LAKE CATHOLIC HIGH SCHOOL | BRAND GUIDELINES

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1 PURPOSE

OUR STYLE

The purpose of this branding guide is to establish consistent visual elements of Lake Catholic to create a brand that is recognizable by all past, current, and prospective members of our Lake Catholic community. This allows for people to make instance connections to Lake Catholic and easily be able to understand our school's identity.

The visual elements within this branding guide (logos, colors and typography) help to create associations and expectations that encapsulate the beliefs and standards of Lake Catholic High School that cannot be expressed through words alone. This will help 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 printed materials. This includes, but is not limited to:

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

For questions or requests, please contact the Director of Marketing and Communications at mtrem@lakecatholic.org.

2 NAME

OUR NAME

When referring to Lake Catholic High School in print, video or online, please follow these guidelines:

<u>Acceptable Names</u>

Lake Catholic High School

Lake Catholic Cougars

LC

LCHS

Gray (school color)

<u>Unacceptable Name</u>

Lake Lady Cougars

Grey (not the school color)

Even on second reference, do not use LAKE. The name of the school is Lake Catholic. You would not call Ohio State "Ohio" or Notre Dame "Notre" on second reference.

Other terms and phrases — mostly used for athletics. For now, we are going to go by the official names of the sports, as named by the OHSAA.

<u>Acceptable</u>

Girls / Boys (ie Girls Basketball, Boys Soccer)

Softball

<u>Unacceptable</u>

Women / Men (ie Women's Basketball, Men's Soccer)

Fastpitch

3 BRAND

BRAND INTRO: THE LAKE CATHOLIC HIGH SCHOOL SEAL (ACADEMICS)

The Lake Catholic High School brand system is organized into two main categories: Academic and Athletic brand elements. While each serves distinct purposes and audiences, they work together to present a unified and consistent identity for the school. At the core of the brand is the official school seal, which features the Lake Catholic crest and its symbolic components. This seal serves as the primary logo of the institution and represents the school in its most formal and official capacity.

The school seal may be used in any of its three approved lockup formats: horizontal, vertical, and badge. These configurations provide flexibility while maintaining consistency across various applications. The primary logos featuring the seal should be used in all official communications, documents, and representations of Lake Catholic High School— particularly in academic, administrative, and institutional contexts.

SCHOOL SEAL | HORIZONTAL LOCKUP

SCHOOL SEAL | BADGE LOCKUP

SCHOOL SEAL | VERTICAL LOCKUP

BRAND INTRO: THE LAKE CATHOLIC COUGARS (ATHLETICS)

The Lake Catholic Cougars athletics logo family includes a versatile collection of brand elements designed for a wide range of applications. From team uniforms and spirit merchandise to field and court graphics—such as baseball and football fields, soccer pitches, volleyball courts, basketball courts, and wrestling mats—the Cougars branding system is built to adapt to virtually any athletic setting.

The primary athletics logos include the Cougar Head Badge, the Full Body Cougar, the Cougars Script, and the Block LC. Each element plays a specific role in reinforcing school spirit and athletic identity. While we encourage the use of mascot-based logos whenever possible to maintain a strong and recognizable presence, final logo selection should be based on scale, visibility, and context. Decisions regarding appropriate logo use are left to the discretion of Lake Catholic High School staff, ensuring each application meets the unique needs of its environment while staying true to brand standards.

COUGAR HEAD BADGE

FULL BODY COUGAR

COUGARS SCRIPT

LC BLOCK

BRAND INTRO: SECONDARY LOGOS & BRAND ELEMENTS

While the primary logos form the foundation of the Lake Catholic brand system, the supporting brand elements are equally important in conveying a complete and cohesive visual identity. These additional logos may appear less frequently, but they serve critical roles in extending the brand across a wide range of contexts and audiences.

