



MOTHER TERESA

OF CALCUTTA CATHOLIC SCHOOL



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WELCOME!

I AM PLEASED TO INTRODUCE MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL'S VISUAL IDENTITY AND BRANDING GUIDE. THIS GUIDE WILL SERVE AS AN ESSENTIAL STEP FORWARD IN OUR EFFORTS TO ASSERT AND SUSTAIN A STRONG VISUAL IDENTITY FOR OUR SCHOOL. I AM CONFIDENT THAT THESE NEW STANDARDS WILL SUPPORT OUR REPUTATION FOR ACADEMIC EXCELLENCE IN A NURTURING CHRIST-CENTERED ENVIRONMENT.

ALL LOGOS, COLORS, FONTS, ARTWORK AND IMAGES FOUND WITHIN THIS GUIDE ARE PROPRIETARY SIGNATURES OF MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL. THESE CHOICES REFLECT OUR INTENTION TO SIMPLIFY AND STRENGTHEN OUR IDENTITY. AS CURRENT PRODUCTS, UNIFORMS AND OTHER MATERIALS REQUIRE REPLACEMENT, MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL'S VISUAL IDENTITY AND BRANDING GUIDE WILL SHAPE THE DESIGN CHOICES.

SINCERELY IN CHRIST,
MRS. TERESA CARAKER
PRINCIPAL





BRAND ESSENCE

WITH EVERY BRAND NAME COMES A BRAND IMAGE. PEOPLE GAIN A PERSPECTIVE ABOUT WHO WE ARE BASED ON WHAT THEY SEE, HEAR AND EXPERIENCE.

THEREFORE, AS REPRESENTATIVES OF MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL, WE ARE ALL AMBASSADORS OF OUR BRAND IMAGE.



BRAND PERSONALITY: VOICE

THE OFFICIAL NAME IS
MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL.

TAGLINE

PEACE BEGINS WITH A SMILE.

WEBSITE

MTC'S OFFICIAL SCHOOL WEBSITE IS MTCTAMPA.ORG.

MTC'S OFFICIAL PARENT WEBSITE IS
MTCTAMPA.ORG/PARENTS.

VALUES

CHRIST-CENTERED. RIGOROUS. CARING. TRADITIONAL.





OUR MISSION

INSPIRED BY MOTHER TERESA OF CALCUTTA AND ROOTED IN THE CATHOLIC FAITH, OUR MISSION IS TO DEVELOP YOUNG PEOPLE WHO STRIVE FOR ACADEMIC EXCELLENCE, RECOGNIZE THE DIGNITY OF EACH INDIVIDUAL AND FOSTER SERVICE TO OTHERS.



OUR VISION

MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL IS COMMITTED TO CONTINUING OUR TRADITION OF ACADEMIC EXCELLENCE BY PROVIDING A RIGOROUS CURRICULUM IN A NURTURING CHRIST-CENTERED ENVIRONMENT. GUIDED BY THE EXAMPLE OF JESUS AND OUR PATRONESS, MOTHER TERESA, WE STRIVE TO DEVELOP A DEDICATION OF SERVICE TO OTHERS AND A DEVOTION TO THE CATHOLIC FAITH. WE SEEK TO INSTILL SELF-DISCIPLINE AND PROMOTE THE GROWTH OF THE WHOLE CHILD-BODY, MIND, AND SOUL. BY DEVELOPING CRITICAL THINKING AND PROBLEM SOLVING SKILLS, WE PREPARE OUR STUDENTS FOR LIFE-LONG LEARNING.



TRADEMARKS & LICENSING

THE SCHOOL SIGNATURE IS COPYRIGHTED AND MAY NOT BE USED ON PUBLICATIONS OR PRODUCTS ORIGINATING OUTSIDE OF MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL WITHOUT EXPRESS WRITTEN PERMISSION FROM THE PRINCIPAL.

COPY-MACHINE COPIES OF THE LOGO MUST NOT BE USED IN PLACE OF THE CAMERA- READY ARTWORK, NOR SHOULD RE-CREATIONS, SUCH AS FACSIMILES OR THOSE THAT ARE COMPUTER-DRAWN.



