

BISHOP CHATARD HIGH SCHOOL

STYLE GUIDE

The Bishop Chatard name, logo and other designs unique to the Archdiocesan North Deanery high school brand are used to differentiate it from other schools located on the Indianapolis north side. The Bishop Chatard colors, logos and other designated design elements represent the unique mission and characteristics that set Bishop Chatard apart from other private and public high schools.

When representing the Bishop Chatard brand, please adhere to the guidelines stated in this style guide. For more specific information, contact BCHS Director of Marketing & Communications Amy Hankins at ahankins@BishopChatard.org.

THE BISHOP CHATARD NAME

In print, on apparel or in social or digital media, appropriate representations of the school name include: Bishop Chatard High School, Bishop Chatard, BCHS or BC. The word 'Chatard' should not stand alone; the word 'Bishop' must precede it.

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THE BISHOP CHATARD LOGO

The Bishop Chatard logos are the school's most recognizable images. Standing alone, these images identify Bishop Chatard High School. BCHS has its primary logo, the crest with school name; the crest; the cross & miter; the Trojan head, used primarily for athletic purposes, and three versions of the classic 'BC' encasing the crest, Trojan head, or a stand-alone version. Various file types of these logos can be downloaded at: <https://sites.google.com/bishopchatard.org/bchs-branding/home>* Please note: Only individuals authorized by Bishop Chatard High School or a team coach or club moderator have permission to use the school logo. Questions may be directed to the Marketing Office. *This website is only available to BCHS employees.



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THE BISHOP CHATARD TYPE STYLE

When creating documents representing Bishop Chatard High School, CAMBRIA is the school's official 'serif' typeface, and FRANKLIN is the school's official 'sans serif' typeface. Other alternative typefaces include CALIBRI and PROXIMA NOVA. It is not mandatory that these fonts be used in published materials, but when seeking guidance these serve as the standards. Cambria and Franklin are available for both PC and Mac.

Fonts in the Cambria typeface include:

Cambria Regular
Cambria Italic
Cambria Bold
Cambria Bold Italic

Fonts in the Franklin typeface include:

Franklin Gothic Book
Franklin Gothic Book Italic
Franklin Gothic Medium
Franklin Gothic Demi

Fonts in the Calibri typeface include:

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Fonts in the Proxima Nova typeface include:

Proxima Nova Thin
Proxima Nova Thin Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Semi Bold
Proxima Nova Semi Bold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extra Bold
Proxima Nova Extra Bold Italic
Proxima Nova Black
Proxima Nova Black Italic

THE BISHOP CHATARD COLORS

Bishop Chatard's school colors are royal blue and white. Gray is an accepted supplemental color to use when variation is needed. In support of the Bishop Chatard brand, apparel and other printed items should be limited to these colors whenever possible.

Supporting shades of blue and gray are available when a promotional piece is being designed that requires shades beyond the standard BCHS blue, white and gray. Please contact the Marketing Office for information. Please note: Design and colors used in BCHS logos and other BC-specific images cannot be altered.

Bishop Chatard's primary colors are:

Trojan Blue



PMS 286 C
Hex: #0033A0
RGB: 0, 51, 160
CMYK: 100, 84, 11, 3

Trojan Gray



PMS 877 C
Hex: #898C8D
RGB: 137, 140, 142
CMYK: 48, 38, 38, 3

Trojan White



PMS 11-0601
Hex: #F5F7F6
RGB: 245, 247, 246
CMYK: not available