



**Saint
Francis**

A HOLY CROSS HIGH SCHOOL

BRAND GUIDELINES

COPY STYLE AND CREATIVE ASSETS

2024

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LANCERS LEAD THE WAY

Saint Francis is grounded in the centuries-old tradition of the Holy Cross, one that provides inspiring guidance for how to teach and raise future leaders and is a uniquely empowering foundation for people and organizations to continually realize their best selves and reimagine what the future can hold. Despite the many great challenges of our time and the unknown challenges of tomorrow, Saint Francis High School continues to bravely shine a light ahead, illuminating a path for every new generation to follow. Together, we encourage people to fearlessly care more, give more, become more and rise to a higher purpose.

Who We Are

Vision, Mission & Purpose

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Vision

We shape the future by nurturing exploration of thought to create leaders of impact rooted in faith and service.

Mission

We provide the finest Catholic high school experience in an inclusive family environment by educating the whole student in the Holy Cross tradition: spiritual, intellectual and social.

Purpose

Develop our students and educators to be Holy Cross leaders by providing them the **best care** and **opportunity** to grow and be a **beacon** for our neighbors and peer institutions.

We Are Lancers

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We are Lancers

We exude sacrificial love and practice radical hospitality. We embrace challenges because we believe the best version of ourselves and each other is attainable.



Brand DNA

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Brand DNA

Our core, our personality, how we show up to the world.

INSPIRE

We unlock pathways for our empowered, confident and supported leaders. Saint Francis High School constantly molds an environment where growth, exploration and curiosity can flourish. An environment where we innovate by embracing challenges as possibilities.

IGNITE

We do everything to empower our students. From minds to hearts, the best interests of our future leaders are prioritized. We celebrate our Lancers and extend our community to all who are, have been and will be Lancers.

Words we use:

Adventure	Family	Open-hearted
Advocate	Forward	Optimist
Ambassador	Foundation	Possibilities
Be Yourself	Hope	Problem Solver
Believe	Hospitality	Risk-taking
Brave	Ignite	Serve
Build	Influence	Shepherd
Care	Innovate	Support
Celebrate	Inspire	Together
Community	Inviteing	Tradition
Compassion	Grace	Trust
Connection	Grow	Understanding
Creative	History	Unity
Curiosity	Leader	Values
Develop	Legacy	Unlock
Empower	Love	Visionary
Evolve	Motivate	Warm
Explore	Navigate	Welcoming

Brand Truths

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Brand Truths

At Saint Francis High School We...

INNOVATE WITH PURPOSE

Inspire

While we honor our deep and rich history, we are also afforded many resources and opportunities that we don't take for granted. We are leaders and innovators of the Congregation of Holy Cross, pushing our teaching practices forward and challenging our students to think toward the future. We innovate to meet the needs of tomorrow because we believe that Saint Francis High School can be a positive inspiration for all our neighbors.

DEVELOPE WHOLE LEADERS

Ignite

We see our students as whole people, and we aim to care for and educate them accordingly. It is not enough for us to educate the students' minds, but their hearts and spirit as well. We develop our students in all aspects of their lives and prepare them to be the leaders of today and tomorrow.

Our Values...

Bring Hope

by changing the world through Christ's love

Respect Others

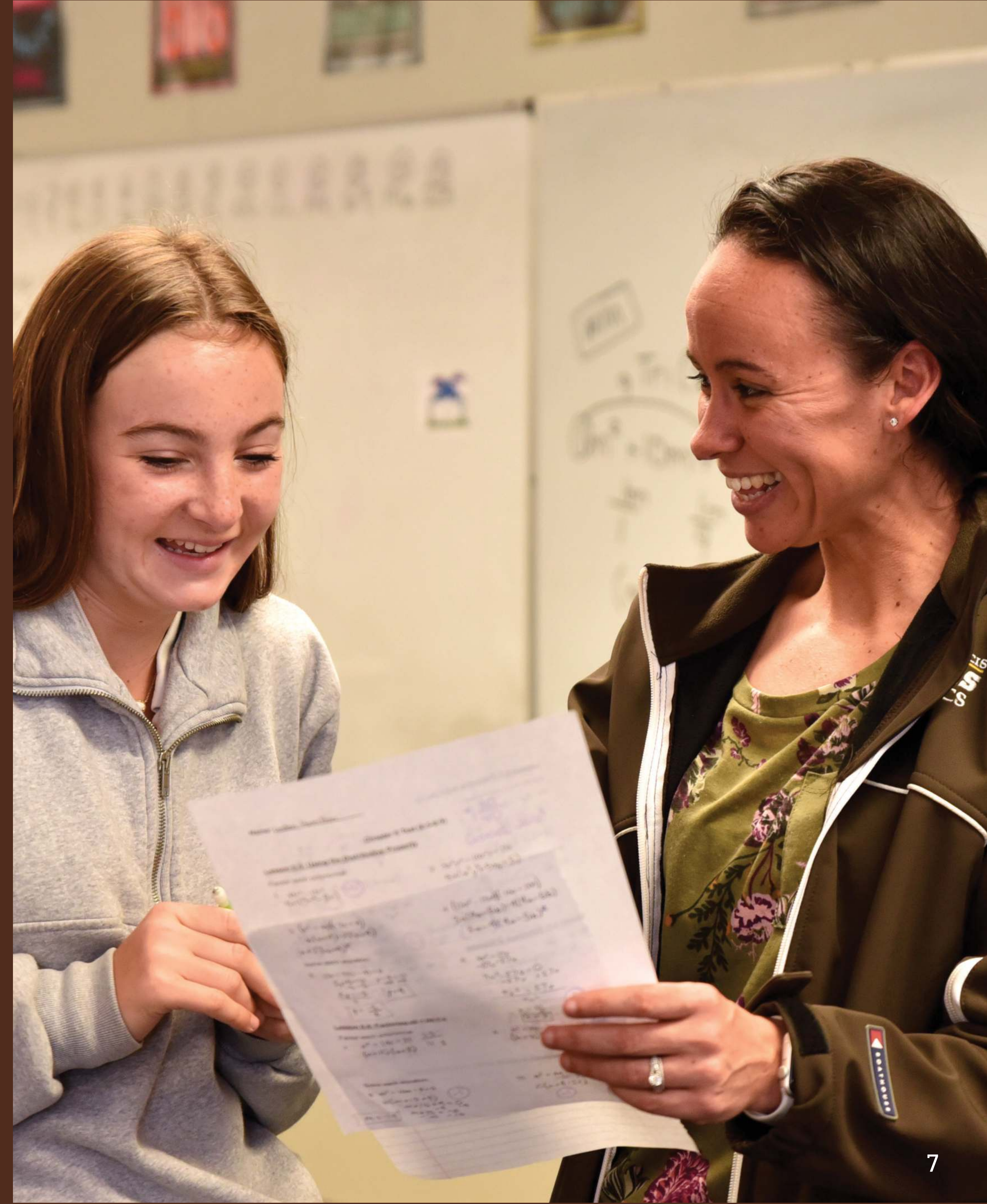
by seeing the face of Christ in everyone

