The Office of Communications oversees all aspects of Mater Dei’s brand identity and messaging including school publications, the website, social media, and media relations. These brand guidelines help to ensure that all materials produced by the school are consistently branded, written, and produced.
The MD monogram and logotype is the identifier for Mater Dei High School. Please visit www.materdei.org/communications for high resolution files.

Outline version for full color applications
Typeface: Gotham Bold

Solid version for limited color applications
Typeface: Gotham Bold
Configurations

The Mater Dei High School logo exists in both a stacked and a horizontal version. Use of either the stacked or horizontal logos should be determined according to their suitability for the layout.
Minimum clear space is the area around the logo that must remain empty to preserve the integrity and visual impact of the logo.
Department/Program Logo

The MD monogram and logotype is the identifier for Mater Dei High School's departments/programs. Please visit www.materdei.org/communications for high resolution files.

Outline version for full color applications
Typeface: Eurostile Bold

Solid version for limited color applications
Typeface: Eurostile Bold
Department/Program Logo

Clear Space Requirement

Minimum clear space is the area around the logo that must remain empty to preserve the integrity and visual impact of the logo.
Mater Dei’s color palette is grounded in the traditions of our core principles of Honor, Glory, and Love.

**HONOR**
Gray, a color associated with wisdom, represents our rich tradition of excellence since 1950. Each generation of Monarchs understands the responsibility of honoring those who came before while lifting those who will come after.

**GLORY**
White represents the spiritual life of Mater Dei High School through prayer, sacraments, and service.

**LOVE**
Red represents love, compassion, and the true pride of being a Monarch. Red is the signature color of Mater Dei High School.
Color Palette

Pantone Matching System

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX Values for consistency across different media.

Mater Dei Red

PANTONE 200
CMYK 16 100 86 7
RGB 194 4 48
HEX C20430

Mater Dei Anthracite

PANTONE Cool Gray 11
CMYK 66 57 51 29
RGB 84 86 91
HEX 54565B

Mater Dei Gray

PANTONE Cool Gray 6
CMYK 36 29 28 0
RGB 168 168 170
HEX A8A8AA

Mater Dei White

White
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF
Consistent color usage is key to our identity. Below are acceptable full color combinations for the MD monogram for print, apparel and electronic applications.

**PANTONE 200**
PANTONE Cool Gray 6
White

**PANTONE 200**
PANTONE Cool Gray 6
White
Consistent color usage is key to our identity. Below are acceptable 2-color combinations for the MD monogram for print, apparel and electronic applications.
Letterhead and #10 Envelope

Provided are illustrations that demonstrate the correct usage of stationery for all programs and the business office. Contact communications@materdei.org for the electronic letterhead.

Mater Dei High School
1202 West Edinger Avenue, Santa Ana, CA 92707
(714) 754-7711 • @materdeimonarchs • www.materdei.org

No. 10 Envelope

Letterhead
Business Card

The official MD business card may be ordered through Administrative Services. Cost and quantity may vary. The business card order form is available through the MD Portal.

Production Specifications:
Paper Stock: 110# Ultra Digital Uncoated Cover
Front: PANTONE 200, PANTONE Cool Gray 6, PANTONE Cool Gray 11
Back: PANTONE 200, PANTONE Cool Gray 6

Name Badge

Name badges are ordered in batch quantities and costs vary with the number of badges ordered. Cost of badges are charged to the requesting department. Please contact communications@materdei.org to begin the process.
Email Signature

All Mater Dei High School employees are provided with a standardized email signature which cannot be customized or manipulated. The Office of Communications and Information Technology Department will assist employees with integration employee signatures.

To: Mater Dei High School Staff

Cc:

Bcc:

Subject: Mater Dei High School Email Signature

From: Monty Monarch

Message Size:

Hello,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


Amet massa vitae tortor condimentum lacinia quis vel eros. Vestibulum morbi blandit.

