Holy Spirit Catholic School Division

Brand
Guidelines

Holy Spirit
CATHOLIC SCHOOL DIVISION

...where children are *Cherished*
and achieve their *Potential*

Created by: Anamaria Turuk
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Our Vision

Christ-centred learning communities where students are cherished and achieve their potential.

Our Mission

We are a Catholic Faith Community, dedicated to providing each student entrusted to our care with an education rooted in the Good News of Jesus Christ.

Guided by the Holy Spirit, and in partnership with home, parish, and society, our schools foster the growth of responsible citizens who live, celebrate, and proclaim their faith.

Our Catholic Faith is the foundation of all that we do.

Our Values

All God's Children. Excellence in Learning. Sacramentality. Our Collaboration Community. Ministry. Stewardship

All God's Children: We believe every person is a gift. We nurture each individual's spiritual, moral, and creative potential in a community that honours diversity and provides a safe, welcoming sanctuary.

Excellence in Learning: We seek excellence in all things, empowering students to become who God created them to be. We grow together as learners and professionals, always striving for continuous improvement.

Sacramentality: We see the sacred in all things. Through prayer, liturgy, fellowship, and service, we celebrate God's presence and model Christ's love to the world.

Our Collaborative Community: Education is a shared journey. We work hand in hand with families, parishes, and communities, listening with openness and acting with respect.

Ministry: Our schools are a ministry of faith. We serve with devotion, foster spiritual growth, and witness daily to the Gospel values of Jesus Christ.

Stewardship: We are caretakers of God's creation and the trust placed in us. We use our resources wisely, lead with integrity, and act with openness and accountability.

Board Strategic Priorities 2023 - 2026

Strengthening of Catholic Faith

We foster a Catholic worldview of reflection, service and sacramentality. Our staff and students demonstrate knowledge of faith and commit to faith development while we create Communities of Accompaniment in our schools and school division.

"In the same way, let your light shine before others, so that they may see your good works and give glory to your Father in heaven."
(Matthew 5:16)

Living Our Truth and Reconciliation

Our First Nations, Métis and Inuit students will continue to see increasing success rates. We foster reconciliation through listening, accompaniment and recognition of the ongoing impacts of the past and we will deepen our understanding of our collective responsibilities as Treaty People.

"These are the things that you shall do: Speak the truth to one another, render in your gates judgments that are true and make for peace."
(Zechariah 8:16)

Belonging in Our Diverse Community

We will assist students in navigating various pathways of support. We provide programming and support for student and staff well-being while celebrating and respecting all cultures and ethnicities in our schools.

"For surely I know the plans I have for you, says the Lord, plans for your welfare and not for harm, to give you a future with hope."
(Jeremiah 29:11)

Learning Through Quality Teaching

We prepare students for career pathways. All students demonstrate growth in literacy and numeracy and our schools reflect collaborative teaching and learning environments.

"May my teaching drop like the rain, my speech condense like the dew; like gentle rain on grass, like showers on new growth."
(Deuteronomy 32:2)

Our Logo

**The logo symbolizes a total Catholic education:
bold and modern.**

The Holy Spirit Roman Catholic Separate School Division was formed
December 30, 1994, through the voluntary regionalization of five Catho-
lic school districts in Coaldale, Lethbridge, Picture Butte, Pincher Creek,
and Taber. On September 1, 2014, the Bow Island Catholic School
District also joined the Division.

When the full legal name is not required, it is appropriate to use:
Holy Spirit Catholic School Division.
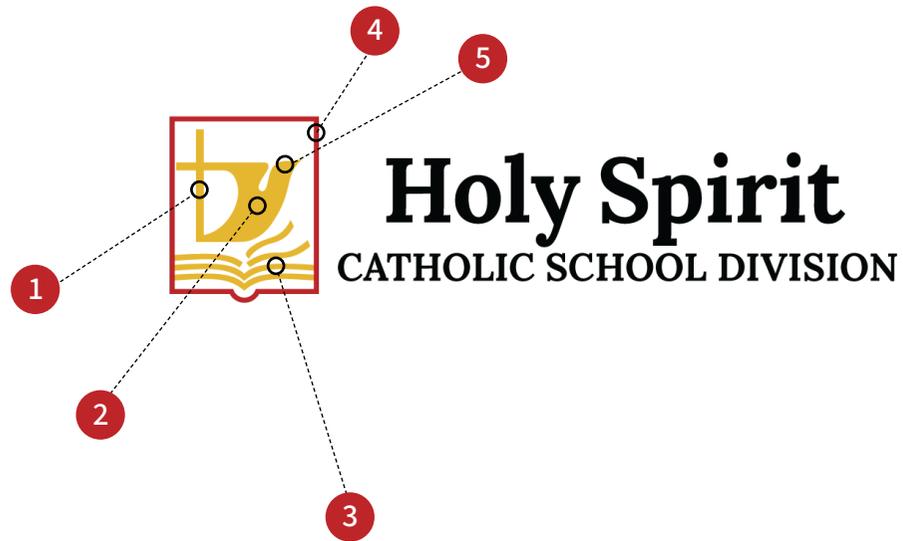
1 The cross symbolizes our Faith; our existence as a Catholic school
system.

