



ST. EDWARD HIGH SCHOOL

SPONSORED BY THE BROTHERS OF HOLY CROSS

LETTER FROM THE PRESIDENT

Dear Colleagues:

As St. Edward High School completes its 60th year, we can be assured that the St. Edward identity is strong in the Greater Cleveland community. The community recognizes St. Edward High School, and that recognition is generally positive. But, it's time to be better stewards of the brand that we present to the community.

Therefore, St. Edward High School, in agreement with the Board of Trustees and the administration, is taking new steps toward a consistent approach to our visual identity, as it is used in print publications, on the internet and on commercial products.

The office of communications and marketing has been charged with enforcing the published brand standards across all academic and extracurricular units.

Following the established brand standards will ensure that the St. Edward community offers consistent communications from all stakeholders.

Please use this brand manual as a guide to implementing the standards that have been established to represent the high-quality education that St. Edward High School has to offer.

Sincerely,

Br. Peter Graham, C.S.C.
President

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This guide provides standards for using the key elements of the St. Edward High School visual identity, in an effort to protect and foster the value of St. Edward High School's image.

These standards are for St. Edward High School faculty, staff, alumni, students, volunteers and commercial partners who participate in communicating the school's identity.



**ST. EDWARD
HIGH SCHOOL**
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THE VISUAL IDENTITY

What is the visual identity?

The visual identity of St. Edward High School is the principal identifier of the school in all communications related to official business and in promotional products.

The visual identity includes 3 elements:

- 1.) A graphic design
- 2.) Presentation of the school's name
- 3.) Specific colors

The visual identity consists of the school's traditional crest in combination with the words "St. Edward High School" and a specific department or business unit within the school. The general identity includes the phrase "Sponsored by the Brothers of Holy Cross," creating an obvious link to our Holy Cross roots.

Examples:



What is using the visual identity important?

Used appropriately, typography, color and the elements within the visual identity represent the school in a clear and consistent manner. Consistency in identifiers breeds awareness of the brand, promoting instant recognition and awareness, which is the first step to building brand equity in the school.

When to use the visual identity

The visual identity is to be incorporated in all:

- Letterhead, stationery
- Business cards
- Publications for external promotion, official information
- News releases, publicity, community relations
- Advertising, promotions
- Exhibitions and presentations, including PowerPoint, posters, banners and signage
- Digital communication (web & email)

TYPOGRAPHY

Primary Typeface

Trajan Pro is the typeface used in the identity for the title "St. Edward High School." The letterforms that make up the words "St. Edward High School" within the system have been altered specifically for this use.

Secondary Typeface

Futura Standard Medium Condensed is the typeface used in the identity for all secondary text that is placed beneath "St. Edward High School."

Athletic Typeface

The Mix Black Caps Italic is the typeface used in the identity for St. Edward Athletics.

Special Note

Please do not substitute other faces for use with the shield. The school requires that you use these approved configurations and refrain from recombining the crest and wordmark in unapproved ways.



Trajan Pro - Regular - Capital

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

Trajan Pro - Regular - Lowercase

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

Trajan Pro - Regular - Numerals

1 2 3 4 5 6 7 8 9 0

Futura Standard Medium Condensed - Capital

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

Futura Standard Medium Condensed - Lowercase

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

Futura Standard Medium Condensed - Capital

1 2 3 4 5 6 7 8 9 0

The Mix Black Caps Italic

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

Website Fonts - Arial (Body Copy)

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

Website Fonts - Arial Narrow (Headline Copy)

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

COLOR

The official St. Edward High School colors are green & gold. There are also elements of the St. Edward crest that are used as accent colors.

Following is a chart defining the electronic equivalents of the St. Edward Green and Gold, as well as the gray used in the secondary text.

Unless in a very controlled environment, and handled by a professional, colors will not always be consistent throughout the different media. The palates below have been chosen for their consistency and will help to standardize color from one medium to the next.

Note: All commercial apparel and official school apparel, such as athletic uniforms, should comply with the official school colors.



ST. EDWARD
HIGH SCHOOL

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**ST. EDWARD
EAGLES**



PMS 343 C
C=88 M=38 Y=72 K=27
R=16 G=100 B=80
#106450



PMS 123 C
C=1 M=17 Y=93 K=0
R=254 G=207 B=38
#FECF26



PMS 7 C
C=0 M=0 Y=0 K=50
R=128 G=128 B=128
#808080

SIZE

Size & Placement

The St. Edward High School crest should never appear smaller than 3/8 inch wide



Do not crop any part of the identity or bleed it off the page



Allow a reasonable amount of space around the identity. For reference, the capital "H" in the word "High" can be used as a guide.



Minimum Size

The identity should always be reproduced at a size where it is clearly legible in the medium used; 1.5 inch is the minimum size for high-resolution printed materials. The visual identity is to be rendered larger than this minimum size when reproduced via low-resolution media in order to maintain design integrity.



No smaller than 1.5 inches

ACCEPTABLE USES

Do's

- Do show the visual identity as one color (the strongest color available - i.e., in a brochure printed in black ink, show the logo in black).

- Maintain the horizontal orientation of the visual identity



- A centered version of the visual identity has been designed and made available for use in print and other media



Do's

- The visual identity may be used in a variety of sizes



Please note: The visual identity must be used on all non-athletic, non-commercial institutional or promotional materials. The visual identity is not to be used for commercial purposes (products for re-sale). Do not use the "oval E," block E or eagle on academic or non-athletic promotional material.

UNACCEPTABLE USES

The visual identity should never be used when the total width of the crest and wordmark measures less than 1.5 inches



Do not tilt or rotate the visual identity



Do not place lines, rules, borders or shapes in close proximity to the identity



Do not change the orientation of the crest in the visual identity



Do not use the identity at less than a 60 percent screen



Do not crop or bleed the visual identity off of the page



STATIONERY

Why using the visual identity on stationery is important

It is crucial to remember that the intent of creating the visual identity is to present St. Edward High School to the community under a single, unifying visual element in which visual identities will not supercede the identity of the overall institution.



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ATHLETIC VISUAL IDENTITIES



The "Oval E" combined with the words "St. Edward Eagles" may be used for St. Edward Athletics. The acceptable and unacceptable usages outlined previously apply to these identities as well.



The "Oval E" or the "SEHS Eagle" may be used to represent St. Edward Athletics and its programs in print, on the web, on commercial apparel and official athletic uniforms. The "SEHS Eagle" is the only authorized eagle for use when representing St. Edward Athletics. No other eagles should be used.

***ST. EDWARD
EAGLES***

"St. Edward Eagles" in the font Mix Black Cap Italic may also be used on its own to represent St. Edward Athletics and its programs. Specific programs may also be represented with that font - see examples below:

ST. EDWARD EAGLES
BASKETBALL BASKETBALL

SYMBOLISM OF THE ST. EDWARD HIGH SCHOOL CREST



The **wavy lines** at the bottom of the crest represent St. Edward High School's close geographical ties to the shores of Lake Erie.

The **classic book** bearing the Latin inscription VERITAS symbolizes the pursuit of academic excellence and truth.

The **scepter** represents St. Edward, our patron. It also refers to Archbishop Edward F. Hoban, after whom the school is named.

The **dove** perched above the scepter suggests the inspiration and guidance of the Holy Spirit in all of the school's endeavors.

The **anchor** symbolizes the development and formation of Christian hope. The same anchor appears on the shield of the Congregation of Holy Cross.

The **cross**, superimposed on the entire crest, reminds us of our Christian beliefs and of our fundamental goal to live as Christ.