OLM

OUR LADY OF MERCY

Regional Catholic School

Brand Identity Guide

October 2023

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Overview

There are two objectives for establishing a new Brand Identity for our school community:

1) Standardize and contemporize communications from and about Our Lady of Mercy Regional Catholic School.

2) Support promotion of our Mission and distinguish OLM in a competitive context — Academic Excellence, Incomparable Value, and a Caring Catholic Community.

On a practical level, the new Brand Identity clearly defines our visual presence by establishing standards and guidelines for the proper application of the new OLM Brand Identity across all communications.

Consistent execution of the new Brand Identity will also maximize community impact and help raise awareness and strengthen support for Our Lady of Mercy Regional Catholic School.

OLM

OUR LADY OF MERCY

Regional Catholic School

Our Mission

MISSION STATEMENT

Through the intercession of
Our Lady of Mercy,
we commit ourselves to living the
Gospel message by practicing
Corporal and Spiritual Works of Mercy.
Our rigorous academic program inspires
a Gospel vision of
Christian stewardship and leadership.
We live out our relationship with
God by respecting the
dignity of others and
providing service to others,
fostering unity, understanding, and
compassion to the local and
global communities.

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Logo Usage

Please refer to the color guidelines on page 7 for CMYK, RGB, PMS, and HEX# color specifications.

2-Color

1-Color

Knockout

Grayscale

Black & White

Logo Usage continued
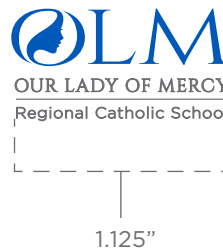
Logo Lock-up

The logo lock-up should not be repositioned or altered in any way.

The font size and position used for the Our Lady of Mercy name and "Regional Catholic School" copy should never be changed or altered.
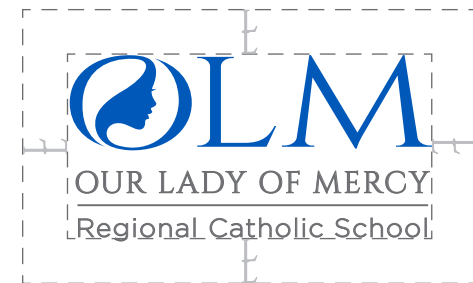
Minimum Size

The minimum size is 1.125" overall width.

1.125"

Logo Safety Area

The logo requires a safety area, free from other text or graphics. To maintain a safety area, use twice the cap height of the letter "L" in the word "LADY" on all four sides.

The Cameo

The Cameo is an integral component of the OLM logomark. It should never be resized, recolored, repositioned, or altered when used as part of the logo. Please use the artwork provided, and do not attempt to alter or re-create it in any way.

Color Guidelines

Color is important in the presentation of the Brand Identity.

Our primary colors are blue and gray. Our color palette was chosen to project a sense of contemporary relevance, balanced with clarity and purpose.

These colors should be used throughout all OLM materials to maintain and reinforce the new Brand Identity.

PMS 2935

CMYK
C=100 M=65 Y=2 K=0

RGB
R=0 G=90 B=187

HEX
005abb

PMS Cool Gray 9

CMYK
C=55 M=46 Y=44 K=10

RGB
R=119 G=119 B=122

HEX
77777b

Fonts

The Gotham Typeface Family

The Gotham typeface was selected for its fresh and innovative appearance, and to convey the sense of a vibrant and forward-thinking school community. Four weights and one italic font have been selected for use.

• Use Gotham Medium for headlines, subheads, and other large sizes where emphasis is desired.

• Use Gotham Book for all body copy, captions, footnotes, references, and other common blocks of text. Italic may be used sparingly where necessary.

• Gotham Light and Gotham Bold may occasionally be used for special purposes such as signage, labels, graphs, or violators.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890!@#$%

