

# IDENTITY GUIDELINES



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# INTRODUCTION

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# INTRODUCTION

These guidelines are designed to allow us to present the Bishop McNamara Catholic School identity and image in a consistent way across all materials we produce.

**OUR STORY, THEIR STORY**

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# OUR STORY, THEIR STORY

Many have experienced the Bishop McNamara story and many will continue to write the story in the future. What is our story? It's different for everyone. That's because Bishop McNamara is different, too. It's a life-enriching educational experience unlike any other. It's a story that can go in a thousand different, wonderful directions.

As soon as a student registers at Bishop McNamara, he or she has begun to write his or her first page. The pages can be filled with adventures of participating in a challenging class project, standing up as a Eucharistic Minister for the first school Mass, stepping on stage for an inaugural theater performance, eating lunch with an exchange student, or scoring the winning basket in overtime.

Sometimes, being different is better than being the best.

Bishop McNamara just happens to be both.

If we work together to tell the same story, our book will be a best seller, guaranteed.

**LOGOS**

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# LOGOS: PRIMARY

The official logo is made up of two elements: the Celtic cross and the school name. These elements will always appear together except in the cases when the Celtic cross appears alone (see next page).

The “Bishop McNamara Catholic School” logo lockup can never exist without the Celtic cross.

Colors used:

- Primary green
- Primary gold



**BISHOP McNAMARA**  
CATHOLIC SCHOOL

# LOGOS: PRIMARY

The Celtic cross logo can stand alone when accompanied by “Bishop McNamara Catholic School” in text elsewhere. When used in a two-color format, the color layout must always be used as shown here.

Colors used:

- Primary green
- Primary gold



# LOGOS: SECONDARY

The M monogram can be used for secondary purposes such as athletics, extra-curricular activities, PTO, etc.

The M must always have a distinct outline.

2-Color Combinations:

- Primary green with primary gold
- Secondary green with secondary gold
- White with primary green, secondary green, primary gold, or secondary gold
- Gray with primary green, secondary green, primary gold, or secondary gold



# LOGOS: SECONDARY

The Irish Guy will be used for athletics and spirit purposes.  
He will always be positioned in the direction that showcases his right profile.

Colors used:

- Secondary green
- Secondary yellow



# LOGOS: INCORRECT USAGE

Background Fill



Cross Omitted



Compressed



Stretched



# COLOR PALETTE

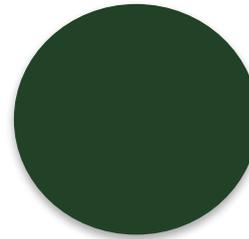
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# COLOR PALETTE

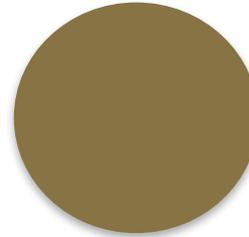
The approved color palette is noted on the right.

Primary colors cannot be used in combination with secondary colors and vice versa.

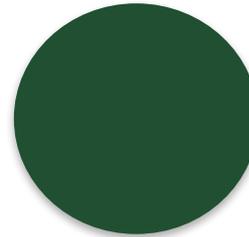
Neutral complementary colors (black, white, and gray) can be used with the approved color palette as well.



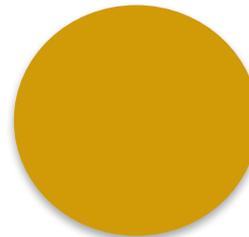
**Green (Primary)**  
**Pantone 350 C**  
C:80, M:21, Y:79, K:64  
R:44, G:82, B:52  
HEX:2C5234



**Gold (Primary)**  
**Pantone 4505 C**  
C:16, M:27, Y:83, K:42  
R:153, G:133, B:85



**Green (Secondary)**  
**Pantone 7734 C**  
C:77, M:0, Y:82, K:65  
R:40, G:97, B:64  
HEX:286140



**Gold (Secondary)**  
**Pantone 110 C**  
C:2, M:22, Y:170, K:0  
R:218, G:170, B:0  
HEX:DAAA00

# FONTS

## Headline Fonts

The fonts noted below are used as a combination headlines. The order and brand colors used can be interchanged.

**BEBAS NEUE**

*Jenna Sue*



*Recommend a*  
**FAMILY** 

## Supplemental Fonts

The fonts noted below are recommended for supplemental copy purposes.

Champagne & Limousines

Seravek

Century Gothic

**NAMES**

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# NAMES: GENERAL

Bishop McNamara Catholic School is a living, breathing brand. In order to generate optimal top-of-mind awareness with consumers, our brand name must be represented consistently both verbally and in writing.

Approved brand names are noted on the right.

**BISHOP MCNAMARA  
CATHOLIC SCHOOL**

**BISHOP MCNAMARA**

**BMCS**

# NAMES: ATHLETIC EXTENSIONS

One of the approved general brand names, an athletic extension can also be used (as noted on the right).

**IRISH**

**FIGHTIN' IRISH**

**LADY IRISH**

**TONE**

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# **TONE**

Bishop McNamara Catholic School will  
always be represented as:

**FAITH-BASED**  
**FORWARD-THINKING**  
**INCLUSIVE**  
**WELCOMING**  
**SERVICE-ORIENTED**  
**ACADEMIC LEADER**

**APPAREL**

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# APPAREL

Because apparel is generated for many purposes, the following formula will be used to maintain consistency:

- Name (general, athletic, or both)
- Logo
- Approved color palette

As long as the elements listed above are used, additional creative freedom is allowed.

All apparel must be reviewed and approved by Marketing/Communication department to ensure consistency.



Apparel example shown

**EMAIL SIGNATURE**

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# EMAIL SIGNATURE

Font: Arial

Size: 12

Information:

Name

Title

Phone Number (XXX) XXX-XXXX

Logo (as supplied by Marketing)

To Bcc

---

Cc

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Add a subject

Jessica Graves  
Director of Marketing and Communications  
(815) 933-7620



The logo for Bishop McNamara Catholic School features a green cross with a gold center, followed by the text "BISHOP McNAMARA" in green and "CATHOLIC SCHOOL" in gold below it.

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AA A<sup>+</sup> B I U  A            abc  

Send Discard       

**IMAGERY**

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# IMAGERY

Imagery is one of the quickest ways for us to tell the Bishop McNamara Catholic School story. Through imagery, we will quickly evoke emotions and nostalgia for current and prospective families alike.

Candid images will be used whenever possible to tell a genuine story of life at Bishop McNamara.

The human element should be part of photos whenever possible – meaning include people in photos.

The white border should be used for whenever possible for marketing materials and promotional messages.

Photos must not include students whose guardian has signed a Photo Objection form.



**CONTACT**

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# CONTACT

For questions regarding the brand, or to request review for any marketing elements or apparel, please contact:

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