2 The dove symbolizes the Holy Spirit; working together in Catholic
education, overseeing our lives.

3 The book represents education; the pages ever-turning and
dynamic. It also represents the prairies as they rise into the hills.

4 The crimson red is associated with Pentecost, and thus the Holy
Spirit, within our Catholic faith.

5 White and golden yellow symbolize the innocence and preciousness
of our children.

Golden yellow also speaks to Holy Spirit's fiery power to purify
and provide light.

Together, these colours symbolize our efforts as educators to provide
illumination and enlightenment to our students academically and
spiritually; endeavouring to make them the best versions of them-
selves, as God has created them to be.

Logo Versions

Primary Horizontal Version

The full-colour horizontal logo is our primary logo and can be used with the wordmark in black or white, depending on the background for optimal visibility.

Note that the white field between the symbol's red frame and the golden dove/book is always included.

Secondary Vertical Version

The full-colour horizontal logo is our primary logo and can be used with the wordmark in black or white, depending on the background for optimal visibility.

Note that the white field between the symbol's red frame and the golden dove/book is always included.

Black Version

For use in one-colour printing or in black and white application.

White Version

For use on coloured or dark backgrounds or for one-colour promotional items.

Inverted Version

For use on very dark backgrounds that provide enough contrast for the coloured logo icon.

Symbol Alternative

Not a primary option, but the division's symbol may be used without the wordmark if the school division's name is already clearly displayed elsewhere on the design.

Consistency is Key

Our logo and brand graphics are a key part of the Holy Spirit Catholic School Division identity.

The logo must never be altered in color, proportions, design elements, or typeset. The logo must always be legible. Use the version with the highest visual contrast on the background and ensure high-resolution files are used to avoid pixelation or distortion.

Approved versions of the logo are provided for print, digital, and social media materials. Contact the Communications Coordinator for the correct high resolution version.

✅ **DO** use the full colour logo on its own when creating new materials.

✅ **DO** leave enough protected space around the logo.

✅ **DO** use the black (or white) version when a one-colour print is required

✅ **DO** use the white or inverted logo on darker backgrounds

❌ **DO NOT** stretch, distort or rotate the logo.

❌ **DO NOT** change the colour of the logo.

❌ **DO NOT** change the text or font of the logo.

❌ **DO NOT** use the logo on a coloured or busy background image that reduces legibility.

❌ **DO NOT** use only the symbol logo on its own when creating new materials.

❌ **DO NOT** place the logo in a white box or constrictive container.

Brand Colours

Our colours unify our visual identity and increase recognition of the Holy Spirit Catholic School Division.

Always prioritize primary colours for key elements, using secondary colours as accents. Consistent use strengthens our brand across all materials.
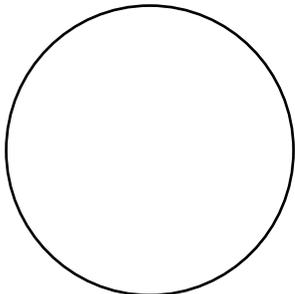
Primary Colours
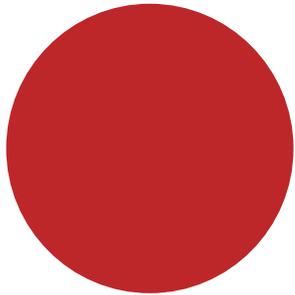
Bright/Deep Red
Pantone 2350 C
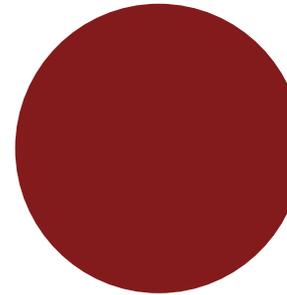CMYK 18/98/97/8
RGB 189/38/40
HEX #BC2628
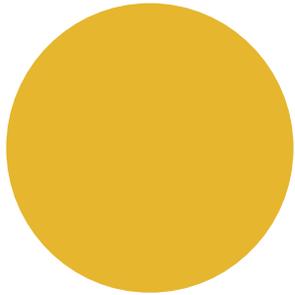
Goldern Yellow
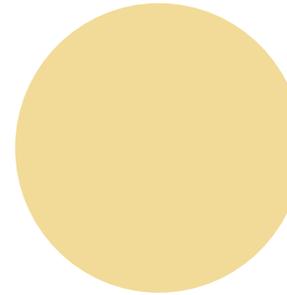Pantone 2007 C
CMYK 11/27/95/0
RGB 229/182/46
HEX #E5b62E