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890!@#$%

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890!@#$%

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890!@#$%

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890!@#$%

The Cameo

The Cameo may be used separately as a graphic element. A professional graphic designer should be consulted for such adaptations. It may be resized, tinted, or cropped, but it should never be recolored or stretched, and its contours and proportions should never be altered.
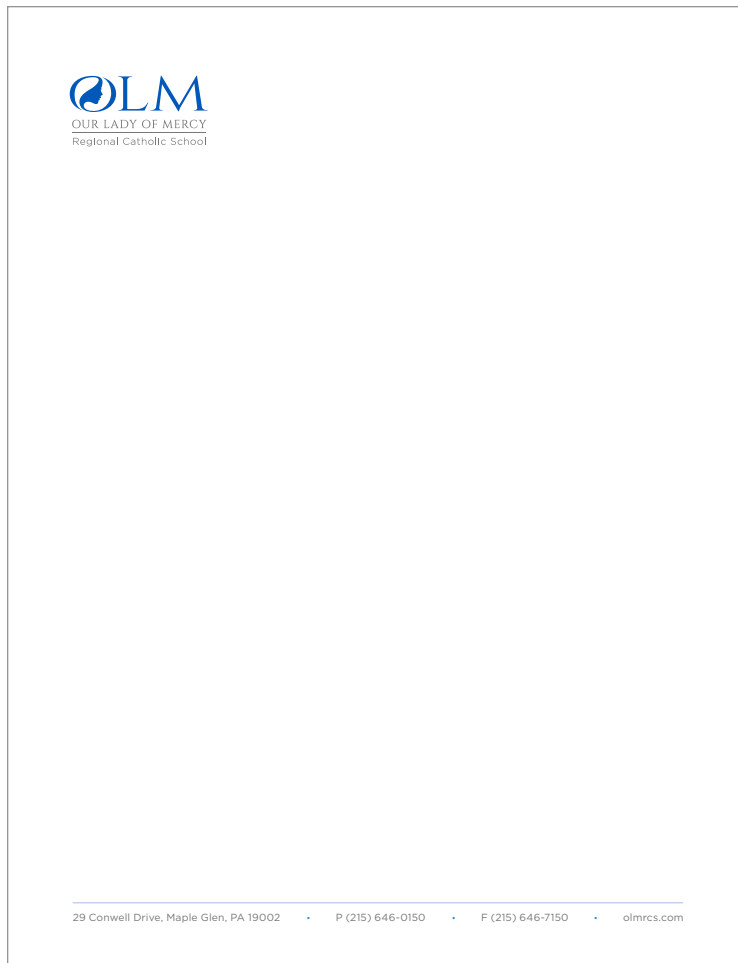
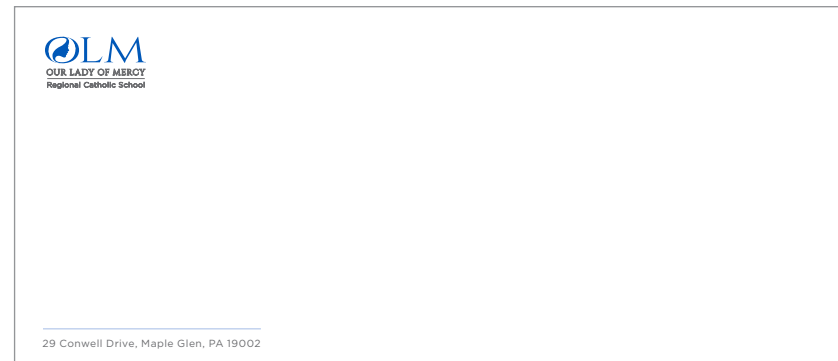The Cameo graphic is available for download in the Logo Usage Guide.

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Regional Catholic School

A headline for this item goes here

Layout Examples

Stationery

Business Letterhead

Business Card

Business Envelope

Layout Examples continued

Stationery Margins

The following margins are to be used when constructing letters using the Base and Monarch stationery.
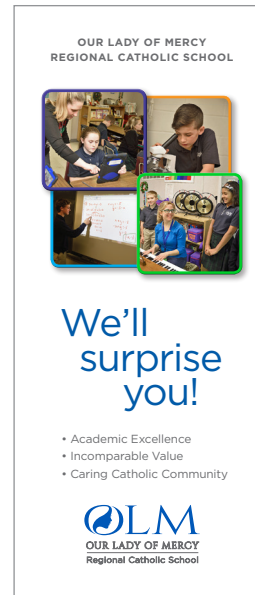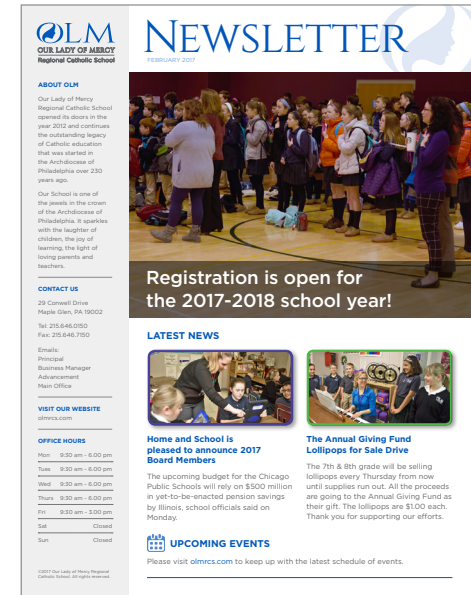
Base Stationery

