



# REDEEMER CHRISTIAN SCHOOL

Brand Guidelines

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# Brand Overview

# Brand Overview

## Primary Identity: Classical, Christian, and Committed to Excellence

The brand identity for Redeemer Christian School (RCS) is built upon the foundation of its Classical Christian education model. The overall vibe is authoritative, traditional, scholarly, and spiritually grounded. It communicates a commitment to academic rigor and a deep, faith-based purpose.

### Keywords

Accredited

Disciplined

Classical

Scholarly

Christian

Trustworthy

Excellence

Enduring

Reverent

Purposeful

# Brand Overview

## Tone of Voice

The tone should be consistent across all communications to maintain the brand's gravitas and spiritual focus

### **Formal and Respectful:**

Use language that reflects the serious nature of classical education. Avoid overly casual slang or trendy language.

### **Purposeful and Clear:**

Every message should clearly articulate the why connecting activities and academics back to the overarching mission of equipping students for learning and service to the glory of God.

### **Confident and Assuring:**

Speak with authority about the quality of the education, assuring parents that RCS provides an excellent and secure, Christ-centered environment.

### **Inspirational:**

Incorporate language that inspires students toward "godly wisdom, Christ-like character, and expressing God's love."



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Brand  
Logos

# Main Vertical Logo

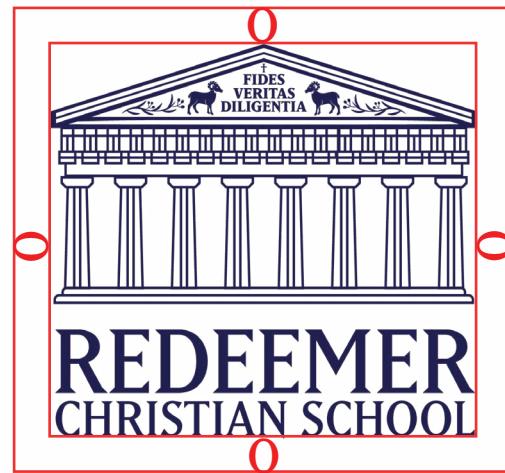
This is the primary and most formal representation of the Redeemer Christian School brand. The pediment contains the motto, *Fides, Veritas, Diligentia* (Faith, Truth, Diligence), alongside symbolic imagery. This logo should be used where a prominent, formal, and structured presence is required, such as on stationery, academic publications, and official signage. It serves as the foundation for all visual communications, representing the union of Classical rigor and Christian purpose.



**REDEEMER  
CHRISTIAN SCHOOL**

# Main Vertical Logo Lockup

This section details all approved, pre-set combinations (or lockups) of the Redeemer Christian School logo with essential text elements. Using these standardized files ensures visual consistency and integrity across every application. Always use these provided artwork files and never manually recreate or alter the established spacing, scale, or arrangement of the logo elements.



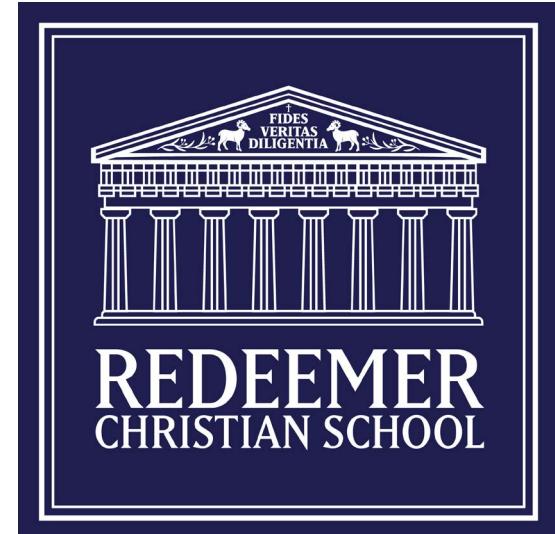
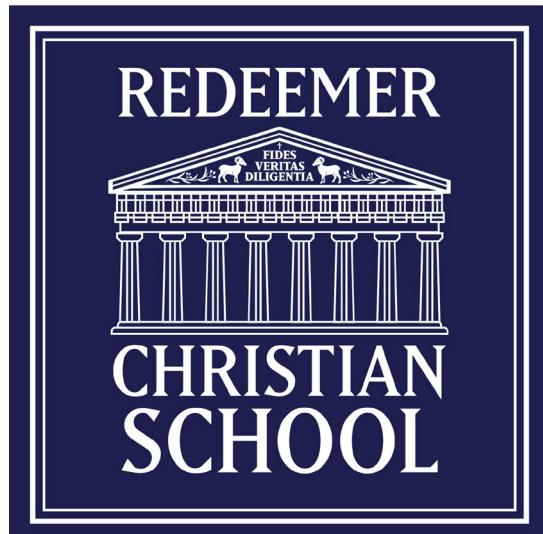
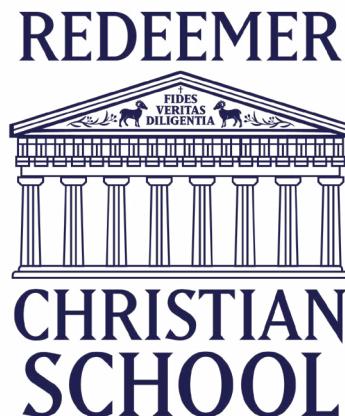
# Main Vertical Logo Colors