Included in this category are a variety of supplementary lockups that are designed to work in tandem with the primary marks. These include, for example, the Lake Catholic Athletics lockups that incorporate specific athletic disciplines, the Full Body Cougar & Cougars Script lockup, and the LCHS & School Seal lockup. Each of these elements supports consistency while allowing for flexibility and specificity across different programs, teams, and communication materials.

These secondary marks help tell the broader story of Lake Catholic High School by reinforcing its identity in both formal and informal settings, and should be used thoughtfully and in accordance with the brand standards outlined in this guide.

COUGAR HEAD BADGE

COUGARS SCRIPT + FULL BODY COUGAR

TRINITY RINGS/KNOT

OLIVE BRANCH + CROSS + TORCH

CROSS + SUN

COUGAR | ATHLETICS LOCKUP

COUGAR PAW

4 LOGO

CLEAR SPACE OVERVIEW

Clearspace refers to the minimum amount of space that must surround a logo or design element to ensure visual clarity and impact. In this brand guide, clearspace is defined to protect the logo from crowding by other graphic elements, text, or edges. It is typically measured using a consistent unit—often based on a portion of the logo itself, such as the height of a letter or icon (cross). Clearspace guidelines help maintain brand integrity and ensure the school seal remains legible and prominent in all applications and at wide range of scales.
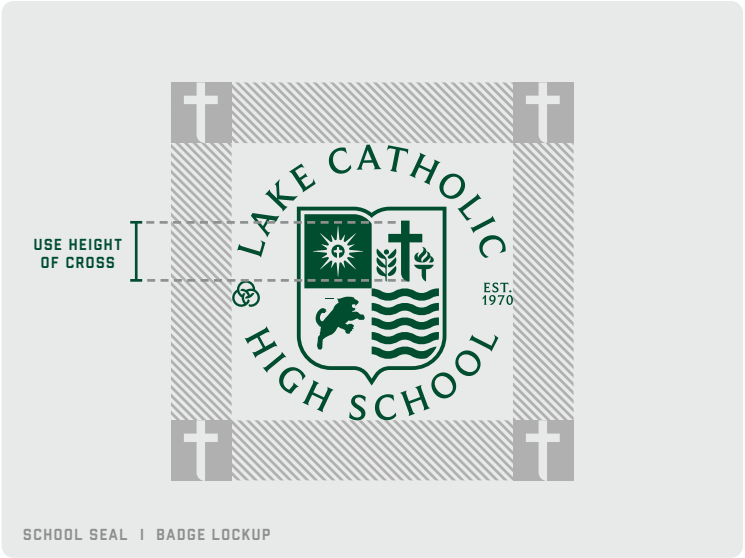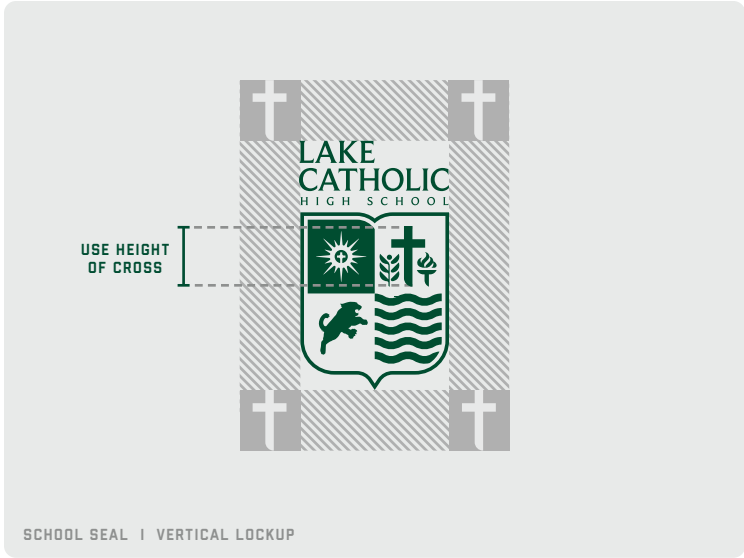
ACADEMIC SCHOOL SEAL CLEARSPACE & MINIMUM SIZE

For the Lake Catholic High School Primary Seal, we're pulling the cross from within the logo as a permanent measuring device to maintain a consistent ratio of clear space no matter how the logo is scaled. This includes the vertical, horizontal, and badge lockups. The minimum size for print and digital is a height of 0.5 inches & 50 Pixels.

