



# ST MARY'S COLLEGE

# STYLE GUIDE

NOVEMBER 2025

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# 01 INTRODUCTION

BRAND OVERVIEW

# BRAND INTRODUCTION

St Mary's College is a Catholic school in the Edmund Rice tradition. Previously called CBC St Kilda, our name and vision have changed as we embrace an authentically inclusive Co-education for girls and boys.

While we have changed our name, we have not changed our values, our call to justice, our strong community, our history and traditions, and our quality teaching learning programs.

Our education occurs through a moral and social lens, our social justice programs, pastoral, creative sporting and academic pursuits and the well-designed learning programs tailored for the unique and different needs of junior middle and senior school students educate our students to be good people who can add value to the world they enter when they leave our school.

We partner with our families to instill a deep sense of respect, justice and belonging in our students that transcends the classroom. Everything we do to teach and support students is built on the fabric of love, values, beliefs and habits each family instils throughout their child's life and we welcome the involvement of parents and families in our school community.

We provide children with a caring and supportive environment where every student has a place and a voice. Our innovative learning and wellbeing programs aligned with mutually respectful relationships enable each student's intrinsic worth to shine. Preparing students for life beyond school, our programs enable students of diverse abilities to step purposefully into their future.



**ST MARY'S**  
COLLEGE

# COLLEGE MOTTO

*“Virtus Sola Nobilitas”*

The Latin motto can be translated as *“Virtue Alone is Noble”*. By this, we believe that virtue is the only noble or worthwhile achievement. As a star is guiding light, so will our motto serve as a guide to us in our daily lives.

# MISSION STATEMENT

As a faith-filled learning community in the Edmund Rice tradition, St Mary’s College provides contemporary learning opportunities that aim to nurture and challenge all to grow to their full potential. The St Mary’s College community is one of hope and joy, where all are welcome and supported. Inspired by the Gospels, we seek to act for justice and solidarity with open hearts and minds.

# VISION STATEMENT

ST MARY’S COLLEGE IS AN **INCLUSIVE AND LIBERATING** CO-EDUCATIONAL CATHOLIC SCHOOL IN THE EDMUND RICE TRADITION THAT **ASPIRES TO EXCELLENCE** IN LEARNING, ACTING WITH COMPASSION AND JUSTICE AND INSPIRING ONE ANOTHER **TO SHAPE A BETTER WORLD FOR ALL.**

# 02 BRAND ELEMENTS

## COLLEGE LOGO

# COLLEGE BRAND

## COLLEGE CREST

The Crest signifies dedication to Christ, which is central to the purpose of the College. The Crest has six basic symbols in addition to the name of the College, the location and the motto. This section will introduce each of these elements and provide you with an understanding of applying the College brand.

### THE STAR

Taken from the Edmund Rice tradition; the star at the centre evoking Dan. 12:3, “those who are wise shall shine like the brightness of the heavens; and those who turn many to righteousness, like the stars for ever and ever.”

### THE LAUREL

The laurel wreath, a symbol of Presentation College Windsor, enfolds the crest, representing the time-honoured connection between the two schools and their alumni. Its leaves are evergreen, a celebration of wisdom acquired through both education and faith. Traditionally, wreaths were given publicly to honour distinguished service. Therefore, the laurel wreath is also a symbol of hopeful expectation of success in life through persistence, growth, achievement and endeavour.

### THE DOVE

The dove represents peace and hope. The dove’s roles as spirit messenger, maternal symbol and liaison impart an inner peace that helps us to live life calmly and with purpose.

### THE FLEUR-DE-LIS

The fleur-de-lis has been used to represent the Holy Trinity and a Lily, ascribed as the special emblem of the Virgin Mary.

### THE CELTIC CROSS

The Celtic cross is a form of Christian cross featuring a nimbus or ring that emerged in Ireland, France and Britain in the Early Middle Ages.

