Belen Jesuit ™ Preparatory School

Branding, Graphic and Style Guide
Introduction

Belen Jesuit™ Preparatory School has been a prominent academic institution in Miami since 1961. The Belen Jesuit name is synonymous with outstanding education, faith building, volunteerism and professionalism. By consistently using the Belen Jesuit™ brand name and logos in all communications, apparel, merchandise, uniforms, etc., we can build a cohesive and comprehensive identity in the community.

Our objective is to present a unified image that will convey a consistent message about Belen Jesuit Preparatory School, its academics, athletic and cultural programs, clubs and development campaigns.

The Branding, Graphic and Style Guide is your tool for using the Belen Jesuit logos. No other logo may be created unless approved and included in The Branding, Graphic and Style Guide.

Please contact the Director of Communications at 786-621-4173 with any questions about our family of logos and their acceptable usage.
**Official Logos**

The Belen logos are available in multiple file formats for use in all digital and traditional media. The Belen logo files may not be altered in any way:

- Do not distort the identity elements.
- Do not alter the color scheme.
- Do not reconfigure identity elements.
- Do not transform or eliminate any element of the brand.
- Do not alter or change any typeface of the brand.
- Do not add images or effects.
- Do not change the proportions of any of the design elements or the design itself. You may resize as needed but must retain all proportions.

None of the logo’s can be used for promotional purposes without written approval by the Belen Jesuit Administration and/or Director of Communications.

To receive an electronic version of any of these logos please contact the Director of Communications at 786-621-4173 or via email at tmartinez@belenjesuit.org.
Merchandise Policy and Procedure

It is imperative to the brand that the school’s visual identity is consistent and appropriate; failure to do so compromises the brand’s equity and overall recognition. A Quality Control Committee has been established to ensure the Branding, Graphic and Style Guide of the school is adhered to in all endeavors. This committee is comprised of the following individuals: Director of Communications, Dean of Men, Director of Advancement, Purchasing Agent, and Athletic Director.

Nothing should be published or printed (i.e. t-shirts, hats, sweaters, stickers, magnets, etc.) without the explicit, written consent of this committee. This policy applies to all entities of the school, including athletics and alumni. Merchandising requests should be made using the Merchandise Approval form available in the Communications Shared Folder on Google Drive. The committee will meet on the first Friday of every month to review and decide upon requests received. Merchandise that is not approved by this committee cannot be worn on campus, nor will associated costs be paid for and/or reimbursed by the school.

No vendor can proceed with an order without the explicit consent and a signed paper proof from a member of the Quality Control Committee.
Belen Jesuit Preparatory School Family of Logos
*All logos are available in black & white

- Official Belen seal
- Primary School logo
- Secondary School logo
- Crest Banner Logo
- President’s logo
Ramon Guiteras Memorial Library
Ignatian Center for the Arts
Primary Alumni logo
Alumni Class Logo
Student Council logo
Christian Life Community
**Graphic Standards**

All logos incorporate the School’s blue and gold colors. The colors embedded in the logos cannot be altered nor can the typeface. Copperplate Bold and Mrs. Eaves are the preferred fonts.

Colors used in the primary logo:

Navy: CMYK (100, 83, 42, 40) **PMS 282**  
Gold: CMYK (0, 30,100, 0) **PMS 123**  
Red: CMYK (0, 100, 100, 0) **PMS 185**

All vendors must properly match these colors in all printed materials.

As a rule of thumb, high-resolution images should be provided at 300dpi for print design or in low resolution at 72dpi for web and mobile design. High-resolution projects produce a larger file size but enable you to publish for both print and web.
**Department Letterhead**

Letterhead has been customized for each department and is located in the shared folder- subfolder letterhead. No other letterhead is acceptable.

Header-
(sample)

![Belen Jesuit Preparatory School Logo](image)

The primary logo is flushed left and the name of the school is wrapped to the right center of the logo all in caps using typeface **Trade Gothic LT Std Bold Extended** and Color: RGB (12, 45, 78); CMYK (100, 83, 42, 40) | Size: 15.75 pt.

The subhead: Educating young men since 1854 in the tradition of St. Ignatius of Loyola is in sentence case using typeface **Trade Gothic LT Std Condensed No. 18** and Color: RGB (0, 87, 155); CMYK (98, 72, 10, 1) | Size: 13 pt

A solid blue line is inserted beneath the tag line. The department name should be identified beneath the solid line using typeface Calibri at size 12 and color: RGB (12, 45, 78); CMYK (100, 83, 42, 40)

*The default font set for the body text on the letterhead is **Calibri** (Size: 12 | Color: Black).*
Letter Envelopes

The official design for envelopes includes the Primary School logo.

