



**LOGO GRAPHIC STANDARDS**

12.07.17

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## BRAND ST9F < 9J < K

So that **Bishop O alsh K** can maintain the brand integrity of its identity logos and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

Basic principals of logo usage in design are:

- Do not alter logo designs. Standardized designs for logomarks and logotypes must not be altered in any way except to enlarge or reduce.
- No other graphics or text should touch the logos.

## COLOR SYSTEM

### PRIMARY COLOR MATCHING SYSTEM (PMS)



PMS 505



PMS 504



PMS 423

; E QC



; 5 , (   
 E 5 O.   
 Q 5 - 0   
 C 5 + 0



; 5 , .   
 E 5 O(   
 Q 5 . )   
 C 5 - \*



; 5 , 1   
 E 5 + 1   
 Q 5 + 1   
 C 5 +

J? :



J 5 )) \*   
 ? 5 , .   
 : 5 . \*



J 5 O/   
 ? 5 , \*   
 : 5 - (



J 5 ) + /   
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 : 5 ) , )

: d[k & O` d]'? jYqk[Yd]



: d[c



70% Black

## LOGO FONTS

OPTIMA Bold, Regular

## PRIMARY LOGO - HORIZONTAL | with Tagline

**BishopWalshLOGO-horiz-wTagline-3COLOR**

■ PMS 505 ■ PMS 504 ■ PMS 423



An Education in Faith That Lasts a Lifetime

**BishopWalshLOGO-horiz-wTagline-BW**

■ Black ■ 70% Black



An Education in Faith That Lasts a Lifetime

**BishopWalshLOGO-horiz-wTagline-1COLOR**

■ PMS 505



An Education in Faith That Lasts a Lifetime

## PRIMARY LOGO - HORIZONTAL | without Tagline

**BishopWalshLOGO-horiz-NOtag-3COLOR**

■ PMS 505 ■ PMS 504 ■ PMS 423



**BishopWalshLOGO-horiz-NOtag-BW**

■ Black ■ 70% Black



**BishopWalshLOGO-horiz-NOtag-1COLOR**

■ PMS 505



**BishopWalshLOGO-horiz-NOtag-1COLORrevWHITE**

*A one color reversed/white version of each logo version is provided.*

## PRIMARY LOGO - VERTICAL | with Tagline



BishopWalshLOGO-vert-wTagline-3COLOR

■ PMS 505 ■ PMS 504 ■ PMS 423



BishopWalshLOGO-vert-wTagline-BW

■ Black ■ 70% Black



BishopWalshLOGO-vert-wTagline-1COLOR

■ PMS 505

## PRIMARY LOGO - VERTICAL | without Tagline



BishopWalshLOGO-vert-NOtag-3COLOR

■ PMS 505 ■ PMS 504 ■ PMS 423



BishopWalshLOGO-vert-NOtag-BW

■ Black ■ 70% Black



BishopWalshLOGO-vert-NOtag-1COLOR

■ PMS 505

## BW LOGO - HORIZONTAL | with Tagline

### BWS\_horiz-LOGO-wTagline-3COLOR

■ PMS 505 ■ PMS 504 ■ PMS 423



### BWS\_horiz-LOGO-wTagline-BW

■ Black ■ 70% Black



### BWS\_horiz-LOGO-wTagline-1COLOR

■ PMS 505



## BW LOGO - HORIZONTAL | without Tagline

### BWS\_horiz-LOGO-noTagline-3COLOR

■ PMS 505 ■ PMS 504 ■ PMS 423



### BWS\_horiz-LOGO-noTagline-BW

■ Black ■ 70% Black



### BWS\_horiz-LOGO-noTagline-1COLOR

■ PMS 505



## BW LOGO - VERTICAL | with Tagline



An Education in Faith That Lasts a Lifetime

**BishopWalshLOGO-vert-wTagline-3COLOR**

■ PMS 505 ■ PMS 504 ■ PMS 423



An Education in Faith That Lasts a Lifetime

**BishopWalshLOGO-vert-wTagline-BW**

■ Black ■ 70% Black



An Education in Faith That Lasts a Lifetime

**BishopWalshLOGO-vert-wTagline-1COLOR**

■ PMS 505

## BW LOGO - VERTICAL | without Tagline



**BWS\_vert-LOGO-noTagline-3COLOR**

■ PMS 505 ■ PMS 504 ■ PMS 423



**BWS\_vert-LOGO-noTagline-BW**

■ Black ■ 70% Black



**BWS\_vert-LOGO-noTagline-1COLOR**

■ PMS 505

## TAGLINE

An Education in Faith That Lasts A Lifetime

### BishopWalsh Tagline- COLOR



CMYK C = 40

M = 86

Y = 58

K = 38

An Education in Faith That Lasts A Lifetime

### BishopWalsh Tagline-BW



Black



70% Black

An Education in Faith That Last a Lifetime

### BishopWalsh Tagline-1COLOR



PMS 505

# LOGO Size Requirements & Placement

## AREA OF ISOLATION FOR THE LOGO

The area surrounding the logo or signature must be equal to or more than  $\frac{1}{3} X$ , where X is equal to the total height of the logo.

The logo or signature must not be placed close to distracting design elements and must not become part of a larger pattern or design element.



## MINIMUM PRINT SIZE

The minimum print reproduction size varies with each logo version:



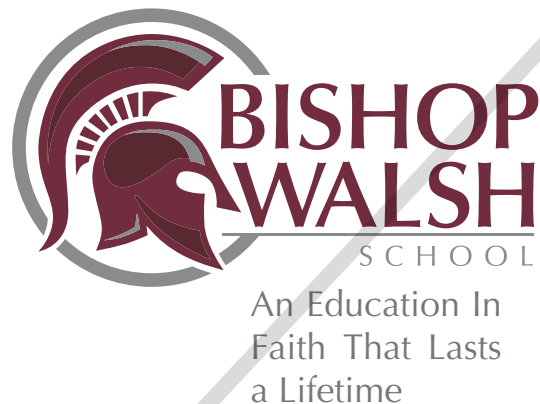
## LOGO Usage Do's and Don'ts

### DO



### DON'T

adjust, re-size or move the tagline.



### DON'T

use any font other than the specified Optima family.



### DON'T

manipulate, stretch, condense or tilt the logo.



## BRAND EXAMPLES



■ PMS 505

■ PMS 504

■ PMS 423

□ White

