



Brand Identity Guidelines



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Overview

Brand Motto

“In Veritate et Caritate”

Brand DNA

Vision

CJC: A place of excellence in learning and living.

- **Excellence** - striving for high standards in educating young people.
- **Learning** - enabling students to realize their potential academically, physically and spiritually
- **Living** - forming a person who is well-integrated into society

Mission

Building a Generation: In Truth & Love

- Imparting the knowledge necessary for young people to face the future confidently
- Respecting and affirming the value of human life
- Forming the conscience of our students in accordance with the principles of a Christian school in the Catholic tradition
- Enlarging their perspective so that they contribute meaningfully and responsibly to society with conviction

Values

- Truth
- Love

Brand Positioning

CJC is the pre-university educational institution that develops students holistically based on the broad Catholic principles of Truth and Love because it promotes student growth through a values-driven environment that balances between academic, character and spiritual development.

Our Promise: A CJC student will become a thinker with a mission, leader with a heart, which is the key to unlocking future success in the globalised and changing world.

Brand Personality

Veritate

- Ethical
- Knowledgeable
- Achievement-driven

Caritate

- Loving
- Warm
- Engaging

Brand Messaging

- **Primary:** In Veritate et Caritate | In Truth and Love
- **Secondary:** Thinker with a Mission, Leader with a Heart

Brand Identity

- Visual identity
- Tone of Voice

II. Brand Platform

Our brand is not our logo. It is the collection of meanings that people associate us with.

After comprehensive research conducted in 2011, we discovered that there were major perceptual gaps between how people saw us and how we saw ourselves.

To shape the perception people have of us, we must adopt a disciplined approach to communication. This includes the usage of a set of verbal and visual identity devices that are strategically developed to send out the intended messages and strengthen the intended perception of our brand.

The following pages in this section lay out our brand platform.

- 1. Brand Motto**
- 2. Vision and Mission**
- 3. Values**
- 4. Positioning**
- 5. Personality**
- 6. Messaging**

Brand Motto



The Brand Motto encapsulates who we are and what we do. It is the pole around which all elements of our brand platform are aligned.

Our Brand Motto is In Veritate et Caritate.

In Veritate et Caritate, or In Truth and Love in English, captures the essence of our brand. It is rooted in both our Catholic origins and the fundamental need of the society and our target audience to develop young people into leaders who are academically and socially primed so that they are able to embrace future challenges and contribute to the good of the society.

2. Vision and Mission

Our vision, “**CJC: a place of excellence in learning and living**”, captures our passion and reflects our Big Idea.

Excellence

Striving for high standards in educating young people

Learning

Enabling students to realise their potential academically, physically and spiritually

Living

Forming a person who is well-integrated into society

Our mission, “**Building a Generation: In Truth & Love**”, expresses the strategic approach we will adopt to realise our vision.

We cultivate in each young person the skills and attitude to embrace challenges wisely and courageously. We foster a community of excellence that pursues knowledge, upholds integrity, exercises leadership with compassion as acts of service to the world it finds itself.

Imparting the knowledge necessary for young people to face the future confidently

Respecting and affirming the value of human life

Forming the conscience of our students in accordance with the principles of a Christian school in the Catholic tradition

Enlarging their perspective so that they contribute meaningfully and responsibly to society with conviction

3. Values

Our values are derived from the core principle that we base all of our decisions and actions on: In Veritate et Caritate. This principle is the reason why we continue to exist and create value for our target audience and the society.

Our principle can be broken down into three values:

Veritate | “Truth”

We will continuously search for truth. Truth should not be approached from a narrow perspective; it encompasses academic and spiritual dimensions.

Caritate | “Love”

We have a concern for man. We are never islands of our own and we will always extend our hands to the other. It is this love that inspires and drives us in our search for truth.

4. Positioning



Brand positioning describes the distinctive position that our brand occupies in the competitive environment. Our intended position in the competitive environment is:

CJC is the pre-university educational institution that develops students holistically based on the broad Catholic principles of Truth and Love because it promotes student growth through a values-driven environment that balances between academic, character and spiritual development.

A CJC student will become a thinker with a mission, leader with a heart, which is the key to unlocking future success in the globalised and changing world.

5. Personality

Brands that connect with their target audiences emotionally have personalities that are differentiated and attractive to their target audiences.

Our brand personality traits describe how we want to be perceived by our target audience.

This helps to guide authors creating material on the College to adopt and communicate with the same tenor and identity for consistent branding.

Derived from “veritate” and “caritate”, the personality traits that shape the CJC voice are:

Veritate

Ethical: *We uphold integrity as it is the hallmark of sound moral and ethical principles.*

Knowledgeable: *We strive for knowledge which we know comes from education, experience and a lifelong pursuit for truth.*

Achievement-driven: *We aim high and strive to be the best in all we do.*

Caritate

Loving: *We readily show love and great care for our family, friends and society.*

Warm: *We are cordial and welcoming because we have social consciousness and the desire to serve and improve the world around us.*

Engaging: *We have a spirited character driven by love that translates into an aura that is charming and attractive.*

6. Messaging



Brand Messaging communicates our positioning in the pre-university education landscape.

Our core message is our college motto, **“In Veritate et Caritate”** in Latin, or **“In Truth and Love”** in English. Ideally, we should express our core brand message in Latin to communicate our Catholic roots. However, as our target audience may not read Latin, our core brand message may be accompanied by a translation when needed.

In many instances, we may use a secondary brand message that reflects our core message. Secondary brand messages should be tailored and touch on issues that the specific target audience segment cares about or needs answered. A good secondary brand message is **“Thinker with a Mission, Leader with a Heart”**.

Target audience segmentation: Effective communication begins with knowing our target audience. There are at least five important and distinct groups of target audience segments: Prospective Students and their Parents, Current Students and their Parents, Alumni, Prospective Staff, Current Staff. This segmentation will be useful in creating a secondary brand message.



Please observe with care
the things I show to you
and the things I say to you
and the things I do to you
and the things I think to you
and the things I feel to you
and the things I know to you
and the things I love to you
and the things I hope to you
and the things I dream to you
and the things I believe to you
and the things I trust to you
and the things I respect to you
and the things I honor to you
and the things I cherish to you
and the things I treasure to you
and the things I prize to you
and the things I value to you
and the things I treasure to you
and the things I prize to you
and the things I value to you

The things I see
the things I hear
the things I feel
the things I know
the things I love
the things I hope
the things I dream
the things I believe
the things I trust
the things I respect
the things I honor
the things I cherish
the things I treasure
the things I prize
the things I value

III. Logos

As the core elements of our visual identity, our logos are the entry points to our brand. They not only help people identify us but also express our brand personality and positioning.

When used consistently, our logos create the impression and deliver the message about what the College stands for, effectively. Our logos will also become increasingly effective in promoting and communicating our brand.