### THE LION

The roaring lion represents courage, resurrection, and royalty, coinciding with the theme of Christ as king in Mark’s gospel.



# COLLEGE BRAND

## LOGO BREAKDOWN

The St Mary's College logo is a valuable asset, and the greatest care should be taken at all times to ensure the brand is protected from misinterpretation and improper use. It builds on, and maintains our motto and mission statement and our belief in what we do as a College.

The College logo, inclusive of the Crest, colours and typeface form the basic, yet most important elements of the visual identity and foundation of the St Mary's College brand.

This guide will be the College's way of creating a consistent look and feel for all print, web and other visual media. It will be a solid foundation for our integrated look and feel, and a way to enhance the history, tradition and strong reputation in the community.

It is important that all St Mary's College staff, students, parents, families, members, stakeholders, and the community at large, are presented with a consistent application of our brand at every interaction.

The St Mary's College logo can be used in four formats; Primary (Master), Secondary (Horizontal), Secondary (Tagline) and Wordmark.

The College brand is made up of two main elements as listed below:

- A1: The Crest
- A2: Wordmark



# BRAND VARIATIONS

## MASTER LOGO

The College Master logo is to be used in all instances. This is the full colour, stacked version. This version can be reversed onto blue or black backgrounds only, with the wordmark reversed in order to be legible.

Master variations include a one colour stacked in either blue, black or white (these are to be used on coloured backgrounds only with the approval of the Marketing Department).



### MASTER *Stacked one colour*



### MASTER *Stacked full colour, reversed wordmark*



# BRAND VARIATIONS

## SECONDARY - LANDSCAPE

Where space limits the use of the Master logo (stacked), the Secondary logo (landscape) is to be used. The logo must still include the Crest and Wordmark.

The reversed version is to be used on blue or black backgrounds only. Single colour versions are also available in blue, black and white (these are to be used on coloured backgrounds only with the approval of the Marketing Department).



### SECONDARY - LANDSCAPE

landscape full colour, reversed wordmark



### SECONDARY - LANDSCAPE

Stacked one colour

BLUE



WHITE



BLACK



# BRAND VARIATIONS

## SECONDARY - ELEMENTS

The use of the St Mary's College Workmark is a sole typographical unit and is permitted but restricted to limited use. Wordmark variations include a one colour in either blue, black or white. Prior approval from the Marketing Department is required before proceeding with the use of this logo.

**ST MARY'S**  
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### ELEMENTS- WORDMARK

*One colour wordmark*

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**ST MARY'S**  
COLLEGE

**ST MARY'S**  
COLLEGE

# BRAND VARIATIONS

## CLEAR SPACES

The St Mary's College brand must always be displayed clearly and prominently to maximise impact. Clear Space refers to the space that has been deliberately left clear so that the logo has maximum impact and readability on a page.

The dotted box around the brand indicates the minimum area of clear space that must surround the College brand, in which no object, graphic, paper edge or type may intrude.

This clear space is calculated by creating a rectangle based on the height of the 'S' in the Wordmark, multiplied by two (2) for the Master brand and once (1) for the Secondary brand. This block is then applied to each edge of the College brand to create the minimum clear space.



# BRAND GUIDELINES

## INCORRECT USES

These rules apply to all variations of the College Logo.

**DO NOT CHANGE COLOURS**



**DO NOT ALTER TYPOGRAPHY**



**DO NOT RE-ARRANGE ELEMENTS**



**DO NOT DISTORT**



**DO NOT USE MULTIPLE TAGLINES**



**DO NOT USE ON A BATTERED BACKGROUND**



**DO NOT ROTATE**



**DO NOT REMOVE BRAND ELEMENTS**



**APPROVED BACKGROUND COLOURS ONLY**  
Refer page 21 for approved colours.



# EREA VSL CO-BRANDING

## ST MARY'S COLLEGE AND EREA VSL CO-BRANDED LOGO

The EREA VSL co-branding logo is to be used on all advertising and marketing materials representing St Mary's College in association with Edmund Rice Education Australia Victorian Schools Ltd.

