

# Branding Guide

LOGOS, COLORS AND TYPOGRAPHY  
FOR MARKETING COMMUNICATIONS  
AND SPORTS TEAMS



**ST. MARK**  
**CATHOLIC SCHOOL**  
WHERE FAITH AND  
KNOWLEDGE MEET

October 2023

This Branding Guide shows several variations of the primary logo for St. Mark Catholic School, as well as versions of the Lions Athletics logo for sports teams.

Use this Guide to communicate about branding with suppliers and others. It will help St. Mark Catholic School be represented by a strong, consistent visual identity in all marketing, promotional materials and spirit wear.

**Please contact the Director of Marketing and Communications at 972-578-0610 for the official logo files and for permission to use them.**

# Logo, name and tagline

FULL COLOR ON ANY LIGHT BACKGROUND

These full color versions are preferred

To find a logo file, refer to the names shown here:



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-light-HORIZ



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-light-VERT



**ST. MARK CATHOLIC SCHOOL**  
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-light-WIDE

# Logo, name and tagline

FULL COLOR ON ANY DARK BACKGROUND

These full color versions are preferred

To find a logo file, refer to the names shown here:



**ST. MARK**  
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WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-dark-HORIZ



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-dark-VERT



**ST. MARK CATHOLIC SCHOOL**  
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-fullcolor-on-dark-WIDE

# Logo, name and tagline

ONE COLOR: GREEN

To find a logo file, refer to the names shown here:



**ST. MARK**  
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WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-green-HORIZ



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-green-VERT



**ST. MARK CATHOLIC SCHOOL**  
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-green-WIDE

# Logo, name and tagline

ONE COLOR: WHITE

To find a logo file, refer to the names shown here:



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-white-HORIZ



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-white-VERT



**ST. MARK CATHOLIC SCHOOL**  
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-white-WIDE

# Logo, name and tagline

ONE COLOR: GOLD

To find a logo file, refer to the names shown here:



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-gold-on-dark-HORIZ



**ST. MARK**  
CATHOLIC SCHOOL  
WHERE FAITH AND  
KNOWLEDGE MEET

StMarkCS-logo-name-tag-gold-on-dark-VERT



**ST. MARK CATHOLIC SCHOOL**  
WHERE FAITH AND KNOWLEDGE MEET

StMarkCS-logo-name-tag-gold-on-dark-WIDE

# Circular logo and name

## THREE COLOR FOR WINDOW DECAL

To find a logo file, refer to the names shown here:



StMarkCS-circle-logo-name-on-light



StMarkCS-circle-logo-name-on-dark



# Lions Athletics logo with wordmark

## FULL COLOR

To find a logo file, refer to the names shown here:



***ST MARK  
CATHOLIC  
LIONS***

Lion+Wordmark-for-light-tall



***ST MARK  
CATHOLIC  
LIONS***

Lion+Wordmark-for-light-wide



***ST MARK  
CATHOLIC  
LIONS***

Lion+Wordmark-for-dark-tall



***ST MARK  
CATHOLIC  
LIONS***

Lion+Wordmark-for-dark-wide

# Lions Athletics wordmark versions

## FULL COLOR

To find a logo file, refer to the names shown here:

***ST MARK  
CATHOLIC  
LIONS***

Wordmark-for-light-3line

These wordmark versions may be used with or without the Lions Athletics logo.

***ST MARK  
CATHOLIC LIONS***

Wordmark-for-light-2line

***ST MARK CATHOLIC LIONS***

Wordmark-for-light-1line

# Lions Athletics slogans

## FULL COLOR

To find a logo file, refer to the names shown here:



Go-Lions



Lion-Proud



Lion-Strong

# Lions Athletics paw prints

## 1-PRINT, 4-PRINT AND 8-PRINT LOCKUPS

To find a logo file, refer to the names shown here:



StMarkCS-1pawprint-green



StMarkCS-4pawprints-green



StMarkCS-8pawprints-goldongreen



StMarkCS-8pawprints-green

# Organizations

To find a logo file, refer to the names shown here:



**GAP  
FUND**

StMarkCS-Gap-Fund



**HOME & SCHOOL  
ASSOCIATION**

StMarkCS-Home-and-School-Assn



**LIFETIME  
LIONS**

StMarkCS-Lifetime-Lions



**SCHOOL  
ADVISORY  
COUNCIL**

StMarkCS-SAC



**TECHNOLOGY  
FUND**

StMarkCS-Technology-Fund

# Colors

## PRIMARY

Green



Pantone 626  
Process 76c 0m 64y 62k  
RGB 51r 93g 70b  
Hex #335D46

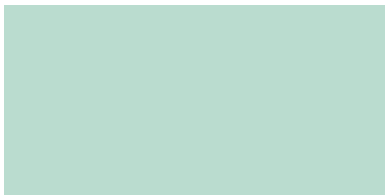
Gold



Pantone 130  
Process 0c 30m 100y 0k  
RGB 236r 183g 49b  
Hex #ECB731

## SECONDARY

Light  
Green



Pantone 622  
Process 24c 0m 19y 4k  
RGB 194r 217g 203b  
Hex #C2D9CB

# Typography

## CORBEL

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### *Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

### **Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### ***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

Corbel is included with Microsoft® operating systems and preinstalled on most computers.

