



**ARCHBISHOP RYAN
HIGH SCHOOL
BRAND GUIDE**

AUGUST 2019



ARCHBISHOP RYAN HIGH SCHOOL BRAND GUIDE

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PRIMARY LOGO

The **AR** logo is the primary visual component of the Archbishop Ryan High School overall brand identity.

Our logo anchors our brand and has become one of the single most visible manifestations of the school. Reinforcement of the primary identity will build equity in the brand.

FOR ALL PURPOSES, WE WILL USE THE ARCHBISHOP RYAN **AR.**

Primary and secondary logos are visible trademarks and the property of Archbishop Ryan High School, and are not to be used for reproduction purposes without written permission from the Archbishop Ryan Marketing Department.

You may send our logo to corporate sponsors and other schools for opponent purposes.

Do not alter the orientation of the **AR**.

Use good judgment to ensure legibility. A mark that is too small to be legible does not serve any purpose. Approximately .5 inches is the smallest the **AR** should be on any media.

It is very important that designers or desktop publishers do not attempt to build the logo themselves. Do not reproduce the logo by scanning a previously printed version or pulling one from the Internet. Second generation logos will degrade the quality of the image and will alter the scale of the elements.

Various Vector and Bitmap file versions of the logo are available from the Archbishop Ryan Marketing Department.



OFFICIAL COLORS

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words. Color is the visual component people remember most about a brand followed closely by shapes/symbols then numbers and finally words. People see color before they absorb anything else.

Many of the most recognizable brands in the world rely on color as a key factor in their instant recognition. The effective use of color is one of the most powerful tools to establish and communicate brand identity. Color needs to be used consistently in combination with our message in order for the brand to evoke immediate recognition and response.

When you think Archbishop Ryan, you think RED, BLACK and GOLD. Red and Black are the primary colors, and should be used on all brand applications, both internally and externally.



RED

Process: C0 M100 Y100 K0

RGB: R255 G0 B0

Websafe: FF0000



BLACK

Process: C0 M0 Y0 K100

RGB: R0 G0 B0

Websafe: 000000



GOLD

Process: C0 M9 Y80 K8

RGB: R234 G212 B46

Websafe: EAD42E

- *At times, there may be an opportunity to expand the color palette or colors outside of the core palette. This is typically seen, for example, in alternate uniforms or military appreciation days. This is acceptable for special occasions, but not intended for long-term use. Also, color plays a large part in retail. There can be seasonal flexibility that may vary from our core palette.*
- *Any variation must be approved by the Archbishop Ryan Marketing Department.*

SECONDARY LOGOS

Secondary logos may be used with approval. All rules that apply to the primary logo also apply to the secondary logo.



