



ARCHBISHOP  
SCHOOL



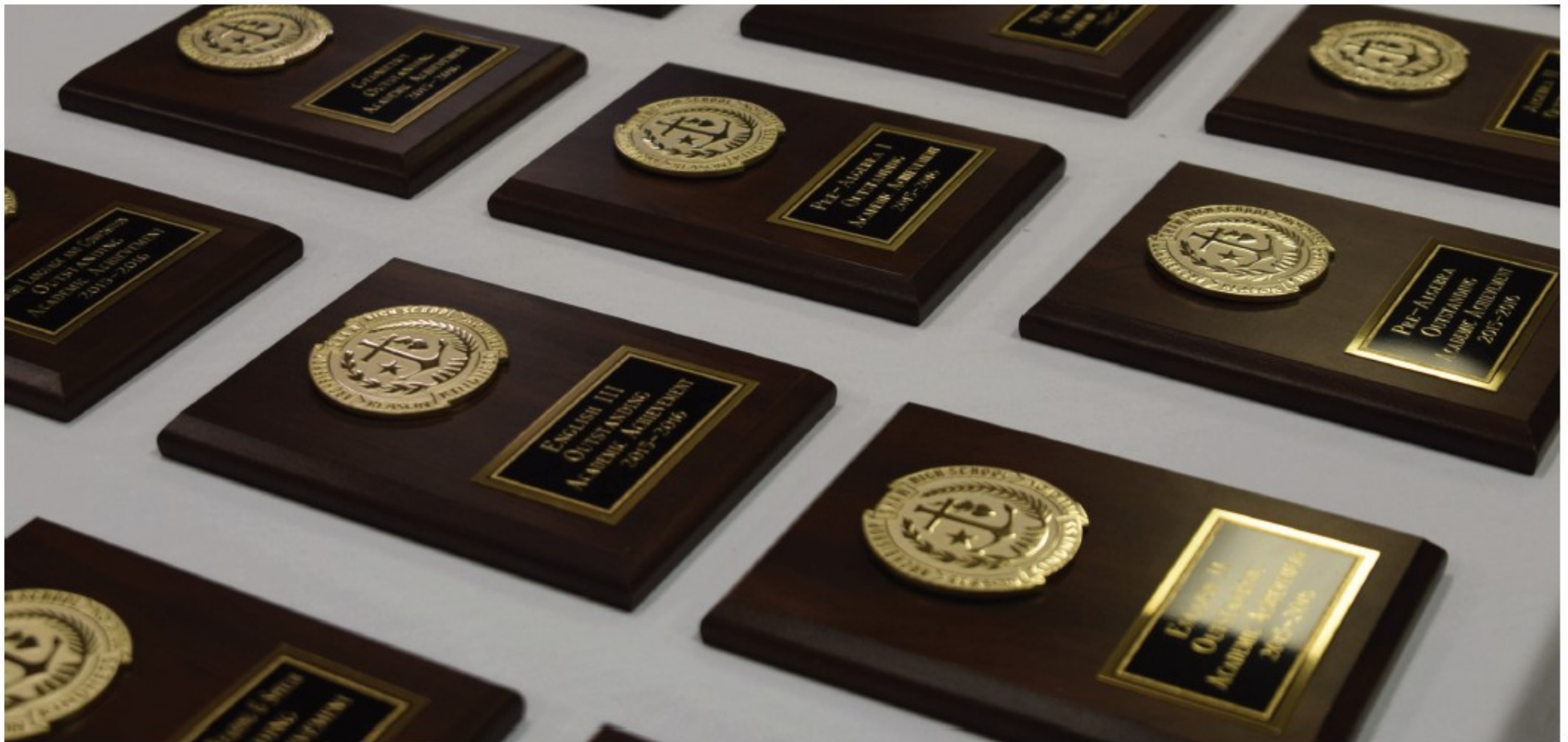
**ASHS**

**BRAND GUIDELINES**

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# Section 1

## Colors and Fonts



### Shaw Green

Pantone 357 C / 357 CP  
CMYK 92 - 18 - 94 - 61  
RGB 33 - 87 - 50  
Hex 215732



### Shaw Gray

Pantone 7543 C / 7543 CP  
CMYK 24 - 9 - 8 - 22  
RGB 155 - 172 - 182  
Hex 9bacb6