GRAPHIC STANDARDS

GRAPHIC STANDARDS ARE THE RULES AND GUIDELINES FOR USING MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL'S LOGO AND NAME, AS WELL AS OTHER GRAPHIC MARKS FOR BOTH PRINT AND ELECTRONIC COMMUNICATIONS. THIS MEANS THAT ANY BROCHURE, FLYER, POSTER, INVITATION, ETC., THAT IS DISTRIBUTED INTERNALLY AND PUBLICLY MUST FOLLOW THESE STANDARDS. THEY ARE IMPORTANT TO STRENGTHENING THE MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL'S BRAND. BY CREATING A CONSISTENT LOOK AND FEEL FOR ALL OF OUR MATERIALS, WE MAKE NOT JUST OUR BRAND STRONGER, BUT OUR MESSAGE TOO.



LOGO

OUR LOGO IS A VERY VALUABLE ASSET. WE MUST TREAT IT NICELY.



MOTHER TERESA

OF CALCUTTA CATHOLIC SCHOOL

THE MOTHER TERESA OF CALCUTTA SCHOOL LOGO IS THE CORNERSTONE OF OUR VISUAL IDENTITY. IT IS A MEANINGFUL MARK, SYMBOLIZING THE BRAND WHEREVER IT APPEARS. THE LOGO HAS BEEN DESIGNED AND UNDER NO CIRCUMSTANCES SHOULD IT BE ALTERED IN ANY WAY, INCLUDING USING UNAPPROVED COLORS OR TYPE FONTS. THE CREST IS PART OF THE LOGO AND SHOULD NOT BE USED TO CREATE NEW LOGOS. THE T IN MTC SHOULD NEVER BE USED AS A CROSS. THE WORD “MTC” SHOULD NOT BE USED IN PLACE OF THE LOGO UNLESS PRIOR APPROVAL BY THE PRINCIPAL HAS BEEN GRANTED. THE ENTIRE LOGO SHOULD NEVER APPEAR SMALLER THAN 1” IN TOTAL WIDTH. ON-SCREEN, THE LOGO MUST APPEAR AT LEAST 95 PIXELS WIDE. RESPECT THE LOGO BY GIVING IT SOME SPACE. CONTACT THE SCHOOL FOR OFFICIAL LOGO FILES AND PERMISSION TO USE THEM.



LOGO USAGE DO'S

WHEN USING THE LOGO AGAINST A WHITE OR LIGHT BACKGROUND,
THE LOGO SHOULD ALWAYS APPEAR IN COLOR.



MOTHER TERESA

OF CALCUTTA CATHOLIC SCHOOL



LOGO USAGE DON'TS

HERE ARE SOME EXAMPLES ON HOW **NOT** TO TREAT THE MTC LOGO.

X



DO NOT CHANGE THE LOGO COLORS, DELETE, OR REPLACE ANY OF THE ELEMENT.

X



DO NOT ADD EMBELLISHMENTS LIKE DROP SHADOWS, GLOWS, EMBOSING, ETC. TO THE LOGO.

X



DO NOT CHANGE THE LOGO ORIENTATION, OR REPOSITION ELEMENTS WITHIN THE LOGO.



LOGO USAGE DON'TS

HERE ARE SOME EXAMPLES ON HOW **NOT** TO TREAT THE MTC LOGO.

X



DO NOT STRETCH OR SQUEEZE THE LOGO TO DISTORT THE PROPORTIONS.

X



DO NOT USE THE LOGO ON BACKGROUNDS THAT ARE TOO CLUTTERED.

X



DO NOT SIT THE LOGO ON CLASHING COLORS.



LOGO - REVERSE

OUR LOGO IS A VERY VALUABLE ASSET. WE MUST TREAT IT NICELY.

WHEN USING THE LOGO AGAINST A BLACK OR DARK BACKGROUND, THE LOGO SHOULD ALWAYS APPEAR IN WHITE.



