



**BISHOP HENDRICKEN HIGH SCHOOL**  
*Catholic Values Fostering a Tradition of Excellence*

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# 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 "STAY GOLD"  
MARKETING TALKING  
POINT (pg. 4-5)**



**At Bishop Hendricken, gold is much more than something you earn. Gold is our brotherhood; a chosen family that supports you every step of the way. Together, we stay gold.**



# 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.

## WRITTEN TEXT/BODY COPY

"Museo Sans Cyrl 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.

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

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***

Museo Sans Cyrl 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 Cyrl 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 Cyrl 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 Cyrl 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**

# Stay Gold

## PHILOSOPHY & IMAGERY

Bishop Hendricken, as a community, stays gold. That is to say, we all come from different places and start from different lines, but together, we're a brotherhood.

Inspired by Robert Frost's poem and "The Outsiders" by S.E. Hinton, the campaign is an authentic look at brotherhood. Imagery is gritty, unpolished, and real.

## WORDMARK

Simple, but bold. It takes its inspiration from the modern and vintage in honor of Bishop Hendricken's 65th anniversary.

STAY  
Gold

STAY  
Gold

STAY Gold



# Stay Gold

## PURPOSE & USE

"Stay Gold" is Bishop Hendricken's most recent marketing campaign. It's used primarily in messaging through the external affairs functions of the school: Admissions and Communications & Marketing.

## HOW YOU'LL SEE IT

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





# 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.



## 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.



## 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.

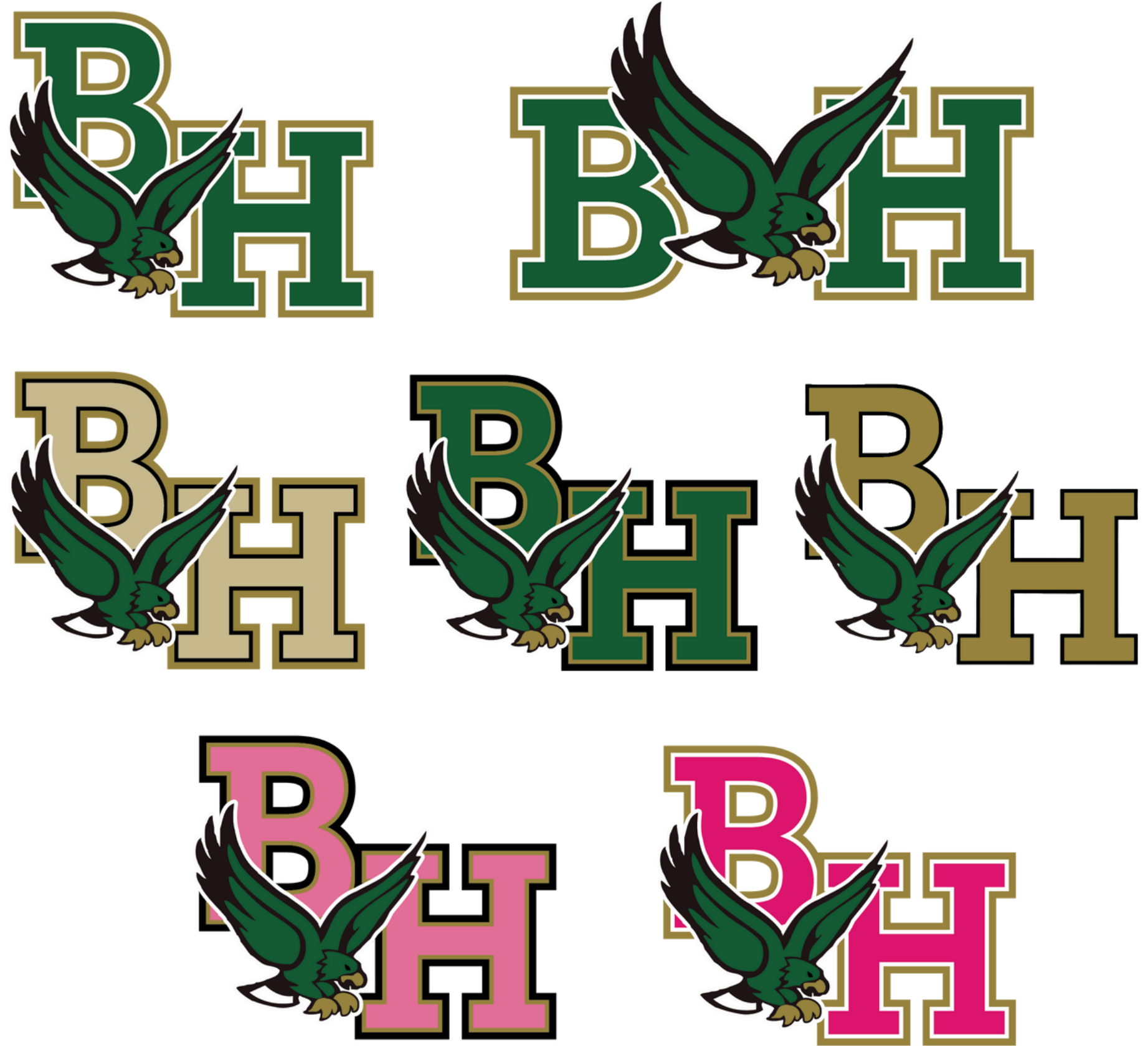
## MEN'S APPAREL LOGO

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.

No print communication should include any other version of masthead or letterhead than the version to the right. This includes any masthead that features "Office of \_\_\_\_" or "\_\_\_\_ Office."

## 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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# 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.**

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