



St. Lawrence
CATHOLIC PARISH

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We are pleased to share with you a comprehensive guide of our new branding and visual identity. Our new system serves to unite St. Lawrence parish, school and athletics under one identifiable brand.

These guidelines explain the basic building blocks of the STL graphic identity program, define standards for their use and illustrate how these standards are applied. Following these guidelines will assure a consistent, focused and unified look for all of St. Lawrence Parish, School and Athletics.

Our brand has been developed to be both functional and aesthetically pleasing, taking special consideration of the relative size, proportion and position of the graphic elements. Adhering to these factors will remain key in giving all of St. Lawrence a consistent and recognizable brand.

We are St. Lawrence Catholic Community and this is our new branding and visual identity. Our new logo family exemplifies who we are as St. Lawrence, a Catholic parish, Catholic school and athletics. And yes, WE ARE THE MUSTANGS!

01 STL PRIMARY LOGO GUIDELINES



PRIMARY LOGO

Shield

Note: The mark symbolizes Lawrence's great sacrifice to God and the conversion of Rome.

PRIMARY

The STL shield consists of a bold yellow shield with a cross and block serif "SL" centered within.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

Primary Shield

The preferred (primary) version of the logo is shown to the right. Alternate configurations listed in this guide may be more appropriate for some applications depending on production techniques, size requirements or aesthetic reasons.

- Full color should be used when possible unless cost or production limitations apply.
- Proper clear space surrounding the logo should be used at all times. Please see page 10 for reference.
- EPS files should be used whenever possible, as they are the highest quality files provided.

On the following pages, you will find examples of the St. Lawrence logos and icons as well as general guidelines for color, clear space and size.

Any questions about how to use the STL Visual Identity Standards, please email Lisa DiMercurio at ldimercurio@stlawrenceparish.com



STL_Shield_Y_R01.eps

SECONDARY



STL_Shield_B_R01.eps



STL_Shield_K_R01.eps



STL_Shield_Rev_R01.eps

PRIMARY LOGO

Parish/Church Horizontal Lockup

Parish Logo

The primary “Parish” horizontal logo is a combination of the “shield” and the official parish “wordmark” which is the name “St. Lawrence Catholic Parish.”

The wordmark is composed in the typeface Caecilia LT Std 85 Heavy and 75 Bold. Caecilia is only to be used in the Parish, Church and School wordmarks.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

Church Logo

The “Church” horizontal logo (bottom of page) is used in instances when only specific to the Church.

Full Color Logo

The full color logo and primary color configurations (top of page) should be used when possible unless cost or production limitations apply. Weather using the horizontal or vertical logo arrangement (see page 8) should depend on the application, space and design it is being used within.

Customize Logo

The “CATHOLIC CHURCH, PARISH or SCHOOL” type can be customized with different messaging. (See example on page 35)

Messaging Examples:

- St. Lawrence Coaching Staff
- St. Lawrence Teaching Staff

PRIMARY COLOR



STL_Parish_Horz_2C_R01.eps



STL_Parish_Horz_W_Type_1C_R01.eps

SECONDARY



STL_Parish_Horz_B_1C_R01.eps



STL_Parish_Horz_K_R01.eps



STL_Parish_Horz_Rev_R01.eps

CHURCH



STL_Church_Horz_2C_R01.eps



STL_Church_Horz_W_Type_1C_R01.eps



STL_Church_Horz_B_1C_R01.eps

PRIMARY LOGO

School Horizontal Lockup

School Logo

The primary “School” horizontal logo is a combination of the “shield” and the official school “wordmark” which is the name “St. Lawrence Catholic School.”

The wordmark is composed in the typeface Caecilia LT Std 85 Heavy and 75 Bold. Caecilia is only to be used in the Parish, Church and School wordmarks.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

Full Color Logo

The full color logo and primary color configurations (top of page) should be used when possible unless cost or production limitations apply. Weather using the horizontal or vertical logo arrangement (see page 8) should depend on the application, space and design it is being used within.

Customize Logo

The “CATHOLIC CHURCH, PARISH or SCHOOL” type can be customized with different messaging. (See example on page 35)

Messaging Examples:

- St. Lawrence Coaching Staff
- St. Lawrence Teaching Staff

PRIMARY COLOR



STL_School_Horz_2C_R01.eps



STL_School_Horz_W_Type_1C_R01.eps

SECONDARY



STL_School_Horz_B_1C_R01.eps



STL_School_Horz_K_R01.eps



STL_School_Horz_Rev_R01.eps

PRIMARY LOGO

Parish/Church Vertical Lockup

Sometimes design or space requires the use of a centered, vertical logo arrangement. When this is the case, use the vertical lockup. Always use the original and approved art; never attempt to redraw, recreate or alter the lettering in any way.

Parish Logo

The primary “Parish” vertical logo is a combination of the “shield” and the official parish “wordmark” which is the name “St. Lawrence Catholic Parish.”

The wordmark is composed in the typeface Caecilia LT Std 85 Heavy and 75 Bold. Caecilia is only to be used in the Parish, Church and School wordmarks.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

Church Logo

The “Church” vertical logo (bottom of page) is used in instances when only specific to the Church.

