



CENTRAL CATHOLIC HIGH SCHOOL

IDENTITY STANDARDS

INTRODUCTION

THE CENTRAL CATHOLIC PROMISE

To inspire boys to become Men of Faith, Men of Scholarship, Men of Service.

Central Catholic High School, a college preparatory school for boys, is guided by the educational principles of St. John Baptist de La Salle. The school strives to provide a challenging, relevant, and diverse program of studies and extracurricular activities in an environment that fosters a life of faith and learning and develops leaders rooted in the Gospel values of integrity, respect, service, justice, and peace.

THE IMPORTANCE OF IDENTITY STANDARDS

Central Catholic has achieved the distinctive position as one of Pittsburgh's top college preparatory institutions. To maintain and grow that distinction, the consistent and unified visual identity must be closely managed and adhered to. Ultimately, the results of this effort will align the visual representation of our school with the highly acclaimed legacy of excellence associated with Central Catholic.

The consistent and cohesive implementation of our graphic standards works to protect our image, enhance our value, elevate our reputation, and build a foundation for successful branding.

By adopting a common graphic identity system, we reinforce the breadth of our teaching, learning opportunities, and community engagement, visually linking all aspects of this reputable institution. Our wordmark, seal, and athletic logo connect Central Catholic's notable past with our vision for the future.

Thank you for your careful stewardship.

CONTACT INFORMATION

The information described in this guide is provided to help facilitate appropriate and effective use of the Central Catholic identity. All inquiries and correspondence related to the Central Catholic graphic identity and its editorial standards, as well as requests for graphics files, should be submitted by phone or email to the director of communications:

Brian Cook, '98
Director of Communications
412.622.6181
BCook@CentralCatholicHS.com

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THE IDENTITY



CENTRAL CATHOLIC SEAL

The Central Catholic Seal can be used as a stand-alone graphic, in various combinations with the Central Catholic Wordmark in both horizontal and stacked formats, or in the Central Catholic Signature.

CENTRAL CATHOLIC

CENTRAL CATHOLIC WORDMARK

The Central Catholic Wordmark has both a horizontal and a stacked version, and can be used as a stand-alone graphic, in various combinations with the Central Catholic Seal in both horizontal and stacked formats, or in the Central Catholic Signature.



ATHLETICS ICON

The Athletics Icon can be used as a stand-alone graphic and in various combination with the Athletics Wordmark in both horizontal and stacked formats.

CENTRAL CATHOLIC VIKINGS

ATHLETICS WORDMARK

The Athletics Wordmark can be used as a stand-alone graphic and in various combination with the Athletics Icon in both horizontal and stacked formats.



ATHLETICS CC ICON

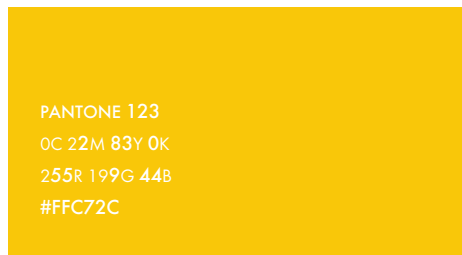
The Athletics CC Icon is a stand-alone graphic, meant for promotional items, wearables, and small applications. It must be used in proximity to where the Central Catholic brand is represented, such as near the Central Catholic Wordmark or Athletics Wordmark.



ATHLETICS HORN

The horn is strictly reserved for athletic helmets and headwear on which a horn can be depicted on each side of the wearer's head. It is never to be used as a stand-alone graphic in any other application.

COLOR PALETTE



PRIMARY COLORS

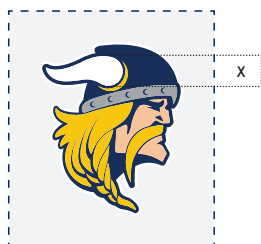
When used correctly and consistently, Central Catholic's color palette will help unify communications and boldly differentiate Central Catholic from competitors.



ACCENT COLORS

These colors are meant to be used for design accents only, and should never dominate the primary colors.