Logo is placed 0.5 inches from border.

0.312 inches from the top
Trade Gothic LT Std Bold Extended, size 10

Trade Gothic LT Std Condensed No. 18, size 8
E-mail Signature

Every member of the Belen organization is an ambassador to our community. E-mail is used more and more frequently as our main communication conduit, and your signature at the end of the e-mail should reflect the Belen brand.

- Do not add animations or any other image.

Email Signature Sample:

Please set your signature block as follows:

Your Name
Your Title

Belen Jesuit Preparatory School
500 SW 127 Avenue, Miami, FL 33184
Phone: XXX.XXX.XXX | Cell: XXX.XXX.XXX | Fax: XXX.XXX.XXX
<initial><lastname>@belenjesuit.org | www.belenjesuit.org

*Cell phone is optional.*
E-Mail Etiquette

Abide by common email etiquette standards when corresponding with parents, students or colleagues.

- Be informal, not careless.
- Keep messages brief and to the point.
- Use sentence case.
- Use the blind copy and courtesy copy appropriately.
- Do not sue email as an excuse to avoid personal contact
- Remember that email is not private.
- Be sparing with group e-mail.

- Use the subject field to indicate content and purpose.
- Do not send chain letters, virus warnings, or junk mail.
- Remember that your tone cannot be heard in e-mail.
- Use the approved signature template.
- Summarize long discussions.
**Business Card**

All **new** business cards issued to faculty or staff of Belen Jesuit Preparatory School will incorporate the B Jesuit logo and be comprised of the following elements:

- **Size:** 2”W x 3” H  
- **Stock:** Cougar opaque white  
- **80lb cover stock**  
- **Color:** CYMK (100, 83, 42, 40)  
- **Typeface:** Myriad pro (Bold, Regular)
Trademarks

The Belen Jesuit Preparatory School, Inc. trademarks are well-known and identifiable throughout the United States and around the world. The strength of the Belen Jesuit brand, through the hard work and dedication of its administration, faculty, staff, students, and alumni, are what sustain Belen’s prominence in the educational community.

Correct use of the Belen Jesuit trademarks is essential to maintaining the marks and protecting their value. All Belen Jesuit employees are responsible for making certain that the school trademarks are used within these guidelines to ensure the continued preeminence the Belen brand has achieved in the educational market.

Incorrect use of a trademark, even in school correspondence, unwittingly contributes to its vulnerability. Such failure to use trademarks properly may result in their becoming generic. Examples of trademarks which have become generic are aspirin, cellophane, kerosene, elevator, and escalator – all of which are now public property. These once powerful trademarks no longer serve the commercial needs of the original owners.

The following important rules of trademark use apply to all communication materials, including labels, advertising, literature, Internet and Intranet sites, exhibits, promotional items, correspondence, apps, etc. Because a particular usage is not discussed or expressly prohibited in these guidelines does not mean that it is approved by Belen Jesuit Preparatory School, Inc.

The guidelines discuss the most common questions and provide guidance for the use of Belen Jesuit’s trademarks. However, it is important to note that rules and requirements sometimes vary from case to case.

Please direct any questions of use not covered in these guidelines directly to the Director of Communications via e-mail at tmartinez@belenjesuit.org.
Trademarks: An Overview

A trademark includes any word, name, symbol, or device, or any combination used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of goods. Essentially, a trademark is a brand name.

There are basically two types of trademarks, registered and unregistered. An unregistered trademark is followed by the ™ symbol. A service mark may be identified by the ™ or the SM symbol.

A service mark is the same as a trademark, except it identifies and distinguishes the source of a service rather than a product.

A registered trademark is registered with the United States Patent and Trademark Office (USPTO). It is followed by the ® symbol.

According to the USPTO, registered trademarks provide advantages, such as:
• constructive notice to the public of the registrant’s claim of ownership of the mark;
• a legal presumption of the registrant’s ownership of the mark and the registrant’s exclusive right to use the mark nationwide on or in connection with the goods and/or services listed in the registration;
• the ability to bring action concerning the mark in federal court;
• the use of the U.S. registration as a basis to obtain registration in foreign countries; and
• the ability to file the U.S. registration with the U.S. Customs Service to prevent importation of infringing foreign goods.