LOGO MINIMUM HEIGHT REQUIREMENT (PRINT)

0.5 INCH

LOGO MINIMUM HEIGHT REQUIREMENT (DIGITAL)

50 PIXELS

USE HEIGHT OF CROSS

SCHOOL SEAL | VERTICAL LOCKUP

USE HEIGHT OF CROSS

SCHOOL SEAL | BADGE LOCKUP

USE HEIGHT OF CROSS
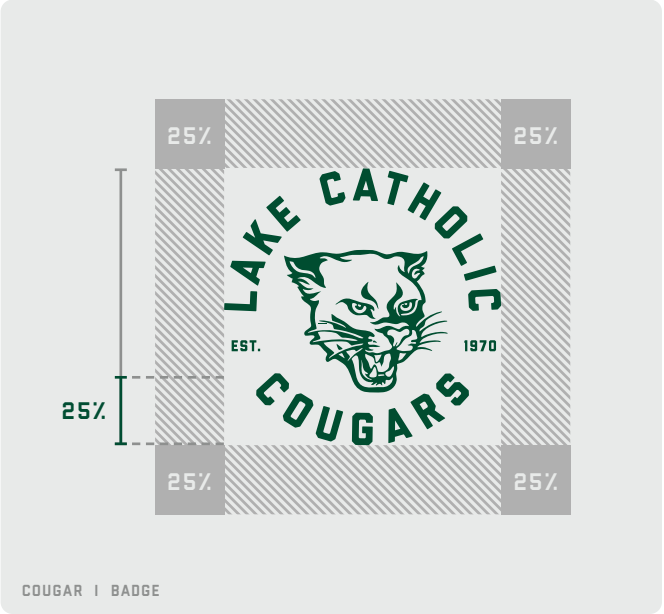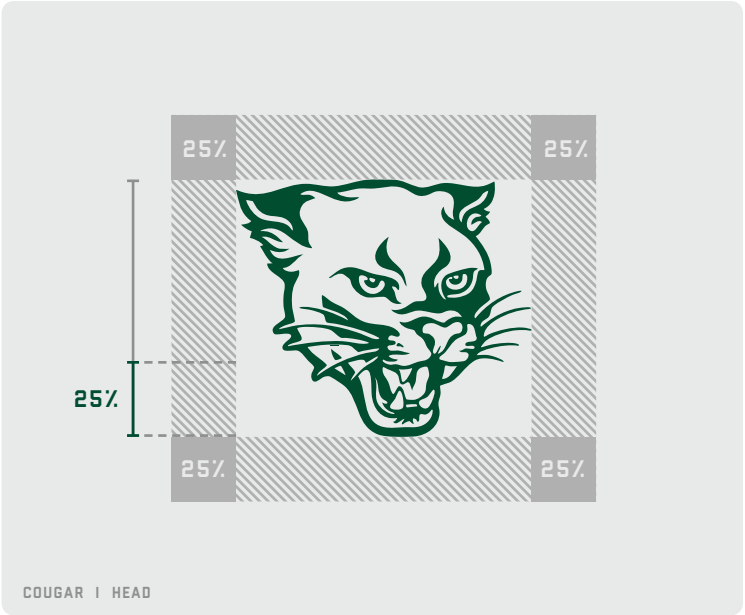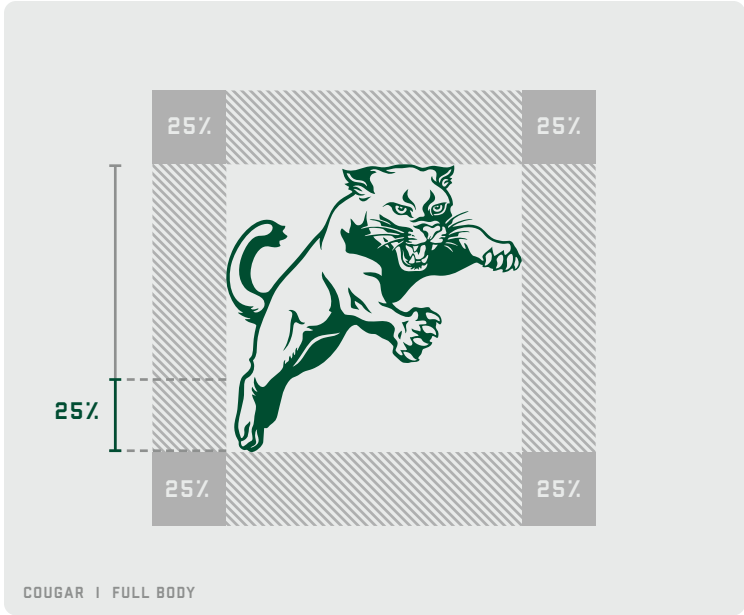
SCHOOL SEAL | HORIZONTAL LOCKUP