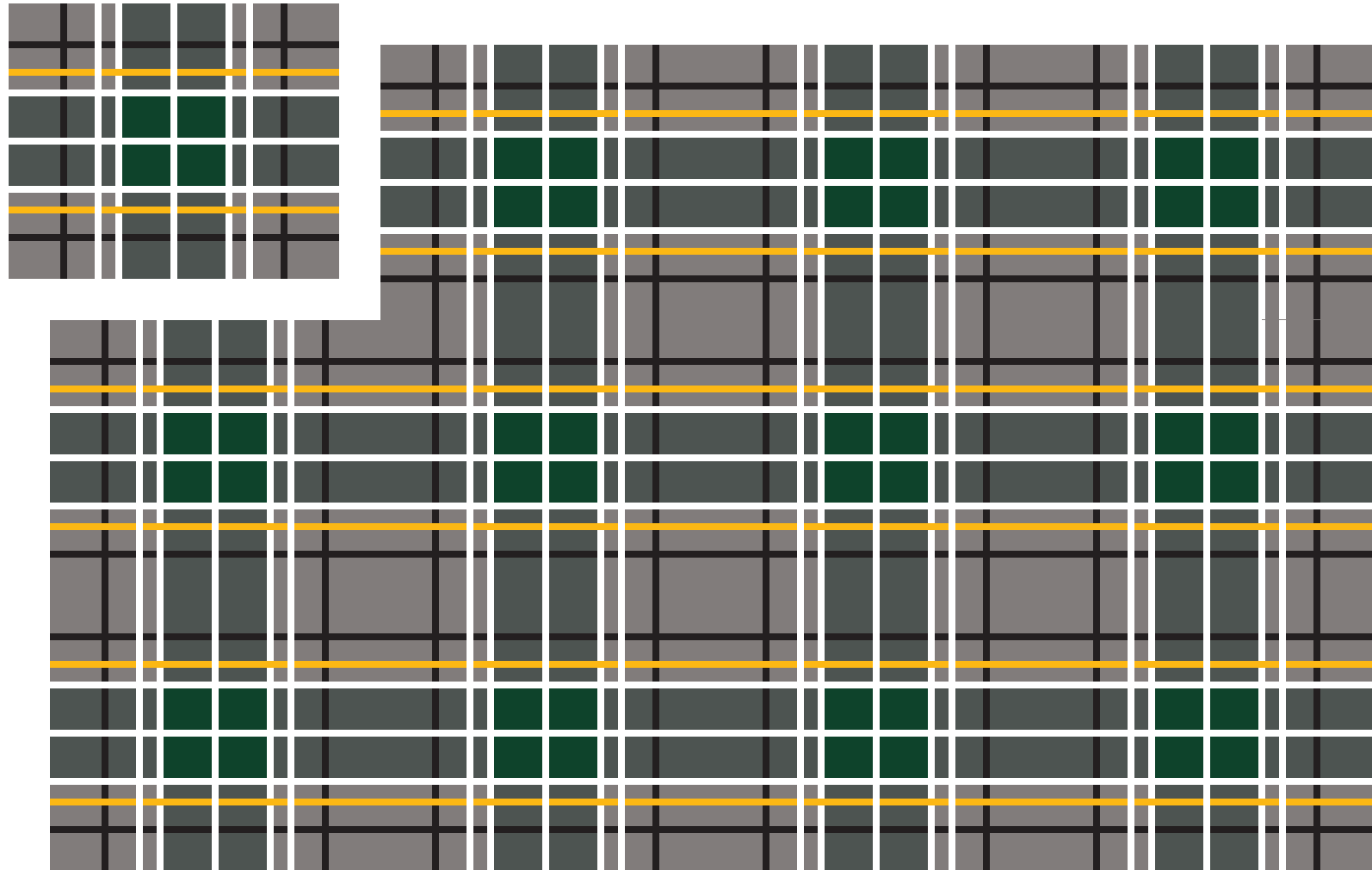
Available in regular and bold weights with matching italics, it is a clear, easy-to-read sans serif that complements the St. Mark Catholic School logos and branding.

To help make the school more recognizable, use Corbel consistently for marketing, promotions and correspondence.

# Plaid

A simplified pattern, based on the plaid used in the uniform skirt, can be used as a part of the visual identity of the school.

The repeating block is in a 6:5 proportion, reflecting the original pattern dimensions.





St. Mark Catholic School  
1201 Alma Drive  
Plano TX 75075

972-578-0610  
[www.stmcs.net](http://www.stmcs.net)

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Communications at 972-578-0610 for the official  
logo files and for permission to use them.