

## The logo

This is the new logo for all members of the Jesuit Institute group of schools and should be used across all communications materials within the school to help promote the links with the Jesuit Institute. It is designed as a unit with the 'sunburst' crest and the lettering. They must be kept as one unit. These 2 elements should never be used in different proportions to those shown below. They can appear discretely and we would recommend they feature no smaller than 35mm wide.

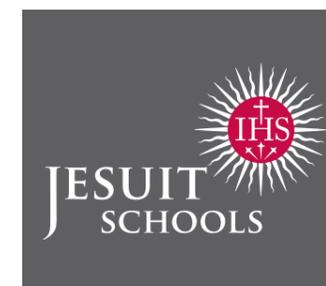
There are 3 versions of the logo supplied on your CD, including a black version. They are shown below. The logo should not be used in any other colourway or distorted. However it can be scaled in proportion.

We have also created an extra logo artwork for use when applied to uniform and is being stitched or embroidered.

PMS 1945 U red and 425U grey

White out of 425U and 1945U

Black solid



## Colour palette

The red is the device's predominant colour with the grey as a secondary colour. For ease and economy most materials created internally could use black. However we do provide a 2 colour version of the for use in Word/Office applications. The following chart gives the colour specification / breakdown.

Red is Pantone© 1945 U



Grey is Pantone 425U



Black for documents created for internal use



C	M	Y	K	R	G	B
0	100	56	19	195	0	63
0	0	0	77	95	96	98
0	0	0	100	0	0	0

## Logo formats

Format	Application
EPS	Stationery, brochures, advertising, Litho Printing, Exhibition Panels
supplied formats	PMS      CMYK      BLACK
JPG	Website, email, other artwork, clothing suppliers (supplied RGB)
supplied formats	RGB
PNG	For use in all Microsoft Office applications
supplied formats	CMYK/RGB

Each image file supplied is saved in a special technical format. This is defined in the extension acronym and describes it's technical format. It will be in one of the following:

- EPS [encapsulated postscript]
- JPEG [joint photographic experts group] sometimes referred to as JPG
- PNG [Portable Network Graphic] format used in MSWord, Excel, PowerPoint etc.

PMS (Pantone Matching System) colour references, a universal and internationally recognized Colour matching system.  
 CMYK ( cyan , magenta, yellow, black) used by printers for 4 colour print work  
 K is for 1 colour work in black  
 RGB (red, green blue) for screen based applications, websites or signatures on emails)

PLEASE NOTE: You will find some of the logo formats supplied (e.g. EPS files) can only be opened with specialist software for editing such as Adobe Illustrator. They are not meant to be edited but can be sent to suppliers to use when they produce items where the graphics and your branding can be applied. EPS files can still be 'placed' in documents built using applications such as Publisher, InDesign or QuarkXpress. For further information regarding usage or training please contact Reed Brand Communication.