

JOLIET CATHOLIC ACADEMY

Inspiring Growth in Knowledge and Faith since 1869



Brand and Identity Guidelines

JCA Brand Guidelines

Our History

Our brand is unique in that we celebrate two storied and successful traditions. In 1869, the Joliet Franciscan sisters opened St. Francis Academy as an all-girls school serving the Joliet area. Nearly 50 years later, De La Salle High School for boys was founded by the Christian brothers. In 1933, the Carmelites of the Most Pure Order of the Heart of Mary assumed the leadership of De La Salle and changed the name to Joliet Catholic High School. These three high schools are the cornerstones of what is now JCA. Our symbols, colors, and nicknames are instantly identifiable, both on a local and national level. Used appropriately, typography, color, symbols, and the elements within our brand represent our school and athletic department in a clear and consistent manner. Consistency in our brand breeds recognition and awareness, which is the first step to building brand equity in the school. This document is not an overhaul of our brand, instead it is a standard to refine and unify our brand. These standards have been carefully and thoughtfully reviewed. They will continually be a work in progress as our brand evolves, but one of our hallmarks is our adherence to tradition and we will not sacrifice this for the latest fashions. Please integrate these standards into your internal and external communications and apparel. Current materials should not be discarded. As new materials are needed, they should be created in uniformity with the standards followed.

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JCA Brand Guidelines

How Will the Brand Guidelines Impact you?

The visual identity is to be incorporated in all:

- Publications for external promotion
- News releases, publicity and community relations
- Advertising and promotions
- Field banners and signage
- Digital communication (web & email)
- Uniforms
- Practice Gear
- Apparel
- Camp apparel and promotional material

Beginning immediately all Joliet Catholic Academy materials must include approved logos and colors used in the above mentioned categories.



JCA Color Palette

Why Do We Need Brand Guidelines?

Our primary school colors of Hilltopper Brown and Angel Blue are a unique combination not seen anywhere else in the country. Brown represents our Carmelite heritage, while blue represent the colors of St. Francis Academy. White and gold (both used at JCHS and SFA) are to be used as accessory colors. Every attempt should be made to duplicate the below color formulas, but it will be noted different brands and styles will not always have our exact colors. For example, Hilltopper Brown will sometimes be a “varsity brown” or “Cleveland Browns” brown. Angel Blue will normally be a “Carolina” blue when it comes to uniforms and apparel. In media, t-shirts, uniforms, and apparel the following color breakdowns should be followed whenever possible.

JCA

Angel Blue

HEX : #5aa3d2

RGB: 123/175/212

CMYK: 60/19/1/4

PMS : 542

JCA

Hilltopper Brown

HEX : #3C2415

RGB: 60/36/21

CMYK: 50/70/80/70

JCA

Gold

HEX : #fdb913

RGB: 253/185/19

CMYK: 0/30/100/0

PMS : 130

*(Angels and Hilltoppers
alternate & trim color)*



JCA Official School Font

Font Usage

JCA's approved font is Adobe Garamond Pro. It may be used for all communications purposes. Athletics is allowed to use different stylized forms of Joliet Catholic Academy, JCA, Angels, Hilltoppers, and Hillmen depending on the uniform design. This must be approved by the Athletic Director/Administration.

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Adobe Garamond Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Adobe Garamond Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



JCA Masthead, Mission Statement and Tagline

Color Variations and Usage

The following JCA Mastheads are approved for general use. There are two versions - A small caps version and title caps version.

Mission Statement: Inspiring growth in knowledge and faith since 1869, the Joliet Catholic Academy family creates an environment that cultivates opportunities for academic excellence, meaningful service, Christian respect, and Catholic values in the traditions of the Carmelites and Franciscans.

