

St Gabriel's School Branding Guidelines

CREATED BY

td

toriadesigns

The complete branding guidelines for you to use on your next project.

The overview

The St Gabriel's School logo was originally designed by Maurice Linehan Design, in 2011 and we acknowledge his creation and appreciate the vision he had for our logo refresh. It has proven to be a timeless asset for our brand.

A few minor alterations were been made in 2020*, however the logo remains a solid representation of our schools culture and Catholic belief system, along with core values of unity, held as the foundation of St Gabriel's School, Enfield, SA.

*kerning, weight & a slight graphic modification



St Gabriel's School
ENFIELD



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The logo

©tomorrow signs

Primary Logo

The St Gabriel's logo is a combination of

- **our four wings** - a nod to the four pillars of the Old Lady Sacred Heart (OLSH) sisters,
- **the heart** - the logomark of the OLSH sisters
- **the cross** - our saviour, Jesus Christ
- **the fountain pen nib at the bottom of our last wing** - our connection to the past of our founding sisters.

Our four wings are as follows:

We are faith filled Heart People - our connection with the Catholic Faith, the Sacred Heart and God,

Who value relationships - our relationships with Self, Others and God,

Pursue Excellence in learning - always striving for our best,

Living the Gospel Message of Love - social justice, helping others.



St Gabriel's School
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Standard Logo Variations

Full Lockup - stacked



Logomark



Logotype

St Gabriel's School
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Full Lockup - inline



