



JOHN PAUL  
THE GREAT  
CATHOLIC UNIVERSITY

# Brand Guide

# Introduction

The purpose of this document is to establish a clear and consistent visual and messaging framework that defines how JPCatholic's brand is represented across all platforms and communications. It serves as a comprehensive reference for internal teams and external partners, outlining key elements such as our logo usage, color palette, and typography. By adhering to these standards, we ensure that our brand identity remains cohesive, recognizable, and aligned with our core values, fostering trust and connection with the University's audience.

# Table of Contents

- 03 University Name
- 04 Logo
- 05 Logo Orientation & Variation
- 06 Logo Usage
- 07 Alternate Logos
- 08 Logo Spacing & Proportions
- 09 University Crest
- 10 University Seal
- 11 Brand Colors
- 12 Typography
- 13 Letterhead
- 14 Email Signatures
- 15 Mascot Logo

[Download Fonts & Logos](#)

# University Name

Because the nickname “JPCatholic” can be confused as the actual name of the University, the following guidelines should be used to keep it associated with the John Paul the Great Catholic University brand.

- The first instance of the University’s name in a document or article should normally be the full name: **John Paul the Great Catholic University**.  
*The logo may serve as this first instance.*
- The term **JPCatholic** may be established shortly after either:
  - Via context clues, or
  - By explicitly connecting it with parentheses: **John Paul the Great Catholic University (“JPCatholic”)**

✓	<b>John Paul the Great Catholic University</b>	<b>Full Name</b>
✓	<b>JPCatholic</b>	<b>Short Name</b> When used with a new audience, the short name should only be used after establishing our full name.
●	<b>jpcatholic</b>	<b>Lowercase Short Name</b> This format should not be used in normal writing. It is acceptable for portraying the University’s website <a href="http://jpcatholic.edu">jpcatholic.edu</a> , email addresses, or social media handles <a href="https://www.instagram.com/jpcatholic">@jpcatholic</a>
●	<b>JPCU</b>	<b>Unofficial Initials</b> These are not official initials for the University and should not be used in regular communications. They may be used sparingly in instances such as URL strings and Instagram handles for student clubs.
●	<b>JPCatholic University</b>	<b>Unofficial Initials</b> This is not an official nickname of the university, and should not be used in normal writing and speech. Exceptions might be made for certain merchandise products.
✗	<b>JPC</b>	These are not official initials for the University and should never be used.
✗	<b>JP Catholic</b>	There should never be a space in JPCatholic.
✗	<b>JP2 University</b>	Incorrect name - should never be used.
✗	<b>John Paul Second University</b>	Incorrect name - should never be used.
✗	<b>John Paul Catholic</b>	Incorrect name - should never be used.
✗	<b>JP the Great</b>	Incorrect name - should never be used.
✗	<b>etc.</b>	Please avoid any other incorrect usages of the University’s name.

## Logo

JPCatholic's logo draws inspiration from our namesake, Pope Saint John Paul the Great, featuring his papal crosier within the crest. As a leader, writer, theologian, philosopher, and creative, JPPI's legacy continues to influence and shape our programs in Creative Arts, Business, and Humanities.

This crucifix represents the centrality of Christ to our purpose as an institution. It is set against the pages of a book to represent intellectual rigor and philosophical reasoning. As JPPI stated, *"Faith and reason are like two wings on which the human spirit rises to the contemplation of truth."*

The logo crest is set within the shape of a shield, invoking the rich history and longstanding traditions of the Catholic faith. It represents the University's role in providing a safe and supportive environment for students' holistic formation: intellectual, academic, spiritual, and formation for our mission to **Impact Culture for Christ**.



JOHN PAUL  
THE GREAT  
CATHOLIC UNIVERSITY

## Logo Orientation & Variation

There are two orientations of the logo, and two color variations. Changing the color of the logo from the official versions is not allowed.

### Horizontal Logo

Primary version of the logo, to be used in most cases.



**Logo for Light Background (name in red)**  
Do not use this version of the logo on dark backgrounds, in order to maintain good contrast.

### Logo for Dark Background (name in cream)

This version of the logo is primarily used for use on a red background.



### Vertical Logo

Alternate version of the logo that may be used when needed to fit within a more vertical space.





## Logo Usage: Choosing Light or Dark

When choosing the light or dark version of the logo, please prioritize good contrast and readability with the background. The logo will normally appear on a white or red background, with flexibility to appear on other brand colors or neutral shades. The logo should rarely ever be used on colors that depart radically from our brand colors.



