



Jesuit
A • M • D • G

OFFICIAL VISUAL IDENTITY
& STYLE GUIDE

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a LETTER *from the* PRESIDENT

Jesuit High School of New Orleans has planned a comprehensive style guide to outline the visual standards. This guide was created by members of its faculty and staff through a carefully planned visual identity and audit process. The following style guide specifies the visual standards that emerged as a result of this careful process.

One of the most important aspects of this program is the continuity and consistency it provides for the development of Jesuit's visual identity. It enhances the presentation of our school and its services. The continued success of this communications program relies upon the understanding, cooperation, and active support of all those responsible for its implementation.

This guide represents Jesuit High School's visual presentation. As Jesuit evolves, our style guide will reflect this growth. Please be aware that this manual will be updated to reflect future changes. All new material will be provided by the Office of Institutional Development and the President's Office.

To obtain additional copies, or an electronic copy of the Jesuit High School of New Orleans Visual Identity Guide, please contact the communications office at jesuitnews@jesuitnola.org or (504) 483-3813.

Sincerely,



Fr. John Brown, S.J.
President, Jesuit High School of New Orleans

the MISSION, PHILOSOPHY, & HISTORY

THE MISSION

The mission of Jesuit High School as a Catholic, college preparatory school is to develop in its students the competence, conscience, and compassion that will enable them to be men of faith and men for others.

THE PHILOSOPHY

Jesuit High School of New Orleans is committed to the belief that we are created to know, love, and serve God; that each person, though sinful, is personally known and loved by God; and that this love invites a response to God's love, a free gift of oneself.

The fundamental purpose of our school is to form “men for others”—men of faith who are motivated by genuine Gospel charity; new men transformed by the message of Christ, who are open to their own time and to the future; leaders who have acquired in ways proportional to their age and maturity a way of life that is a proclamation of the love of Christ, of faith, and of justice.

THE HISTORY

In 1847, the Fathers of the Society of Jesus founded the College of the Immaculate Conception on Baronne and Common Streets to create an outstanding institution for the secondary education of young men.

Increased enrollment rendered the Baronne Street facilities inadequate. In the fall of 1926, classes were begun in the newly constructed Jesuit High School on Carrollton Avenue between Banks and Palmyra Streets. An extension of the Palmyra Street wing was completed in 1953, and the improvements provided students with additional space for the cafeteria, library, and band room, along with a new auditorium and chapel. The large chapel was named the Chapel of the North American Martyrs, in honor of the many Jesuits who sacrificed their lives while teaching and spreading the Gospel of Jesus Christ.

In the aftermath of Katrina, 82% of New Orleans flooded, including the Mid-City neighborhood around Jesuit. The entire first floor of the school and the athletic facilities across Banks Street sustained severe damage. Ninety days after Katrina (the Monday following Thanksgiving), Jesuit reopened, the first high school that flooded to do so. The renovation of Jesuit's facilities was completed in 2007.

For more than 160 years, Jesuit has continued the rich tradition of academic excellence that has been the hallmark of Jesuit education.

Ad Maiorem Dei Gloriam, or A.M.D.G., is the Latin motto of the Society of Jesus, the founders of Jesuit High School. The motto is translated into English as “For the greater glory of God,” a phrase which guides all we do at Jesuit High School.

the VISUAL IDENTITY

WHAT IS THE VISUAL IDENTITY?

The visual identity of Jesuit High School of New Orleans is the principal identifier of the school in all communications related to official business and in promotional products. The visual identity includes three elements:

- Graphic design
- Presentation of the school's name
- Specific colors

The visual identity consists of multiple separate elements that, when combined appropriately, signifies Jesuit mission and philosophy. A recognizable and memorable brand helps to promote an institution and distinguish its identity. However, a brand only achieves this status through attention to detail and careful implementation. To build upon Jesuit's established tradition of excellence, we must consider the Jesuit High School logos the cornerstone of our identity system and apply them consistently. This consistency fosters awareness of the brand, and promotes instant recognition, the first step to building equity in any brand, including Jesuit's.

