

St. John Paul II Catholic High School (JP2) School Mark Guidelines Quick Reference

See complete guidelines at www.jp2falcons.org/AboutJP2/Eye of the Falcon News/Graphic Standards

JP2's School Mark is for use in all areas of the school when communicating to internal and external audiences. The School Mark must be reproduced from official artwork. All usage **MUST** be approved by the Office of the President. If you have questions, please contact the Advancement Office, advancement@jp2falcons.org.

JP2 SCHOOL MARK

The JP2 School Mark is an emblem designed to represent our school, and its namesake, with dignity, honor and respect. The three main elements from the Papal Coat of Arms used by Pope St. John Paul II comprise our school crest:

- The first element is the representation of an off-set cross.
- The atypical placement of the vertical section of the cross is apparent when one considers the second element, the large and majestic capital M, symbolizing Mary. This juxtaposition represents Mary beneath the Cross.
- The keys of Papal Authority are the final element. These symbolize the power to bind and unbind.

Our school has been granted permission by the Papal Nuncio to use these elements for our crest. Therefore, it is imperative that we are mindful of this governing authority with any & all use of this insignia.

FULL COLOR JP2 SCHOOL MARK

Only use JP2's official colors when implementing the mark in full color. White outline may be used to emphasize contrast with background:



PMS 560 (JP2 Green)



Black (JP2 Black)



Pure White (JP2 White)

For Specialty Items:



Silver Metallic (JP2 Silver Metallic)

Foil Preferable; PMS 877, when foil is not available



PMS Cool Gray 9 (JP2 Gray)

Used only when JP2 Silver Metallic is not available



PMS 117 (JP2 Gold) Use for ACCENT ONLY



St. John Paul II Catholic High School
School Mark - Round



St. John Paul II Catholic High School
School Mark - Horizontal Version

ONE COLOR JP2 SCHOOL MARK

Use the one color version of the mark when not displaying the mark in full color.



SIZE

Use the School Mark at a size that is legible, significant, and appropriate for the scale of the piece being produced.

Legibility suffers if the School Mark is reproduced too small. When the horizontal School Mark is used, the total width should be no smaller than 1.3". When the

round School Mark is used, the height should be no smaller than 0.8".

Please contact the Advancement Office, for assistance when the School Mark may need to be reduced for specialty products, advancement@jp2falcons.org.



RESTRICTIONS

The JP2 School Mark may not be altered or changed in any way. These marks may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark.

The JP2 School Mark may not be distorted in any way.

Use **ONLY** "St. John Paul II Catholic High School" or "JP2". There are no other acceptable abbreviations. The only approved font is Garamond Premier Pro.

All usage must be approved by the Advancement Office.

St. John Paul II Catholic High School (JP2) Athletic & Spirit Mark Guidelines Quick Reference

See complete guidelines at www.jp2falcons.org/AboutJP2/Eye of the Falcon News/Graphic Standards

JP2's athletic identity elements or spirit marks are for use by the school's Athletic Department and school sanctioned sports, spirit and student organizations, and by school units using the mark strictly for spirit activities. All usage **MUST** be approved by the Advancement Office. If you have questions, please contact the Advancement Office, advancement@jp2falcons.org.

ATHLETIC & SPIRIT MARKS

JP2's Athletic & Spirit Marks include the FALCON with or without one of the spirit word marks FALCONS, JP2 FALCONS, ST. JOHN PAUL II FALCONS or ST. JOHN PAUL II CATHOLIC HIGH SCHOOL.



Falcon - Green



Falcon - White



Falcon - Gray



FULL COLOR JP2 ATHLETIC & SPIRIT MARKS

Only use JP2's official colors when implementing the mark in full color. White or black outline may be used to emphasize contrast with background:



PMS 560 (JP2 Green)



Black (JP2 Black)



Pure White (JP2 White)



For Specialty Items:

Silver Metallic (JP2 Silver Metallic)

Foil Preferable; PMS 877, when foil not available



PMS Cool Gray 9 (JP2 Gray - used when JP2 Silver Metallic not available)

RESTRICTIONS

The JP2 Athletic & Spirit Marks may not be altered or changed in any way. These marks may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark.

The JP2 School Mark may not be cropped or distorted in any way. While the spirit marks may be sized appropriately for a specific use, the proportions of their individual elements must not be altered. They must be displayed in designated official colors as shown above. All marks must be reproduced from the official artwork.

Use **ONLY "JP2"** as an abbreviation, no other abbreviations such as "SJPII" or "CHS" will be accepted. The only approved font is **Frutiger Linotype Bold Italic**.

All usage **MUST** be approved by the Advancement Office, advancement@jp2falcons.org.