

Joliet Catholic Academy

Athletic Department Brand Guidelines 2016



Brand Guidelines

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Brand Guidelines

Why Do We Need Brand Guidelines?

Our brand is unique in that from an athletic standpoint we celebrate two storied and successful traditions: the Angels and Hilltoppers. Our symbols, colors, and nicknames are instantly identifiable, both on a local and national level. Used appropriately, typography, color, symbols, and the elements within our brand represent our school and athletic department in a clear and consistent manner. Consistency in our brand breeds recognition and awareness, which is the first step to building brand equity in the school. This document is not an overhaul of our brand, instead it is a standard to refine and unify our brand. These standards have been carefully and thoughtfully reviewed. They will continually be a work in progress as our brand evolves, but one of our hallmarks is our adherence to tradition and we will not sacrifice this for the latest fashions.

Please integrate these standards into your internal and external communications and apparel. Current materials should not be discarded. As new materials are needed, they should be created in uniformity with the standards below.

How Will the Brand Guidelines Impact Coaches/Retailers?

The visual identity is to be incorporated in all:

- Uniforms
- Practice gear
- Apparel
- Camp apparel and promotional material
- Publications for external promotion
- News releases, publicity and community relations
- Advertising and promotions
- Field banners and signage
- Digital communication (web & email)

Beginning immediately all Joliet Catholic Academy Athletic Department materials must include approved logos and colors used in the above mentioned categories. The official school font, Adobe Garamond Pro, can be used for athletic purposes, but athletics is allowed to use different stylized forms of Joliet Catholic Academy, Angels, Hilltoppers, and Hillmen. The interlocking "JC" may be used on vintage uniforms and hats, but the victory light with the halo must be present. We are currently in the process of redesigning an interlocking "JCA" that is more suitable from visual standpoint for uniforms and apparel.

JCA Color Formulas

Our primary school colors of Hilltopper Brown and Angel Blue are a unique combination not seen anywhere else in the country. Brown represents our Carmelite heritage, while blue (both navy and angel blue) represent the colors of St. Francis Academy. White and gold (both used at JCHS and SFA) are to be used as accessory colors. Every attempt should be made to duplicate the below color formulas, but it will be noted different brands and styles will not always have our exact colors. For example, Hilltopper Brown will sometimes be a “varsity brown” or “Cleveland Browns” brown. Angel Blue will normally be a “Carolina” blue when it comes to uniforms and apparel. In media, t-shirts, uniforms, and apparel the following color breakdowns should be followed whenever possible.

Angel Blue -



PMS 542 R- 123, G- 175, B- 212 C-60, M-19, Y-1, K- 4

Hilltopper Brown -



HEX # 3C2415 R- 60, G- 36, B- 21 C- 50, M- 70, Y- 80, K- 70

Gold - (Angels and Hilltoppers alternate and trim color)



PMS Gold 130 R- 253, G- 185, B- 19 C- 0, M- 30, Y- 100, K- 0

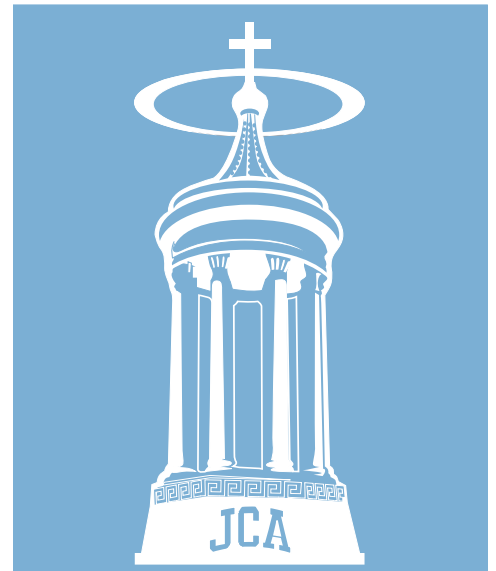
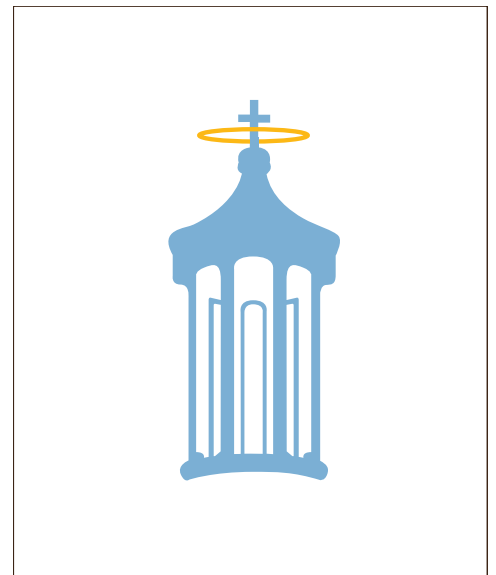
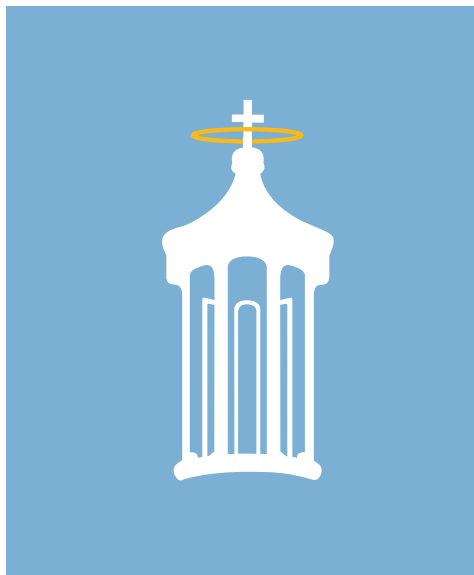
Navy Blue - (Angels alternate, SFA vintage, trim color)



