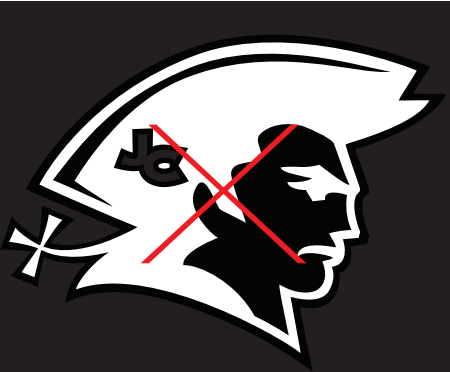
Do not change direction of the Patriot Head logo.

INTEGRITY OF PATRIOT HEAD LOGO

The Patriot Head logo is used primarily for Athletics, however, it may be used on any promotional items, such as t-shirts, bags, stickers, notepads, etc. Only the supplied Logo/Signature files should be used. Every logo reproduction must be applied clearly and consistently. The Patriot Head logo should never be tweaked, manipulated, rendered in colors other than brand colors, switched direction, etc.



Correct use of the Reverse Patriot Head logo.



Incorrect use of the Reverse Patriot Head logo.

Stationery

LETTERHEAD, GENERAL

Size: 8.5 × 11 in

Recommended Technique/Color

Ink: 2/0

Offset PMS Vegas Gold 4525 Uncoated + Black

Typography

Body of the letter typeset in Adobe Garamond

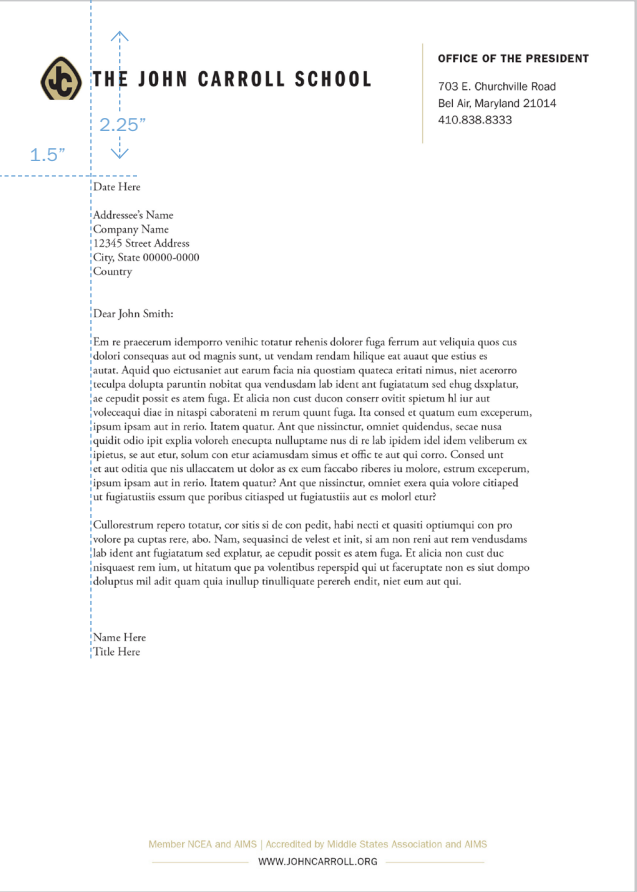
Example here shows 10.5 pt size with 14 pt leading

To ensure consistency, the original files should be used when making changes or reprinting.