### Black

Pantone Process Black  
CMYK 0 - 0 - 0 - 100  
RGB 0 - 0 - 0  
Hex 000000



### White

Pantone  
CMYK 0 - 0 - 0 - 0  
RGB 255 - 255 - 255  
Hex ffffff

Garamond

*Garamond Italic*

**Garamond Bold**

Arial

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Arial Black**

Arial Narrow

*Arial Narrow Italic*

**Arial Narrow Bold**

***Arial Narrow Bold Italic***

The Eagle-S logo is a lockup of:

Shaw Green - “beak” & letter form

Shaw Gray - outer border (white background)

White - outer border (green background)

Black - inner border

White - eagle head

These are the default configurations;  
designed for use against white and green  
backgrounds, respectively.



There are two single-color versions  
(Shaw Green and White) available for use  
as economical alternatives for printing on  
promotional/advertising items and  
garments. They are not meant to be  
utilized in any other context, but you  
might encounter special circumstances  
that require their use.



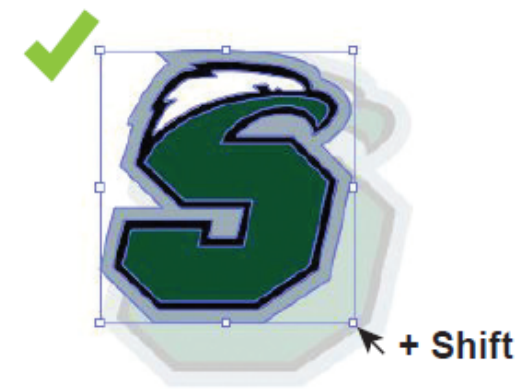
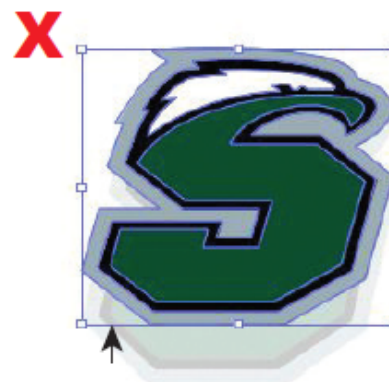
### Clear Space

Maintain a clear space, equal to the height of the tail of the S (indicated in orange). Text and other graphics should be kept at least this distance from the logo graphic.



### Scaling

Never resize the logo by adjusting one dimension. In order to maintain the correct aspect ratio, click and hold a corner point, hold down the Shift key, then drag to the desired size.



There are two primary single-color versions (Shaw Green and White) of the Anchor-Cross Emblem available for use against white and dark backgrounds.

**Primary**



There are two secondary single-color versions (Shaw Green and White) of the Anchor-Cross Emblem available for specialty uses, such as embroidery.

**Secondary**



### Clear Space

Maintain a clear space, equal to the height of the heart (indicated in orange). Text and other graphics should be kept at least this distance from the logo graphic.

### Scaling

Observe the same precautions and use the same correct scaling method as described for the Eagle-S logo.



## “I am Archbishop Shaw”

sets the tone for the Archbishop Shaw High School brand; contributing to the morale of students, faculty and employees. All imagery should convey a message of accomplishment, accountability, school pride and self-worth to prospective students and the general public.

People should be shown true-to-life: actively engaged and participating in their respective roles or activities. **1**

Posed images are acceptable if they are informal and explicitly demonstrate roles or activities. **2**

Avoid stiffly posed portraits and headshots\*, unless accompanied by one of the two acceptable image types, mentioned above.

*\*Certain circumstances may require posed photos, such as a page that lists faculty or club/team members, or a publication in which formality is necessary.* **3**

