



BISHOP KELLY HIGH SCHOOL

VISUAL IDENTITY BRANDING GUIDE



Adhering to standards for the use of Bishop Kelly's graphic elements is an important part of presenting consistent visuals to reinforce our brand messaging. If you are creating a flier, sign, brochure, t-shirt, athletic uniform, etc., please refer to the following brand guidelines.

BISHOP KELLY HIGH SCHOOL

7009 Franklin Road
Boise, Idaho 83709

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Advancement Office: (208) 947-1325 or **email** communications@bk.org



Official Bishop Kelly Logo

The Bishop Kelly Crest should be used for formal publications, awards, certificates, and to denote official school documents. The crest can appear alone, or with the words Bishop Kelly High School centered underneath or to the right, and the Bishop Kelly tagline "Achieving excellence in learning, service, and life." centered below.

HORIZONTAL LOGO WITH TAGLINE



BISHOP KELLY
HIGH SCHOOL

Achieving excellence in learning, service, and life.

HORIZONTAL LOGO



BISHOP KELLY
HIGH SCHOOL

HORIZONTAL LOGO - ONE COLOR & REVERSED OUT



BISHOP KELLY
HIGH SCHOOL



BISHOP KELLY
HIGH SCHOOL

BISHOP KELLY
HIGH SCHOOL



Official Bishop Kelly Logo

STACKED LOGO



BISHOP KELLY
HIGH SCHOOL

STACKED LOGO - ONE COLOR & REVERSED OUT



BISHOP KELLY
HIGH SCHOOL



BISHOP KELLY
HIGH SCHOOL

BK CREST

The crest should appear in full color (Black and Kelly Gold) or black and white. It can be reversed to white on a dark background.



BISHOP KELLY
HIGH SCHOOL



Official Mark - Incorrect Usage

To ensure a strong and cohesive impression across all communications, every logo reproduction must be applied clearly and consistently. Below, please note a few examples of incorrect logo usage for the primary mark.

- Do not change the logo colors.
- Do not reposition the elements within the logo.
- Do not use a low-resolution (less than 300 dpi), unless published online.
- Do not squeeze, skew or reverse the logo.
- Do not alter the typeface in anyway





Primary Mark - Clear Space

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space. When possible, the shield should be used.



Clear space is developed from the height of the boy in the shield and is shown as "x."

Minimum Size Logo

The entire logo should never appear smaller than $\frac{3}{4}$ " in total width. In certain cases (such as pens) in which the logo must appear less than $\frac{3}{4}$ " wide, it will be necessary to drop the words HIGH SCHOOL and/or the shield.





Primary Typefaces

To reinforce the Bishop Kelly High School brand identity, standard typefaces have been selected to be used in all promotional and correspondence material. When used in conjunction with the BK crest, they reinforce our Brand Look. All typefaces are suitable for a variety of communication materials, such as letters, memos and marketing brochures.

TRAJAN PRO

Trajan Pro is the primary font used in the Bishop Kelly High School logo. Trajan Pro can be used for headlines and copy headings only. Never attempt to recreate the logo with this font. The approved school logo is a predesigned graphic, not a typeset font.

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@#%&()[]{}|\;:+

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@#%&()[]{}|\;:+

Century Gothic

Taken from the main logo font, Century Gothic, Century Gothic Bold and Century Gothic Regular can be used for subheads and tag lines only.

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&()[]{}|\;:+

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&()[]{}|\;:+



Secondary Typefaces

Two typefaces—a serif and a sans serif—have been selected as the secondary identification typefaces for use as body copy within letters, memos and brochures and other materials created in conjunction with the crest.

Garamond

A readable and readily available serif font, Garamond shall be used primarily as body copy for memos, letters and marketing publications. A small sampling can be found below; however, the entire Garamond family is also acceptable.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&()[]{}|\;:+

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&'()[]{}|\;:+

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&()[]{}|\;:+

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&'()[]{}|\;:+

Roboto

A simple, clean, readily available sans serif font, Roboto can be used for body copy and headlines alike. A small sampling can be found below; however, the entire Roboto family is also acceptable.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&()[]{}|\;:+

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#%&()[]{}|\;:+



Approved Colors

KELLY BLACK, and KELLY GOLD (PMS 108) are the official colors of Bishop Kelly High School. As the primary school colors, specific (PMS) colors should be used for all printed material and matched as close as possible when using alternative reproduction methods. Secondary colors should never appear as the dominant color on any official school communication piece when color is used. KELLY BLACK (PMS Black) should be used whenever the logo is not reproduced in color.



