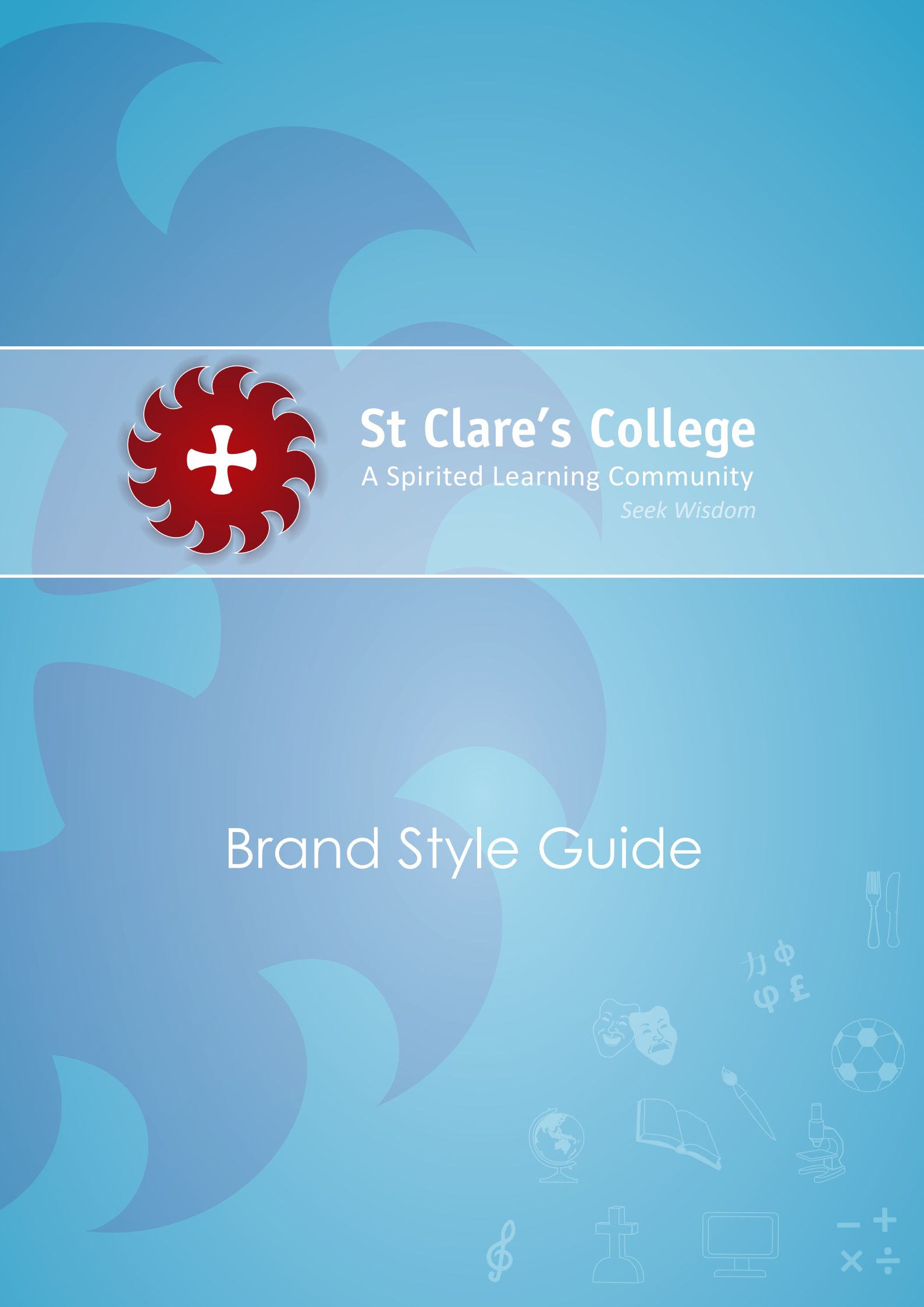
St Clare's College

A Spirited Learning Community

Seek Wisdom

Brand Style Guide



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INTRODUCTION

THE PURPOSE OF A STYLE GUIDE AND SIMPLE.

