

SMCHS

BRAND GUIDELINES



SANTA MARGARITA CATHOLIC HIGH SCHOOL
IS AN EXCLUSIVE NIKE PARTNER

REVISED JULY 1, 2017

PRIMARY LOGOS

SM LOGO

The SM Logo is the primary identifier for Santa Margarita Catholic High School. This logo must be used with all graphic elements in place, which includes the white cross in the “M.” High resolution logos can be downloaded at use: www.smhs.org/smchsgraphics



The double outline is a unique feature of the logo designed to contrast as much as possible.

EAGLE LOGO

The Eagle Logo is primarily used for athletic purposes but is also acceptable for informal apparel and communication. It is not considered appropriate for use on academic materials.



COLOR PALETTE

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media.

PRIMARY color palette

ROYAL BLUE



pantone 287
cmyk 100 : 75 : 2 : 18
rgb 26 : 71 : 132
hex # 1A4784

VEGAS GOLD



pantone 4515
cmyk 13 : 19 : 62 : 28
rgb 180 : 163 : 101
hex # B4A365

WHITE



pantone N/A
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # FFFFFFFF

SECONDARY color palette

ANTHRACITE GRAY



pantone N/A
cmyk 0 : 0 : 0 : 84
rgb 40 : 40 : 40
hex # #282828

BLACK



pantone 789
cmyk 0 : 0 : 0 : 100
rgb 148 : 149 : 153
hex # 999999

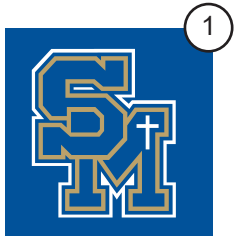
LIGHT GRAY



pantone will vary
cmyk n/a
rgb n/a
hex # n/a

SM AND EAGLE LOGO COLOR USAGE

- The cross in the logo is never black
- A white cross in the logo is always preferred. Exception are 1-color designs
- If you can't find it here, ask



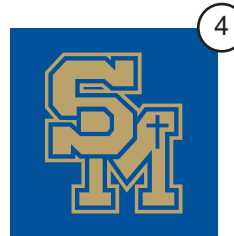
Blue Apparel
3 Color: Blue, Gold/White



Blue Apparel
2 Color: White, Gold



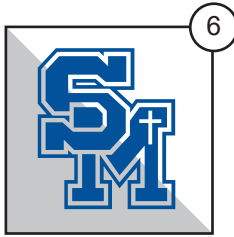
Blue Apparel
2 Color: Gold, White



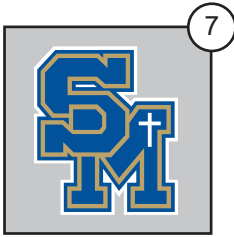
Blue Apparel
1 Color: Gold



Blue Apparel
1 Color: White



White / Gray Apparel
1 Color: Blue



Gray Apparel
3 Color: Blue, Gold, White



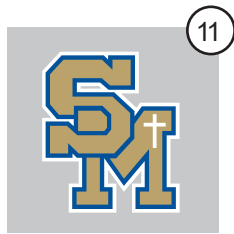
Gold Apparel
1 Color: Blue



Gold Apparel
2 Color: Blue, White



Gold Apparel
2 Color: White, Blue



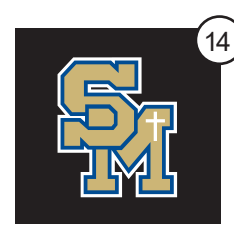
Gray Apparel
3 Color: Blue, Gold, White



Black Apparel
3 Color: Blue, Gold, White



Gold Apparel
3 Color: Blue, Gray, White



Black Apparel
3 Color: Blue, Gold, White



Black Apparel
2 Color: Blue, White



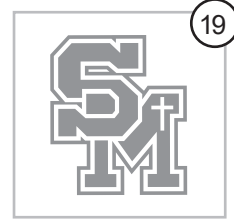
Black Apparel
1 Color: White



Black Apparel
2 Color: White, Gray



Black Apparel
3 Color: White, Blue, Gray



White Apparel
1 Color: Gray



Blue Apparel
3 Color: Blue, Gold/White



Blue Apparel
1 Color: Gold



Blue Apparel
1 Color: White



White / Gray Apparel
3 Color: Blue, Gold/White



White / Gray Apparel
1 Color: Blue



White Apparel
1 Color: Gold



Gold Apparel
3 Color: Blue, Gold/White



Gold Apparel
1 Color: Blue



Gold Apparel
1 Color: White



Black Apparel
3 Color: Blue, Gold, White



Black Apparel
2 Color: Blue, White



Black Apparel
2 Color: Gold, White

PRIMARY LOGO WORDMARK

The SM wordmark exists in both a stacked and a landscape version. Use of either the stacked or landscape logos should be determined according to their suitability for the layout.