Our brand is visually identified by three logos. To ensure the usage of the correct logo in communicating to different people, review the logo usage segmentation carefully before developing any communication material.

1. Logo Usage Segmentation

2. The CJC Crest

- A. Clearance Space & Minimum Size
- B. Primary Colours
- C. Alternate Colours
- D. Background Control

3. The CJC & Flame Logo

- A. Clearance Space & Minimum Size
- B. Primary Colours
- C. Alternate Colours
- D. Background Control

4. The CJC Flame

- A. Clearance Space & Minimum Size
- B. Primary Colours

1. Logo Usage Segmentation

For the purpose of logo usage, our target audience is re-segmented into 3 tiers based on their extent of interaction and familiarity with our brand. The logo usage segmentation should be observed regardless of the formality of the activity or event.

Tier 1: The Society

This tier consists of all external target audience segments such as prospective students and their parents as well as prospective staff.

The CJC Crest must be present in communication materials sent to this tier because we want the people in this tier to become familiar with our complete logo.

Tier 2: The Family

This tier consists of internal target audience segments such as current students and their parents, current staff and alumni.

Either the CJC Crest or the CJC & Flame logo must be present in communication materials sent to this tier. As the people in this tier are familiar with the CJC brand, the CJC & Flame logo, a simplified version of the CJC Crest, may be used.

Tier 3: The Tradition

Similar to Tier 2, this tier consists of internal target audience segments such as current students and their parents, current staff and alumni.

The CJC Flame can only ever be used on its own in very exceptional cases, such as the college collar pin because of the size of the collateral as well as tradition.

Otherwise, the logo usage guidelines for Tier 2 should be applied to internal target audience segments.

2. The CJC Crest



CATHOLIC JUNIOR COLLEGE CREST

The principal symbol of Catholic Junior College (CJC) is the Holy Spirit. The Spirit of God, depicted by the dove, guides the College in every word, thought and deed.

The Spirit helps keep Christ alive, symbolised by the cross, in the CJC community so that we act 'In Truth and Love', in and beyond the College.

The College Motto, In Veritate et Caritate which means 'In Truth and Love,' speaks of its mission to nurture students who will be thinkers and leaders that uphold integrity, and are driven by the desire to serve and improve the world around them.

The College Flame reinforces the idea that the light of God, knowledge and wisdom must lead the way in doing that.

The Crest, in the shape of a shield, depicts the armour needed to guard ourselves from what is contrary to God's ways. It is clad in gold to signify how we treasure the College's Catholic identity and to remind us of the pursuit of excellence in learning and living.

1 St Ignatius of Loyola, (SpEx 230), "Love ought to show itself more in deeds than words."

2 CJC's core values are Integrity and Service.

3 In our college prayers, the college Flame is referred to as Eternal Light and/or Light of Christ, depending on the circumstances, aimed at creating a more inclusive environment. In the original 'old' crest, fire---one of the symbols for the Spirit---is depicted as tongues of fire descending on the apostles. (Acts 2:3-4) Not all 'biblical' fires or flames represent the Spirit. In the 'new' crest, the Spirit is portrayed by the dove. This Light shines in love (red), sacrifice (wheat/orange) and truth (yellow).

4 Eph 6:11

A. Clearance Space and Minimum Size

When placing the CJC Crest on any medium, a sufficient clearance space needs to be given to ensure visibility and impact. The minimum clearance space around the Crest is the height of the C letter in the “CJC” as illustrated.



The minimum height of the CJC Crest in all applications is 20mm. This is to ensure that the Crest retains its clarity and readability. When using the Crest for larger print, consideration must be given to the Crest’s size, ratio and resolution. Always use the vector file of the Crest to maintain the quality of print.





B. Primary Colours

When publishing the CJC Crest, the colours should be consistent. The preferred version of the Crest is the full-colour version as shown.



IN FULL COLOUR



CJC GOLD
Pantone 125C
C6 M32 Y100 K24
R181 G133 B0



CJC ORANGE
Pantone 173C
C0 M82 Y94 K2
R207 G69 B32



CJC RED
Pantone 1807C
C10 M93 Y71 K33
R164 G52 B58



CJC LIGHT YELLOW
5% Pantone Yellow C
C0 M0 Y5 K0
R255 G254 B242



CJC YELLOW
Pantone 116C
C0 M14 Y100 K0
R255 G205 B0





C. Alternate Colours

When full-colour version of the crest is not feasible, strictly use one of the monochrome variations illustrated.

One-Colour in Grayscale



One-Colour in Black and White



One-Colour in Reverse Black & White



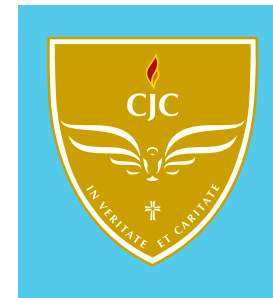
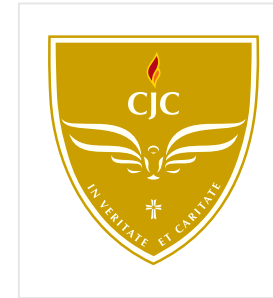


D. Background Control

The CJC Crest should be set against a white, blue or black background as illustrated, keeping in mind the minimum clearance space. This is to ensure the visibility of the Crest.

The Crest must not be set against background colours with either a high contrast or a similar tone to the CJC Gold.

Should there be any reason to deviate from the guidelines on background control, consult the CJC Corporate Communications team.





E. Improper Usage

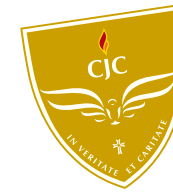
The examples on this page illustrate possible improper presentations of the CJC Crest. To ensure correct portrayal and consistent reproduction, always use the electronic artwork that has been provided by CJC Management.



✓ Correct CJC Crest



✗ Do not alter and use other colours which are not indicated in the guideline.



✗ Do not use the Crest at an angle.



✗ Do not use outlines.



✗ Do not scale the elements of the Crest.



✗ Do not redraw any elements of the Crest.



✗ Do not stretch and distort the Crest.



✗ Do not alter the position of the Crest elements.



✗ Do not use drop shadow.



✗ Do not use the Crest against a distracting background.

