



## Saint Michael School Logo Usage Guidelines

This policy is specific to the use of the school logo.  
*Updated Oct 2009*

### WHY DO WE NEED TO FOLLOW THE LOGO USAGE GUIDELINES?

It is critical for our school to maintain a consistent visual image to the outside world. The logo should trigger an automatic association with the school because of its consistent presence in everything that we do. Over time, this association will grow stronger and the logo will become a powerful brand that immediately conveys everything for which the school stands. We must all own the responsibility for maintaining the integrity of our new visual identity. How we treat our logo directly affects our image and professionalism as perceived by the external community.

### WHO SHOULD USE THIS POLICY

This policy applies to faculty, staff, students, parents, academic departments, athletics, athletic boosters, parent clubs and committees, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products must also comply with the Saint Michael School Logo Usage Guidelines.

### SAINT MICHAEL SCHOOL LOGO PERMISSION USAGE FORM

The Saint Michael School Logo Permission Usage Form may be obtained from the schools administrative offices or on the school website. Requests should be submitted to the Saint Michael School Principal a minimum of four (4) weeks prior to required project start date. Permission extends only to the specified use requested in each form submitted. If you wish to use the Saint Michael School name and/or logo in additional materials, you must submit a new request.

## Using The Saint Michael School Logo

### STATIONARY

All academic, administrative, and support units of the organization are required to use the approved stationery formats. Letterhead, envelopes, notepads, business cards, mailing labels, and other stationery items must also conform to approved samples, which are available at the academic office. Every faculty and staff member should make sure the logo appears on all internal and external school documents.

### ADVERTISING (PRINT / TELEVISION)

The logo must appear on the first level of the printed / television advertisement in an appropriate size and position relative to the other elements in use. The school logo should not be altered in any way, and should be used as the sole logo in all venues. See 'Brand Identity Guidelines' below for proper usage.

### BROCHURES OR LITERATURE

The logo policy for use in brochures or literature is relatively simple and unrestrictive. The logo must appear on the front cover or the front panel of all brochure or literature in an appropriate size and position relative to the typographic elements on the page. The outer circumference of the logo should be no less than 1.25 inches. The logo should not be altered in any way, and should be used as the sole logo in all venues. See 'Brand Identity Guidelines' below for proper usage.

## MERCHANDISE OR APPAREL

The logo must appear on merchandise or apparel in an appropriate size and position. The outer circumference of the logo should be no less than 2.5 inches, and the maximum circumference should be determined in relation to the item it is printed on. The school logo should not be altered in any way, and should be used as the sole logo on all merchandise or apparel. See 'Brand Identity Guidelines' below for proper usage.

## WEBSITE AND / OR LINK

The school logo should not be altered in any way, and must appear in a clean and clear fashion relative to the other items within the webpage. The outer circumference of the logo should be no less than 1.25 inches. All links should be directed to the Saint Michael School homepage (<http://www.saintmichael.com/>) unless other arrangements have been made with the Saint Michael School administration. See 'Brand Identity Guidelines' below for proper usage.

# Brand Identity Guidelines

## LOGO COLOR VERSIONS

The logo shown here are permissible color versions and whenever possible, should be used as recommended. The outer circumference of the logo should be no less than 1.25 inches.



### Black:

Best represented on white or neutral backgrounds. The central "SMS" letters should be 'knocked-out' to show the color beneath. See example to the right.



### White:

Best represented on black or very dark backgrounds. The central "SMS" letters should be 'knocked-out' to show the color beneath.

The white logo should be used on all dark color merchandise or apparel. See example to the right.





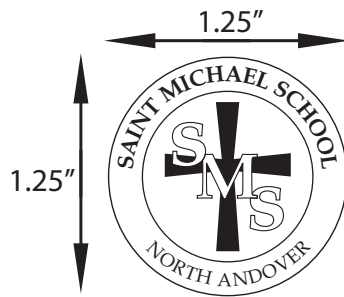
**Blue:**

Best represented on white backgrounds. The central “SMS” letters should be ‘knocked-out’ to show the color beneath. ‘Reflux Blue’ should be the specified color.

A Navy blue logo should be used on all white color merchandise or apparel. Match as closely as possible to **PMS 2767**, with the central ‘SMS’ filled with white stitching.

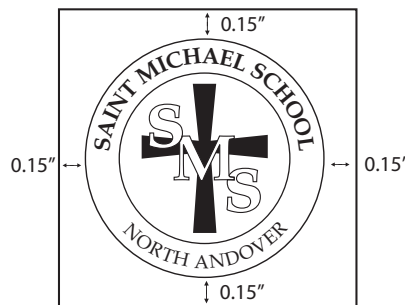
**MINIMUM LOGO SIZE**

The minimum outer circumference of the logo should be no less than 1.25 inches (circumference). If it is not possible for the logo to be sized at 1.25 inches (circumference) or larger, contact the school for approved options.



**CLEAR SPACE GUIDES**

The amount of clear space surrounding the logo should be no less than .15” for a logo that is 1.25” in circumference. When using the logo at a larger size, adequate clearance should be left to allow for maximum visual impact of the logo itself.



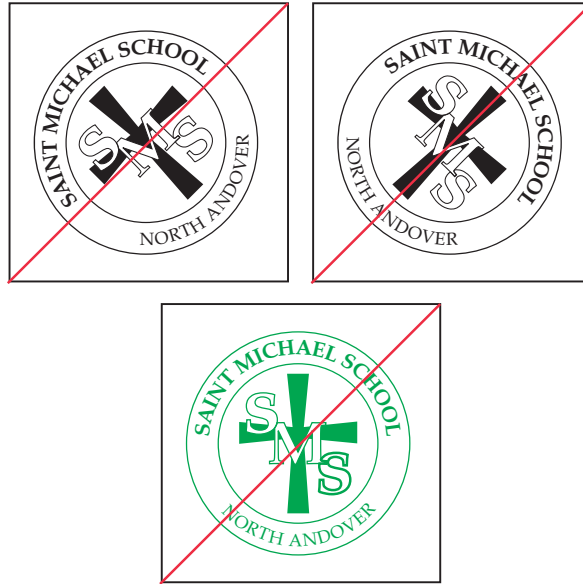
**FONT**

The logo words, and school contact information, are written in the font of ‘Book Antiqua’. The font should not be altered in any way. The font may be changed for items within the page body that are not included within the logo or school contact information.

## INCORRECT LOGO USAGE

The school logo may not be rotated in any way.

The school logo colors may not be altered in any way.



## RESERVATION OF RIGHTS

Saint Michael School reserves the right to terminate, revoke, modify or suspend its approval of the Saint Michael School name and/or logo usage and any rights arising out of or in connection with the approval, in whole or in part, without cause, at its sole discretion at any time.

Permission to use the Saint Michael School name and/or logo will only be granted to specific projects, programs, initiatives and the Saint Michael School name and/or logo must not be attached to other projects/ programs, initiatives promoted by the same user without prior consent. If the user completes, terminates or withdraws from the specific activity the Saint Michael School name and/or logo was approved for, then they must immediately cease to use all printed material/stationery containing the Saint Michael School name and/or logo, as well as delete the logo from their electronic records.