Inspire Integrity

of the heart and mind by being true to the Gospel in word and action

Celebrate Family

by building a loving Holy Cross community



Brand Truths

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Brand Truths

ATHLETICS



Lancers Win Together

Representing Saint Francis both on and off the playing field, athletics gives us a platform for competition but also serves as a beacon of inspiration for our community through *Effort*, *Teamwork* and *Sportsmanship*. We strive for excellence and play to win the game, but always in a humble, respectful manner. Our teammates are our foundation, and those we play against our guest and neighbors.

Creating a legacy of excellence

Inspire

We strive for excellence and have a rich sporting legacy. We stand on the shoulders of the students, coaches and teams that have come before us. We continue to build because we know that our success lifts not only us, but the next generation of teams to come.

Giving each other strength

Ignite

We are a team. The bonds we create among our teammates and competitors are what set us apart and what will be the lasting legacy of our teams. We care for one another as teammates and coaches first and extend that to the student body and community supporting us. Together, we create something special and give us all something to be proud of.

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Brand Truths

CLUBS & ACTIVITIES



Where Every Lancer Belongs

Activities are the heartbeat of Saint Francis. This is where students find a home away from home, a community that they can grow into and explore with. The clubs, activities and ministries are for students and are constantly evolving to serve changing needs and student body interests. If there is an interest, students are empowered to make it happen.

Imaging Our Brighter Future Inspire

If it's a dream, it can happen. Clubs and activities are for the students, by the students. We constantly evolve by giving students the power to make their own interests and dreams a reality. We are not constrained by what challenges lie in front of us, but use our imagination to build a better future.

Growing Together Ignite

Clubs and activities are how we challenge ourselves to evolve and grow. There is a club for everybody, but this is also our opportunity to try new things in a supported manner. Here we go from being students and teachers to peers, friends and mentors, and this experience is fundamental to building up leaders for the future.

Copy *Style*

Voice & Tone

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Introduction

WHAT IS OUR GOAL?

With all our communication, we aim to be clear yet inviting. We lean into our Holy Cross foundation and clearly communicate that we are a welcoming community.

WHAT'S THE DIFFERENCE BETWEEN VOICE AND TONE?

*Our **voice** is our personality. It is what we say and remains consistent across all our content.*

*Our **tone** is how we speak. It should change depending on our audience and situation.*

Voice and Tone

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Voice

We speak from a place of humility. We seek first to listen and understand, not to shout or silence. We invite everyone to have a seat at our table. We are strongly rooted in our BRIC values, confident in who we are and do not pass judgement on others.

COMMUNITY OF CARE

Our top priority is to show that we care for others. We don't make assumptions and we seek to build relationships.

CLEAR AND SUPPORTIVE

As an educational institution, there are times that we must correct and instruct. We are clear about our expectations but are always supportive and seek the best outcome for everyone.

UNASHAMED TO STAND OUT

With our position as leaders, there are times when we must stand out. We are unashamed of the positions we take but do so humbly, always inviting others to come along with us.

Tone

While our voice remains consistent, we alter our tone for various audiences and situations to match the setting.

SOCIAL MEDIA (STUDENT-RUN)

We give students a lot of leeway on their social media accounts to be playful and fun. While we obviously refrain from anything offensive, emojis, (tasteful) memes, slang and abbreviations are appropriate to feature.

SOCIAL MEDIA (SCHOOL)

Our official Saint Francis accounts have a professional and welcoming tone. We use full sentences and do not abbreviate words.

FOR STUDENTS (CURRENT & PROSPECTIVE)

We match the energy of youth. We can be conversational and more expressive.

FOR PARENTS AND EDUCATORS (CURRENT & PROSPECTIVE)

We are more professional in tone. We clearly lay out our beliefs and values and invite others to join us in advancing our mission.

FOR PARTNERS (EXTERNAL COMPANIES)

We are confident in who we are and what we bring to the table. We are gracious to those offering support while remaining clear on our mission and goals.

Writing Guidelines

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Writing Guidelines

SAINT FRANCIS

- We spell out “Saint” and never use “St.”
- We use either “Saint Francis High School” or “Saint Francis” to refer to ourselves or sparingly “SFHS.”
- Avoid writing the possessive Saint Francis’. For example, in lieu of writing “Saint Francis’ community” write “Our Saint Francis community.”

RELIGIOUS LANGUAGE

- We include quotes from Blessed Basil Moreau and Scripture where appropriate.
- However, we watch out for exclusionary religious language. While we are proud to be rooted in Catholicism, we do not want to alienate anyone who may not practice the faith.
- We avoid words or phrases that have little meaning outside the Church on external communications.

OVERALL THINGS TO AVOID

- Disparaging or insulting others. Playful rivalry banter is acceptable, but we never insult or demean.
- Harmful, toxic or questionable language. If there is doubt, we don’t use it.
- Gendered terms. Instead, we opt for gender-neutral terms such as “leaders,” “students” or “educators.” Furthermore, we do not refer to female students as Lady Lancers just as we do not refer to male students as Gentleman Lancers. No modifier is needed. We are all Lancers.
- Alienating words or phrases, especially those that apply to marginalized groups. E.g. “Driving blind.”
- References to war, violence or weaponry such as “spray and pray” or “bite the bullet.”