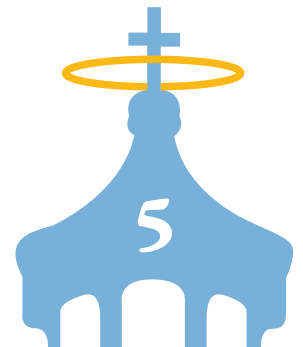
Tagline: Inspiring Growth in Knowledge and Faith since 1869

Joliet Catholic Academy
Inspiring Growth in Knowledge and Faith since 1869

JOLIET CATHOLIC ACADEMY
Inspiring Growth in Knowledge and Faith since 1869

Joliet Catholic Academy
Inspiring Growth in Knowledge and Faith since 1869

JOLIET CATHOLIC ACADEMY
Inspiring Growth in Knowledge and Faith since 1869



JCA School Seal

Color Variations and Usage

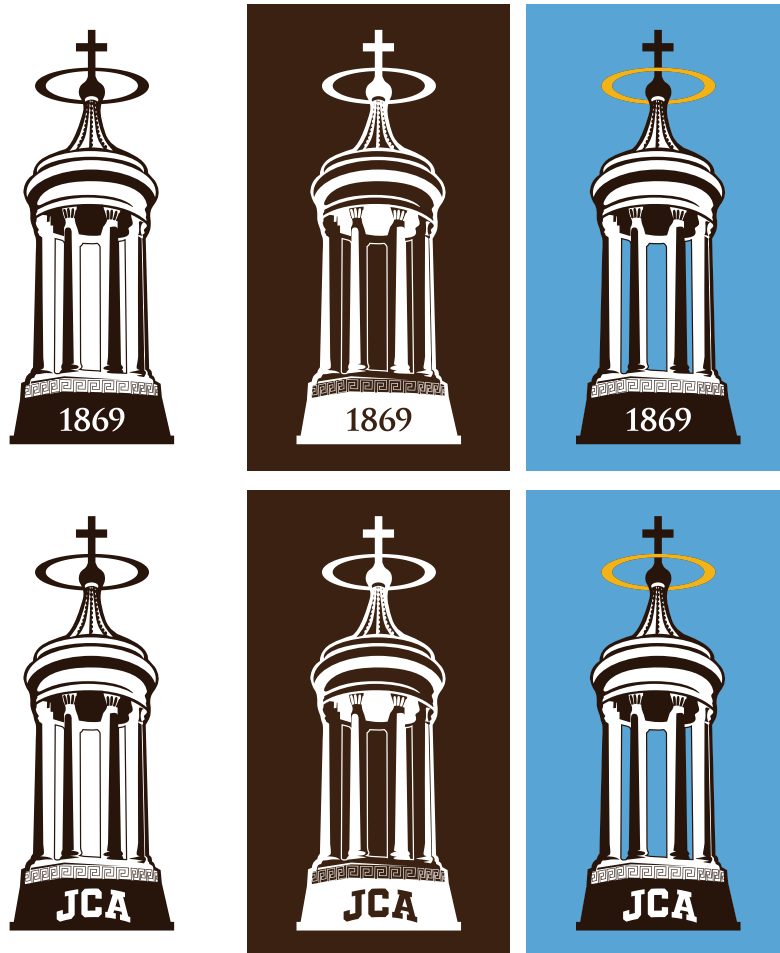
The following JCA School Seals are approved for general use. There are two versions. One with established year. The second with “JCA” instead of the year. The “Victory Light with Halo” will be used on print collateral. Can be used on apparel.



JCA Victory Light Logo

Color Variations and Usage

The following Victory Light logos are approved for general use. There are two versions. One with established year. The second with JCA. The “Victory Light with Halo” will be used on print collateral.



JCA Vintage Victory Light Logo

Color Variations and Usage

The following Victory Light logos are approved. It appears clearer on screenings and embroidery.



JCA Vintage Victory Light Logo Lockup

Color Variations and Usage

The following Victory Light logo Lockups are approved. It appears clearer on screenings and embroidery.