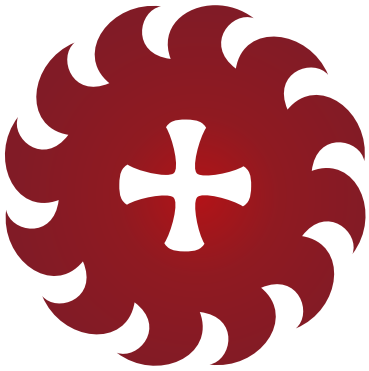
it's to ensure that the visual identiy that's ben created i used as professionally and consistently as it was intended. In this booklet you will find guidlines for applying the St Clare's College Logo, colours and typefaces to any publication send to parents, students, staff and the wider community.

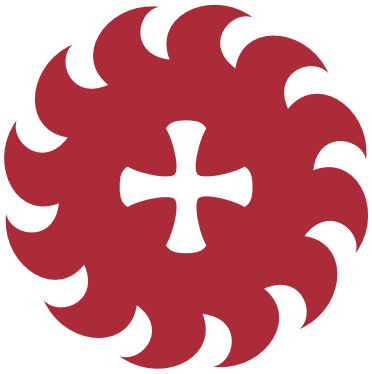
It also helps to understand more about the logo and the reason behide it's design. The patron of the school is the Holy Spirit on whose guidance we depend. Tom Bass, a Canberra sculptor and also a personal friend of Sister Clare Slattery, the first Principal of the College, was commissioned to design the logo for Catholic Girls' High School, Griffith, as it was then known. Tom Bass is well known for his statue of Ethos which stands in Canberra's Civic Square. Ethos holds the sun aloft and this symbol is incorporated into the logo which represents the light and life of the Holy Spirit.

The central part of the logo design represents the twelve fruits of the Holy Spirit. The colours chosen were aqua and gold on a maroon background with the motto 'Seek Wisdom'.

BRAND ARCHITECTURE

BASE





Logo if gradient not available

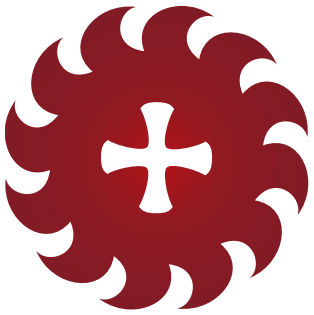
BASE WITH CURRICLE TEXT

Logo Curricle name text only

Logo Curricle full text

Logo Curricle moto only

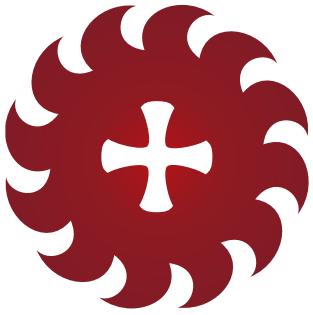
BASE WITH IDENTIFIER



St Clare's College

Seek Wisdom

RECOMMEND LOGO FORMAT



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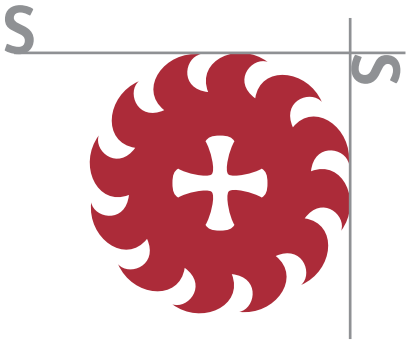
RECOMMENDED USE OF LOGO

Believe it or not white space is very import. This is to shows off the logo as its own and not to be distracted by any other object around it.

this shows the minimum white space around the recommend logo



this shows the minimum white space around the base logo

the white space for the horizontal logo is based on the Capital letter 'S' from the St Clare's Logo the minimum white space for top and bottom is two Ss stacked. The left and rights spacing only needs one S on it's side to achive the recomend white space.

SMALLEST SIZE OF BASE LOGO

10mm

SMALLEST SIZE OF RECOMMEND LOGO LOGO

35mm

MONO AND REVERSED OPTIONS

MONO LOGO

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MONO WHITE REVERSE

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FOR EMBROIDERY

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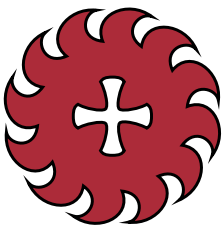
Crest can be in white or
St Clare's maroon