## Alternate Logos

### Grayscale Logo

Printing in grayscale is preferred to using a monochrome logo, but should only be used when full-color printing is not available.



### Monochrome Logo: Black on White

For certain projects such as engraving our logo on a light background, this customized version of our logo should be used.



### Monochrome Logo: White on Black

For certain projects such as engraving our logo on a dark background, this file should be used.



## Logo Spacing & Proportions

The logo should have room to breathe, allowing enough space between it and the next element to retain its strength. The 'O' in "JOHN" is a good measuring unit for eyeballing the minimum spacing requirement for most use cases.

✓ Sufficient space around logo, as measured in the box on the right



✗ Insufficient space around logo – too close to the edge



✗ The logo should never be distorted from its original proportions.



✗ The logo should never be distorted from its original proportions.



✗ The logo should not normally be placed at an angle





## University Crest

The crest is the key element of our logo: a shield shape containing a crosier on an open book. The crest may sometimes be used as a standalone design element, with the following guidelines in mind:

- If separating the crest from the rest of the logo, there should be a compelling design reason or logistical purpose for doing so.
- In general, separating the crest from our logo is more acceptable for internal audiences (students, parents, alumni) who are already familiar with JPCatholic's brand. It is not advised to use the crest as a standalone design element when reaching external audiences who are unfamiliar with the brand, since it is a missed opportunity to communicate the name of our school.
- The crest appearing as a standalone design element may be more acceptable if the full logo also makes an appearance within the same design piece.
- The crest may be used standalone as a profile image for the university's social media accounts, since it is accompanied by our full name on our profile.
- The crest may sometimes be separated from the text of our logo, to be used with the word "JPCatholic" - however, this is primarily limited to merchandise, and should only be done with approval from JPCatholic's design team. Great care should be taken to maintain professional typography and avoid the appearance of an alternate logo.



The crest should not be separated from the text of our logo, only to be paired with a different type treatment of "John Paul the Great Catholic University."



**JOHN PAUL THE GREAT  
CATHOLIC UNIVERSITY**



**JOHN PAUL  
THE GREAT  
CATHOLIC UNIVERSITY**

## University Seal

The JPCatholic seal is not our logo, and it is meant to be used less frequently. It is primarily used for formal university occasions and documents:

- Diplomas
- Commencement Ceremony
- Conferences
- etc.

Similar to the logo, there are two versions of the seal, for use on light or dark backgrounds.



# Brand Colors

JPCatholic's primary color is red. Our color palette also includes neutral beige and gray tones, with teal as an accent color.

These colors form the foundation of our brand, but additional colors and shades will be employed for specific situations. This may include sub-brands created by the university.

When employing these or other colors on university collateral, please adhere to best practices in design, particularly maintaining good contrast and selecting good pairings in accordance with color theory.

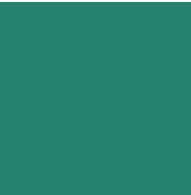
## Primary Colors



**Dark Red**  
CMYK 0 100 93 42  
RGB 147 0 11  
HEX # 93000b  
PMS 187 C



**Tan**  
CMYK 0 9 27 13  
RGB 223 202 162  
HEX # dfcaa2  
PMS 467 C



**Teal Green**  
CMYK 72 0 14 49  
RGB 37 130 112  
HEX # 258270  
PMS 625 C

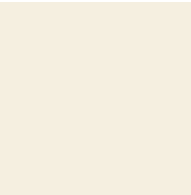


**Off-Black**  
CMYK 72 66 65 73  
RGB 33 33 33  
HEX # 212121  
PMS Neutral Black C

## Secondary Colors



**Red**  
CMYK 24 91 78 16  
RGB 1697 52 557  
HEX # a73439  
PMS 1807 C



**Cream**  
CMYK 0 3 9 4  
RGB 246 238 223  
HEX # f6eedf  
PMS 467 C



**Gray**  
CMYK 0 0 0 67  
RGB 85 85 85  
HEX # 555555  
PMS Warm Gray 10 C



**Light Gray**  
CMYK 0 0 0 44  
RGB 142 142 142  
HEX # 8e8e8e  
PMS 436 C

# Typography

For official print and digital content from the University, you should primarily use JPCatholic's official brand typefaces (download by clicking below).

If needed due to platform limitations, other suitable fonts may be used as a replacement. For example, Helvetica or Arial may be used as a replacement for Roboto in Keap emails.

Other typefaces may be used for special occasions, events, and sub-brands.

