What is a brand?

The Kapaun Mt. Carmel brand is who we are.
It’s the set of ideas, emotions and associations that come to mind whenever anyone thinks about us. Our brand comes to life in how we relate to each other, serve our audiences, design our services and spaces, and communicate to the outside world. A good brand is built over time and requires thought, strategy and consistent implementation.

**BRAND**
It’s the perception of Kapaun Mt. Carmel’s image as a whole.

**IDENTITY**
It’s the visual aspects that form part of the overall brand such as letterhead, business cards, signage, apparel, brochures and web site.

**LOGO**
A mark that identifies our business in the simplest form. To illustrate this concept, think of logos like people. We prefer to be called by our names – James, Dorothy, John – rather than by the confusing and forgettable description of ourselves such as “the guy who always wears pink and has blonde hair”. In this same way, a logo should not literally describe what the business does but rather, identify the business in a way that is recognizable and memorable.

Protect our brand.
Consistency is a crucial step towards brand success.
Set in motion a structure for keeping it sharp and consistent.
Who is Kapaun Mt. Carmel?

OUR HISTORY
Our school has its roots in an all-girls high school named All Hallows Academy, opened in 1887 by the Sisters of Charity of the Blessed Virgin Mary (BVM). In 1900, the sisters changed the name of the school to Mount Carmel Academy (MCA) at the request of Bishop John Hennessy. In 1956, the Diocese of Wichita opened Chaplain Kapaun Memorial High School (CKM), an all-boys high school operated by the Society of Jesus (Jesuits). In 1971 Mount Carmel Academy merged with Chaplain Kapaun Memorial High School to form Kapaun Mt. Carmel Catholic High School (KMC), a co-educational diocesan high school that today provides outstanding education and formation for 900 students residing on the east side of Wichita, Kansas.

WHY DO WE DO WHAT WE DO
We believe in permeating the academic program with Catholic virtue and values while awakening in our students life-long intellectual curiosity and nurturing their social intelligence and spiritual maturity.

HOW WE ARE DIFFERENT
Our mission at Kapaun Mt. Carmel is to educate and form the total person in the image of Jesus Christ. This mission drives all our programs, activities and decisions. We do not focus solely on academic achievement, athletic performance, college preparation, or artistic expression, but rather, we pursue excellence in every aspect of the student's life. In addition to their consistent superiority in the classroom and on the courts, fields and stages of performance and competition, our students perform over 15,000 hours of community service each year for and on behalf of their families, their school, their parishes and their community. In particular, they support Catholic Charities' efforts to feed the hungry and minister to the poor and marginalized of our community.

Our focus is always on Jesus Christ, whose victory over death gave us the promise of eternal happiness with Him through a share in His divinity, a fact exemplified in the daily celebration of the Holy Mass on campus.

OUR PERSONALITY
Much of our collective personality comes from a reverence to our namesake, Father Emil Kapaun, a priest of the Wichita diocese who served in the United States Army as a military chaplain during World War II and the Korean War. Father Kapaun was captured by the Chinese during the Korean War and died in a North Korean prisoner of war camp in 1951. His legacy of faith in God and His eternal mercy, service to his men, and true charity towards all inspired his fellow prisoners and gives our students a tremendous example to emulate. A soldier for Christ, Father Kapaun's memory lives on in the spirit and personality of Kapaun Mt. Carmel.

ELEVATOR STATEMENT
We are a diocesan Catholic high school with enrollment of 900 students. With a legacy of excellence that spans 130 years, we are proud and honored to partner with our parents, our alumni, and our parishes to educate and form the young people of the Catholic diocese of Wichita on the east side of Wichita, Kansas.
Logo

OVERVIEW
The Kapaun Mt. Carmel logo is to be used on all communication materials including, but not limited to identity elements such as letterhead, business cards, envelopes, brochures, proposals, presentations, newsletters, yearbook, apparel, web site and social media.

Do not alter the Kapaun Mt. Carmel logo in any way, and be sure to use the correct logo for the type of medium in which it will appear. Refer to the following pages for details.

MEANING
Our logo is a shield with a cross and sword through it, signifying our past crest and religious history in addition to our Crusader mascot.
Logo

VARIATIONS

While the one-color logo on a white background is the preferred version, the logo's color combinations and ink usage may be adjusted based upon the application. For instance, the logo can also be placed on any of the primary branded colors or on a patterned background when using the reversed version. The logo, however, should never be placed on top of a photograph unless it is a solid color area of the photo.
Logo

IMPROPER USE

To preserve the integrity of the Kapaun Mt. Carmel brand, be sure to correctly apply the logo. Altering, distorting, or redrawing the logo in any way will weaken the power of the element and what it represents. Some common misuses are shown here.

Do not alter the logo colors.

Do not reposition the logo components.

Do not scale the logo components.

Do not delete any component of the logo.

Do not squeeze or stretch the logo.

Do not alter the logo fonts.
Typography

Typography is an important component of our brand. When applied consistently across the entire range of our marketing communications, it will help to unify the appearance of our materials, enable our audiences to recognize us, and reinforces our brand equity.

**PRIMARY FONT**

The primary typefaces for Kapaun Mt. Carmel are Tahoma and Myriad Pro. When the logo is used for athletics, the font Weiss can be used.

