FDMS Identity Standard

I. Introduction

The Father Dueñas Memorial School (FDMS) identity, anchored by our logo and seal, is the visual expression of our mission. As the umbrella over all FDMS entities, it brings diverse departments, programs and interests together under one unifying identity. As such, it is critical that the entire FDMS community apply these standards consistently in every form of communication. With vigilance in maintaining this standard, our graphic identity will be as clear as our purpose.

The following pages reflect a comprehensive graphic identity system, including color, typeface, logo and seal usage. These standards will enable FDMS to achieve clarity, consistency and efficiency in all print and electronic communications.
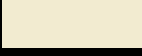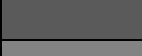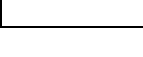
II. Official FDMS Colors

The official Father Dueñas Memorial School colors are FD Maroon and FD Gold (FD Antique Gold may also be used). They are equally important for the graphic identity of the school. Generally, FD maroon and FD gold, may be used in all areas of a publication. These official colors are to be used at 100% opacity, and neither the tint nor the shade may vary.

The colors below are approximations of actual ink colors. How they appear on a computer monitor may differ dramatically from their actual printed color. The Pantone Matching System (PMS) specifications, as well as the CMYK process equivalents, and the screen/web equivalents (RGB and HEX#) are listed beside the color swatches to assist in proper color matching.

For information about these codes, please consult with your printer company or website designer.

Color Name		PMS	C-M-Y-K	R-G-B	HEX#
FD Maroon		7427	28-100-100-36	129-21-32	811416
FD Gold		109	0-11-96-0	255-199-0	FFC700
FD Antique Gold		NA	30-35-75-0	186-159-94	BA9E5E

In addition to the official colors of FDMS, neutral colors may be used as backgrounds or accents. Several suggested colors are listed below. The tints and shades of these colors may also be used.

Color Name	Sample	PMS	C-M-Y-K	R-G-B	HEX#
Tan		468	5-18-45-14	193-166-127	C1A56F
Beige		7500	3-4-27-2	230-213-171	E6D5AB
Ivory		NA	2-3-18-2	242-235-208	F2EAD0
Black		NA	0-0-0-100	0-0-0	231F20
Gray80		NA	0-0-0-80	90-90-90	58585B
Gray60		NA	0-0-0-60	130-130-130	808284
Gray30		NA	0-0-0-30	190-190-190	BBBDC0
White		NA	0-0-0-0	255-255-255	FFFFFF

III. Official Typeface

A. Times New Roman

Times New Roman is part of a group of fonts known as serif fonts. Serif fonts are best known for their readability which make them a popular choice for letter writing and text in long documents. Other serif fonts that may be used as an alternative to Times New Roman are Adobe Garamond, Times Roman and New Baskerville.

B. Arial

Arial is known as a san serif font. San serif fonts are commonly used when a clear, straight forward message is the goal. It is effectively used for titles, headings or as a contrast to a serif font, such as Times New Roman.

The clarity of the Arial font also makes it a good choice for use in screen applications, such as websites, small size text (8 points or less) or when light color text is placed on a dark color background. For example:

"Go Team!" (Arial, 11 pt) verses "Go Team!" (Times New Roman, 11 pt.)

An alternate san serif font that may be used in place of Arial is Helvetica.

IV. The Official FDMS Logo

The official FDMS logo, symbolizing a commitment to our Catholic faith and academic excellence, is meant to remind all of our unique value as a leading institution on Guam and in the region who has formed generations of young men strong in the faith and prepared to service. It is the primary identifier of Father Dueñas Memorial School, and it is to be used in most applications to express the school's identity.

The two versions of the FDMS logo are the stacked version and the banner version.

Stacked Version:

Banner Version:

Either version is acceptable. The space limitations of a particular application will determine the appropriate version. The stacked version works best when it can be centered and floated in a generous margin of space, such as on a cover sheet of a document. The banner logo works well in tight horizontal spaces, such as in online banners and other applications with limited height. In general, the stacked version is traditional in style; the banner version is contemporary.

The official FDMS logo consists of a shield and a wordmark.

A.   FDMS Shield

The school shield is comprised of a phoenix above a cross, within a triangle, and placed on top of two symmetrically arranged laurel branches. Each of these elements is found at the center of the Official FDMS Seal. They are always to be used together as a single unit, not as individual elements.

While not preferred, the FDMS Shield may be used without the "Father Dueñas Memorial School" wordmark as long as the school's name ("Father Dueñas Memorial School," "FDMS," or "FD") appears elsewhere on the piece, preferably near the shield.

In limited applications in which the shield is used as a stand-alone graphic element, it may be cropped. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

B.   FDMS Wordmark

The school wordmark is a unique typographic signature that displays the Father Dueñas Memorial School name in a full justified configuration. The words "Father Dueñas" are above and approximately 30% larger than the words "Memorial School." It is created using the New Baskerville font. Its full justified alignment allows for pairing with the school shield either to the right of the shield or centered below the shield. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

C. Department Descriptors

The FDMS logo may include an academic or administrative department descriptor.   Logos with department descriptors must be approved.
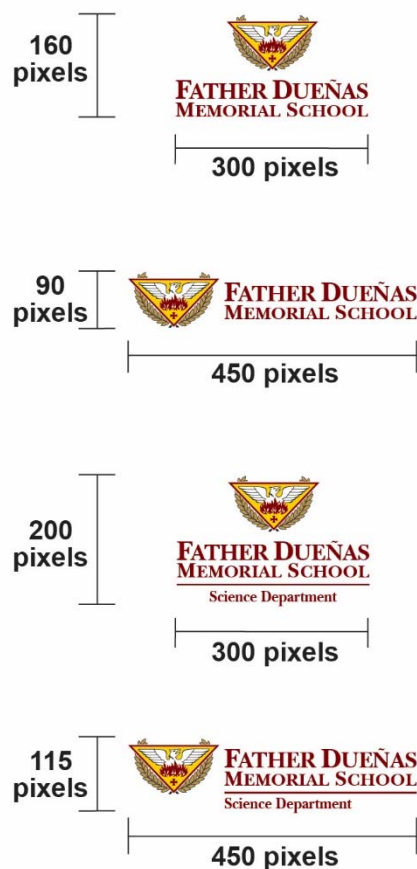

D. Logo Minimum Size

There is a minimum size for reproducing the FDMS logo. This ensures that the logo remains legible in every usage. Never reproduce the logo smaller than the minimum size. These minimum sizes apply to all FDMS logos, both for print and screen usage.