Creative Assets

Typography

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Aa

Source Serif 4 Bold
Source Serif 4 Bold Italic

Aa

Barlow Bold
Barlow Bold Italic
Barlow Semibold
Barlow Semibold Italic
Barlow Regular
Barlow Regular Italic

A

VARSITY TEAM BOLD

Aa

Dancing Script

HEADLINES AND CALLOUTS

Source Serif 4 Bold is our headline font, and Bold Italic is used for callouts. It is a Google font, making it readily accessible to all.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY

Barlow is our body copy font. It's a robust Google font with many weight options for flexibility. Additional weights to the three listed can be used if needed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ATHLETICS

Varsity Team Bold is a generic athletic font that can be used if needed for jerseys, posters or other athletic collateral.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SCRIPT COPY

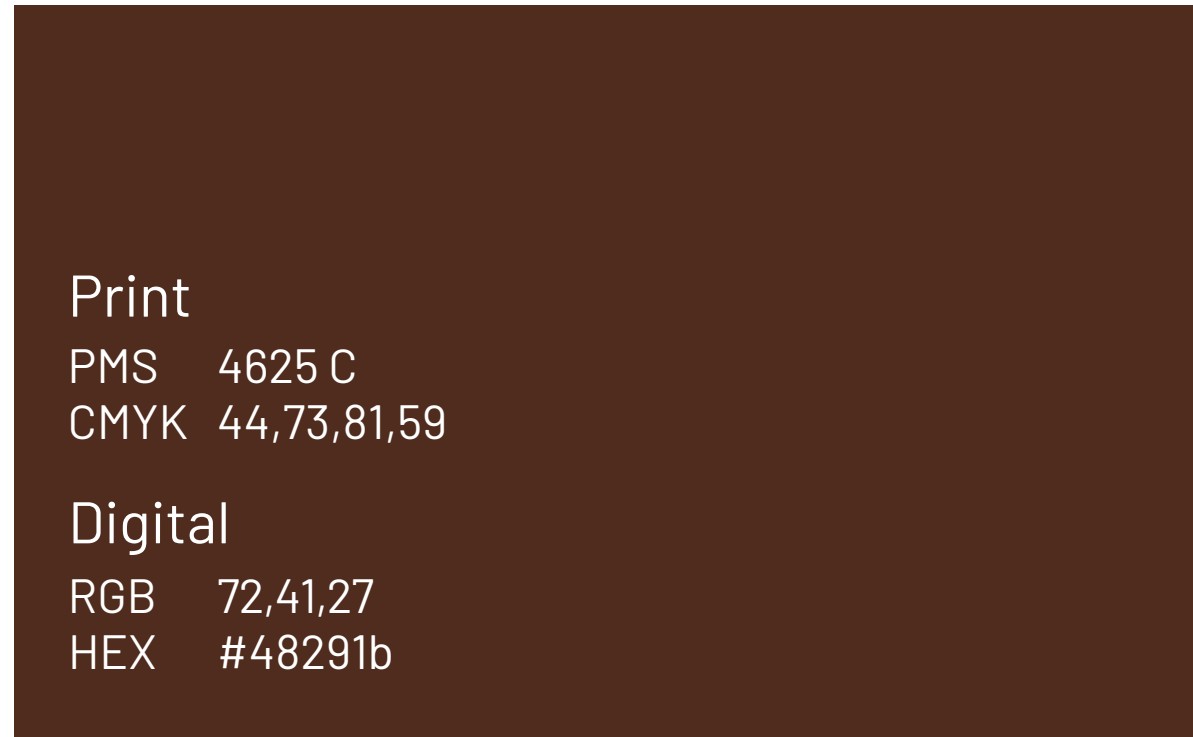
Dancing Script is our script font. It is a fun and easily readable Google font that has the flexibility to be used in various applications, from formal to thankful.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

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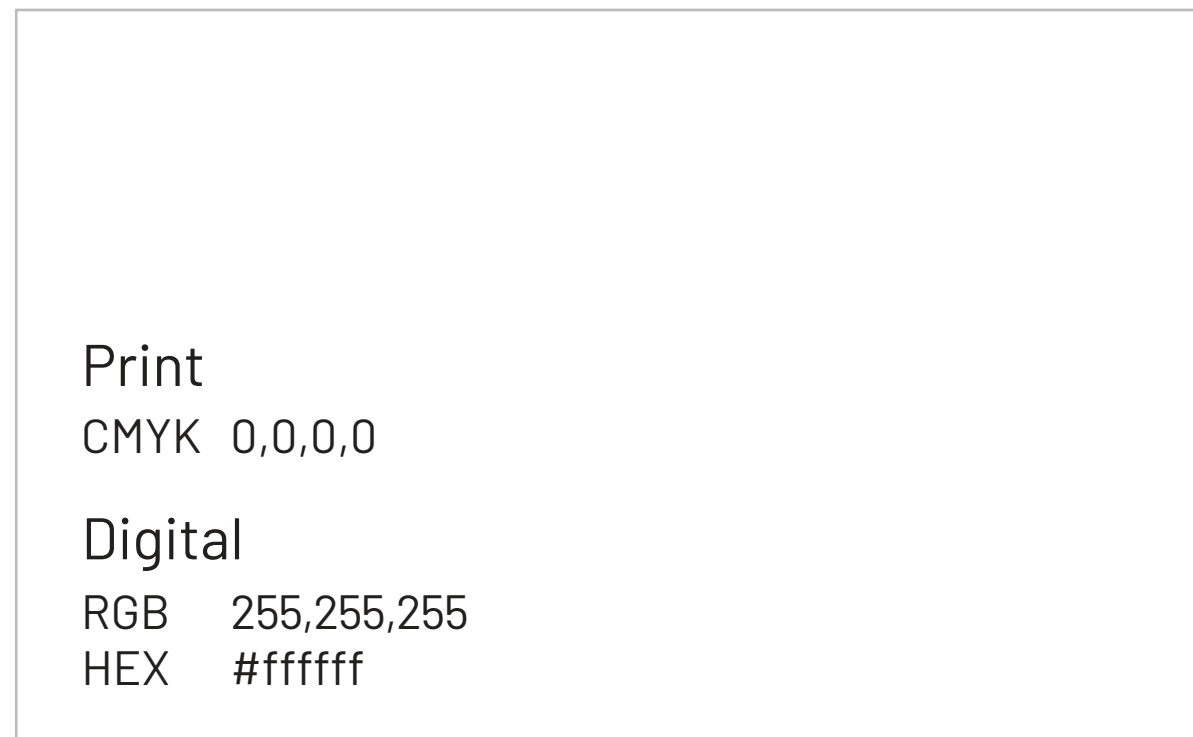
PRIMARY