Regards,
Monty

Mater Dei High School

Monty Monarch '50, PhD
Director of People & Culture

Cell (714) 754-7711
Office (714) 754-7711
Email mmonarch@materdei.org

Mater Dei High School
1202 West Edinger Avenue
Santa Ana, CA 92707
www.materdei.org
Typography

Logo Fonts

Mater Dei High School’s logotype is set in Gotham Bold.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+='()

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+='()

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+='()

Program names in program-specific logos are set in Eurostile Bold Extended 2.

Eurostile Bold Extended 2 (Not to be used as body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&+='()

Eurostile Bold (Not to be used as body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&+='()

Eurostile Regular (Not to be used as body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%&+='()
Typography

Primary Fonts

Crimson Pro, Times New Roman, Open Sans, and Helvetica can be used as body text in collateral, such as flyers, brochures, programs, etc.

Crimson Pro Regular (Used for digital/social media and web)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+=()

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+=()

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+=()

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+=()

Trade Gothic Condensed No. 18 (Not to be used as body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+=()

Trade Gothic Bold Condensed No. 20 (Not to be used as body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+=()

Serpentine Bold (Not to be used as body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%&+=()
Typography
Business Correspondence

Helvetica, Arial, Calibri, Crimson Pro, and Times New Roman can be used as body text in business correspondences, such as letters and emails.

PREFERRED SANS SERIF FONTS

Helvetica
Helvetica Regular
*Helvetica Oblique*
Helvetica Bold
*Helvetica Bold Oblique*

Arial
Arial Regular
*Arial Italic*
Arial Bold
*Arial Bold Italic*

Calibri
Calibri Regular
*Calibri Italic*
Calibri Bold
*Calibri Bold Italic*

PREFERRED SERIF FONTS

Crimson Pro
Crimson Pro Regular
*Crimson Pro Italic*
Crimson Pro Bold
*Crimson Pro Bold Italic*

Times New Roman
Times New Roman Regular
*Times New Roman Italic*
Times New Roman Bold
*Times New Roman Bold Italic*
Examples of What Not to Do

Following are examples of inappropriate usage of identity elements. When there is a question, please contact MD for assistance.

Do not outline the logo

Do not apply effects to the logo

Do not slant or rotate the logo

Do not distort the logo

Do not overprint on the logo

Do not use the logo as an alphabet

Do not enclose the logo

Do not embellish the logo

Do not place the logo over complex background

Do not place the logo over divided background

Do not place the logo over unspecified color palettes

Do not place the logo over busy imagery
Fan Apparel

Any fan apparel must receive approval prior to ordering. Please visit www.materdei.org/communications.

Definition:
MD branded apparel worn by parents, students and fans, including:
- Polos.
- T-Shirts.
- Sweatshirts.
- Jackets.
- Hats.
- Commemorative designs require special approval. Send request for use at communications@materdei.org.

Requirement:
Color of Apparel: Red, White, Gray, or Anthracite. BLACK IS NOT PERMITTED.

Fan Merchandise

Any fan merchandise must receive approval prior to ordering. Please visit www.materdei.org/communications.

All fan merchandise including:
- Mugs.
- License plates.
- Bags.
- Pens.
- Notebooks.
- Stuffed animals.
- Ornaments.
- Car stickers.
- Rally towels.
- Campus artwork.

Requirement:
Color of Fan Merchandise: Red, White, Gray, or Anthracite. BLACK IS NOT PERMITTED.
Car Stickers

See pages 6 and 7 for information on displaying department/program names. Contact communications@materdei.org for ordering information.

Dimensions: 5.38" x 3.75" (W x H)
Colors: PANTONE 200, PANTONE Cool Gray 6
Team/Group Uniforms

All new team/group uniforms must receive approval prior to ordering.

Definition:
Game/competition apparel includes the following:
- Game Day and Sidelines. Allowed for on campus wear by students.
- Practice.
- Tournament shirts.
- Travel.
- Commemorative designs require special approval. Send request for use at communications@materdei.org.