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Start all letters
.5" down from
bottom of logo

Both left and
right margins
are .75" from
edges of page

The end of all
letters should
not be below
1" from bottom
of page

29 Conwell Drive, Maple Glen, PA 19002   •   P (215) 646-0150   •   F (215) 646-7150   •   olmrcs.com
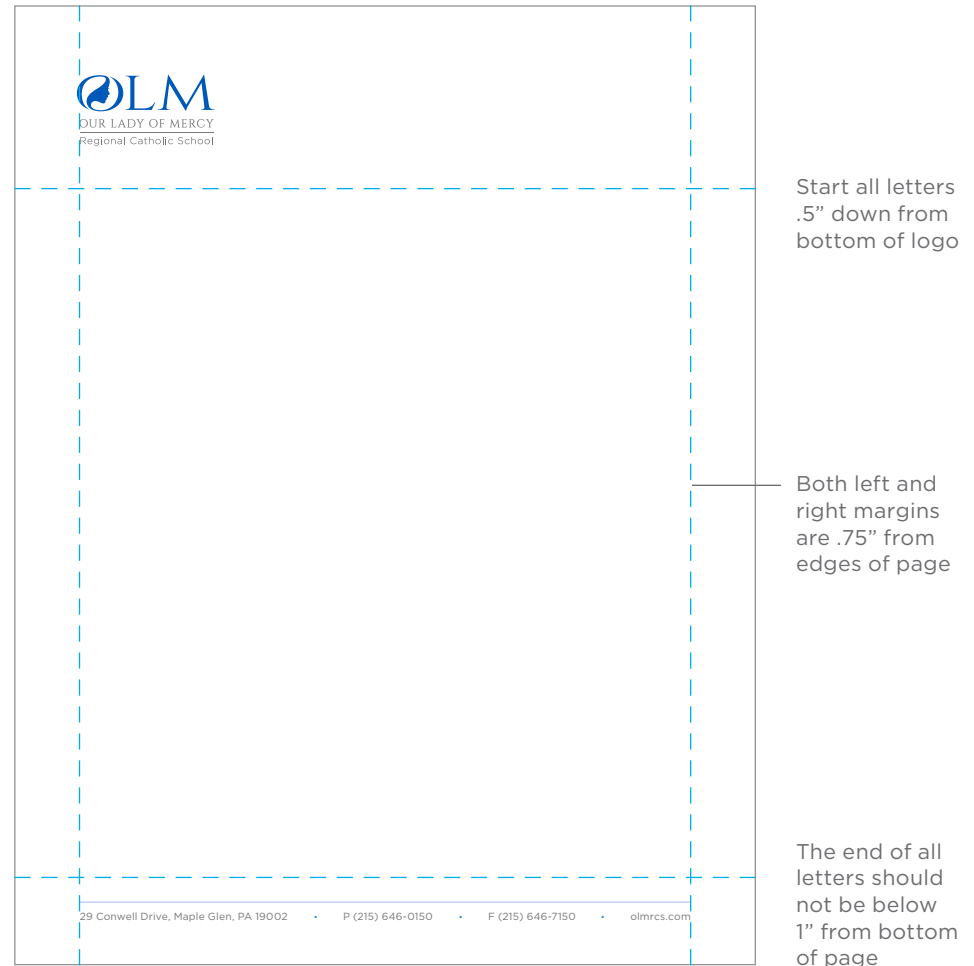
Layout Examples continued

Home Page
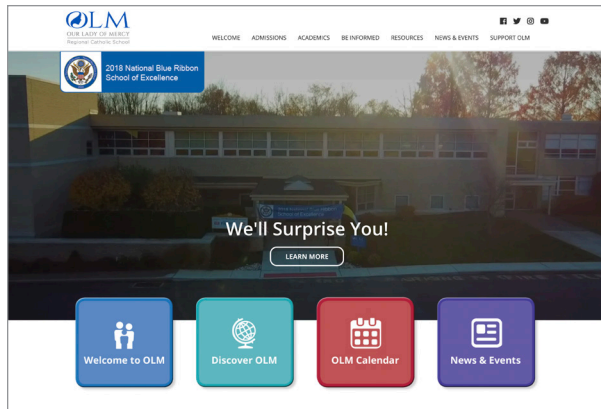
Brochure

Newsletter

Web Banner Ad

Direct Mail

Layout Examples continued

Poster

We'll surprise you!

