



Igniting Hope • Inspiring Minds • Changing Lives

Branding Guide for Seattle Nativity School

Katrina Freeburg

CEENG 059: Technical Writing Inclusive

Fall, 2019

© 2019 by Katrina Freeburg

This document was completed as a requirement for CEENG 0059: Technical Writing Inclusive at Bellevue College, [Fall, 2019].

Table of Contents

1	Description and operating model.....	2
1.1	Catholic	2
1.2	Jesuit-endorsed.....	2
1.3	NativityMiguel Coalition	2
1.4	STEM	3
2	Name, Logos, Colors and Tagline	3
2.1	Name and Proper Usage.....	3
2.1.1	Acceptable alternatives	3
2.2	Logos	3
2.2.1	Acceptable alternatives	6
2.3	Color Standards	6
2.4	Tagline and Proper Usage	6
2.4.1	Acceptable alternatives	6
3	Photo Content.....	7
4	Editorial Standards	7
4.1	Typography.....	7
4.1.1	Print	7
4.1.2	Business Papers.....	7
4.1.3	Web/Electronic Typography	8
4.1.4	Email Signature.....	8
4.2	Point of View	9
4.3	Numbers	9
4.3.1	Dates.....	9
4.3.2	Time.....	9
4.3.3	Grades	9
4.3.4	Class year.....	9
5	References	10
6	Stylesheet for TWI Capstone.....	11
	Appendix A - Typography Standards	13
	Appendix B – Color Standards	14
	Appendix C – Stationery	16

Branding Guide for Seattle Nativity School

Mission Statement

Seattle Nativity School is a Catholic, Jesuit-endorsed Science, Technology, Engineering, and Mathematics (STEM) middle school seeking to break the cycle of poverty through an education that nourishes souls and ignites leaders for love and service.

Introduction

Purpose Statement: Seattle Nativity School is a Jesuit-endorsed, STEM middle school. The school exclusively enrolls low-income students and fundraises for each operating dollar. Since the school opened in 2013, it is still building community awareness. When asked to describe Seattle Nativity School, it is imperative that the response be concise and consistent to develop the school brand. This guide will help faculty, staff and key volunteers unify messaging, the school voice, brand look, and delivery across communication channels.

Target Audience: This document is designed for internal use by individuals who will represent the school in public and who will produce written content for the public. Content and sections included are at the request of the Director of Development.

Note: Headings for this document use Avenir Next and body text uses Garamond. See page 6 for typography requirements.

Official artwork and approval

Official artwork, logos and font files are maintained by Seattle Nativity's Development office and available upon request. At the time of publication, images do not have a copywrite. The Development office also manages marketing and communication for the school. All printed materials require approval prior to printing. This includes class t-shirts, spirit gear, and CYO uniforms.

For artwork or approval, please contact:

Judy Shafer, Director of Development
Seattle Nativity School
2800 S. Massachusetts St. Seattle, WA 98144
T. 206.494.4708 x701
C. 206.669.8652
jshafer@seattlenativity.org

1 DESCRIPTION AND OPERATING MODEL

Seattle Nativity School (Nativity) is a Catholic, Jesuit-endorsed, STEM middle school in Seattle serving low-income students. The key operators are:

- Catholic
- Jesuit-endorsed
- Nativity
- STEM

These four descriptors articulate the heart of Seattle Nativity and make it unique from every other school in the state.

1.1 CATHOLIC

Nativity is a Category II Catholic school, independently owned and governed by the Board of Directors. It is distinct from the Archdiocese as an entity and in governance. The Archbishop of Seattle has sole authority to recognize and designate a school as “Catholic.”

1.2 JESUIT-ENDORSED

Seattle Nativity is an independently-owned and operated educational institution. It is endorsed by Jesuits West, the province of the Society of Jesus with oversight for all works in Washington and the Western United States. The Jesuits are a 450-year old organization and education is one of their primary ministries. Messaging and materials for Seattle Nativity must reflect and uphold the brand of the Jesuits and Jesuit education.

As a Jesuit school, Seattle Nativity has a President-Principal model. The Principal is responsible for academic oversight and teacher supervision. The President is responsible for fundraising and operations. The principal reports to the President and the President reports to the Board of Directors.