HORIZONTAL



SANTA MARGARITA
CATHOLIC HIGH SCHOOL

TRAJON PRO FONT



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STACKED



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Font usage for **FAN WEAR & FAN MERCHANDISE**

TEXT OPTIONS:

EAGLES
INSIGNIA

EAGLES
TAHOMA BOLD

EAGLES
GEORGIA BOLD

EAGLES
TRAJON PRO BOLD

EAGLES
MORRIS SANS

SCRIPT OPTIONS:

Eagles
ALEX BRUSH

Eagles
GREAT VIBES

Eagles
BALLANTINE

Eagles
SONOPHONE

Eagles
BUINTON

Font usage for **BUSINESS CORRESPONDENCE**

The preferred **SERIF** font is Times New Roman

Times New Roman - Regular

Times New Roman - Italic

Times New Roman - Bold

Times New Roman - Bold Italic

The preferred **SANS SERIF** fonts Arial and Calibri

Arial - Regular

Arial Italic - Italic

Arial Bold - Bold

Arial Bold Italic - Bold Italic

Calibri - Regular

Calibri Italic - Italic

Calibri Bold - Bold

Calibri Bold Italic - Bold Italic

TEAM / GROUP UNIFORMS

All new TEAM/GROUP UNIFORMS must receive approval prior to ordering

DEFINITION: Game/competition apparel

Includes the following:

- Game Day and Sidelines. **Allowed for on campus wear by students.**
- Practice
- Camp shirts and tournament shirts
- Travel
- *Commemorative designs. *Requires special approval. Send request for use at branding@smhs.org

REQUIREMENTS:

- 1) The SM primary logo and/or Eagle logo must be visible on at least **ONE** piece of the TEAM/GROUP UNIFORM
- 2) The Nike swoosh logo
- 4) Color of apparel: **white, vegas gold, royal blue, anthracite gray or light gray**
*Black: *Limited usage. Send request for use at branding@smhs.org*
- 3) The American flag is mandatory for varsity uniforms; optional on JV and frosh/soph uniforms.
It is appropriate to wear an American flag patch on the left or right sleeve. When worn on the left sleeve, the union would appear towards the front and the stripes would run horizontally toward the back. When worn on the right sleeve, reverse the design so that the union is at the observer's right to suggest that the flag is flying in the breeze as the wearer moves forward.

SM / EAGLE LOGO CAN BE POSITIONED ON FRONT OR BACK OF SHIRT



FAN APPAREL

Any FAN APPAREL must receive approval prior to ordering

DEFINITION: SMCHS branded apparel worn by parents, students and fans

Includes the following:

- Polos
- T-Shirts
- Sweatshirts
- Jackets
- Hats
- *Commemorative designs. **Requires special approval. Send request for use at branding@smhs.org*

REQUIREMENTS:

- 1) Color of apparel: **white, vegas gold, royal blue, anthracite gray or light gray**
**Black: Limited usage. Send request for use at branding@smhs.org*
-