To maintain brand consistency across all mediums, the Main Vertical Logo must only be rendered in one of the following approved color lockups: White for dark backgrounds (Navy Blue, Black, Grey), or the Primary Navy Blue for white/light backgrounds. This strict palette ensures maximum legibility and reinforces the authoritative and clean aesthetic of the brand.



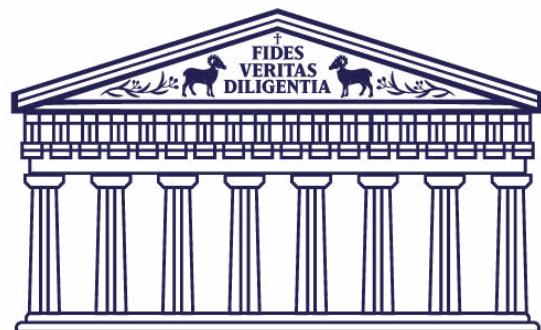
# Vertical Logo Variants

These are the approved variations of the Main Vertical Logo designed for specific uses. They include options with added text elements (like “Classical | Christian | K-12 | Accredited”) for contexts needing more descriptive information, and options with a simplified frame or adjusted typography for high-impact or smaller applications. These variants ensure the logo is visually strong and legible across diverse materials while maintaining strict brand consistency.



# Horizontal Logo

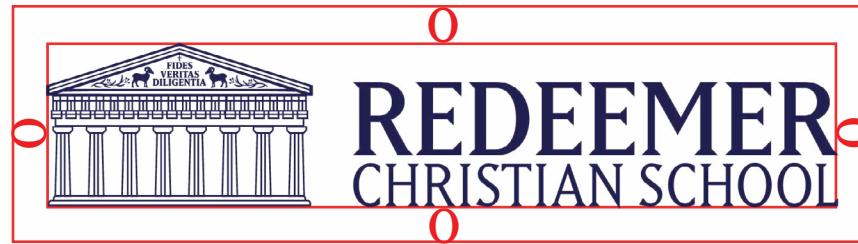
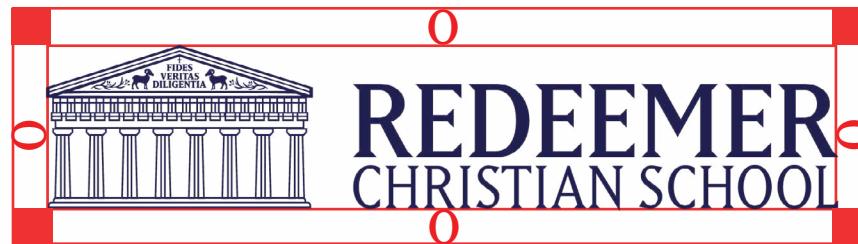
This is the primary and most formal representation of the Redeemer Christian School brand. The pediment contains the motto, Fides, Veritas, Diligentia (Faith, Truth, Diligence), alongside symbolic imagery. This logo should be used where a prominent, formal, and structured presence is required, such as on stationery, academic publications, and official signage. It serves as the foundation for all visual communications, representing the union of Classical rigor and Christian purpose.



