

# BISHOP LEIBOLD SCHOOL

## Bishop Leibold School Brand Guidelines

For questions or assistance, please contact Mrs. Rachel Prindle at [rprindle@bishopleibold.org](mailto:rprindle@bishopleibold.org)

### About Us

Bishop Leibold School is the shared school of St. Henry, St. Mary, and Our Lady of Good Hope Parishes. Our school faithfully serves families of Preschool-8th Grade students in Springboro, Centerville, Miamisburg, Franklin, Miami Township, West Carrollton, and Germantown. We are dedicated to becoming a top-tier Catholic School in the Archdiocese of Cincinnati and work hard to meet the needs of each individual student that walks through our doors.

### *Our Vision*

To become recognized as a premier elementary school in the Miami Valley and a top-tier Catholic school in the Archdiocese of Cincinnati.

### *Our Mission*

Bishop Leibold School is a Catholic community of students, teachers, parents, parishioners, and religious working together to develop our baptismal call to serve God's people through prayer, study, and action.

### *Our Beliefs*

- We are a faith community actively promoting and modeling the Gospel message.
- We recognize the importance of nurturing the whole student.
- We are a community that develops and promotes a strong educational foundation that recognizes the capabilities and talents of each individual.
- Prayer and worship are important expressions of our daily lives.
- We are a community that respects life and works to appreciate the gift of life in our families, neighborhoods, and global communities.

### Logo usage

There are three primary logos that can be used for Bishop Leibold. The first is our school logo, which should be used in all materials in communication with any audience. The only time it is acceptable to not include the school logo in communication from the school, is if the piece alternatively includes the athletics/extracurricular logos below.

### Color palette

Pantone 280 C (blue) is the primary color to be used on Bishop Leibold Materials. Secondary colors include Pantone 130 C (yellow), and Pantone 11-0601 TCX (Bright White).



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## Type style

Helvetica is the primary font to be used on Bishop Leibold marketing material. Additional fonts for headings, design, and social media usage include Playlist Script, KG Skinny Latte, and Strawberry Blossom.



Helvetica and Playlist Script



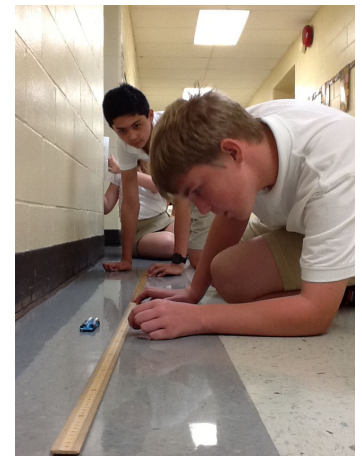
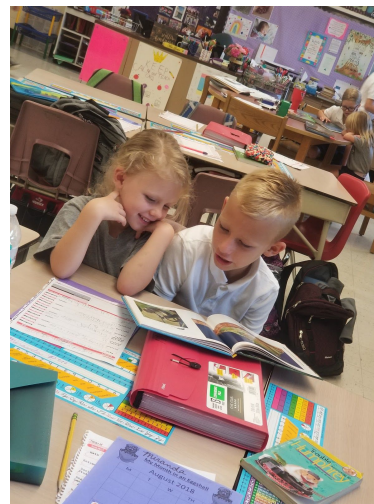
Helvetica and KGSL



KGSL and SB

## Image style/photography

It is most important that we present ourselves in an authentic way to our community. The following photos are examples of images that match our tone when communicating regarding our school and community.





**Letterhead Design**

If you require letterhead for any reason, we are happy to help! Please contact Mrs. Rachel Prindle.

**Social media profile page applications**

Bishop Leibold School operates accounts on Facebook, Twitter, and Instagram. These accounts are run by the school. To contribute content, please contact Mrs. Rachel Prindle

**Signage/Banner/Brochure specifications**

If you are looking to create signage or a brochure for the school, please contact Mrs. Rachel Prindle.