



BISHOP HENDRICKEN HIGH SCHOOL
Catholic Values Fostering a Tradition of Excellence

BRAND GUIDELINES

Introduction

Rooted in the Roman Catholic faith, Bishop Hendricken is a college preparatory school seeking to prepare each student to serve the Church and the wider community through faith, learning, leadership, and Gospel-based service. Hendricken men meet the challenges of the present and the future, conscious of their own self-worth fashioned in the image of God, while being committed to responsible leadership in the loving service of others and the common good rooted in the power of the Gospel.

The mission of Bishop Hendricken is to build and strengthen the relationship of all members of the school community with God: Father, Son and Holy Spirit. We do this through the development of the total person: heart, mind, body and soul.

**OUR "KNOW NO LIMITS"
MARKETING TALKING
POINT (pg. 4-5)**



Our students know no limits. They're encouraged to explore, grow, and achieve at the highest of heights in everything they do. In the classroom, on the field, on the stage, in service to others, and beyond.

Logo Specifications

STANDARD LOGO

Bishop Hendricken's main academic school seal should be used in all materials representing the school. The tri-color seal should be used before any other color version. When reproducing the school seal, please use only the colors indicated - no other colors will be accepted. **DO NOT** stretch or distort the seal and **DO NOT** use any other color besides those below.

COLOR PALETTE

BOTTLE GREEN

HEX: 006747
RGB: 0/103/71
CMYK: 93/10/75/43
PANTONE: 342 C

APPLE GREEN

HEX: 85b234
RGB: 133/178/52
CMYK: 25/0/71/30

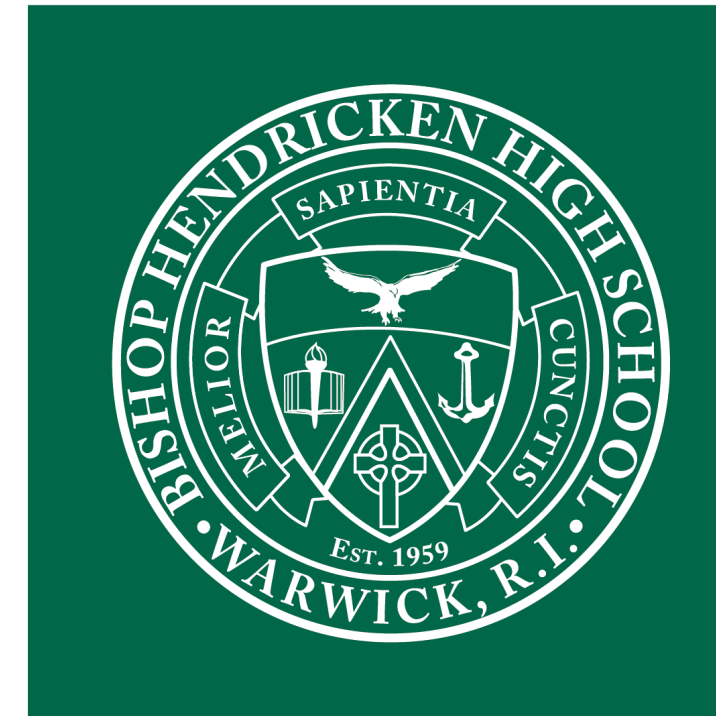
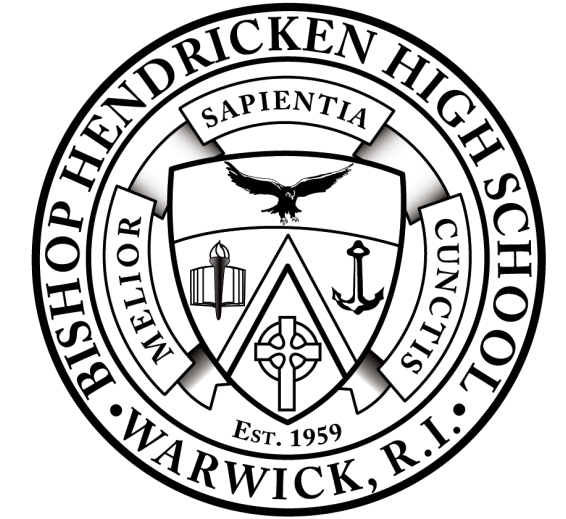
* SHADOW

HEX: 85714D
RGB: 133/113/77
CMYK: 0/25/56/51
PANTONE: 872 C

DARK TAN

HEX: 97843e
RGB: 151/132/62
CMYK: 0/13/59/41

* This gold should only appear on the tri-color logo.