White
CMYK 0/0/0/0
RGB 254/254/254
HEX #FEFEFE

Secondary Colours

Deep Red/Burgundy
Pantone 1815 C
CMYK 29/98/95/35
RGB 131/27/28
HEX #831B1C

Light Golden Yellow
Pantone 155 C
CMYK 5/11/47/0
RGB 242/219/152
HEX #F2DB98
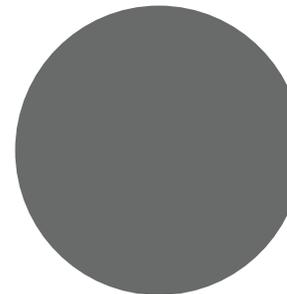
Grey
Pantone 6215 C
CMYK 59/50/50/18
RGB 105/105/105
HEX #696969

Brand Fonts

Consistent use of typography helps create a unified and recognizable look across all Holy Spirit Catholic School Division communications.

Both Lora and Source Sans 3 are open-source Google fonts and can be freely downloaded through Google Fonts.

Lora

Lora is used for headings and subheadings, providing an elegant and readable serif style that reflects our tradition and warmth.

If you do not have Lora installed in Microsoft programs, use Georgia instead.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz

Lora Bold
Lora Bold Italic
Lora SemiBold
Lora SemiBold Italic
Lora Medium
Lora Medium Italic
Lora Regular
Lora Italic

Source San 3

Source Sans 3 is used for body text and general content, offering a clean, modern complement to Lora.

If you do not have Source Sans 3 installed in Microsoft programs, use Arial or Aptos instead.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs TtUuVvWwXxYyZz

Source San 3 ExtraBold
Source San 3 ExtraBold Italic
Source San 3 Bold
Source San 3 Bold Italic
Source San 3 SemiBold
Source San 3 SemiBold Italic
Source San 3 Medium
Source San 3 Medium Italic
Source San 3 Regular
Source San 3 Italic
Source San 3 Light
Source San 3 Light Italic
Source San 3 ExtraLight
Source San 3 ExtraLight Italic

Website & Social Media

Our website and social media channels use consistent colour banding to visually organize information and reinforce brand recognition. Each colour has a specific purpose tied to the type of communication being shared.

These colour cues help viewers quickly identify the nature of each post or article.

Staffing Annoucements

We use the primary red banner colour to represent staffing annoucements. This includes new staff, poisition changes, retirments etc.

Website

Staffing Announcement
Mr. Aaron Skretting
Associate Superintendent of Learning
Holy Spirit Catholic School Division

Socials

Staffing Announcement
Mr. Aaron Skretting
Associate Superintendent of Learning
Holy Spirit Catholic School Division

Awards and Individual Celebrations

We use the secondary grey banner colour to represent award annouce-ments or individual/group celebrations.

Website

Share the Mission Recipient 2024/2025
Mr. Chris Hartman
Teacher
St. Francis Junior High School

Socials

Share the Mission Recipient 2024/2025
Mr. Chris Hartman
Teacher
St. Francis Junior High School

Event and Program Articles

We use the secondary red banner colour to represent event annouce-ments. This includes events, existing programs, new programs, charity.

Website

Opening Mass 2025

Socials

Opening Mass 2025

Important Information or Emergency Articles

We use the secondary light yellow banner colour to represent important updates or emergency notifications.

Website

Holy Spirit Catholic School Division
Clarifies Recent Media Coverage

Socials

Important Information

Holy Spirit Catholic School Division
Clarifies Recent Media Coverage

Writing in Our Voice

Wherever possible, please use the full name: **Holy Spirit Catholic School Division** in all communications, including website content, social media posts, newsletters, and promotional materials.

When writing about schools, the division, or job titles in a general sense, use lowercase (e.g., school, the division, communications coordinator).

Capitalize official names and a person's name when paired with their title (e.g. Anamaria Turuk, Communications Coordinator). This approach ensures clarity and consistency while distinguishing between general references and specific, official names.

No contractions: Write in full form to maintain a formal and professional tone.
Example:
Use "do not" instead of "don't."
Use "we are" instead of "we're."

Headings: Use Title Case for all headings and subheadings.
Example: "Staffing Announcement for St. Catherine School"

Punctuation: Follow Associated Press (AP) style for punctuation and general grammar.

Time Format: Use lowercase "am" and "pm" with a space after the number.
 Example: 1:00 pm or 12:30 am

Date Format: Use Month Day, Year (e.g., October 22, 2025) for all website and social media posts.
For graphics or limited space, abbreviated forms such as Oct 22 2025 may be used. Avoid numeric-only formats to ensure clarity and consistency.

Names and Titles: Include courtesy titles when referring to staff or individuals in communications.
Examples:
Mr. John Smith
Ms. Sarah Lee
Mrs. Rebecca Clarke

Consistent writing supports our shared voice, one that is respectful, professional, and rooted in the values of the Holy Spirit Catholic School Division.