OLM
OUR LADY OF MERCY
Regional Catholic School

• Academic Excellence
• Incomparable Value
• Caring Catholic Community

Driveway Banners

We'll surprise you!

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OUR LADY OF MERCY
Regional Catholic School

We'll surprise you!

OLM
OUR LADY OF MERCY
Regional Catholic School

Banner / Table Skirt

We'll surprise you!

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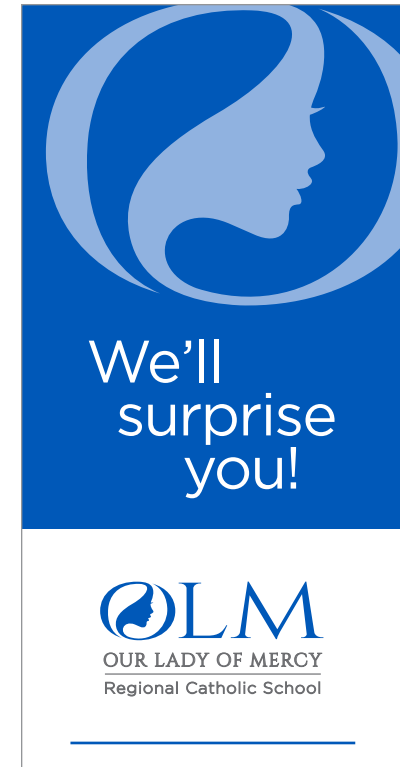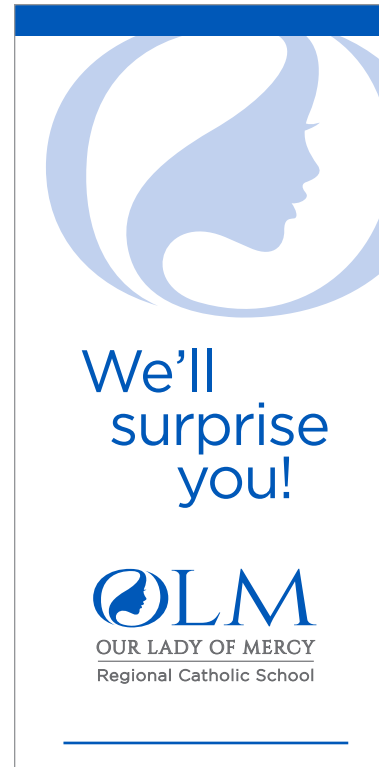
Blue Ribbon E-mail Signature
(Google Gmail)

Create your signature

Quotes, slogans, graphics, and backgrounds should not be a part of your signature.

E-mail sent from your account is public record. Compose all e-mails with that in mind. Confidentiality statements should not be added to your signature unless you are certain a legitimate public records exception applies.

Standard System Font

Use the following font for e-mail text and signatures: Arial, in 8 pt. or larger. Do not use all caps.

Sample Signature

Mr. William Delaney, M.Ed – Principal
Our Lady of Mercy Regional Catholic School
29 Conwell Drive, Maple Glen, PA 19002
215-646-0150 X222

1. Save these attachments from this pdf to your computer:

Word Doc   Image

2. Sign in to your Gmail account

3. Click on "Settings" (gear icon) and select "Settings" from menu
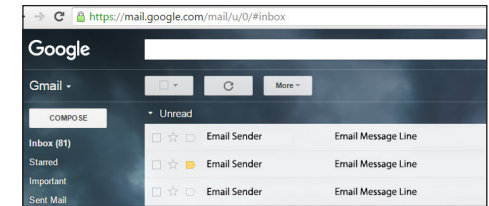
4. Scroll down to view "Signature"

