



St. Vincent-St. Mary
HIGH SCHOOL

BRANDING STYLE GUIDE

BRANDING VISION & PURPOSE

The purpose of this branding guide is to establish consistent visual elements of St. Vincent-St. Mary High School (STVM) to create a brand that is recognizable by all past, current and prospective members of the STVM community. This allows for people to make instant connections to St. Vincent-St. Mary and easily be able to understand our school's identity.

The visual elements within this branding guide (logos, typography, schemes and colors) help to create associations and expectations that encapsulate the beliefs and standards of St. Vincent-St. Mary High School that cannot be expressed through words alone. This will help to shape who we are, how people view our school and what we aspire to achieve.

This branding guide has been established to evaluate and implement guidelines and procedures governing all school communication, written and print materials. This includes, but is not limited to:

- Website
- Newsletters
- Advertisements
- Letterhead
- Invitations
- Posters
- Presentations
- Signage
- Social Media
- Spirit Wear
- Posters
- Flyers
- Booklets
- Brochures



For questions or requests, please contact the Director of Communications at communications@stvm.com.

MISSION STATEMENT

In the spirit of the Gospel, we are committed to educate the whole person; to lead and to serve, enlightening the mind, developing the body, touching the heart, and inspiring the soul.

OUR VISION

Our goal is to inspire students to think creatively, reason systematically and work collaboratively. We provide a welcoming, challenging academic environment committed to instructional excellence and the individual needs of our students. Our strong academic foundation ensures success at college and beyond. St. Vincent-St. Mary High School brings the Spirit of Christ to all that we do. Our family atmosphere makes us a unique learning community.

BOILERPLATE

St. Vincent-St. Mary's boilerplate is a shortened version of the school's mission statement and vision. It will primarily be used at the end of news releases. If a shortened version is needed, use the text below exactly as it is written.

St. Vincent-St. Mary High School (STVM) is a four-year, co-educational, college preparatory Marianist-sponsored and STEM-designated Catholic high school. STVM has been an integral part of the Akron community for more than 125 years, providing quality education rooted in Catholic faith. More than 17,000 alumni are proud to be a part of the school's rich history. STVM's goal is to provide for the well-rounded spiritual, academic, emotional and physical development of our students. For more information, visit www.stvm.com.

THE ST. VINCENT-ST. MARY NAME

When referring to St. Vincent-St. Mary High School in print or online, please follow these guidelines:

Acceptable Full Names

- St. Vincent-St. Mary
- Saint Vincent-Saint Mary

Acceptable Abbreviation

- STVM

Unacceptable Full Names

- St. Vincent - St. Mary
- St Vincent St Mary
- Saint Vincent - Saint Mary
- Saint Vincent Saint Mary

Unacceptable Abbreviations

- St. V
- SVSM
- St. V-M
- StVM
- St. V/M
- Saint VM

ST. VINCENT-ST. MARY COLORS

The official school colors for St. Vincent-St. Mary are Pantone Green (343) and Pantone Vegas Gold (7503). No other color variations should be used (i.e.: former colors like Kelly green) unless otherwise approved.



Pantone Green (343)

C: 90% M: 41% Y: 76% K: 37%
RGB: 0, 86, 67
Hex #: 005643



Pantone Vegas Gold (7503)

C: 35% M: 32% Y: 63% K: 2%
RGB: 170, 157, 113
Hex #: aa9d71



White

C: 0% M: 0% Y: 0% K: 0%
RGB: 255, 255, 255
Hex #: ffffff

ST. VINCENT-ST. MARY LOGOS

St. Vincent-St. Mary has two logos: the primary school logo with the leprechaun interlocked within the “VM,” and the school crest. Together, both logos honor the past, present and future of the school and will be used to represent STVM and its mission.

All artwork containing the school’s name and/or logo needs approval before being printed or published. While it’s important to have a standard, we encourage fun/casual design changes. However, all designs must stay within our branding guidelines AND must be pre-approved before going to print or sharing online. For design approval and/or questions, email the Director of Communications at communications@stvm.com.



