

IDENTITY



Guide



ST. FRANCIS XAVIER CATHOLIC SCHOOL LOGO & BRANDING GUIDE

OFFICIAL COLORS & FONT

The official colors of St. Francis Xavier are

SFX Black: R-0 / G-0 / B-0

SFX Gold: R-175 / G-145 / B-69



The official font is

IOWAN OLD STYLE BOLD CAPS

ST. FRANCIS XAVIER CATHOLIC SCHOOL

Font name in logo is

Brunswick, GA (Acumin Variable Concept - Wide Black)

Est. 1900 (Acumin Variable Concept - Ultra Black)

PROPER USE OF LOGOS

CRUSADERS (Acumin Variable Concept - Ultra Black)

In order to preserve the integrity of the school's public presence and to maintain a consistent look, all logos must be used exactly as provided and should not be changed, distorted or modified in any way without permission from the Principal or Communications, Fundraising and Enrollment Coordinator. No other logos or variations are to be used or created.

PRIMARY LOGO (COLOR / B&W)



SECONDARY LOGO (COLOR / B&W)



SCHOOL NAME AND ABBREVIATIONS

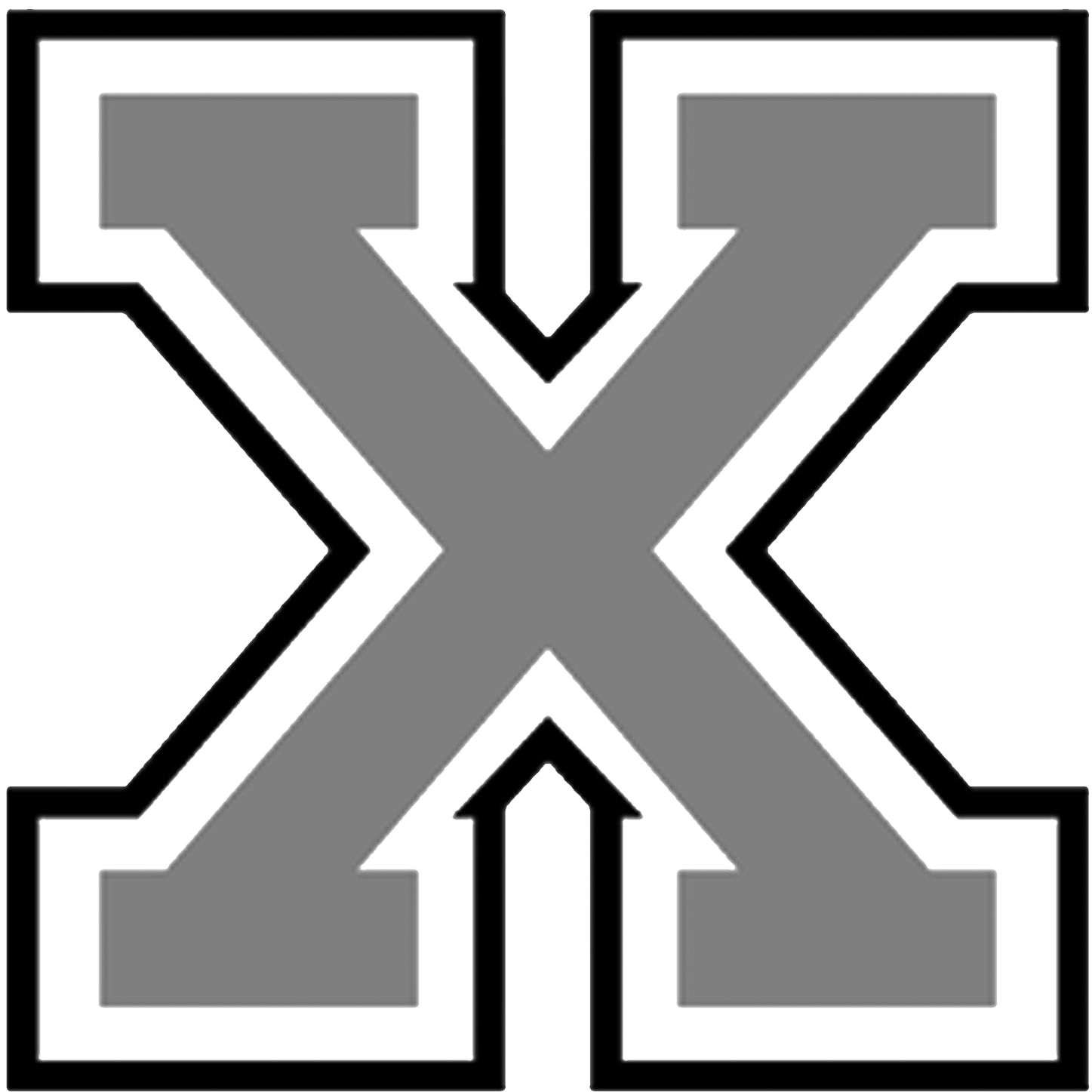
The official school name is "St. Francis Xavier Catholic School". We do not spell out the word Saint, we use the abbreviation "St." In certain situations it is also appropriate to use the SFX in less official and informal settings.







CRUSADERS



CRUSADERS



SFXCS.ORG



1121 Union Street, Brunswick, GA 31520



(912) 265-9470

MISSION STATEMENT: Inspired by the Sisters of St. Joseph, St. Francis Xavier Catholic School provides an excellent academic foundation, promotes spiritual formation, and instills within each student the desire to serve others.



Where *Faith & Knowledge* Flourish