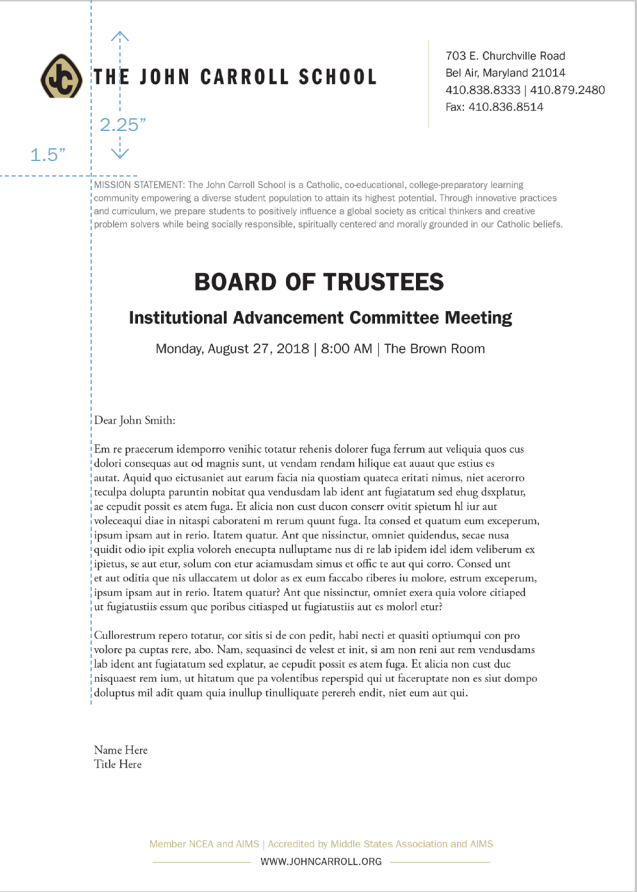
The letter should be positioned 2.25” from the top and 1.5” from the left.



LETTERHEAD, OFFICE OF THE PRESIDENT



LETTERHEAD, BOARD OF TRUSTEES



Business Cards

Size

3.5 x 2 in.

Recommended Technique/Color

Ink: 2/1

Side 1 (front): Offset PMS 4525 + Black

Side 2: (back): Offset PMS 4525 + Black

The files are created in Adobe Illustrator.

To ensure consistency, the original files should be used when making changes or reprinting.

Templates for business cards are available at this link: <https://bit.ly/2PMYXCu>.



Email Signatures

STANDARD EMAIL SIGNATURES

Only the JC mitre or Patriot Head logo (for Athletics) should be featured on email signatures. Additional images, quotes, typefaces and/or colors should not be used within the Email Signature. Please see examples of Email Signatures.

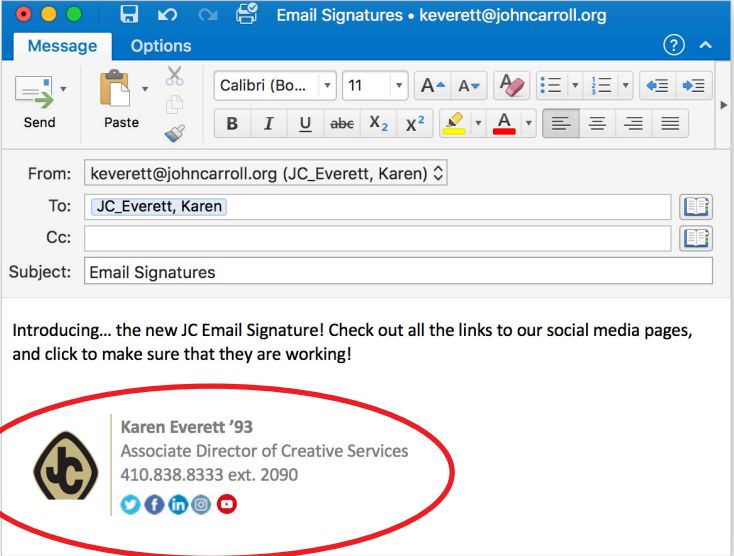


STANDARD LANGUAGE OUT OF OFFICE

Out of Office replies should stay consistent and support the John Carroll brand. Standard language for Out of Office replies should follow this format:

Thank you for your email. I am currently out of the office, returning on Thursday, July 19. If you need immediate assistance, please contact Director, (or Department Chair, or other contact) John Smith, at jsmith@johncarroll.org.

