

# Greater St. Albert Catholic Schools

**BRAND GUIDELINES**

# VISUAL GUIDELINES

## THE VISUAL IDENTITY

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**A company's personality or its brand says a lot about who and what it is. This personality is inherent in the brand's logo and other visual elements.**

Consistent implementation and application of Greater St. Albert Catholic Schools' brand elements (along with key messaging) will protect our brand's integrity and allow us to establish a stronger brand identity.

## GENERAL REQUIREMENTS

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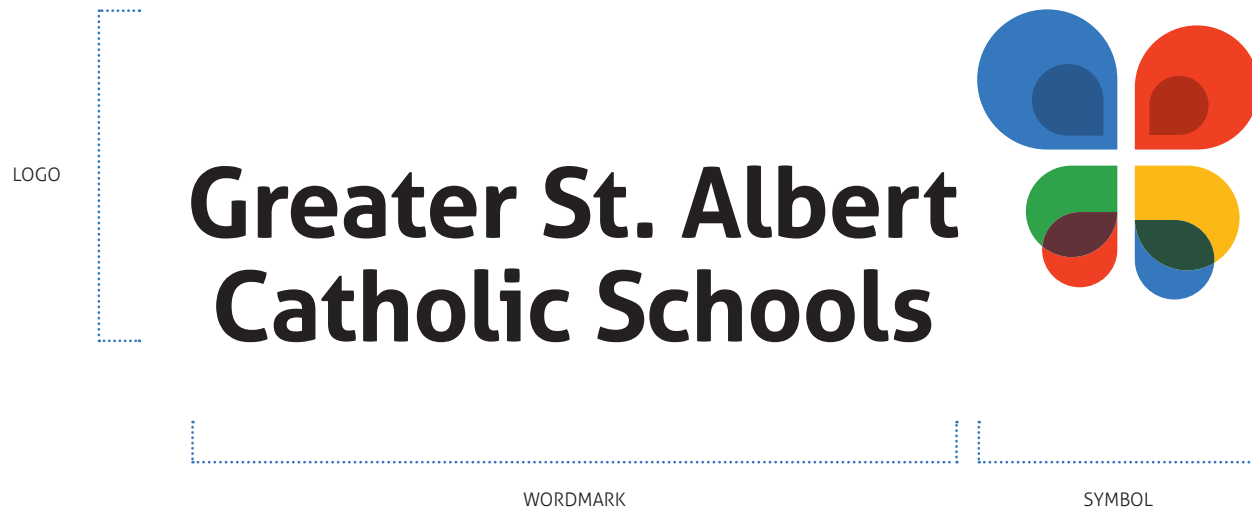
**DISPLAY THE LOGO BASED ON INFORMATION SPECIFIED WITHIN THIS DOCUMENT.**

**USE THE LOGO ONLY IN ITS COMPLETE AND ORIGINAL FORM AS OUTLINED IN THIS DOCUMENT.**

**USE ONLY THE EMBEDDED MASTER ARTWORK AVAILABLE FROM THIS DOCUMENT.**

The logo variations shown in this document are master versions of Greater St. Albert Catholic Schools' logo, which means they are in correct proportions and colours. The Greater St. Albert Catholic Schools logo should not be used in any other colour besides those that are described as official brand colours (see pg. 13 of this document).

Always use the Greater St. Albert Catholic Schools logo in full colour whenever possible (see pg.13). However, as there may be circumstances where the use of a full-colour logo isn't viable, alternative versions have been created to address such situations (see pg. 14).



## PRIMARY LOGO — HORIZONTAL

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The primary logo is a symmetrically balanced mark consisting of two components including the symbol—a collection of multi-layered abstract shapes—and a wordmark. Together, these components are referred to as the “Greater St. Albert Catholic Schools logo” and embody the organization’s ethos.

While the symbol can be used independently as a supporting graphic, the wordmark must only appear as part of the complete logo.