CLEAR ZONES



The immediate recognition and overall visibility of the Central Catholic graphics can be enhanced by maintaining an ample clear area, void of typography or other elements, around the perimeter of the logo. This area is referred to as the "clear zone."

For each Central Catholic graphic, measure the height of (X).

(See the examples on the left to find the X height of each graphic.)

A clear zone must be equal to or greater than X.

A tight-application clear zone can be used on a limited basis for applications with limited space. This clear zone must be equal to or greater than 1/2 X.

NOTE: For graphics that are customizable with additional copy for clubs, teams, and other approved groups, please use the official templates found in the logo library. Each line of text should not exceed the indicated character count, and should be visibly stacked to an aesthetically pleasing appearance.

MINIMUM SIZE

STACKED

HORIZONTAL



CENTRAL CATHOLIC SEAL

Minimum size is 1-1/4 inches wide.

**CENTRAL
CATHOLIC**

CENTRAL CATHOLIC WORDMARK

Minimum size is 5/8 inch wide.

CENTRAL CATHOLIC

CENTRAL CATHOLIC WORDMARK

Minimum size is 1-1/2 inches wide.



ATHLETICS ICON

Minimum size is 3/4 inch wide.

**CENTRAL CATHOLIC
VIKINGS**

ATHLETICS WORDMARK

Minimum size is 1 inch wide.



ATHLETICS CC ICON

Minimum size is 1/4 inch wide.

IMPROPER USAGE



Do not use unapproved color combinations.



Do not improperly constrain.



Do not place on a low-contrast background.



Do not skew or rotate.

TYPOGRAPHY & FONTS

Futura

Futura Light: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Light Oblique: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Book: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Book Oblique: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Medium: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Medium Oblique: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Demi: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Demi Oblique: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Bold: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Bold Oblique: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Extra Bold: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Futura Extra Bold Oblique: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo

Bembo: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo Semibold: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo Semibold Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo Bold: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo Bold Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo Extra Bold: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

Bembo Extra Bold Italic: ABCDEFGabcdefgijklmnopqrstuvwxyz1234567890

PREFERRED USE:

FUTURA AND BEMBO—Central’s “formal” typefaces—are used primarily for print, letters, and announcements. FUTURA, a traditional sans serif typeface is used for headlines. BEMBO, a serif typeface, is used for body text.

MICROSOFT OFFICE SUITE APPLICATIONS:

It is recommended that Arial (in place of Futura) and Times New Roman (in place of Bembo) is used for Microsoft Office Suite applications. This font is universally available and will provide Central Catholic with a seamless transition as the brand is used and implemented.

INDEX: CENTRAL CATHOLIC SEAL



4-C PROCESS

File name: Seal_4C



PANTONE 295

File name: Seal_SC



BLACK

File name: Seal_BLK

eps, jpg, and png files are provided for all items. Files will work in both Macintosh and Windows platforms.

eps Use for quality reproduction, scalable vector art created in Adobe® Illustrator.

jpg, png Use in Microsoft® Office Suite and digital applications.

JPG AND PNG FILES SHOULD BE SCALED AT 100% OR LESS. NEVER ENLARGE A JPG OR PNG FILE.

INDEX: CENTRAL CATHOLIC WORDMARK – HORIZONTAL

CENTRAL CATHOLIC

CENTRAL CATHOLIC

4-C PROCESS

File name: CC_WM_H_4C

PANTONE 295

File name: CC_WM_H_SC

CENTRAL CATHOLIC



BLACK

File name: CC_WM_H_BLK

WHITE

File name: CC_WM_H_WHT

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INDEX: CENTRAL CATHOLIC WORDMARK – STACKED

**CENTRAL
CATHOLIC**

4-C PROCESS

File name: CC_WM_S_4C

**CENTRAL
CATHOLIC**

PANTONE295

File name: CC_WM_S_SC

**CENTRAL
CATHOLIC**

BLACK

File name: CC_WM_S_BLK



WHITE

File name: CC_WM_S_WHT

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**CENTRAL
CATHOLIC**
HIGH SCHOOL