*Best Regards,
Joanna Jones*

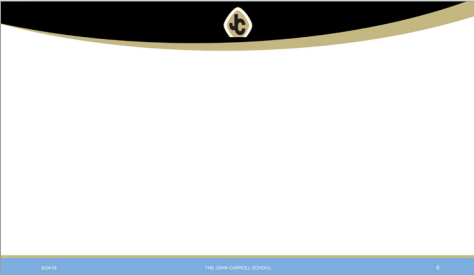
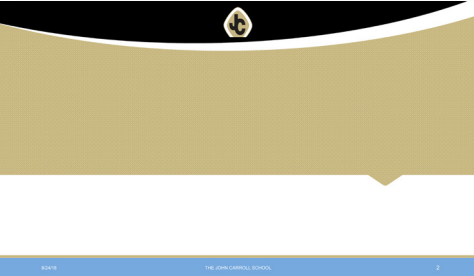


Presentation Slides

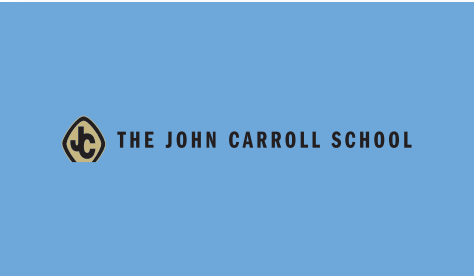
Cover slide options



Interior slide options, system font: Arial



Closing slide options



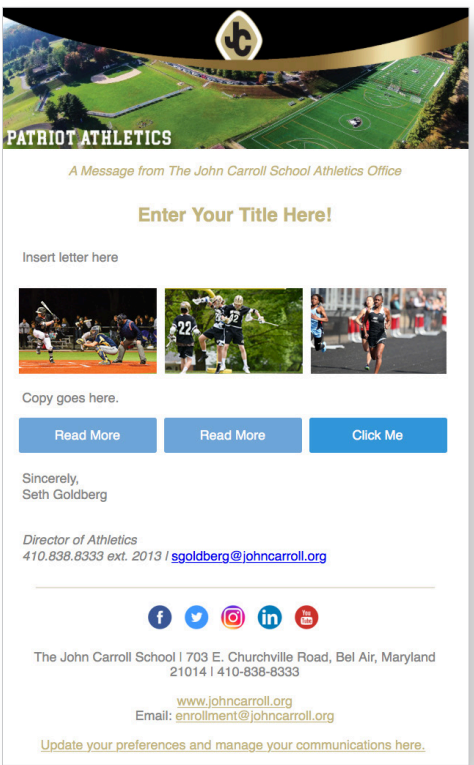
Email Templates (VC)

Email templates have been created in Veracross. You can find all of the email templates on the Communications page, under Configuration - Shared Templates.

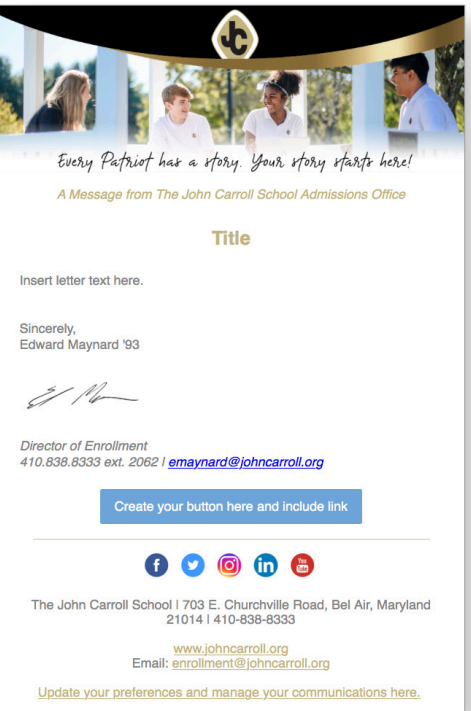
All JC Brand fonts, colors, titles and text boxes have been added to each template. To keep emails consistent and brand-compliant, please use ONLY the fonts, colors, etc that are shown in each template. You may adjust the number of images in the email, as well as add/remove image boxes and text boxes, however, if adding any new text/image boxes, please DUPLICATE the text/image box to assure brand colors and fonts are used.