Customize Logo

The “CATHOLIC CHURCH, PARISH or SCHOOL” type can be customized with different messaging. (See example on page 35)

Messaging Examples:

- St. Lawrence Coaching Staff
- St. Lawrence Teaching Staff

PRIMARY COLOR



STL_Parish_Vert_2C_R01.eps



STL_Parish_Vert_W_Type_1C_R01.eps

SECONDARY



STL_Parish_Vert_B_1C_R01.eps



STL_Parish_Vert_K_R01.eps



STL_Parish_Vert_Rev_R01.eps

CHURCH



STL_Church_Vert_2C_R01.eps



STL_Church_Vert_W_Type_1C_R01.eps



STL_Church_Vert_B_1C_R01.eps

PRIMARY LOGO

School Vertical Lockup

Sometimes design or space requires the use of a centered, vertical logo arrangement. When this is the case, use the vertical lockup. Always use the original and approved art; never attempt to redraw, recreate or alter the lettering in any way.

School Logo

The primary “School” vertical logo is a combination of the “shield” and the official school “wordmark” which is the name “St. Lawrence Catholic School.”

The wordmark is composed in the typeface Caecilia LT Std 85 Heavy and 75 Bold. Caecilia is only to be used in the Parish, Church and School wordmarks.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

Customize Logo

The “CATHOLIC CHURCH, PARISH or SCHOOL” type can be customized with different messaging. (See example on page 35)

Messaging Examples:

- St. Lawrence Coaching Staff
- St. Lawrence Teaching Staff

PRIMARY COLOR



STL_School_Vert_2C_R01.eps



STL_School_Vert_W_Type_1C_R01.eps

SECONDARY



STL_School_Vert_B_1C_R01.eps



STL_School_Vert_K_R01.eps



STL_School_Vert_Rev_R01.eps

PRIMARY LOGO

Clear Space

Clear Space

As the primary visual representative of St. Lawrence, the St. Lawrence logo should stand out from other graphic elements. Whenever the shield or shield and wordmark lockup is used, it must be surrounded by at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area. This clear space is indicated by the x-unit. The x-unit is based on “half the width” of the shield.

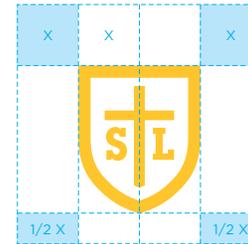
Minimum Size Usage

The height of the STL shield should never appear smaller than 0.3” when used in print materials, or 30 pixels when used in digital formats.

MINIMUM SIZE



CLEAR SPACE



02 STL OFFICIAL SEAL GUIDELINES



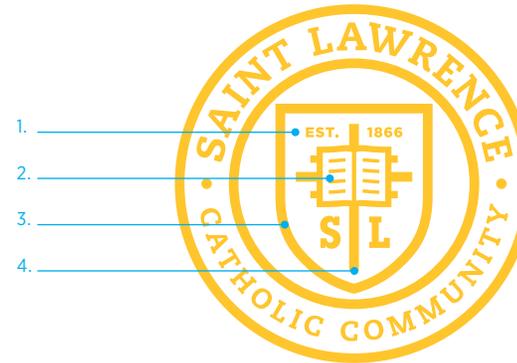
OFFICIAL SEAL Seal

Note: The seal as a whole symbolize permanence.

PRIMARY COLOR

The seal is based on the primary logo shield of St. Lawrence. The parts of the seal represent:

1. The year St. Lawrence was established as a catholic community
2. The book for devotion to the word of God and education.
3. The shield of Patron St. Lawrence.
4. The cross for the death and resurrection of Christ.



STL_Seal_Y_1C_R01.eps

Proper use of the seal

The seal is for use on designated official documents such as certificates and awards. The seal adds authority and authenticity to these important documents. **Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.**

SECONDARY



STL_Seal_B_1C_R01.eps



STL_Seal_K_R01.eps



STL_Seal_Rev_R01.eps

OFFICIAL SEAL

Clear Space

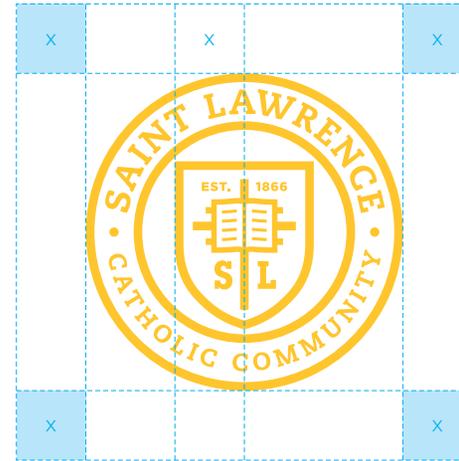
Clear Space

The St. Lawrence Seal should stand out from other graphic elements. Whenever the seal is used, it must be surrounded by at least a minimum area of clear space. No illustrative matter, words, symbols or marks are to intrude upon this area. This clear space is indicated by the x-unit. The x-unit is based on “half the width” of the shield within the seal.

Minimum Size Usage

The height of the STL seal should never appear smaller than 0.75” when used in print materials, or ? pixels when used in digital formats.

CLEAR SPACE



MINIMUM SIZE



03 STL TYPOGRAPHY GUIDELINES

TYPOGRAPHY

Primary and Secondary Typefaces

Using a consistent typeface family for headlines and running copy visually reinforces the STL identity.

