

SACRED HEART ACADEMY

GRAPHICS STANDARDS MANUAL



Updated June 2026

A brand or brand image can be defined as the “personality” of an entity or organization. It represents the relationship between the organization and its many audiences. The brand behind Sacred Heart Academy is represented by descriptors such as faith, community, and tradition.

In image and type, Sacred Heart Academy wishes to portray a consistent and relevant brand which clearly communicates the school’s academic mission and athletic achievements.

This graphic standards manual outlines appropriate use of the Sacred Heard Academy brand materials. All staff, volunteers, and outside contractors generating communications or printed materials of any kind must comply with these guidelines. Strict adherence is required to ensure brand integrity.

FOR MORE INFORMATION:

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Mt. Pleasant, MI 48858

(989) 772-1457
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ACADEMIC IMAGE

The Sacred Heart Academy academic image visually represents the tradition of excellence and the history of our organization. The colors are rich and the typography is strong. The bell tower is a beloved school image unique to the Academy and recognized by graduates, parishioners, and community residents.

The tagline “One Community, One Spirit, One Heart” reinforces a powerful message that students thrive academically and spiritually in a supportive pre-K through 12 environment.

The logo should always appear in this fashion and should never be manually altered.

The graphic portion (bell tower) should never be separated from the words, nor should alternate colors or fonts be used.

The tagline may or may not be used (see section on tagline use).

Production of advertisements, brochures, folders, certificates, banners, imprinted items/specialty items, and wearbales must be pre-approved through Sacred Heart Academy Administration Office

Allow 5-7 days for approval process.

SUBMIT REQUEST TO:
Sacred Heart Academy Administration
316 E. Michigan Street
Mt. Pleasant, MI 48858
Lroach@sha.net

ACADEMIC IMAGE

LOGO SPACING

The logo must never be reproduced smaller than 1.25” tall in either format (vertical or horizontal).



Always maintain at least 3/8” clearance (free space / white space) surrounding the image on all sides as shown below.



ACADEMIC IMAGE

CORRECT APPLICATIONS - VERTICAL

Please note correct and incorrect uses of the logo on this page and the next. Most importantly: do not alter the shape, colors, or fonts (typography) of the logo.



Grayscale Version



Reverse Color Version



ACADEMIC IMAGE

INCORRECT APPLICATIONS - VERTICAL

1



2



3



4



5



DON'T:

- 1. Change the logo colors.
- 2. Scale the logo disproportionately.
- 3. Make the logo too small.
- 4. Separate the bell tower from the rest of the logo.
- 5. Change the logo's font.

ACADEMIC IMAGE

CORRECT APPLICATIONS - HORIZONTAL

Please note correct and incorrect uses of the logo on this page and the next. Most importantly: do not alter the shape, colors, or fonts (typography) of the logo.



Grayscale Version



Reverse Color Version



ACADEMIC IMAGE

INCORRECT APPLICATIONS - HORIZONTAL

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- DON'T:**
- 1. Change the logo colors.
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ACADEMIC IMAGE

ACCEPTABLE COLORS

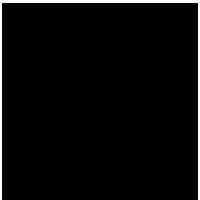
Spot Color (Pantone) PMS: 200 C

C: 15%
M: 100%
Y: 95%
K: 5%



Spot Color (Pantone) PMS: Black C

C: 0%
M: 0%
Y: 0%
K: 100%



TYPOGRAPHY

Primary font for use on letterhead, business cards, fax forms, other collaterals, etc.

Myriad Pro
Myriad Pro Bold
COPPERPLATE

Tagline Font
Dancing Script

ACADEMIC IMAGE

TAGLINE USE

One community, one spirit, one heart is a tagline used for messaging purposes. This tagline is a reminder to readers that Sacred Heart Academy is a vibrant organization, part of a larger Sacred Heart Parish, guided by the Holy Spirit and important because of each and every individual student, parent, teacher, staff, and graduate.

