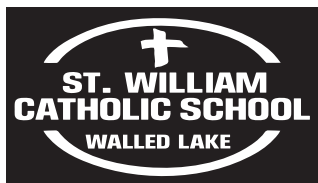




BRAND STANDARDS GUIDE

LOGOS

Primary Logo



Crusaders
Logo Mark
(embroidered)

CRUSADERS

Crusaders/School
Logo Mark
(screenprinted)

CRUSADERS

ST. WILLIAM
CATHOLIC SCHOOL
WALLED LAKE

Crusaders
Helmet



All logos should be used in white on dark colors, including hunter green, navy, black and dark grey. If the background is too light, such as white or light grey, the black version of the logo may be used.

FONTS

EUROSTAR BLACK (Font used in primary logo)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

KNEWAVE REGULAR (Font used in Crusaders logo)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

UNIFORMS



Primary oval and cross logo should be embroidered at 3 inches wide on the left chest of all uniform shirts from the approved vendor.

GYM UNIFORMS

Primary oval and cross logo should be screenprinted on all gym uniform items from approved vendor.

Logo is full front on t-shirts, left chest on jackets, at hip on pants and at hem on shorts.



SPIRITWEAR



Embroidery

Approved logo should be embroidered at 3 inches wide from approved vendor on all spiritwear.

If a brand logo is embroidered on the clothing already, the logo(s) should be moved to the opposite chest or sleeve.

Hats should have the oval and cross logo embroidered across the front.

Screenprint

Any approved logo should be screenprinted full front chest from approved vendor on spiritwear tees and hoodies.