1. Minimum Size for Print Use
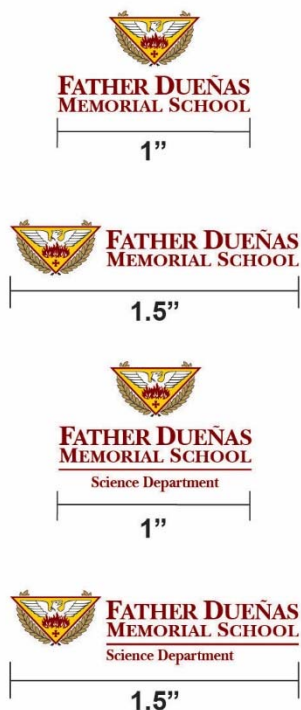
2. Minimum Size for Screen Use (300 dpi)

E. Logo Area of Isolation

The legibility and distinction of our FDMS logo is very important. To ensure that the logo is highly visible, always separate it from its surroundings. The area of isolation, or clear space, surrounding the logo should be no less than the height of the capital "F" and "D" in "Father Dueñas." Do not allow any other graphic element to penetrate this area of isolation.
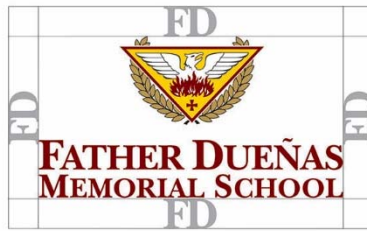
F. Logo Color Variations

The FDMS logo may be used in three color variations: full color, grayscale or monochrome.

1. Full Color Logo

Whenever possible use the full color logo. The full color logo may be used with a maroon or gold wordmark.

a) Logo with the FDMS Maroon wordmark
The full color logo with the maroon wordmark is best used on a white or neutral palette background.

b) Logo with the FDMS Gold wordmark.
The full color logo with the gold wordmark is best used on a maroon background.

2. Grayscale Logo

When printing restrictions do not permit the use of color, use the grayscale logo on a white or neutral palette background.

3. Monochrome Logo

When printing restrictions do not permit the use of color nor grayscale, use the monochrome logo. The monochrome logo may be used on a white or neutral palette background.

G.   Incorrect Logo Usage
1.   Do not stretch, distort or alter the logo in any way.
2.   Do not use a different typeface in the logo.
3.   Do not alter the official colors of the logo

H.   Incorrect Background Usage

Do not use any FDMS logo on any neon color.

V. Co-branding

When using the FDMS Logo with another logo, such as for a co-sponsored event, observe the area of isolation for the FDMS Logo, and center a rule between the two logos. The logos may appear side by side or stacked, depending on space restrictions. Use only the banner version of the FDMS Logo.

VI. Athletic and Student Activity Logo

A.   FD Phoenix

Do not alter or attempt to recreate this logo in any way. Always use approved artwork.

B. FD Friar

Do not alter or attempt to recreate this logo in any way. Always use approved artwork.

C. FD Monogram

The school's monogram is the shorthand, two-letter identifier for Father Dueñas Memorial School. It is often used to identify the school in a variety of applications, such as printed materials, signage and merchandise. It is most appropriate for informal applications such as for sports and club related activities.

The monogram can be used as a stand-alone graphic element or in conjunction with the FDMS Shield or the FDMS Wordmark. The monogram has been created using a bold, capital version of the typeface Varsity. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

VII. FDMS Seal

The school seal is the imprimatur of Father Dueñas Memorial School. It should be used in the most formal applications and expressions of school's identity as a stand-alone graphic element or in

conjunction with the wordmark. The seal should never be cropped in any applications. Do not alter or attempt to recreate these elements in any way. Always use approved artwork.

The Father Dueñas Memorial School seal represents the heritage and history of our school. Inscribed with the words *Fortes in Fide (Latin for "strong in the faith")*, it symbolizes our school's tradition of forming young men whose faith in Jesus Christ is evident in their service to humanity and their ability to overcome the adversities of life.

The seal is to be used only for official documents and occasions. It must not be used informally or as a decorative element. Ideally, the seal should be reproduced in FD Maroon, FD Antique Gold, black and white either on white or an approved neutral background color. The seal may also be embossed, foil-stamped or used as a watermark. If necessary, the monochrome version of the seal may be used on white or approved neutral palette color.

Uses for the FDMS Seal include:

- Official FDMS Transcripts

- FDMS Commencement Documents

- FDMS Diplomas

- Official FDMS Certificates

- Official FDMS Course Catalog

- Official FDMS Legal Documents

- Official FDMS administration documents

To request digital artwork of the Father Dueñas Memorial School Seal, please contact the FDMS school administration.

VIII. Further Information

Further information about this FDMS Identity Standard may be obtained from the FD principal. Contact the School principal at (671) 734-2261 or by e-mail at fdms@fatherduenas.com.