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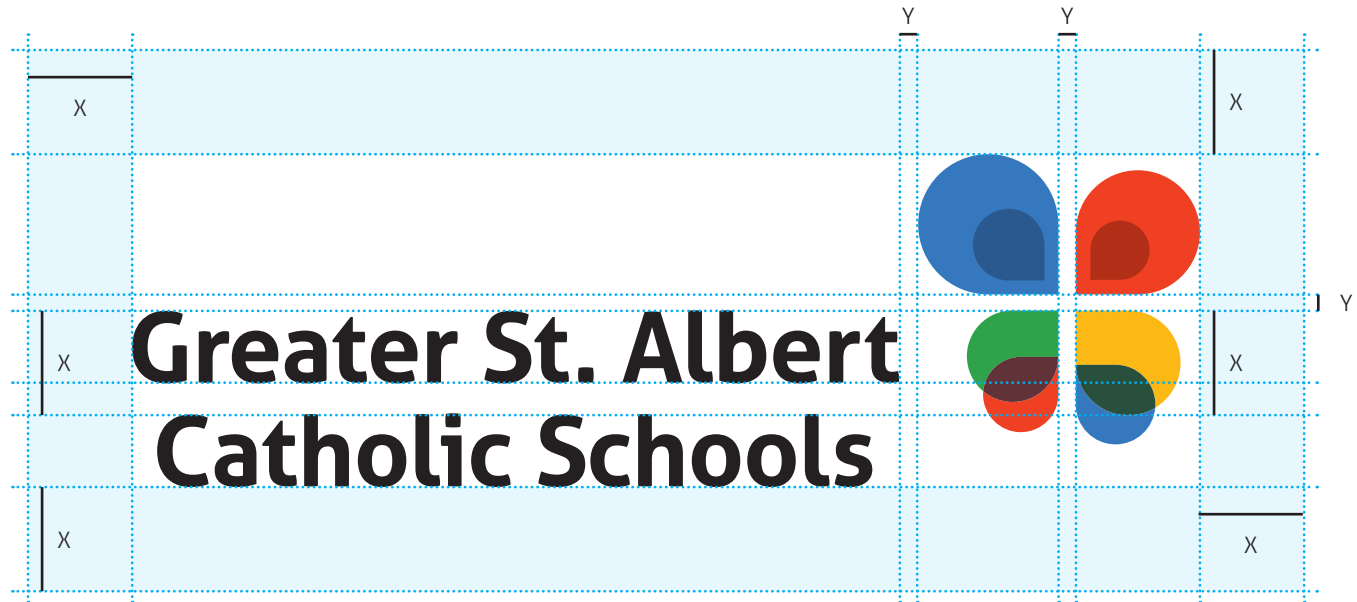
## SECONDARY LOGO — VERTICAL

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The secondary logo is a vertically centred mark, consisting of both elements, with the symbol above the wordmark. The spacing and weighting of these elements is different to that of the horizontal configuration.

This version of the logo should only be used when the overall width of the primary logo makes its usage inappropriate.

It is important to protect the logo to ensure a consistent message is conveyed across all mediums. The recommendations and guidelines offered in this document must therefore be adhered to whenever possible.



## CLEAR SPACE — HORIZONTAL

There is two key distances described in the horizontal version of the logo.

The main measurement, "X", is defined by the distance between the baselines of the wordmark. This also corresponds to the overall height of the yellow element in the symbol, or from cap-height to cap-height. This measurement determines the minimal clear space above, below, left, and to the right of the logo (shown in blue shading above).

The second measurement, "Y", is described by the distance between the elements of the symbol, and that of the symbol and the wordmark.













## CLEAR SPACE — VERTICAL

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There is only one key distance needed in the vertical version of the logo.

The main measurement, "X", is defined by the overall height of the yellow element within the symbol. This measurement determines the minimal clear space above, below, left, and to the right of the logo (shown in blue shading above).

	FULL COLOUR	MONOCHROMATIC	SYMBOL ONLY
HORIZONTAL LOGO	  24 mm	  24 mm	  16 px
VERTICAL LOGO	  17 mm	  17 mm	

## MINIMUM SIZE

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While there is no maximum size specified for the Greater St. Albert Catholic Schools logo—scale should be in proportion to the original artwork and placed based on aesthetics, function, and visibility—there is a minimum size that must be observed.

Each variation of the logo should never be reproduced smaller than the minimum size indicated above.





