

THE VOICE OF A FRIAR NATION

BRAND STANDARDS | JULY 2015



FENWICK
HIGH SCHOOL

OUR MISSION

**FENWICK HIGH SCHOOL, GUIDED
BY DOMINICAN CATHOLIC VALUES,
INSPIRES EXCELLENCE AND
EDUCATES EACH STUDENT TO LEAD,
ACHIEVE, AND SERVE.**

OUR VISION

Inspired by its Dominican Catholic heritage, Fenwick High School will continue to be a premier college preparatory high school. We empower our students to grow intellectually, spiritually, emotionally, socially, and physically in a disciplined and diverse environment. Through this transformational experience, our graduates continue the Fenwick tradition of excellence and serve as compassionate leaders, committed to justice and peace in a changing global society.

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The Fenwick Institutional Advancement and Communications departments reserve the right to edit the information within this Brand Standards Guide. Should changes be made, a new document reflecting those changes will be created and distributed to the appropriate audiences.

For Fenwick to remain true to its mission and achieve its vision, it is vital to communicate to the Fenwick community with consistent ideas, messages and images.

As such, the style standards within this brand standards guide exist to consolidate, inform, strengthen and promote the Fenwick High School brand and allow for a streamlined and effective system for executing the brand through various means of marketing and communication.

You will find some of these standards contradictory to what is currently being done and what has been done in the past. These standards are not intended to recreate Fenwick’s brand or challenge its tradition of excellence. The incorporation and adherence of these brand standards will only serve to strengthen and promote that tradition. There is no secret that change does not happen immediately. But it does occur and will do so without any negative effect on the Fenwick’s brand. These standards have been thoughtfully cultivated over many months and come with the approval of President Fr. Richard Peddicord, O.P., Principal Peter Groom, Chief Executive Officer Nancy Bufalino and Vice President for Institutional Advancement Michael Bates, as well as having the support of the Board of Directors.

USE OF THE FENWICK VISUAL IDENTITY

All special mailings, electronic or print; printed event promotion materials; promotional items; clothing; signage; website additions and/or updates must adhere to these standards. All special mailings, electronic or print; printed event promotion materials; signage; website additions and/or updates should be submitted through to the Fenwick Communications Department for review before delivery. In some cases, the Communications Department will execute the delivery. The purpose of this process is to review for correct grammar, style and appropriate messaging consistent with Fenwick’s mission, vision, and beliefs and values.

The use of the Fenwick name, logo and identity may not be altered in any way, used by outside organizations or vendors without permission, or applied to print materials, promotional items, clothing or imported electronically as a graphic without prior permission from the Communications Department.

The purpose of the Communications Department is not to be the logo or grammar police, but to help Fenwick present itself in the best light to all constituents of its community.

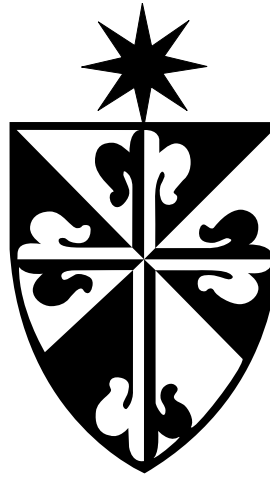
See the Fenwick High School Communications Policies Guide for more information. (July 1, 2015)

LOGO

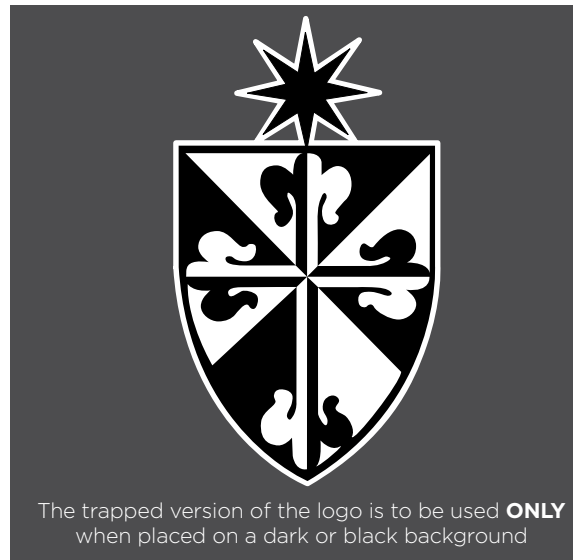
The Fenwick logo consists of a shield bearing a cross and eight gyrons that alternate between black and white beginning with the top right gyron. A black eight-pointed star sits at the top of the shield.