**CENTRAL
CATHOLIC**
HIGH SCHOOL

4-C PROCESS

File name: CC_SEAL_WM_H_4C

PANTONE 295

File name: CC_SEAL_WM_H_SC



**CENTRAL
CATHOLIC**
HIGH SCHOOL



BLACK

File name: CC_SEAL_WM_H_BLK

WHITE

File name: CC_SEAL_WM_H_4C_WHT

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INDEX: CENTRAL CATHOLIC SEAL + WORDMARK – STACKED



**CENTRAL
CATHOLIC**
HIGH SCHOOL

4-C PROCESS

File name: CC_SEAL_WM_S_4C



**CENTRAL
CATHOLIC**
HIGH SCHOOL

PANTONE 295

File name: CC_SEAL_WM_S_SC



**CENTRAL
CATHOLIC**
HIGH SCHOOL

BLACK

File name: CC_SEAL_WM_S_BLK



WHITE

File name: CC_SEAL_WM_S_4C_WHT

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INDEX: CENTRAL CATHOLIC SIGNATURE



**CENTRAL
CATHOLIC**
HIGH SCHOOL

Men of Faith, Men of Scholarship, Men of Service

4-C PROCESS

File name: CC_SEAL_WM_BL_4C



**CENTRAL
CATHOLIC**
HIGH SCHOOL

Men of Faith, Men of Scholarship, Men of Service

PANTONE 295

File name: CC_SEAL_WM_BL_SC



**CENTRAL
CATHOLIC**
HIGH SCHOOL

Men of Faith, Men of Scholarship, Men of Service

BLACK

File name: CC_SEAL_WM_BL_BLK



**CENTRAL
CATHOLIC**
HIGH SCHOOL

Men of Faith, Men of Scholarship, Men of Service

WHITE

File name: CC_SEAL_WM_BL_4C_WHT

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INDEX: ATHLETICS CC ICON



4-C PROCESS

File name: CC_ICON_4C



PANTONE 295

File name: CC_ICON_SC



BLACK

File name: CC_ICON_BLK



WHITE

File name: CC_ICON_WHT

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INDEX: ATHLETICS ICON



4-C PROCESS

File name: ATH_ICON_4C



PANTONE 295

File name: ATH_ICON_SC



BLACK

File name: ATH_ICON_BLK

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INDEX: ATHLETICS WORDMARK



4-C PROCESS
File name: ATH_WM_4C



PANTONE 295
File name: ATH_WM_SC



BLACK
File name: ATH_WM_BLK



WHITE
File name: ATH_WM_4C_WHT

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INDEX: ATHLETICS SIGNATURE

**CENTRAL CATHOLIC
VIKINGS**



4-C PROCESS

File name: ATH_WM_ICON_4C

**CENTRAL CATHOLIC
VIKINGS**



PANTONE 295

File name: ATH_WM_ICON_SC

**CENTRAL CATHOLIC
VIKINGS**



BLACK

File name: ATH_WM_ICON_BLK



WHITE

File name: ATH_WM_ICON_4C_WHT

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INDEX: ATHLETICS SIGNATURE (ALTERNATE)

**CENTRAL
CATHOLIC**



4-C PROCESS

File name: ATH_WM_ICON_ALT_4C

**CENTRAL
CATHOLIC**



PANTONE 295

File name: ATH_WM_ICON_ALT_SC

**CENTRAL
CATHOLIC**



BLACK

File name: ATH_WM_ICON_ALT_BLK

**CENTRAL
CATHOLIC**



WHITE

File name: ATH_WM_ICON_ALT_4C_WHT

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INDEX: ATHLETICS HORN



4-C PROCESS

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CENTRAL CATHOLIC HIGH SCHOOL

Men of Faith, Men of Scholarship, Men of Service

CENTRAL CATHOLIC

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Version 2.0

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