COUGAR MASCOT LOGO
CLEARSPACE & MINIMUM SIZE

For organic logo elements without easily measurable icons or letters, use percentage-based clearspace guidelines. For the "Full Body," "Head," and "Badge" versions of the Cougar mascot logo, apply 25% of the logo's total height as clearspace around the entire mark. For the "Athletics Lockup" version, use 50% of the total vertical height to define the clearspace. The minimum size for print / digital is a height of 0.5 inches / 50 Pixels.

**LOGO MINIMUM HEIGHT
REQUIREMENT (PRINT)**

0.5
INCH

**LOGO MINIMUM HEIGHT
REQUIREMENT (DIGITAL)**

50
PIXELS

COUGAR | FULL BODY

COUGAR | HEAD

COUGAR | ATHLETICS LOCKUP

COUGAR | BADGE

COUGAR SCRIPT TEXT LOGO
CLEARSPACE & MINIMUM SIZE

For these organic logo elements without easily measurable icons or letters, we'll again use percentage-based clearspace guidelines. For the "Cougars Script," logo, apply 50% of the logo's total height as clearspace around the entire mark. For the "Full Body Cougar + Cougars Script" version, use 33% of the total vertical height to define the clearspace. The minimum size for print / digital is a height of 0.5 inches / 50 Pixels.

LOGO MINIMUM HEIGHT REQUIREMENT (PRINT)

0.5 INCH | Cougars

LOGO MINIMUM HEIGHT REQUIREMENT (DIGITAL)

50 PX | Cougars

50% 50% 50% 50% 50%

COUGARS SCRIPT

33% 33% 33% 33% 33%

COUGARS SCRIPT + FULL BODY COUGAR

SUPPORTING LOGOS
CLEAR SPACE & MINIMUM SIZE

For the secondary logos and brand elements, we'll again use percentage-based clearspace guidelines. Use 33% of each logo's total height as clearspace around the entire mark. The minimum height requirement for each secondary logo and icon for print / digital is a height of 0.5 inches / 50 Pixels.

LOGO MINIMUM HEIGHT
REQUIREMENT (PRINT)

0.5 INCH — LC

LOGO MINIMUM HEIGHT
REQUIREMENT (PRINT)