**REDEEMER**  
**CHRISTIAN SCHOOL**

# Horizontal Logo Lockup

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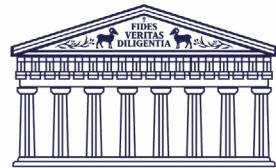
# Horizontal Logo Colors

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# Horizontal Logo Variants

These are the approved variations of the Logo designed for specific uses. They include options with added text elements (like “Classical | Christian | K-12 | Accredited”) for contexts needing more descriptive information, and options with a simplified frame or adjusted typography for high-impact or smaller applications. These variants ensure the logo is visually strong and legible across diverse materials while maintaining strict brand consistency.



**REDEEMER**  
CHRISTIAN SCHOOL  
Classical | Christian | K-12 | Accredited



**REDEEMER**  
CHRISTIAN SCHOOL



**REDEEMER**  
CHRISTIAN SCHOOL  
Classical | Christian | K-12 | Accredited



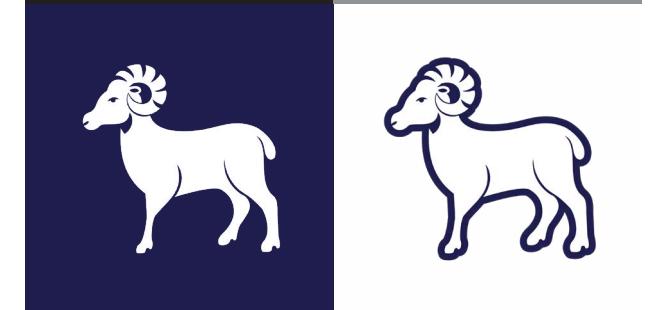
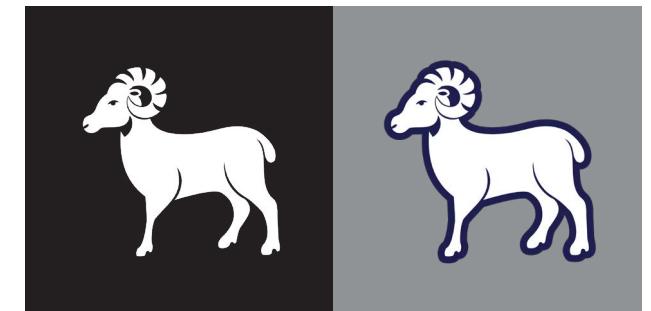
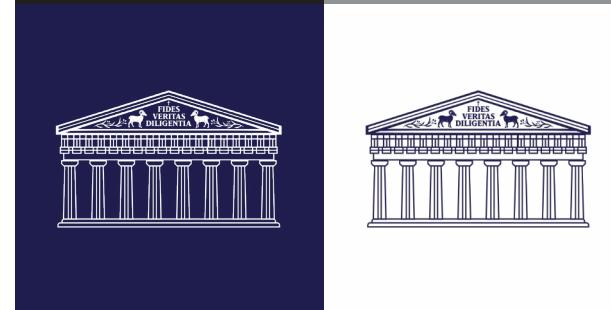
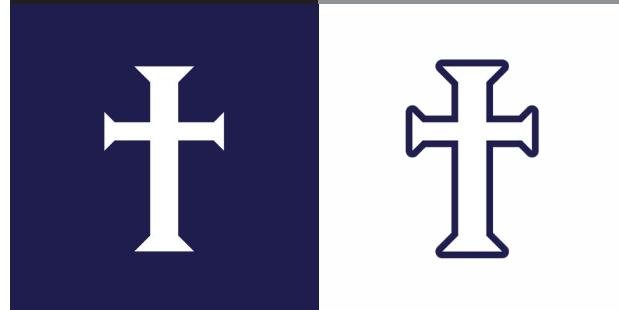
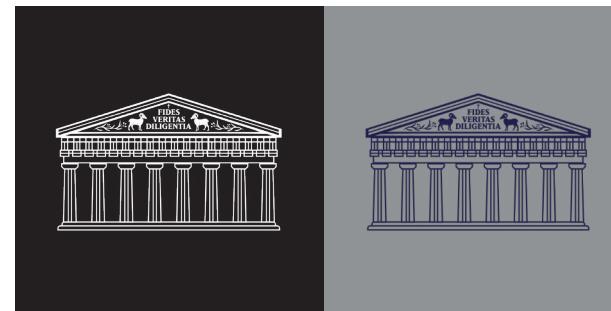
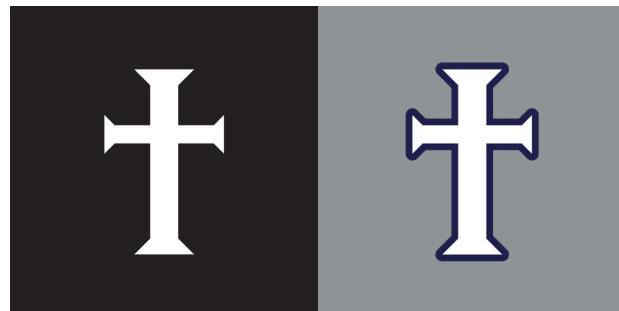
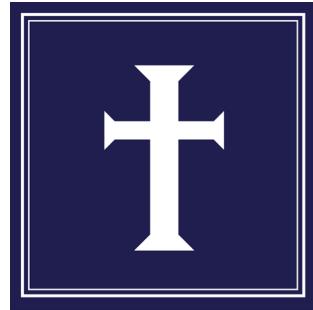
**REDEEMER**  
CHRISTIAN SCHOOL

