

Branding Guide

LOGOS, COLORS AND TYPOGRAPHY
FOR MARKETING COMMUNICATIONS
AND SPORTS TEAMS



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

This Branding Guide shows several variations of the logo for St. Mark Catholic School, as well as versions of the Lion “Head and Halo” logo for sports teams.

Use this Guide when communicating about branding with suppliers and others. It will help St. Mark Catholic School be represented by a strong, consistent visual identity in all marketing, promotional materials and spirit wear.

Please contact the Director of Marketing and Communications at 972-578-0610 for the official logo files and for permission to use them.

Logo, name and tagline

FULL COLOR ON ANY LIGHT BACKGROUND

These full color versions are preferred

To find a logo file, refer to the names shown here:



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-light-HORIZ



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-light-VERT



ST. MARK CATHOLIC SCHOOL
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-light-WIDE

Logo, name and tagline

FULL COLOR ON ANY DARK BACKGROUND

To find a logo file, refer to the names shown here:

These full color versions are preferred



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-dark-HORIZ



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-dark-VERT



ST. MARK CATHOLIC SCHOOL
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-dark-WIDE

Logo, name and tagline

ONE COLOR: GREEN

To find a logo file, refer to the names shown here:



ST. MARK
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StMarkCS-logo-name-tag-green-HORIZ



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

StMarkCS-logo-name-tag-green-VERT



ST. MARK CATHOLIC SCHOOL
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-green-WIDE

Logo, name and tagline

ONE COLOR: WHITE

To find a logo file, refer to the names shown here:



ST. MARK
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StMarkCS-logo-name-tag-white-HORIZ



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

StMarkCS-logo-name-tag-white-VERT



ST. MARK CATHOLIC SCHOOL
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-white-WIDE

Logo, name and tagline

ONE COLOR: GOLD

To find a logo file, refer to the names shown here:



ST. MARK
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KNOWLEDGE MEET

StMarkCS-logo-name-tag-gold-on-dark-HORIZ



ST. MARK
CATHOLIC SCHOOL
WHERE FAITH AND
KNOWLEDGE MEET

StMarkCS-logo-name-tag-gold-on-dark-VERT



ST. MARK CATHOLIC SCHOOL
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-gold-on-dark-WIDE

Circular logo and name

THREE COLOR FOR WINDOW DECAL

To find a logo file, refer to the names shown here:



StMarkCS-circle-logo-name-on-light



StMarkCS-circle-logo-name-on-dark

These full color versions are preferred

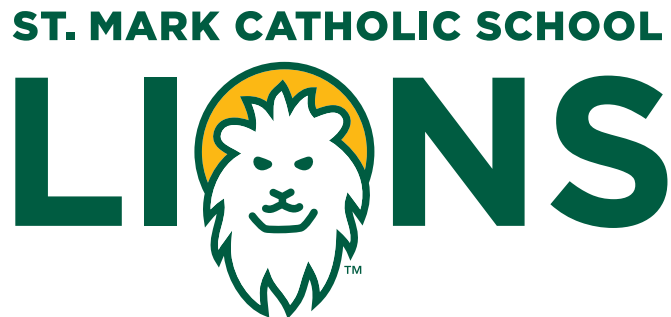
Lions "HEAD AND HALO"

FULL COLOR

To find a logo file, refer to the names shown here:



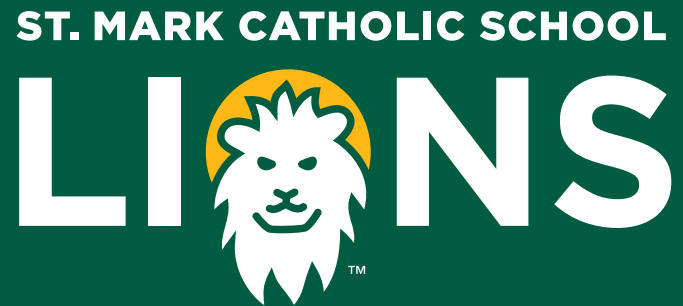
StMarkLions-2line-fullcolor-on-light



StMarkLions-1line-fullcolor-on-light



StMarkLions-2line-fullcolor-on-dark



StMarkLions-1line-fullcolor-on-dark

Lions "HEAD AND HALO"

ONE COLOR: GREEN AND GOLD

To find a logo file, refer to the names shown here:



StMarkLions-2line-green



StMarkLions-1line-green



StMarkLions-2line-gold-on-dark



StMarkLions-1line-gold-on dark

Lions "HEAD AND HALO"

BLACK AND WHITE

To find a logo file, refer to the names shown here:



StMarkLions-2line-black



StMarkLions-1line-black



StMarkLions-2line-white



StMarkLions-1line-white

Colors

PRIMARY

Green



Pantone 626
Process 76c 0m 64y 62k
RGB 51r 93g 70b
Hex #335D46

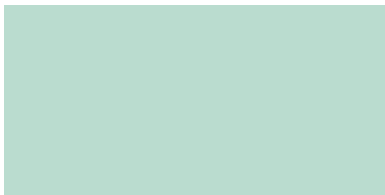
Gold



Pantone 130
Process 0c 30m 100y 0k
RGB 236r 183g 49b
Hex #ECB731

SECONDARY

Light
Green



Pantone 622
Process 24c 0m 19y 4k
RGB 194r 217g 203b
Hex #C2D9CB

Typography

CORBEL

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Corbel is included with Microsoft® operating systems and preinstalled on most computers.

