

**CARDINAL HAYES** HIGH SCHOOL

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“UP HAYES AND ALL ITS LOYAL MEN!”

## **Visual Identity Manual**

Building shared identity, community and pride.

# CARDINAL HAYES GRAPHIC IDENTITY PROGRAM

## The School Identity

This document provides the basic guidelines for Cardinal Hayes High School's graphic identity program. The program is intended to maintain a consistency across all internal and external communications media. The key elements of the identity program are the typographical system of wordmark, seal, logo and contrasting color. To maintain uniformity throughout the system and to continue building positive awareness, the new graphic identity program prohibits the use of any additional iconography, marks or artwork outside of the approved school seal, marks and Cardinal head (the latter to be used for spirit and sports related applications only, which will be separately covered in the CHHS Athletic style guide).

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## Cardinal Hayes Wordmark

The design of our Cardinal Hayes identity incorporates elements of well thought out branding: name, font type, color and graphic imagery. The official font in the Cardinal Hayes wordmark below is Trajan Pro, and is specific in proportion to its accompanying visual logo. Trajan Pro is a replication of Roman square capitals used as an inscription at the base of Trajan's Column in Rome. The letters are always produced in capitals and emphasize the strong foundation, tradition and history of Cardinal Hayes High School. In addition to the traditional CHHS seal, a new logo has been developed reflecting the main exterior archway to the school that students have walked through for decades. This archway logo was designed as a modern graphic element and its use going forward is highly encouraged. The archway and the open doors invite and welcome to any young man who seeks a superior education.

## Primary Logotype Combination



## Primary Monogram Combination



- All imagery as well as this style sheet is available in the Hayes shared drive under *Hayes Visual Identity*.

## The Seal, and The Open Book and Cross

The Seal will be used as a more formal brand icon throughout the new identity program. The only times the Seal should be locked up with the wordmark or monogram are in the primary combinations shown separately below.

The Open Book and Cross is an adapted version of the traditional school seal intended emphasize the religious functions within Cardinal Hayes. Like the Archway and the Seal, the use of the Open Book and Cross in combination with the wordmark is shown below.

## Formal Logotype and Monogram Combination



CARDINAL HAYES HIGH SCHOOL  
"UP HAYES AND ALL ITS LOYAL MEN!"



CHHS

## Religious Logotype and Monogram Combination



CARDINAL HAYES HIGH SCHOOL  
"UP HAYES AND ALL ITS LOYAL MEN!"



CHHS

The minimum required space around all logotypes is half the logotype's height on all sides as illustrated below. The aspect ratio of all logos and wordmarks must be maintained.



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## Approved Color Combinations

Below are the approved color combinations for all Cardinal Hayes logotypes. The logotypes shown have been specifically created for use across all media. Always use authorized artwork. Do not attempt to typeset or create alternative logos which are expressly prohibited.



1- Color Logotype reproduces at 50% of the color being used.



Cardinal Background When the logotype appears on a cardinal background it reverses to white and the Cardinal Hayes runs gold.



Gold Background When the logotype appears on a gold background it can either reverse to white or run black while the school name runs cardinal.



Black Background when the logotype appears on a black background it reverses to white and the school name can either run cardinal, gold, or 50% black.



## Color

The official colors of Cardinal Hayes High School, CHHS Cardinal and CHHS Gold, are equal in importance to identifying the school. Precise matching of all CHHS colors is essential in all color applications. Do not use maroon and yellow, or red and ochre as a substitute for the CHHS colors. Correct and consistent use of the CHHS official colors helps reinforce and enhance the school's identity.