1.3 NATIVITYMIGUEL COALITION

Seattle Nativity School is a member of the Nativity Miguel Coalition, reflecting the tenets of the coalition and subscribing to the operating practices of the organization. Nativity schools have a unique faith-based, tuition-free model serving students from low-income backgrounds with a commitment to following students to, and through, college. The tuition-free and graduate support components are integral to a Nativity education.

As a member of the NativityMiguel Coalition (<https://nativitymigueldotorg.wordpress.com/>), Nativity is committed to the operating tenets, also known as “Mission-Effectiveness standards,” of the NativityMiguel network. The tenets are:

- Deliver an explicitly faith-based education
- Serve the economically-poor
- Employ an independent governance structure with effective leadership
- Support graduates beyond graduation

- Engage the family as partners
- Extend the school day and year
- Articulate a commitment to excellence
- Demonstrate proven, consistent results in the development of the whole child

All Nativity schools serve low-income students, defined as those who meet the United States Department of Agriculture's requirements for Free- and Reduced-Price Lunch Program. Since the socio-economic status of every Nativity family is defined in the admissions process, special care is given to balancing the privacy of students and families with the school's need for fundraising.

1.4 STEM

Seattle Nativity School is a STEM middle school. STEM is an important element of our curriculum as we prepare young people for the rigor of future technologies and career paths. Mathematics is a gatekeeper for access to higher education, therefore we stress the importance of a strong Math curriculum. STEM also means our students are prepared to be the next generation of problem-solvers which include integrating the virtue of social justice into their exploration, discovery and problem solving.

Nativity is a 1:1 school, meaning every student is assigned a Surface Pro computer and expected to use it in class and at home. STEM is also a primary focus of extra-curricular activities including robotics, animation and the science of cooking.

2 NAME, LOGOS, COLORS AND TAGLINE

2.1 NAME AND PROPER USAGE

The official school name is “Seattle Nativity School.” All three words are capitalized in title case. The school name is part of the brand, highlighting the geographic location of the school and connection to the NativityMiguel Coalition.

2.1.1 Acceptable alternatives

Acceptable alternatives include “Seattle Nativity” and “Nativity.” Abbreviations like “SNS” are discouraged and should be avoided.

2.2 LOGOS

The official school logo is a full-color image, depicting the school name, arcs and a stylized cross common to Jesuit iconography. The five arcs represent the five themes in the Profile of a Graduate upon Graduation as outlined by the Jesuit Schools Network. See Figure 1.

A supplemental logo reflects the school's five-year anniversary in 2018 and will be used until 2023, when a new ten-year anniversary logo takes its place. See Figure 2.

The primary logo can be displayed alone or with the anniversary logo, as in Figures 3-4. When displayed together, the school logo is always first. The images are to be surrounded by sufficient white space and never overlap on any side. Even when placed on a dark background, the primary logo is bordered in green. The anniversary logo is never displayed alone.

Figure 1 – School Logo



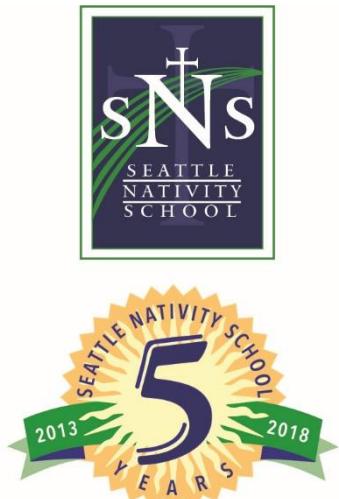
Figure 2 – Anniversary Logo



Figure 3 – Horizontal Logo Placement



Figure 4 – Vertical Logo Placement



2.2.1 Acceptable alternatives

The few acceptable alternatives to the school logos are for social media and web use when use of the official logos would be problematic due to medium, size, or shape constraints. For example, it is acceptable to use the green arcs from the logo for a website favicon.

Figure 5 - Official logo for Facebook, Twitter and Instagram



Figure 6 - Official logo for LinkedIn



As with all brand standards, the school's Development office manages all social media accounts, along with the use of the logo and alternatives.

2.3 COLOR STANDARDS

The official school colors of blue and green are reflected in the logo and school uniforms. Gold is an accent color and should only be used in conjunction with blue and green. See Appendix B – Color Standards.