Primary STVM Logo

The leprechaun interlocked within the VM is St. Vincent-St. Mary’s primary logo and should be used in most school settings, publications and as the primary athletic department logo to create brand awareness of the school. The two different parts of the logo (leprechaun and VM) should not be used separately, and any alteration of the logo must be approved. *When trying to control costs to print, it is acceptable to change the black in the logo (beard and hands) to STVM’s approved green color.*

STVM Crest

St. Vincent-St. Mary High School’s official school crest will be most often used in academic settings and publications such as: academic awards, baccalaureate, graduation, etc. Other than the addition of a white outline, when set on a nonwhite background, the crest should never be altered.

Visit our [School Profile](#) for more information on the history and meaning of the school crest.



ST. VINCENT-ST. MARY LOGOS



Primary School Logo on Nonwhite Background

When the primary logo is on a nonwhite background, a white outline should accompany the logo. There should be white fill in these three spaces: in the middle space of the logo, inside the halo and inside the coattails. With these three spots filled in, the logo becomes more unified when on a nonwhite background. No other colors should be used to outline the primary logo.

School Crest on NonWhite Background

When the school crest is on a nonwhite background, a white outline should accompany the logo. There should be white fill in any open space around the crest. With these spots filled in, the logo becomes more unified when on a nonwhite background. No other colors should be used to outline the school crest.



Primary School Logo with One Color

In situations when all colors that exist in the official logo (green, vegas gold, black, white) cannot be used, a one-color logo is acceptable in any of the three official school colors (Pantone Green (343), Pantone Vegas Gold (7503) and White). This situation will be most common when controlling costs during the printing of apparel.

ST. VINCENT-ST. MARY LOGOS

STVM Badge

Due to the asymmetry of our primary logo, this badge can be used in places where a symmetrical logo is needed or preferred. Using the school's colors, this badge houses the primary logo, the name of the school, and the year the two merged high schools of St. Vincent and St. Mary officially became one institution.



STVM Banner

To fit with our current branding style, this banner (which includes our primary logo) is acceptable to use. The primary logo should be centered by the bottom portion of the "V" in the "VM" (see below for primary logo centering instructions). The primary logo should also be proportional to the banner. Neither the logo nor the banner should be larger in size than the other.

Primary STVM Logo Centering

The primary logo is asymmetric, which makes centering the logo difficult in digital and print media. A good rule of thumb to follow is always centering the logo by the "VM" portion of the logo when possible. The dotted line in the logo to the right reflects where the center point should be. When centering based on the full logo, the leprechaun's outside leg will push the logo is too far to the right, which causes an off-centered look.



Primary STVM Logo Text Positioning

When a team, department or club name is placed below the primary logo, the text should be centered with the "VM" portion of the logo, NOT centered with the full logo. Centering with the full logo pushed the text too far to the left, which causes an off-centered look.

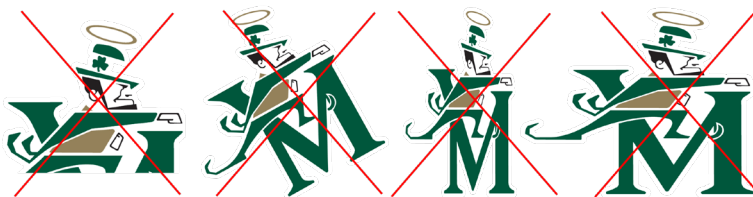
UNACCEPTABLE BRANDING PRACTICES

To ensure that the branding of our school logo remains strong and consistent, it's imperative that individuals, teams, and groups inside and outside of the school community use the acceptable school logos and use them appropriately. Below are some examples of unacceptable logos and use of our logos. If you are unsure whether your logo is acceptable or not, contact the STVM Director of Communications at communications@stvm.com.