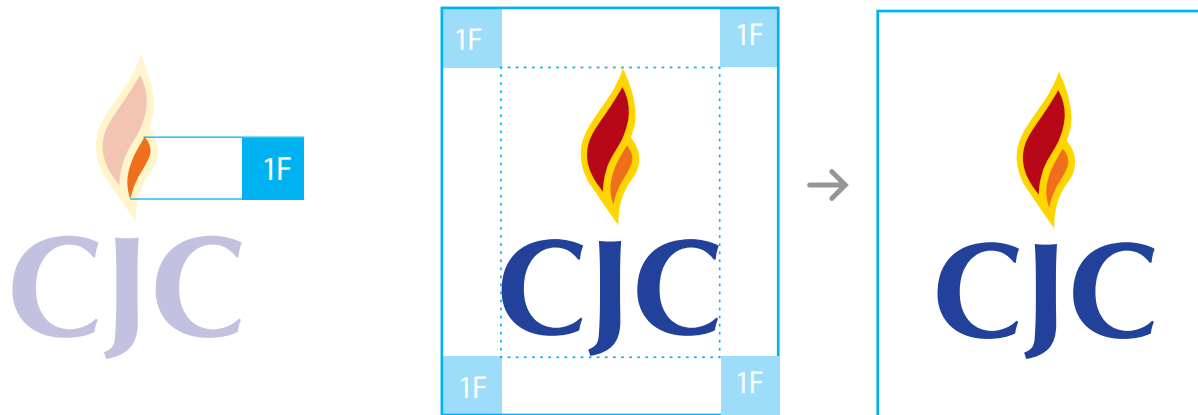
2. The CJC & Flame Logo





A. Clearance Space and Minimum Size

When placing the CJC & Flame logo on any medium, sufficient clearance space should be given to ensure visibility and impact. The minimum clearance space around the logo is the height of the orange flame as illustrated.



The minimum height of the CJC & Flame logo in all applications is 20mm. This is to ensure that the logo retains its clarity and readability. When using the logo for larger print, consideration must be given to the logo's size, ratio and resolution. Always use the vector file of the logo to maintain the quality of print.





B. Primary Colours

When publishing the CJC & Flame logo, the logo colours should be consistent. The preferred version of the logo is the full-colour version as shown.



CJC GOLD

Pantone 125C
C6 M32 Y100 K24
R181 G133 B0



CJC RED

Pantone 1807C
C10 M93 Y71 K33
R164 G52 B58



CJC YELLOW

Pantone 116C
C0 M14 Y100 K0
R255 G205 B0



CJC ORANGE

Pantone 173C
C0 M82 Y94 K2
R207 G69 B32



CJC BLUE

Pantone 2738C
C100 M92 Y0 K1
R6 G3 B141





C. Alternate Colours

When full-colour version of the CJC & Flame logo is not feasible, strictly use one of the monochrome variations illustrated.

One-Colour in Grayscale



One-Colour in Reverse Grayscale



One-Colour in Black and White



One-Colour in Reverse Black & White





D. Background Control

The CJC & Flame logo should be set against a white, blue, gold or black background as illustrated, keeping in mind the change in the colour of “CJC” in the logo and the minimum clearance space. This is to ensure the visibility of the logo.

The logo must not be set against background colours with either a high contrast or a similar tone to the colour of “CJC” in the logo.

Should there be any reason to deviate from the guidelines on background control, consult the CJC Corporate Communications team.





E. Improper Usage

The examples on this page illustrate possible improper presentations of the CJC and Flame logo. To ensure correct portrayal and consistent reproduction, always use the electronic artwork that has been provided by CJC Management.



✓ Correct CJC and Flame logo



✗ Do not alter and use other colours which are not indicated in the guideline.



✗ Do not use the Logo at an angle.



✗ Do not use outlines.



✗ Do not scale the elements of the Logo .



✗ Do not redraw any elements of the Logo.



✗ Do not stretch and distort the Logo.



✗ Do not alter the position of the Logo elements.



✗ Do not use drop shadow.



✗ Do not use the Logo against a distracting background.

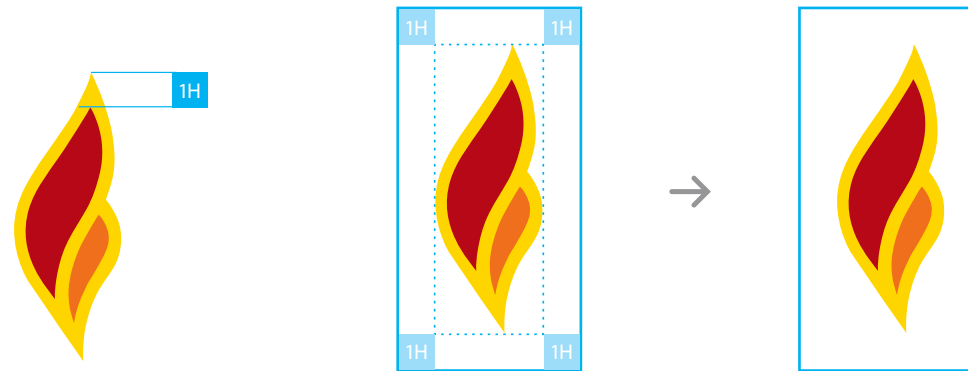
3. The CJC Flame



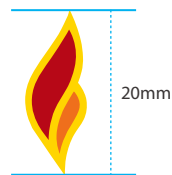


A. Clearance Space and Minimum Size

When placing the Flame logo on any medium, a sufficient clearance space needs to be given to ensure visibility and impact. The minimum clearance space around the logo is the height of the upper yellow tip in the as illustrated.



The minimum height of the Flame logo in all applications is 20mm. This is to ensure that the logo retains its clarity and readability. When using the logo for larger print, consideration must be given to the logo's size, ratio and resolution. Always use the vector file of the logo to maintain the quality of print.





B. Primary Colours

When publishing the Flame logo, the logo colours should be consistent. The preferred version of the logo is the full-colour version as shown.



CJC RED
Pantone 1807C
C10 M93 Y71 K33
R164G52 858



CJC YELLOW
Pantone 116C
CO M14 Y100 KO
R255 G205 BO













CJC ORANGE
Pantone 173C
CO M82 Y94 K2
R207 G69 B32





E. Improper Usage

The examples on this page illustrate possible improper presentations of the Flame logo. To ensure correct portrayal and consistent reproduction, always use the electronic artwork that has been provided by CJC Management.