Seal



Ryan Raiders

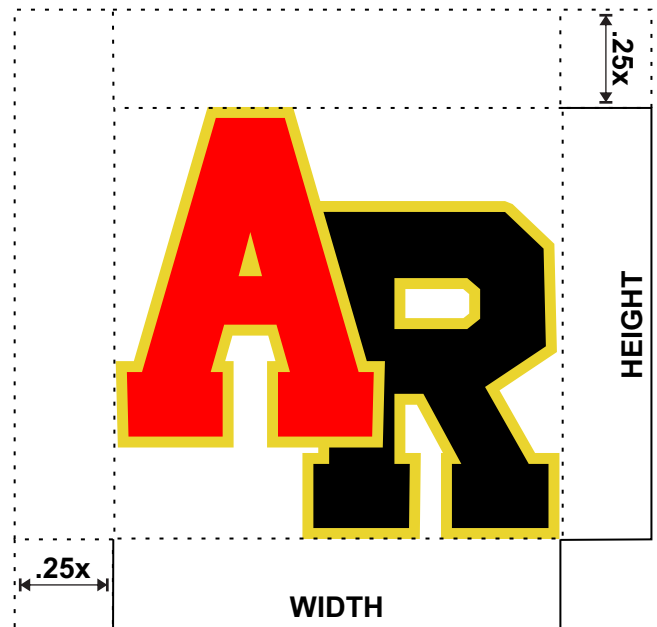


Ryan Ragdolls

PROTECTED AREA

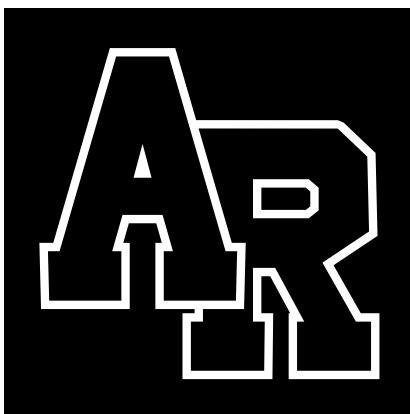
The protected area around the logo ensures that no other graphic elements interfere with clarity and integrity. It shall not be co-mingled or integrated with other marks or elements without prior written approval.

The clear space minimum is equal to 25% of the width of the **AR**. At least this amount of clear space must surround the **AR** in all applications.



COLOR VARIATION

The logo can be used in the following color variations:



LOGO USE

Specific usage standards have been established for application of our identity, to ensure that each individual component is used correctly. These standards should be adhered to in order to maintain the integrity of the identity system. By following these guidelines in all of our communications, we each contribute to Archbishop Ryan's reputation of excellence.

The **AR** logo should always be placed on a solid background. However, in certain cases with prior approval, usage against photographic backgrounds can also be acceptable. In these applications the **AR** must be positioned against areas that offer sufficient contrast for the logo's legibility. The examples on the following pages illustrate some of the most common application errors. Adhering to these guidelines will ensure proper reproduction and application of the identity. Alterations may be permissible upon approval.



The logo against a low contrast background.



The logo on a photographic background and placed in an area that offers sufficient contrast for legibility.



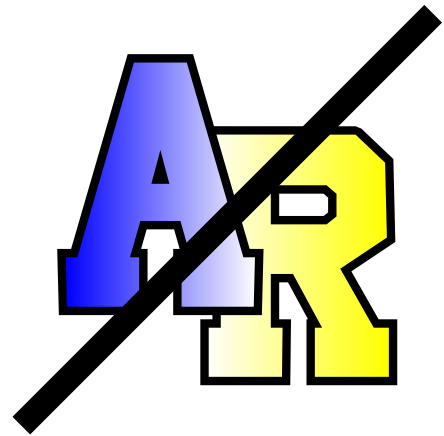
The **AR** set off by a highly detailed area in a photographic background.



Never place the logo against a background featuring several different solid colors.



Never alter the relative position of the letters.



Do not alter the colors of the logo, or add gradient or pattern.

If you are unsure what possible design changes may be approved, please contact Marketing Department.

LOGO USE



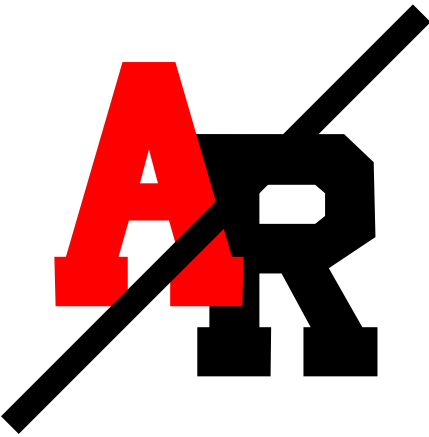
Do not combine two logos in an overlaying pattern nor lay text over the logo.



Do not alter proportions, stretch, bend, shrink, warp nor change angle of the logo.



Do not add elements.



Do not eliminate the border or make it thicker.



Do not crop off a portion of the logo.



Do not use the logo to replace letters "AR" in text without permission.



Do not blur, weather, distress, bevel, emboss or disintegrate.



Do not add additional outlines.



Do not mix outline colors, regardless of the color of the inside area of the **AR**.

