

SCHECHTER

brand resource

guide

CLICK HERE TO DOWNLOAD ALL LOGOS & FONTS

Logos & Usage

Here’s what you need to know

We use our logo to represent SCHECHTER, through all internal and external communication. If a message is coming from SCHECHTER, the logo and branding should appear.

The Logomark

- Refers to SCHECHTER, the full school - not the grade levels
- The logo is always **blue and white**
- This logo should be used on any invitations, printed materials, and for all-school events
- Always use the logo files provided in the shared marketing assets folder
- When using on any color background, use the white outlined logos
- There should always be significant space between the logo mark and text or additional images



The Full Lockup Logo

- Refers to Sager Solomon Schechter, used when referring to specific grade levels
- The logo is always **blue**
- This logo should be used only when referring to specific grades, as it includes the name "Sager"
- Always use the logo files provided in the shared marketing assets folder
- Do not recreate or edit this logo

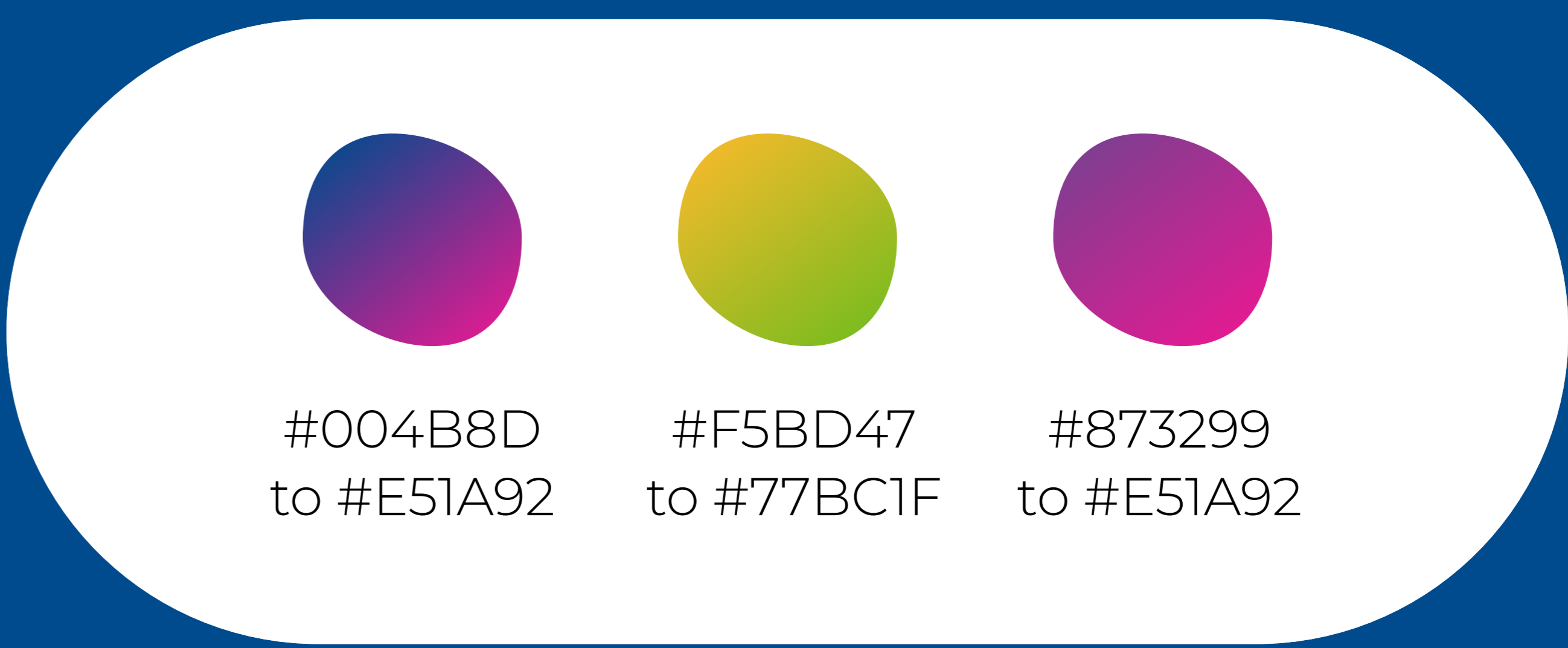


Colors

Basically our box of crayons

Our Brand Colors

Our brand consists of 6 main colors - all to be used as solids and can be used in some cases as gradients



Accessibility

In order to ensure that all of our materials are readable, with regards to color, we consistently use a blue or white background for all of our materials.

Typography

Because words are important

Montserrat Bold

Montserrat Bold is the distinctive font used to create our main logo lockups, in all of our ads and used in external communication. It is important to have identifiers within our brand, like our colors, so that when our community sees our messaging, they feel a sense of familiarity and comfort.

Montserrat Light

Montserrat Light is used as our base-font. This is our secondary typeface for use in paragraph text and in smaller, print elements.

Montserrat Family

The full Montserrat Family is available for use for all SCHECHTER internal and external documents. It can be downloaded from our shared drive at any time.

Montserrat Thin
Montserrat Extralight
Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Semibold
Montserrat Bold
Montserrat Extrabold
Montserrat Black

Montserrat Thin
Montserrat Extralight
Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Semibold
Montserrat Bold
Montserrat Extrabold
Montserrat Black