



Medicine Hat Catholic  
Board of Education

# BRAND GUIDE

UPDATED MAY 2021

# INTRODUCTION

The logo for the Medicine Hat Catholic Board of Education serves as a holistic entry point for what we communicate, both within our division and to the public.

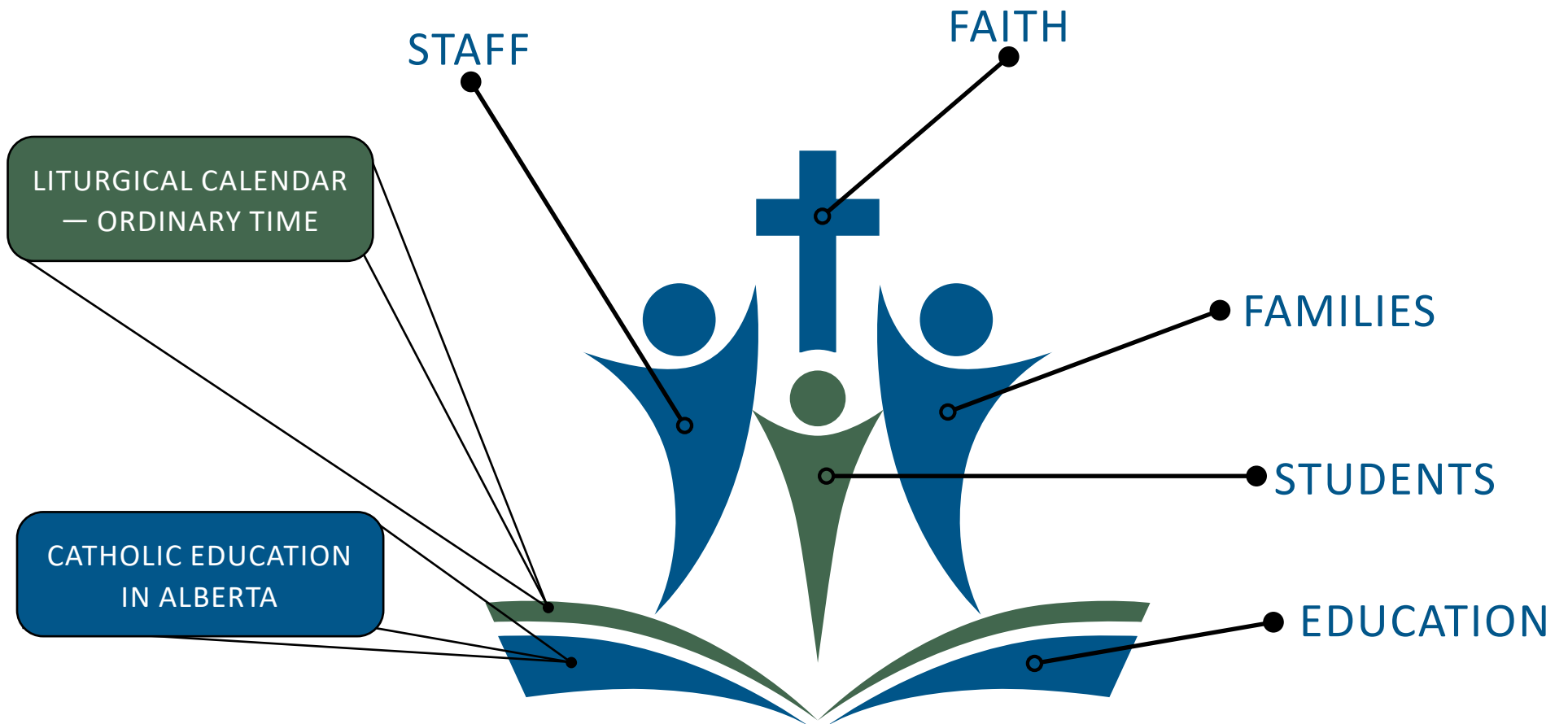
This style guide serves to address how the logo can and cannot be used, details for what colours, fonts and other styles are pertinent to its usage, and standardize materials generated for and representing MHCBE.

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# MEANING

The logo is meant to show staff and families working together to support students in a faith-filled environment, with quality education as our foundation.



# LOGO STANDARDS

## COLOURS

The primary colour for the logo is a royal blue (Pantone 7462 C; RGB 2-86-138; CMYK 98-69-22-6; Hex #02568a).