The components that combine to create the logo – the stylized Jesuit typeface and A.M.D.G. – have been carefully and meticulously crafted to capture the essence of who we are. Its unvarying use will build a strong, unified visual image that distinguishes us and reflects the personality of the school and community.

PRIMARY LOGO

The Jesuit High School logo is the primary graphic component of the school's visual identity. The logo symbolizes both who we are and what we do.

The logo is made up of the stylized Jesuit typeface and signature: A.M.D.G. – Ad Maiorem Dei Gloriam, the Latin motto of the Society of Jesus, which translates into English as “For the greater glory of God”. More information about the signature and its uses is on [page 6](#).

The logo should not be altered or recreated in any way. Always use the authorized electronic artwork supplied by the Office of Institutional Advancement.

The logo is the graphic element of our identification. To fit a variety of graphic uses, there are variations of this logo, which will be detailed on the following pages. It is important that logos and the signature be controlled in all uses.

a NOTE ABOUT TRADEMARKS

The terms “Jesuit High School,” “Jesuit High School of New Orleans,” and the graphics of Jayson and the Jesuit Seal are valuable trademarks and are registered with the state Trademark Office. Jesuit owns other valuable marks both registered and unregistered.

It is important that the Trademark symbol TM be used whenever the marks are used as trademarks. Failure to use the appropriate symbol dilutes the value of the school’s marks and can expose the school to unnecessary litigation and expense to enforce its trademark rights. The marks should be used on all merchandise or goods sold by Jesuit or its licensees. *The marks are not necessary for use on items or apparel distributed to students by clubs, sports, or organizations.*

The use of the Trademark TM symbol is important. Failure to use the appropriate symbol dilutes the value of the school’s marks and can expose the school to unnecessary litigation and expense to enforce its trademark rights. The marks should be used on all merchandise sold by Jesuit. The marks are not necessary for use on items or apparel distributed to students by clubs, sports, or organizations.

Let the Creative Director know the use of the logo, and you will be supplied with the appropriate logo, containing the Trademark symbol, if necessary. Always use the authorized electronic artwork supplied by the Office of Institutional Advancement.

If the mark is not being used as a trademark, such as when it appears on letterhead or business cards, the symbols are not necessary.

LOGOS & SIGNATURES

As the primary visual symbol for Jesuit High School of New Orleans. As shown, the official Jesuit logo is available in four additional versions. The logo may appear in 100% black, 50% black (gray), 100% Jesuit Blue, 100% PMS Warm Gray 5, or white. For more information about color combinations, see the section regarding Jesuit's official colors, starting on [page 13](#).

PRIMARY LOGO

In addition to the primary logo, there are other icons and logos that can be used as an identifier. Care must be taken to preserve the visual integrity of Jesuit. The following is a depiction of the varied associated logos. If an additional speciality logo is needed, please contact the Creative Director.

Jesuit
A • M • D • G

100% Jesuit Blue, PMS Reflex Blue

Jesuit Jesuit Jesuit
A • M • D • G A • M • D • G A • M • D • G

50% Black

100% Black

PMS Warm Gray 5



Full Color



One Color

JESUIT SCHOOL SEAL

The Jesuit High School seal is reserved for official use by the Office of the Principal and Office of the President only, adding authority and authenticity to important documents. It is not to be used outside of applications of an academic context and is expressly prohibited from being combined with athletic logos or for athletic use.

LOGOS & SIGNATURES

SIGNATURE

The signature graphically depicts the school motto, A.M.D.G., and can be used without the accompanying Jesuit typeface. The signature should follow the same color guidelines as the logo.