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Brand  
Assets

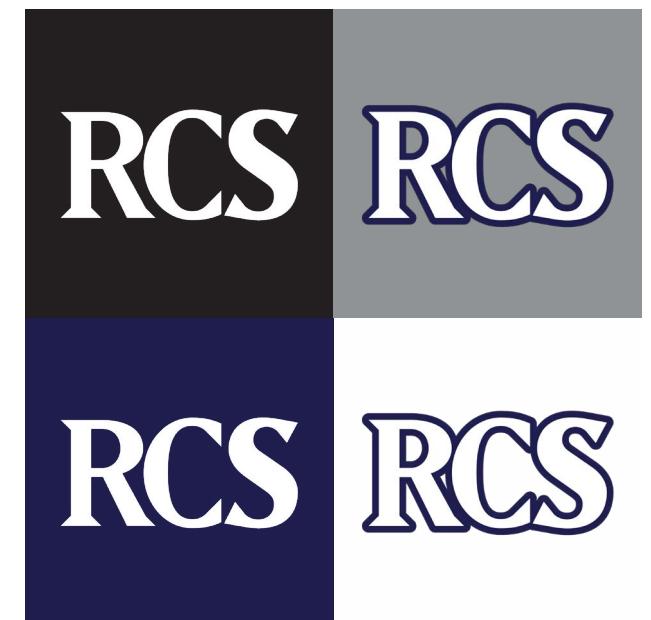
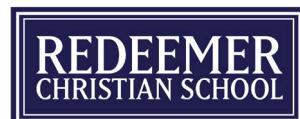
# Pictorial Logo

These simplified marks serve as powerful, recognizable secondary identity elements. They are designed for applications where space is limited, or where a strong symbolic graphic is needed without the full school name. They maintain the core classical and Christian identity of RCS, and their approved color lockups (Navy, Black, Grey, and White) ensure consistency across all visual materials.



# Wordmark Logo

These text-focused variations are designed for high-visibility, constrained spaces, or applications where the classical graphics may be too detailed. They include lockups for the Motto (Fides Veritas Diligentia), the full school name (REDEEMER CHRISTIAN SCHOOL), and the initialism (RCS). These wordmarks ensure the school's name or core values remain prominent and legible on small digital icons, merchandise, and simplified document headers.



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# Brand Colors

# Primary Colors

Navy Blue and White form the core of the Redeemer Christian School brand identity, providing a classic, authoritative, and clean foundation. Navy Blue represents wisdom, stability, and professionalism, while White provides clarity and high contrast for optimal legibility. These two colors must be the dominant colors in all official communications to ensure immediate brand recognition and reinforce the school's scholarly aesthetic.