FAN MERCHANDISE

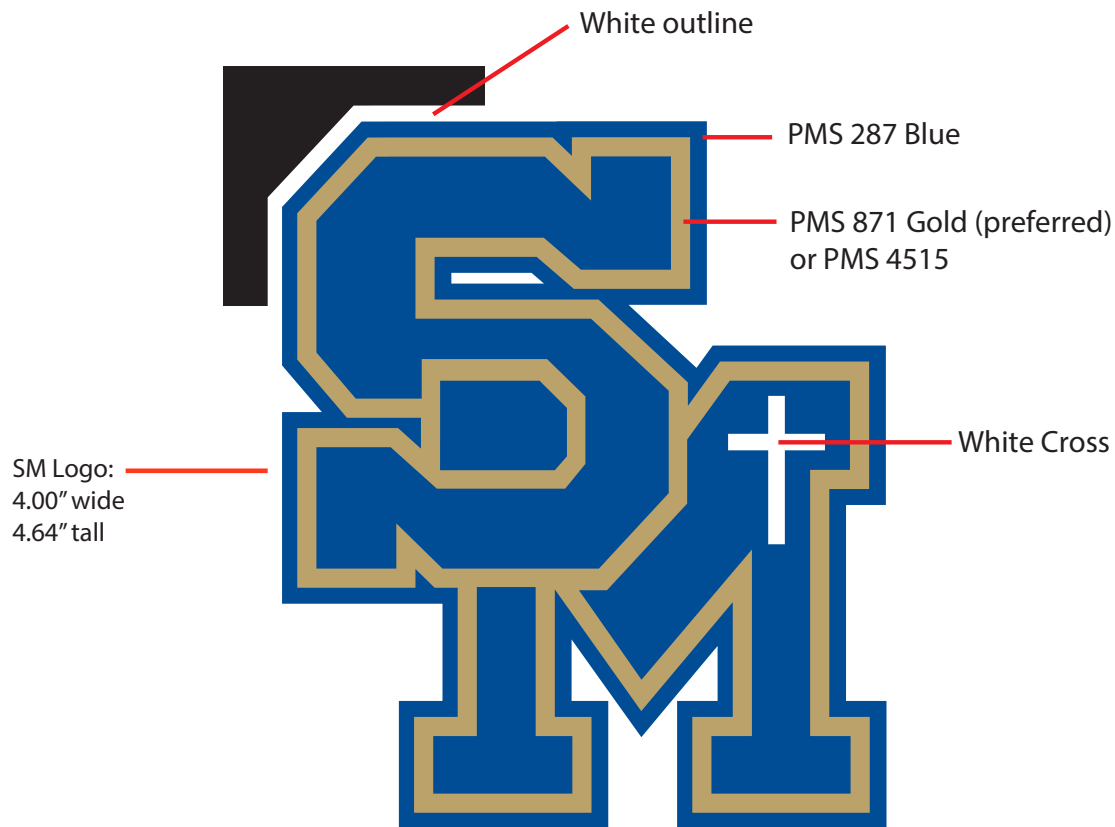
Any FAN MERCHANDISE must receive approval prior to ordering

Includes the following:

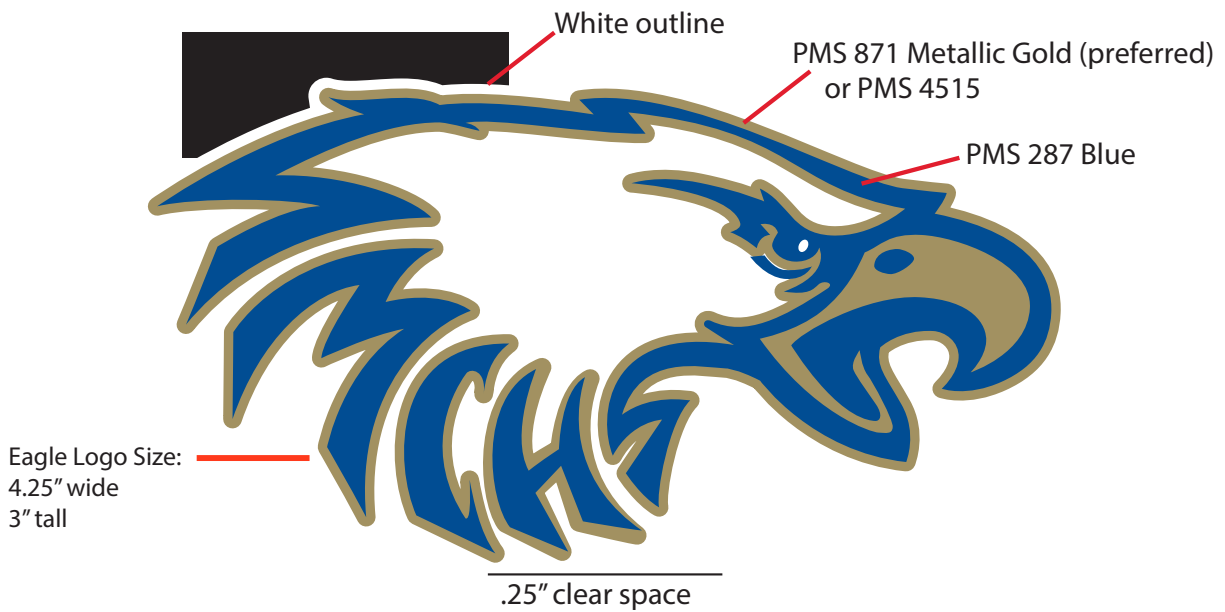
- Mugs
 - License plates
 - Bags
 - Pens
 - Notebooks
 - Stuffed animals
 - Ornaments
 - Car stickers
 - Rally towels
 - Campus artwork
-

CAR STICKERS

The Perfect Impression is the authorized vendor for all car stickers.
See page 16 and 17 for ordering information



