

BHCS Brand Standards Guide

Bishop Heelan Catholic Schools

Purpose

This branding guide has been created to help everyone who uses our logo follow consistent guidelines for using our logo and tagline which brand Bishop Heelan Catholic Schools.

By doing so, your brand will better reflect the excellence of Bishop Heelan Catholic Schools.

What is a logo

A logo is the symbol representing an organization. It is a “brand” image that help communicate how Bishop Heelan is perceived.

It’s important to know that for most organizations the logo is not just the icon. It is the combination of the words and graphic image. That means for BHCS the logo is the shield AND our name.

Logo History

Our logo shield is a slightly wider version of the came from Sister Mary DeLourdes, art teacher at Heelan who created it in 1949. Every part of it symbolizes an aspect of our school system.

The Shield is a symbol of faith. It is part of the Christian armor taken up daily by followers of Christ.

The Cross symbolizes our Catholic Christian faith. It represent the Catholic student’s reliance upon the redemptive graces of Christ.

The Star of Bethlehem reminds us of the birth of Christ and the five major feast of Our Lady celebrating her role as the Mother of God, The Immaculate Conceptions, the Annunciation, Assumption, Visitation and Nativity.

The ring inside the star represents our never-ending circle of Christian love. Symbolizes

The Six Tassels represent the strengths of our schools: academic excellence, faith-based curriculum, discipline with purpose, community service, dedicated teachers and staff and supportive parents.

The type font is traditional and represents the rich tradition of Catholic schools in Sioux City that go back to the late 1800s when St Boniface was established.

Why are logos important?

Logos convey a consistent identity of an organization for easy recognition. Logos help brand an organization and convey its personality.

What is a Logo tagline

A tagline or slogan is a positioning statement placed under a logo to further define an organization and its benefits. Examples: (Subway: Eat Fresh. Coke’s: “Taste the Feeling. McDonalds: “I’m loving’ It”

We have used a tagline/slogan since our Catholic schools united into one system in 1999.

Faith, Family, Knowledge, Service has been replaced with **A Lifetime Advantage**.

Our New Tagline is A Lifetime Advantage

Please use this tagline with the Heelan Logo as much as you can unless space does not permit.

BHCS logo colors

Pantone Matching System = PMS

PMS 117 gold

PMS 287 navy blue

Pantone / PMS 117 / HEX: DEB407, RGB: 2221807, CMYK: 0 18 100 15

Pantone / PMS 287 /) HEX: 004B8D, RGB: 0 75 141, CMYK: 10067 0 23

Vertical and Horizontal FORMATS

The BHCS logo comes in 3 formats to give it flexibility in a variety of designs

1. Horizontal
2. Vertical
3. Very horizontal

SOFTWARE FORMATS

Formats come as

1. jpg
2. PNG and
3. AI (adobe illustrated. AI is ideal for signs, t-shirts and apple designs)

Tips and Samples of Heelan logos Size, Placement and Integrity

Consistent use of logo standards will ensure the highest level of accuracy and consistency in all applications.

- Do not allow words or images overlap or merge with it.
- Allow a generous amount of free space surrounding the logo.
- Never separate or change the position of the logo elements.
- Do not shrink the logo smaller than
- Do not stretch or squeeze the logo in any way.
- Do not create logo formats other than those in this graphic standards guide.
- Consistent use of logo standards will ensure the highest level of accuracy and consistency in all applications.
- The logo should not dominate a page.

SYSTEM LOGO/HEELAN HIGH SCHOOL LOGOS

Vertical Color Logo



Horizontal Color Logo



Very Horizontal Color White Logo



Reverse Logo for Dark Backgrounds

Blue and gold shield has a white outline, white tassels, white lettering



Example of how reverse logo looks on a dark background

Black and White Logos

Ideal for printed pieces and items that use black only





BISHOP HEELAN CATHOLIC SCHOOLS

A LIFETIME ADVANTAGE



BISHOP HEELAN
HIGH SCHOOL



BISHOP HEELAN
HIGH SCHOOL

Need more logos here w tagline

Elementary School Logos

Holy Cross School



HOLY CROSS SCHOOL
A LIFETIME ADVANTAGE



HOLY CROSS SCHOOL
A LIFETIME ADVANTAGE



HOLY CROSS SCHOOL



HOLY CROSS SCHOOL
A LIFETIME ADVANTAGE



HOLY CROSS SCHOOL
A LIFETIME ADVANTAGE

Mater Dei School



MATER DEI SCHOOL

Sacred Heart School



SACRED HEART SCHOOL
A LIFETIME ADVANTAGE



SACRED HEART SCHOOL
A LIFETIME ADVANTAGE

Correct Way to Use the Logo

Incorrect way to use the logo

- Run it in all red
- Do not box it
- Do not stretch it or condense it to fit a space