Print
PMS 4625 C
CMYK 44,73,81,59

Digital
RGB 72,41,27
HEX #48291b

Leather

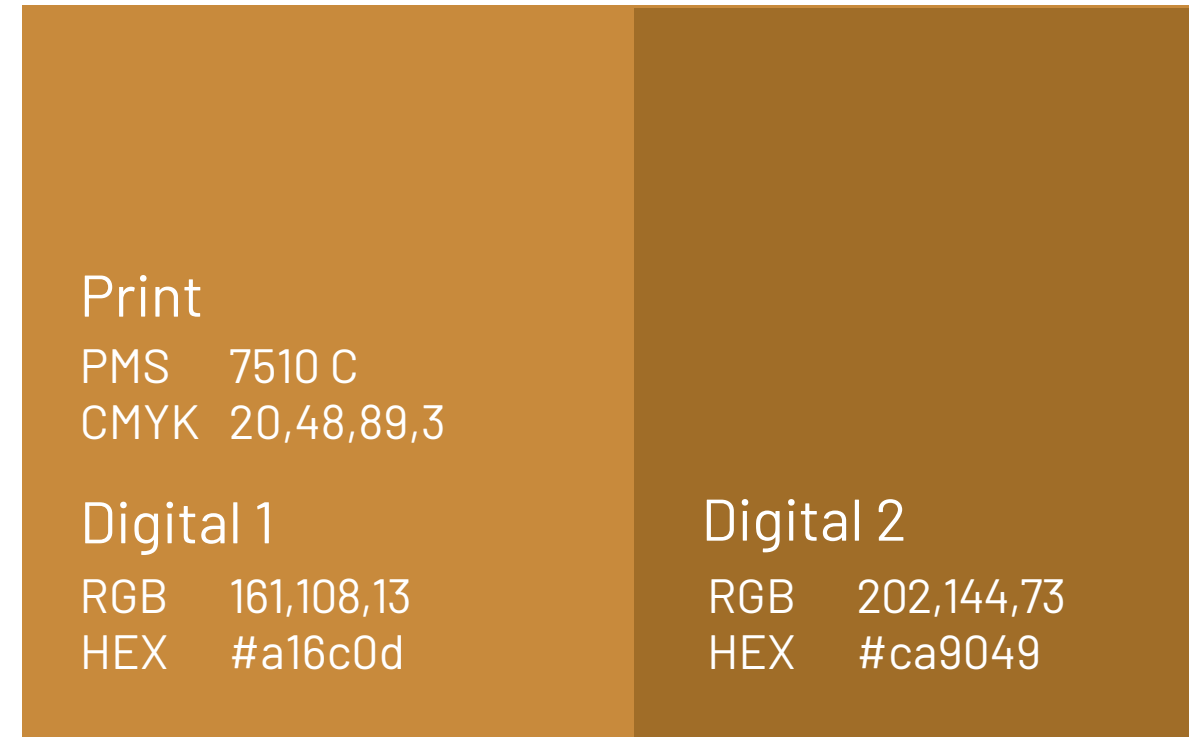


Print
CMYK 0,0,0,0

Digital
RGB 255,255,255
HEX #ffffff

Dove

SECONDARY



Print
PMS 7510 C
CMYK 20,48,89,3

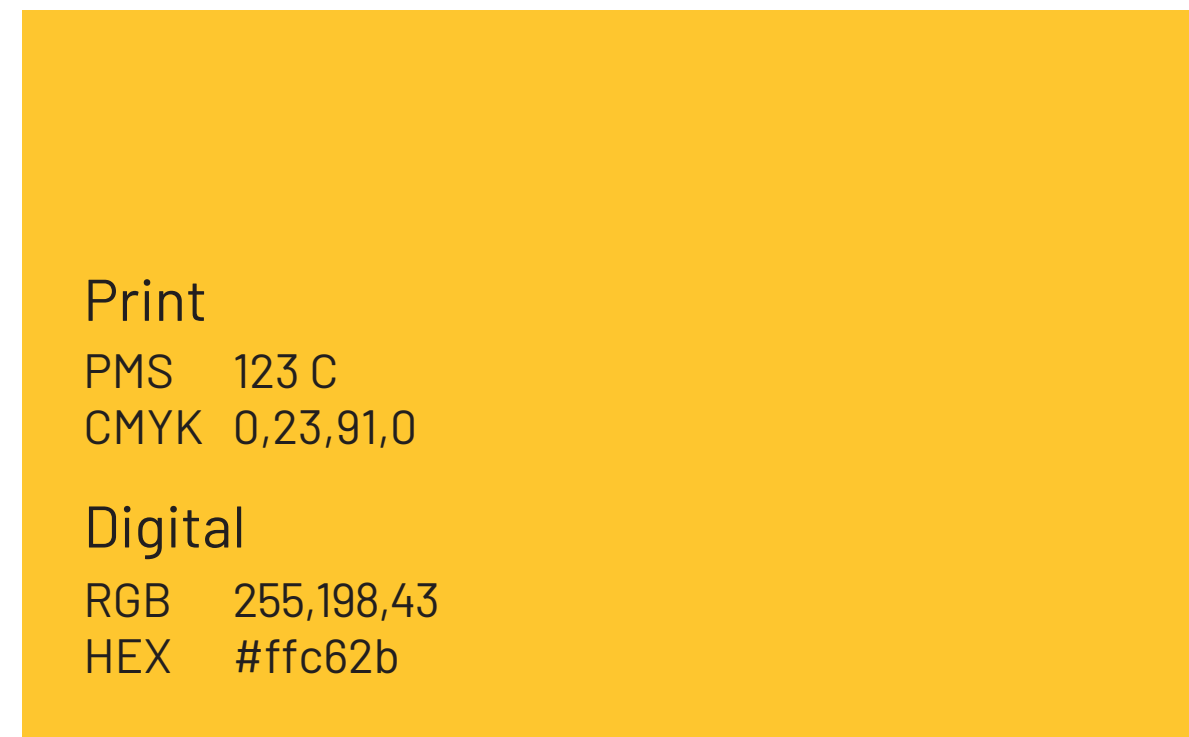
Digital 1
RGB 161,108,13
HEX #a16c0d

Digital 2
RGB 202,144,73
HEX #ca9049

Cedar

There are two shades of cedar for digital to be used for ADA compliance.

- The **Digital 1** shade to be used in all logos and on type or fills that are displayed on a dark background.
- The **Digital 2** shade to be used on type or fills that are displayed on a light background.