Additional email templates on page 26.

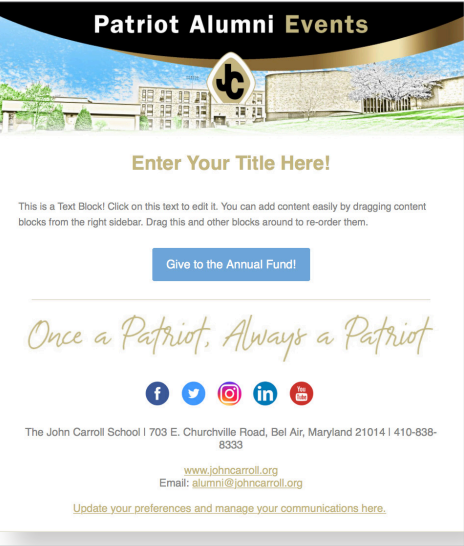
Athletics Email Template



Admissions Email Template



Alumni EVENTS Email Template

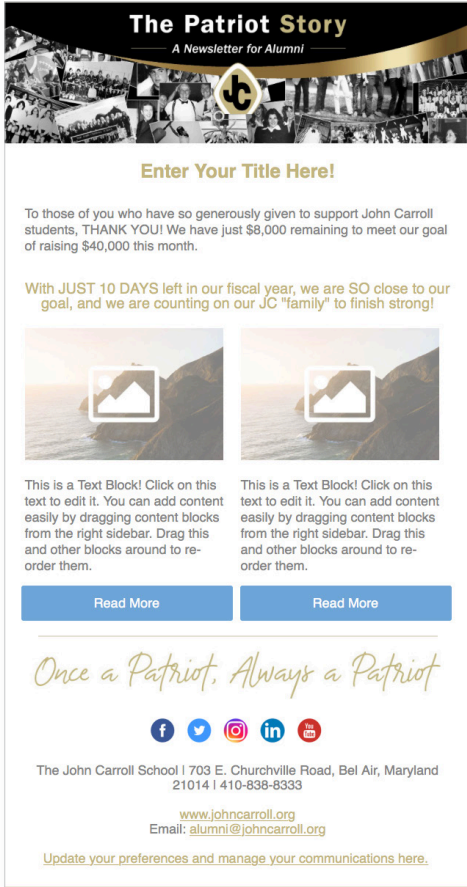


Email templates are saved in Veracross:

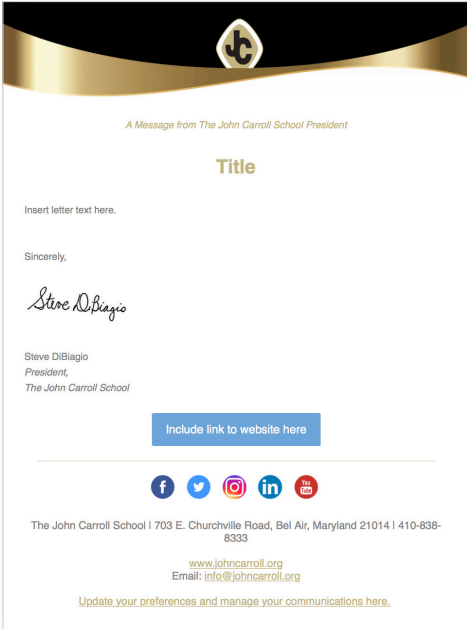
Communications page, under Configuration - Shared Templates.

New templates can be created, please contact the Office of Communications for a new email template.

Alumni Newsletter Email Template



President's Letter Email Template



Photography

Imagery is one of the most powerful ways to correctly represent The John Carroll School's brand. Whether it is used as the main component of a design or as a visual accent within a design, take care to ensure that the image incorporates the brand identity.

