



ST. JOHN THE  
EVANGELIST  
CATHOLIC  
SCHOOL

# LOGO & BRAND STYLE GUIDE



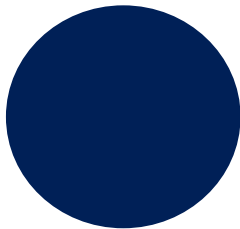
# LOGO COLORS & FONTS

Merriweather



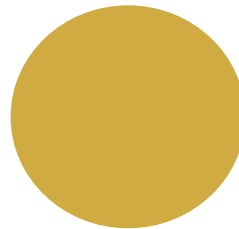
Navy #002157

Gold #cfab42



#002157

R=0, G= 33, B=87



#cfab42

R=207, G= 171, B=66

## FONTS

### SERIF

#### MERRIWEATHER

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Times New Roman is also an acceptable font to use.

### SANS SERIF

#### LATO

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Comfortaa is also an acceptable font to use.

These fonts are available at Google Fonts and through LucidPress.

# LOGO SPACING / USAGE



There must always be clearly defined negative space around the logo. No other graphics or text should encroach on this space.

The logo may not be stretched and must always appear with the proportions shown in this guide.



The logo may only appear in its natural orientation and may not be used at any other angle.

# FILE FORMATS & APPLICATIONS

The type of logo format you use will depend on its application. Here are a few common formats and applications.

## EPS

To be used for all professional printing. These files may be enlarged or reduced without loss of quality.

## JPG

For in-house printing or web use. Please note, that the background for a JPG logo will always print white.

## PNG

To be used in online applications. This format may appear on background colors other than white as the background is transparent.

# REFERENCES

When referring to St. John the Evangelist Catholic School, it is important to use the proper references, outlined below.

## **St. John the Evangelist Catholic School**

This is the preferred and primary way to address the school.

## **St. John Catholic School**

If, due to spacing, character limit, etc. the full school name is not possible to use, this shortened version can be used.

## **SJCS**

If an abbreviation is required, or after using the full name in a written document, the full abbreviation can be used.

# SCHOOL BIO/ BOILERPLATE

St. John the Evangelist Catholic School, located at 800 Gornto Road in Valdosta, Georgia, provides students Pre-K 3 – 8th grade with the highest quality education in a Christian setting. The school offers electives including Spanish, music, band, art and computers as well as religion in addition to extracurricular activities like basketball, volleyball, cross country, 4-H, science club and student council. For more information, call the school at (229) 244-2556 or visit [sjcsvaldosta.org](http://sjcsvaldosta.org).

# LETTERHEAD

Certain school documents are required to be created and distributed on SJCS Letterhead. Here is a list of those items:

**Permission Forms (ex. Field Trips)**

**Requests for Money, Order Forms**

The SJCS letterhead document can be found in Google Docs, under Template Library.

All documents using the SJCS Letterhead must be reviewed and approved by the School Office before distributing.



**St. John the Evangelist Catholic School**

800 Gornito Road  
Valdosta, GA 31602  
229-244-2556  
[www.sjcsvaldosta.org](http://www.sjcsvaldosta.org)

Vito J. Pellitteri - Principal

# EMAIL

Font colors and type used in email messages should match those outlined in this guide, for brand consistency and professionalism.

## EMAIL SIGNATURES

Email signatures should include the following information:

- Closing (ex. Thank you, Sincerely, etc)
- First & Last Name
- Title/Position
- St. John the Evangelist Catholic School
- SJCSValdosta.org
- Mission Statement Image  
(Link Here - <https://drive.google.com/open?id=1-GKeUAABaDiMLIBKov-fCpAqow-UDLNz>)

### Example of Email Signature

Thank you,

Vito Pellitteri Ed.S.

Principal

St. John the Evangelist Catholic School

[www.sjcsvaldosta.org](http://www.sjcsvaldosta.org)



Providing the highest quality  
education for each student in a  
Christian atmosphere guided by the  
fundamentals of the Catholic faith.  
We glorify God in all that we do.