Hence a registered trademark holds more protection than an unregistered trademark. It is worth noting, however that providing notice of a trademark, even if unregistered, is consistent with the rationale underlying proper
proper trademark use, and enhances a mark’s source-identifying function. Technically, providing notice of rights in unregistered marks is optional, but the prevailing wisdom is that such notice should be employed.

**Proper Trademark Use**

**Use of “Belen Jesuit” as a Trade Name and “BELEN JESUIT” as a Trademark**

In corporate literature, the term “Belen Jesuit” functions in multiple capacities. The most common use is a shortened reference to the formal corporate name, Belen Jesuit Preparatory School, Inc. In this context, Belen Jesuit is a *trade name* rather than a *trademark*, and the proper format is to capitalize the “B” and the “J” in the two separate words.

Example: Belen Jesuit  
**NOT:** Belen, belen jesuit, BelenJesuit, etc...

This term can also function as a trademark. This is most common when referring to services provided by the school such as the BELEN JESUIT™ Observatory, or the BELEN JESUIT™ Youth Missions. In this context, the words BELEN JESUIT should be in ALL CAPITAL letters and followed by the superscripted “TM” symbol.

Example: BELEN JESUIT™

Note: if “BELEN JESUIT” is used in front of another Belen Jesuit trademark, the TM symbol is only required on the second trademark.

Example: BELEN JESUIT WOLVERINES™ athletics
Use of Slogans

Belen uses a number of slogans in its advertising and marketing materials and may use slogans to describe some of its offerings.

Some trademark rights to the slogan may be acquired by using the slogan in commerce separate and apart from the trademark registration process. These marks are called “common law” marks and rights start to accrue when the slogan becomes distinctive and associated with a particular company.

When using an advertising slogan, the slogan should be treated and used in the same manner as a trademark. Do not use the slogan as running text in a sentence. Use slogans only for the products or services for which they were intended and use them consistently. For school-wide slogans – such as “One Night Only: Belen in the District™” for the 2012 Gala – refer to the Graphic and Style Guide.

Give Notice of Your Trademark Rights

Use the “TM” symbol on all trademarks except the BELEN JESUIT primary school logo and the BELEN JESUIT primary alumni association logo which use the Circle R “®.” The ™ or ® trademark notice symbols used following the trademark are a formal notice to the reader that Belen Jesuit is claiming trademark rights in them.

The ® symbol must only be used after federal trademark registration has been acquired.

Belen’s standard format is to use the “TM” symbol (in superscript) following all trademarks owned by Belen Jesuit, along with the appropriate corresponding ownership footnote, with the exception of Belen Jesuit’s federally registered trademarks, which will be marked with the ® symbol.

Example: BELEN JESUIT™ Tombola
The “TM” trademark notice symbol and the appropriate generic descriptor should be used with the trademark, as follows:

- After the most prominent use of the trademark, such as when used in headings, titles, etc.;
- Following the trademark the *first time the mark appears in each section of running text* in labeling, advertising copy, promotional material, literature pieces, electronic presentation materials, reports, and other printed or typed materials;
- The first time the mark is used on each page (or each field of vision for rolling text such as website pages).

Use the Circle R “®” symbol and the accompanying trademark ownership footnote line with the federally registered school logos. The BELEN JESUIT Primary School Logo and the BELEN JESUIT Primary Alumni Logo may be used without an accompanying trademark reference line on the following applications:

- Business cards
- Business letterhead
- Building signs
- Flags and banners
- Apparel and promotional items

The BELEN JESUIT Primary School Logo and the BELEN JESUIT Primary Alumni Logo may be used on business cards and business letterhead without the Circle R “®” symbol because of space requirements.

**Ownership Footnote**

Trademark notices as described above are used to identify the trademark. An ownership footnote should also be included to identify the owner of the trademark to the reader. Following are acceptable formats of trademark ownership footnotes.

- If only registered trademarks are used:
  
  [MARK] is a Registered Trademark of Belen Jesuit Preparatory School, Inc.
If only non-registered trademarks are used:

[MARK] is a Trademark of Belen Jesuit Preparatory School, Inc.

If both registered and non-registered trademarks are used:

[MARK] and [MARK] are Trademarks of Belen Jesuit Preparatory School, Inc.