PANTONE: Pantone Black C  
 CMYK: 0 0 0 100  
 RGB: 0 0 0



PANTONE: Pantone 485 C  
 CMYK: 0 90 100 0  
 RGB: 239 65 35



PANTONE: Pantone 7621 C  
 CMYK: 0 90 100 30  
 RGB: 178 47 22



PANTONE: Pantone 2727 C  
 CMYK: 80 50 0 0  
 RGB: 59 108 166



PANTONE: Pantone 301 C  
 CMYK: 80 50 0 30  
 RGB: 40 89 143



PANTONE: Pantone 361 C  
 CMYK: 80 10 100 0  
 RGB: 45 164 74



PANTONE: Pantone 4985 C  
 CMYK: 80 100 100 0  
 RGB: 97 52 56

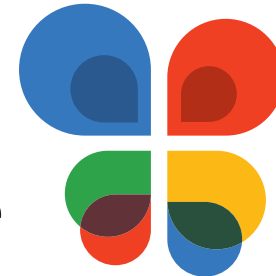


PANTONE: Pantone 136 C  
 CMYK: 0 30 100 0  
 RGB: 253 185 19



PANTONE: Pantone 626 C  
 CMYK: 100 80 100 0  
 RGB: 40 79 62

# Greater St. Albert Catholic Schools

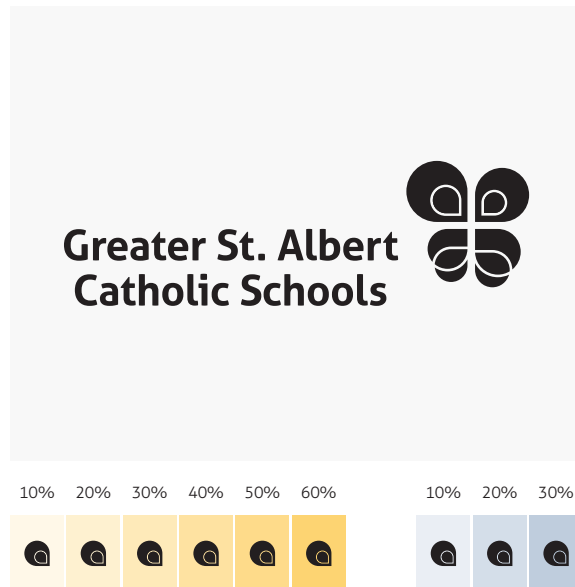


## THE COLOUR PALETTE

Corporate brand colours add life to a brand’s visual elements and enhance its uniqueness. Always use the colour palette shown here whenever creating any printed or online applications for Greater St. Albert Catholic Schools’s brand.

Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs. RGB colours are used for online or screen-based media only. The exception to this rule is Microsoft Word, which only supports RGB values.

MONOCHROMATIC

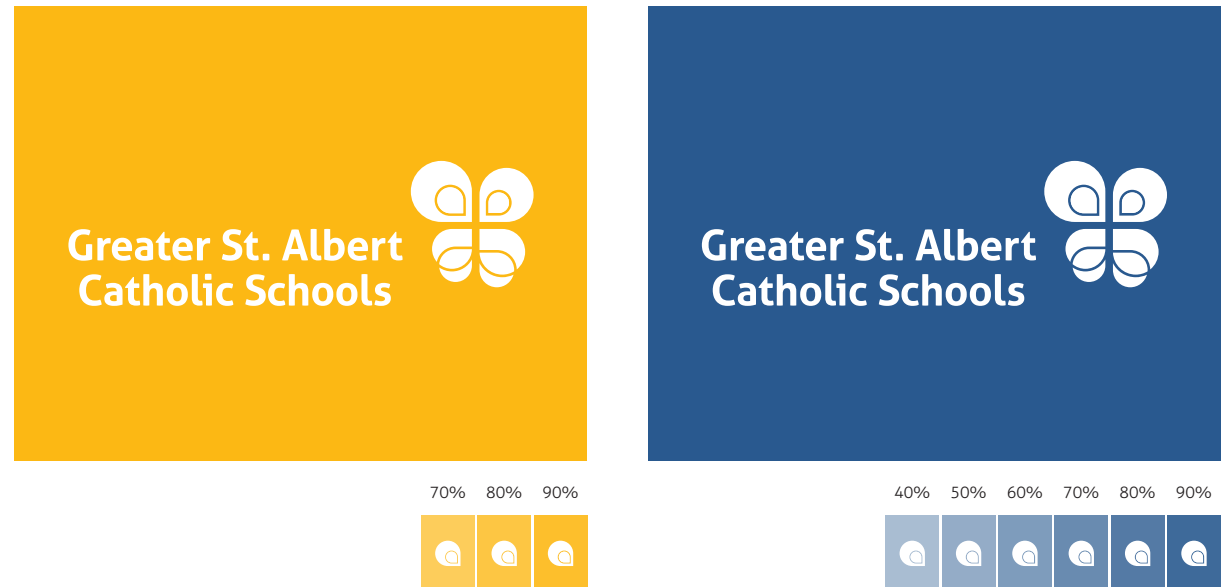


SINGLE-COLOUR

The single-colour version of the logo is used in situations where reproducing the logo in full colour is not possible, or when only one ink is available.