Don'ts

- Do not improperly crop the logos
- Do not rotate the logos
- Do not distort the logos' dimensions
- Do not use unapproved/former logos, especially trademarked logos of other schools
- Do not alter the logo's colors
- Do not add a non-white outline to any logos
- Do not add graphics or clip art to the existing logo

Never crop, rotate or distort the logos



Never alter the logo's colors, outline or add graphics to it



Never use unapproved, trademarked or other schools' logos to represent STVM



MARIANIST LOGO & STANDARDS



In 2017, St. Vincent-St. Mary High School entered into a Sponsorship and Services Agreement with the Marianist Province of the United States, a Roman Catholic congregation of brothers and priests. The partnership offers STVM a fresh approach to bolstering its Catholic identity, as well as the advantages of being part of a thriving network of Marianist-sponsored schools across the country.

The Marianists

The Marianist logo is made up of two distinct elements, the word “Marianists” and the M-and-cross symbol. The

M-and-cross symbol represents the essence of *per matrem ad filium* – through the mother to the son. Mary at the cross, the model of discipleship. The rendering is contemporary, but the sentiment is deeply traditional. This too reflects the Marianist identity. Said Father Chaminade: “For new times, new methods.”

When printing on apparel or uniform items, the one color text-free Marianist logo (right) is acceptable. For all guidelines when using the Marianist logo, please refer to the [Logo Guidelines for Marianist Schools](#).



TAGLINES

Taglines will be used primarily when displaying the school’s name in an advertisement or publication. The tagline is not required, but it is suggested and useful in most situations. Only the following tagline should be used and must follow “St. Vincent-St. Mary High School.” If the name of the school is not present, the tagline is irrelevant.

St. Vincent-St. Mary High School
A Catholic School in the Marianist Tradition

SOCIAL MEDIA ACCOUNTS

We strongly encourage teams, clubs and organizations to create and use social media accounts to showcase and promote their involvement in school, outside events and competitions. Social media is a great way to extend our reach to all different groups of people within and outside of the STVM Community. Here are some basic rules for school-associated social media accounts:

- The account name and account handle should reflect the approved school name/abbreviation within our branding guidelines.
- All profile images and headers should be consistent with our branding guidelines.
- All school-associated account usernames and passwords must be disclosed to the Director of Communications.
- School-associated accounts should not be dual-use personal accounts. Personal opinions, reflections, images, etc. should not be posted on school-associated accounts.
- Coaches and club advisors are highly recommended to manage the social media account(s), but in the case when a responsible student has access to post, the coach or advisor is accountable for actively monitoring the account activity as well as pre-approving posts.
- ***Be smart, be respectful, be professional. Do not ever post anything that would reflect poorly on the mission of St. Vincent-St. Mary High School.***

SOCIAL MEDIA HASHTAGS

Hashtags are a fun and easy way to create a unified and searchable message/slogan on social media that defines who we are as a school community. *Along with using hashtags, please tag our social media accounts in your posts so we can share them.* Feel free to use any of the following hashtags:

#STVMFamily
#STVMIrish
#IrishPride
#IrishForever

TYPOGRAPHY

While St. Vincent-St. Mary does not currently have an official or required font, we suggest using the three typefaces listed below in various scenarios. We encourage fun and creative designs, but the approved school names and approved abbreviation should always be used.

Georgia // Serif

- Best uses: Formal letterheads, document headers, academic documents, etc.

Arial // Sans-serif

- Best uses: Team, club or organization names

BIG NOODLE TITLING // Condensed All-Caps Sans-Serif

- Best uses: Team, club or organization names

Club, team and organization names can be in different and fun fonts. As always, designs should be pre-approved before printing or posting online. Email the Director of Communications at communications@stvm.com for approval and/or questions.

