**Graphic Standards**

**LOGO**

The shield may stand alone.

- **3-color logo:** PMS 200 red, 115 yellow, and black
- **2-color logo:** PMS 200 red and black
- **Filled logo:** PMS 200 red, black, or shades of black
- **Logo with lines:** PMS 200 red, black, or shades of black, or knocked-out
- **Logo-open:** PMS 200 red, black, or shades of black, or knocked-out; used when the logo with lines may lose detail

If the shield is used in relation to the words St. Paul’s School, they must be used as shown below, unless using the Form Format shown as the header for this document.

**St. Paul’s School**

**TYPEFACES**

- Castellar MT (for St. Paul’s School – always in small caps);
- Berkeley (for text and subhead type).
- Kozuko Gothic Pro (as a san serif option)

**PAPER**

- Classic Crest natural white is used for stationery and business cards;
- Cougar opaque natural white is used for most forms and brochures.
  Other paper may be specified for individual projects.