 <p>✓ Correct CJC and Flame logo</p>	 <p>✗ Do not alter and use other colours which are not indicated in the guideline.</p>	 <p>✗ Do not use the Logo at an angle.</p>	 <p>✗ Do not use outlines.</p>
	 <p>✗ Do not scale the elements of the Logo .</p>	 <p>✗ Do not redraw any elements of the Logo.</p>	 <p>✗ Do not stretch and distort the Logo.</p>
	 <p>✗ Do not alter the position of the Logo elements.</p>	 <p>✗ Do not use drop shadow.</p>	 <p>✗ Do not use the Logo against a distracting background.</p>



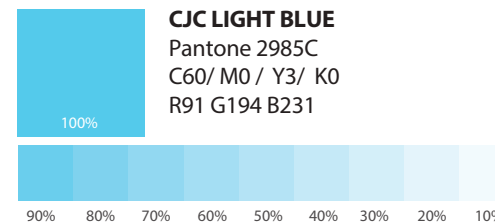
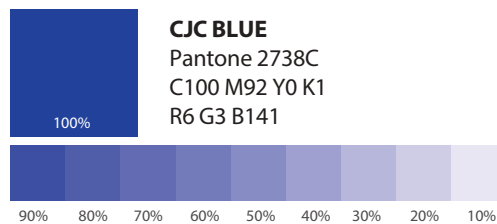
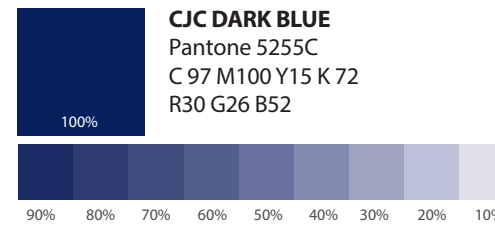
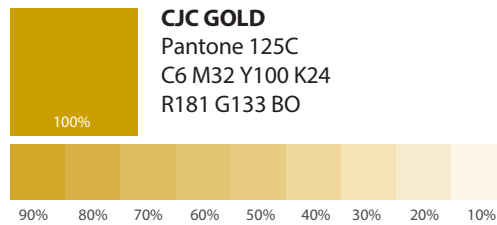
IV. Colour Palette

Consistent use of the colours from our colour palette is the most effective way for us to stand out from the competition. They not only help people identify us but also express the personality of CJC.

1. Primary Colours
2. Secondary Colours

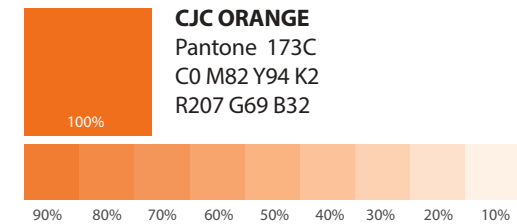
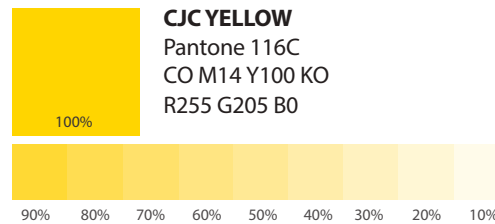
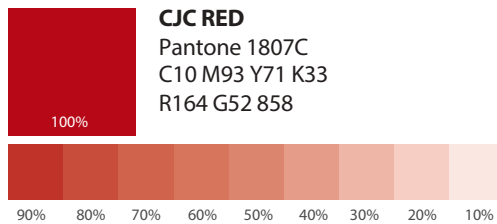
1. Primary Colours

Our primary colours are blue and gold. Blue symbolises truth, knowledge and intellect and gold symbolises illumination and wisdom.



2. Secondary Colours

Our secondary colours are red, yellow and orange. Red symbolises love and passion, yellow symbolises cheerfulness and orange symbolises enthusiasm and happiness.





V. Secondary Graphics

Communication materials for an educational institution should be customised according to the nature of the activity or to the nature of the relationship between the particular target audience segment and us.

Our secondary graphics are specifically designed to address this challenge, and thus, form an important part of our visual identity system.

In all applications, secondary graphics should not diminish the visual impact of our logos or interfere with their integrity; they are not secondary logos. They also should not affect or nullify the logo usage guidelines stipulated in this book.

1. The Stylised Flame

- A. Colours
- B. Cropping Guide

2. Colour Bar

- A. Primary Colours
- B. Alternate Colours
- C. Size and Proportion
- D. Improper Usage

1. The Stylised Flame

The Stylised Flame takes on an elegant persona. When not accompanied by the Colour Bar, it should be applied to formal communication materials and events (e.g. CJC alumni dinner).

The Stylised Flame may also be applied together with the Colour Bar. In these instances, the two secondary graphics should not be applied on the same page layout (i.e. both the secondary graphics should not be on the same page).

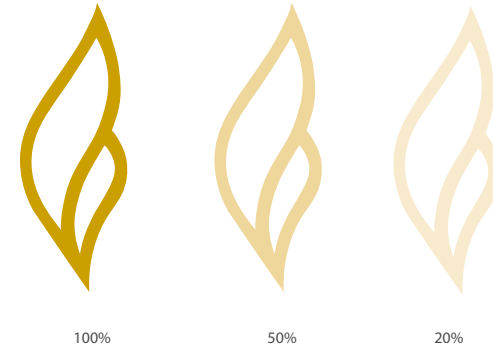
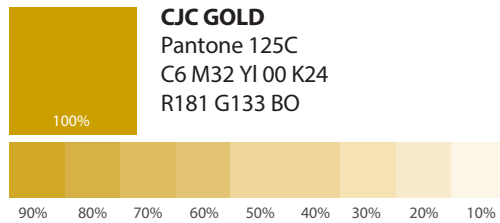
All applications of the Stylised Flame should be accompanied by our College Crest and be placed against a clean CJC Blue background.



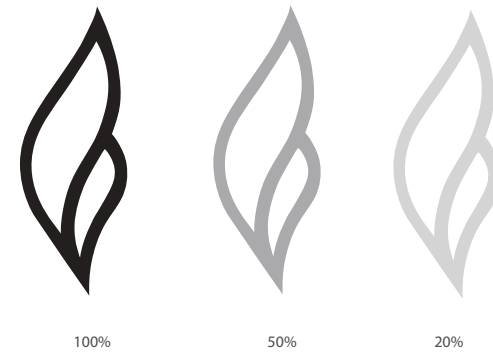
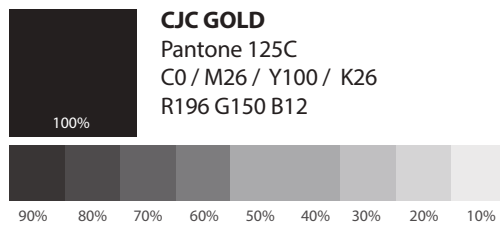


A. Colours

When publishing the Stylised Flame, the colours should be consistent. The preferred version is the full-colour version as shown.