The default secondary colour for the logo is a sage green (Pantone 7743 C; RGB 63-103-78; CMYK 73-40-73-27; Hex #43674e).

When colour is not used, a black and white version of the logo is preferred over grayscale; both are acceptable.



## FONT

The font used in the logo is Calibri. The words “Medicine Hat Catholic” are bolded, while the words “Board of Education” are not.



## USAGE

The preferred version of the logo has the iconography above and typography below.

Typography should either be set below or to the right of the logo.

Do not skew or stretch the logo in any way: Scaling should be done at a 1:1 ratio. Rotation is not recommended.

Always ensure the logo is legible.



## ALTERNATIVE VERSIONS

The secondary colour of the logo is designed to change based on the seasons of the liturgical calendar.

Green is the standard for ordinary time, meant to represent hope and life.



Purple is used during Advent and Lent, describing times of preparation, penance and sacrifice.

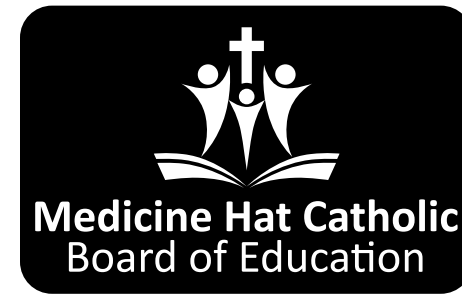


Gold/white is used on feast days and symbolizes glory, joy, innocence and purity of soul. Primarily used during the Christmas and Easter seasons.



All secondary colours can be used strategically, not just during the aforementioned liturgical calendar times.

Black and white, and inverted (white) versions of the logo can also be used in any form throughout the year.



# BRAND STANDARDS

## FONTS

While the font used in the logo is Calibri, it is not meant to be the primary font used across all of our communications.

Calibri can be used as a secondary headline (subhead) font, which allows the logo itself to stand out as separate.

For headline font, try to use Century Gothic bold.

Our preferred body text font is Baskerville Old Face.

We have some suggested alternative fonts for special use. When using a script font, Have Heart One is the preference. For early-learning, playful font, Homemade Apple Pro is preferred.

### Headline font (Century Gothic, bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Subhead/secondary headline font (Calibri)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Body text font (Baskerville)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Playful font (Homemade Apple Pro)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Script font (Have Heart One)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## COLOURS

Blue and green will be the primary colour options for our communications, but a variety of palette options are required for regular design work.

As the logo is flexible to allow a secondary colour within the realm of the liturgical calendar, the colours green, purple, and gold are therefore available for wider brand use as well. However, these colours should be used sparingly and with the aim of wider use during their corresponding liturgical calendar dates (see Page 5, Alternative Versions).

A set of secondary colours is listed here for regular use.

### PRIMARY

#### BLUE

Pantone 7462 C  
RGB 2-86-138  
CMYK 98-69-22-6  
Hex #02568a

#### GREEN

Pantone 7743 C  
RGB 63-103-78  
CMYK 73-40-73-27  
Hex #43674e

### LOGO (LITURGICAL OPTIONS)

#### GREEN

Pantone 7743 C  
RGB 63-103-78  
CMYK 73-40-73-27  
Hex #43674e

#### PURPLE

Pantone 7671 C  
RGB 92-67-154  
CMYK 78-88-0-0  
Hex #5b429a

#### GOLD

Pantone 7409 C  
RGB 244-178-35  
CMYK 3-32-98-0  
Hex #f4b123

### SECONDARY

Pantone 7460 C  
RGB 3-137-228  
CMYK 77-41-0-0  
Hex #3584c6

Pantone 325 C  
RGB 88-194-194  
CMYK 61-0-27-0  
Hex #58c2c2

Pantone 339 C  
RGB 68-187-146  
CMYK 69-0-57-0  
Hex #44bb92

Pantone 7730 C  
RGB 96-141-110  
CMYK 65-28-65-7  
Hex #608d6e

# CONTACT US

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Facebook: [www.facebook.com/MHCatholic](http://www.facebook.com/MHCatholic)

Twitter: [www.twitter.com/MHCatholic](http://www.twitter.com/MHCatholic)

Instagram: [www.instagram.com/MHCatholic](http://www.instagram.com/MHCatholic)

YouTube: [www.youtube.com/MHCatholic](http://www.youtube.com/MHCatholic)



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