EMAIL STANDARDS

Faculty, staff and students are expected to conform to email standards that uphold the mission and brand of the school. Email etiquette matters and is often an important first impression. Make these simple guidelines a priority:

- Include a clear subject
- Use a standard (easy to read) font and only use black as your font color
- Use an appropriate greeting
- Reply in a timely fashion
- Use proper grammar and sentence structure
- Spell check
- Read and then re-read your email before sending to minimize mistakes
- Know when and when not to “reply all”

EMAIL SIGNATURE

To unify the school's brand in email communication, all faculty and staff members are required to use the same email signature. Each employee will be able to customize their title(s) and phone extension only. Do not add any unapproved logos or text to the email signature.

First Name Last Name VM00 (Remove VM if not a graduate)

Title #1 | Title #2



St. Vincent-St. Mary High School

15 North Maple Street

Akron, OH 44303

(330) 253-9113

www.stvm.com



EMAIL AWAY/VACATION MESSAGES

There is a high level of importance on replying to emails in a timely manner for all faculty and staff members. It is recommended that faculty and staff members notify respondents when they will be away from email access for a significant period of time (more than 24-48 hours). Away/vacation messages should be written in a clear, concise and professional manner. Here is a sample away/vacation message:

[Your Greeting]

Thank you for your email. I am currently out of the office and will be back on (Date of Return). During this period I will have limited access to my email.

For immediate assistance, please contact (Insert Co-Worker) at (Co-Worker's Email Address and/or phone number).

Best Regards,

[Email Signature]

ALUMNI CLASS FORMAT

Alumni of St. Vincent-St. Mary should always be identified by their class year in online and print publications. If they were a graduate of St. Mary, the letter “M” should be placed before their the last two numbers of their graduation year (with no space between). St. Vincent graduates will display the letter “V” and St. Vincent-St. Mary graduates will be labeled with “VM.” Do not use an apostrophe between the school letter and graduation year.

Correct alumni format examples

Sally Johnson M59

Joe Smith V70

Joe Johnson VM00

Incorrect format examples

Sally Johnson '59 (school attended is missing)

Joe Smith V1970 (the full year should not be displayed)

ALUMNI TERMINOLOGY

Correct use of alumni terms based on situation

Alum(s): both feminine and masculine, singular (plural)

Alumna: feminine, singular

Alumnae: feminine, plural

Alumnus: masculine, singular

Alumni: both masculine and feminine, plural



St. Vincent-St. Mary
HIGH SCHOOL

COMMUNICATION REQUESTS

WHAT ARE WE LOOKING FOR?

At St. Vincent-St. Mary, special things are happening on a daily basis inside and outside of the classroom. It is important that we keep a clear line of communication with each other in order to best promote and recognize what sets STVM apart from the competition. Here are some questions to consider as you go through the school year:

- Will you be doing something fun or interesting in your classroom that you would like our school community to know about?
- Do you have any special events or field trips planned that are news or photo worthy?
- Is/was a student in your class or extracurricular recognized for a special achievement?
- Did you or a colleague reach a specific career milestone or get recognized for a notable award?

We want to know about all these things! The earlier you can notify us, the better.

WHOM DO I CONTACT?

To contribute a newsworthy item(s) to one of our online and/or print platforms, contact the Director of Marketing and Communications at communications@stvm.com. The Director of Communications is responsible for, but not limited to:

- Website edits and improvements
- Overseeing department e-newsletters
- Managing all STVM social media accounts while monitoring school-related accounts
- Creating department and school-wide publications
- Creating and distributing press releases when necessary
- Creating print and digital marketing ads
- Photographing school and extracurricular events
- Maintaining consistent standards within the brand of the school
 - » All print and digital designs must be approved by the Director of Communications

All submissions can be emailed. Please provide clear, descriptive information when submitting a newsworthy item.

STAY CONNECTED



www.stvm.com



facebook.com/stvmirish
facebook.com/stvmalumni



instagram.com/stvmirish
instagram.com/stvmirishathletics



twitter.com/stvmirish
twitter.com/stvmathletics



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(330) 253-9113 • Fax: (330) 996-0020 • www.stvm.com