

KNOXVILLE CATHOLIC HIGH SCHOOL

Brand Style Guide



ACADEMIC MARK



**KNOXVILLE CATHOLIC
HIGH SCHOOL**



The academic mark is Knoxville Catholic High School's signature logo. It represents the strong academic and Catholic traditions that are central to our school mission.

The academic mark should be present on all academic and administrative school communications.

LOGO & SPIRIT MARKS

MONOGRAM



The Old English C monogram is the primary identifier for **athletics**. It is instantly recognizable as the mark of a storied athletics tradition. Consistent and proper use of the primary logo not only strengthens recognition for KCHS athletics, but also builds brand equity and familiarity.

LOGO & SPIRIT MARKS

SHAMROCK



The shamrock is a secondary spirit mark representing the Irish heritage of Knoxville Catholic High School. It should not be used as a standalone identifier for Knoxville Catholic.

Do not overlay the monogram or any other element over the shamrock.

LOGO & SPIRIT MARKS

WORDMARKS



SCRIPT



ATHLETIC BLOCK



OLD ENGLISH

The "Fighting Irish," "Irish," or "Catholic" wordmarks can be used independently or in conjunction with the Old English C monogram or shamrock.

BRANDED WORDMARKS

#GoIrish

Irish



#GoIrish

PRIMARY HASHTAG

#GoIrish – athletics + admissions

SECONDARY HASHTAGS

#IrishForever – alumni

#IrishBuilt – alumni + athletics

#IrishPride – academics + athletics

COLORS & TYPOGRAPHY

COLOR GUIDELINES

Knoxville Catholic's primary colors are green and gold.

KCHS official Green:
PMS (Pantone) 356
RGB: 0 122 51
CYMK: 100 0 53 55
Web: #007336



KCHS official Gold:
PMS (Pantone) 130
RGB: 242 169 0
CYMK: 0 29 100 6
Web: #e6b012



TYPEFACE

The official Serif font for Knoxville Catholic is:

Adobe Garamond Pro

Windows users may use Garamond.

Correlating Google Fonts: EB Garamond or Cormorant Garamond

The official Sans Serif font for Knoxville Catholic is:

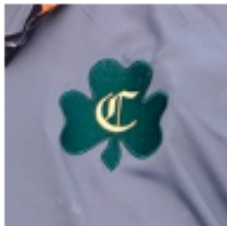
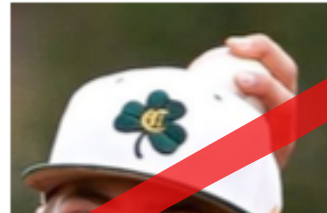
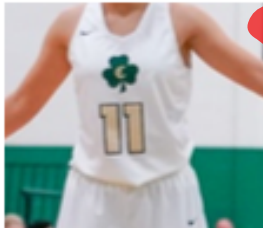
Avenir Medium

Windows users may use Arial.

Correlating Google Font: Nunito Sans

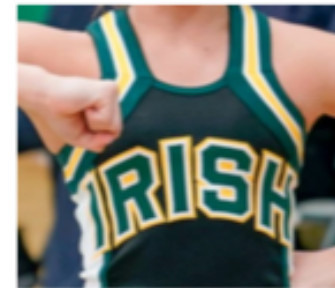
IMPROPER USAGE

EXAMPLES



PROPER USAGE

EXAMPLES



REMINDERS:

Register your social media accounts:
knoxvillecatholic.com/social-media

Questions? Pam at 865-207-5884
pam.rhoades@knoxvillecatholic.com