50 PX — LC

LC BLOCK

COUGAR PAW

TRINITY RINGS/KNOT
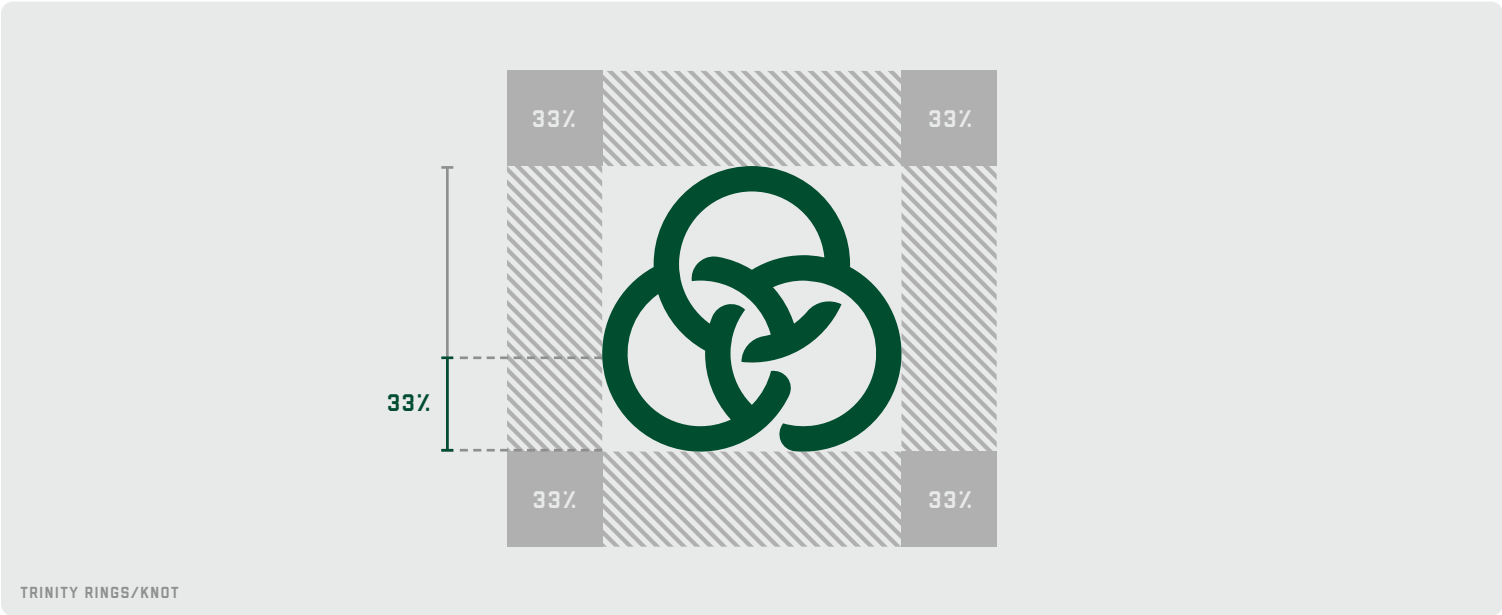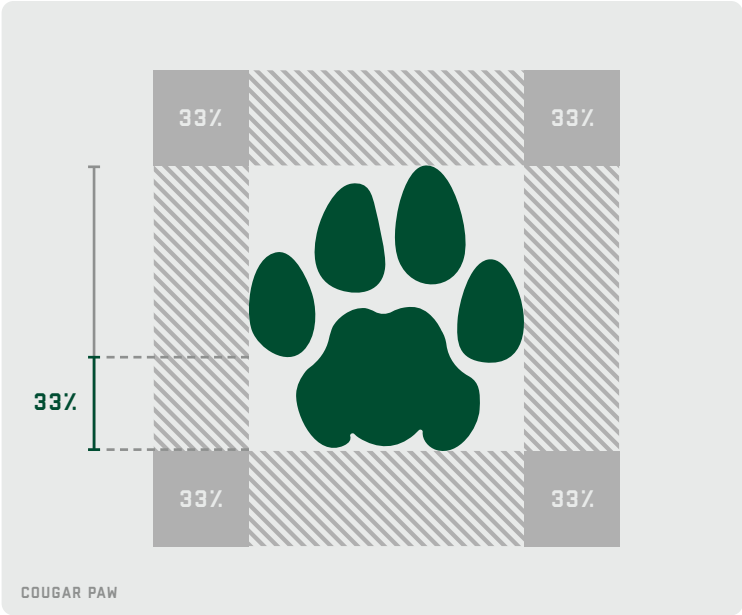
WHAT NOT TO DO

Preserving the integrity of the Lake Catholic High School brand requires consistent and correct use of all visual identity elements. The "What Not to Do" section provides clear guidance on common missteps and inappropriate uses of the logo, color palette, typography, and supporting graphics. These examples are not just suggestions—they represent practices that must be avoided to maintain a cohesive and professional brand image.