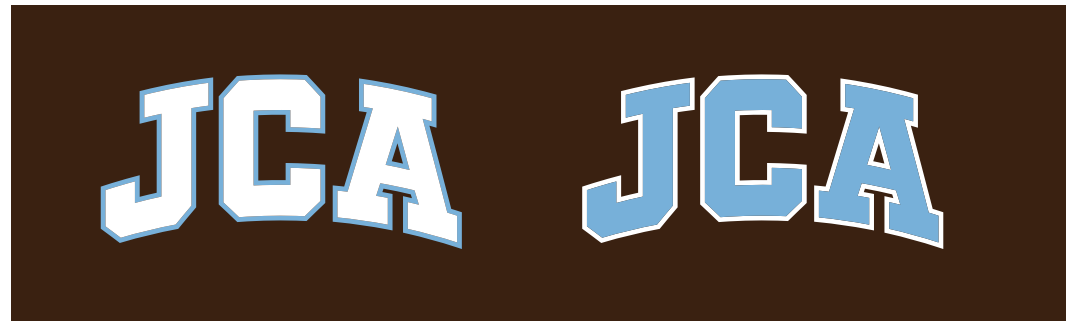
JCA Primary Arched Logo

Color Variations

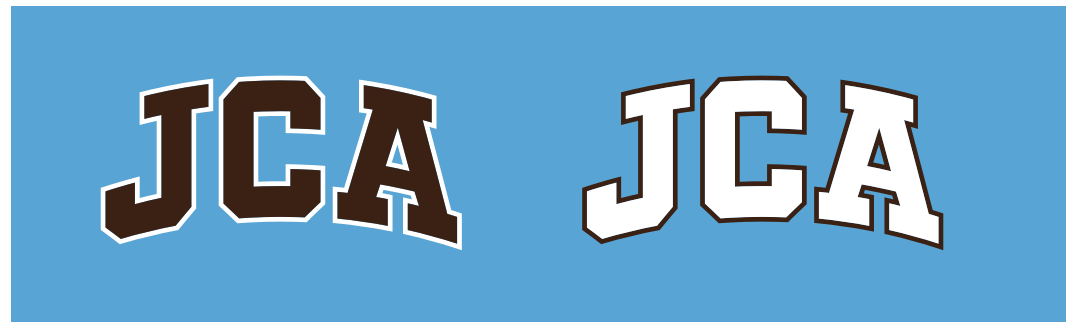
The following is the primary arched logo that can be used. Alternative color versions are also available for different situations.



JCA



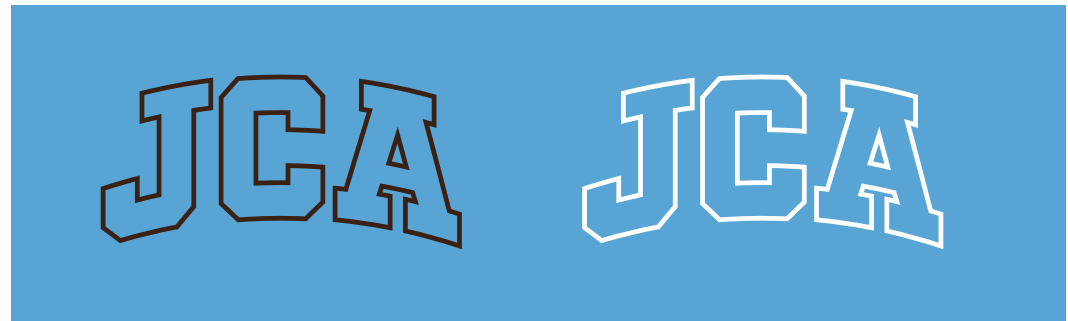
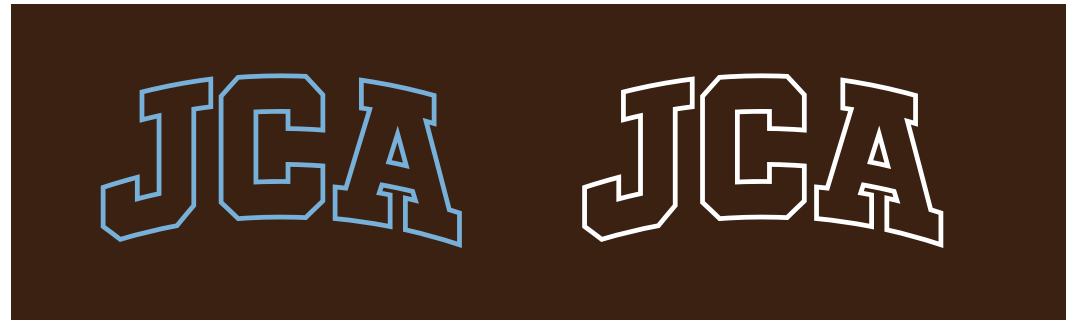
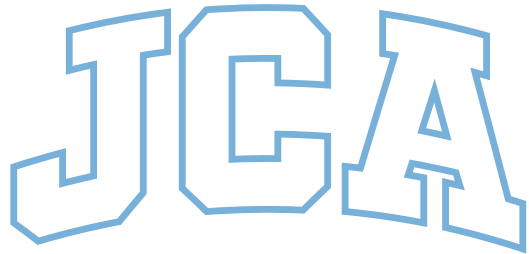
JCA



JCA Arched One Color Outline Logo

Color Variations

The following logo is the one color outline logo that can be used. Alternative color versions are also available for different situations.