LOGO USAGE DON'TS

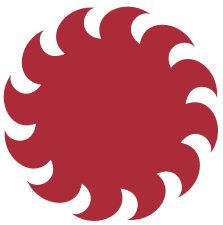
1. don't change the logos orientation
2. don't put on black background
3. don't put on pitcure without glow
4. don't put on green background
5. don't add a black strock
6. don't remove logoes fill
7. dont't remove logos center
8. don't distort horizonal
9. don't distort vertiaclt
10. don't shimk the center of the logo
11. don't enlarge the center of the logo

picture

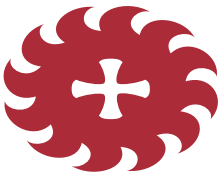
put on green



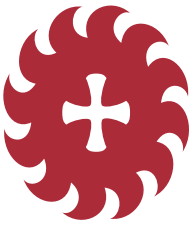
black stroke



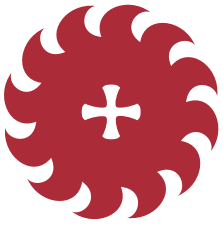
no centre



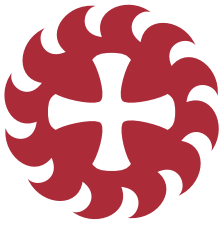
distort horizonal



distort vertiacl



shink center



enlarge center

rotate

black background

remove fill

COLOUR PALETTE

RED LOGO GRADIENT

C-0, M-100, Y-100 K-28

C-25, M-96, Y-80, K-39

BLUE GRADIENT

C-31, M-1.41, Y-2.95 K-0

C-60, M-6, Y-2, K-15

MOORN

PANTONE 1955 C

C-29.92, M-100, Y-68.47 K-27.36

DARK RED

PANTONE 187 C

C-22.92, M-100, Y-85.66 K-15.89

BLUE

PANTONE 298 C

C-62.47 M-10.25 Y-2.01 K-0

BLACK

DARK BLUE

C-92.95 M-68.95 Y-52.95 K-51.98

90% WHITE

SUGGESTED PROMOTIONAL IMAGERY

We are a Spirited Learning Community here at St Clare's College. our images say 1000 words so we need to find images that tell this story that promote learning and showcase the wonderful opportunity that St Clare's has to offer here is a sample set of images that show the valuses of what we stand for.

TYPOGRAPHY

It is imported to be coincided in our type to insure this please see the typefaces we use below. these fonts can be used on MAC and PC also should be available for download.

ITC Officina Sans - Logo font

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*()

abcdefghijklmnopqrstuvwxyz

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*()

abcdefghijklmnopqrstuvwxyz

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*()

abcdefghijklmnopqrstuvwxyz

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*()

abcdefghijklmnopqrstuvwxyz

---

if century Gothic not available please use Helvetica

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#$%^&*()