Trademark Golden Rules

1. ALWAYS use a trademark as an adjective, accompanied by an APPROPRIATE noun. Do not use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. And do not abbreviate a trademark.
2. ALWAYS use the proper spelling and the proper trademark symbol. For the trademark symbol, the superscript or subscript mode is preferred, but if it is not available, use parentheses: (TM), (SM.), or (R).
3. ALWAYS use trademarks and brand names in the ways they were intended to be used. Do not use them for goods or services for which they were not originally intended. Do not alter them in any way. Do not make puns out of them or portray them in a negative light.

Proper Trademark Usage Rules Include:

- As with all other trademarks, the trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the trademark.
- Use the appropriate trademark symbols with each trademark.
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.
- Never hyphenate or abbreviate the trademark.
- Never incorporate the trademark or any part of the trademark into a third party's company name, product brand name, or model number.
Use of Belen Jesuit Trademarks by Third Parties

In most cases, approval for third-party use of Belen Jesuit trademarks will be given only with a formal executed license agreement. License agreements allow Belen Jesuit Preparatory School, Inc. to control the authorized use of its marks and the manner in which they are used. They also allow the school to maintain quality and control over the goods and services being offered under that brand name.

All inquiries as to third-party use of Belen trademarks should be made to the Director of Communications via e-mail at tmartinez@belenjesuit.org.

The Belen Jesuit Trademarks

Belen Jesuit Preparatory School, Inc. enjoys a longstanding and nationwide reputation for excellence in middle-school and high-school education including academic, athletic, and cultural events and services. As such, the Belen Jesuit brand has been continuously used in commerce since at least 1962 to identify and distinguish the services offered by Belen Jesuit Preparatory School, Inc. from those offered by other schools. The Belen Jesuit brand is represented in commerce by various trademarks (both common law and federally registered) and are owned by Belen Jesuit Preparatory School, Inc.

Non-Registered Trademarks

The Belen Jesuit family of trademarks includes many logos, words, and phrases that, while not registered with the USPTO, are used in commerce by Belen Jesuit Preparatory School, Inc. to identify and distinguish its services.

Non-registered trademarks MAY NOT be marked with the words "Registered in U. S. Patent and Trademark Office" or "Reg. U.S. Pat. & Tm. Off." or the letter R enclosed within a circle, thus (R).
Non-registered trademarks MAY be marked with “TM” or “SM”.

Logos displayed in the “Graphic and Style Guide” (with the exception of the two federally registered logos, above) should be designated with the “SM” marking (service mark).

Slogans and phrases should also be displayed with the “TM” or “SM” marking regardless of their graphical treatment (or lack thereof). These may include phrases such as BELEN IN THE DISTRICT™, etc...
Style Guide

Spell out the complete name, **Belen Jesuit Preparatory School**, on first reference. In subsequent references, “Belen” and “Belen Jesuit” are appropriate.

With proper authorization the **primary logo** can be used in all correspondence and in promotional material. This logo cannot be modified in any way; specifically, no art can be layered over the crest. The **secondary logo** is used exclusively on the school uniform.

Never substitute the “B” logo in a sentence; always spell out the name of the school.

The **wolverines** and “B” logo should be used in association with a sports team, athletic uniform, club, or promotional material. The only logo that can be modified, with proper authorization, is the **Crest Banner logo**. An approved Belen athletic team or club can request to have the banner customized. The colors used in any logo can never be inverted or changed unless using the approved greyscale version.

The **Official Belen Seal** has very limited use, primarily on official school documents, such as contracts, and academic diplomas. It may be used—with authorization—as a design element on certain ceremonial communications, such as formal invitations. The minimum size specification, at least .75" high, has been established to ensure the legibility of the seal. The art may not be altered in any manner.

The **primary alumni logo** can be used in any correspondence and promotional material originating from the Alumni Association. The **Alumni Class logo** can be customized to showcase your graduation year. No other properties of this logo can be modified.

All official Belen logos included in this guide are the property of Belen Jesuit Preparatory School and cannot be used without authorization.
The official colors of the school are noted in this guide and should be incorporated in all promotional material. The color scheme cannot vary.

Historic, generic, aerial photos are available upon request. Digital Video footage is also available upon request. Artistic renderings of future projects can be viewed online, www.belenjesuit.org/communications.

If you intend to create signage, brochures, posters for your department or club please contact the Director of Communications at 786.621.4173 to ensure that the design is compliance with the school’s standards and for an updated list of approved vendors/printers.