



St. Vincent de Paul Catholic School

Visual Identity Guidelines 2025

## From the Administration Office

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As St. Vincent de Paul School continues to grow, we can be assured that the St. Vincent de Paul identity is becoming stronger and positive within our community.

Therefore, St. Vincent de Paul School is taking new steps toward a consistent approach to our visual identity, as it is used in print publications, on the internet and on commercial products, such as apparel. The school administration will be enforcing the published brand standards.

Following the established brand standards will ensure that the St. Vincent de Paul School community offers consistent communications that are recognized by all stakeholders.

Please use this brand manual as a guide to represent the high-quality education that St. Vincent de Paul School has to offer.

With Gratitude,  
STV Administration Team

All requests for logo use can be requested to Mrs. Colleen Wendt  
[cwendt@cdeducation.org](mailto:cwendt@cdeducation.org)

## Overview

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The Official Guide to Brand Usage and Style should be used to guide St. Vincent de Paul School administrators and partners in the proper use of all St. Vincent de Paul School logos, taglines, colors and school names on school-related communications, materials and apparel. In an effort to protect the integrity of our identities, it is required that faculty, staff, alumni, students, supporters and commercial partners who participate in communicating the identity of our schools apply these guidelines without modification. **No other logos or symbols should be developed or used.**

### **Please Remember**

- The Official Guide to Brand Usage and Style must be given to any vendor printing or stitching our identity on anything.
- School stationery items are not to be altered in any way.
- Do not create your own business cards or stationery. If you have a need, contact the administration team for assistance.
- Do not change, distort or recreate the logos; do not produce the logo from anything other than original artwork (i.e., copying and pasting from a website).
- Do not introduce new colors into the St. Vincent de Paul School color family.

### **Contacts for Approval, Advice and Graphics**

Unless created or sanctioned by school administration, permission is required for external use of any St. Vincent de Paul School identity. If you're creating materials or apparel on behalf of:

**Athletics:** Permission requests must be approved by the school principal, who may request assistance from the marketing coordinator.

**Students, staff or school groups:** Permission requests must be approved by the school principal, who may request assistance from the marketing coordinator. Upon requesting permission, please provide your group name and/or a contact point, purpose for creating materials or apparel, and a design image or sample.

For all other requests or questions, including requests for logo files or special-use identities, please consult the principal at St. Vincent de Paul School.

Any entity that wishes to use the logos for profit must contact the principal at St. Vincent de Paul School

# Our Visual Identity

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## What is the visual identity?

The visual identity of St. Vincent de Paul School is the principle identifier of the school in all communications related to official business and promotional products.

### The visual identity includes three elements:

1. A graphic design
2. Presentation of the school's name
3. Specific colors

The visual identity consists of the school's cross with an "S" and a "V" in combination with the words "St. Vincent de Paul School" and "Christ in Education since 1856"

## Why is using the visual identity important?

Used appropriately, typography, color and the elements within the visual identity represent the school in a clear and consistent manner. Consistency in identifiers breeds awareness of the brand, promoting instant recognition and awareness, which is the first step to building brand equity in the school.

## When to use the visual identity.

- Letterhead, stationery
- Business cards
- Publications for external promotion, official information
- News releases, publicity, community relations
- Advertising, promotions
- Exhibitions and presentations, including PowerPoint, posters, banners and signage
- Digital communications (web & email)
- Apparel



School Logos



Athletic Logo



Uniform Logos

## Typography

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### **Primary Typeface the "S" & "V"**

Libre Caslon Text - Bold

### **Christ in Education since 1856**

Libre Baskerville - Regular

### **ST. VINCENT DE PAUL (All caps)**

Open Sans - Bold



### **Primary Typeface the "S" & "V"**

Libre Caslon Text - Bold

### **ST. VINCENT DE PAUL (All Caps)**

BelgianoSerif - Regular

### **CATHOLIC SCHOOL 1856 (All Caps)**

BelgianoSerif - Regular



### **Primary Typeface the "S" & "V"**

Libre Caslon Text - Bold

The "lightning bolt" is a graphic not a typeface.

Please do not substitute other fonts or lightning bolts with the use of the school cross or athletic logo. The school requires that you use these approved configurations only.

## Color

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The official colors of St. Vincent de Paul School are navy blue and yellow. Occasionally for special events, such as the annual school auction, the colors in the school logo may be altered **ONLY** by our marketing staff.

**RGB**

31, 26, 79

**CMYK**

100, 100, 34, 37

**RGB**

255, 194, 14

**CMYK**

0, 25, 100, 0

## Size & Dimensions

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All logos must be sized correctly. This includes proportionally. Logos should not be distorted, warped or inflated. The cross should not be thickened or shrunk on the collar of the school uniforms.



**Above: Examples of what NOT to do** **Below: Examples of what is acceptable**



## Uniform

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All green or red uniform polos are required to have the above logo on the left collar. The logo must be in pure white. It can be ironed on with a vinyl material or embroidered. It should not exceed 1 inch in diameter. It should not be distorted, warped or inflated. It must match the above logo.

The school has provided the APPROVED logo to the following vendors/individuals to use for profit.

### **Vinyl Services**

Krystle Bell | Krystle's Kricut & Crafts  
740-504-4516

### **Embroidery Services**

Melissa Comer  
740-501-1600  
embroideryheaven4u@gmail.com

## Athletic Tagline

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St. Vincent de Paul students are known for being

**BLUE STREAKS**

Please ensure there is a space between Blue & Streak!  
It is not one word.