abcdefghijklmnopqrstuvwxyz

DESIGN SAMPLES - STATIONERY

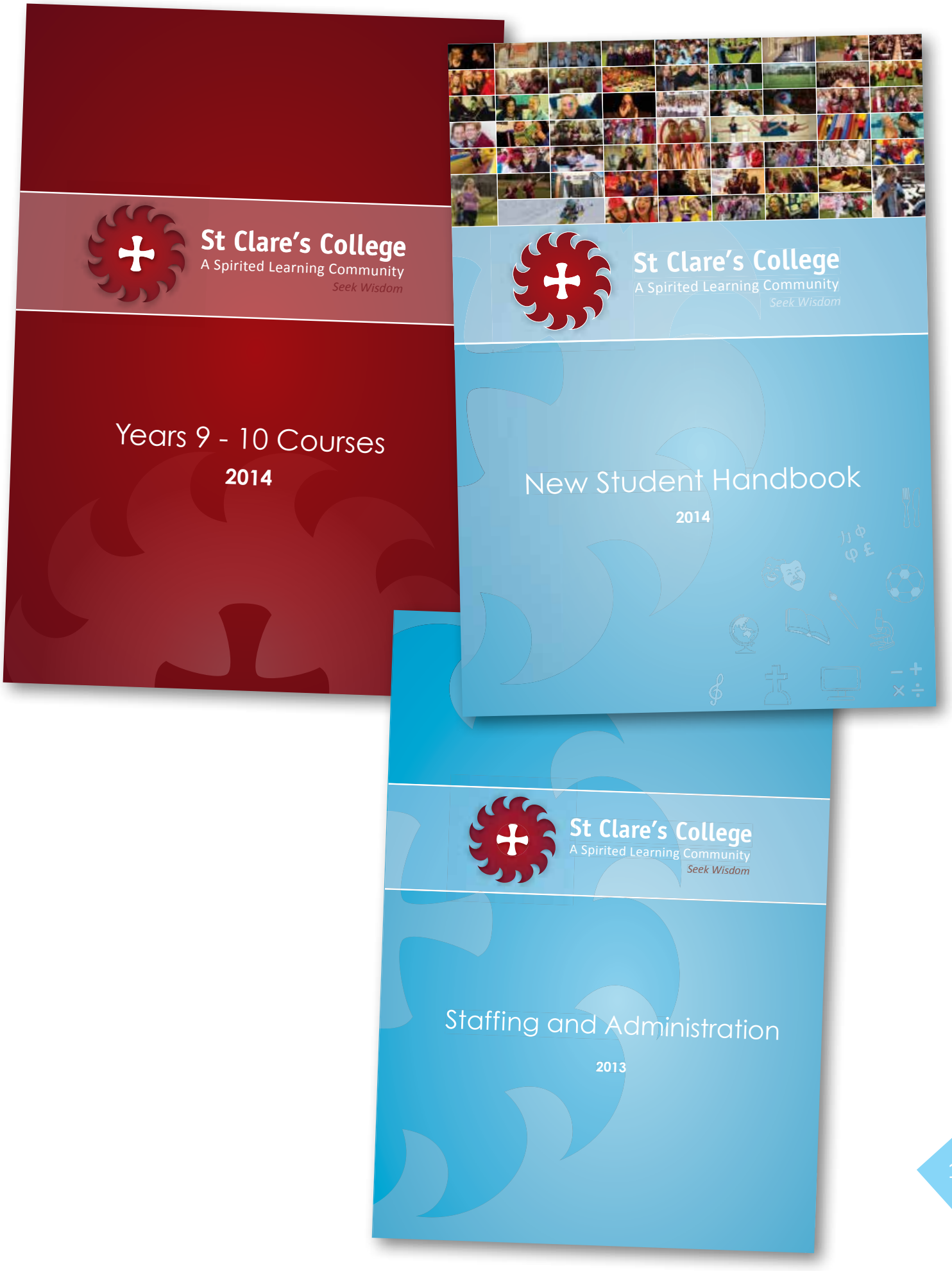
DL Envelope

Letterhead printed single side

CL Envelope

Business card one sided

DESIGN SAMPLES - COVERS

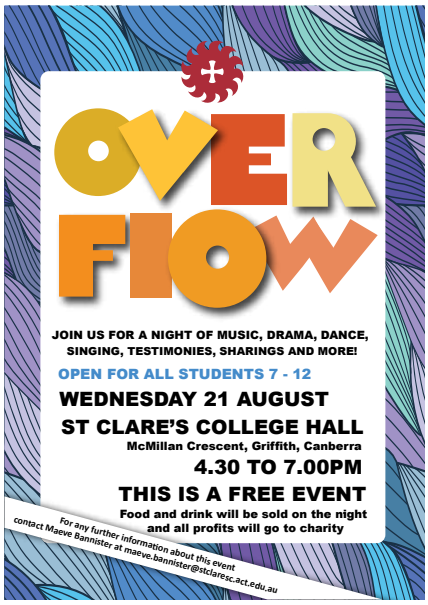
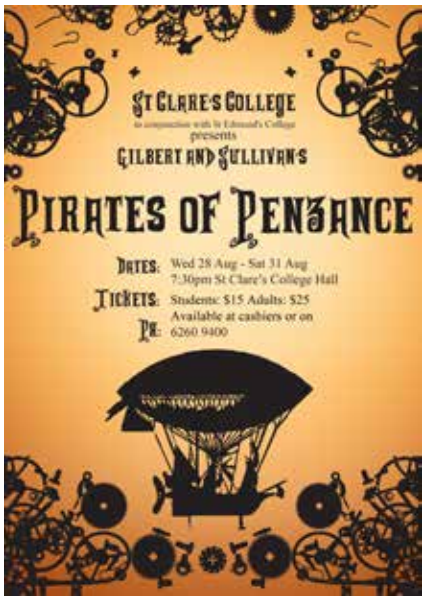


DESIGN SAMPLES - FLYERS AND BANNERS

Enrolment flyers and posters

St Clare's College branding banners

DESIGN SAMPLES - SCHOOL EVENT POSTERS

Here is some example of poster design for St Clare's College events. this is not to limit your design but to show the range of design that you can explore. Each poster must have the College logo on it some where or the words "St Clare's College present" to show the tie back to the College.

if there is no branding of event please use the generic poster design on the left and list event details.