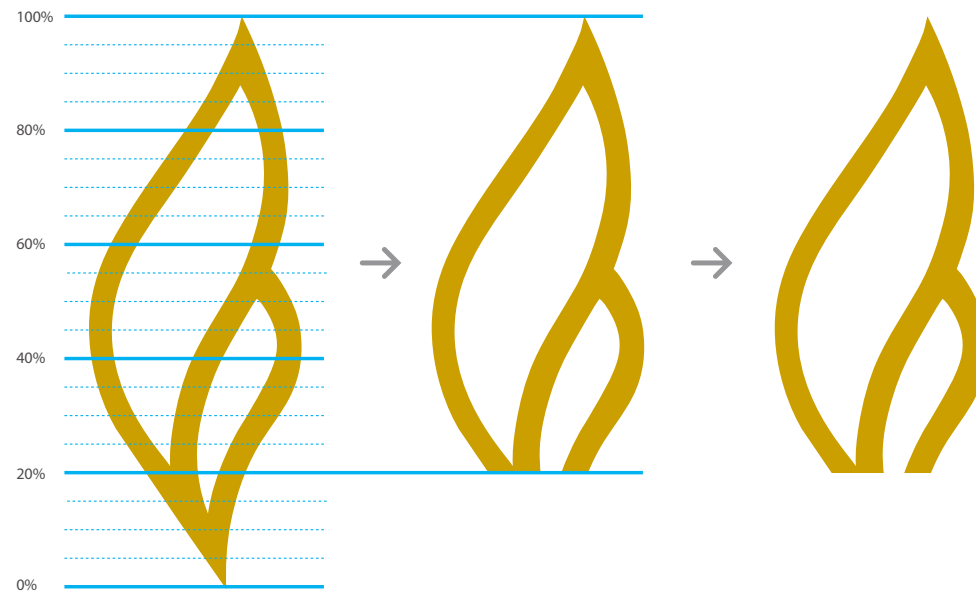
When full-colour version of the Stylised Flame, is not feasible, strictly use one of the monochrome variations illustrated.





B. Cropping

The Stylised Flame should be cropped consistently at 20% from the bottom tip of the flame.



2. Colour Bar

The Colour Bar takes on a vibrant and dynamic persona. When not accompanied by the Stylised Flame, it should be applied to spirited and fun communication materials and events (e.g. Orientation Week).

The Colour Bar may also be applied together with the Stylised Flame. In these instances, the two secondary graphics should not be applied on the same page layout (i.e. both the secondary graphics should not be on the same page).

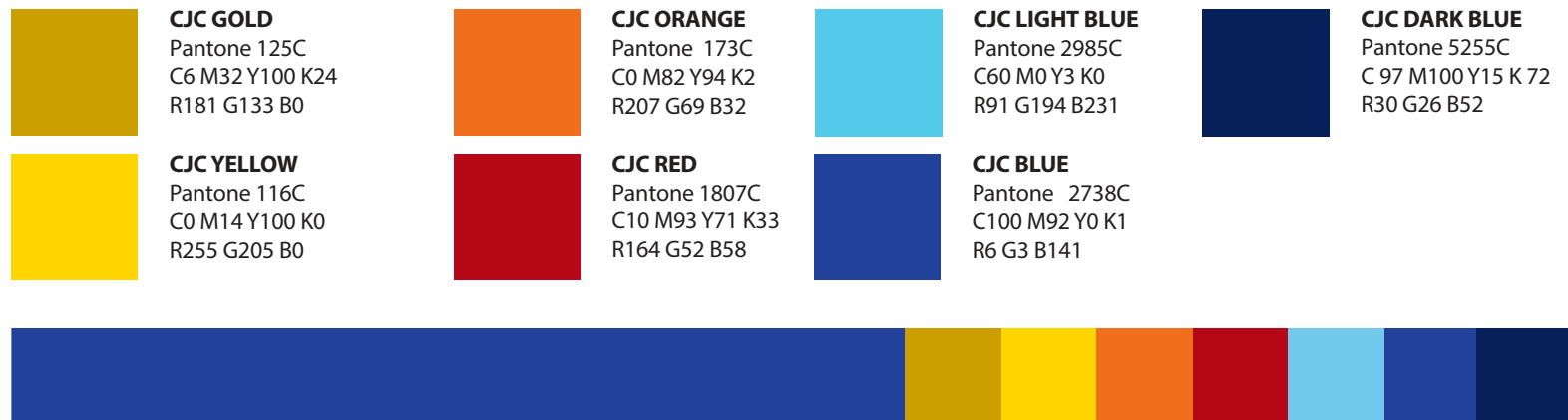
All applications of the Colour Bar should be accompanied by our College Crest and be placed against a white background. In instances where the Colour Bar is applied together with the Stylised Flame, the Colour Bar should be accompanied by the CJC & Flame logo. This logo should be placed above the Colour Bar as illustrated in Section B.





A. Colours

When publishing the Colour Bar, the colours should be consistent. The preferred version is the full-colour version as shown.



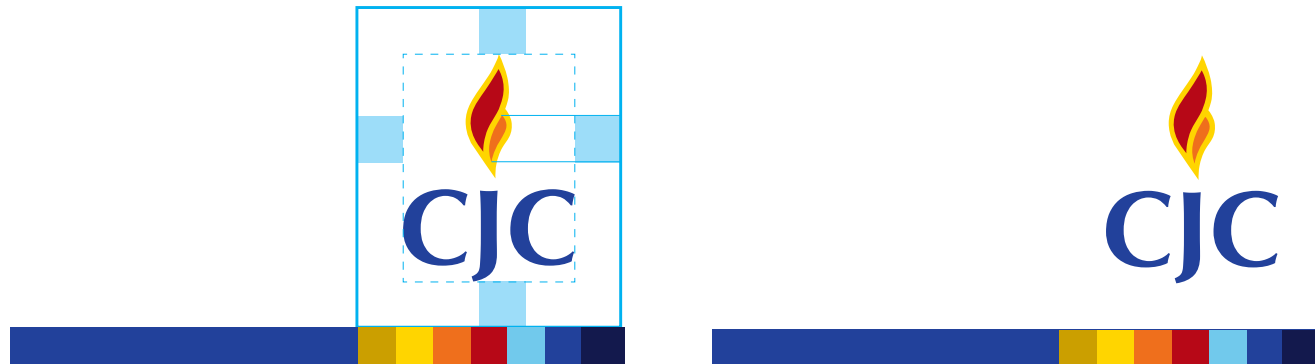
When full-colour version of the Colour Bar is not feasible, strictly use the monochrome variation illustrated.





B. Size & Proportion

Ensure that the height of the Colour Bar is the same as the height of the dove in the CJC crest and the length of the colour boxes are the same as the height of the orange flame.

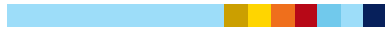




C. Improper Usage



✓ Correct Colour Bar



✗ Do not alter and use other colours which are not indicated in the guideline.



✗ Do not use the Colour Bar at an angle.



✗ Do not use outlines.



✗ Do not scale the elements of the Colour Bar.



✗ Do not redraw any elements of the Colour Bar .



✗ Do not alter the position of the Colour Bar elements.



✗ Do not use drop shadow.



✗ Do not stretch and distort the Colour Bar.



✗ Do not use the Colour Bar against a distracting background.



VI. Typography

Typography is an important part of the visual identity system.

Always ensure our collaterals and outreach materials use adhere to our typography guidelines.