MOTHER TERESA

OF CALCUTTA CATHOLIC SCHOOL

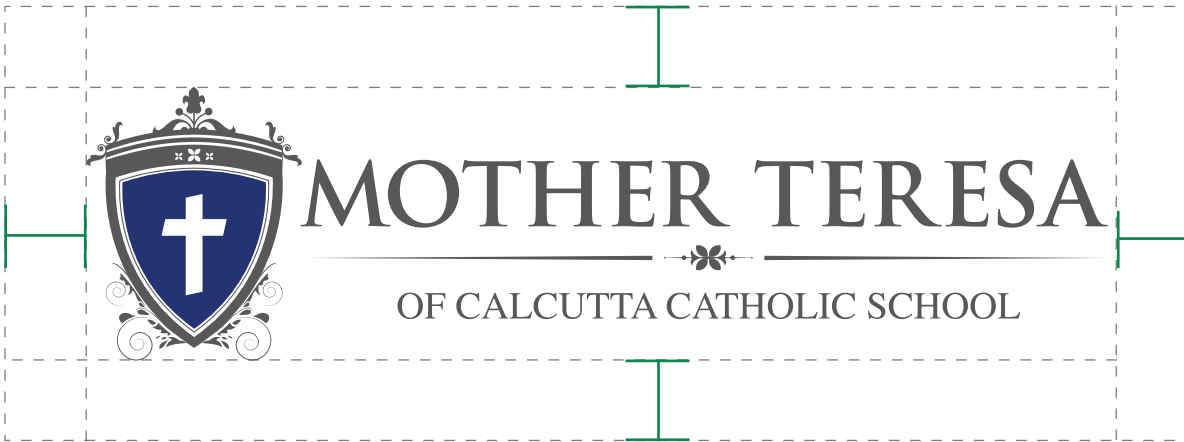


MOTHER TERESA

of Calcutta Catholic School * Lutz, FL



LOGO - CLEAR SPACE



THE 'EXCLUSION ZONE' REFERS TO THE AREA AROUND THE LOGO WHICH MUST REMAIN FREE FROM OTHER COPY TO ENSURE THAT THE LOGO IS NOT OBSCURED. AS THE DIAGRAM ABOVE INDICATES, THE 'EXCLUSION ZONE' IS EQUAL TO THAT OF THE "H" HEIGHT IN THE MOTHER TERESA LETTERS.



LOGO - CLEAR SPACE



AS THE DIAGRAM INDICATES, WHEN THE ROUNDEL IS TO BE USED INDEPENDENTLY THEN THE 'EXCLUSION ZONE' IS EQUAL TO THE HEIGHT OF THE LETTERS AROUND THE OUTER CIRCLE.



RESTRICTIONS ON THE USE OF LOGO

MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL RESERVES THE EXCLUSIVE RIGHTS TO ENDORSEMENT OF OTHER ORGANIZATIONS, COMPANIES, PRODUCTS AND / OR SERVICES. AT NO TIME MAY ANY OTHER ENTITY USE OUR MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL LOGO IN A WAY THAT SUGGESTS OR IMPLIES THE ENDORSEMENT OF OTHER ORGANIZATIONS, COMPANIES, PRODUCTS, SERVICES, POLITICAL PARTIES OR VIEWS.

APPROVAL OF A ONE-TIME APPLICATION TO USE THE MOTHER TERESA OF CALCUTTA CATHOLIC SCHOOL'S LOGO, E.G., FOR A FLYER OR T-SHIRT, DOES NOT CONSTITUTE OR IMPLY APPROVAL TO USE THE LOGO AGAIN, TO USE IT IN CONNECTION WITH ANY OTHER ITEM OR EVENT OR TO CHANGE THE DESIGN IN ANY WAY, WITHOUT SEEKING THE APPROVAL OF THE PRINCIPAL. PRIOR TO PRINTING AND DISTRIBUTION, PROOFS OF FLYERS AND APPAREL MUST BE SENT TO THE PRINCIPAL FOR APPROVAL.