Primary Parish Font

Gotham Narrow is the primary typeface and should be used on all STL communications. Shown are the approved weights and styles that may be used in communications such as stationery, online media, newsletters, brochures, and PowerPoint® documents. In instances where the Gotham Narrow font is not available, as for example, in Microsoft documents, the system font Arial may be substituted for Gotham Narrow.

Official Parish Logo Font

The St. Lawrence logo wordmark and official seal are composed in the typeface Caecilia LT Std 85 Heavy and 75 Bold. Caecilia is only to be used in the Parish, Church and School wordmarks and seal.

Official STL Spirit Font

The block typography Colossal is the font of all STL spirit wordmarks, numbers and spirit verbiage.

GOTHAM NARROW BOOK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham Narrow Thin
Gotham Narrow Extra Light
Gotham Narrow Light
Gotham Narrow Book
Gotham Narrow Medium
Gotham Narrow Bold
Gotham Narrow Black
Gotham Narrow Ultra

Gotham Narrow Thin
Gotham Narrow Extra Light
Gotham Narrow Light
Gotham Narrow Book
Gotham Narrow Medium
Gotham Narrow Bold
Gotham Narrow Black
Gotham Narrow Ultra

CAECILIA LT STD 85 HEAVY

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Caecilia Roman
Caecilia Bold

COLOSSALIS BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COLOSSALIS REGULAR
COLOSSALIS MEDIUM

04 STL COLOR PALETTE GUIDELINES

COLOR PALETTE

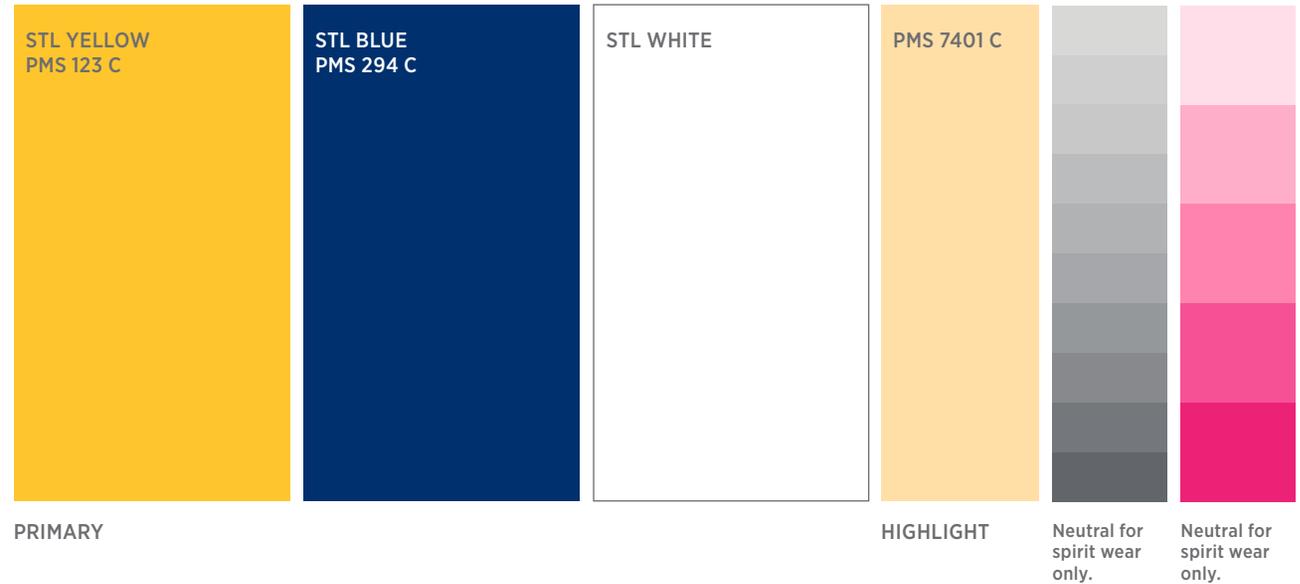
St. Lawrence Color Palette

The St. Lawrence color palette is communicated by the dominance of yellow, blue and white. The simplicity of this color palette distinguishes STL and enhances the prominence of the brand.

Color specifications are provided; do not substitute different colors or add additional colors to the palette.

It's a tool used to create emphasis and contrast by emphasizing particular colors we create a visual identity that quickly says St. Lawrence.

PANTONE® COLORS



CMYK

C 0
M 22
Y 88
K 0

RGB

R 255
G 199
B 38

HEX

#FFC726

CMYK

C 100
M 69
Y 7
K 30

RGB

R 0
G 47
B 108

HEX

#002F6C

CMYK

C 0
M 0
Y 0
K 0

RGB

R 255
G 255
B 255

HEX

#FFFFFF

CMYK

C 0
M 8
Y 33
K 4

RGB

R 245
G 225
B 164

HEX

#F5E1A4

Note: These are the only approved colors that may be used in any of the St. Lawrence logos.

MUSTANGSTM

SPIRIT MARKS

Mustang Mascot

PRIMARY MUSTANG

The all-new Mustang logo serves to represent strength of mind and body, an attitude that pursues challenge and a spirit that is free and open like the wild Mustang horse itself. Competitive, confident, passionate and respectful. These are the characteristics consistent with the St. Lawrence brand.