2.4 SCHOOL TAGLINE AND PROPER USAGE

The Seattle Nativity's School's tagline consists of three phrases that promote the school's mission. The tagline is another example of the boilerplate language that provides the framework for talking about the school while providing consistent messaging. The tagline has three components and whenever possible should be written as three separate bullets in this order:

- Igniting Hope
- Inspiring Minds
- Changing Lives

The font should reflect the appropriate medium (print or web) and be in black (no bold or italics). When possible, the tagline should be used in conjunction with the school name or logo, but is always listed in a subordinate position. The tagline is rarely used alone.

2.4.1 Acceptable alternatives

When the tagline cannot be written on three separate lines, it can be written in the same font on one line in title case, separated by commas, square bullets or square dingbats.

Igniting Hope, Inspiring Minds, Changing Lives

Igniting Hope ▪ Inspiring Minds ▪ Changing Lives

An additional tagline of “Graduation and Beyond” is currently under review for use in Admissions materials. Until that decision is finalized, the school only has one tagline.

3 PHOTO CONTENT

Photos represent one of the highest-profile public personas of the school. Given the public socio-economic status of the student body, and the minor status of students, Nativity takes its publication standards very seriously.

CAUTION: STUDENT NAMES ARE NOT ALLOWED IN ANY PUBLICATION.

The principal maintains a Do Not Publish list, which is updated annually. All photos for publication and social media must be approved by the Development office. (See page 1.) On the Principal and Director of Development (or their designees) are allowed to publish student photos on social media.

Published photos should reflect the composition of the student body. Avoid photos showing only students of one gender or one ethnicity. In most cases, students should be in full uniform and adults should be dressed professionally. Exceptions include photos of recess and extra-curricular activities.

Any photo representing Seattle Nativity School must uphold the dignity of human life and be in alignment with Catholic and school teachings. Images which do not positively reflect on the school or school community are prohibited.

4 EDITORIAL STANDARDS

Seattle Nativity Schools uses the University of Oxford Style Guide (updated Hilary term 2016) and the Oxford comma. Refer to the style guide for content not included here.

4.1 TYPOGRAPHY

4.1.1 Print

The official print fonts are Adobe Garamond Pro, Adobe Garamond Pro Italic, Avenir Next Condensed family, and Avenir Next family. These fonts are used on all official school documents including, but not limited to the application, annual report, impact report, and admissions advertising. See Appendix A – Typography Standards.

The official web/electronic fonts are acceptable alternatives for print if the official print fonts are not available. See 4.1.3.

4.1.2 Business Papers

As official print documents, stationery should be printed in the Adobe Garamond Pro and Avenir Next families. For formal communication from the President’s office and Development, the current Board of Directors is listed along the left side with professional affiliations. The stationery footer contains the school address, telephone number, and website. See Appendix C – Stationery.

Business cards are also printed in the Adobe Garamond Pro and Avenir Next families.

Figure 7 - Seattle Nativity School business card



4.1.3 Web/Electronic Typography

The official electronic fonts are Times New Roman and the Arial family.

4.1.4 Signature Block

Since emails are the most common form of communication, it is critical that all staff use consistent email signatures. The official font for email signatures is Trebuchet family.

When communicating in an official capacity, all employees should use their official school email account. Email signatures are written as two separate blocks, each consisting of four single-spaced lines in a black and blue Trebuchet font. These blocks are separated by the logos. If the font is not available, the Development office will provide a custom email signature as an image file.

The school logo and tagline are not part of the email signature. The video link will be updated by the Development office as needed.

Figure 8 - Seattle Nativity School Email Signature Block



4.2 POINT OF VIEW

Limit use of first person “I” and the use of second person, “you.” Whenever possible, use third person. Third person helps the writing stay focused on facts and evidence instead of personal opinion.

Example of third person: To participate in CYO sports this fall, student permission slips are due in the Main Office on Monday, September 9, 2019.

Example of second person (not recommended): If you want to play CYO sports, you have to turn in forms by Monday, Monday, September 9, 2019.

4.3 NUMBERS

Spell out whole-number words for one to ten and ordinals (first, second, third, etc.). Use figures for numbers above ten and ordinals above tenth. Always use figures and symbols for percentages and currency.

4.3.1 Dates

Dates should be written with the day of the week, month, numeric date and year.

Note: The above is a variation on the University of Oxford Style Guide.

When appropriate, the day of the week may be omitted. Do not use ‘th’ or superscript with dates.