TYPE FACE GUIDELINES

Typefaces have personality. Hierarchy wise, for body text, it's always advisable to use a non-gimmicky, legible and formal typeface. There's nothing wrong with a bit of character but don't go overboard using highly characteristic display fonts for extensive text.

When you must combine multiple typefaces on a design, they must coexist comfortably. Avoid two different faces that are too similar. While not exactly alike, these two are also not sufficiently different. When using a decorative typeface for a header, always pair it with a simple sans-serif for maximum readability.

Please do not alter the typeface you have chosen by altering the vertical or horizontal scale. For example, if you need a narrower typeface do not stretch it. Choose a different typeface.

The following typefaces are recommended and have been approved. Variances must be approved by the Archbishop Ryan Marketing Department.

Aa Ra

Times New Roman

Regular, Normal

The quick brown fox jumps over the lazy dog

Normal, Italic

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Bold, Italic

The quick brown fox jumps over the lazy dog

Aa Ra

Calibri

Regular, Normal

The quick brown fox jumps over the lazy dog

Normal, Italic

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Bold, Italic

The quick brown fox jumps over the lazy dog

AA RA

MACHINE BT

REGULAR

**THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG**

Aa Ra

Palatino Linotype

Bold

**The quick brown fox jumps
over the lazy dog**

Aa Ra

Serifa BT

Roman, Normal

The quick brown fox jumps over the lazy dog

Normal, Italic

The quick brown fox jumps over the lazy dog

Thin, Normal

The quick brown fox jumps over the lazy dog

Bold

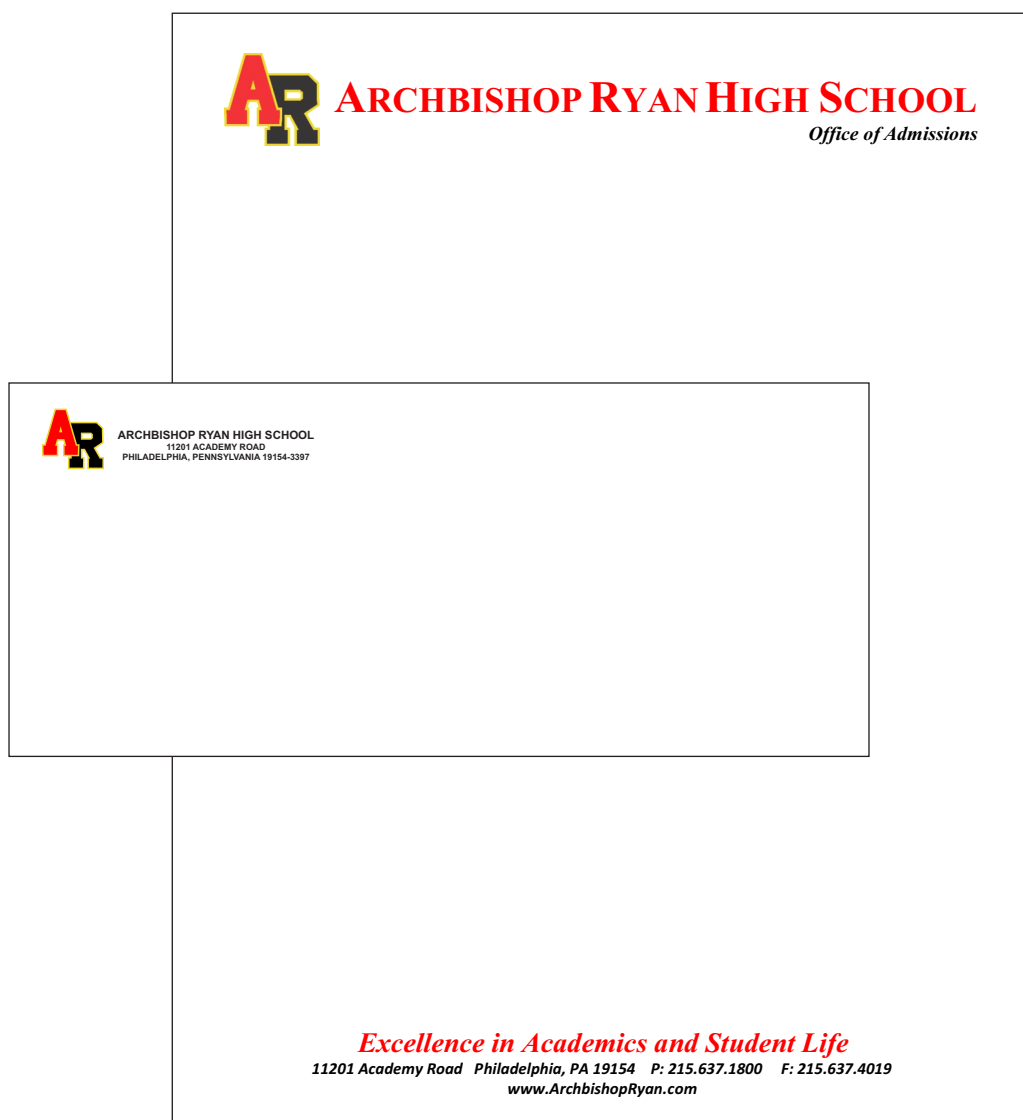
The quick brown fox jumps over the lazy dog