Examples include stretching or distorting the logo, changing colors outside of the approved palette, applying unapproved effects (such as drop shadows or gradients), rearranging logo elements, or placing logos on backgrounds that reduce visibility or legibility. Misuse of brand assets can lead to confusion, weaken brand recognition, and diminish the school's overall visual presence.

By understanding and avoiding these incorrect applications, staff, vendors, and partners help protect the visual consistency and reputation of Lake Catholic High School across all forms of communication. To avoid these issues please only use logo files from the Lake Catholic High School folder of official logo and icon exports.
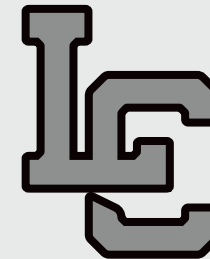

DO NOT REARRANGE LOGOS

DO NOT ALTER LOGO COLORS

DO NOT ADD EMBELLISHMENTS

DO NOT ADD OUTLINES

DO NOT ADD DROP SHADOWS

DO NOT STRETCH OR SKEW

DO NOT USE UNAPPROVED COLORS

5 COLOR

COLOR PALETTE: PRIMARY BRAND COLORS

The Lake Catholic High School color palette is a core component of the school's visual identity. It reflects the values, spirit, and tradition of the institution while ensuring consistency across all applications—from print and digital media to apparel and signage. The primary colors, anchored by Lake Catholic Green and Gray, are complemented by a set of secondary and neutral tones that provide flexibility and depth. Consistent and thoughtful use of these colors strengthens brand recognition and reinforces a unified look across all platforms.

PRIMARY COLORS

LAKE CATHOLIC GREEN
PMS 554

CMYK: C-84 M-22 Y-77 K-60
RGB: R-0 G-77 B-50
HEX CODE: 004C31

LAKE CATHOLIC GRAY
PMS 423

CMYK: C-21 M-14 Y-14 K-38
RGB: R-142 G-144 B-143
HEX CODE: 8E908F

COLOR PALETTE: SECONDARY BRAND COLORS

The secondary color palette serves as a supportive extension of the primary colors, offering additional versatility for design without overpowering the core brand identity. These colors can be used to add visual interest, create hierarchy, or distinguish specific programs or departments. While they provide creative flexibility, secondary colors should always be used sparingly and in balance with the primary palette to maintain brand consistency and recognition.

SECONDARY COLORS

BLACK
RICH BLACK

CMYK: C-30 M-30 Y-30 K-100
RGB: R-10 G-2 B-3
HEX CODE: 0A0203

COUGAR GRAY
PMS 427

CMYK: C-7 M-3 Y-4 K-8
RGB: R-209 G-212 B-211
HEX CODE: D1D4D3

LIME GREEN
PMS 382

CMYK: C-28 M-0 Y-92 K-0
RGB: R-190 G-214 B-0
HEX CODE: BED600

6 TYPE

PRIMARY TYPEFACE

Beaufort Pro

Beaufort Pro is a sturdy, modern serif typeface that blends traditional Scotch Roman influences with contemporary styling. It features strong vertical stress, crisp serifs, and high contrast. Beaufort Pro is both elegant and authoritative, making it well-suited for editorial design, branding, and formal communications. Its extensive range of weights and styles offers versatility while maintaining a distinctive voice. Beaufort Pro was chosen for these same reasons to be the primary typeface for Lake Catholic High School. It represents a clear step into a modern era while maintaining a look to the past, and respect for its rich ancestry.