## Navy Blue

PMS: 2755 C  
CMYK: 61, 61, 0, 70  
RGB: 30, 30, 77  
Hex: #1e1e4d

## White

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #ffffff

# Secondary Colors

Grey and Sky Blue serve as secondary, supportive colors, used judiciously to add balance and visual interest without overwhelming the authoritative Navy Blue and White palette. Grey provides a neutral tone for backgrounds and subtle accents (like light text or rules), maintaining a clean, professional aesthetic. Sky Blue offers a controlled, brighter highlight, often used in less formal or digital applications to denote a clean, positive, and approachable feel.

## Grey

PMS: 877 C

CMYK: 3, 2, 0, 40

RGB: 147, 149, 152

Hex: #939598

## Sky Blue

PMS: 7457 C

CMYK: 22, 0, 1, 0

RGB: 193, 237, 253

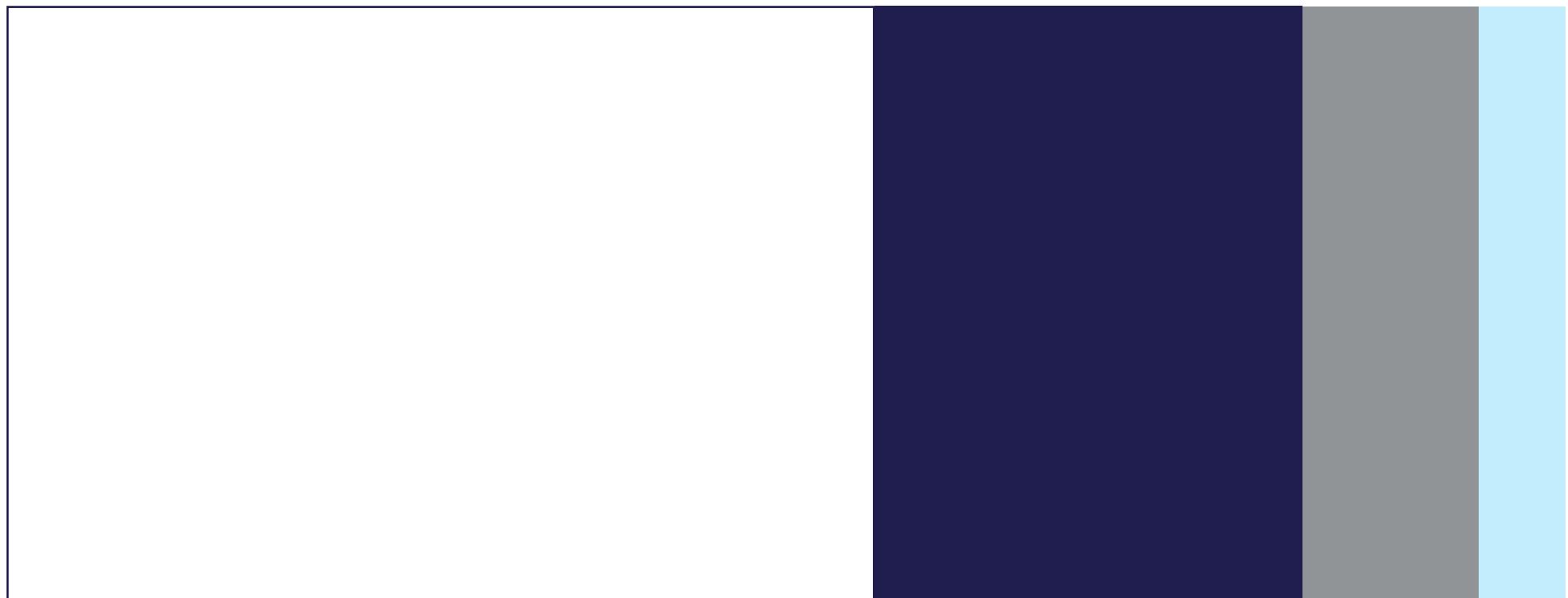
Hex: #c1edfd

# Color Usage

This graphic provides a critical overview of how the Redeemer Christian School palette must be implemented. The brand relies on a strict color hierarchy to convey its authoritative and scholarly identity.