A • M • D • G

JAYSON

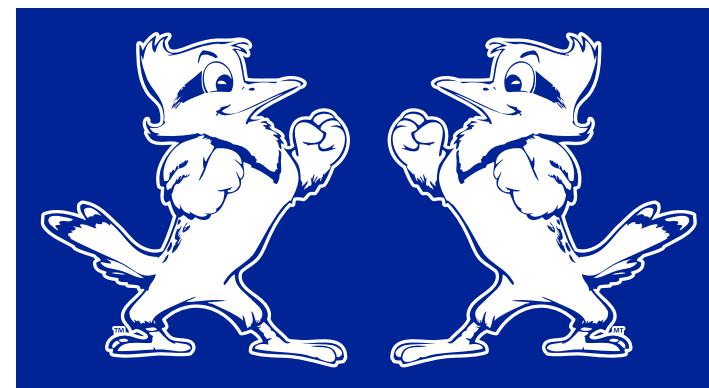
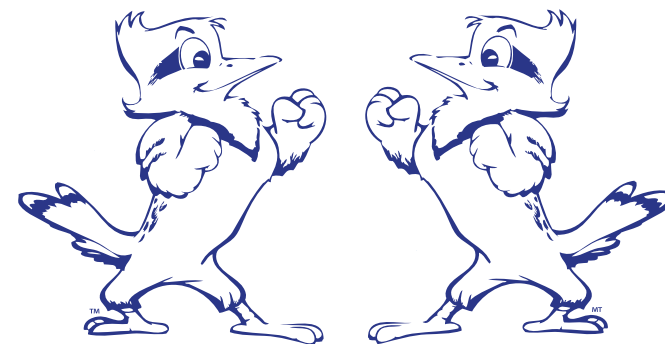
The Jesuit mascot Jayson was originally drawn by Walt Kelly of Pogo fame for the 1954 *Blue Jay Annual*. A graphic rendering of Kelly's original drawing is still used today as a logo. The logo can be used in a variety of applications as Jayson represents Jesuit's school spirit. It is reserved for the use of Jesuit athletics, activities, and alumni. It is not intended to be used on official school letterhead, envelopes, business cards, or to replace the official school logo.

The preferred use of Jayson is as shown on the top right, Jesuit blue on a white background. However, Jayson can be depicted outlined for darker backgrounds, or as a silhouette.

Jayson is a trademarked logo and should not be altered, recolored, or recreated in any way. (This includes adding black, yellow, orange, or any other coloring to the beak and feet.) Jayson should always appear in printed materials, on apparel, and on merchandise with the Trademark symbol [™] accompanying the logo. Always use the authorized electronic artwork supplied by the Office of Institutional Advancement.

The only acceptable colorations of Jayson are: 100% black, 50% black (gray), 100% Jesuit Blue, 100% PMS Warm Gray 5, or white. For more information about color combinations, see the section regarding Jesuit's official colors, starting on [page 13](#).

If you have questions about when or how to use the school mascot, please contact the Creative Director.



LOGOS & SIGNATURES

Athletic marks may be used to represent the Jesuit Athletics department and its programs in print, on the web, on commercial apparel and on official athletic uniforms. Academic marks are not to be combined with athletic marks.

Jayson is the only authorized blue jay for use when representing Jesuit Athletics. No other depictions of blue jays may be used.

Any new logos should be produced by the Creative Director or go through an approval process, starting with the Athletic Director. All commercial apparel and official school apparel, such as athletic uniforms, should comply with the official school colors. For more information about color combinations, see the section regarding Jesuit's official colors, starting on [page 13](#). Any questions about athletic and commercial apparel colors, logos, or icons should be directed to the Athletic Director and Creative Director.

JOHN RYAN STADIUM LOGO

The John Ryan Stadium logo may be used for Jesuit Athletics programs that utilize John Ryan Stadium. It is not to replace any Jesuit Athletics logos or to be used as the sole logo on official athletic uniforms.

The logo should not be altered, recolored, or recreated in any way. Always use the authorized electronic artwork supplied by the Office of Institutional Advancement.