The logo represents our Dominican heritage. The star harkens to the one seen by St. Dominic's mother on the night he was born and symbolizes his passion for humanity. The shield comes from a tradition between fathers and sons in medieval Europe. When a son was old enough, it was common for him to take the pattern of his father's shield and rearrange it slightly in order to create his own. When Fenwick High School opened in 1929, we were part of the Province of St. Joseph located in New York City. There were, however, enough Dominicans in Chicagoland that they were able to start their own province—the Province of St. Albert the Great. The province required a shield so it took that of St. Albert and rearranged it to become the shield of the Province of St. Albert the Great. Fenwick then took the provincial shield and rearranged it to become the logo we have today.

SHIELD



Preferred logo



The trapped version of the logo is to be used **ONLY** when placed on a dark or black background

WORDMARK

FENWICK
HIGH SCHOOL

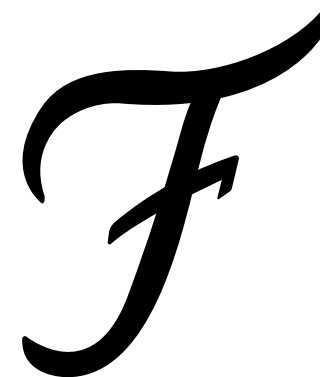
FENWICK HIGH SCHOOL

FENWICK
HIGH SCHOOL

FENWICK HIGH SCHOOL

STAND-ALONE MONOGRAM

Not to be paired with the shield or wordmark

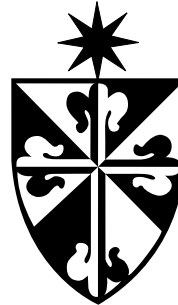


LOGO LOCK-UP

The primary lock-up should be used in most instances. The secondary lock-ups can be used when space is otherwise limited. Either font option is acceptable in all situations.

APPROVED LOCK-UPS

PRIMARY



FENWICK
HIGH SCHOOL



FENWICK
HIGH SCHOOL

SECONDARY



FENWICK
HIGH SCHOOL



FENWICK
HIGH SCHOOL



FENWICK HIGH SCHOOL



FENWICK HIGH SCHOOL

LOGO LOCK-UP

Utilize only the logo lock-ups shown on the previous page. Scale proportionally, and to not change the relationship of elements or color.

DO NOT:

- Scale elements independent of each other
- Change any color
- Restack
- Rotate
- Use a different font fact
- Space letters differently
- Placed the shield to the right of the wordmark
- Use at a small scale that is illegible
- Obstruct the shield

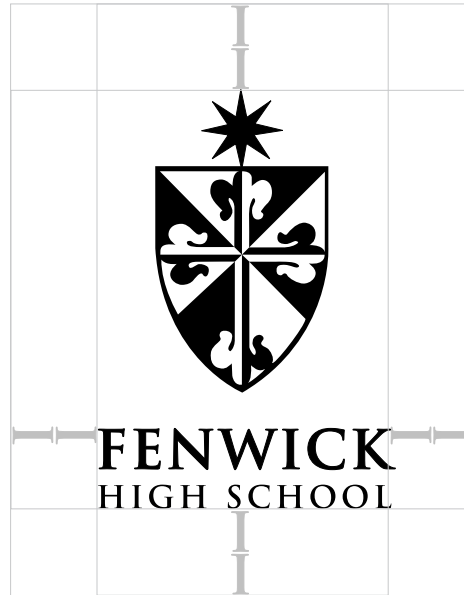
INCORRECT USAGE EXAMPLES

FENWICK HIGH SCHOOL 	 FENWICK HIGH SCHOOL	
 FENWICK HIGH SCHOOL	 FENWICK HIGH SCHOOL	 FENWICK HIGH SCHOOL
 FENWICK HIGH SCHOOL	 Fenwick High School	 FENWICK HIGH SCHOOL
FENWICK  HIGH SCHOOL	 FENWICK HIGH SCHOOL	 FENWICK HIGH SCHOOL

LOGO LOCK-UP

Must maintain two "I" letterform heights (as shown) for clearance around the logo.

