Branding
Style Guide

Lake Catholic High School

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Branding vision & 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
- Booklets
- Brochures

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

Lake Catholic High School

Messaging

Mission

Lake Catholic High School is an educational community centered in the mission of Jesus Christ, where young men and women of diverse interests and abilities are encouraged to learn, to work together and to think for themselves. We strive to provide a curriculum and environment that fosters a commitment to excellence, a spirit of respect and compassion, personal integrity and a willingness to serve.

Vision

Lake Catholic High School will strive to educate students in the model of our patron, St. Thomas Aquinas, by preparing its students, faculty, and staff to create a culture that embodies love of knowledge, love of persons, and love of God.

Belief Statements
- We believe Gospel values and spiritual formation permeates all facets of school life
- We believe each student is a valued individual with unique physical, social, emotional, and intellectual needs
- We believe a student's self-esteem is enhanced by positive relationships and mutual respect between students, faculty, staff, and community
- We believe students' learning needs are the primary focus of our school as we strive to inspire students to become confident, self-directed, lifelong learners
- We believe curriculum and instructional practice should incorporate a variety of activities to accommodate the differences in learning styles
- We believe students learn best when they are actively engaged in the learning process and are held accountable for producing quality work
- We believe students need to demonstrate their understanding of knowledge through a variety of assessments
- We believe the education of our students includes the development of the whole person in a diverse world
- We believe administrators, teachers, parents, and the entire Lake Catholic Community share the responsibility for advancing the school's mission.

Lake Catholic High School

Name

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

Acceptable Names
Lake Catholic High School
Lake Catholic
Cougars
LC
LCHS
Gray (school color)

Unacceptable Name
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.

Acceptable
Girls / Boys (ie Girls Basketball, Boys Soccer)
Softball

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

Lake Catholic High School

Colors

The official school colors for Lake Catholic, as were established when the school opened, are Forest Green (554) and Silver Gray (423).
A few other colors are allowed as accents only.
No other color variations should be used unless otherwise approved by the Director of Marketing & Communications.

Main Colors

PMS 554
C: 84, M: 22, Y: 77, K: 60
RGB: 0,77,50
Hex: #004C31

PMS 423
C: 21, M: 14, Y: 14, K: 38
RGB: 142,144,143
Hex: #8E908F

Alternate Green – Use only for small type/icons
C: 90, M: 0, Y: 90, K: 60
RGB: 0,91,44
Hex: #005A2B

Accent Colors

PMS 427
C: 7, M: 3, Y: 4, K: 8
RGB: 209,212,211
Hex: #DID4D3

RICH BLACK
C: 30, M: 30, Y: 30, K: 100
RGB: 10,2,3
Hex: #0A0203

For Printed Documents ONLY
PMS 382
C: 28, M: 0, Y: 92, K: 0
RGB: 190,214,0
Hex: #BED600

Logos

All artwork containing the school's name and/or log 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 or social media. For design approval and/or questions, email the Director of Marketing & Communications at mtrem@lakecatholic.org.

Lake Catholic has two primary logos: the primary logo with the Cougar interlocked with "Lake Catholic," and the school Coat of Arms. Together, both logos honor the past, present and future of the school and will be used to represent Lake Catholic and its mission.

Lake Catholic also has three secondary logos: the Cougar, the interlocking "LC," and the Script Cougars.

Primary Logo

The Cougar interlocked with the "Lake Catholic" is Lake Catholic's primary log and should be used in most school settings, publications and as the primary athletic department logo to create brand awareness of the school.
Any alteration of the logo must be approved.

Coat of Arms

Lake Catholic's Coat of Arms will be used most often in academic settings and publications such as: academic awards, baccalaureate, graduation, etc.

The mask represents our interaction with one another. The sun depicts the human interaction with God in the Paschal Myster of Christ's saving death and resurrection. The torch symbolizes our search for truth, while the olive branch represents our quest for peace. The cross and waves are the symbol of the Bishop of the Cleveland Diocese, and the interlocking rings show our partnership of life and love in the Lord. The cross symbolizes our salvation in Christ.

Logos

The **Cougar** can stand alone in certain situations, depending on your needs. It can be printed in black, white, forest green or silver gray depending on the background of your document, spirit wear, etc.

The **Script Cougars** is another alternate logo that can be used. It can be used with the colors of the primary color palette (including white). Black is the only accent color that should be used for this logo.

The **interlocking LC** is the third alternate logo. Similarly to the Script Cougars, it should only be used with the primary color palette. White and black are also permissible.

The **Paw** is another alternative logo but CANNOT stand alone to represent Lake Catholic. It is not a unique enough identifier for our school, or any group, club or team associated with the school.
This is the paw to be used – no nails, no fur. Don't just find a random one online. If the paw is used, it can be used in green, gray, black or white, depending on the background.

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 Lake Catholic Director of Marketing & Communications at mtrem@lakecatholic.org.

A few Do Nots
- 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
- Do not alter the logos' colors
- Do not add graphics or clip art to the existing logo

Examples of what not to do to the logo and/or what not to use as a logo

Lake Catholic High School
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 Lake Catholic 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
- The Director of Marketing & Communications must have the all of the following information: school-associated account usernames and passwords, names and contact information for anyone who has access to post to any accounts
- 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 Lake Catholic

Hashtags and Links

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 the school's social media accounts in your posts so we can share them.

Lake Catholic High School

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")

Email Signature

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 (web mail), Outlook.com (web mail), Outlook App (NEW VERSION), or Mail App (Windows 10).

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 (web mail), Outlook.com (web mail), Outook App (NEW VERSION), or Mail App (Windows 10). Once you select the platform(s) you will be using, you'll see step-by-step directions on how to install your signature.

Email 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.

In Outlook, go to File → Automatic Replies (Out of Office) to change yours.

Lake Catholic High School

Communication Requests

What We Are Looking For?

At Lake Catholic, 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 Lake Catholic apart from the competition, which will help enhance our reputation and, by extension, enrollment and donations. Here are some questions to consider as you go through the school year:

- Will you be doing something fun or interested 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 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, social media and/or print platforms, contact the Director of Marketing & Communications Matt Trem at mtrem@lakecatholic.org. The Director of Marketing & Communications is responsible for, but not limited to:

- Website edits and improvements
- Managing all Lake Catholic social media accounts while monitoring school-related accounts
- Creating and distributing press releases when necessary
- Creating print and digital marketing materials
- Photographing school and extracurricular activities
- Maintaining consistent standards within the brand of the school

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

Request Lead Time

All requests will require a specific lead time in order to allow for a manageable amount of time to produce, edit, post/print and distribute communications. All lead times are estimated and will vary based on the request that is made.

Website edits – 48-72 hours
Press Release – 48-72 hours
Social Media – ASAP for time-sensitive content; 24 hours for non-time sensitive content
E-newsletters (The Paw) – 48 hours to include in that week's Paw
Publications – 2-4 weeks depending on the scale of the publication
Marketing Material – 10-14 days, depending on the scale of the publication