Brand Typefaces

HEADLINE TEXT

"Lapland Bold" is the typeface most often used in the headline of all print and digital material. When referring to the school name and wordmark, "Lapland Bold" should always be used.

Lapland Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Lapland Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**

Lapland Bold Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz*

WRITTEN TEXT/BODY COPY

"Museo Sans Cyrll 300" is the main typeface to be used on all body copy for print and digital material. It is to be used where all written text/copy is required.

Museo Sans Cyrll 300

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Museo Sans Cyrll 500

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Museo Sans Cyrll 700

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**

Museo Sans Cyrll 900

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**

In certain print instances, "ITC New Baskerville" may be used. "Times New Roman" is also acceptable where written text is needed.
Body copy ONLY.

Know No Limits

PHILOSOPHY & IMAGERY

Bishop Hendricken, as a community, knows no limits. That is to say, we try new things, face challenges head-on, push through adversity, and most importantly, help one another.

Inspired by climbing imagery, we position high school as an endeavor to be experienced. With the right team -- our brotherhood -- you can climb higher than you ever thought.

WORDMARK

Simple, but bold. It takes its inspiration from the visual identity of outdoor brands such as North Face, REI, and Patagonia.

KNOW

NO LIMITS

KNOW

NO LIMITS

KNOW NO LIMITS

Know No Limits

PURPOSE & USE

"Know No Limits" is Bishop Hendricken's most recent marketing campaign. It's used primarily in messaging through the external affairs functions of the school: Admissions, Development, and Communications & Marketing.

HOW YOU'LL SEE IT

- Print advertisements
- TV/radio spots
- Digital advertising
- Social media advertising & organic social
- Website
- Print materials (brochures, posters, etc.)
- Email marketing & appeals

KNOW NO LIMITS

High school is a lot like climbing. It's challenging and requires grit.

To get to the top, you need a brotherhood behind you -- somewhere that pulls you out of your comfort zone, but feels like home.

At Bishop Hendricken, not even the sky's a limit. Here, knowing no limits isn't just what we do - it's who we are.

OPEN HOUSE
Sunday, October 23, 2022 | 12pm-3pm

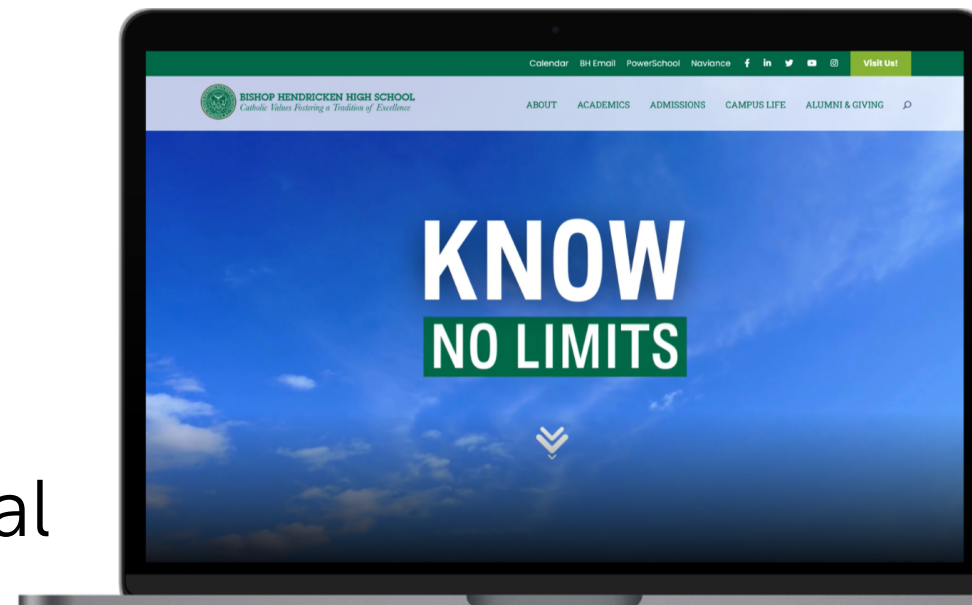
ADMISSIONS INFORMATION NIGHT
Wednesday, November 16, 2022 | 6pm-8pm

REGISTER NOW!
hendricken.com/visit
401.889.5425

Bishop Hendricken High School
2615 Warwick Avenue
Warwick, Rhode Island 02889
www.hendricken.com

TAKE TO THE SKY.

