



Branding Guide

Colors

		
PANTONE® 11-0109 TSX Cappucino Foam	PANTONE® 11-0604 TCX Gardenia	PANTONE® 14-0114 TCX Celadon Green



Fonts

Beth Ellen

Bakerie



Font Usage

Beth Ellen is the font for your brand, and the main font used in your logo. When you refer to your brand by name, use Beth Ellen to create an association with that font and your brand.

Bakerie is the subheading font, and should be used for the bulk of the copy.



Emblem



*A simple, dainty stitched Lily,
inspired by the purity, strength, and
femininity of the faith-filled women
who have come before us.*

St. Joan of Arc

Our Lady of La Leche

Our Lady Undoer of Knots

Pray for us

Logo versus Emblem

When deciding whether to use your logo or emblem, consider the logo to be your school and the emblem to be your mascot. When appropriate, use the whole logo to refer to the brand as a whole, but use the emblem to reference your brand without the bulk of the whole logo.

