



Mater Dei Catholic Brand Guide

Mater Dei Juan Diego Academy
Mater Dei Catholic High School

September 2021

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Primary Mark

FOR USE IN:

- Stationery
- Signage
- Diplomas
- Official Communications



The primary mark is Mater Dei Catholic's signature logo. It will be used by both Mater Dei Juan Diego Academy and Mater Dei Catholic High School. It must be present on all official academic and administrative communications.

Primary Mark Logo Lock-Up

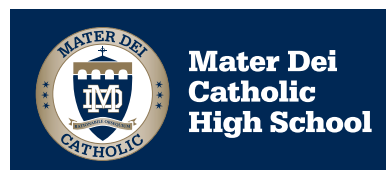
Left-Justified



**Mater Dei
Juan Diego
Academy**



**Mater Dei
Catholic
High School**



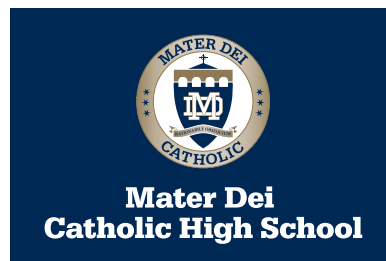
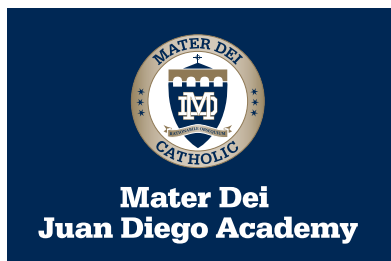
Centered



**Mater Dei
Juan Diego Academy**



**Mater Dei
Catholic High School**



Spirit Mark

FOR USE IN:

- Daily Communications
- Spirit Wear
- Athletic Logos
- Team Uniforms
- Official Gear and Apparel

The spirit mark is familiar and recognizable and may be used prominently by both Mater Dei Juan Diego Academy and Mater Dei Catholic High School on the items listed above.



Colors

The spirit mark may appear in Mater Dei blue, Mater Dei gold, or reversed in white.



Monogram

The monogram may be used as a graphic element to create immediate recognition in informal communications.



Additional Logos

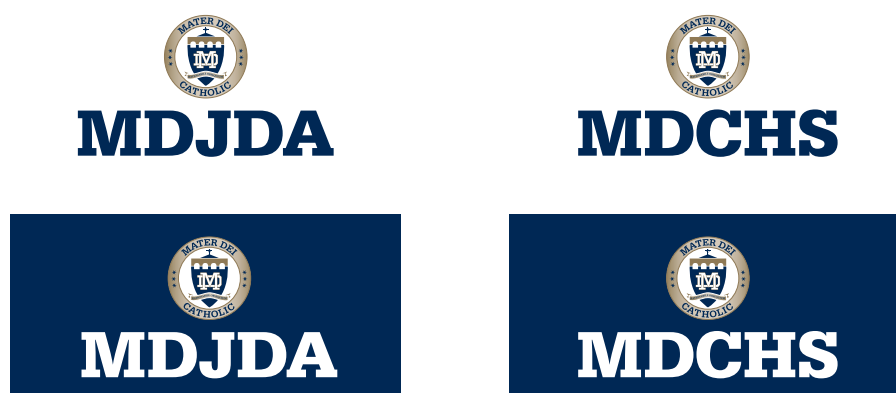
The acronym and sticker logos are for informal usage with audiences that already have some familiarity with Mater Dei Catholic. Appropriate audiences include faculty, staff, students, alumni, donors, and prospective students who have expressed interest in Mater Dei Catholic.

Acronym Logo

Left-Justified



Centered



Sticker Logo



Additional Logos, cont.

Crusaders Logo

The word "Crusaders" can be used sparingly and always accompanied by the spirit mark.

Left-Justified



Centered



Crusader Mascot

The Crusader mascot may be used by both Mater Dei Juan Diego Academy and Mater Dei Catholic High School in informal communications.



Colors

Mater Dei blue (Pantone 295) and gold (Pantone 4242) are Mater Dei Catholic's primary colors. These colors should be the dominant colors on all communications, stationery, spirit wear, uniforms, official gear and apparel.

Mater Dei Blue

Pantone 295

C100 M63 Y0 K67
R0 G40 B85
#002855

Mater Dei Gold

Pantone 4242

C28 M36 Y63 K29
R136 G118 B79
#88764F

Athletic Materials, Spirit Wear, Gear and Apparel

Background color of navy blue should use the white spirit mark with gold outlines or gold spirit mark with white outlines.



Background color of white or gray should use the blue spirit mark.



Any background color variations used for clubs or special events must be submitted and approved by the branding team in our Marketing Communications department. Please submit your design to marcomm@mdchs.net.

Fonts

These font families are tools provided to help communicators leverage the masterbrand when appropriate. This does not mean you must use only the listed fonts. The goal should be an overall cohesiveness to all Mater Dei Catholic communications.

To obtain Mater Dei Catholic-approved fonts not already installed on your computer, contact our Marketing Communications department at marcomm@mdchs.net.

Serifa

Serifa is the official logo font of Mater Dei Catholic. It may also be used in communications including print and digital collateral. If you are working on a computer that does not have Serifa installed, use Georgia as a substitute.

Serifa Thin

Serifa Thin Italic

Serifa Light

Serifa Light Italic

Serifa Regular

Serifa Regular Italic

Serifa Medium

Serifa Medium Italic

Serifa Bold

Serifa Bold Italic

Raleway

This font is to be used in print and digital communications and websites. If you are working on a computer that does not have Raleway installed, use Arial as a substitute.

Raleway Thin

Raleway Thin Italic

Raleway ExtraLight

Raleway ExtraLight Italic

Raleway Light

Raleway Light Italic

Raleway Regular

Raleway Italic

Raleway Medium

Raleway Medium Italic

Raleway SemiBold

Raleway SemiBold Italic

Raleway Bold

Raleway Bold Italic

Raleway ExtraBold

Raleway ExtraBold Italic

Raleway Black

Raleway Black Italic

Email Signature

Each employee of Mater Dei Catholic is asked to use this email signature to keep our branding consistent. Please do not add quotes or other things to the email signature. IT is available if you need assistance at helpdesk@materdeicatholic.org.



First name Last name
Title

Phone

Email

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