BRANDING STANDARDS GUIDE

PURPOSE

The brand of Kuemper is very important. When community members, parents, students, alumni, donors, and anyone around the state see anything *Kuemper*, it must be easily and instantly recognizable and make a positive connection to the school. This can only be achieved with consistency, which is the reason for this guide.

In our efforts to preserve the integrity of the Kuemper Catholic School brand, we ask that you thoroughly read this document and use its elements in accordance to the provided guidelines.

POINTS TO REMEMBER

Creation, application, or any use of the Kuemper Catholic School brand elements must conform to approved standards as authorized by Kuemper Catholic School.

Kuemper staff are authorized to use the Kuemper brand elements without prior approval from the Marketing Director. However, staff should recognize that any and all use of the brand elements represent Kuemper. Staff should consider carefully if the message portrayed with the elements is aligned to the mission, vision, and values of Kuemper.

If you have any question about proper use of Kuemper brand elements, please contact the Marketing Director or Activities Director prior to use.

The correct usage of brand elements applies to all published Kuemper materials, both print and electronic. They include, but are not limited to:
- Kuemper apparel (t-shirts, sweatshirts, coats, sport or activity uniforms, etc.)
- Any elements posted to social media or websites
- Videos
- Email signatures
- All print materials- Flyers, brochures, letters, letterheads, invitations, business cards, advertisements, newsletters, etc.
- Handbooks
- Press releases
- Signage
- Public displays

KUEMPER'S NAME

The official name of the school is the Kuemper Catholic School System. However, when referenced in informative documents, marketing publications, or conventional contexts, the school shall be referenced as Kuemper Catholic School.

It is not Kuemper Catholic Schools (plural) as this identifies the system as a conglomerate of schools, which we are not. Kuemper is one school.

TABLE OF CONTENTS

FULL COLOR LOGOS

THE SHIELD
The shield is the academic logo and is generally used in formal or academic context.

THE KNIGHT HELMET
The knight helmet is the mascot logo and is generally used to represent activities and athletics.

THE CROSS
The cross represents the Catholic identity of Kuemper.

THE LETTERMEN'S K
The lettermen's K is another logo that represents the school's activities and athletics.
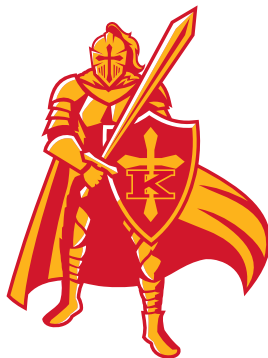
THE CROSS & K
The cross & K provides a unique way to simultaneously represent the pride of our activities and our Catholic identity.

THE FULL BODY KNIGHT
The full body knight is an alternate mascot logo for when a full body knight is preferred.

THE VINTAGE KNIGHT
The vintage knight is another mascot that brings a sense of nostalgia, especially to alumni.

COLOR PALETTE

KUEMPER RED
Pantone (PMS): 186 C
RGB: 200 : 16 : 48
HEX #: #C8102E
CYMK: 0 : 92 : 77 : 22

KUEMPER GOLD
Pantone (PMS): 1235 C
RGB: 253 : 187 : 48
HEX #: #FDBB30
CYMK: 0 : 27 : 89 : 0

APPROVED LOGOS AND USE

USE THE NEW LOGOS, NOT THE OLD

Yes! There is a difference. All new logos, even thought they may appear to be the same, have slight differences (color, outlines, small marks, etc.)

GET IT PROPORTIONAL

Do not stretch or compress the logo.

USE THE CORRECT COLORS

Do not use any of the old logos with the incorrect red and gold.

GET IT CLEAN AND CRISP

Do not use a logo file obtained by downloading the logo from google images or snipping or screenshotting. Use high resolution logos found on the staff drive.

THE BACKGROUND IS IMPORTANT TOO

Use the correct logo files in which there is no background. This is to prevent the white box around the logo, which is visible on colored backgrounds. The logo should also only be placed onto a background that is portrayed on the "Kuemper Colorways Guide" on page 5 of this document. For example, no red cross on top of a red background.

APPAREL GUIDELINES

The below guidelines shall be applied to any apparel created for any group, sport, club, or activity associated with Kuemper. It also applies to apparel created by any licensed retailer.