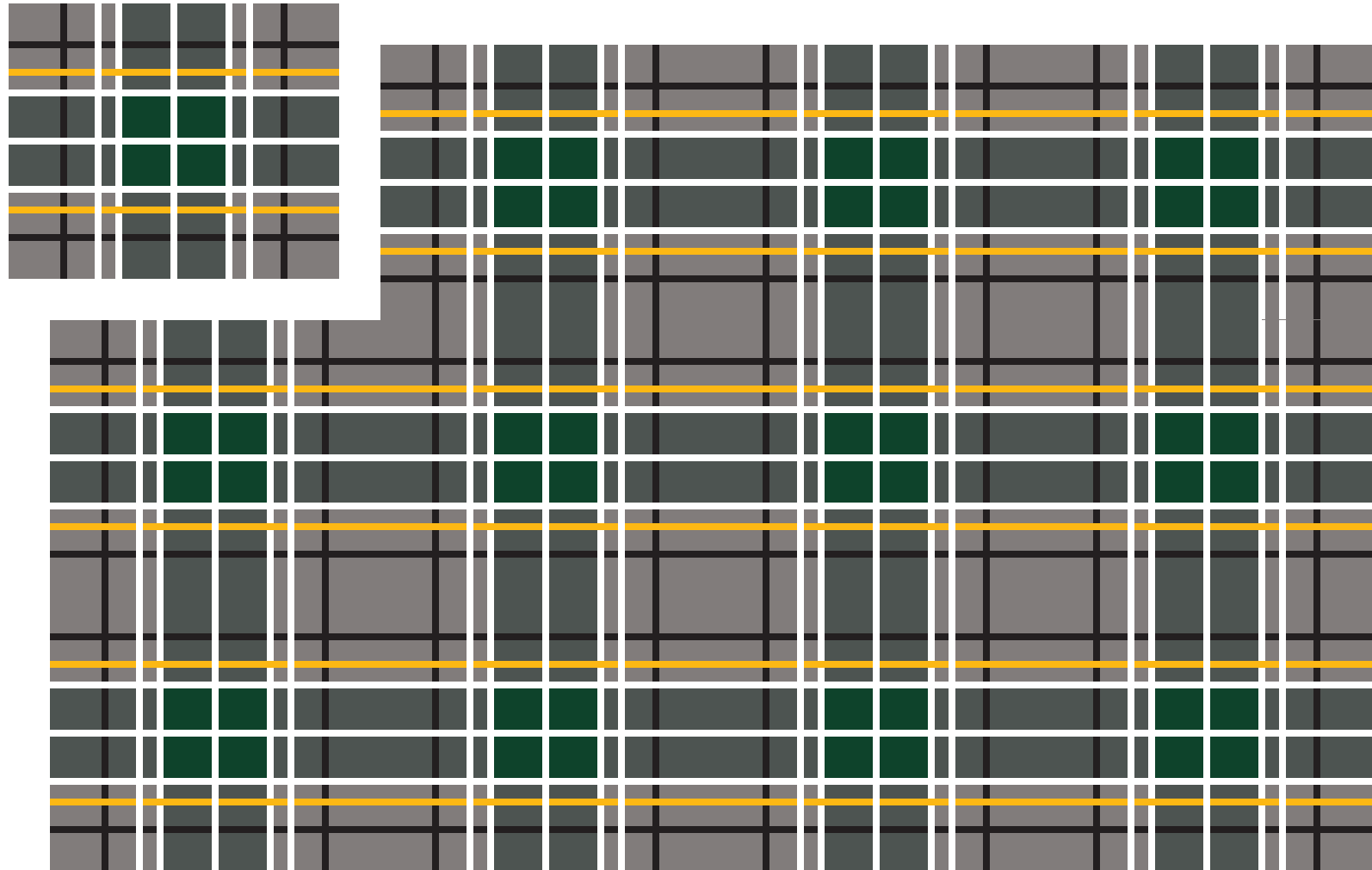
Available in regular and bold weights with matching italics, it is a clear, easy-to-read sans serif that complements the St. Mark Catholic School logos and branding.

To help make the school more recognizable, use Corbel consistently for marketing, promotions and correspondence.

Plaid

A simplified pattern, based on the plaid used in the uniform skirt, can be used as a part of the visual identity of the school.

The repeating block is in a 6:5 proportion, reflecting the original pattern dimensions.



St. Mark Catholic School
1201 Alma Drive
Plano TX 75075

972-578-0610
www.stmcs.net

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