



MARKETING AND BRANDING STANDARDS

THE FACE OF **BISHOP FOLEY CATHOLIC**

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INTRODUCTION

STYLE GUIDE

As Bishop Foley Catholic High School continues to establish a consistent branding message, it is vital to have a cohesive look and feel on all print and digital materials used both on campus and within the community. This guide was established to help the BFC faculty, staff, and coaches achieve brand consistency.

Materials covered within this guide include letters, e-mails, catalogues, brochures, flyers, publications, banners, posters, signage, and promotional items. Addendums and the most current guide can be found in the **P:\Marketing** drive.

APPROVALS

All logos, flyers, banners, and other marketing materials must be approved prior to being distributed, posted, or ordered. T-shirt designs, sports apparel, and giveaways also require approval before placing an order for print.

Any design work that will be used to promote an upcoming event or activity can be sent to the Director of Design and Marketing at marketing@bishopfoley.org. To allow ample time for review and edits if necessary, please provide at least one week notice for approvals.

For assistance with creative or advertising an event/activity, please reach out to marketing in the Advancement Office.

QUESTIONS

Questions can be directed to the Director of Design and Marketing in the Advancement office at marketing@bishopfoley.org.

The Bishop Foley Catholic color palette symbolizes **enlightenment** and **creativity**, and represents **wisdom**, **intellect**, and **fulfillment** while remaining **balanced** and **reserved**.

PRIMARY

Primary colors are designed to be implemented on all mediums; these colors can be used in combination for logo and stroke color.



Deep Wisdom

HEX #4D4D4D
RGB 77, 77, 77
CMYK 65, 58, 57, 57
PANTONE 2336 C

Enlightened Amber

HEX #D59F0F
RGB 211, 159, 41
CMYK 17, 37, 100, 1
PANTONE 7563 C

Venture Gold

HEX #E3BA12
RGB 225, 186, 35
CMYK 13, 24, 100, 0
PANTONE 7409 C

Spiritual White

HEX #F2F2F2
RGB 244, 244, 244
CMYK 4, 2, 2, 0
PANTONE 663 C

SUPPORTING

The supporting palette complements each swatch of our primary palette, and works well as accent colors or sub-header text colors. These colors should never replace the primary palette as main design colors.



Robotics Blue

HEX #034C8C
RGB 11, 78, 140
CMYK 100, 78, 17, 3
PANTONE 301 C

Academic Yellow

HEX #FFE06D
RGB 255, 224, 109
CMYK 1, 9, 69, 0
PANTONE 2004 C

Athletics Grey

HEX #75787B
RGB 117, 120, 123
CMYK 62, 52, 48, 19
PANTONE Cool Gray 9 C

Creative Crimson

HEX #653331
RGB 101, 51, 49
CMYK 40, 78, 69, 46
PANTONE 7610 C



Black and white are inherent to our color palette.
Please use as necessary for text color in designs.

LOGO

Approved color variants of logos
can be found at **P:\Marketing\Logos**

PRIMARY

Preferred logo to use on letterhead, website, etc.



If tagline is too small or difficult to read, use alternative logo sans text.



ALTERNATE

Preferred logo for flyers and less formal documents, sports attire, etc.



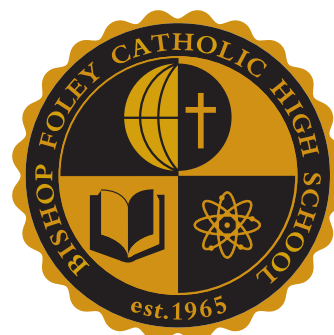
Fill and stroke color vary dependent on document format/background color.



SEAL

The BFC Seal should only be used on the following official documents:

- Transcripts and legal documents
- Diplomas
- Commencement ceremony documents, publications, or printed materials
- *Other uses as approved*



ADDITIONAL COLOR VARIANTS



IMPROPER USES

- Do not stretch.
- Do not alter colors.
- Do not skew or distort.
- Do not apply textures or effects.
- Do not crop any part of the logo.
- Do not apply an unapproved stroke.



LOGO

Approved color variants of logos
can be found at **P:\Marketing\Logos**

BACKGROUNDS

Logos should be placed on white/light backgrounds whenever possible. "Busy" backgrounds detract from the logo statement and should be avoided.

BFC⁺



Use best judgement based on saturation and hue when choosing a standard or inverted logo. White logos should not be placed on grey tones lighter than **40 percent black**.