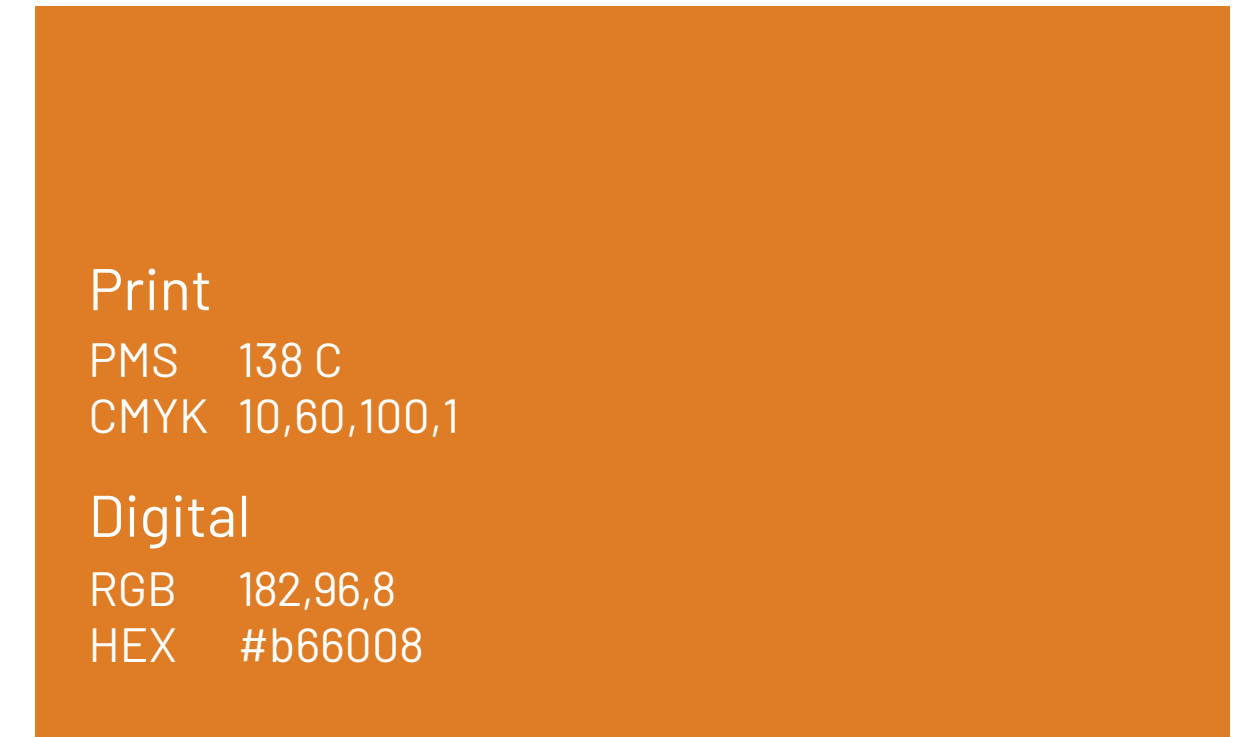


Print
PMS 123 C
CMYK 0,23,91,0

Digital
RGB 255,198,43
HEX #ffc62b

Sunlight

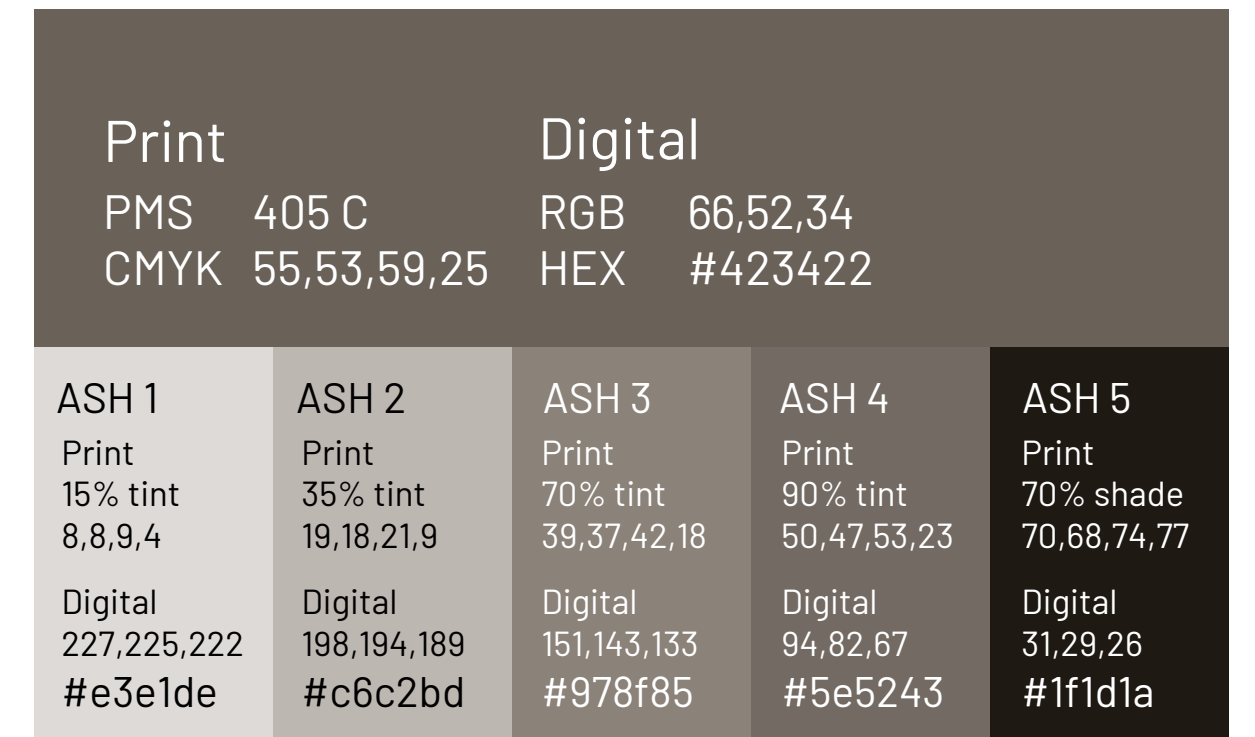
Utility



Print
PMS 138 C
CMYK 10,60,100,1

Digital
RGB 182,96,8
HEX #b66008

Fire



Print		Digital		
PMS 405 C	CMYK 55,53,59,25	RGB 66,52,34	HEX #423422	
ASH 1 Print 15% tint 8,8,9,4	ASH 2 Print 35% tint 19,18,21,9	ASH 3 Print 70% tint 39,37,42,18	ASH 4 Print 90% tint 50,47,53,23	ASH 5 Print 70% shade 70,68,74,77
Digital 227,225,222 #e3e1de	Digital 198,194,189 #c6c2bd	Digital 151,143,133 #978f85	Digital 94,82,67 #5e5243	Digital 31,29,26 #1f1d1a

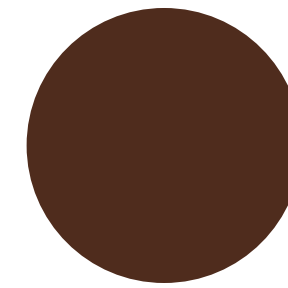
Ash

Color Palette

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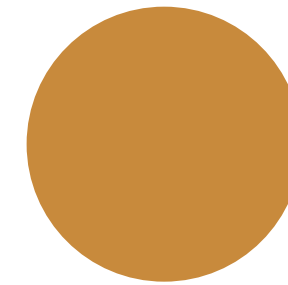
Color Naming

The names of each color within the palette have an intentional biblical reference.



