

# BERGAN CATHOLIC

---

## ***BRAND STYLE GUIDE***

EST. 1913

# OUR MISSION STATEMENT

Archbishop Bergan Catholic School exists to instill a passion, as exemplified by Christ, for faith, knowledge and service.

# HISTORY



Catholic Education became a reality in 1913 here in Fremont, Nebraska with the first Catholic Elementary School located on 4th and Union. With our rich history in Faith, Knowledge, and Service we continue to educate the whole child here at Archbishop Bergan Catholic School. We offer education opportunities for children 3-18 years old. We are a small, tight-knit community of faithful believers creating disciples in Jesus. Archbishop Bergan Catholic School is a place for all students in which education is quality, Catholic-based, and affordable.

# OUR NAMESAKE



Archbishop Bergan Catholic School was named after the former Archbishop of Omaha, Gerald Thomas Bergan, who served the Archdiocese from 1948 to 1969. He was known as the "building bishop" as he expanded educational opportunities in the Archdiocese by constructing or renovating schools, churches, hospitals, care facilities and cemeteries. When the new Catholic high school was built in Fremont to replace Saint Patrick High School, it was dedicated as Archbishop Bergan Catholic High School. This name has now been applied to the entire Catholic school system in Fremont, Nebraska that is a ministry of Saint Patrick Parish.

# STYLE GUIDE INTRO

A brand goes beyond a logo, name or tagline. It's the sum total of all the images and feelings that someone holds about a particular institution. It identifies where an institution is, where it's been and where it's going.

Through its brand, Bergan Catholic communicates its values and shares its story with audiences within the community and across the nation. The Bergan brand builds upon this foundation. It captures Bergan's essence and vision and carries our story to internal and external audiences. It communicates who we are and sparks recognition among potential students, current students, alumni, faculty, staff, community partners and others.

When we represent Bergan in our marketing and communications, we have an opportunity to reinforce the Bergan brand. This brand guide provides a framework for our communications and marketing pieces. It helps to ensure consistency in our voice and visuals across all platforms.

# SCHOOL LOGOS



**BERGAN  
CATHOLIC**

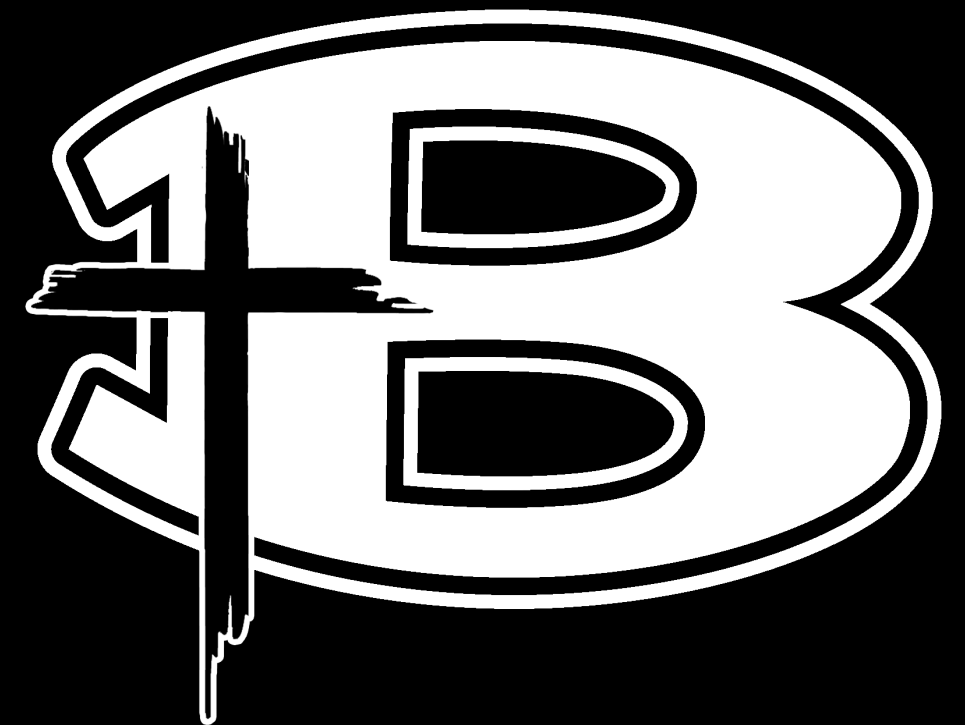
**SCHOOL LOGO**



**BERGAN  
CATHOLIC**

**SPORTS LOGO**

# SCHOOL LOGO VARIATIONS



# SCHOOL LOGO VARIATIONS



# BRAND FONTS

## Primary Logo Typography

The primary typeface for Bergan Catholic heading is **EVOGRIA REGULAR OR *EVOGRIA ITALIC***

This font is used strictly for the Bergan Catholic Title in the logos or headers.

**BERGAN  
CATHOLIC**

**EVOGRIA**

**AA BB CC DD EE FF GG HH II JJ KK**

**LL MM NN OO PP 1234567890**

***BERGAN  
CATHOLIC***

***EVOGRIA ITALIC***

***AA BB CC DD EE FF GG HH II JJ KK***

***LL MM NN OO PP 1234567890***

# BRAND FONTS

## PRIMARY TYPOGRAPHY

### Primary serif & Sans Serif Typography

The primary Serif typeface for Bergan Catholic Schools is **Arial Nova**

The primary Sans Serif typeface for Bergan Catholic Schools is **Arial Nova Condensed**

