

Logo, Mark
& Signature

Newman Central Catholic High School

2022

Newman
Central
Catholic
High
School

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2022 -

“ A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.

- Antonie de Saint-Exupery

Since Newman was founded, a lot has changed. Embroidered letter jackets have given way to screen printed sweatshirts, television cabinets have given way to touchscreen smart phones and painted signs have given way to interactive websites.

As technology has changed, so too have the technical limitations and graphic design challenges schools face to communicate their identities to the communities they serve. Today, schools have to be able to make a mark not only on large signage but also on tiny patches of digital screens made up of only a few hundred pixels.

Newman's new mark for 2022 and beyond harkens back to the earliest designs, eliminates the border completely, relies on a single color, increases contrast around the cross element and reduces complexity altogether. The new mark **simpler** and more legible: consisting of an 'N', a 'C', a cross and nothing else.

Newman

Newman Central
CATHOLIC HIGH SCHOOL

Lora

Newman Central
CATHOLIC HIGH SCHOOL

Rockwell

Newman Central
CATHOLIC HIGH SCHOOL

Rockwell+
Metropolis

Newman Central
CATHOLIC HIGH SCHOOL

Rockwell+
Zilla Slab

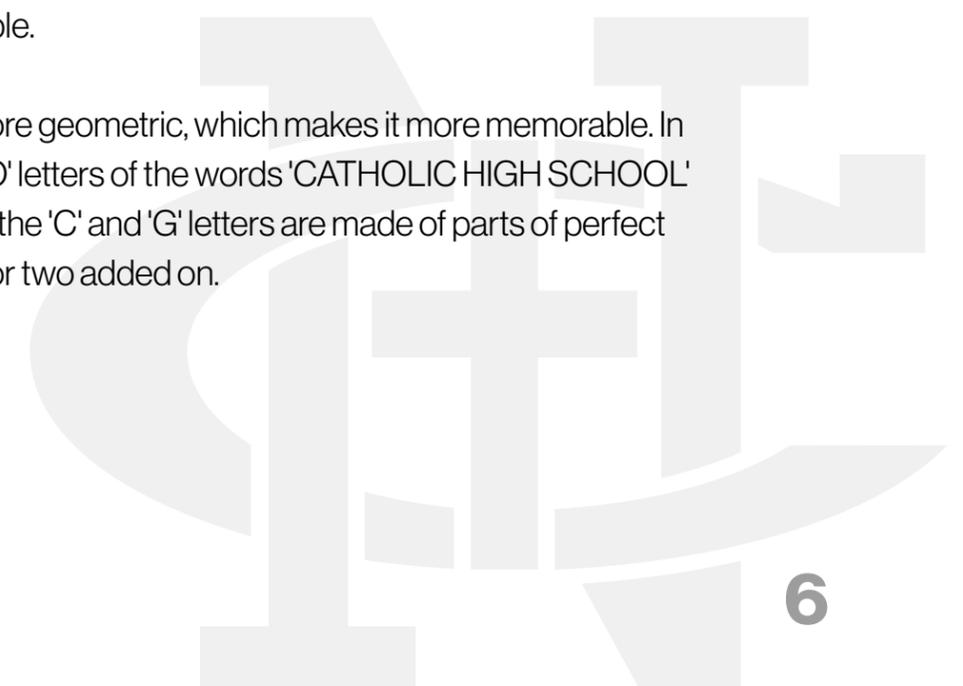
Newman Central

CATHOLIC HIGH SCHOOL

A slab serif typeface allows the 'N' and the 'C' of the mark to match with the first letters of the words 'Newman' and 'Central' in the logo. It also evens out the thickness of the strokes of the letter forms - making it easier to reproduce at small scales. It's also reminiscent of the boxy lettering of letter jackets and jerseys from past decades.

In addition to a more consistent stroke thickness, the type's normal weight is also thicker by default. This makes it unnecessary to use a bold version of the typeface as the current logo does. All of this makes it more legible.

The type is also more geometric, which makes it more memorable. In the new logo, the 'O' letters of the words 'CATHOLIC HIGH SCHOOL' are perfect circles; the 'C' and 'G' letters are made of parts of perfect circles with a serif or two added on.