1. Primary Fonts

- A. Headline Font
- B. Document Font

2. Secondary Font

- A. Web Font

1. Primary Fonts

A. Headline Font

Optima is a humanist sans serif typeface with high legibility. It is a sophisticated typeface that was inspired by Roman square capitals. Optima scales nicely from small text to billboard-size text.

Optima Roman

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&^*()

Optima Medium

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&^*()

Optima Demi

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&^*()

Optima Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&^*()

Optima Black

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&^*()

Optima Extra Black

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&^*()



B. Document Font

Myriad Pro is a humanist sans serif typeface with high legibility. It scales nicely from small text to billboard-size text.

Myriad Pro Light

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

Myriad Pro Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

Myriad Pro Semibold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

Myriad Pro Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

Myriad Pro Black

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()



2. Secondary Font

A. Web Font

Arial is a non-grotesque sans serif typeface that is modern and highly versatile in usage on different communication materials.

Arial Regular

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

Arial Bold

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

Arial Black

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#%&*()

VII. Photography

Photography is one of the most important visual identity devices in communicating the intended brand perception to the target audience. They tell stories in a way that is easily received and understood by people.

Professional photography should be used as often as possible, especially for external communication materials.

Always showcase photographs of students and staff in colours from the CJC colour palette so that people associate CJC with our colours.

Subject matter

- Optimistic and warm
- Spirited
- Bright (but not bookish)

Style

- Clear/Sharp focus on subject matter
- Clean, simple areas of “white space”
- No extensive photo-retouching



VIII. Corporate Collaterals

Every day, thousands of people, including ourselves and our students, see and interact with our corporate collaterals. Each of these collaterals represents us and communicates who we are and what we stand for. When used consistently, applications of our corporate collaterals templates will build our brand equity and send a coherent message to all who come across them.

1. Name Card
2. Letterhead
3. Envelope
4. Prospectus
5. Corporate Folder
6. Powerpoint Slides
7. Writing Pad
8. Exercise Book
9. Flag
10. Specifications

1. Name Card

Name Card Specification (FRONT)

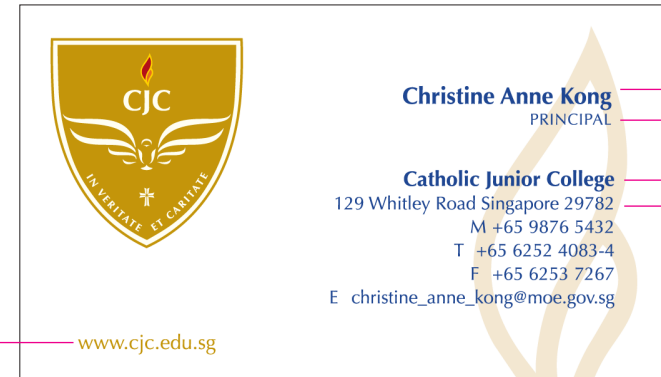
- 1 Name: Optima Bold 9 pt
- 2 Designation: Optima Roman 6 pt
- 3 School Name: Optima Bold 8 pt
- 4 School Address & Contact Details: Optima Roman 7 pt
- 5 URL: Optima Roman 8 pt

Name Card Specification (BACK)

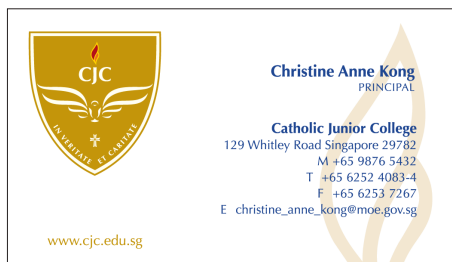
- 6 School Motto: Optima Bold 8 pt

Name Card Size:

88.9 mm x 50.8 mm



FRONT



BACK



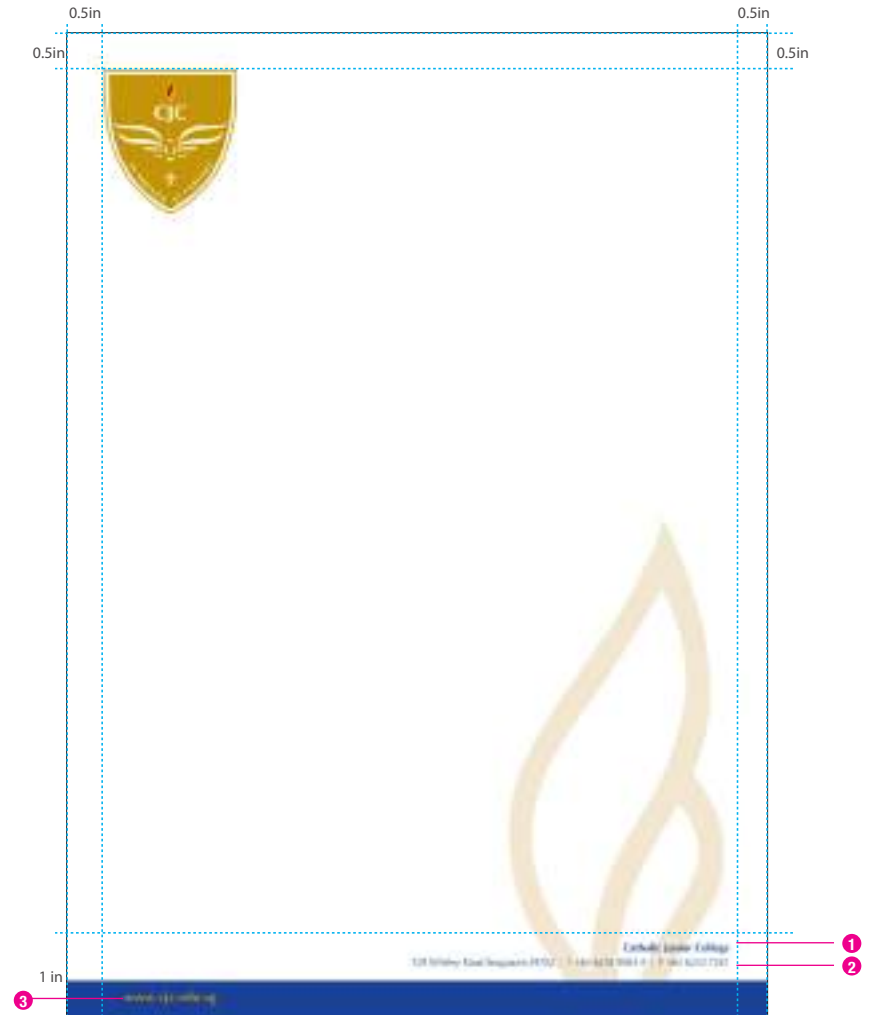
2. Letterhead

Letterhead Specification

- 1 School Name: Optima Bold 9 pt
- 2 School Address & Contact Details: Optima Roman 8 pt
- 3 URL: Optima Bold 11pt

Letterhead Size:

A4 (210 mm x 297 mm)



3. Envelope

Envelope Specification

- 1 School Name: Optima Bold 9 pt
- 2 School Address & Contact Details: Optima Roman 8 pt
- 3 URL: Optima Bold 11pt

Addressee Specification

- 4 Addressee's Name & Details: Optima Roman 9 pt

Envelope Size

DL Envelope: 220 mm x 110 mm



4. Prospectus

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

- Prospectus Specification**
- 1 School Name: Optima Bold 11 pt
 - 2 School Address & Contact Details: Optima Roman 10 pt
 - 3 School Motto: Optima Bold 18 pt
 - 4 URL: Optima Bold 12 pt

Prospectus Size
Closed: A4 (210 mm x 297 mm)



5. Corporate Folder

The example in this page is shown for illustrative purposes only.
Always use the standard template provided by The Corporate Communications team.