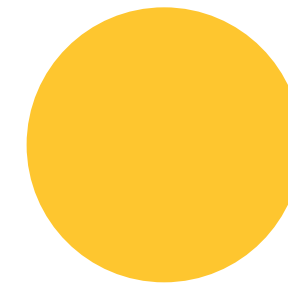
Leather

Leather represents safety and protection, both in scripture and as a literal protective bible cover.



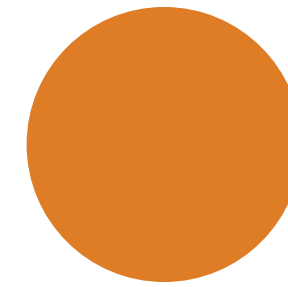
Cedar

Cedar is noted in the bible for its strength and durability, as well as its firmness of roots.



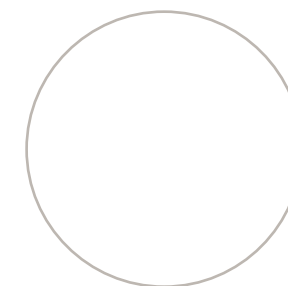
Sunlight

God has risen, and God is light. The sun illuminates our path while representing hope.



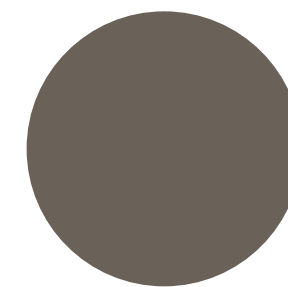
Fire

Fire represents God's presence through the Holy Spirit. It purifies and provides transformational energy.



Dove

The dove represents many things in the bible, including truth, grace, peace, salvation, love and the Holy Spirit.



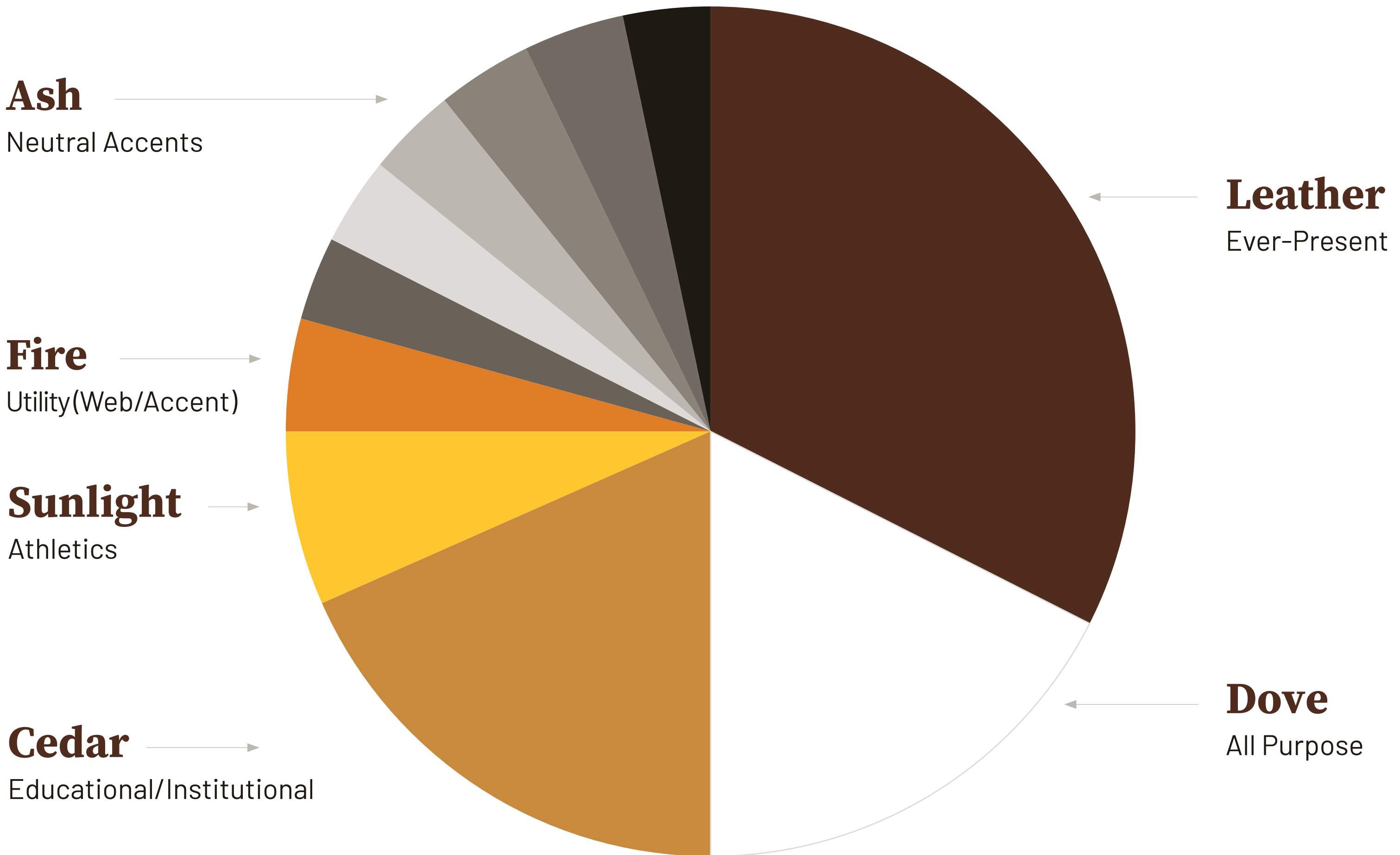
Ash

Rising through the ashes highlights hope and a new beginning.

Color Palette

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Color Usage & Proportions



Primary School Logo

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Symbolism



Shield

The shield protects and honors our tradition and history.

Horizon

The horizon represents our future as we continue to build the Saint Francis legacy.

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Full Color Logo

STACKED



Saint Francis

A HOLY CROSS HIGH SCHOOL

Saint Francis

A HOLY CROSS HIGH SCHOOL

Logo artwork must never be modified!

When importing into a document, always scale the logo artwork proportionally to ensure consistency.



Use the "x" height of the lowercase letters as a guide for the minimum clear space.

Primary School Logo

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Full Color Logo

HORIZONTAL



Logo artwork must never be modified!