APPAREL LOGO USAGE POLICY

THE LOGO MUST ALWAYS MAINTAIN APPROVED COLORS, PROPORTIONS AND DESIGN INTEGRITY. NO ALTERATIONS MAY BE MADE, NOR SHALL DESIGN ELEMENTS BE PLACED INSIDE AND / OR AROUND THE LOGO. PROOFS OF APPAREL MUST BE SENT TO THE PRINCIPAL FOR APPROVAL.



TYPOGRAPHY

OUR TYPEFACE. PRINT. WEB. MOBILE.

TRAJAN PRO IS THE PRIMARY FONT USED IN THE MOTHER TERESA OF CALCUTTA LOGO. NEVER TRY TO RECREATE THE LOGO WITH THIS FONT. THE APPROVED SCHOOL LOGO IS A PRE-DESIGNED GRAPHIC, NOT A TYPESET FONT.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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TYPOGRAPHY

BELOW ARE RECOMMENDED TYPE SIZES FOR HEADLINES AND BODY COPY.

TRAJAN PRO REGULAR 24PT X-LARGE

FOR MAIN HEADLINES

TRAJAN PRO REGULAR 20PT LARGE

FOR SUBHEADS

TRAJAN PRO REGULAR 16PT MEDIUM

FOR SMALL BLURBS / BODY COPY

TRAJAN PRO REGULAR 13PT SMALL

FOR BODY COPY

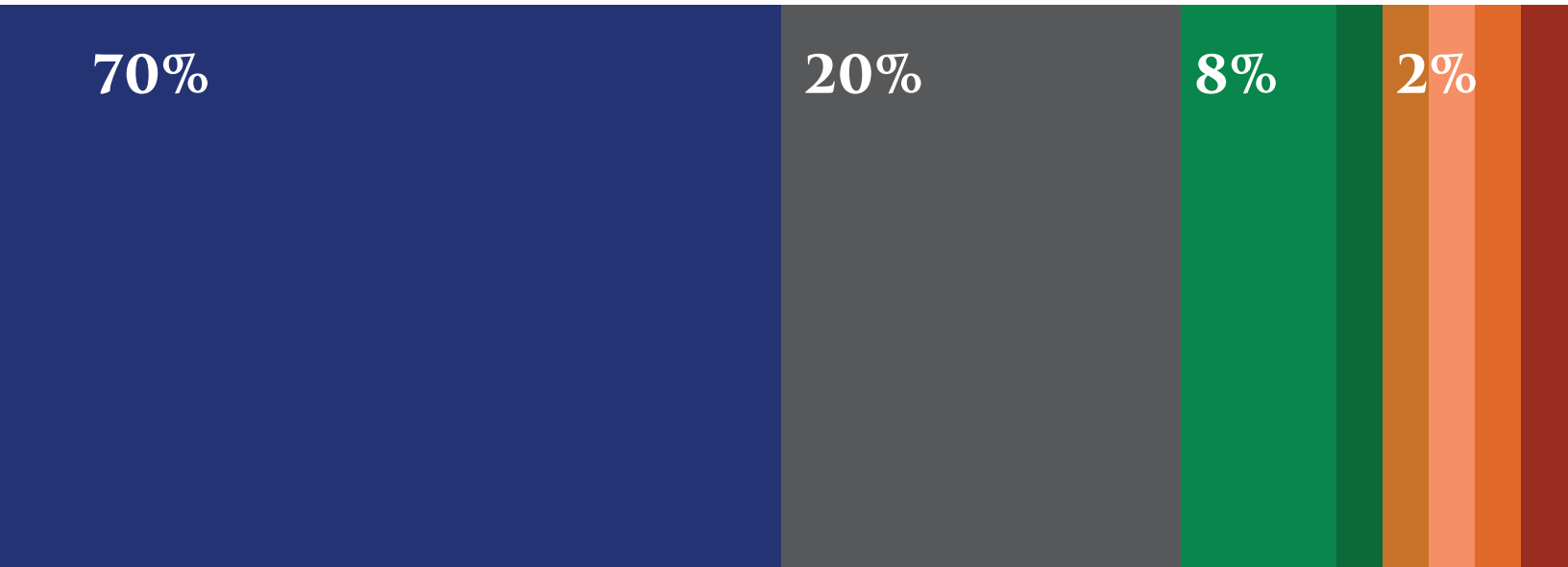
TIMES NEW ROMAN REGULAR 8PT TO 11PT X-SMALL

FOR DISCLAIMERS



COLOR PALETTE GUIDE TO APPLICATION

A PERFECT BALANCE OF BRIGHT, BOLD AND CONFIDENT.