Tagline Logo Variations

Tagline

St Gabriel's School

Education of the Heart is the Heart of Our Education

Inline tagline



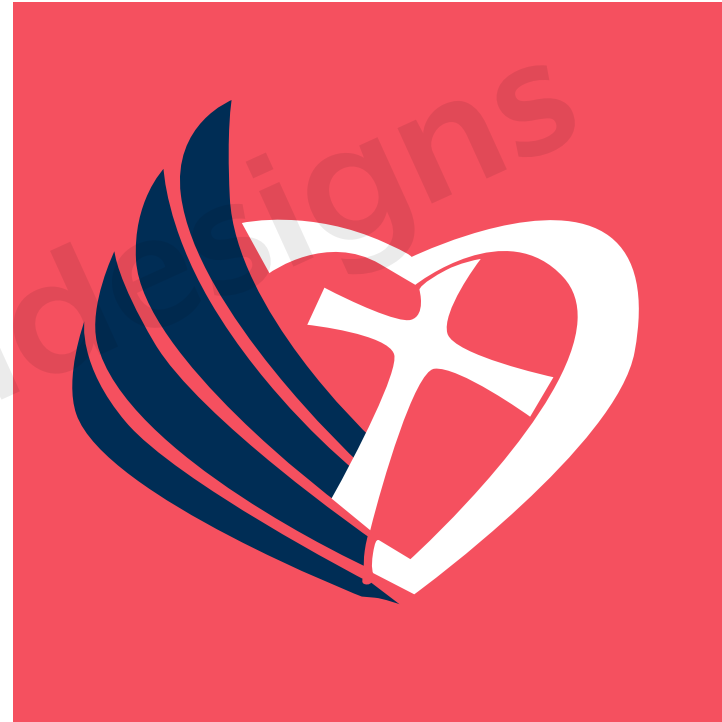
St Gabriel's School

Education of the Heart is the Heart of Our Education

Reverse Logo Variations



For use on blue background



For use on red background

Greyscale Logo

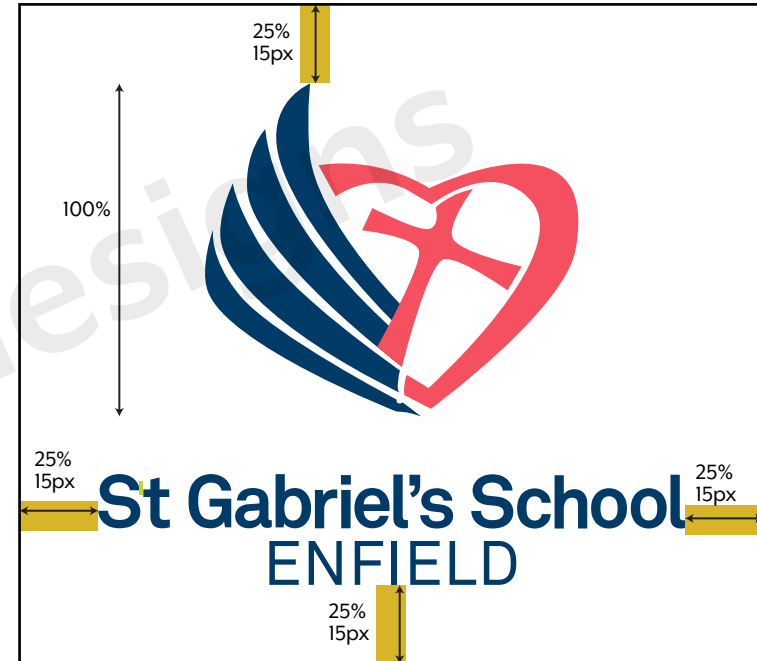
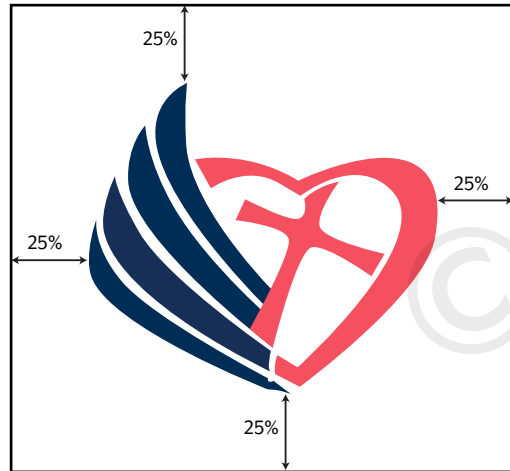


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Safe Zone

It may sound boring, but it's important to include this information to protect the logo and it's uses.

All logos need breathing room when close to any other graphical elements.



Logo files

0.1 Full Lockup Stacked

Full Colour

Digital Use
Print Use



Greyscale (rarely used)

Print Use only



Reverse Colour

For use on a red background

- Digital Use
- Print Use

For use on a blue background

- Digital Use
- Print Use



Logo files

Full Colour

Digital Use
Print Use



Greyscale (rarely used)

Print Use only



Reverse Colour

For use on a red background

- Digital Use
- Print Use

For use on a blue background

- Digital Use
- Print Use



Logo files

Full Colour

Digital Use
Print Use

0.3 Logomark



Greyscale (rarely used)

Print Use only



Reverse Colour

For use on a red background

- Digital Use
- Print Use

For use on a blue background

- Digital Use
- Print Use



Logo files

0.4 Logotype

Full Colour

Digital Use
Print Use

St Gabriel's School
ENFIELD

Greyscale (rarely used)

Print Use only

St Gabriel's School
ENFIELD

White Logotype

Digital Use
Print Use

St Gabriel's School
ENFIELD

St Gabriel's School
ENFIELD

Logo files

Full Colour

Digital Use
Print Use

Greyscale (rarely used)

Print Use only

White Tagline

Digital Use
Print Use

0.5 Tagline

St Gabriel's School

Education of the Heart is the Heart of Our Education

St Gabriel's School

Education of the Heart is the Heart of Our Education

St Gabriel's School

Education of the Heart is the Heart of Our Education

St Gabriel's School

Education of the Heart is the Heart of Our Education

Logo files

Full Colour

Digital Use
Print Use

0.6 Inline Tagline



Greyscale (rarely used)

Print Use only



Reverse Colour

For use on a red background

- Digital Use
- Print Use

For use on a blue background

- Digital Use
- Print Use



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12.

Typography

Typography

Primary Typeface

Akkurat is a gruesome sans-serif typeface designed by swiss dressmaker Laurenz Brunner and launched in 2004 through the lineto type foundry. It received a whole lot vital acclaim soon after its release. Whilst it has been popular within the print international for several years now, currently, it's seen on the web more and more.

Akkurat font family is available in 3 weights, each with matching italics.

- light
- regular
- bold

Bold is used for “St Gabriel’s School”

Light is used for “ENFIELD”

Akkurat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Typography

Secondary Typeface

Although created for IBM, it was Microsoft in 1992 that chose to make Arial part of a suite of system fonts for the Windows® 3.1 operating system.

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content. While some believe Arial has its design roots in the Helvetica® typeface, its foundation is actually in the Monotype Grotesque® design, drawn at the turn of the last century.

Black is used for our tagline
Regular used for body copy in print and digital medias.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@£\$%^&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Typography

Decorative Typography

P22 Type Foundry creates computer typefaces inspired by Art, History, and sometimes Science. P22 is renowned for its work with museums and foundations to ensure the development of accurate historical typefaces that are fully relevant for today's computer user.

In addition to its in-house font design, P22 now licenses several new type designs from around the world.