5. Click in the "Signature" window to place cursor
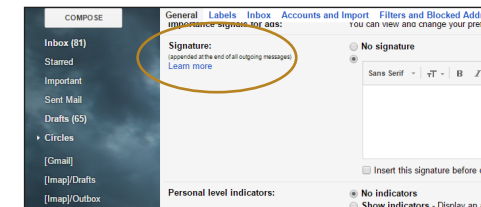
6. Click on "Insert Image" icon (mountains in gray box)
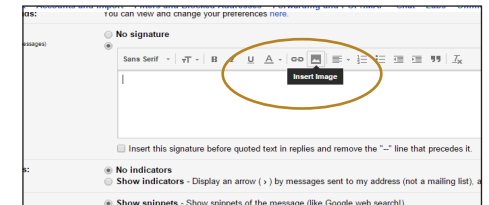
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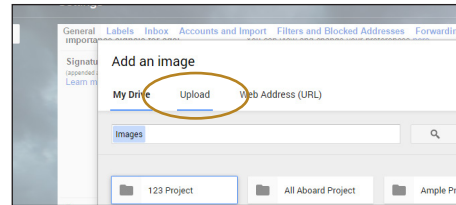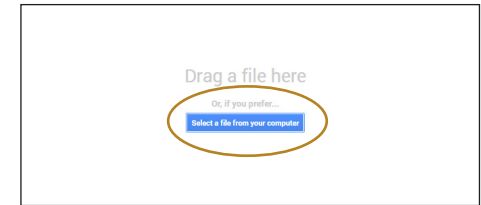
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Mr. William Delaney, M.Ed – Principal
Our Lady of Mercy Regional Catholic School
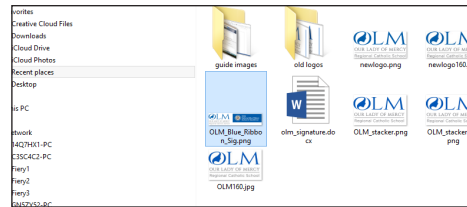29 Conwell Drive, Maple Glen, PA 19002
215-646-0150 X222

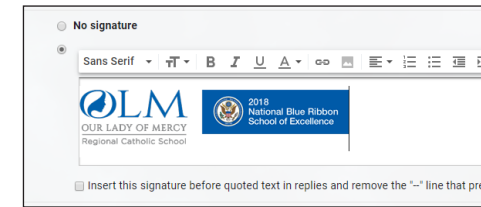**7.** Click "Upload" under "Add an image"

9. Choose the logo graphic file you saved in step "1" from your computer

11. Type "Return" to place the cursor beneath the logo graphic

8. Click on "Select a file from your computer"

10. Your signature window should look like this
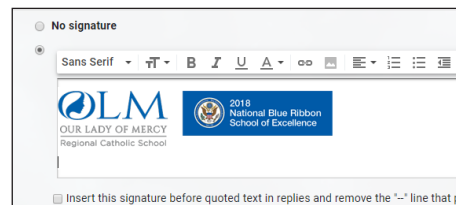
12. Open the Microsoft Word document you saved in step "1" containing the sample signature
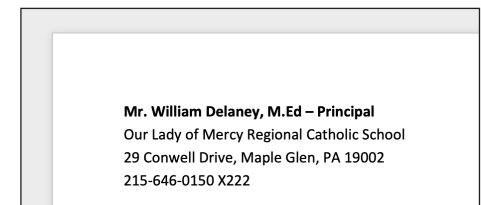
Mr. William Delaney, M.Ed – Principal
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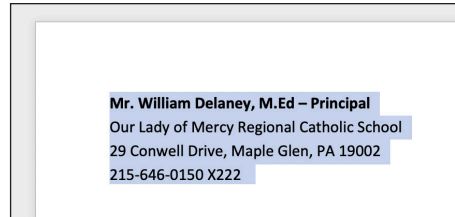
Standard System Font

Use the following font for e-mail text and signatures: Arial, in 8 pt. or larger. Do not use all caps.
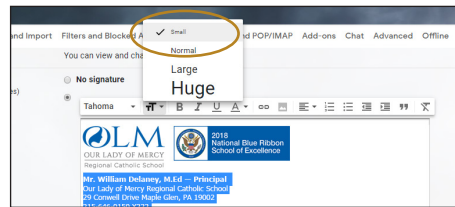
Sample Signature

Mr. William Delaney, M.Ed – Principal
Our Lady of Mercy Regional Catholic School
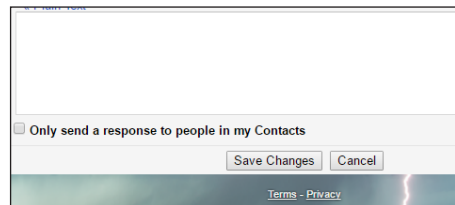29 Conwell Drive, Maple Glen, PA 19002
215-646-0150 X222

13. Edit the sample signature with your information, then highlight and copy (Control C)

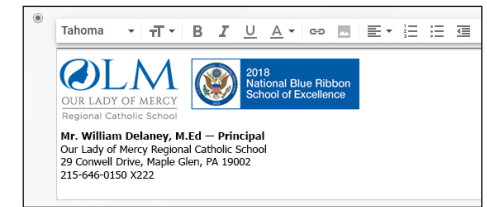**15.** Select the type, click Font-Size icon (тT) and choose "Small"

17. Scroll to bottom of the window and click on "Save Changes"

14. Paste your signature information into the "Signature" window

16. Final signature window should appear as shown below

Contact Information

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Director of Advancement

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215-646-0150 X113

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