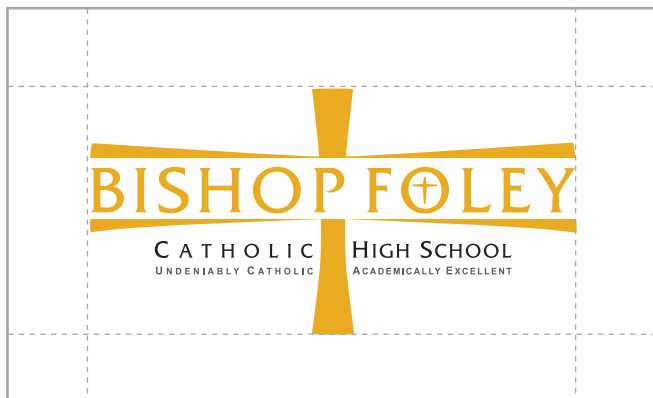
Logos should not be applied on backgrounds outside of approved colors unless part of a co-branding asset.* Avoid using black text logos on dark colored backgrounds.

*See co-branding on pg. 18



AREA OF SEPARATION

Proper separation should be noted when placing logo on documents or digital files. **Never overlap any BFC logos with text or images.** When able to accommodate, a minimum of a 2.4 pica (0.4 inch) – or roughly the size of the BFC cross when scaled – separation is ideal. For more compact documents, size logos as appropriate to not overlap other images.



These fonts were chosen to be used **independently** or **complimentary** when used in combination.
Please see page 8 for pairing recommendations and additional guidelines.

LEAWOOD

LEGACY | TITLE / HEADER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEOMETOS

HEADLINE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Museo Sans

BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Smooth Fantasy

SCRIPT | LIMITED USE

Venture Forward | Go Ventures!

Verdana

ALT FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

ALTERNATE FONTS

Verdana should be used only in absence of Museo Sans in printed assets. Calibri is acceptable for document communications (e-mail, letterhead). All typefaces (regular, italic, bold) are acceptable.

No other fonts are approved for standard use, including any serif fonts like *Times New Roman*, or sans serif fonts including *Comic Sans*.

Event or Special fonts can be approved on a case-by-case basis. Please send any unique font requests or flyer designs to marketing@bishopfoley.org.

FONT PAIRINGS

Leawood should be used **exclusively** as a headline font with Museo/Sans, or Verdana as a complimentary body text font.



BISHOP FOLEY CATHOLIC

We offer a superior education where students grow spiritually, intellectually, physically, and emotionally.

Leawood should never be used as body font, especially when paired with a sans-serif font with higher priority.



Bishop Foley Catholic

We offer a superior education where students grow spiritually, intellectually, physically, and emotionally.

Body text should not appear with a stronger weight than "Bishop Foley" or other headlines.



Bishop Foley Catholic

We offer a superior education where students grow spiritually, intellectually, physically, and emotionally.

VENTURES

NICKNAME

The Bishop Foley Ventures – or Foley Ventures – is the standard athletics and club nickname. References to “The Ventures” is acceptable only for athletics. *Exceptions will be made on a case-by-case basis.*

VENTURE

“Viktor” the Venture was adopted in 2022 to compliment the BFC standard branding and primarily represent the Bishop Foley Catholic Athletics Department.

The Venture logo is trademarked and its use is highly regulated. Please contact the BFC marketing office for usage permission at marketing@bishopfoley.org.

Venture PNG and EPS files are available in a variety of color pairings. Variants are to be used with discretion for which best fits the existing design environment and printing constraints. Logo variants have been created for use in single, double, triple and four-color processes depending on production conditions.

Existing Venture logos should be used in isolation of additional elements. Graphics that use intersecting elements, as seen below (middle), must be created or approved by the Bishop Foley Catholic marketing and Athletics departments.

Core structure and design created by BFC alumnus Nick Lupo, Class of 2006. Cohesion and branding implementation created by BFC alumna Kaitlyn Chornoby, Class of 2008.



ATHLETICS/VENTURE COLOR PALETTE



HEX	#282829	HEX	#D59F0F	HEX	#B2B6B9	HEX	#FFFFFF / 000000
RGB	40, 40, 41	RGB	211, 159, 41	RGB	178, 182, 185	RGB	255, 255, 255 / 0, 0, 0
CMYK	0, 0, 0, 95	CMYK	17, 37, 100, 1	CMYK	31, 23, 22, 0	CMYK	0, 0, 0, 0 / 60, 60, 60, 100
PANTONE	P 179-15 C	PANTONE	7563 C	PANTONE	7409 C	PANTONE	000 C / Black 6 C

The Venture logo color palette remains respective to the colors contained in the BFC palette, with the exception of the light grey used as a highlight for the helmet horns in the four-color process variant.

When reproducing both the Venture and the Helmet logo through print on all mediums, colours must be used exactly or as closely as possible. The addition or intentional use of alternate colors is forbidden.

For printing processes that do not use Pantone matching, "Athletic gold" is permissible for one or two-color process printing.

VENTURE HELMET

The Venture Helmet is intended to be a graphic compliment to the Venture logo used on smaller-scale elements, including but not limited to jerseys, athletic helmets, etc.

Helmet should never be use independently of the BFC logo or "Ventures" text. Helmet PNG and EPS files are available in a variety of color pairings.