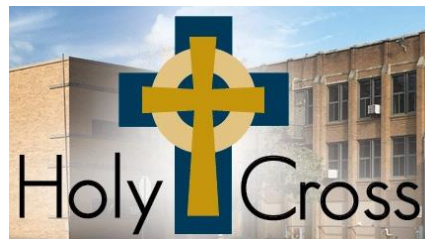
Incorrect logos



Left Incorrect combination of 2 logos. Middle: old colors in the shield and old tag line. Right wrong colors



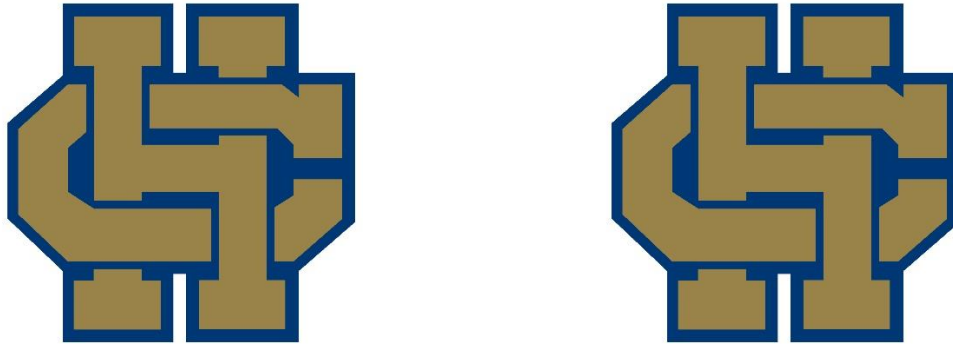
Incorrect because of the old tag line. Incorrect because of ghosted image and logo.



The HC

The HC or CH first appeared in the Heelan yearbook of 1950. which makes it part of Heelan high history from the beginning of Heelan.

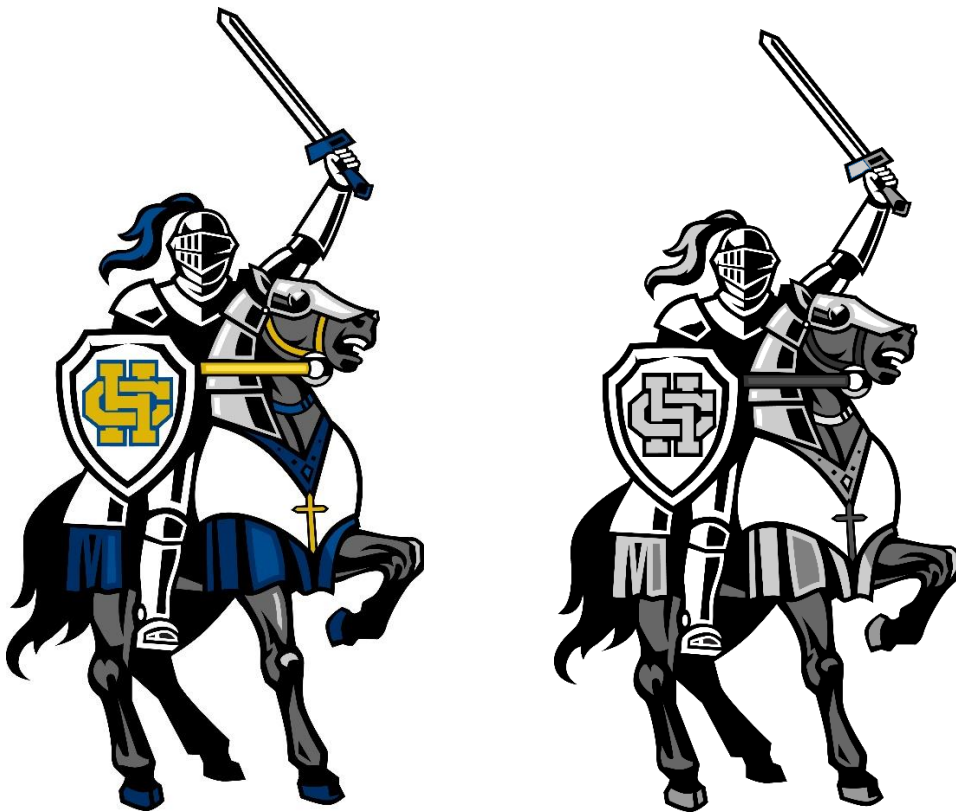
The HC can be used as a navy symbol with a gold outline, as a gold symbol with navy outline and in other ways.



There are not defined HC colors at this time but we tend to follow the shield colors of navy and gold.

The Crusader The HC

We have brought back the Heelan Crusader to be used for sports promotion. When using a Crusader please use this symbol.



Crusader in Color and Black and White

Colors are PMS #288 Blue and #117 Gold and #Black