The Mustang Mascot will serve as the primary representation and the main identifying device for St. Lawrence spirit communications. **Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.**

Mascot Outline

The outer most outline color will vary depending on background.
(see example files to the right)

Options:

- White Background - yellow outline or no outline depending on size and application.
- Yellow Background - white outline or yellow on yellow (blind) outline depending on size, application or desired effect.
- Blue Background - Will always require outline. Yellow outline is the recommended color.



STL_Must_Head_YO_3C_R01.eps



STL_Must_Head_3C_R01.eps



STL_Must_Head_WO_3C_R01.eps



STL_Must_Head_YO_3C_R01.eps

SPIRIT MARKS

Mustang Mascot

One Color Mascot

The one color Mascot comes in a “fill” version, and a “outline” version.

Fill Version

The “fill version” should always print on a DARKER color background. See examples to right.

Outline Version

The “outline version” should always print on a LIGHTER color background. See examples below.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

MASCOT “FILL VERSION” WHITE



STL_Must_Head1_W_1C_R01.eps

MASCOT “FILL VERSION” YELLOW



STL_Must_Head1_Y_1C_R01.eps

MASCOT “OUTLINE VERSION” YELLOW



STL_Must_Head2_Y_1C_R01.eps

MASCOT “OUTLINE VERSION” BLUE



STL_Must_Head2_B_1C_R01.eps

SPIRIT MARKS

Mustang Mascot

SECONDARY MUSTANG

The Mustang Mascot will serve as the primary representation and the main identifying device for St. Lawrence spirit communications. Always use the original and approved art; never attempt to redraw, recreate or alter the Mascot in any way.

The secondary “full body” Mustang can be use as an alternate to the primary Mustang “head” logo. **Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.**

Mascot Outline

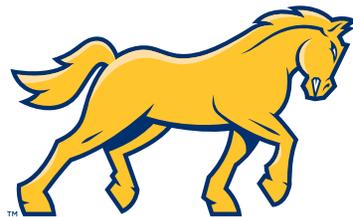
The outer most outline color will vary depending on background. (see example files to the right)

Options:

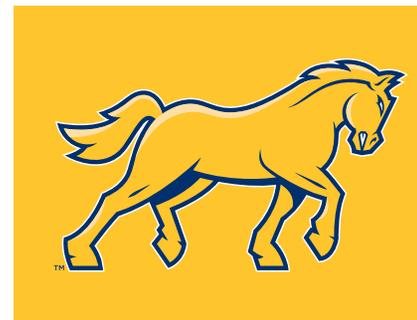
- White Background - yellow outline or no outline depending on size and application.
- Yellow Background - white outline or yellow on yellow (blind) outline depending on size, application or desired effect.
- Blue Background - Will always require outline. Yellow outline is the recommended color.



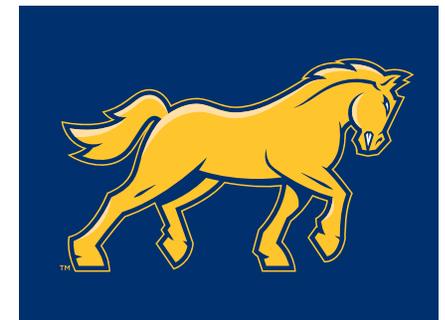
STL_Must_Full_YO_3C_R01.eps



STL_Must_Full_3C_R01.eps



STL_Must_Full_WO_3C_R01.eps



STL_Must_Full_YO_3C_R01.eps

SPIRIT MARKS

Mustang Mascot

One Color Mascot

The one color Mascot comes in a “fill” version, and a “outline” version.

Fill Version

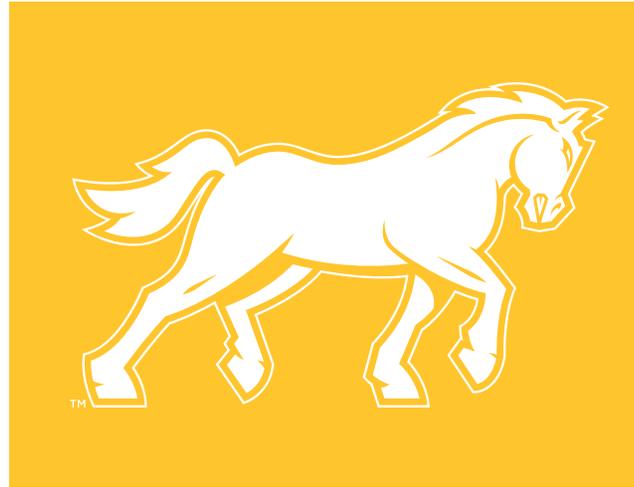
The “fill version” should always print on a DARKER color background. See examples to right.

Outline Version

The “outline version” should always print on a LIGHTER color background. See examples below.