KELLY BLACK
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000



KELLY WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF



KELLY GOLD
CMYK 4/8/98/0
RGB 249/221/17
HEX #F9DD16

Approved Garment Colors

When creating clothing, such as athletic uniforms and Spirit Wear that display Bishop Kelly graphic elements, the following garment colors are acceptable: white, black, gray, and yellow.



Block BK Activities Logo

The Block BK Athletics logo is for use by the activities department. The Block BK Athletics logo should never replace the Bishop Kelly Crest on formal publications, academic awards, certificates, etc. The Block BK Athletics logo should never be used to promote Bishop Kelly's brand as an academic institution directly, but it can be used for a variety of purposes, such as athletic uniforms, student club t-shirts, club and team communications, Spirit Wear, banners, etc.

BK ATHLETICS LOGO



COLOR OVER WHITE



COLOR OVER BLACK



ONE COLOR



REVERSED OUT

Activities Typeface

A slab serif has been selected as the typeface for use in conjunction with the Block BK Athletics logo.

Quadon

Quadon is a modern, clear and infinitely flexible interpretation of slab serif fonts. It is well-suited for a wide range of versatile tasks.

Quadon Ultra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789?!@#\$%&()[]{}|\;:+



Block BK Activities Logo - Examples

BLOCK BK ACTIVITIES LOGO PAIRED WITH SPORTS SPECIFIC FONT – QUADON





BK One Knight Activities Logo

The BK One Knight is primarily for use by the BK Activities Department, but can be used for school publications. The BK One Knight should never replace the Bishop Kelly Crest on formal publications, academic awards, certificates, etc. The BK One Knight should never be used to promote Bishop Kelly's brand as an academic institution directly, but it can be used for a variety of purposes, such as athletic uniforms, student club t-shirts, club and team communications, Spirit Wear, banners, etc.

This unique logo represents two different Knights; the White Knight & the Dark Knight. Each one being represented by a side of the helmet; one side being in shadow and the other in light. Each is unique on their own and when combined, the two sides come together to create the One Knight.

BK KNIGHT LOGO



BK ONE KNIGHT - 3-Color



BK ONE KNIGHT - 2-Color



BK ONE KNIGHT - 1-Color





BK One Knight Activities Logo - Examples

BK ONE KNIGHT ACTIVITIES LOGO PAIRED WITH CLUB SPECIFIC FONT – CENTURY GOTHIC

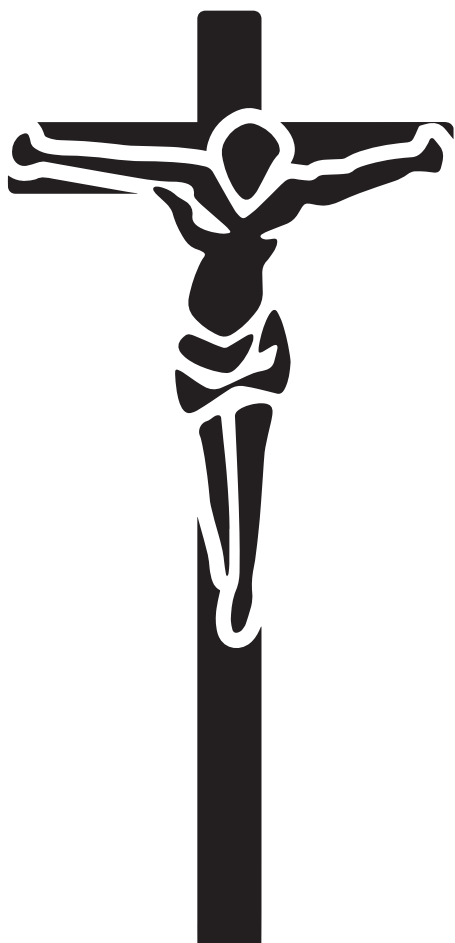




BK Crucifix Logo

The Bishop Kelly Crucifix is unique to our school, and should be used whenever a cross is incorporated in our branding. This includes in Campus Ministry related collateral materials - posters, signs, shirts, vestments, etc.; and whenever a cross is incorporated on uniforms and club/team gear at Bishop Kelly. The Crucifix can appear alone, or paired with a club or team specific font. The Crucifix should not replace the Bishop Kelly Crest on formal publications as it is already a component of that mark.

BK CRUCIFIX LOGO



BK CRUCIFIX - REVERSED OUT



BK CRUCIFIX - 1-Color Gold





BK Crucifix Logo - Examples

BK CRUCIFIX LOGO PAIRED WITH CLUB SPECIFIC FONT – CENTURY GOTHIC



BISHOP KELLY
CAMPUS MINISTRY



BISHOP KELLY
CAMPUS MINISTRY