Monday, July 29, 2019

Monday, July 29, 2019

July 29, 2019

4.3.2 Time

When using the 12-hour clock, do not use additional “:00” for times on the hour, and close up the space between the number and the “am” or “pm.”

The lecture starts at 9am.

The lecture starts at 11:30am and ends at 1pm.

4.3.3 Grades

The grade is typically not capitalized. All formats below are acceptable:

eighth grade or eighth grade students

8th grade, but not 8th graders

grade 8

4.3.4 Class year

The word “Class” is capitalized, followed by “of” and the year. Abbreviations for class year should only be used following a name.

Class of 2019

Joy '19



5 REFERENCES

Bellevue College Style Guide

Bruce Betz, Communications Director for UW School of Social Work

Jesuit High School (Carmichael, CA) Visual Identity and Branding Guide

UW School of Social Work Style Guide

University of Oxford Style Guide (Hilary term 2016)

Xavier Catholic Schools (Appleton, WI) Brand Standards Guide

6 SEATTLE NATIVITY SCHOOL BRANDING GUIDE

STYLESHEET

University of Oxford Style Guide (Hilary term 2016) – print document, accessed 9/25/19

A Archbishop Archdiocese	B	C CYO	D	E
F	G	H	I	J Jesuits
K	L	M	N NativityMiguel NativityMiguel Coalition	O
P	Q	R	S Seattle Nativity School STEM	T
U	V	W	X	Y
Z	Numbers			

Notes:

1. Spell out whole-number words for one to ten; use figures for numbers above ten. (University of Oxford Style Guide p.7)
2. When using the 12-hour clock, do not use additional “:00” for times on the hour, and close up the space between the number and the “am” or “pm.” (University of Oxford Style Guide p.7)
3. Dates should be written with the day of the week, month, numeric date and year. This deviates from the University of Oxford Style Guide (University of Oxford Style Guide p.8)

Print Media Font/Typeface

Avenir Next Regular
Avenir Next Medium
Avenir Next Semi Bold
Avenir Next Bold

Avenir Next Condensed Regular
Avenir Next Condensed Medium
Avenir Next Condensed Semi Bold
Avenir Next Condensed Bold

Adobe Garamond Pro Regular
Adobe Garamond Pro Semi Bold
Adobe Garamond Pro Bold

Adobe Garamond Pro Regular Italic
Adobe Garamond Pro Semi Bold Italic
Adobe Garamond Pro Bold Italic

Electronic Media Font/Typeface (i.e. mailchimp eNews)

Times Roman
Times Roman Italic
Times Roman Bold
Times Roman Bold Italic

Arial Family
Arial Condensed Family

Trebuchet Family (Email signature specifically)



Color Standards for Seattle Nativity School

Each color swatch will vary from application to application.

For example, web to print will vary because colors are built and displayed differently.

- Web colors are displayed with back-light and therefore will seem more vibrant.
- An uncoated sheet of paper absorbs the ink more than coated.
- Ink on a coated paper reflects more color and is more vibrant than an uncoated paper.



RGB:
(Online/Web)
51, 152, 70



RGB:
(Online/Web)
0,51,102



4-Color Process:
(CMYK/Printing)
81, 15, 100, 5



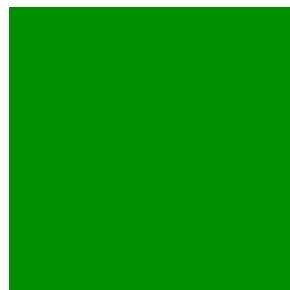
4-Color Process:
(CMYK/Printing)
100, 87, 33, 22



Pantone
Matching
System (PMS)
PMS 354U
Uncoated paper



Pantone
Matching
System (PMS)
PMS 281U
Uncoated paper



Pantone
Matching
System (PMS)
PMS 355C
Coated paper



Pantone
Matching
System (PMS)
PMS 2955C
Coated paper



Color Standards for Seattle Nativity School cont.

The accent color of yellow/gold is appropriate for secondary theme logos that complement the main logo.



RGB:
(Online/Web)
255, 205, 122



4-Color Process:
(CMYK/Printing)
0, 22, 64, 0



Pantone
Matching
System (PMS)
PMS 137U
Uncoated paper



Pantone
Matching
System (PMS)
PMS 136C
Coated paper

Appendix C – Stationery