Images should convey a sense of leadership, camaraderie, victory and a compelling student life. Each image should strive to tell a story. Photographs should reflect the fundamental experience of a student by showing where learning happens—whether in the classroom or in the field.

When choosing photography, pay special attention to attire, diversity and any other issues to ensure that the school is portrayed in a positive light.



Marketing Support

AVAILABLE MARKETING TOOLS & SUPPORT

Print Collateral

- Flyer (1 page, good for events)
- Brochure (trifold)
- Schedule Poster
- Notecards
- Direct Mail

Digital Marketing

- Social Media (account set-up, graphics)
- Live Social Media Posting (for instance, from a championship game, theatre production or a media event)
- Website Content, including featured “Patriot Stories” of standout students

Additional Support

- Media Relations (press releases, Signing Day, theatre productions, media outreach etc.)
- Online Event Registration
- Photography & Video
- Giveaways/Promotional Items (t-shirts, pens, magnets etc.)
- Signage

MARKETING GUIDELINES

Turnaround time. Please keep in mind we have one in-house graphic designer, so to ensure that we have enough time to deliver what you need, we ask you make requests at the beginning of each semester or season and allow at least two weeks for turnaround time.

Logo/branding compliance. The John Carroll logo is owned by the school and can only be used with permission. To ensure it is displayed in a consistent manner, refer to all branding style guidelines within this document when ordering t-shirts or other items that feature the logo.

Media relations. Please notify the Director of Strategic Marketing & Communications immediately of any requests for interviews outside of normal score reporting and direct the media to contact Kathy Walsh on her mobile phone at 410.215.9049.

Social media accounts. While we encourage coaches and faculty members to establish and actively use social media accounts, it is important for our Communications office to have the most updated login credentials to ensure continuity from year to year. Please send your social media log-in credentials to either Kathy Walsh or Ashaki Todman and be sure to put “The official page of...” in the Bio or About section.

CONTACT THE JC MARKETING TEAM!

KATHY WALSH, Director of Marketing & Strategic Communications
kwalsh@johnncarroll.org | x 2101
Media relations, general questions about marketing support

KAREN EVERETT, Associate Director of Creative Services
keverett@johnncarroll.org | x 2090
Logo usage questions or graphic design needs

ASHAKI TODMAN, Marketing Communications Manager
atodman@johnncarroll.org | x 2061
Social media or website questions

KATE WEBB, Administrative Support Associate
kwebb@johnncarroll.org | x 2110
Requests for content on marquee sign, requests for content on TV monitors, social media support

WEEKLY UPDATE SUBMISSIONS
news@johnncarroll.org
Please submit Weekly Update items by end of day Thursday.

Web Standards

SOCIAL MEDIA STANDARDS

“Displaying your business’ personality through social media is one of the best ways to connect with your target audience. Your social media channels are just expanded opportunities for your brand’s voice, content, and interactions... Brands are placing a bigger emphasis on customer experience because of the impact it has on reputation. Brands who engage on social media channels receive higher loyalty from their customers. More than 50% of Americans who follow their favorite brands on social media are more loyal customers than those who don’t.”

