



ST. JOHN THE
EVANGELIST
CATHOLIC
SCHOOL

LOGO & BRAND STYLE GUIDE



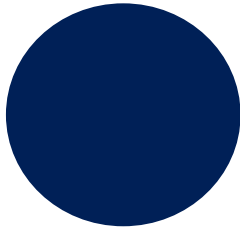
LOGO COLORS & FONTS

Merriweather



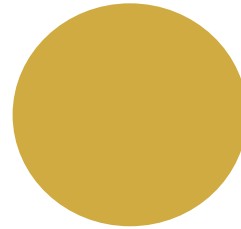
Navy #002157

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. Logos are available at www.sjcsvaldosta.org/logos

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 only the proper references, outlined below.

St. John the Evangelist Catholic School

This is the official, 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.

LETTERHEAD

Certain school documents are required to be created and distributed on SJCS Letterhead. This includes any material that is to be considered "official" and representative of SJCS, or an SJCS organization.

Please send info requesting to be put on letterhead to christine.johnson@sjcsvaldosta.org

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



St. John the Evangelist Catholic School

800 Gomto Road
Valdosta, GA 31602
229-244-2556
www.sjcsvaldosta.org

Vito J. Pellitteri - Principal