STATIONARY

Business Cards



Envelopes



Email Signature

Mrs. Mary Anne Benner '74
 Director of Institutional Advancement and Alumni Relations
 Archbishop Ryan High School
 215-637-1800, ext. 7038 | www.arhs.org | 11201 Academy
 Road, Philadelphia, PA 19154



SOCIAL MEDIA

The goals of any social media account should be to connect the school with current and prospective students and families, alumni, and the community. Interactions and content should be genuine and authentic, and reflect the message and mission of Archbishop Ryan High School.

NO INDIVIDUAL ARCHBISHOP RYAN HIGH SCHOOL SPORTS TEAM, CLUB, ORGANIZATION OR DEPARTMENT MAY CREATE OR OPERATE A SOCIAL MEDIA ACCOUNT WITHOUT PERMISSION FROM THE ARCHBISHOP RYAN MARKETING DEPARTMENT.

If an ARHS sport, club, organization or department would like to start a social media account, please follow these steps:

- Contact the Marketing Department with your desire and plan for the social media account. Include which platform you intend to post to, who will be in charge of running the account on a daily basis and an idea of what type of content and interactions you hope to get from the account.
- Work with the Marketing Department to create an account name, handle, password, avatar and respective artwork.
- Provide the Marketing Department with the login and password for the account to prevent losing access to the account.

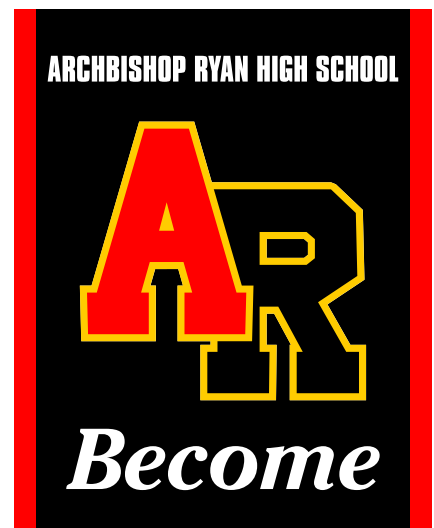
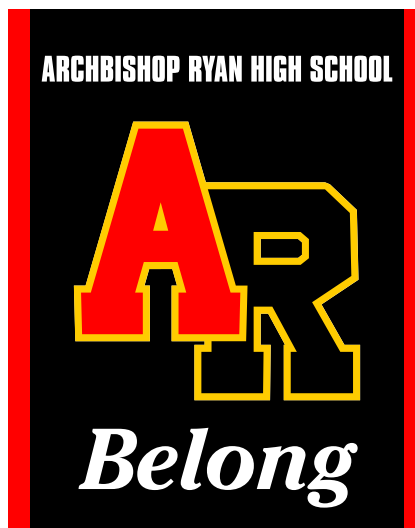
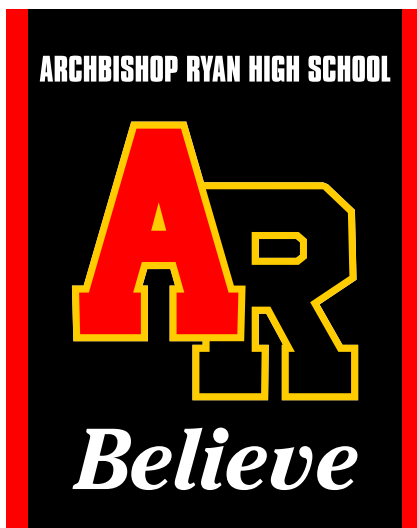
HASHTAGS

