



St. Anne's-Belfield School

BRAND STYLE GUIDE

This brand style guide offers approved options for logo identity, colors, fonts, typography, and graphic elements in order to provide consistency to St. Anne's-Belfield School publications developed for the general public and School community. It is not intended to modify style for internal-use memoranda/planning documents and/or personal correspondence. The Office of Communications & Marketing encourages you to share this guide with external vendors seeking guidance on School design requirements.

LOGO & SPACING

LOGO WITH WORDMARK



St. Anne's-Belfield School

PRIMARY FOR WHITE BACKGROUNDS



St. Anne's-Belfield School

SECONDARY FOR DARK BACKGROUNDS

STACKED LOGO/WORDMARK



St. Anne's-Belfield School

PRIMARY FOR WHITE BACKGROUNDS



St. Anne's-Belfield School

SECONDARY FOR DARK BACKGROUNDS

LOGO (FLAME & BOOK)



PRIMARY
FOR WHITE BACKGROUNDS



SECONDARY
FOR DARK BACKGROUNDS

SPACING



When using the wordmark and flame & book elements together, a minimum amount of space must separate the two. This space is equal to the cap-height of the wordmark, and can be measured by using the "S" in St. Anne's-Belfield School.



An equal amount of clearspace should surround the logo at all times.

LOGO MISUSE

1. Do not change the typeface or character spacing within the wordmark element of the logo. While created using the Freight Text Pro font, the spacing of individual characters is customized and specific to the wordmark.
2. Do not alter the color of the logo.
3. Do not alter the position of the logo elements.
4. Do not rotate the logo.
5. Do not add 3-D effects to the logo.
6. In most cases, do not use the color logo on a color background (especially a dark background). Use the secondary (reversed or KO) logo instead.
7. Do not outline the logo.
8. Do not add a gradient to the logo.
9. Do not stretch the logo (horizontally or vertically).
10. Do not add additional text or graphic elements to the wordmark or logo.

COLORS



PMS: 195C
HEXCODE: #793140
RGB: 121.49.65
CMYK: 38.86.59.34



PMS: 268C
HEXCODE: #502d7f
RGB: 80.45.127
CMYK: 85.99.14.3



PMS: 7475C
HEXCODE: #457e81
RGB: 69.126.129
CMYK: 75.36.45.9



PMS: 370C
HEXCODE: #5a8e22
RGB: 90.142.34
CMYK: 69.24.100.8



PMS: 535C
HEXCODE: #91a1be
RGB: 145.161.190
CMYK: 45.31.13.0



PMS: 1675C
HEXCODE: #a63f1e
RGB: 217.122.35
CMYK: 12.61.100.1

FONTS

Brandon Grotesque Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brandon Grotesque Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brandon Grotesque Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brandon Grotesque Pro Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brandon Grotesque Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brandon Grotesque Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brandon Grotesque Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brandon Grotesque Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Freight Text Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Freight Text Pro Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Freight Text Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Freight Text Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Freight Text Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Freight Text Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SUBSTITUTIONS:

When these fonts are not available and purchase is not an option, reasonable font substitutions are **Gill Sans** for Brandon Grotesque and **Georgia** for Freight Text Pro.

These substitution suggestions are intended primarily for the use of St. Anne's-Belfield School administration, not professional designers, who are requested to use these typefaces to maintain a consistent School identity.

TYPOGRAPHY

TITLES AND HEADINGS

TITLES:

BRANDON GROTESQUE REGULAR 24PT (TT)

SECTION TITLES:

BRANDON GROTESQUE BOLD 14PT (TT)

use with .75 stroke and text box filled to [Paper], clearspace of approximately 1.5 characters to left and right of text

| SECTION TITLE (INTERNAL): BRANDON GROTESQUE 11PT (TT)

use with a vertical rule to the margin side of the text, separated by two spaces

INTERNAL HEADINGS: BRANDON GROTESQUE MEDIUM 13PT (TT)

BODY TEXT

Introductory Text 1: Freight Text Pro 16pt

Introductory Text 2: Brandon Grotesque 14pt

Body Text option 1: Freight Text Pro 11pt

Body Text option 2: Brandon Grotesque 12pt

CAPTIONS

Caption Text: Brandon Grotesque 10pt

PULL QUOTES

Pull Quote option 1:
Freight Text Pro 17pt
Alit, net dic tem est, quam, id et
aut id etur am et ut qui venimodit
dis alignat optae non estrum
dolendusci cusa dolo dolutet

Pull Quote option 2:
Brandon Grotesque 17pt
Sed molestrum idel
eari cus nobit ium
untiatet fugia voluptur?

<< block justify both, Freight Text Pro
version uses .75 stroke top and bottom

OTHER GRAPHIC ELEMENTS

STROKES

.75 stroke, black; white (KO) on dark backgrounds

.....
Japanese Dots, 2.5 stroke, color

.....
Japanese Dots, 2.5 stroke, [Black], 30%

VERTICAL RULES

Use a .75 stroke on vertical rules that are graphic elements.

Vertical text rules can be used to highlight an internal section title; use two spaces to separate the rule and text.

Vertical text rules separating parallel elements (such as address components, phone number and website, etc.) are favored over middle dots. Double-space on either side of the vertical rule:

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DIRECTIONAL ARROWS

>> Greater and less than brackets can be used as directional arrows in text, especially to clarify to which element the text refers or to indicate continued content on the following page.