Arial Nova

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

1234567890

Arial Nova Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii

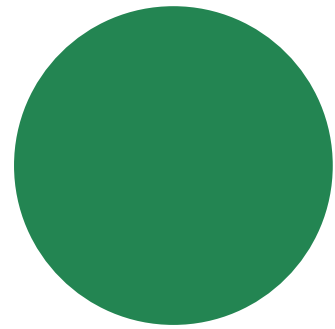
Jj Kk Ll Mm Nn Oo Pp

1234567890

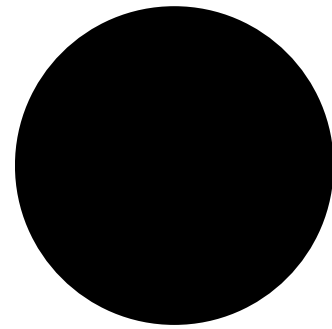
# BRAND COLORS

## Primary Colors

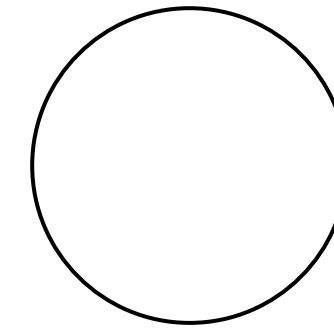
These are the core colors of the Bergan brand. Primary colors are incorporated into a School's logo. These colors are the only colors that can be used for main jersey colors (tops & bottoms).



HEX COLOR: #238552  
RGB: (35,133,82)  
CMYK: (84,24,85,10)



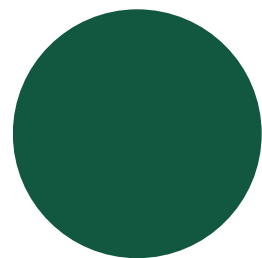
HEX COLOR: #000000  
RGB: (0, 0, 0)  
CMYK: (0, 0, 0, 100)



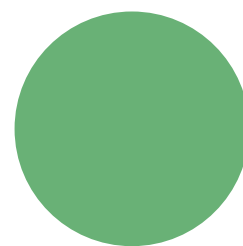
HEX COLOR: #FFFFFF  
RGB: (255, 255, 255)  
CMYK: (0, 0, 0, 0)

## Secondary Colors

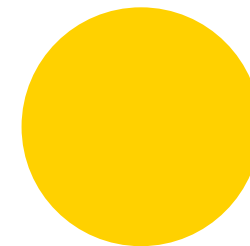
Secondary colors highlight and compliment the primary color or colors. These colors are to be used as accents not a main color. These colors are used for lettering on jerseys or lining. These are not main jersey(top & bottom) colors from here on out.



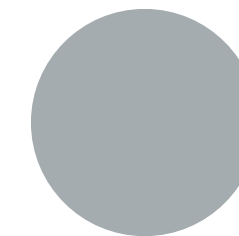
HEX COLOR: #355e3b  
RGB: (53, 94, 59)  
CMYK: (44, 0, 37, 63)



HEX COLOR: #69b176  
RGB: (105, 177, 118)  
CMYK: (62, 9, 70, 0)



HEX COLOR: #FFD100  
RGB: (255, 209, 0)  
CMYK: (1, 16, 99, 0)



HEX COLOR: #A5ACAF  
RGB: (165, 172, 175)  
CMYK: (50, 38, 32, 2)

# SCHOOL UNIFORMS



**BLACK**



**GREEN**



**WHITE**



**KHAKI**



**BLACK**

These will be the new colors going forward starting Fall of 2024. There will be a phase out time for next school year where navy will still be allowed.

# SCHOOL UNIFORMS



**BLACK**



**WHITE**



**GREEN**



**GREEN**



**BLACK**

These will be the new colors going forward starting Fall of 2024. There will be a phase out time for next school year where navy will still be allowed.

# SCHOOL UNIFORMS



**BLACK**



**WHITE**



**GREEN**



**KHAKI**



**BLACK**

These will be the new colors going forward starting Fall of 2024. There will be a phase out time for next school year where navy will still be allowed.

# PROPER LOGO USE



# IMPROPER LOGO USE



These are examples of how we do not use logos. We only use logos in open space. We do not place logos over faces or objects in pictures.

# LETTER HEAD



**[DOWNLOAD WORD FILE](#)**

**[DOWNLOAD PDF FILE](#)**



**PHONE**

(402) 721-9683 High School/Middle School  
(402) 721-9766 Elementary School  
(402) 721-9710 ECEC



**FAX**

(402) 721-5366 High School/Middle School  
(402) 721-1180 Elementary School  
(402) 721-5366 ECEC



**ADDRESS**

545 E 4th St, Fremont, NE 68025 High School/Middle School  
1515 N Johnson Rd, Fremont, NE 68025 Elementary School  
450 E 4th St, Fremont, NE 68025 ECEC

# COLOR COMBINATIONS

**Kelly** & Gold

**Kelly** & White

**Kelly** & Black

**Kelly** & Gray

**Kelly**, Gold & White

**Kelly**, Gold & Black

**Kelly**, Hunter & Gold

**Kelly**, Hunter & White

**Kelly**, Hunter & Black

**Kelly**, Hunter & Gray

**Kelly**, Light Green & White

**Kelly**, Light Green & Black

**Kelly**, Light Green & Gold

**Kelly**, Light Green & Gray

**Kelly**, Light Green, Gray & Gold

**Black**, Kelly Green & Gold

**Black**, Kelly Green, White

**Black**, Kelly Green, White & Grey

**Black**, White Kelly Green, Light Green, & Grey

**White**, Kelly Green & Gold

**White**, Kelly Green, Black

**White**, Kelly Green, White & Grey

**White**, Kelly Green, Light Green, Grey & Gold

The bold Colors need to be the main color in all things ordered.

# CONTACT US

---

 402-936-3021

 [marketing@berganknights.org](mailto:marketing@berganknights.org)

 [www.berganknights.org](http://www.berganknights.org)