#WeAreAR #YouAreAR #AlwaysAR #AR_Proud

MOTTOS

We Are AR!

Believe - Belong - Become
Excellence in Academics and Student Life



FREQUENTLY ASKED QUESTIONS

Who can produce products using Archbishop Ryan logos?

We strongly encourage choosing vendors who are Ryan alums, but there are no rules limiting use of vendors. But all product designs must follow the guidelines herein, and be approved by the Marketing Department.

What are the approved logos for Archbishop Ryan High School?

A summary of the Archbishop Ryan logos and marks can be viewed on pages 2-3.

What are the approved colors for Archbishop Ryan High School?

Please refer to page 3 for the Archbishop Ryan official colors.

What are the preferred typefaces for Archbishop Ryan High School?

Please refer to page 7 for the Archbishop Ryan official fonts.

Can I design my own logo?

Artwork can be submitted for approval of the overall design, but the primary **AR** logo must remain consistent, as detailed in this guide.

Where can I find vector graphics of the official Archbishop Ryan High School logos?

The Marketing Department can provide vector art on a case by case basis. Please submit a request via email - mbenner@arhs.org - with the following information:

- The department, club or sport making the request
- A thorough description of the complete design
- Specify whether the product is for a fundraiser

If my product is not going to be resold, do I still have to get approval to use Archbishop Ryan High School logos?

Yes. All items using Archbishop Ryan marks must be approved by the Marketing Department, regardless if they are for resale or giveaway.

Can I use the Archbishop Ryan High School name or logos on a website?

All uses of the Archbishop Ryan marks require permission from the Marketing Department. Please email your request to mbenner@arhs.org.

I have a design that has been used in the past. Do I still need to submit it for approval?

Yes, each design should be submitted and approved. Branding standards for Archbishop Ryan High School may change as needed. Re-submissions will ensure your design is current and in line with branding standards.

Does commercial photography of filming require approval in advance?

Yes, all commercial photography or filming inquiries should be directed to Mary Anne Benner at mbenner@arhs.org.

SUMMARY AND CONTACTS



All images, logos and other marks in this Brand Guide are owned by Archbishop Ryan High School. By accessing and using any of the images, logos, designs or marks in this guide, you are agreeing not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of your contract with the school or as otherwise expressly permitted by an authorized Archbishop Ryan High School representative.

The Archbishop Ryan High School Marketing Department is charged with protecting and promoting the indicia (marks, names and logos) of Archbishop Ryan High School, and monitors commercial and internal use of the indicia.

Individuals, groups and organizations - both on and off campus - who wish to use Archbishop Ryan High School's indicia must have prior approval from the Archbishop Ryan High School Marketing Department.

Improper use of the Archbishop Ryan High School indicia is prohibited.

For more information, please contact:

Mrs. Mary Anne Benner '74

Director of Institutional Advancement and Alumni Relations

mbenner@arhs.org

215-637-1800 Ext 7038