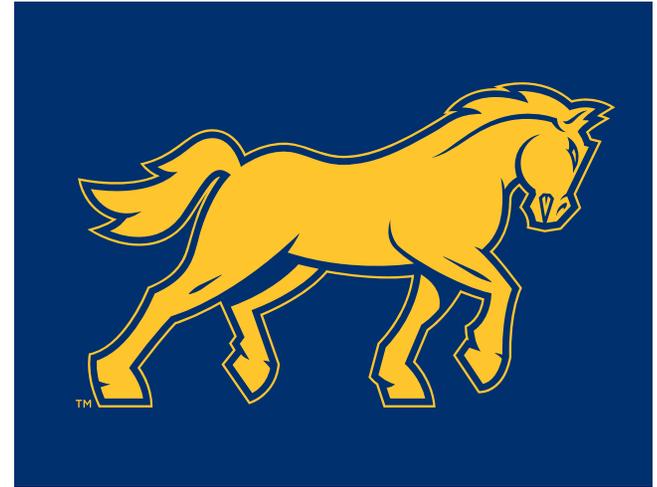
Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

MASCOT “FILL VERSION” WHITE



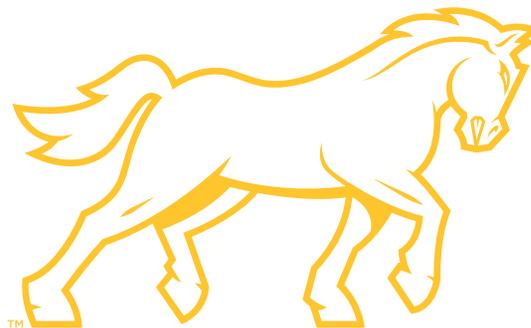
STL_Must_Full1_W_1C_R01.eps

MASCOT “FILL VERSION” YELLOW



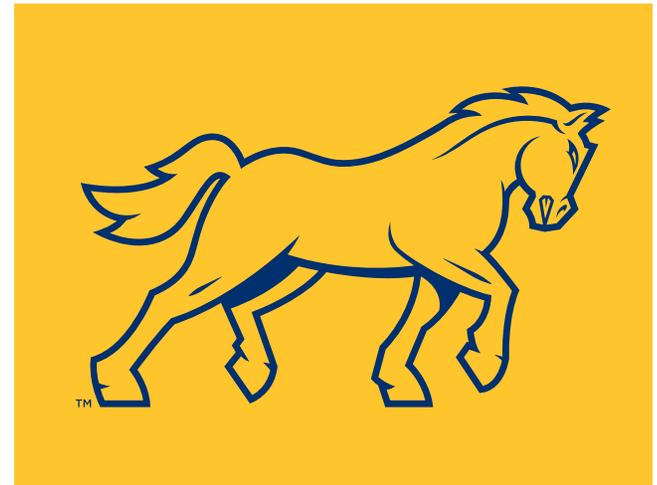
STL_Must_Full1_Y_1C_R01.eps

MASCOT “OUTLINE VERSION” YELLOW



STL_Must_Full2_Y_1C_R01.eps

MASCOT “OUTLINE VERSION” BLUE



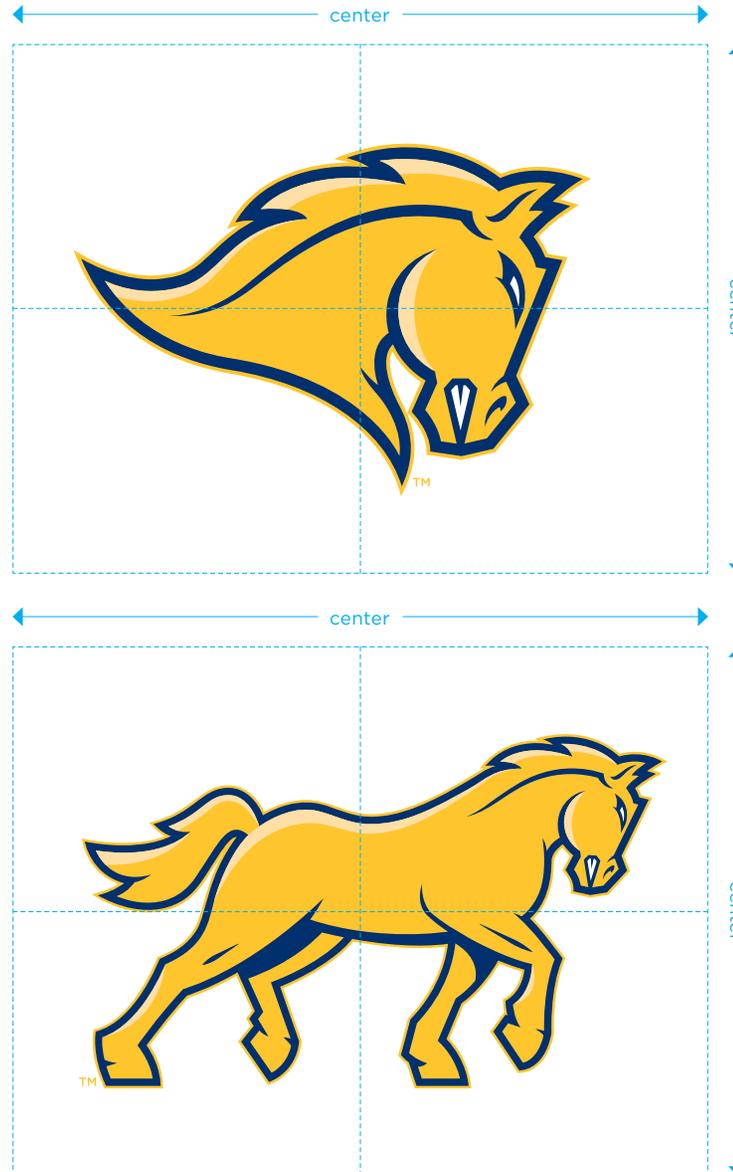
STL_Must_Full2_B_1C_R01.eps

SPIRIT MARKS

Mascot Visual Center Point

When importing either Mascot EPS file, it will have a built in clear space or center point (see example to the right). This is not the marks mathematical center, but its visual center. Always use it to center the mark (left to right) on any banner, poster, flyer, t-shirt, hat etc.

VISUAL CENTER POINT



SPIRIT MARKS

Mustang Mascot Type Lockup

The Mustang Mascot type lockup combines the primary Mustang logo and the St. Lawrence wordmark. The “MUSTANG” type can be customized with different messaging.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

Customize Logo

The “MUSTANG” type can be customized with different messaging. (See examples page 34 and 46)

Messaging Examples:

- St. Lawrence Football
- St. Lawrence Basketball
- St. Lawrence Soccer
- St. Lawrence Cheerleader
- St. Lawrence Volleyball
- St. Lawrence Lacrosse
- St. Lawrence Bowling
- St. Lawrence Coaching Staff

PRIMARY MUSTANG



ST. LAWRENCETM
M U S T A N G S

STL_Must_Head_Type_W_BG_3C_R01.eps



STL_Must_Head_Type_Y_BG_3C_R01.eps



STL_Must_Head_Type_B_BG_3C_R01.eps

SPIRIT MARKS

Mustang Mascot Type Lockup

The Mustang Mascot type lockup combines the secondary Mustang logo and the St. Lawrence wordmark.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

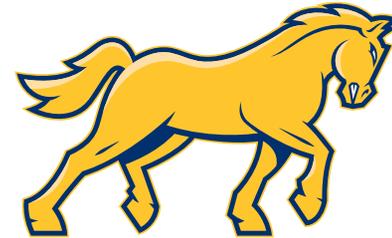
Customize Logo

The “MUSTANG” type can be customized with different messaging. (See examples page 34 and 46)

Messaging Examples:

- St. Lawrence Football
- St. Lawrence Basketball
- St. Lawrence Soccer
- St. Lawrence Cheerleader
- St. Lawrence Volleyball
- St. Lawrence Lacrosse
- St. Lawrence Bowling
- St. Lawrence Coaching Staff

SECONDARY MUSTANG



ST. LAWRENCETM
M U S T A N G S

STL_Must_Full_Type_W_BG_3C_R01.eps