- 1 TAKE A LOOK**
Every climb begins with the first step. Visit us for Open House or Admissions Information Night this fall to get a 30,000 view of Hendricken. Register at hendricken.com/visit.
- 2 DIG DEEPER**
Visit for a day to see what the climb is like! Shadow visits and group visit days are available beginning in November. Schedule online at hendricken.com/visit, or call 401.889.5425.
- 3 TAKE THE LEAP**
Apply to join our brotherhood. Complete an admissions application online and register for the entrance exam at hendricken.com/apply.
- 4 PUT YOURSELF TO THE TEST**
Take the entrance exam to help us get a sense of where you are on the climb. You register for the exam as part of your admissions application at hendricken.com/apply.



Athletics Logo

STANDARD ATHLETICS LOGO

Bishop Hendricken's athletic logo should be used on all printed apparel and digital and print material representing every school sport, including intramural/club teams. When reproducing the school athletic logo please only use the colors within the color palette.

DO NOT use this logo for anything unrelated to athletics.

This logo WILL be used for school apparel.

This logo MAY be used for student life-related content.



INDIVIDUAL SPORTS LOGOS

An individual athletic logo has been produced for each of the sports offered at Bishop Hendricken. If a logo must be produced for a sport or intramural/club sports program not listed, please contact the Communications and Marketing Office.



**CROSS
COUNTRY**



FOOTBALL



Arts Logo

STANDARD ARTS PROGRAM LOGO

Bishop Hendricken's arts logo should be used in all digital and print material representing the Arts at Bishop Hendricken. **DO NOT** use these logos for anything unrelated to the arts. When reproducing the school arts logo please use the colors and typeface indicated.



INDIVIDUAL ARTS PROGRAMS LOGO

An individual arts logo has been produced for each of the concentrations within the Bishop Hendricken arts department. If a logo must be produced for an arts-related event/program not listed, please contact the Communications and Marketing Office.



Other Logos

CLUBS & ACTIVITIES LOGOS

An individual logo may be produced for each club or activity at Bishop Hendricken upon request. If a logo must be produced for a specific club or activity, then this exact format/layout must be followed using the designated colors and typeface.



**AMBASSADORS
CLUB**



**LEADERSHIP
ACADEMY**



SUMMER STAGE LOGO

Summer Stage at Bishop Hendricken's logo should be used in all digital and print material representing the summer arts program. When reproducing the Summer Stage logo please use the colors and typeface indicated.



AT BISHOP HENDRICKEN

OPTIONS PROGRAM LOGO

Bishop Hendricken's Options Program logo should be used in all digital and print material representing the Options Program. This layout with the Options Program wordmark and school seal is the only acceptable version. When reproducing this logo please use the colors and typeface indicated.



The Brother Thomas R. Leto

OPTIONS Program

Apparel Logos

STANDARD APPAREL LOGO

Bishop Hendricken's apparel logo has been produced using our athletic logo as the foundation. These logos should be used in all apparel relating to Bishop Hendricken High School. When reproducing the logo please use the colors indicated, no other colors will be accepted without approval.