The tagline is used in marketing materials and is typically placed at center bottom, separated from the academic image. It is not used with the athletic image. The font is Dancing Script, never smaller than 12 point and either black or the indicated SHA red, PMS 200 C.

One Community, One Spirit, One Heart

ATHLETIC IMAGE

The primary athletic image uses a shamrock with the “Irish” in movement and the words “Sacred Heart Academy” underneath. This version should always be used in print materials.

THE VARIATIONS WITHOUT “SACRED HEART ACADEMY” IS

ALLOWED WHEN:

- Sacred Heart Academy is already prominently placed on the shirt or jersey and only the shamrock/Irish symbol is needed
- The space for the image is too small to legibly print the entire primary logo.
- For design purposes, one element of the primary image has been isolated.

AS A REMINDER, SACRED HEART ACADEMY ATHLETES ARE THE “IRISH”

- Not the “Fighting Irish”
- “Lady Irish” may be used for girls sports, however there shall be no change to the image (no bow, no skirt, no crown, no necklace)

Production of advertisements, brochures, folders, certificates, banners, imprinted items /specialty items, and wearbales must be pre-approved through Sacred Heart Academy Administration / Athletic Office.

Allow 5-7 days for approval process.

SUBMIT REQUEST TO:

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ATHLETIC IMAGE

CORRECT APPLICATIONS

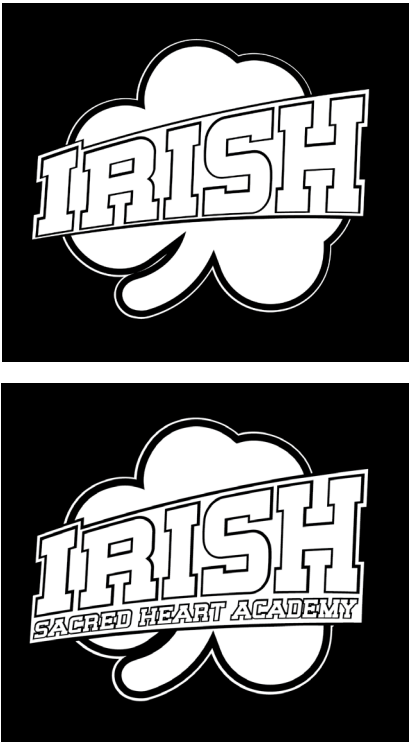
Please note correct and incorrect uses of the logo on this page and the next. Most importantly: do not alter the shape, colors, or fonts (typography) of the logo.



Grayscale Versions



Reverse Color Versions



ATHLETIC IMAGE

INCORRECT APPLICATIONS



- DON'T:**
1. Change the logo colors.
 2. Scale the logo disproportionately.
 3. Make the logo too small.
 4. Make the shamrock and the words in the logo off-center.
 5. Change the logo's font.

ATHLETIC IMAGE

ACCEPTABLE COLORS

Spot Color (Pantone) PMS: 200 C

C: 15%
M: 100%
Y: 95%
K: 5%

Spot Color (Pantone) PMS: 357 C

C: 90%
M: 45%
Y: 90%
K: 45%

TYPOGRAPHY
Primary font for use on printed materials and wearables.

SF BIG WHISKEY SC REGULAR
SF BIG WHISKEY SC BOLD

ATHLETIC IMAGE

TYPICAL USES

Football helmet



Football Jersey



Basketball Jersey



ATHLETIC IMAGE

TYPICAL USES

Golf Shirt



Baseball Cap



T-Shirt



DOWNLOADABLE FILES CAN BE FOUND AT:

https://drive.google.com/drive/folders/1OyOf_3H0leRg3AstOuzQbT_uZE1gLwS6?usp=sharing

Academic Color Horizontal

Academic Color Vertical

Academic Grayscale Horizontal

Academic Grayscale Vertical

Athletic Color IRISH

Athletic Color SHA IRISH

Athletic Grayscale IRISH

Athletic Grayscale SHA IRISH

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