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Use the "x" height of the lowercase letters as a guide for the minimum clear space.

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One-Color Logo

Our one-color logo is to be used only when specifically requested or necessary. The three acceptable colors are black (Ash), white (Dove) and Leather.



Saint Francis
A HOLY CROSS HIGH SCHOOL



**Saint
Francis**
A HOLY CROSS HIGH SCHOOL



Saint Francis
A HOLY CROSS HIGH SCHOOL



**Saint
Francis**
A HOLY CROSS HIGH SCHOOL

Primary School Logo

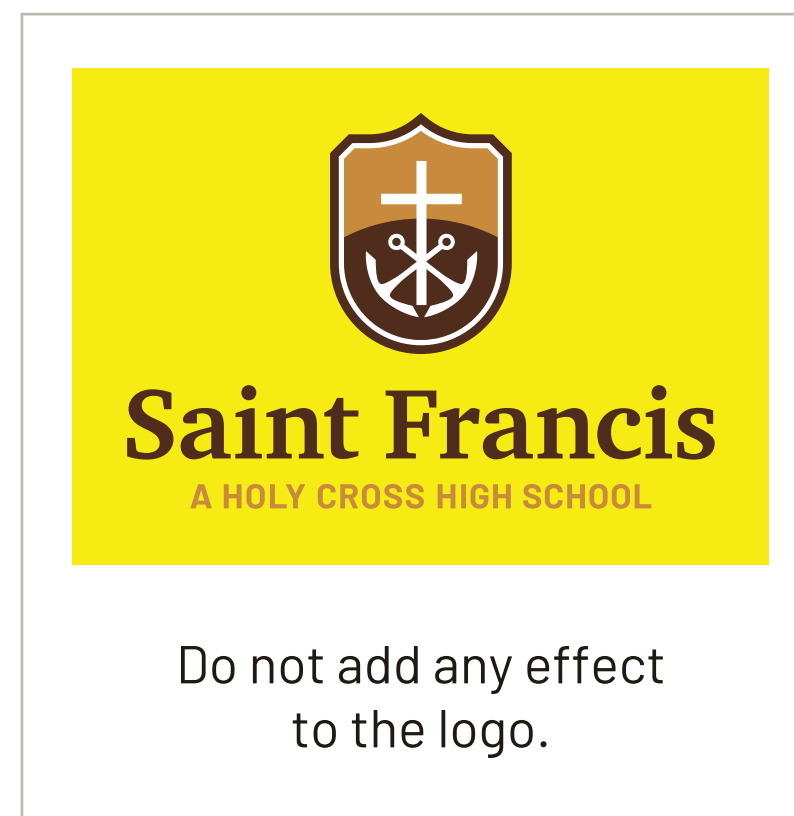
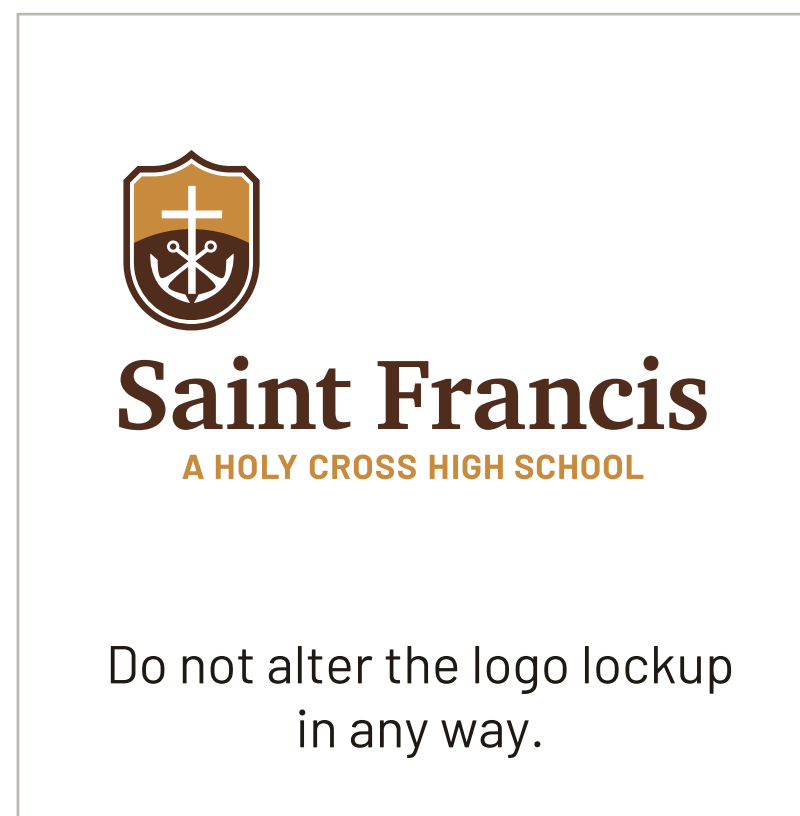
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Correct Logo

Incorrect Usage

The Saint Francis logo is final art and should never be altered, modified or recreated. The examples on this page illustrate incorrect logo usage.



School Seal

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Seal Symbolism

Everything that is Saint Francis High School is built on the Brothers who established our school in 1955, and the seal is a visual representation of our Mission with Spiritual, Intellectual and Social emblems. The Cross & Anchor is the most prominent icon symbolizing our Holy Cross foundation. The Bay Tree represents campus life, and much like the bay tree that stands tall on our field, it signifies our deep roots as we stand on the shoulders of those who came before us and continue to grow. The lamp is a symbol of education and an icon of knowledge and academic learning, and is a replica of the mosaic lamp that stood at the altar in the original Brother's chapel on campus. As in our primary logo, the seal includes the shield as a consistent symbol that protects and honors our tradition and history, as well as the horizon line that looks ahead to our future.



X height
of seal



Use 1/4 the "x" height of the seal as a guide for the minimum clear space.

Logo artwork must never be modified!

When importing into a document, always scale the logo artwork proportionally to ensure consistency.

Spirit Logo

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- 25 **SPIRIT LOGO**
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- 29 ACTIVITIES LOGO FORMAT

Primary Logos



Lockup 1



Lockup 2



Lockup 3

Lockup

The SF and Lancers lockup is our spirit logo and designed to be inclusive of our clubs, activities and affinity groups, as well as our athletics program. The unique and distinctive SF keeps with the tradition of an “interlocking S and F” while allowing our school to stand apart from major league San Francisco team logos. The modern and sleek design of the SF and the Lancers wordmark moves us forward with the slight lean and visually represents our forward looking vision to the future. A variety of color options and variations within our palette provides flexibility while also remaining consistent with our brand. The Spirit Logo should always be used by itself, and should never have additional words added to the design.

