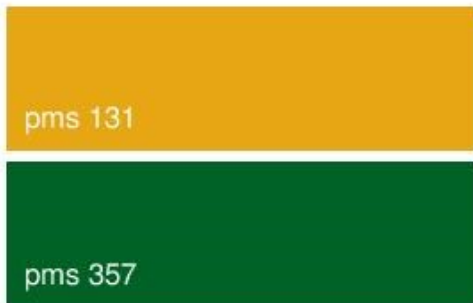




DREAM. ACHIEVE. SOAR.

St. Rita Brand Standards

primary color palette, solid

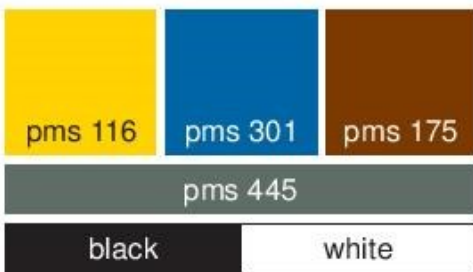


YELLOW / GOLD : joy, happiness, optimism, hope, sunshine, cheerful, intelligence, knowledge, learning, confidence, creativity, happiness, organization

GREEN : calming, good luck, prosperity, vitality, renewal, youth, vigor, generosity, hope, growth, charity, soothing, sharing

st Rita color	Spot Color Coated	CMYK
st Rita gold	or Pantone 131 C	0/32/100/9
st Rita green	or Pantone 357 C	80/0/100/56

secondary color palette, solid



BLUE : peace, tranquility, calm, devotion, sincerity, honor, steadfast, dependable, loyal, productive, stability, harmony, unity, trust, truth, spirituality, intuition, inspiration, security, loyalty, technology, love, acceptance, patience, understanding, cooperation, comfort

BROWN : home, friendship, reliability, comfort, grounding, endurance, stability, simplicity, comfort

GRAY : security, reliability, balance, intelligence, modesty, practical, dignity, maturity, timeless, solid, conservative



DREAM. ACHIEVE. SOAR.

St. Rita Brand Standards

core assets typography

When applied consistently across the entire range of our corporate and marketing communications, typography will help to unify the appearance of all st Rita materials, and help our audiences to recognize and become familiar with our new brand identity.

logomark fonts

imperator - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

imperator - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

vera humana 95 - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

secondary fonts - body copy

arial - regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

arial - bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890