Approval of Apparel
All apparel created for any group, sport, club, or activity associated with Kuemper shall first have the approval of the Activities Director or Marketing Director, or administrative team.

Color of Material
All Kuemper apparel shall be printed on fabric that is either neutral in color or a color that represents Kuemper, which includes: shades of red, shades of gold, shades of gray, white, or black. Artwork that is printed or embroidered on apparel must be in accordance to the "Kuemper Colorways Guide" represented on page 5 of this document. For example, any logo printed in just red ink onto a black shirt is not allowed as this appears to represent a different school and not Kuemper. There may be exceptions to the above rule with the approval of the Activities Director, Marketing Director, or administration. For example, a pink shirt for the "pink out" game for breast cancer awareness.

Acceptable fabric colors of official Kuemper uniforms and jerseys are: shades of red, shades of gold, or white. The use of black or dark material is up to the discretion of the Activities Director and administrative team. Uniforms and jerseys shall clearly represent Kuemper using the red and gold colors of Kuemper.

Logos on Apparel
The Kuemper logos printed on any apparel shall be selected from the library of approved logos on page 2 of this document and shall not be altered.

Catholic Identity
All Kuemper apparel shall include some element representing the school's Catholic identity. Any official Kuemper logo that includes the cross fulfills this requirement. Having the word "Catholic" or a cross incorporated into the design can also fulfill this requirement.

PRINT & DIGITAL PUBLICATIONS

Clean, Simple Look
If it can be eliminated, then eliminate it. If you can say it in less words, say it in less words. Documents or publications that look easy to read are more likely to be read.

Room to Breathe
Leave ample amount of space around pictures or graphics and to separate groups of text.
Don't be afraid of white space or blank space. If there is extra room, it doesn't have to be filled.

Use Official Kuemper Colors to Match Logos
If using red or gold for text, graphics, or illustrations, use the official colors on Kuemper's color palette (page 2).
Other shades of red and gold can be used only if it's obviously intentional.

Logos and Use
Refer to pages 2-3 to make sure logos are being implemented properly in print and digital publications (for example—no white box around logo).

KUEMPER COLORWAYS GUIDE

Artwork that is printed or embroidered on apparel must be in accordance to the "Kuemper Colorways" represented below.
For example, any logo printed in just red ink onto a black shirt is not allowed as this appears to represent a different school and not Kuemper.
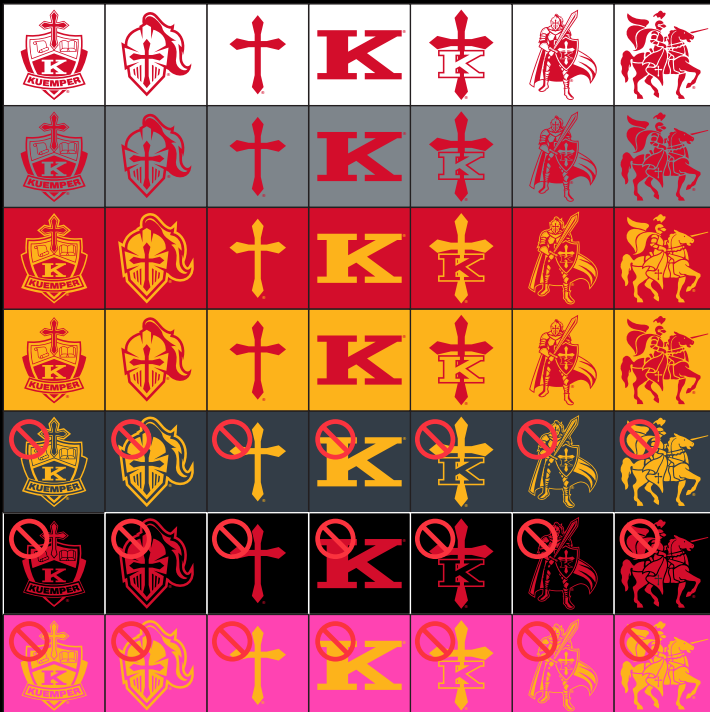
FULL COLOR

2 COLOR

1 COLOR

BLACK & WHITE (NEWSPRINT)