SPACE ALLOWANCE

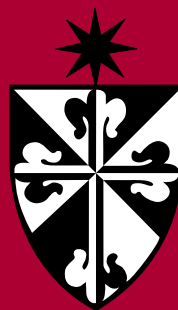


LOGO LOCK-UP

Logo with white wordmark can be used when logo is expressed on a red (PMS 207) or light grey (25% black) background.

Logo with white wordmark with trapped shield should be used when logo is expressed on a dark grey (85% black) or black background.

ALTERNATIVE USES



FENWICK
HIGH SCHOOL



FENWICK
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FENWICK
HIGH SCHOOL



FENWICK
HIGH SCHOOL



FENWICK HIGH SCHOOL



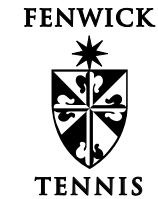
FENWICK HIGH SCHOOL

GROUP & EVENT LOGOS

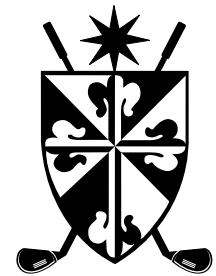
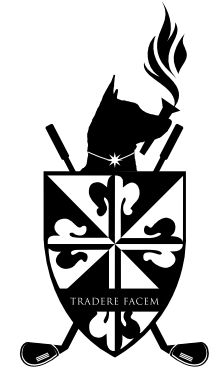
Fenwick groups include all athletic teams, clubs, organizations and departments. Each one may have its own logo. Some examples of these are at the right. Select school events may require a specific logo. Some examples of existing approved event logos can be seen at the right, as well.

Note: If your team, club, organization, department or event does not have a custom logo and requires one, or has one that does not adhere to these standards, one can be created for you. Please see the Fenwick High School Communications Policies Guide for more information or contact the Communications Department at communications@fenwickfriars.com.

GROUP LOGOS



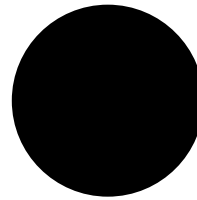
FUNDRAISING & EVENT LOGOS



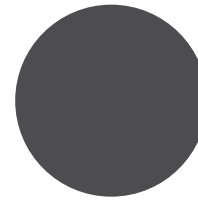
COLOR GUIDELINES

A consistent color scheme ensures that a cohesive image is represented across all Fenwick communications. Differences in ink color may occur depending on the quality of paper or type of material used. The final product must match the official PMS colors shown here.

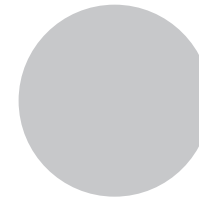
PRIMARY BRAND COLORS



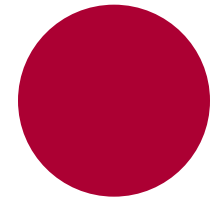
BLACK



85% BLACK



25% BLACK



PMS 207

ACCEPTABLE SECONDARY COLORS

PMS
660PMS
7693PMS
3135PMS
575PMS
383PMS
7752PMS
7585

FONT GUIDELINES

HEADLINES

- Trajan Pro Bold, all caps
- Gotham Light, all caps
- Gotham Bold, all caps

SUB-HEADERS

- Adobe Garamond Semibold Italic
- Gotham Bold

BODY COPY

- Gotham light, sentence case
- Adobe Garamond Pro, sentence case

These fonts should be used in all written communications **except** those specific to the web (website & emails). The decision of which headline, sub-header and body copy is not mandated. However, it is strongly encouraged that each department head choose a style and maintain that all written communications adhere to it.