The only acceptable colorations of the John Ryan Stadium logo are: full color and one color.



Full Color



One Color

LOGOS & SIGNATURES

Athletic and school spirit marks may be used to represent individual programs and school spirit in print, on the web, on commercial apparel and on official athletic uniforms.

All commercial apparel and official school apparel, such as athletic uniforms, should feature these logos. Additional art (such as sports equipment, or a ball, etc. with the logo) or alternate logos must be approved by the Athletic Director, Creative Director, and Student Activities Director.

The logos should always be reproduced at a size where it is clearly legible in the medium used; 1 inch is the minimum size for high-resolution printed materials. The logo should be rendered larger than this minimum size when reproduced via low-resolution media in order to maintain design integrity. Allow a reasonable amount of space around the logo. For reference, the “J” in the logo can be used as a guide.

These logo should not be altered, recolored, or recreated in any way. Always use the authorized electronic artwork supplied by the Office of Institutional Advancement, not recreations of the logo provided by an apparel company. The only acceptable colorations of these logos are: black and white, or Jesuit Blue and white.

Consistency in team logos not only keeps our school easily identifiable on the playing field (or court, track, ring, or lane), but also shows the unity of Jesuit’s athletic programs and the parents, students, faculty, and Blue Jay fans that support them.

**JESUIT
BASEBALL** **JESUIT
BASKETBALL**

**JESUIT
FOOTBALL** **JESUIT
GOLF**

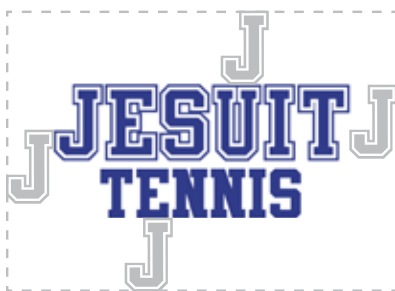
**JESUIT
SAILING** **JESUIT
SOCCER**

**JESUIT
TENNIS** **JESUIT
WRESTLING**

**JESUIT
BOWLING** **JESUIT
CROSS COUNTRY**

**JESUIT
LACROSSE** **JESUIT
RUGBY**

**JESUIT
SWIMMING** **JESUIT
TRACK & FIELD**



Allow adequate spacing around the logo.

**JESUIT
BASKETBALL**

No smaller than
1 inch

a NOTE ABOUT LOGO ELEMENTS

- **On the use of sport, club, etc. symbols in on car magnets and stickers:**

Beginning in the 2014–2015 school year, the use of department-, club-, or sport-specific logos on bumper stickers, car magnets, and other vehicle decals is strictly prohibited. The only acceptable logos for use on these items are the main Jesuit logos, such as the primary logo, Jayson, Jesuit block “J” logo, or Jesuit block type logo.

- **On the use of a fleur de lis in addition to Jesuit logos:**

Beginning in the 2014–2015 school year, the use of a fleur de lis in addition to Jesuit logos is allowed; however, the approved fleur de lis (right) must be used without any alterations. The fleur de lis must be used as an accent or tertiary element, and must be less than half the size of the accompanying Jesuit logos. The use of the fleur de lis in addition to Jesuit logos must be approved by the Creative Director, as well as the Athletic Director and Director of Student Activities, if applicable.



**JESUIT
LACROSSE**



The use of a fleur de lis in addition to other Jesuit logos is allowed, but must be used as an accent or tertiary element. It must be approved by the Creative Director, as well as the Athletic Director and Director of Student Activities, if applicable. The fleur de lis above is the ONLY approved fleur de lis to be used in addition with other Jesuit logos.

Must be less than half the size of the accompanying logo.

SIZE, PLACEMENT, & NOMENCLATURE

The primary logo should never appear smaller than 1.5 inches wide. The logo should always be reproduced at a size where it is clearly legible in the medium used; 1.5 inches is the minimum size for high-resolution printed materials. The logo should be rendered larger than this minimum size when reproduced via low-resolution media in order to maintain design integrity.