The logo should be rendered in either solid Greater St. Albert Catholic Schools Black (Pantone Black C) when placed on a white or light solid tone.

REVERSED



SINGLE-COLOUR — REVERSED

A reversed version can be used to “knock out” the logo from full-strength solid tones of the brand colours. This is considered a secondary usage for instances where the logo sits alongside other third-party logos.

The logo should be rendered in solid white only (no tone) against a dark background (or any of the four brand colours) to provide the greatest contrast.

Consider the tone scale above for guidance.

## INCORRECT USAGE

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- ✘ **DO NOT** CHANGE THE COLOUR LOCK-UP
- ✘ **DO NOT** ROTATE THE LOGO
- ✘ **DO NOT** SCALE INDIVIDUAL ELEMENTS
- ✘ **DO NOT** SCALE LOGO DISPROPORTIONATELY



- ✘ **DO NOT** REPOSITION SYMBOL
- ✘ **DO NOT** SKEW THE LOGO
- ✘ **DO NOT** APPLY ADDITIONAL EFFECTS
- ✘ **DO NOT** USE LOW-RESOLUTION ARTWORK

## MISUSE OF THE LOGO

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Correct usage of the logo and its visual elements is critical and helps to ensure that Greater St. Albert Catholic Schools' brand has the greatest impact. These guidelines depict the correct way in which to use the identity. Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

Any display or use of any version of the Greater St. Albert Catholic Schools logo must be approved by Greater St. Albert Catholic Schools. Where permission is obtained, the display or use of the Greater St. Albert Catholic Schools visual identity must adhere to the guidelines presented in this document. Any display or use that does not adhere to these guidelines is a violation of Greater St. Albert Catholic Schools' intellectual property rights.

## FILE FORMATS

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The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution, print-ready PDF file into the email as an attachment.

ALLER — LIGHT

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 !@#\$%^&\*()

ALLER — REGULAR

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 !@#\$%^&\*()

ALLER — BOLD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 !@#\$%^&\*()

BRAND TYPEFACE

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Greater St. Albert Catholic Schools uses the typeface *Aller* exclusively and consistently to establish its brand personality. This cross-platform face has a large variety of weights, ensuring immense flexibility for the future growth of the Greater St. Albert Catholic Schools brand.

*Aller* should be used for all official printed and online communication.

BRAND PERSONALITY

Supportive  
**DEVOUT**  
*Inclusive*  
*engaged*  
**GENUINE**

LICENSE

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The Aller typeface, designed by Dalton Maag, is available as part of an Adobe Creative Cloud/Typekit subscription or for purchase from Maag’s Studio website.

Aller can be used in print and onscreen.

**Download:**

<https://typekit.com/fonts/aller>

<https://daltonmaag.com>

## HORIZONTAL LOGO



### FULL-COLOUR

Suitable for full-colour (CMYK) offset or digital printing.



PRIMARY (VECTOR)

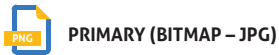


### SINGLE-COLOUR

Suitable for one-colour (Spot or Greyscale) offset or digital printing.



PRIMARY (VECTOR)



PRIMARY (BITMAP – JPG)



PRIMARY (BITMAP – PNG)

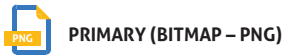


### SINGLE-COLOUR REVERSED

Suitable for use on solid tones or low-contrast textures, where brand colours might be unavailable in either offset or digital printing.



PRIMARY (VECTOR)



PRIMARY (BITMAP – PNG)



### RGB

Suitable for PowerPoint, Word or onscreen (web, email, etc.) usage.



PRIMARY (VECTOR)



PRIMARY (BITMAP – JPG)



PRIMARY (BITMAP – PNG)