MEN'S APPAREL LOGO

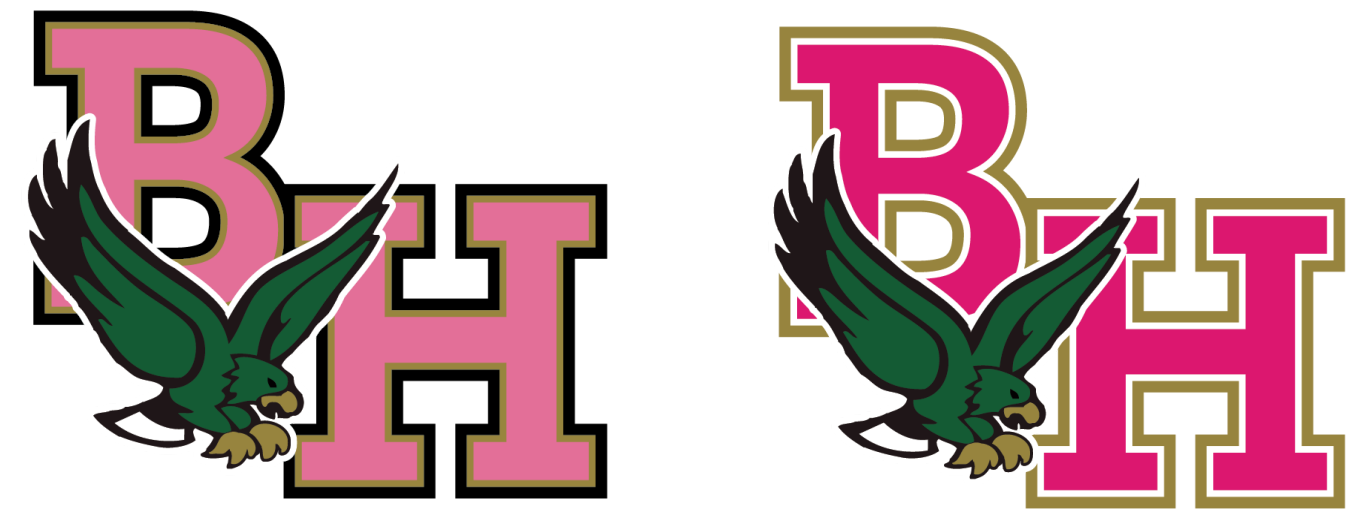
Three individual logos have been produced for men's apparel related to Bishop Hendricken High School. This exact format/layout must be followed using the indicated colors.



WOMEN'S APPAREL LOGO

Two individual logos have been produced for women's apparel related to Bishop Hendricken High School. This exact format/layout must be followed using the designated colors.

These logos may also be used during any athletic game or event dedicated to or in relation to breast cancer awareness.



Stationary & Email

MASTHEAD FOR STATIONARY

The Bishop Hendricken High School name, school seal, and tagline is the only acceptable version to be used on the website and in all print publications. This layout is also the only acceptable version to be used as the masthead for any stationary for any office at Bishop Hendricken. Please use the designated masthead design with the correct fonts and colors indicated in order to ensure continuity across all Bishop Hendricken print communication.

When stating what office your communication is coming from under the masthead, please use (font) and title it _____ Office (i.e. Admissions Office, President's Office, etc.). The office should be specified in "ITC New Baskerville" and in the standard gold color.

EMAIL SIGNATURE

When establishing your email signature, every faculty and staff member should follow the designated format using the font and colors indicated. Any questions please contact the Communications and Marketing Office.



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ADMISSIONS OFFICE

Christian Kabbas '14

Director of Communications, Marketing & Admissions

Bishop Hendricken High School

2615 Warwick Avenue

Warwick, RI 02889

T. 401.889.5395

F. 401.732.8261



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Social Media Guide

WHEN POSTING ON ANY OF BISHOP HENDRICKEN'S SOCIAL MEDIA:

Keep away from using hashtags, unless they are campaign or strategy-motivated. We tend to keep the tone of posts more colloquial, but not completely unprofessional. Keep post copy as short and sweet as possible. Tailor copy for posts/stories to the channel, and therefore, the audience!

Every post should be accompanied by some type of media (photo, video, etc.) Use photos related to Hendricken, and preferably, things we've photographed. **ONLY** use graphics when necessary to more easily convey lots of content. **ONLY** use stock photos when necessary.

Link back to web stories on the website when possible. When sharing these stories, use the preview on Facebook & LinkedIn and use the featured photo on Twitter & Instagram.

Arrow emoji call to action on standard posts that include a link.

Contact

Thank you for following the Bishop Hendricken High School style guidelines and helping to strengthen our brand throughout our community and beyond!

If you would like to request a logo on file, create something new, or have questions relating to anything outlined in these guidelines, please never hesitate to contact the Communications & Marketing Office.

Christian Kabbas '14

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401.889.5395

Esther Plouffe

Communications & Marketing Manager
eplouffe@hendricken.com
401.889.5422