STL_Must_Full_Type_Y_BG_3C_R01.eps



STL_Must_Full_Type_B_BG_3C_R01.eps

SPIRIT MARKS

STL Initial Wordmark

PRIMARY COLOR

The STL, ST. LAWRENCE and MUSTANGS wordmarks are bold graphic treatments that create a clear, consistent and visually memorable identity that capture the honest and strong essence of St. Lawrence. Consistent usage of the typography will support the primary logo and ensure clarity and distinction in all spirit communications.

The block typography Colossal is the font of all STL spirit wordmarks, numbers and spirit verbiage. The spacing between the letters, and between words, has been adjusted for maximum effect and should not be altered. **Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.**



STL_InitialWordmark_B_YO_2C_R01.eps



STL_InitialWordmark_Y_BO_2C_R01.eps



STL_InitialWordmark_B_WO_2C_R01.eps



STL_InitialWordmark_Y_WO_2C_R01.eps

SPIRIT MARKS

St. Lawrence Wordmark

The block typography Colossal is the font of all STL spirit wordmarks, numbers and spirit verbiage. The spacing between the letters, and between words, has been adjusted for maximum effect and should not be altered. **Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.**

PRIMARY COLOR



ST. LAWRENCE™

STL_Wordmark_B_YO_2C_R01.eps



ST. LAWRENCE™

STL_Wordmark_Y_BO_2C_R01.eps



ST. LAWRENCE™

STL_Wordmark_B_WO_1C_R01.eps



ST. LAWRENCE™

STL_Wordmark_Y_WO_1C_R01.eps

SPIRIT MARKS

Mustang Wordmark

The block typography Colossal is the font of all STL spirit wordmarks, numbers and spirit verbiage. The spacing between the letters, and between words, has been adjusted for maximum effect and should not be altered. **Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.**

PRIMARY COLOR



MUSTANGS™

STL_Must_Wordmark_B_YO_2C_R01.eps



MUSTANGS™

STL_Must_Wordmark_Y_BO_2C_R01.eps



STL_Must_Wordmark_B_WO_2C_R01.eps



STL_Must_Wordmark_Y_WO_2C_R01.eps

SPIRIT MARKS

Mustang Script

The Mustangs script was designed as a nod to the St. Lawrence heritage. Inspired by the fluid stroke of handwriting, the script is a modern rendition of a classic look. The varied width of the lettering creates movement in the script, drawing the viewer's eye through the mark.