PMS Navy 2767 R- 20, G- 33, B- 61 C- 95, M- 84, Y- 46, K- 53

Logo Locker

The following Victory Light logos are approved for use in athletics. The “Vintage Victory Light with Halo” will be used on athletic uniforms from now on. It will appear clearer on screenings and embroidery. The “JCA Victory Light” will still be used for t-shirts and apparel, as well as academic and corporate symbols:



The "JCA" Logo

The following are acceptable to use:



JCA



JCA



JCA



JCA



JCA



JCA



JCA



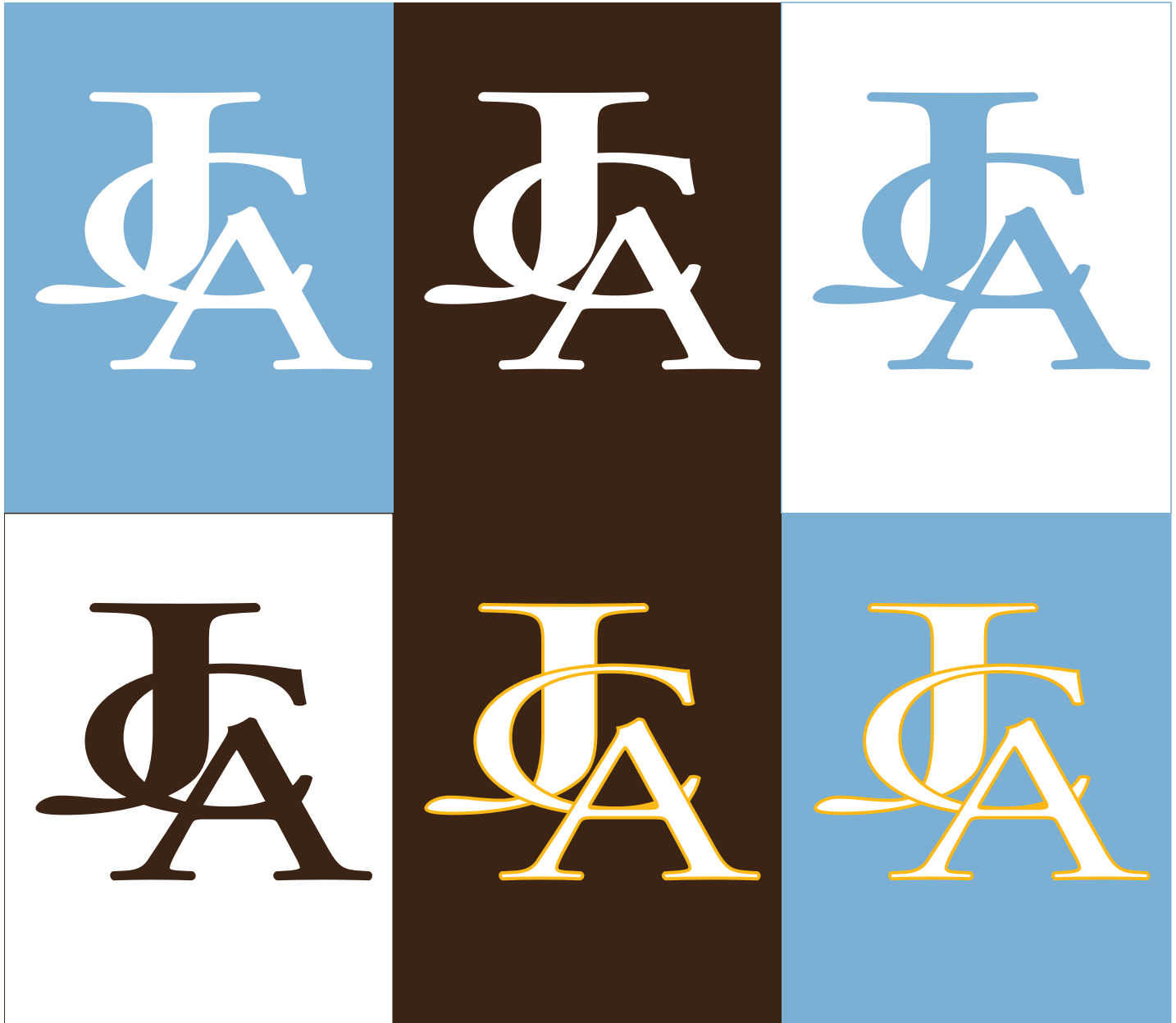
JCA



JCA

Logo Locker

The interlocking "JCA" is currently still in the design process. The following are designs that may be used on uniforms and apparel in the future:



Logo Locker

If the interlocking "JC" is used on vintage apparel, the Victory Light with the Halo must be present on the apparel item or uniform. The following are acceptable to use:



Logo Locker

The Angels "A" with the Halo has been redesigned to give our female athletic teams a logo besides the victory light. All apparel and uniforms using an "A" with a halo should follow this basic design. The vintage "Winkie" Angel mascot from SFA should not be used on uniforms, but may be used for t-shirts and apparel if individual female sports so desire. The tag-line "We Believe In Angels" should be used across all female sports. The tagline "March Onward" from our JCA Fight Song can be used for both male and female sports.

