



ST. PAUL HIGH SCHOOL

---

# BRAND ASSESSMENT

---

ASSESSMENT AND EVALUATION OF ST. PAUL HIGH SCHOOL'S CURRENT BRANDING

---

CREATED FOR :

ST. PAUL HIGH SCHOOL  
SANTA FE SPRINGS, CA

RESPONSIBLE AGENCY :

MICHAEL BOBADILLA  
DESIGNER

CREATION DATE :  
JUNE 2016

---

# 00 / INTRO- DUCTION



# 01 / ACADEMIC EMBLEM

---

CREATED FOR :

**ST. PAUL HIGH SCHOOL**  
SANTA FE SPRINGS, CA

RESPONSIBLE AGENCY :

**MICHAEL BOBADILLA**  
DESIGNER

# 01.1 / ACADEMIC EMBLEM

## DESCRIPTION

The Academic Emblem is used frequently on school collateral such as marketing material and website. Several variations were discovered of the emblem being used. The images below shows the variations which I found.

1



2



3



4



1

This jpeg file was given to me in a jpeg format by Andrew Gonzales. It is currently being used on parts of the website and other school collateral.

2

This variation of the emblem is being used as the primary mark on the schools website. The is does not utilize the grey color that is used on #1,#3, & #4. The navy color is also different from #1.

3

This variation is the current profile picture for the schools facebook. It is the only emblem incorporating a tilted "S" in the "SP" lock up.

4

The emblem on this navy poster has a white square behind it. This occurs when JPEG files are used instead of PNG. PNG files create the transparency like in #2.

## PROBLEM

1. There are various formats for the emblem being used.
2. There are currently only jpeg files for school logos.

## SOLUTION

1. Design emblem variations for white & navy backgrounds to establish consistency.
2. Create a logo database that houses all file formats.

# 02 / INTER- LOCKING LOGO

---

CREATED FOR :

**ST. PAUL HIGH SCHOOL**  
SANTA FE SPRINGS, CA

RESPONSIBLE AGENCY :

**MICHAEL BOBADILLA**  
DESIGNER

# 02.1 / INTERLOCKING LOGO

## DESCRIPTION

The Interlocking Logo is perhaps the most recognizable symbol for St. Paul High School. But like the academic emblem, there are a few variations being applied on marketing material and uniforms.



1

This interlocking logo is taken from the academic emblem and the font is inconsistent with the examples.

2

The version of the logo is the most common among marketing Collateral and uniforms. It does not incorporate the intertwining effect that is shown in example #1. There is also only a JPEG file of the logo which causes pixelation when expanded.

3 & 4

These 2 variations are based off of #3. There is currently no rules on how the logo should be applied on top of photographs.

5

This interlocking logo was found embroidered on a school polo. It is the only variation to incorporate a lock up with the mascot "swordsmen".

### PROBLEM

1. There are 2 variations for the font of the interlocking logo.

2. There are no guidelines establishing the proper use of the interlocking logo with other word-marks.

### SOLUTION

1. Establish a interlocking logo with guidelines that show all proper use of the logo.

# 03 / ATHLETIC LOGOS

---

CREATED FOR :

**ST. PAUL HIGH SCHOOL**  
SANTA FE SPRINGS, CA

RESPONSIBLE AGENCY :

**MICHAEL BOBADILLA**  
DESIGNER

# 03.1 / ATHLETIC LOGOS

## DESCRIPTION

These logos are used to represent the various athletic teams at St. Paul High School. This section of the schools branding is the most inconsistent. There are various word-marks with different fonts and styles.



1 This section portrays the various "St. Paul" Word-marks that on the front of uniforms. Each has its own font and style.

2 The swordsmen word-mark has no set font which creates inconsistency on spirit wear and athletic apparel.

3 The St. Paul sword logos have different colors and outlines. The illustration of the sword also varies.

4 The sign-age in the gym incorporates the traditional swordsmen as well as a word-mark that isn't used anywhere else in the school.

## PROBLEM

1. There isn't an established font for athletic apparel.
2. Illustrations of the sword and swordsmen vary throughout apparel and school collateral.

## SOLUTION

1. Create a system for athletic word-marks for coaches to refer to.
2. Update illustrations to incorporate the new font and color system to reinforce the new branding.



# THANK YOU/ CONTACT INFO

ST. PAUL HIGH  
SCHOOL

-

---

**CONTACT:**

Michael Bobadilla

Designer

E: [contact@michael-bobadilla.com](mailto:contact@michael-bobadilla.com)

P: 1. 562. 879. 4717

A stylized, handwritten-style logo consisting of the letters 'M' and 'B' in a bold, black, cursive font. The 'M' and 'B' are connected, with the 'B' having a long, sweeping tail that extends downwards and to the right.