JCA Arched One Color Solid Logo

Color Variations

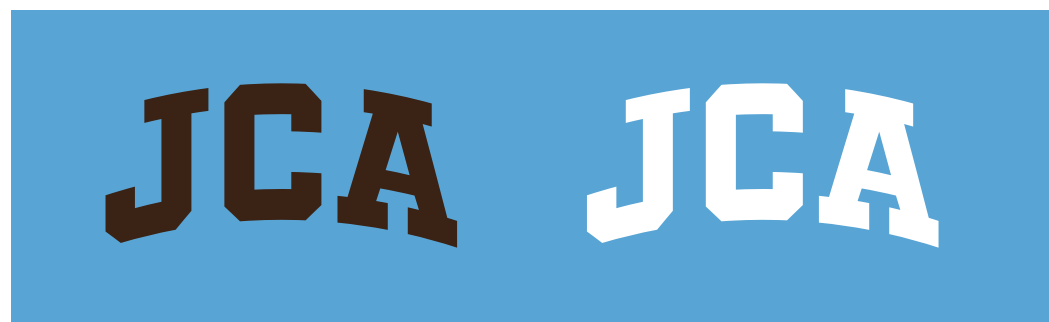
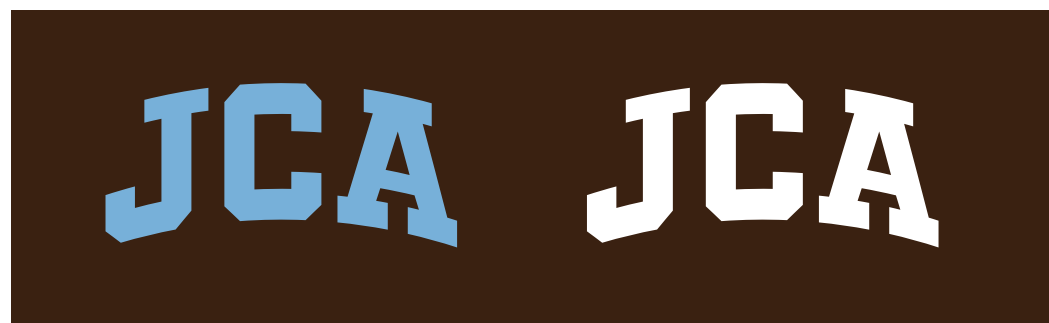
The following logo is the one color solid logo that can be used. Alternative color versions are also available for different situations.



JCA



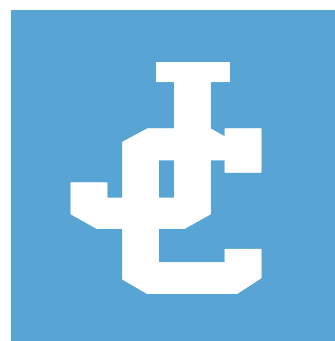
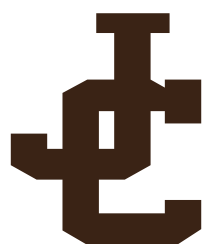
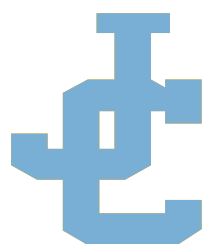
JCA



JCA Athletics Secondary Logo

Color Variations and Usage

If the interlocking Vintage “JC” is used on athletic apparel, the Victory Light with the Halo must be present on the apparel item or uniform. The following are acceptable to use:



JCA Athletics Secondary Logo

Usage

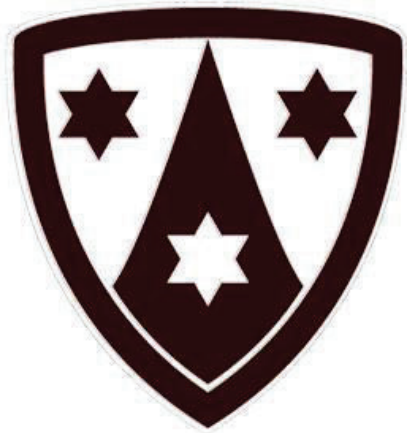
The Angels “A” with the Halo has been redesigned to give our female athletic teams a logo besides the victory light. All apparel and uniforms using an “A” with a halo should follow this basic design. The vintage “Winkie” Angel mascot from SFA should not be used on uniforms, but may be used for t-shirts and apparel if individual female sports so desire. The tag-line “We Believe In Angels” should be used across all female sports.

The tagline “#OnwardJCA” from our JCA Fight Song can be used for both male and female sports.

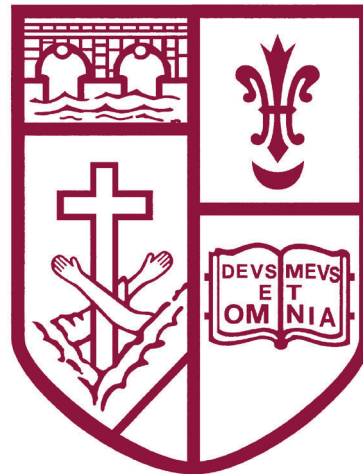


Additional JCA Co-Sponsors Logos

Along with the JCA logos, these are additional logos available that are utilized in the JCA brand.



Order of Carmelites



Sisters of St. Francis
of Mary Immaculate



*Sisters of St. Francis
of Mary Immaculate*



JCA Co-Sponsor Charisms

Explanation



JCA Co-Sponsor Charisms

Explanation



JCA Co-Sponsor Charisms

Explanation



JCA Logos

Incorrect Usage Examples

Do not bend, stretch, pull or distort any of the “JCA” marks in any way. This includes changing the color combinations. To put it simply, you cannot change anything about the mark, except for size.



Do not distort the logo



Do not apply a non-JCA approved colors to logo



Do not create new logos



Do not alter the logo



Do not apply effects to logo



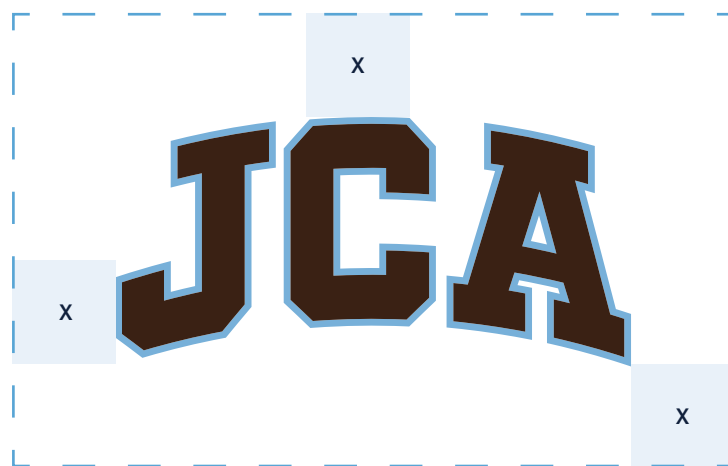
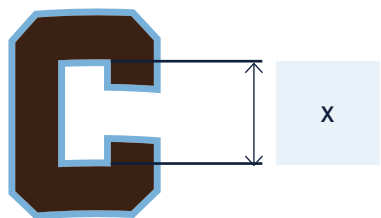
Do not combine logo with other marks



JCA Logos

Area of Isolation

Maintain a minimum distance equal to the height of the counter of the “C”, between any part of the logo and any other element appearing with it.



JCA School Uniforms

Logos and Names Usage

The JCA logo and the “Victory Light with Halo” must be present on all uniforms. Below are names that are allowed on uniforms with approval. The names must be in the school approved font Adobe Garamond Pro Bold.

JCA

JOLIET
CATHOLIC

JCA

ANGELS

JCA

JOLIET CATHOLIC
ACADEMY

JCA

HILLTOPPERS

JCA

HILLMEN