EXAMPLES

HEADLINE OPTION TRAJAN PRO BOLD

Sub-header option, Adobe Garamond Semibold Italic, (designer note: 50 kerning)

Body copy in Gotham Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean imperdiet, velit vel imperdiet ultrices, arcu enim varius sem, id efficitur eros tortor nec enim. Donec erat lectus, lobortis sed sapien ut, porta hendrerit mi. Integer vestibulum imperdiet posuere. Morbi eget eros ligula. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

HEADLINE OPTION GOTHAM LIGHT

SUB-HEADER OPTION, GOTHAM BOLD

Body copy in Adobe Garamond Pro Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean imperdiet, velit vel imperdiet ultrices, arcu enim varius sem, id efficitur eros tortor nec enim. Donec erat lectus, lobortis sed sapien ut, porta hendrerit mi. Integer vestibulum imperdiet posuere. Morbi eget eros ligula. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

HEADLINE OPTION GOTHAM BOLD

Sub-header option, Adobe Garamond Semibold Italic, (designer note: 50 kerning)

Body copy in Adobe Garamond Pro Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean imperdiet, velit vel imperdiet ultrices, arcu enim varius sem, id efficitur eros tortor nec enim. Donec erat lectus, lobortis sed sapien ut, porta hendrerit mi. Integer vestibulum imperdiet posuere. Morbi eget eros ligula. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

FONT GUIDELINES

The fonts shown in the “web” column represent fonts to be utilized in web-based applications.

WEB EQUIVALENTS

PRINT

TRAJAN PRO

Adobe Garamond Pro

Gotham

WEB

TRAJAN

Garamond

Avenir Next

CONSTANT CONTACT

GEORGIA

Georgia

Arial

VISUAL EXPRESSIONS

EXAMPLES

E-BLASTS

Please use the general template for eblasts containing any school related information. Custom designs are available for some specific promotions.



General Template



Daily Bulletin



Custom Designs

COLLATERAL

All printed letters or postcards should be complete on approved Fenwick letterhead.



Letterhead



Postcard

OTHER CATEGORY

Fenwick has a variety of events, programs, communication collateral and advertisements that require specific designs. These campaigns will change over time in the interest of creativity and originality. Many are specific cases. Contact the Communications Department for more information.



Ad



Friar Reporter



Event Flyer



Sponsorship Op



Invitation



Brochure



Athletics



Program



Annual Report

THE VOICE

Voice is the style and tone in which we communicate. It's how we tell the Fenwick story through words.

The difference between *message*, *voice* and *campaign*:

- Our message is what we say. It is the content and information that we must communicate.
- Our voice is the tone we take when we speak or write. It makes our message more emotional, conversational and approachable. It gives the Fenwick brand personality and brings our stories to life.
- A campaign changes over time. It is a flexible part of our written, graphical and verbal communication that is based around a timely message.

The Personality of the Fenwick Voice

Focused: the message is clear and makes its point known

Timeless: our writing should reflect out traditional Dominican values—not be trendy but still be relatable to a modern audience

Motivating: our messages should inspire action

Honest: our messages should be rich with true, emotive stories

LANGUAGE GUIDELINES

OFFICIAL SCHOOL NAME AND DESCRIPTOR

Fenwick High School
A Dominican College Preparatory High School
Established in 1929

The address of the school shall always be written as:

Fenwick High School
505 Washington Boulevard
Oak Park, Illinois 60302

Street name and state abbreviations should be avoided.

The school's website shall be written as:

fenwickfriars.com

Capital letters shall be avoided. www. and/or http:// or https:// shall not be used as a prefix. Direct friendly links shall be written with a slash (/) and the friendly url code. Examples:

- fenwickfriars.com/blackfriars
- fenwickfriars.com/passthetorch

In running text in formal situations, and on first reference, the school will be referred to as Fenwick High School. Subsequent references can be simply, Fenwick.

