# KENNEDY CATHOLIC
FAMILY OF SCHOOLS

Style Guide

The Kennedy Catholic Family of Schools Institutional Advancement Office has compiled these branding style guidelines to be used for various media in our schools. The purpose of these guidelines is to promote brand consistency throughout all materials our schools publish.

Brand consistency is desirable because it projects a unified statement of who we are and what we do to our community and stakeholders. It eliminates confusion and defines the Kennedy Catholic Family of Schools as a unified, reliable and professional organization.
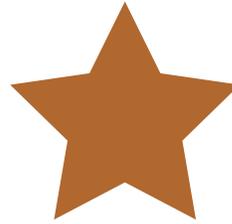
Color Usage Guidelines
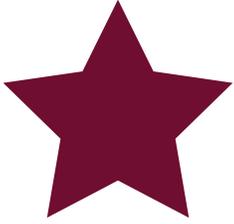
MAROON
CMYK - C: 36 | M: 100 | Y: 62 | K: 42
RGB - R: 112 | G: 14 | B: 50
Hex Color - #6F0E32
PMS - Pantone 209 C

GOLD
CMYK - C: 25 | M: 64 | Y: 94 | K: 11
RGB - R: 176 | G: 104 | B: 47
Hex Color - #B0672F
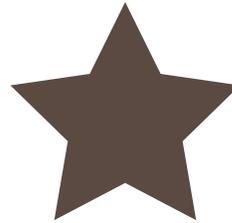PMS - Pantone 723 C

ATHLETIC GOLD
CMYK - C: 5 | M: 39 | Y: 99 | K: 0
RGB - R: 238 | G: 164 | B: 32
Hex Color - #EEA420
PMS - Pantone 130 C

GRAY
CMYK - C: 55 | M: 60 | Y: 65 | K: 40
RGB - R: 89 | G: 74 | B: 66
Hex Color - #594A41
PMS - Pantone 438 C

{ These are not the only colors that can be used in documents. However, please note that these are the official maroon, gold and gray colors of the KCFS' branding efforts. If desiring to use the KCFS "school colors," these are the only variations of maroon, gold and gray allowed in publications. }

Typography Guidelines

1.) Garamond (or Adobe Garamond Pro)
  - Primary Font. Type most used for printed documents. Use for paragraphs.
  - When the school name appears as a title/header, use this font with SMALL-CAPS.

2.) Voltaire
  - Secondary font. Should be used as an accent font. Proper examples include subtitles and text within a document that should stand out from the paragraph.
  - When possible, increase width of this font to 110% or 120%.

3.) Snell Roundhand Script
  - Decorative font. Do not use in paragraphs, but in headings or text decoration sparingly.

IN ALL DOCUMENTS, PLEASE FOLLOW THESE FONT USAGE GUIDELINES:
  - In a single document, do not use more than 3 fonts.
  - Ensure font size, color and style are easy to read.
  - Avoid typing in ALL-CAPS. Use SMALL-CAPS instead. *(Only rare exceptions to this rule may be made.)*
  - Other fonts may be used for special events, programs or promotions.
  - Emails do not have to be typed in the fonts above. The default font for emails is satisfactory.

Logo Usage Guidelines

THE EAGLE OR KC LOGO MUST BE INCLUDED IN ALL PUBLICATIONS

KENNEDY CATHOLIC
FAMILY OF SCHOOLS

KENNEDY CATHOLIC
FAMILY OF SCHOOLS
SAINT JOHN PAUL II ELEMENTARY SCHOOL

KENNEDY CATHOLIC
FAMILY OF SCHOOLS
KENNEDY CATHOLIC MIDDLE SCHOOL

KENNEDY CATHOLIC
FAMILY OF SCHOOLS
KENNEDY CATHOLIC HIGH SCHOOL

THE EAGLE LOGO WITH SCHOOL NAME SHOULD BE USED IN MOST CIRCUMSTANCES.

The Eagle logo without school name may be used IF the school name + KCFS will be displayed prominently near the logo AND if using the logo with text is not optimal.

The KC Logo is mainly intended for apparel and athletic uses. It may be used on other publications, but note that the Eagle is the primary logo of KCFS.

IN ALL DOCUMENTS, PLEASE FOLLOW THESE LOGO USAGE GUIDELINES:

The above images are the official logos of KCFS. Any other logos MAY NOT be used to represent KCFS or its schools. Special exceptions may be made for athletic apparel and/or signs and MUST have prior approval through the Advancement Office.

Only for athletics with special approval

GOLDEN EAGLES

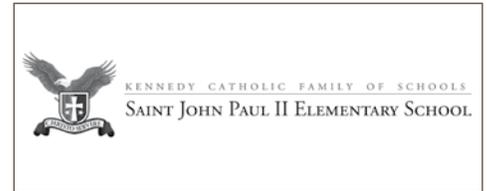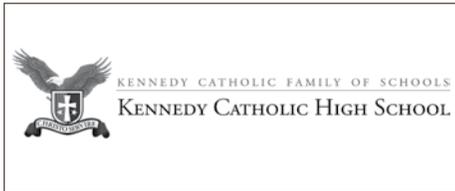Only for athletics with special approval

Do Not Stretch!

When using logos (or any other image) in your documents, please ensure that the aspect ratio of the image remains constant. DO NOT stretch or distort the image to better fit into your document.

Communication Guidelines

LETTERHEAD

- Each school has a specific letterhead that should be used in all formal communication.

KENNEDY CATHOLIC FAMILY OF SCHOOLS KENNEDY CATHOLIC HIGH SCHOOL	KENNEDY CATHOLIC FAMILY OF SCHOOLS KENNEDY CATHOLIC MIDDLE SCHOOL	KENNEDY CATHOLIC FAMILY OF SCHOOLS SAINT JOHN PAUL II ELEMENTARY SCHOOL

- Printed copies of letterhead will be available in school offices. There are also digital copies which you can use in Word available.

EMAIL ADDRESSES & EMAIL SIGNATURES

- School communication should flow through your @kennedycatholicschools.org email address, not your personal email account.

- Each school representative should have an email signature that follows the template on the right. John Niemi *(jniemi@kennedycatholicschools.org)* can help you set this up.

> Name | Title
> School Name
> p) 724-___-____ x 19 | f) 724-___-____*
> ___k12.pa.us | __@kennedycatholicschools.org
>
> Kennedy Catholic
> Family of Schools

Those in non-faculty positions may list their cell # here instead of their fax # ONLY if necessary to their position. **You must have clearance from your supervisor to do so.*

THANK YOU CARDS & BLANK CARDS

- Printed cards bearing the Kennedy name and logo are available in the administrative office and should be used when sending a formal thank you or note from the school.

KENNEDY CATHOLIC FAMILY OF SCHOOLS BUZZWORDS

- The following are words and phrases used throughout KCFS' marketing and advancement efforts. If any of these words and/or phrases are relevant to the document you are creating, you are encouraged to use them.

WE PREPARE STUDENTS FOR EXCEPTIONAL LIVES

Preparing students for exceptional lives

Christo Servire

We teach life

Exceptional...

The Kennedy Experience

ALL COMMUNICATION SHOULD REFLECT THE MESSAGE OF OUR MISSION STATEMENT:

The Kennedy Catholic Family of Schools is a regional college preparatory Roman Catholic school system of the Diocese of Erie from Preschool through Grade 12. We are committed to providing spiritual inspiration, exceptional academics and extra-curricular activities as all of us strive "to serve Christ" (Christo Servire).