Corporate Folder Specification

- 1 School Name: Optima Bold 11 pt
- 2 School Address & Contact Details: Optima Roman 10 pt
- 3 School Motto: Optima Bold 18 pt
- 4 URL: Optima Bold 12 pt

Corporate Folder Specification

Folder size
Closed: 218mm x 308mm

Recommended Finishing

Matte Lamination and Spot UV on front and back



6. Powerpoint Slides

The set of examples in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

POWERPOINT FRONT COVER



POWERPOINT TITLE COVER



POWERPOINT INSIDE PAGE



POWERPOINT BACK COVER



7. Writing Pad

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

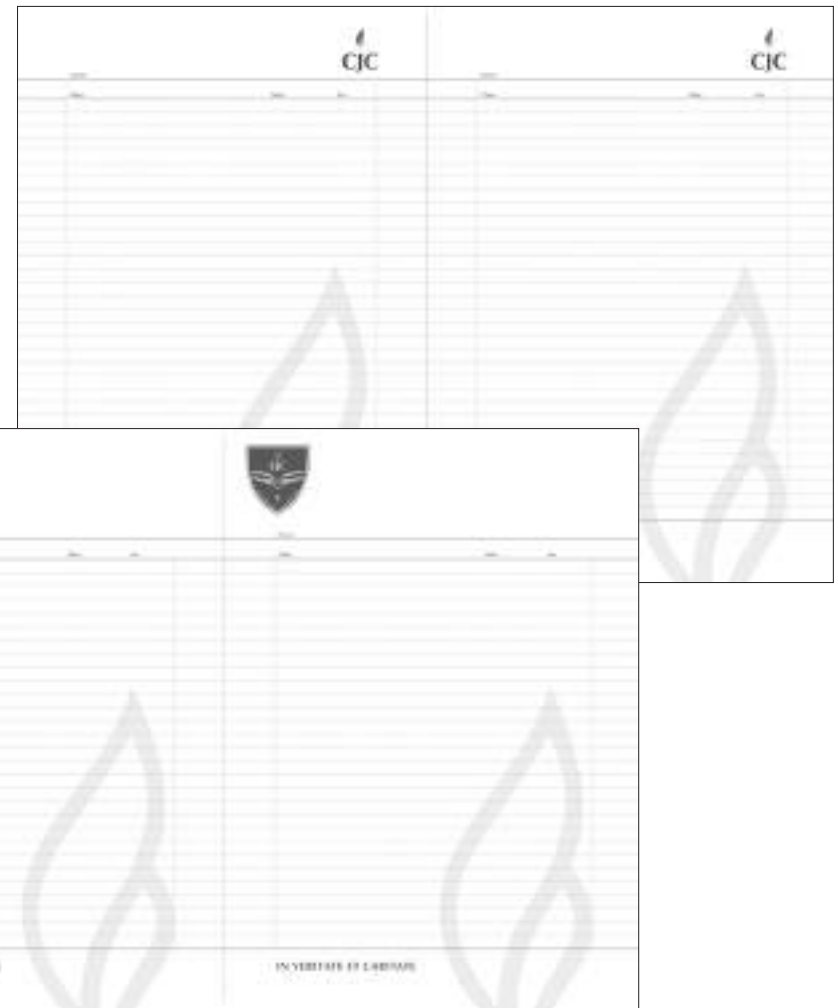
Writing Pad Specification
Closed: A4 (210 mm x 297 mm)

BACK

FRONT



INSIDE PAGES (2 OPTIONS)



8. Exercise Book

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

Exercise Book Specification

- 1 School Name: Optima Bold 11 pt
- 2 School Address & Contact Details: Optima Roman 10 pt
- 3 School Motto: Optima Bold 18 pt
- 4 URL: Optima Bold 12 pt

Exercise Book Size

Closed: A4 (210 mm x 297 mm)



9. Flag

The College Flag provides a setting for the College Crest. It is set against the two shades of blue that are used in the college uniform and blazer. The Crest is placed at the intersection of Y or gamma which is the Greek letter for 'c' and is also taken as the form of the Christian Cross. The Flag provides a powerful rallying point for students and the broader College Community in the distinctive College colours.



10. Specifications

Use only the approved CJC collateral templates whether you are communicating with the external or internal target audience segments. When customisation is needed, ensure that the following basic guidelines are followed.

- The minimum threshold for the application of the corporate collateral templates is guidelines on logo use.
 - Do not use any of the CJC logos more than once in any corporate collateral.
 - You may use the CJC Crest and the CJC & Flame Logo in the same corporate collateral. However, these logos should not appear on the same page layout. With the exception of collaterals that could be separated and used as standalone (e.g. writing pad, post-it notes), do not apply our logos to any of the inside pages.
 - You may use the Stylised Flame and the Colour Bar in the same corporate collateral. However, these secondary graphics should not appear on the same page layout. With the exception of collaterals that can be separated and used as standalone (e.g. writing pad, post-it notes), do not apply the secondary graphics to any of the inside pages.
 - The ideal placement of the Stylised Flame and the Colour Bar are can be found in the corporate collateral templates in this section.
 - Always ensure that the typeface used adhere to our typography guidelines.
-



IX. Offline Outreach Materials

We may be in the digital age but offline outreach materials continue to be effective in communicating our brand.

Our offline outreach materials represent us and communicate who we are and what we stand for. When used consistently, applications of our offline outreach material templates will build our brand equity and send a coherent message to all who come across them.