### Secondary Web Colors



100% Black  
HEX: #000000



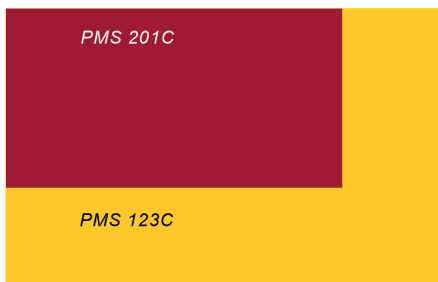
100% White  
HEX: #FFFFFF



Light Grey  
30% Black  
HEX: #CCCCCC



Dark Grey  
70% Black  
HEX: #777777



Pantone Solid Color



PMS 201C



~~Default CMYK Conversion  
C31 M 88 Y51 K22  
Do Not Use~~



Proper Bridge  
CMYK Conversion  
C7 M100 Y65 K32



RGB Conversion  
R153 G27 B30  
Approved HEX:  
#990000



PMS 123C



~~Default CMYK Conversion  
C0 M24 Y94 K0  
Do Not Use~~



Proper Bridge  
CMYK Conversion  
C0 M27 Y100 K0



RGB Conversion  
R255 G204 B0  
Approved HEX:  
#FFCC18

- All imagery as well as this style sheet is available in the Hayes shared drive under *Hayes Visual Identity*.

## Typefaces

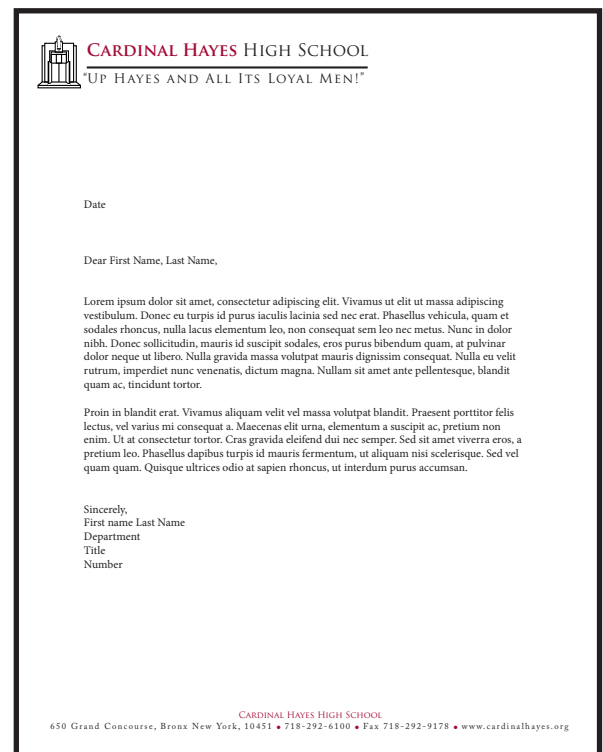
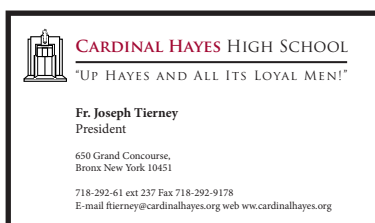
Cardinal Hayes serif typeface is Garamond, selected for its legibility and environmental friendliness in requiring typically less ink and paper than other serif fonts. Cardinal Hayes official sans serif typeface is Calibri. Each of these fonts offers a wide range of weights, allowing for small and digital use without degradation and expresses the classic and academic qualities of Cardinal Hayes. Correct and consistent use of these official typefaces helps reinforce the school's identity and compliment the other graphic elements of the CHHS identity program. These fonts can be found in MS Office desktop applications and should be set as the default fonts.

Garamond  
*Garamond*  
**Garamond**  
*Garamond*  
**Garamond**  
**Garamond**

Calibri  
*Calibri*  
**Calibri**  
*Calibri*  
**Calibri**  
**Calibri**

## Stationary Templates

The stationary templates shown here have been approved and should not be altered in any way. Body copy can be set at 11 point Garamond or Calibri – regular weights. Please note that left margin aligns with “Cardinal Hayes” in logotypes. Letterhead will not be personalized and therefore will require the sender to state their name, title, and contact information in the signature block. Cardinal Hayes letterhead is to be used solely for business and academic related purposes and its use for personal or unrelated correspondence is strictly prohibited.