Allow a reasonable amount of space around the identity. For reference, the “e” in Jesuit can be used as a guide.

NOMENCLATURE

When used in a headline or stand-alone Jesuit, Jesuit High School, and Jesuit High School of New Orleans should always be in title case, Adobe Garamond Pro Regular or Bold. When used in a paragraph, each can be written in title case, as in this paragraph.

In local applications, first reference should be Jesuit High School, and Jesuit upon second reference. In state-wide or national applications, the school should be referred to as Jesuit High School of New Orleans. Jesuit should NEVER be referred to as “Jesuit-New Orleans,” “Jesuit HS,” or other names different from those stated above.

The use of the school’s original name “College of the Immaculate Conception” is reserved for official use by the Office of the Principal and Office of the President only.

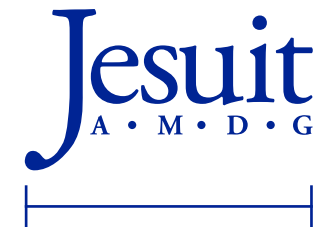
In written and verbal communications, the school’s mascot should always be referred to as Jayson or Blue Jays. Students and alumni may also be referred to as Blue Jays. Blue Jays should always be written in title case and as two words, as it is in this paragraph. There is no official “Blue Jays” logo outside of the Jayson mascot.

TAGLINES

Jesuit currently has these acceptable taglines:

- Men of Faith
- Men for Others
- AMDG “*Ad Majorem Dei Gloriam*”
- The School That Will Change Your Life

The primary logo should never be reproduced at a size smaller than 1.5 inches, or smaller than is legible for the document or material being produced.



No smaller than 1.5 inches



Allow adequate spacing around the logo.

UNACCEPTABLE LOGO TREATMENTS



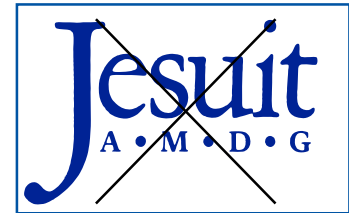
Do not recolor the Jesuit logo. The logo may only appear in the colors shown on **page 13**.



Do not use discontinued logos or distort logos in any way. Only use authorized electronic artwork provided by the Office of Institutional Advancement.



The approved Jesuit fleur de lis in addition to school logos is allowed, but it must be approved and less than half the size of adjacent logos.



Do not enclose the logo with a border or other design element.



Do not use any logos or signatures in the context of a headline, sentence, or phrase.

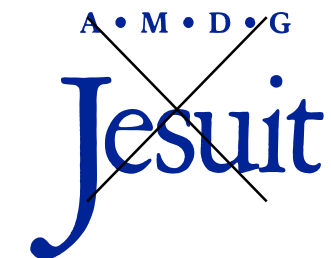


Do not use any logos in close proximity to other logotypes or graphic elements.

Do not use any athletic mark on non-athletic items.

Do not combine any non-athletic logos or icons with athletic logos and icons.

Do not add ™, ®, © or other symbols to items that are not protected by Trademark or Copyright laws.

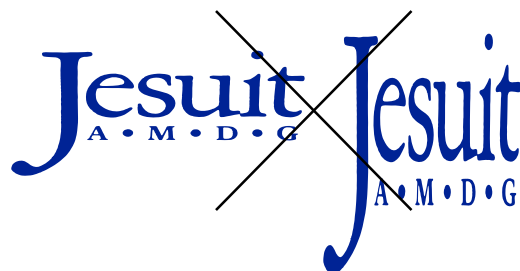


Do not alter the logo in any way.

Do not separate or move the Jesuit logotype from the signature A.M.D.G.

The primary logo should always include A.M.D.G.