MTC HAS AN EXTENSIVE COLOR PALETTE WHICH ALLOWS FOR A FLEXIBLE VISUAL INDENTITY. THE MTC COLOR PALETTE CONTAINS SAMPLES OF ALL THE COLORS AVAILABLE FOR USE ALONG WITH THEIR RGB, CMYK AND HEX COLOR CODES.



OUR COLORS

PMS 288

CMYK 100, 93, 22, 13
RGB 0, 37, 123
HEX 00257b

PMS 425

CMYK 64, 56, 53, 28
RGB 88, 89, 91
HEX 58595B

MTC BLUE (PMS 288), MTC GRAY (PMS 425) ARE THE OFFICIAL COLORS OF MOTHER TERESA OF CALCUTTA CATHOLIC 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.

PMS 7731

CMYK 87, 23, 91, 9
RGB 0, 135, 77
HEX 00874d

PMS 349

CMYK 90, 33, 93, 25
RGB 0, 107, 61
HEX 006b3d

PMS 7571

CMYK 19, 62, 100, 5
RGB 196, 114, 41
HEX c47229

PMS 163

CMYK 0, 54, 62, 0
RGB 246, 142, 101
HEX f68e65

PMS 7578

CMYK 0, 69, 82, 0
RGB 243, 113, 63
HEX f3713f

PMS 7626

CMYK 16, 90, 100, 7
RGB 195, 61, 39
HEX c33d27

PMS 1675

CMYK 25, 92, 100, 24
RGB 155, 44, 0
HEX 9b2c00

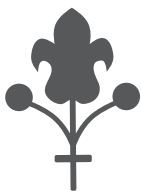


ICONS

SAY HELLO TO OUR FLOWERS, CROSSES AND SWIRL ORNAMENTS!

THESE ELEMENTS HAVE ALWAYS BEEN PART OF THE MTC LOGO AND WE ARE GIVING THEM A STARRING ROLE. THEY CAN BE PLACED STRATEGICALLY ON MARKETING COMMUNICATION PIECES TO ENHANCE THE LAYOUT.

NOTE: THESE ICONS ARE **NOT** TO BE USED TO CREATE A NEW VERSION OF THE MTC LOGO.





PHOTOGRAPHY STYLE

LIVELY. NATURAL. AUTHENTIC.

THE IMAGES ARE FULL OF PERSONALITY AND SHOULD FEEL CLEAN, NATURAL AND AUTHENTIC. THEY SHOULD ALLOW THE VIEWER TO IDENTIFY WITH THE SUBJECT MATTER. COLOR IMAGES ARE PREFERRED OVER BLACK AND WHITE. GRADIENT FILTERS CAN BE USED WITH THE MTC COLORS TO CREATE COHESION ACROSS DIFFERENT PHOTOGRAPHS.



PHOTOGRAPHY STYLE

LIVELY. NATURAL. AUTHENTIC.



PHOTOGRAPHY STYLE

LIVELY. NATURAL. AUTHENTIC.



VENDORS

THE FOLLOWING VENDORS ARE FAMILIAR WITH OUR VISUAL IDENTITY AND BRAND GUIDE AND ARE RECOMMENDED FOR YOU TO USE.

IVEDITH LARSON
GRAPHIC DESIGN
EVIELARSON.COM
HELLO@EVIELARSON.COM
(813) 716-7060

STEPHANIE ENSOR
FLIP FLOP EMBROIDERY SHOPPE
FLIPFLOPEMBROIDERY.COM
STEPHANIE@FLIPFLOPEMBROIDERY.COM
(813) 474-3547



MOTHER TERESA

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