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.

PRIMARY COLOR



*Mustangs*TM

STL_Mustang Script_Y_2C_R01.eps



STL_Mustang Script_Y_2C_R01.eps



STL_Mustang Script_W_2C_R01.eps



STL_Mustang Script_B_2C_R01.eps

SPIRIT MARKS
Mustang Numbers

The jersey numbering system is also consistent with the STL wordmarks and are based on the block typography of Colossal. No other font should be used.

COLOR COMBINATIONS

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9

06 INCORRECT LOGO USAGE GUIDELINES

INCORRECT LOGO USAGE

What not to do

Incorrect Uses

Consistent presentation of our brand identity is essential to building and preserving brand equity. Here are a few examples of incorrect uses of our identity system. **These strict rules apply to all St. Lawrence logo marks and branding.**

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.



Do not use an unapproved color.



Do not alter weight of logo outline.



Do not add color into the shield.



Do not add a drop shadow.



Do not distort the logo.



Do not make logo transparent.



Do not reposition logo elements.



Do not use alternative typeface.



Do not rotate logo.



Do not change the type proportions.



Do not add type within clear space.



Do not outline logo.

INCORRECT LOGO USAGE

What not to do

Incorrect Uses

Consistent presentation of our brand identity is essential to building and preserving brand equity. Here are a few examples of incorrect uses of our identity system. **These strict rules apply to all St. Lawrence logo marks and branding.**

Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.



Do not use and unapproved color.



Do not alter weight of logo outline.



Do not rotate logo.



Do not add a drop shadow.



Do not distort the logo.



Do not make logo transparent.



Do not reposition logo elements.



Do not use alternative typeface.



Do not stack logos or any graphic on a logo.



Do not change the type proportions.



Do not use alternate Mustang graphics.



Do not customize type without approval.

07 STL UNIFORMS GUIDELINES

STL UNIFORMS

Students

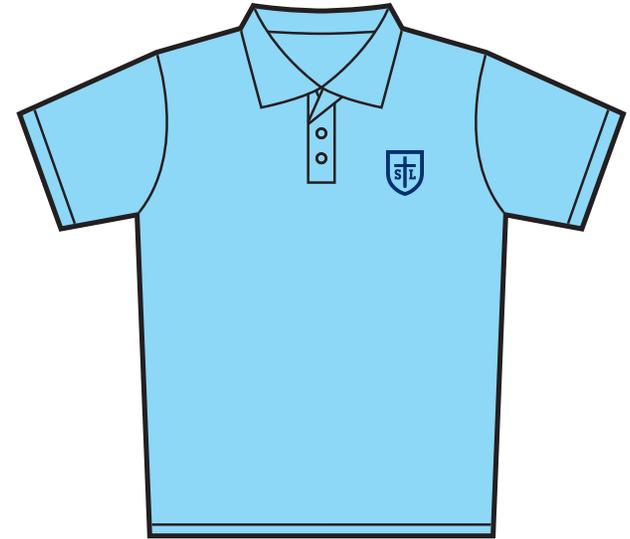
The STL shield will be used for polo shirts, sweaters, vests and ties.

Notes

- Blue and white are the primary colors with yellow as the accent color.
- The shield color will depend on the garment. White garment, yellow shield etc. See example to the right.

On the following pages, you will find examples of the St. Lawrence uniforms and spirit wear, which showcase the consistency of our colors, logos, lettering and numerals.

Any questions about how to use the STL Visual Identity Standards, please email Lisa DiMercurio at ldimercurio@stlawrenceparish.com



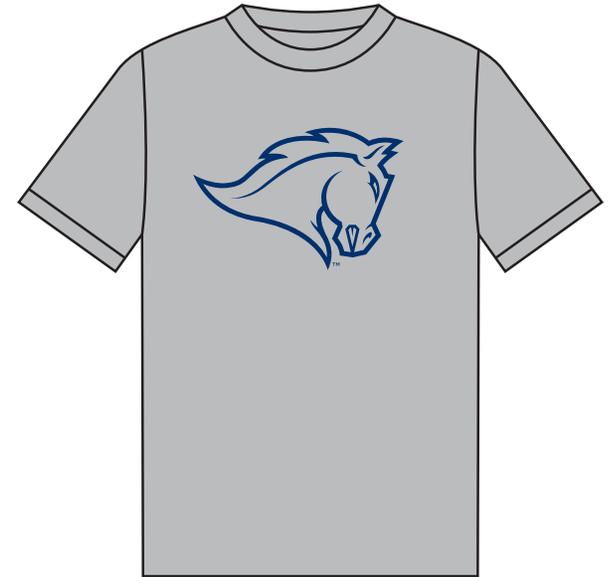
STL UNIFORMS
Coaching Staff

Note: Coaching staff primary colors are blue and white with yellow or gray as the accent color. Always follow the visual identity standards. Clean, bold and simple design.