Requirements:
- The MD logo must be visible on at least one piece of the team/group uniform.
- The Nike swoosh logo.
- Color of Apparel: MD Red, MD White, MD Gray, or MD Anthracite. BLACK IS NOT PERMITTED.

*It is appropriate to wear an American flag patch on the left or right sleeve, but this is not a requirement. When worn on the left sleeve, the union would appear towards the front and the stripes would run horizontally toward the back. When worn on the right sleeve, reverse the design so that the union is at the observer’s right to suggest that the flag is flying in the breeze as the wearer moves forward.
Embroidery & Screen Print Instructions
Team/Group Uniforms

All Garment Colors
- All RED or DARK GRAY (Nike Anthracite) garments must be embroidered in WHITE. Full color logo must include a WHITE fill (refer to page 10).
- All WHITE or LIGHT GRAY garments must be embroidered in RED. Full color logo must include a RED fill (refer to page 10). Match Nike Swoosh logo red color on garment whenever possible.

Position & Sizing for Tops
- Applications — Left or right chest — Always opposite Nike logo.
- Applications — Middle chest — Can be used only if the Nike logo is centered on the front or on the sleeve of the apparel item.
- MD Monogram must be a minimum of 2.5” wide.
- Overall dimension including lettering below the monogram must never exceed 3.75” wide.

Position & Sizing for Shorts
- Applications — Left or right lower hem — Always opposite Nike logo.
- MD Monogram must be a minimum of 2.5” wide.
- Overall dimension including lettering below the monogram must never exceed 3.75” wide.

Position & Sizing for Pants
- Applications — Left or right lower pocket — Always opposite Nike logo.
- MD Monogram must be a minimum of 2.5” wide.
- Overall dimension including lettering below the monogram must never exceed 3.75” wide.

MD Monogram must be a minimum of 2.5” wide. Overall dimension including lettering below the monogram must never exceed 3.75” wide.
Ordering Information

Branded Apparel & Merchandise

All MD branded apparel and merchandise must follow the process below. Please visit www.materdei.org/communications.

Step 1
Coach, Director, Moderator/Advisor provides the vendor with a copy of Mater Dei’s brand guidelines and official logo files to begin the order process. The vendor must be able to provide a W9 to Mater Dei’s Business Office.

Step 2
Vendor provides design proof to the coach, director, moderator/advisor.

Step 3
Coach, moderator/advisor sends proof (PDF or jpg) Integrated Marketing Team (IMT) for approval via the online approval form at www.materdei.org/communications. IMT meets every Tuesday and reviews all branding requests. Team will advise of any changes and/or approval.

Step 4
Coach, moderator/advisor sends the approved design and purchase order to the vendor for order fulfillment. (Only after the design is approved by IMT, coach, moderator/advisor complete Mater Dei Purchase Order (PO) request)

Step 5
Purchase Order must be accompanied by the approved IMT design and submitted to Accounts Payable. (PO received without an approved IMT proof will be returned to the requestor)

Step 6
Vendor fulfills orders and ships directly to the coach, moderator/advisor at Mater Dei High School.

Step 7
Vendor will invoice accounts payable in the business office for payment.

Step 8
Coach, moderator/advisor turns in shipment packing slips to accounts payable to initiate payment. Packing slips will serve as proof that the product is received.
Social Media

MD is on many social media platforms and it may change due to the ever-evolving nature of social media. Below are MD's main social media sites:

Facebook
https://www.facebook.com/MDHSMonarchs

Twitter
https://twitter.com/MDHSMonarchs

Instagram
https://www.instagram.com/materdeimonarchs

YouTube
https://www.youtube.com/materdei

LinkedIn
https://www.linkedin.com/school/mater-dei-monarchs

New Accounts

All new school social media accounts must be created through Mater Dei’s Office of Communications. Please direct requests to communications@materdei.org. A team member will follow up with the requester for additional information. It is not advised to assign a student as a social media account manager. Login credentials for all school accounts must be current and kept on file with the Office of Communications.

Official Program Identities

The following are examples of existing program identities. New programs or events need to be communicated and approved by Office of Communications.