Newman Central
CATHOLIC HIGH SCHOOL



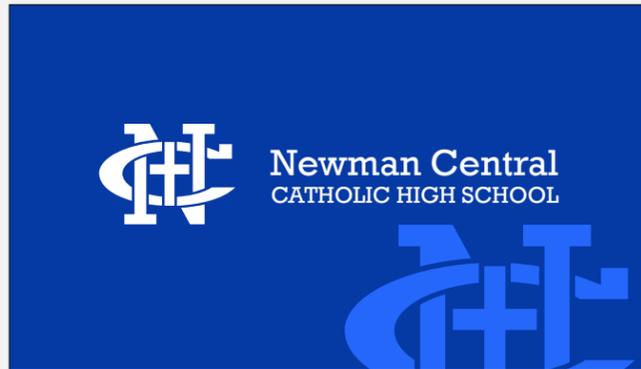
Newman Central
CATHOLIC HIGH SCHOOL



Newman Central
CATHOLIC HIGH SCHOOL



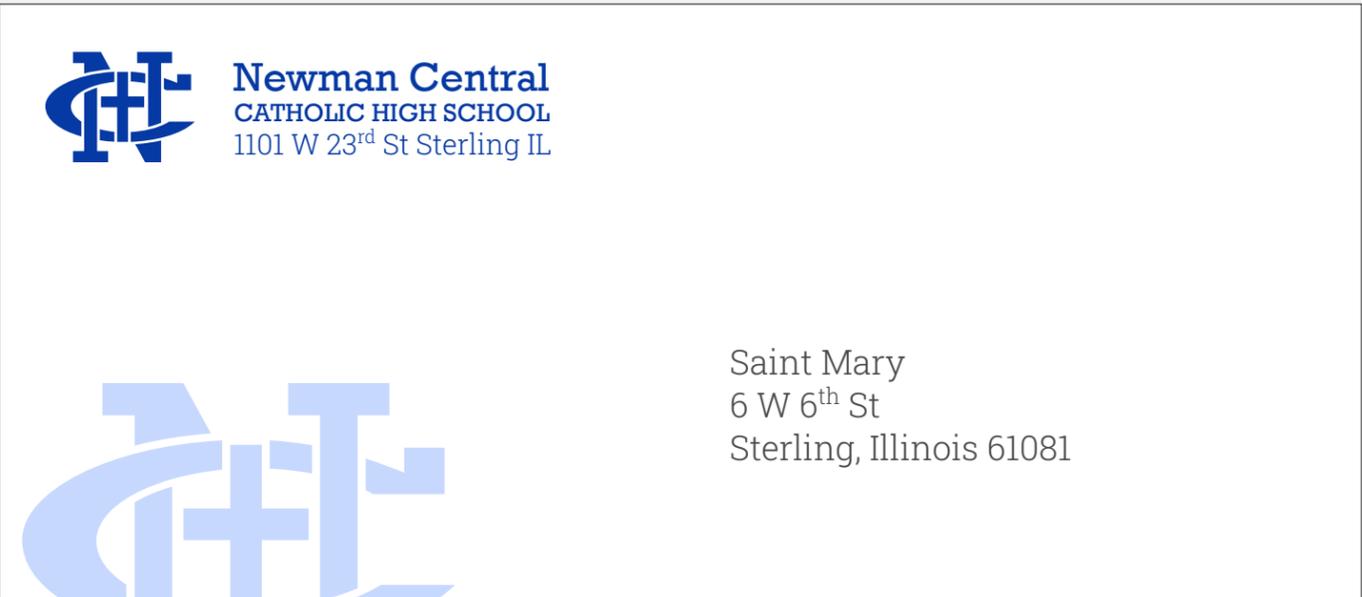
Newman Central
CATHOLIC HIGH SCHOOL



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 Newman Central
CATHOLIC HIGH SCHOOL
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Saint Mary
6 W 6th St
Sterling, Illinois 61081

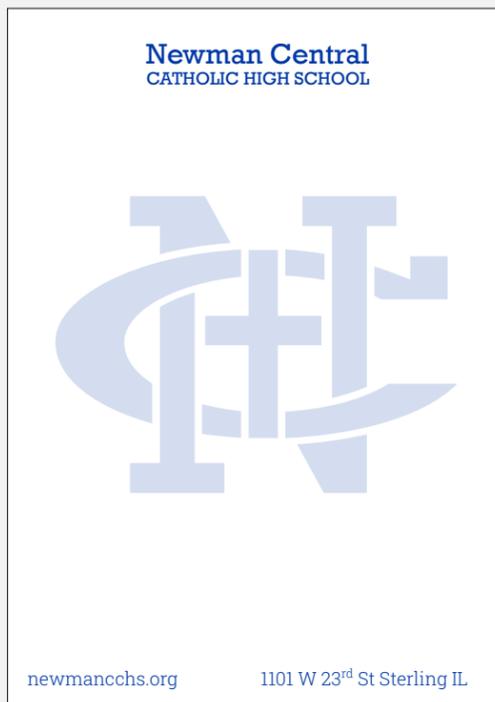
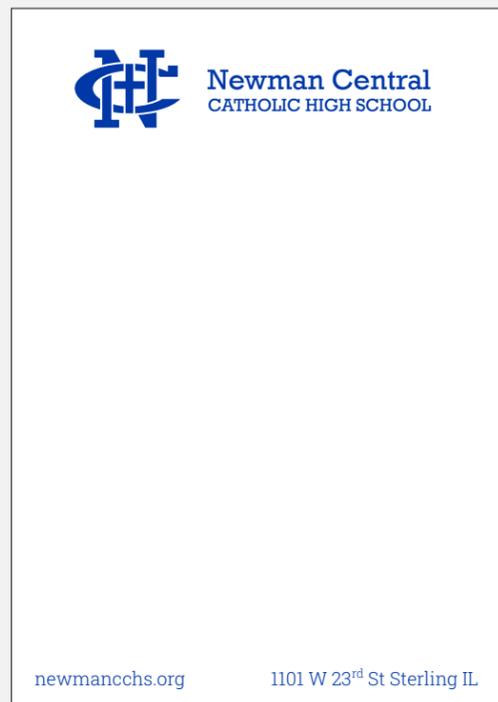


Saint Mary
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Typeface: Roboto

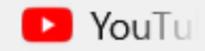


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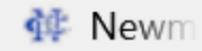
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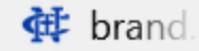
old vs new



YouTube



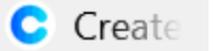
Newmark



brand.



Palette



Create

The new mark performs on stationary, in digital media and even on apparel. In every context, each of its three elements is sharp and legible.

No additional colors are needed to highlight the cross element. The cross on the new mark is readable and impressive. It stands out without use of a second color or special styling. Now, it has 'room to breathe'.



Identity Team

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