

SJCA LOGO USE

When to Use Each



Top Tier Communication

Large events

- Graduation
- Awards ceremonies
- Community information nights
 - Slideshows, handouts

Used on all communication from the board and leadership team to the public and/or parents



Internal Communication

Used by teachers

- Comms to parents

Certificates

- Virtue/honor roll

Internal forms

SJCA brand channels (newsletter, social)

Promotional materials

SJCA yearbook



Athletics Clubs

Used for all athletic teams

- All uniforms, practice wear, spirit t-shirts

Used by all SJCA clubs or grade-level t-shirts

- All spirit t-shirts

All designs (digital, print, or apparel) must be approved by the communications coordinator. This includes athletic jerseys, spirit t-shirts, hats, etc.