[Download Fonts & Logos](#)

## Headline H1

### Subheadline H2

#### Subheadline H3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

*“Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.”*

[www.jpcatholic.edu](http://www.jpcatholic.edu)

## Source Sans Pro Bold

Size: 28-32pt

### Roboto Bold

Size: 16-18pt

Do not use red for the subheadline if the headline red.

### Roboto Bold

Size: 10-12pt

### Roboto Regular

Size: 9-12pt. Please use +3-4 from the font size for the leading. For example, if you use 9pt, leading would be at least 12.

### Libre Baskerville Italic

This typeface may be used for pull quotes, alternative headlines for special occasion, etc.

### Roboto Bold

Size: 9-12pt and underlined is optional. The font size is usually inherited from the paragraph (body) text's size.

# Letterhead

If staff need official letterhead, they may obtain it from the SVP of Administration or Office Manager.

A digital version of the letterhead (Word/Pages template) is also available for staff as needed. Please contact the Creative Director.



**JOHN PAUL  
THE GREAT**  
CATHOLIC UNIVERSITY

Month DD, YYYY

First Name, Last Name  
123 Address  
City, ST 12345

Greeting,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi in erat et enim cursus sagittis. Suspendisse vel viverra mauris. Curabitur accumsan, ante in vestibulum dignissim, ligula nunc tincidunt lacus, non euismod sem neque at arcu. Morbi pharetra fringilla est ac suscipit. Quisque gravida iaculis nunc ultrices mattis. Aliquam erat volutpat. Nulla varius iaculis justo in ultrices. Vestibulum ornare enim at rutrum semper. Pellentesque quis varius ex. Pellentesque vehicula commodo magna in pharetra. Vestibulum sodales ante est. Duis nibh massa, tincidunt vel posuere sit amet, tempor vel eros. Donec dolor risus, dictum nec risus eu, commodo efficitur est. Integer imperdiet pretium est ac porta.

Mauris at libero velit. Nam sagittis urna odio, ut euismod sem pharetra nec. Praesent non arcu nec nisl interdum consectetur vel vel eros. Aenean viverra rutrum diam eu dapibus. In hac habitasse platea dictumst. Nunc tincidunt tellus nulla. Vivamus ut malesuada justo, id fermentum mi.

Phasellus in consectetur elit, id fringilla neque. Ut lorem lorem, facilisis in justo et, malesuada finibus odio. Fusce aliquet sapien vitae felis imperdiet dapibus. Duis bibendum neque urna, id vulputate orci accumsan nec. Nunc vel ultricies leo, suscipit vulputate tellus. Praesent sit amet metus erat. Ut commodo feugiat lacus eget laoreet. In vulputate urna quam, posuere blandit ipsum finibus in. Sed pretium sem nunc, quis ullamcorper tortor fringilla et. Vivamus in quam magna.

Sed vestibulum non quam sit amet aliquet. Cras et faucibus velit. Sed convallis, nisl semper porttitor faucibus, erat leo fringilla tellus, quis venenatis tellus massa ultricies mauris. Nunc erat magna, vehicula sit amet elementum at, maximus at ligula. Ut sit amet justo tincidunt, imperdiet orci at, bibendum ipsum. In vestibulum urna quis tortor dapibus, ut rutrum purus vestibulum. Vestibulum eu semper lorem.

Sincerely,

First Last  
 Title of Author

220 West Grand Avenue • Escondido, California 92025 • 858-653-6740 • [www.jpccatholic.edu](http://www.jpccatholic.edu)

# Email Signatures

In order to maintain professionalism and consistency with JPCatholic's brand, please use the formatting shown on this page for your official University email signature.

Font: Aptos 12pt

Main Text: Black #000000

Hyperlinks: Teal #258270

[See instructions for changing email signature in Outlook](#)

## Additional Guidance:

- Please refrain from using logos or other graphics in your email signature.
  - They increase file size and can appear as attachments
  - They may not appear correctly if the recipient is using Dark Mode
- Your signature should not include tag lines or quotes.
- Your signature should not include a street address unless you frequently host visitors.
- Additional links may be used if needed for your particular role (e.g. a booking link to schedule a call)

### Minimal signature

#### Jane Doe

Assistant Director of Email Guidelines  
John Paul the Great Catholic University  
858-653-6740  
[jdoe@jpcatholic.edu](mailto:jdoe@jpcatholic.edu)  
[www.jpcatholic.edu](http://www.jpcatholic.edu)