In running text, the name of the constituent group shall be lowercase. Examples:

- Fenwick community
- Fenwick students
- Fenwick alumni

LANGUAGE GUIDELINES

WRITING STYLE

All external correspondence, including letters, e-blasts, emails, pamphlets, brochures, etc., should follow the following styles. Internal communications can be more casual.

- No double-spaces after a period
- No use of the Oxford comma
- *Website*, *online* and *email* are all one word and lowercase, unless at the beginning of a sentence or by design and approved by the Communications Department

PHONE NUMBERS

All phone numbers associated with the school shall be written without parentheses and use hyphens to separate the numeric divisions.

Example: 708-386-0127

If the phone number has an extension, it shall be written as: 708-386-0127 ext. 000

Dates

In formal invitations, the month shall be spelled out completely and include the day of the month, which may or may not include superscripts, and the year. Example: October 10, 2015 *or* October 10th, 2015

- In all other correspondence, superscripts should not be used
- In all running text, the month shall be abbreviated. Example: Oct. 10
- It is suggested to use the day of the week in all running text, such as in a letter to parents. Example: There will be an open house on Wednesday, Oct. 7, 2015

TIME

Ante meridiem and post meridiem shall always be lowercase and use periods to separate the letters. Example: 9 a.m. and 9 p.m.

Use figures except for noon and midnight. Use a colon to separate hours from minutes.

Example: 11 a.m., 1 p.m., 3:30 p.m.

Avoid such redundancies as: 10 a.m. this morning, 10 p.m. tonight or 10:30 a.m. Monday morning.

- Correspondence such as formal invitations, pamphlets, brochures, signs, etc., may, by design, require more capitalization than in routine materials. Any deviation from these guidelines must be approved by the Communications Department
- Forms and applications often make greater use of capitalization. The editorial style is dictated by their functional requirement and, therefore, are not held to the same standards

LANGUAGE GUIDELINES

JOB TITLES

Job titles shall be capitalized only when listed as part of the person's name. Examples:

- President Fr. Richard Peddicord, O.P.
- Coach Rick Malnati

Job titles that come after a person's name shall be separated by a comma and lowercase. Example:

- Michael Bates, vice president for institutional advancement
- Mr. Peter Groom, principal

The exception to this rule is on items such as business cards, letterhead, title cards, i.e. the website and by design when approved by the Communications Department

ALUMNI

When referring to individuals who have attended or graduated from Fenwick High School:

- *Alumni* is plural and may be used to refer to an all-male group or a co-ed group
- *Alumnae* is plural and is used to refer to an all-female group
- *Alumnus* is singular and refers to a male
- *Alumna* is singular and refers to a female
- Class year after a name shall be as follows:
John Smith '49

DEPARTMENTS

All department names shall be capitalized in all instances. The word *department* shall be capitalized when it follows the department name. Example:

- Athletic Department
- Theology Department

We will not capitalize the word *department* or the department itself when it refers to a department. Example:

- The department of theology

Please avoid instances where this approach is used.

ATHLETIC TEAMS

Team names should be capitalized in all instances.

When teams are identified by gender, the plural possessive apostrophe should be used. Example:

- Boys' Soccer
- Girls' Swimming

The word *team* should only be capitalized when it is being used as part of the complete team name. Example:

- Boys' Soccer Team
- Girls' Swimming Team

When part of the complete team name, the level should be capitalized and should always come before the gender. Example:

- Varsity Boys' Soccer
- Frosh/Soph Boys' Hockey
- Jr. Varsity Girls' Swimming

Fenwick is a Catholic college preparatory high school rooted in the Dominican pillars of prayer, study, community and preaching.

BELIEFS

- We believe God is known through faith and reason.
- We believe every person is created in the image and likeness of God.
- We believe pursuing the Truth fulfills the human person.
- We believe in the dignity of the human person.
- We believe that men and women flourish through participation in community and charity to others.

VALUES

- We value the development of the whole person.
- We value the practice and development of scholarship.
- We value life-long learning.
- We value spiritual formation in a community of faith.
- We value institutional integrity, accountability, and continuous improvement.
- We value respect for individual differences and inclusive communities.
- We value service to others.