TYPEFACE SAMPLES

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)

Aa

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)*

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)

SECONDARY TYPEFACE

LIBERATOR

TYPEFACE SAMPLES

AA ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890!@#$%^&*9)

AA ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890!@#$%^&*9)

AA ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890!@#$%^&*9)

Liberator is a bold, all-caps display typeface inspired by vintage collegiate and industrial lettering of the 1940's. Designed with strong geometric shapes and sharp angles, it conveys a sense of strength, resilience, and collegiate athletics heritage. Ideal for headlines, logos, and branding, Liberator brings a commanding, retro athletic style to the Lake Catholic Cougars Athletics department brand. It's strong, bold, fearless aesthetic embodies the spirit of Lake Catholic while retaining a vintage look that feels more retro than old. All of the typography choices in the Lake Catholic brand focus on boldly stepping into the future while revering the past.

ALTERNATIVE SERIF TYPEFACE

Noto Serif

Noto Serif is a versatile, open-source serif typeface developed by Google as part of the Noto font family. Designed to support a wide range of global languages and scripts, it features a classic, readable style with balanced proportions and moderate contrast. Ideal for body text and multilingual typography, Noto Serif combines traditional elegance with modern functionality. Noto was chosen as universally supported font for use across the Lake Catholic High School brand when the primary typefaces are either not accessible internally, or are unsupported by external applications and vendors.

TYPEFACE SAMPLES

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)

Aa

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)*

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)

Aa

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#$%^&*9)*

ALTERNATIVE SANS SERIF TYPEFACE

TYPEFACE SAMPLES

Noto Sans

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
*1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)*

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)

In conjunction with Noto Serif, Noto Sans is a clean, modern, and highly legible sans-serif typeface developed by Google as part of the Noto font family. Designed to support a vast range of global languages and scripts, it features open shapes, smooth strokes, and a neutral appearance. Ideal for user interfaces, websites, and multilingual content, Noto Sans ensures consistency and clarity across diverse writing systems. Noto completes the serif and sans serif pairing that traditional brand font systems tend to adhere to. These fonts are intended to cover any and all typographic needs within the Lake Catholic High School brand.

UNIVERSAL BACKUP TYPEFACE

TYPEFACE SAMPLES

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * 9)

Arial is a widely available, sans-serif typeface that serves as the approved backup font for Lake Catholic High School when brand typefaces are unavailable. Known for its clean, modern appearance and high legibility, Arial is suitable for digital and print use across a variety of platforms and devices. It should be used only in situations where the primary brand fonts cannot be accessed or embedded, such as in email communications, shared documents, or system-limited environments. When using Arial, maintain the established hierarchy and formatting guidelines to preserve brand consistency.

7 EMAIL

EMAIL

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 line
- 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" (Generally speaking, do NOT "reply all")

OUT-OF-OFFICE 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 a way from email access for a significant period of time (more than 24-48 hours).

Out-of-Office messages should be written in a clear, concise, and professional matter. The message should include a date of return and co-worker to contact (including phone number or email address) for immediate assistance.

EMAIL SIGNATURES

To unify the school's brand in email communication, all faculty and staff members are required to use the same email signature.

The same signature can be used for Gmail and Outlook. Each employee will be able to customize their title(s) and phone extension only. You can use the following link to get to the new signature.

Email Signature

Update Name, Year of Graduation from Lake Catholic (if applicable), Job Title(s), Phone Extension

Click Install Signature

You can use this signature in Gmail and Outlook. Once you select the platform(s) you will be using, you'll see step-by-step directions on how to install your signature.

EMAIL SAMPLE

Your Name
Your Position

Lake Catholic High School
6733 Reynolds Road
Mentor, Ohio 44060
(440) 578-1020 ext. XXX
lakecatholic.org

CREATING **EXTRAORDINARY** FUTURES