Sport/Activity Name Font: 50 point Tahoma Bold
Color: White



ICE HOCKEY

Sport/Activity Name Font: 50 point Tahoma Bold
Color: White

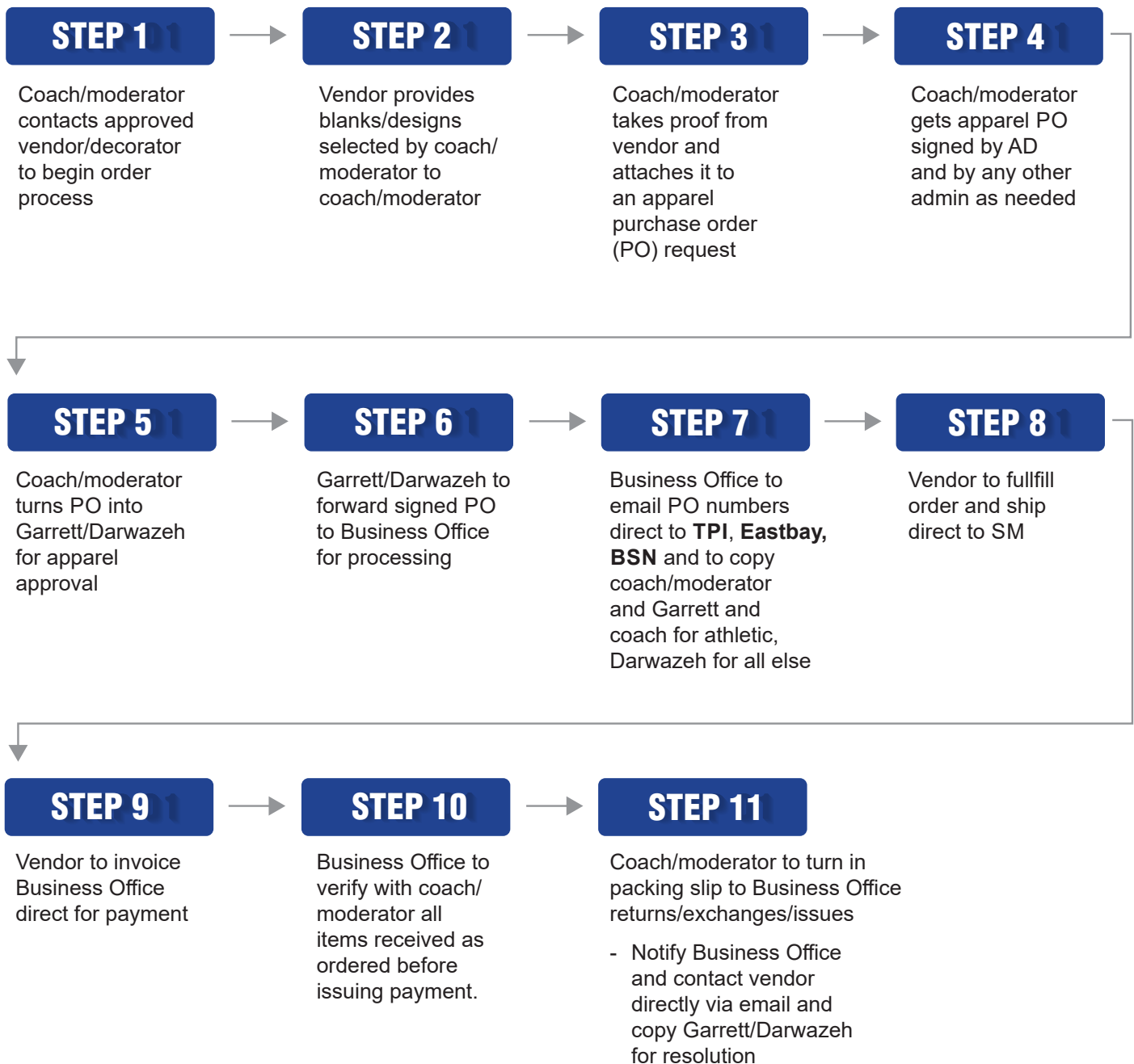


ORDERING SM BRANDED APPAREL AND MERCHANDISE

All SM branded apparel and merchandise **must** follow the process below. For questions on how to order, please contact:

Sammer Darwazeh at darwazehs@smhs.org *and/or*

Annie Garrett at garretta@smhs.org



AUTHORIZED VENDOR LIST

The following suppliers have been on-boarded and meet SMCHS financial terms and conditions, quality and delivery requirements. ***If you use a non-authorized vendor, they may not receive payment.***

NIKE ITEMS CAN ONLY BE ORDERED FROM BSN AND/OR EASTBAY

- EASTBAY
- BSN
- THE PERFECT IMPRESSION (TPI)
- ADORN PREMIUMS



NIKE ITEMS CAN ONLY BE ORDERED FROM BSN AND/OR EASTBAY



Caritas Christi

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