The A.M.D.G. signature can be used alone, but only when the primary logo also appears on a print, web, or commercial application.



Do not distort the logo horizontally or vertically.

TYPOGRAPHY

Typography plays an important role in creating a distinctive, consistent look throughout all of Jesuit High School's graphic and printed materials.

The following are standard fonts that should accompany the Jesuit logos, signature, and seal. These fonts are suitable for a variety of reproduction methods and materials. The font families work well together, for example using one for headlines and the other for body copy.

Sans serif fonts, such as Franklin family fonts, may be used as body text in print materials, but usually require more leading, or spacing between text lines. Sans serif fonts are well suited for electronic materials, such as Web sites and PowerPoint presentations, and in reverse type (white lettering on a dark background.)

These are suggested fonts for use. If you do not have access to these fonts, please use Garamond and/or Arial typefaces as a substitute.

For general correspondence, Times New Roman and/or Arial may be used.

As a standard serif font, Adobe Garamond Pro is generally easier to read as body text.

Adobe Garamond Pro (serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;/()&%!@\$

Franklin Gothic Book is for general use and Franklin Gothic Demi is used when more emphasis is needed.

Franklin Gothic Book (sans serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;/()&%!@\$

Franklin Gothic Demi and Franklin Gothic Book Italic are used for limited space applications.

Franklin Gothic Demi (sans serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;/()&%!@\$

Franklin Gothic Book Italic (sans serif face)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;/()&%!@\$

OFFICIAL COLORS

Color is a powerful visual tool. Like the Jesuit High School logo, color provides a strong means of visual recognition. There are two official Jesuit High School colors – Jesuit Blue (Pantone® Reflex Blue) and White. The primary color palette also includes an accent color, gray. Limited use of black is allowed, especially for a body of text. However, the primary colors in any graphic application should remain blue, white or gray.

To ensure color consistency, please use the appropriate color samples on all artwork. Matching these colors in a four-color process may not be exact, but should be visually matched as closely as possible. The following is a chart defining the Jesuit High School primary color palette. The colors should never be mixed or replaced by other colors.

Matching these colors in a four-color process may not be exact, but should be visually matched as closely as possible. For many applications, a five-color process will be used. The fifth color is the official Jesuit Blue, Pantone® Reflex Blue.

OFFICIAL COLORS

JESUIT BLUE



Pantone® Reflex Blue
C=100 M=87 Y=0 K=2
R=0 G=35 B=149
WEB #002395



White
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
WEB #FFFFFF

PRIMARY COLOR PALETTE



Signature Gray
C=5 M=0 Y=0 K=45
R=148 G=156 B=161
WEB #85898A







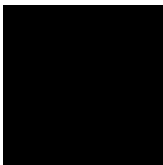


Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
WEB #000000

OFFICIAL COLORS

All commercial apparel and official school apparel, such as athletic uniforms, spirit shirts, etc., should comply with the official school colors. Most apparel and equipment vendors will carry a version of royal blue, which is visually close to Jesuit Blue. Navy blue equipment and uniforms are not considered a close match for Jesuit Blue. Any questions about athletic and commercial apparel colors should be directed to the Athletic Director and Creative Director.

EXPANDED COLOR PALETTE

The expanded color palette includes the primary color palette, plus three additional colors. It is to be used sparingly, and only by approval of the Creative Director.

			Jesuit Khaki C=1 M=1 Y=13 K=15 R=218 G=215 B=197
			Jesuit Alternate Blue PANTONE 7451 C=46 M=23 Y=0 K=0 R=137 G=171 B=227
			Alternate Gray C=11 M=13 Y=14 K=26 R=175 G=169 B=166

Spot color of the official Jesuit Blue – Pantone® Reflex Blue – should be used whenever possible. The expanded color palette should be built in CMYK for economical reasons. Try to visually match the colors as closely as possible. The expanded color palette is only for use in large documents or electronic mediums where an expanded use of color is necessary.