### Signature with multiple phone numbers

#### Jane Doe

Assistant Director of Email Guidelines  
John Paul the Great Catholic University  
Office: 858-653-6740 ext. 1234  
Direct: 858-653-6740  
[jdoe@jpcatholic.edu](mailto:jdoe@jpcatholic.edu)  
[www.jpcatholic.edu](http://www.jpcatholic.edu)



## Mascot Logo

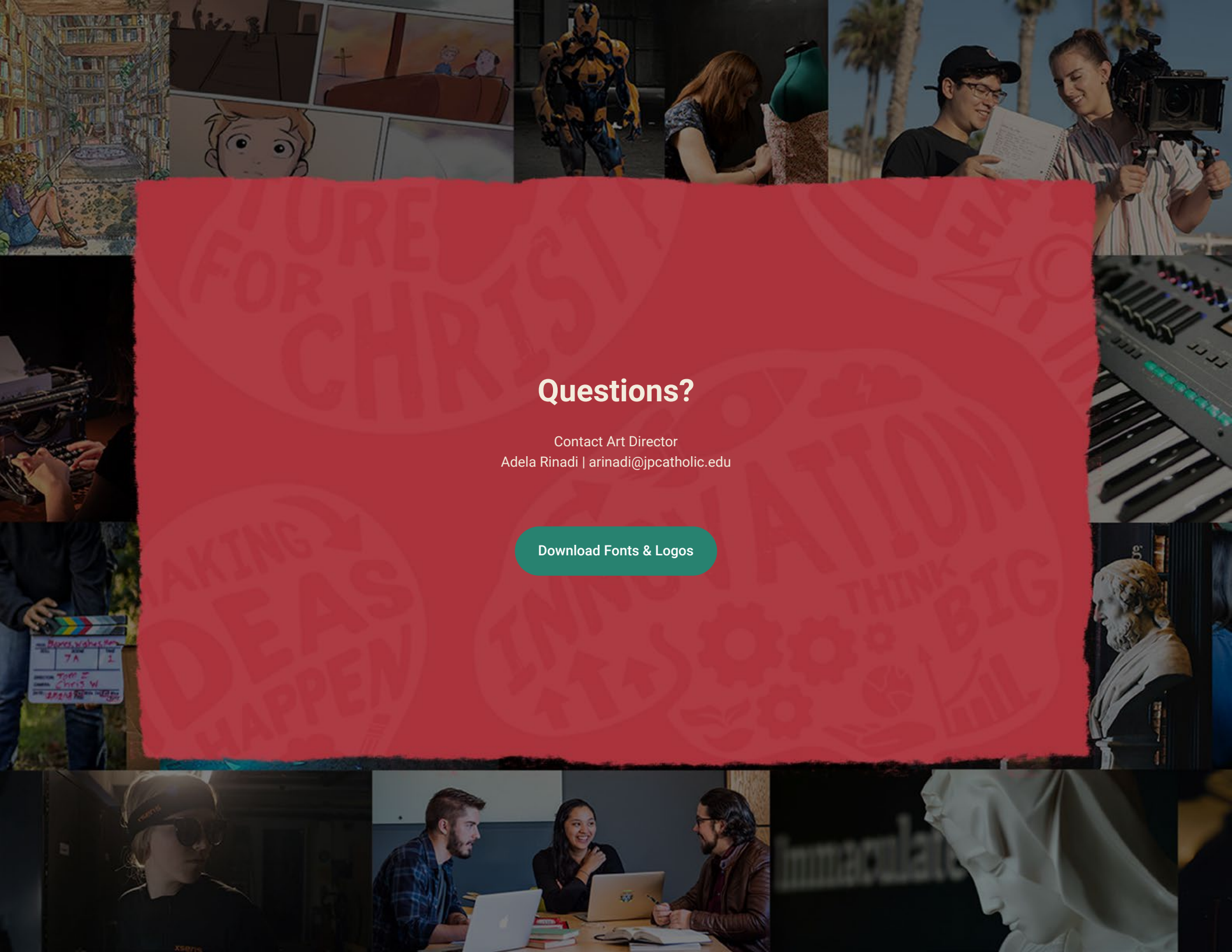
### "Pelly the Pelican"

JPCatholic's inaugural class voted a Pelican as the University's mascot in 2006. The mascot was later given the name Pelly. Please note these usage guidelines for the official Pelly mascot logo:

- The mascot logo should not be used as a primary identifier.
- It should not be used in formal communication.
- It is primarily intended as an icon for school spirit and student life.

Other renditions of pelican artwork may also be used in University materials and decor.





## Questions?

Contact Art Director  
Adela Rinadi | arinadi@jpcatholic.edu

[Download Fonts & Logos](#)