**SECONDARY FONT**

There will be situations when the primary fonts are not available or not practical for use. These include documents developed in Microsoft Word, Microsoft Powerpoint or other Microsoft Office programs for internal use as well as email and other select externally shared documents. To substitute for primary fonts, Calibri (a TrueType font) has been selected for these applications. Since Calibri is “native” to Microsoft Office programs, as well as to most modern operating systems (both Mac and PC), the font should display correctly for internal and external users alike.
Graphic Elements

The enlarged cross portion of the logo is an element that can be used on branding materials. It should always be used in the Kapaun Mt. Carmel primary logo color of blue PMS 294. It can be a percentage of the color or a gradient fading from lighter to darker as shown. The designs shown may change and are examples only.

GAME SCHEDULE

- The secondary palette consists of only red PMS 186 to complement our primary color palette.
- Red should be used sparingly and in support of the primary color palette.
- Red can be used as an accent color to add contrast and a pop of color in the design of print materials such as brochures, newsletters, bulletins and on the web site and social media.
- This is an example only. This is not an actual brochure.
- This is an example only. This is not an actual brochure.
Logo Usage for Athletics

An additional version of the logo can be used for athletics. It is two color, blue PMS 294 and gray PMS 422. Both the one color blue and two color blue and gray versions are acceptable. These are the only acceptable color versions of the logo.
Logo Usage for Athletics

VARIATIONS

While the one-color logo on a white background is the preferred version, the logo’s color combinations and ink usage may be adjusted based upon the application. For instance, the logo can also be placed on any of the primary branded colors or on a patterned background when using the reversed version. The logo, however, should never be placed on top of a photograph unless it is a solid color area of the photo.
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IMPROPER USE

To preserve the integrity of the Kapaun Mt. Carmel brand, be sure to correctly apply the logo. Altering the logo colors in any way will weaken the power of the logo and what it represents. Some misuses are shown here.

Do not change the color of any part of the logo.

Do not combine the logo with any other elements. Do not add any letters or graphics to the logo. The logo is to be used alone.
Color Palette

Color plays a prominent role in all of our communications and quickly identifies our brand. The following colors are the only ones that may be used.

**PRIMARY PALETTE**

The primary palette consists of blue PMS 294 and gray PMS 422.

**SECONDARY PALETTE**

The secondary palette consists of only red PMS 186 to complement our primary color palette. Red should be used sparingly and in support of the primary color palette. Red can be used as an accent color to add contrast and a pop of color in the design of print materials such as brochures, newsletters, bulletins and on the website and social media. See page the following page, “Graphic Elements”, for usage examples.

**MATCHING COLORS**

Depending on the application (paper, fabric, ceramic, etc.), CMYK colors may need to be adjusted to match the PANTONE colors. Follow all of the color directions at right to ensure accurate results.
Logo Usage for Athletics

These logo and type combinations have been set up for Kapaun athletics and can be used on t-shirts, flyers and other athletic materials to serve as the logo for each sport.
Logo Usage for Athletics and Spirit Wear

All t-shirt art should have the Kapaun Mt. Carmel logo on it somewhere. It is not required to have the type with it. The logo can appear on the sleeve, the back of the shirt or within the design of the shirt as long as the mark has not been altered in any way.
Proliferating the KMC Brand

SPIRIT APPAREL

We at Kapaun Mt. Carmel are proud of our legacy of excellence that has grown out of our beliefs and mission throughout the 130 years of our existence. We are privileged that this legacy is celebrated by our broad community of students, faculty, staff, families, alumni and friends of the school. We encourage the proliferation of this legacy through the wearing of spirit apparel that emulates our brand.

Spirit apparel is an important aspect of our brand. Spirit apparel is produced for the school community generally, for individual sports and activities (both players and fans), for clubs and organizations, and for educational purposes (like P.E.). In order to ensure the adequate representation of and consistency with the KMC brand, we offer the following parameters to be followed by all producers and distributors of KMC spirit apparel:

• Modesty and practicality must prevail over all fashion and taste considerations;
• Materials must be of high quality, durable and suitable for their intended purpose;
• Approved fabric colors are Royal Blue, White, Gray, and Black. Alternative colors are not allowed without the express written consent of the Administration of KMC.
• Only approved producers and distributors of spirit wear apparel are to be used. Online sales resources, such as CustomInk.com and others, are to be avoided, as they mandate unfavorable ownership principles over reproduced logos and brands.
• All decoration on spirit apparel must conform to these brand guidelines.
• The KMC administration must approve the design of all spirit apparel and other spirit items prior to their production and offering for sale. Each design is to be submitted to the KMC Marketing and Communications Manager, who will coordinate the review and approval of designs by the KMC administration. Failure to follow this parameter may result in disallowance of the subject apparel from use as a “Spirit Day” qualified piece of apparel. Deliberate or repeated failure to follow this parameter by students, faculty or staff may result in disciplinary measures.

OTHER SPIRIT ITEMS

Other items, such as trinkets, pens, pencils, cups and glasses, lanyards and bags, signs, chair backs, decals, license plates, bag tags, water soluble tattoos, and similar items, must also conform to these brand guidelines.

KMC SPIRIT STORE

The vision of the KMC Spirit Store is to be the sole source of KMC spirit apparel and items. Accordingly, the Spirit Store should be the first stop for anyone wishing to purchase or create an item of spirit apparel or other spirit goods.