BISHOP MONTGOMERY HIGH SCHOOL

BRAND & GRAPHICS GUIDELINES
Contents

Introduction 1.1
Approved Logos 2.1
Non-Approved Logos 3.1
Identity Enhancements 3.2
Approved Colors 4.1
Typography 5.1

Follow BMHS on Social Media
@BMHSKnights

5430 Torrance Boulevard • Torrance, California • 90503
310.540.2021 • www.bmhs-la.org
Introduction

The following manual provides you with the proper guidelines when utilizing Bishop Montgomery High School's logos, mascots, colors, fonts, and other graphics.

The elements include:
• Primary Logo
• Secondary Logo
• Mascot
• Official Colors
• Official Fonts

When referring to Bishop Montgomery High School, please use any of the following names:
• Bishop Montgomery High School
• Bishop Montgomery
• Bishop
• BMHS

Please refrain from referring to Bishop Montgomery as:
• Montgomery
• BM
Approved Logos

Creation, application, or any use of the Bishop Montgomery High School brand elements must conform to approved standards as authorized by Bishop Montgomery High School. Additionally, it is imperative that Bishop Montgomery brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Bishop Montgomery High School brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publically displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Bishop Montgomery High School.

*Electronic files of all logos are available in EPS, AI, and JPG. Original art should always be used when possible.

**USE**
- Official Bishop Montgomery documents
- Displays such as:
  - front of the school signage
  - diplomas, stationary, business cards, website homepage
- Apparel such as shirts, sweatshirts, jackets

**DO NOT USE**
- Apparel such as hats or team caps

Primary Logo

**USE**
- Bishop Montgomery documents as approved by Marketing Department

**DO NOT USE**
- Any BMHS apparel
- Displays such as:
  - front of the school signage
  - diplomas, stationary, business cards, website homepage

Primary Logo
No Mascot
Approved Logos

**Mascot**
- Interchangeable with primary logo
- All Bishop Montgomery clothing and apparel items

**Mascot Head**

**Secondary Logo - Knights**
- All Bishop Montgomery clothing and apparel items associated with male athletic programs

**Secondary Logo - Lady Knights**
- All Bishop Montgomery clothing and apparel items associated with female athletic programs

**Sword**
- Bishop Montgomery clothing and apparel items approved by the school
Non-Approved Logos/Identity Uses

Old BMHS Mascot logo

Old BMHS “M” logo

Old BMHS “M” logo (Vegas Gold)

Logo with “M” logo at bottom
Identity Enhancements

The following elements are approved, where applicable. All brand identity enhancements and variations are subject to approval by the Bishop Montgomery Marketing and/or Development Offices.

- Logo with Drop Shadow
- Transparent for effect
- Primary Logo with club, team, group name
- KNIGHTS
- Logo with sport-specific enhancement

Knight Head Enhancements

- All Gold
- Patriotic Blue
- Patriotic Red
- St. Patrick’s Day
- Breast Cancer
- Santa Hat
- Christmas
- Black & White
- Grey Outline
- All Black
Identity Enhancements

Alternate Color Schemes

The Bishop Montgomery brand elements can take on some alternative color schemes if desired and/or required. The color schemes should only be considered with the primary color combinations will not reproduce well for the background and/or medium.

Grey (or white) outline on back apparel or background

Mascot Head Outline
Approved Colors

Vegas Gold and Black are the official approved colors of Bishop Montgomery High School and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represents the approved colors for Bishop Montgomery’s brand identity. Vegas Gold and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White should only be used as a secondary accent color.

<table>
<thead>
<tr>
<th>OFFICIAL COLOR</th>
<th>PANTONE COATED</th>
<th>WEB</th>
<th>PROCESS (CMYK)</th>
<th>THREAD COLORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>VEGAS GOLD</td>
<td>PMS 467 C</td>
<td>#B99F3D</td>
<td>C=3 M=12 Y=34 K=10</td>
<td>Camel (Madeira - 1048)</td>
</tr>
<tr>
<td>BLACK</td>
<td>BLACK</td>
<td>#000000</td>
<td>C=50 M=50 Y=50 K=100</td>
<td>Black (Madeira - 1800)</td>
</tr>
<tr>
<td>WHITE</td>
<td>WHITE</td>
<td>#FFFFFF</td>
<td>C=0 M=0 Y=0 K=0</td>
<td>White (Madeira - 1801)</td>
</tr>
<tr>
<td>BROWN GOLD</td>
<td>PMS 4505 C</td>
<td>#97824B</td>
<td>C=13 M=23 Y=67 K=38</td>
<td>Brown Gold (Madeira - 1939)</td>
</tr>
</tbody>
</table>
Typography

The approved fonts include Serpentine and Helvetica. Serpentine should always be used for your school name with Helvetica used when identifying a sport, department, club or other secondary priority associated with the school.

**Serpentine**
SANS SERIF FONT

Serpentine is a contemporary sans serif display typeface. The light weight has some of the feel of a computer screen, while the medium and bold weights can be more versatile. This typeface has an uncommon ability to take on distinct personalities in its different weights, even though all three weights exhibit the same basic architecture. Serpentine is a very popular face for flyers and techno material.

**Helvetica**
SANS SERIF FONT

Helvetica is a Grotesque sans serif face, also classified as Lineal under the Vox-ATypI Classification Of Type. The strokes in Helvetica are monotone in weight and the overall forms of the typeface itself are based on Akzidenz-Grotesk, Helvetica is used primarily for body copy as well as display text.