Reversed Logos



Lockup 1



Lockup 2

Important note:

Only lockup 1 and lockup 2 should be used in a reversed capacity.

Spirit Logo

- 4 VISION, MISSION & PURPOSE
- 5 WE ARE LANCERS
- 6 BRAND DNA
- 7 BRAND TRUTHS
- 11 VOICE & TONE
- 13 WRITING GUIDELINES
- 15 TYPOGRAPHY
- 16 COLOR PALETTE
- 19 PRIMARY SCHOOL LOGO
- 24 SCHOOL SEAL
- 25 **SPIRIT LOGO**
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SF & Lancers Individual Wordmarks

The two elements can also stand alone.

Primary Logos



Spirit 1



Spirit 2



Spirit 3



Spirit 4



Spirit 5

LANCERS

Ash Lancer

LANCERS

Sunlight Lancer

Important note:

While both Lancers wordmark variations can be used as reversed logos, only the Spirit 1 and Spirit 2 spiritmarks should be used in a reversed capacity.

Reversed Logos



Spirit 1



Spirit 2

LANCERS

Ash Lancer

LANCERS

Sunlight Lancer

Logo artwork must never be modified!

When importing into a document, always scale the logo artwork proportionally to ensure consistency.

Spirit Logo

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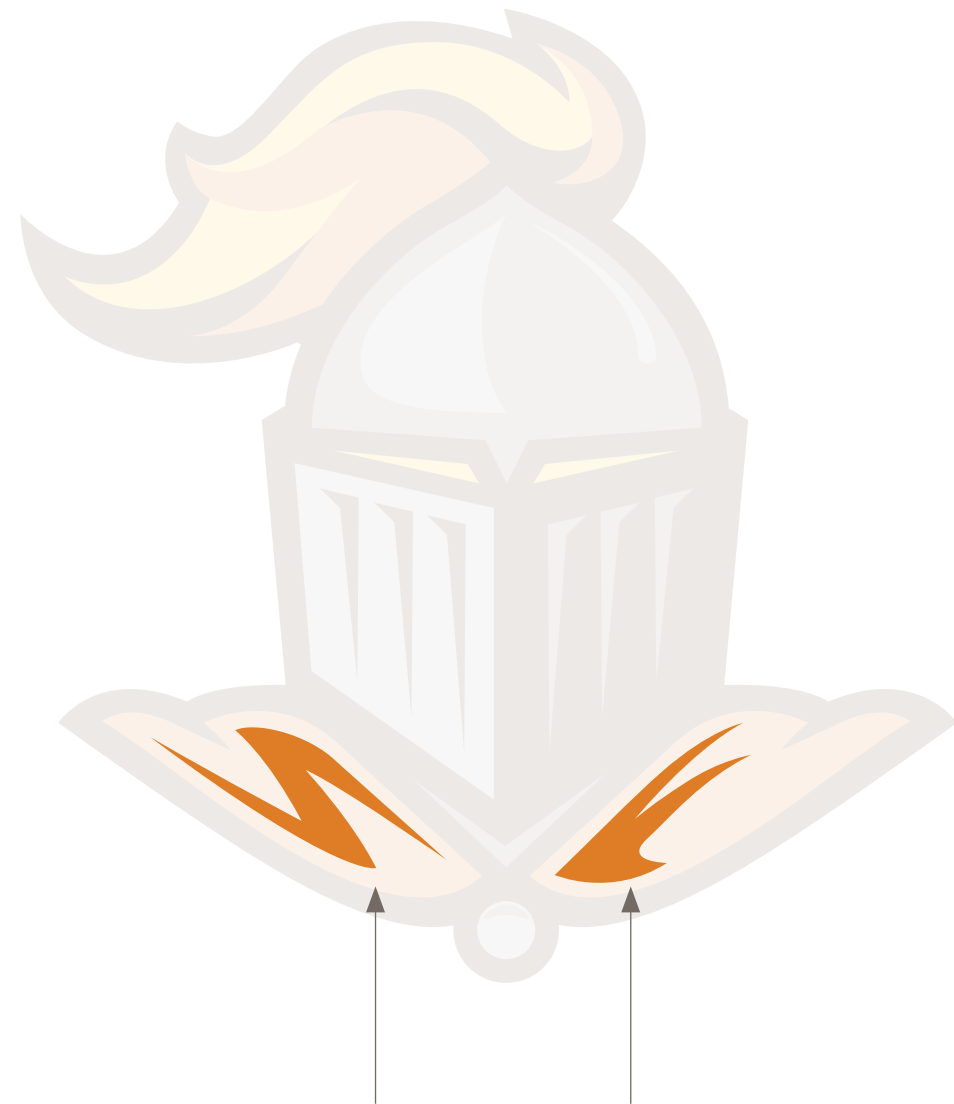
Merchandise & Gear

Example Mockups



Lancer Mascot

- 4 VISION, MISSION & PURPOSE
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Fun Fact: There is a hidden "S" and "F" in the cape.

Lancelot: Our Lancer Mascot

Lancelot is our fierce yet welcoming mascot. Positioned face forward, Lancelot represents all Lancers as we meet our challenges head on. Lancelot is a strong competitor and participates with effort and teamwork. The plume on top of the helmet is a characteristic marking of a lancer cap that distinguishes it from the headdress of a spartan or knight.

Primary Logos



Reversed Logos



Activities Logo Format

- 4 VISION, MISSION & PURPOSE
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Formats to Follow

Activities, clubs and affinity group identification marks strike a balance between free expression and brand consistency. The below rules offer guidance, yet give the creator an open canvas.

1. Begin with the dimensions below to ensure proper proportions. Once completed, your logo can be scaled as needed.
2. For brand consistency, nothing about the fonts may be altered (color, size, position, etc.)
3. The empty box is your open canvas for expression. Anything goes, as long as it fits within this box.
4. The cross and anchor must always appear in its entirety somewhere in your design. Do not block it or cover it up with additional markings. Think of it as our Nike "swoosh".

Templates:



First Word
Second Word
SAINT FRANCIS HIGH SCHOOL



First Word
Second Word
Third Word
SAINT FRANCIS HIGH SCHOOL

80px X 80px blank canvas

Source Serif 4 Bold; 22pt with 21pt vertical spacing; capitalize each word; Leather color

Barlow Bold; 8pt; all caps; Cedar color

Examples:



Ave
Crux
SAINT FRANCIS HIGH SCHOOL



Asian
Student
Association
SAINT FRANCIS HIGH SCHOOL



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