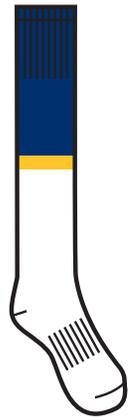
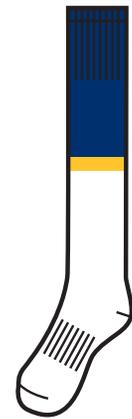


STL UNIFORMS

Gym Uniforms (Teacher and Student)

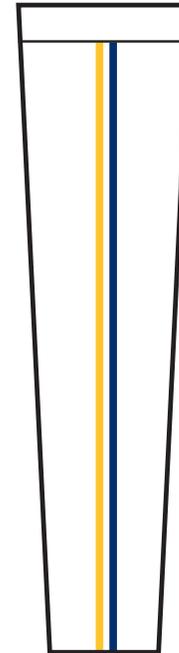
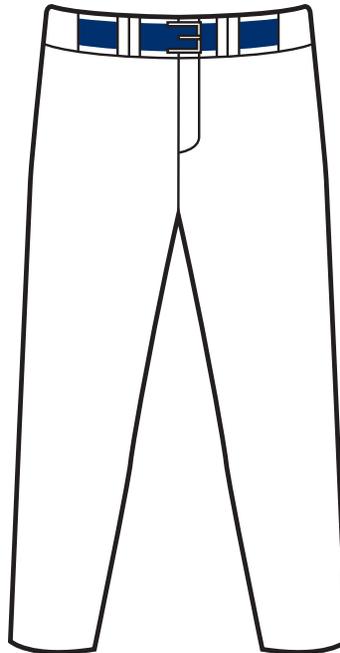


STL UNIFORMS
Football



STL UNIFORMS

Baseball



STL UNIFORMS

Basketball



STL UNIFORMS

Bowling



STL UNIFORMS

Lacrosse



STL UNIFORMS

Soccer



STL UNIFORMS

Volleyball



STL UNIFORMS
Cheerleading



08 STL SPIRIT WEAR GUIDELINES

SPIRIT WEAR
Clothing and Accessories

Note: Spirit wear primary colors are blue and white with yellow as the accent color. Blue, white, gray and yellow fabric options will be determined. Always follow the visual identity standards. Clean, bold and simple design.



SPIRIT WEAR
Clothing and Accessories

Note: Spirit wear primary colors are blue and white with yellow as the accent color. Blue, white, gray and yellow fabric options will be determined. Always follow the visual identity standards. Clean, bold and simple design.



SPIRIT WEAR T-Shirt Examples

Note: Spirit wear primary colors are blue and white with yellow, gray or pink as the accent color. Blue, white, gray, yellow, pink or green fabric options will be determined. Always follow the visual identity standards. Clean, bold and simple design.



SPIRIT WEAR T-Shirt Examples

Note: Spirit wear primary colors are blue and white with yellow, gray or pink as the accent color. Blue, white, gray, yellow, pink or green fabric options will be determined. Always follow the visual identity standards. Clean, bold and simple design.



SPIRIT WEAR

T-Shirt Examples

Note: Spirit wear primary colors are blue and white with yellow, gray or pink as the accent color. Blue, white, gray, yellow, pink or green fabric options will be determined. Always follow the visual identity standards. Clean, bold and simple design.



09 STL LOGO USAGE GUIDELINES

LOGO USAGE

Access, Approvals and Usage

Access and Usage

Because the Mustang is the St. Lawrence Parish mascot and not solely an athletic logo, all organizations directly affiliated with St. Lawrence Parish are permitted to use the logo for fundraising purposes or otherwise. Logo usage is unlimited to these organizations in its correct format and usage. There are no stipulations for these groups.

Individual clubs and athletic teams are not permitted to use the St. Lawrence logo family for fundraising purposes or for usage on any items with the exception of uniforms. The St. Lawrence director of communications must be contacted for permission, direction and assistance if a club or team wishes to offer spirit packs or any other collateral items that are branded with the any STL™ logo mark to people who are not team or club members (i.e. parents, fans, etc.). EXCEPTION: All clubs and organizations are permitted to use the STL™ logo family for fundraising purposes for the St. Lawrence Apple Fest only.

Approval

The brand marks must be used properly and with consistent application on all items, at all times and within all parties. All STL-branded apparel and items must be approved prior to production. The vendor must provide a proof of the design prior to production for approval. A picture of the completed collateral item (shirt, hat, water bottle, etc.) should be also approved to ensure consistent application of the brand mark throughout the production process. If there is a question about proper logo usage, please email Lisa DiMercurio at ldimercurio@stlawrenceparish.com. prior to design development or any time throughout the design process.

Unauthorized Usage

Individuals and organizations outside the St. Lawrence Parish may not profit from STL™ logo usage through print, web or collateral design or implementation. Outside organizations are not permitted to distribute items with any STL™ logo mark to the public without first consulting the director of communications. The STL™ logo family is trademarked and has usage allowances exclusive to those organizations within the St. Lawrence Parish.

ST. LAWRENCE LOGO FAMILY

Shield



Shield_Wordmark Lockup



Official Seal



Primary Mustang Mascot



Secondary Mustang Mascot



Mustangs Script



St. Lawrence_Mustangs Wordmarks

ST. LAWRENCE
MUSTANGS

STL Wordmark

STL

Verbiage

St. Lawrence Catholic Parish
St. Lawrence Catholic Church
St. Lawrence Catholic School
St. Lawrence Catholic Community
St. Lawrence
St. Lawrence Mustangs™
STL™
Mustangs™