- 1. Poster**
- 2. Print Advertisement**
- 3. Newsletter**
- 4. Vertical & Horizontal Banners**
- 5. DL Brochure**
- 6. Premiums**
 - A. Medals & Trophies
 - B. Certificates
 - C. Car Decals
 - D. Iron-On Patch
 - E. Shirt
 - F. Jacket
 - G. Tie
 - H. Umbrella
 - I. Calendar
 - J. Post-It Notes
 - K. Invitation Card
- 7. Specifications**

1. Poster

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

Fonts:

- [1] Brand Message / Headline: Optima Bold
- [2] Body Copy: Myriad Roman

A3 (420 mm x 297 mm)



2. Print Advertisement

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

Fonts:

[1] Brand Message / Headline: Optima Bold

[2] Body Copy: Myriad Roman



A4 (210 mm x 297 mm)



3. Newsletter

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

Newsletter Specification

- 1 School Name: Optima Bold 11 pt
- 2 School Address & Contact Details: Optima Roman 10 pt
- 3 School Motto: Optima Bold 18 pt
- 4 URL: Optima Bold 12 pt

Fonts:

- [1] Brand Message / Headline: Optima Bold
- [2] Body Copy: Myriad Roman



4

4. Vertical & Horizontal Banners

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

Fonts:

[1] Brand Message/ Headline: Optima Bold



5. DL Brochure

The example in this page is shown for illustrative purposes only. Always use the standard template provided by The Corporate Communications team.

Newsletter Specification

- 1 School Name: Optima Bold 11 pt
- 2 School Address & Contact Details: Optima Roman 10 pt
- 3 School Motto: Optima Bold 18 pt
- 4 URL: Optima Bold 12 pt

Fonts:

- [1] Brand Message / Headline: Optima Bold
- [2] Body Copy: Myriad Roman



6. Premiums

A. Medal and Trophy

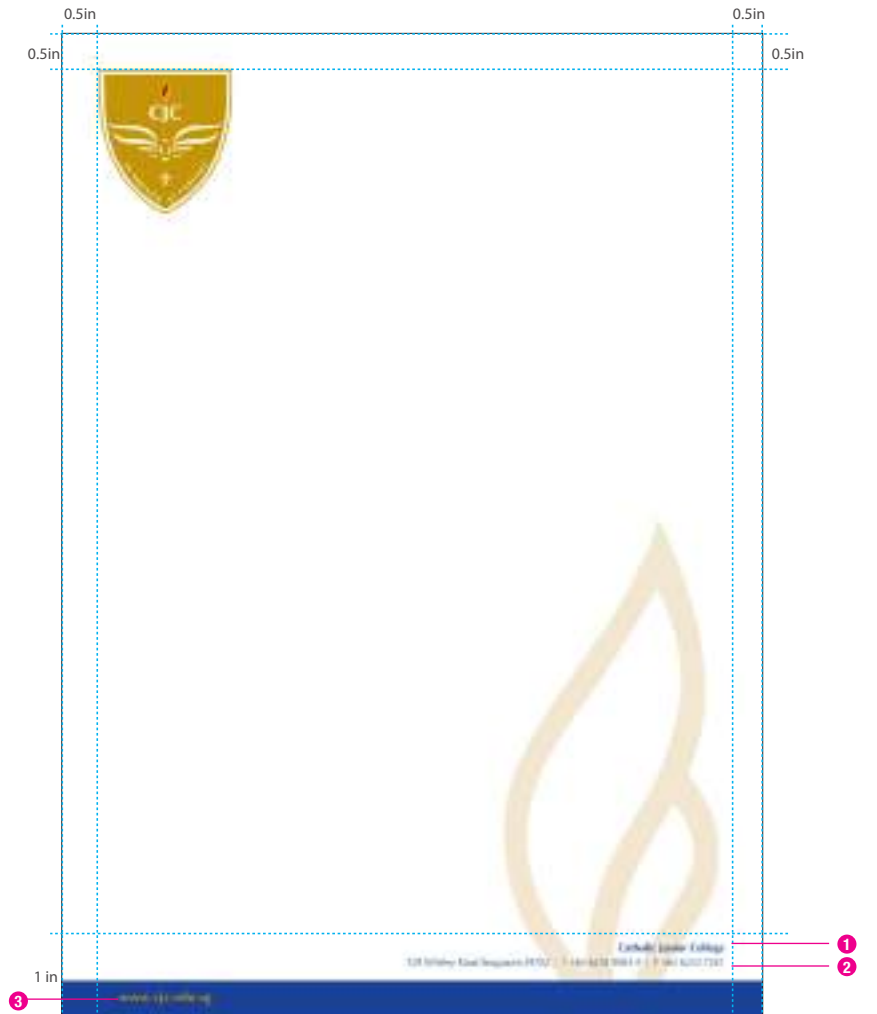
The examples on this page are shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.





B. Certificates

The examples on this page are shown for illustrative purposes only. Sizes and materials vary depending on the supplier.





C. Car Decals

The examples on this page are shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.

Option 1



Example



Option 2



D. Iron-On Patch

The example on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.





E. Shirt

The example on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.



F. Jacket

The example on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.





G. Tie

The examples on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.



H. Umbrella

The examples on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.





I. Calendar

The example on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.

2014			
January S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	February S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	March S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	April S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
May S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	June S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	July S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	August S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
September S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	October S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	November S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	December S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30





J. Post-It Notes

The example on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.

Front Cover



Back Cover



Option 1: Inside Post it sheets



Option 2: Inside Post it sheets





K. Invitation

The example on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.

Option 1 Front Cover



Option 1 Back Cover



Option 2 Front Cover



Option 2 Back Cover



7. Specifications

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- The minimum threshold for the application of the offline outreach material templates is guidelines on logo use.
 - Do not use any of the CJC logos more than once in any offline outreach material.
 - You may use the CJC Crest and the CJC & Flame logo in the same offline outreach material. However, these logos should not appear on the same page layout. With the exception of collaterals that could be separated and used as standalone (e.g. writing pad, post-it notes), do not apply our logos to any of the inside pages.
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 - The ideal placement of the Stylised Flame and the Colour Bar are can be found in the offline outreach material templates in this section.
 - Always ensure that the typeface used adhere to our typography guidelines.
-



X. Online Outreach Materials

Online outreach materials complement our offline outreach material in an integrated approach to communicate our brand effectively.

Our online outreach materials represent us and communicate who we are and what we stand for. When used consistently, applications of our online outreach material templates will build our brand equity and send a coherent message to all who come across them.

1. Web
2. Email Signature
3. Specifications

1. Website

The examples on this page is shown for illustrative purposes only.
Sizes and materials vary depending on the supplier.

Rotating colours using the colours from Colour Bar



2. Email Signature

Email Signature Specification

- 1 Name: Optima Bold 9 pt
- 2 Designation: Optima Roman 9 pt
- 3 School Name: Optima Bold 8 pt
- 4 School Address & Contact Details: Optima Roman 7 pt
- 5 URL: Optima Roman 8 pt



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3. Specifications

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 - The ideal placement of the Stylised Flame and the Colour Bar are can be found in the online outreach material templates in this section.
 - Always ensure that the typeface used adhere to our typography guidelines.
-

The basic visual components to communicate our brand are included in this document. For clarifications on how to use this guidelines effectively please contact the Corporate Communications team.

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