- **Primary Colors (Navy Blue & White):** These two colors must maintain visual dominance in all official materials, particularly in logo usage and headings. Navy Blue should be the primary background or accent color to project wisdom, stability, and trust. White is essential for ensuring maximum contrast and legibility.
- **Secondary Colors (Grey & Sky Blue):** These are reserved for supporting roles and must be used with restraint. Grey is ideal for neutral elements like light backgrounds, subtle rules, or tertiary text, reinforcing the professional aesthetic. Sky Blue offers a controlled, clean accent for use in digital interfaces or as a minimal highlight, but should never compete with the authority of the Navy Blue.

Adhering to this usage is mandatory to ensure the brand's visual integrity remains consistent, professional, and easily recognizable across all platforms and collateral.



# 5 Brand Type

# Primary Typefaces

## Matrix II OT

Matrix II OT is the formal, serif typeface that anchors the classical and scholarly aesthetic of the brand. Its structured, authoritative design is essential for conveying the school's commitment to academic rigor and tradition. This font is primarily reserved for headings, titles, formal branding elements, and the REDEEMER portion of the logo, where its classical gravity can reinforce the brand's identity.

The quick brown fox jumps over the lazy dog

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z

a b c d e f g h i j k l m  
n o p q r s t u v w x y z

### Matrix II OT - Reg

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Matrix II OT - Reg Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Matrix II OT - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Matrix II OT - Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Matrix II OT - Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Aa Bb Cc

# Primary Typefaces (ALT)

## Times New Roman

Matrix II OT typeface is the preferred formal font, Times New Roman is provided as a universally available alternate that maintains the brand's aesthetic. Times New Roman should be used where Matrix II OT cannot be embedded or used (such as standard digital documents, internal memos, or word-processing files). Its use ensures the document retains a classic, authoritative feel even without the primary brand font.

The quick brown fox jumps over the lazy dog

A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

Times New Roman - Reg

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Times New Roman - Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Times New Roman - Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Times New Roman - Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Aa Bb Cc

# Secondary Typefaces

## Arial

Arial serves as the secondary typeface for Redeemer Christian School. As a clean, legible, and universally accessible sans-serif font, it is the standard choice for all body copy, web content and emails. Its clarity ensures ease of reading across all platforms and electronic documents, providing a professional and accessible counterpoint to the formal serif primary font.

The quick brown fox jumps over the lazy dog

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z

a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z

*Arial - Reg*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Arial - Reg Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Arial - Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Arial - Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Aa Bb Cc

# Typefaces Usage

The correct application of the primary (Matrix II OT/Times New Roman) and secondary (Arial) typefaces is essential for communicating the scholarly, traditional, and authoritative brand identity of Redeemer Christian School. The primary serif font is reserved for elements that require maximum gravitas, formality, and brand impact. Note that the use of Times New Roman as a direct substitute only when Matrix II OT cannot be installed or embedded (e.g., standard email clients, internal documents, Microsoft Word files). The secondary sans-serif font is used for all large blocks of text to ensure optimal readability, clarity, and accessibility across print and digital media.

## Primary Typeface: Matrix II OT

**Major Headings (H1) - Matrix II OT (Extra Bold/Bold) - 24pt**

**Subheadings (H2) - Matrix II OT (Bold) - 16pt**

*Callouts / Pull Quotes - Matrix II OT (Italic) - 14pt*

## Secondary Typeface: Arial

**Body Copy - Arial (Regular) - 12pt**

**Informational Text (H3/H4) - Arial (Bold) - 14pt**

*Captions / Footer Text - Arial (Regular) - 10pt*

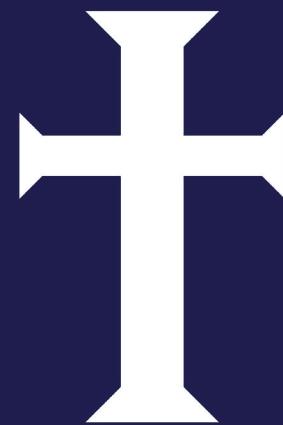
### Typeface Restrictions:

Do not use Arial for major headings or formal titles.

Do not use the primary serif typeface for large blocks of body copy, as it can hinder digital readability.

Do not substitute any other font for the primary or secondary typefaces without explicit approval.

Avoid excessive use of italics, underlining, or all caps in body copy.



**Thank You**