–Lyfemarketing.com

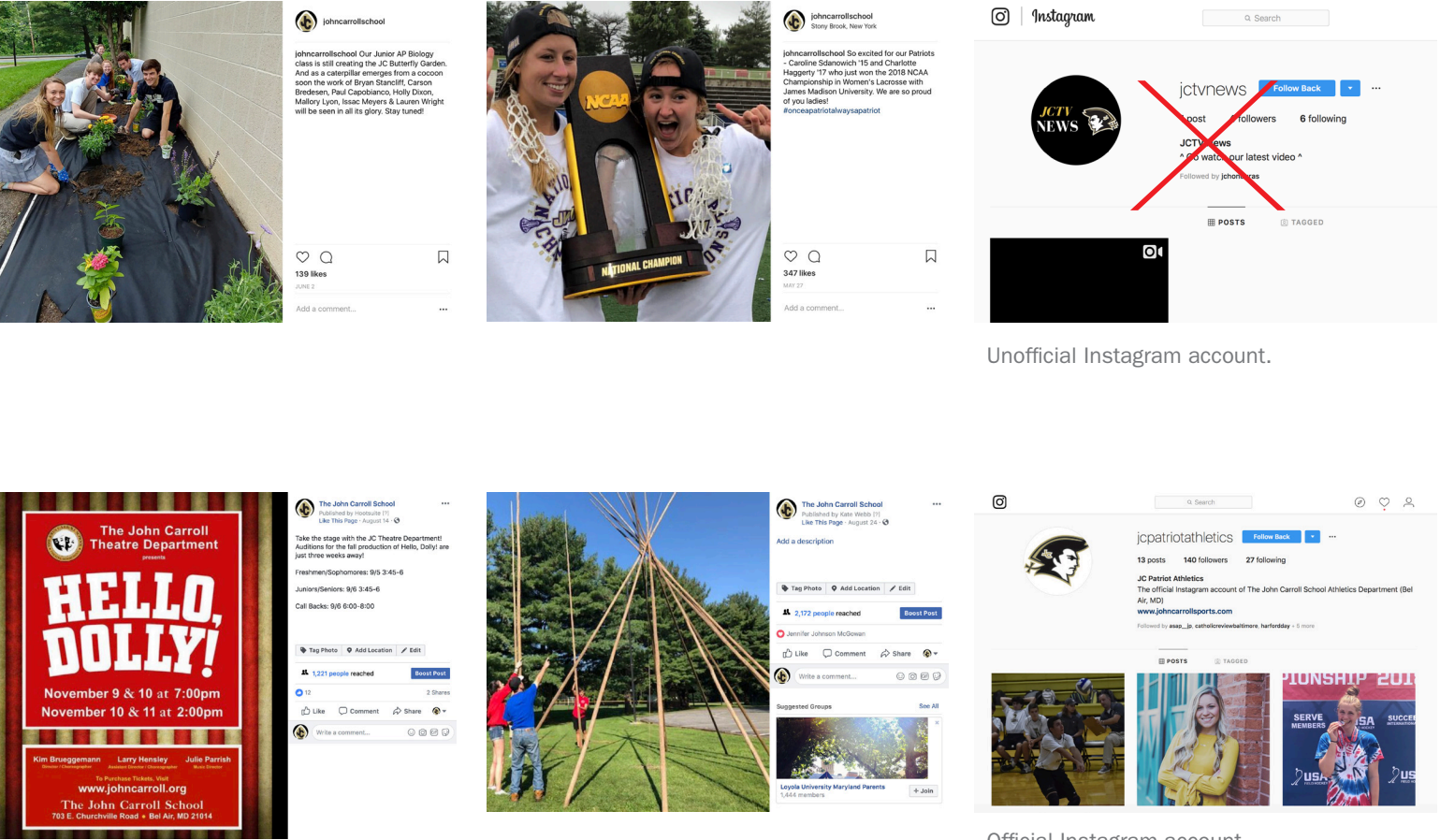
In effort to promote brand awareness and engagement, it’s important to have a positive mix of content to engage the audience. Social content at John Carroll serves to:

- promote the School, Athletics, Performing Arts, school-wide events and other programs
- share educational, entertaining, or emotional content, helping users connect with the JC page
- feature “stories” of current and past Patriots, thereby engaging the whole JC community

Creating high quality, engaging content is imperative. The Office of Communications has created a content calendar, outlining social media posts, including, how often, which networks, and when the post will be made.

John Carroll supports coaches, faculty members and staff in actively using social media accounts. Please contact Ashaki Todman (atodman@johnncarroll.org) in the Office of Communications for any questions regarding John Carroll’s social media strategy and implementation.

John Carroll Social Media Examples (from Facebook and Instagram)



Unofficial Instagram account.

Official Instagram account.

All Logos, Templates, and the Branding Guidelines are available at this link:

<https://bit.ly/2PMYXCu>



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