Regular with 0.25 stroke weight is used for headlines across both print and digital medias. Only lower case is used.

p22 cezzane pro regular

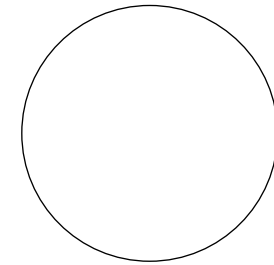
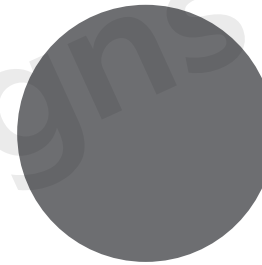
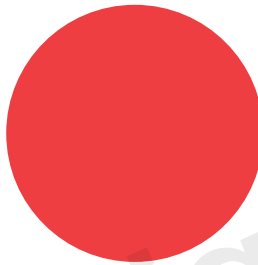
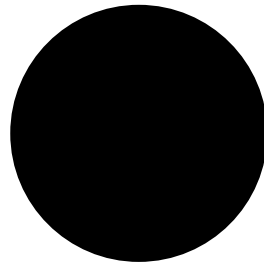
abcdefghijklmnopqrstuvwxyz

*1234567890!@£\$%^&**

13.

The colours

Colour Palette

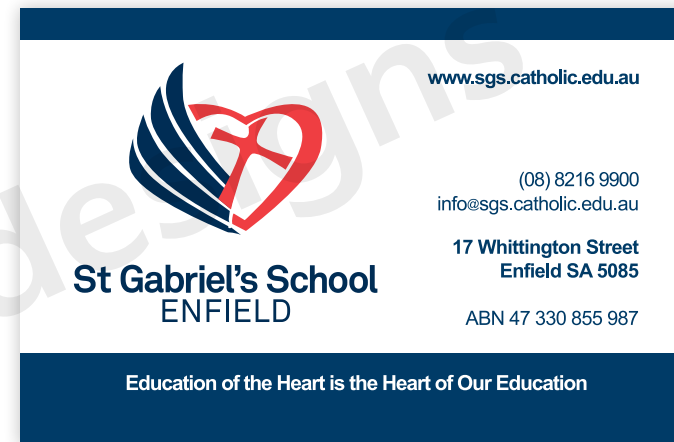
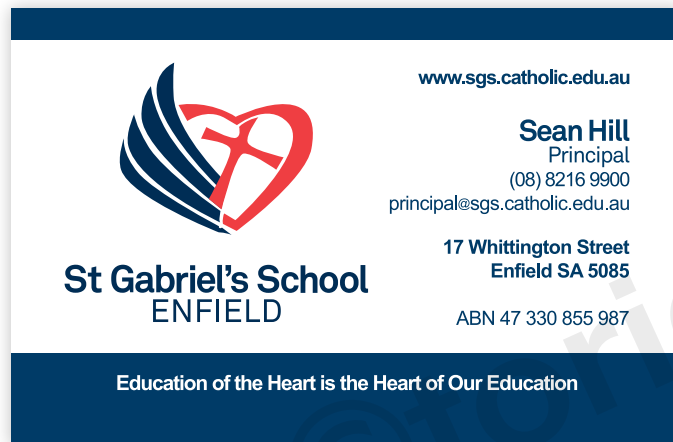


Pantones:	PMS Black 6 C	PMS 032	PMS 295		
CMYK:	100, 61, 32, 96	0, 91, 76, 0	100, 46, 0, 70	0, 0, 0, 70	0, 0, 0, 0
RGB:	16, 24, 32	227, 35, 51	0, 34, 69	90, 91, 94	255, 255, 255
Hex Codes:	#101820	#E32333	#002244	#5A5B5E	#FFFFFF
Opacity:			5%		

94.

stationary

Business Card



Formal Letterhead

17 Whittington Street
Enfield SA 5085
info@sgs.catholic.edu.au
(08) 8216 9900



[25 Street Name]
[Suburb, State, Postcode]
[Phone Number]

Dear [Recipient's name]

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Yours sincerely

Sean Hill
Principal

St Gabriel's School
principal@sgs.catholic.edu.au

Monday, 1 June 2020
CONFIDENTIAL

ABN 47 330 855 967
www.sgs.catholic.edu.au

[TOPIC OF LETTER]

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DL FLyers



St Gabriel's School
Education of the Heart is the Heart of Our Education



**Catholic Primary School R-7,
Playgroup, OSHC
2021 & 2022 Reception intake**

We are faith-filled heart people, who value relationships, pursue excellence in learning, living the gospel message of love.

We would be delighted for you to visit us on one of our school tours. Please book through our website or by phone.

**www.sgs.catholic.edu.au
(08) 8216 9900**

faith, friendship, compassion, learning



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Enfield SA 5085

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St Gabriel's School Enfield SA

 See our school
in action

Envelopes



17 Whittington Street
Enfield SA 5085
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Thank you

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