- All imagery as well as this style sheet is available in the Hayes shared drive under *Hayes Visual Identity*.

## E-mail Signature Block

All faculty, administrative staff and athletic department personnel that have been provided with a Cardinal Hayes email address must include the following signature block in all outgoing messages:

(Font: Calibri; 12pt)

**Name** - include middle initial; Grey (R:64, G:64, B:64); Bold

Title - Grey (R:64, G:64, B:64); Faculty example "History Teacher"; Athletic Coach example "Football Coach"

**Cardinal Hayes High School** - Cardinal (R:153, G:27, B:30); Bold

650 Grand Concourse - Grey (R:64, G:64, B:64)

Bronx, New York 10451 - Grey (R:64, G:64, B:64)

emailname@cardinalhayes.org - Grey (R:64, G:64, B:64)

(O) 718-292-6100 xXXX - Grey (R:64, G:64, B:64)

(f) 718-292-9202 - Grey (R:64, G:64, B:64) OPTIONAL

(m) 203-921-7094 - Grey (R:64, G:64, B:64) OPTIONAL

www.cardinalhayes.org - Grey (R:64, G:64, B:64)

This E-mail is confidential. It may also be legally privileged. If you are not the addressee you may not copy, forward, disclose or use any part of it. If you have received this message in error, please delete it and all copies from your system and notify sender immediately by return E-mail. Internet communications can not be guaranteed to be timely, secure, error or virus free. The sender does not accept liability for any errors or omissions. - Grey (R:64, G:64, B:64)

For any policy related questions regarding the appropriate use of the above graphic elements, please contact W. G. van Buitenen at ext. 139 or at [wvanbuitenen@cardinalhayes.org](mailto:wvanbuitenen@cardinalhayes.org)

For assistance with the use of logo elements and standard letterhead and presentation templates, please contact Vincent Romano at ext. 239 or at [vromano@cardinalhayes.org](mailto:vromano@cardinalhayes.org)

- All imagery, as well as this style sheet, is available in the Hayes shared drive under *Hayes Visual Identity*.

# Cardinal Hayes Spirit and Athletics

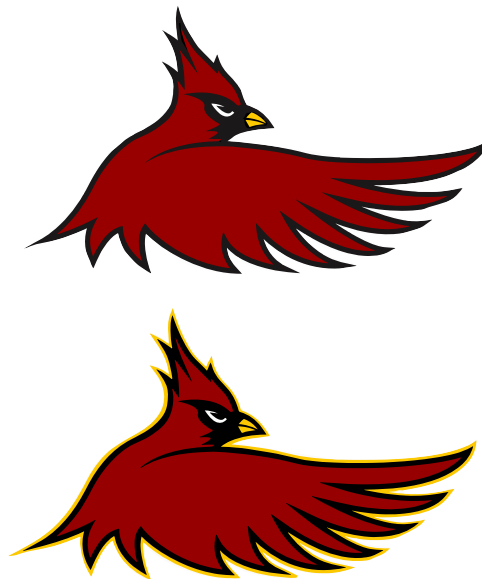
## Team Logos

These logos are intended to give our Cardinal Hayes Athletic program a singular and consistent identity throughout all levels of our sports teams. Through all the years of Cardinal Hayes history our team logos have varied between all our levels of athletics within Hayes as an amalgamation of various collegiate and professional sports teams logos. These have changed year to year and even team to team within the same year. Having borrowed most heavily from the Arizona Cardinals in recent history, our new logos bring about a natural evolution. Keeping some aesthetic elements that have become familiar, we have taken it in a unique and bold new direction, emphasizing the look, strength, and feel of a cardinal that all our teams can be proud to display and wear.

### Primary Logo



### Secondary Logo



### Retro Logo



Gold outlines can be used on black, grey, or cardinal colored backgrounds and settings.

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## Cardinal Hayes Wordmark Logo



The traditional Cardinal Hayes CH has been digitized and can be used for all school and team related spirit functions and events.