This is the full-colour, horizontal version and should be used wherever possible to ensure consistent brand representation.



# 03 COLOUR GUIDE

INTRODUCTION TO COLOUR

# COLOUR PALETTE

## PRIMARY COLOUR PALETTE

The College colour palette is a fundamental part of the brand. It is important the colour palette is respected and reproduced consistently across all communication methods.

### COLOUR PALETTE VARIATIONS

#### PMS / PANTONE

PMS colours are the world-renowned authority on colour and provide colour systems and leading technology for selection and accurate communication. This is the preferred colour system when printing any St Mary's College promotion, stationery and publications.

#### CMYK

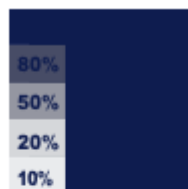
CMYK is short for cyan, magenta, yellow, and key (black), and is often referred to as process colour or four colour. This colour system should be used for printed documents where PMS is unavailable.

#### RGB

(Red, Blue, Green) and HEX# (hexadecimal) formats are web and digital safe colours.

### SYMBOLISM OF THE COLLEGE COLOURS

St Mary's College colours are dark blue and green. Green represents Ireland, the birthplace of the Order of Christian Brothers. The blue represents Mary, mother of Jesus, to whom Edmund Rice, founder of the Christian Brothers had great devotion. Our College is dedicated to St Joseph, foster father of Jesus.



**PANTONE: 2766C**  
**CMYK: 100, 96, 36, 38**  
**HEX: 111c4e**



**PANTONE: 3405C**  
**CMYK: 100, 0, 82, 0**  
**HEX: 00ac69**

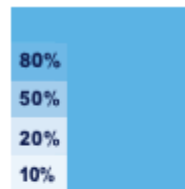


**WHITE**

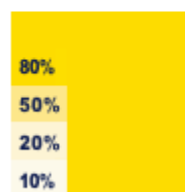
# COLOUR PALETTE

## SECONDARY COLOUR PALETTE

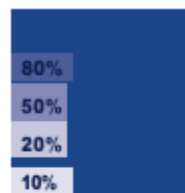
A Secondary colour palette has been created for when the Primary colour palette (refer to previous page) does not complement the environment in which it is being used. The colours are to be used sparingly and with the permission of the St Mary's College Marketing Department. These colours are also applied to the College houses.



**PANTONE:** 2915C  
**CMYK:** 58, 14, 0, 0  
**HEX:** 5eb3e4



**PANTONE:** Yellow  
**CMYK:** 3, 9, 100, 0  
**HEX:** ffd000



**PANTONE:** 7687C  
**CMYK:** 100, 86, 15, 3  
**HEX:** 1a428a



**PANTONE:** 1788C  
**CMYK:** 0, 96, 83, 0  
**HEX:** f32735

**04** **TYPOGRAPHICAL  
PALETTE &  
STATIONERY**  
**COLLEGE COLLATERAL**

# TYPOGRAPHICAL PALETTE & STATIONERY

## INTRODUCTION

Typography plays an important role in the St Mary's College logo and brand identity guidelines. To help maintain a consistent and strong brand appearance, guidelines have been developed for each type of document and should be used wherever possible.

A consistent document style establishes an image for the College that is increasingly recognizable and memorable.

# TYPOGRAPHICAL PALETTE & STATIONERY

## LETTERHEAD

### GENERAL FORMATTING

- Size: 210mm wide x 297 high.
- Orientation: Portrait
- Margins: All 2.5 cm (top, bottom, left, right)
- Alignment: Left-aligned (no justification)
- Spacing: Within paragraphs: single line (1.0), between paragraphs: one blank line

### FONT & TEXT

- Calibri 11 pt (preferred)
- Normal text, no bold/italics unless required
- No paragraph indents; separate paragraphs with one blank line

### LANGUAGE AND TONE

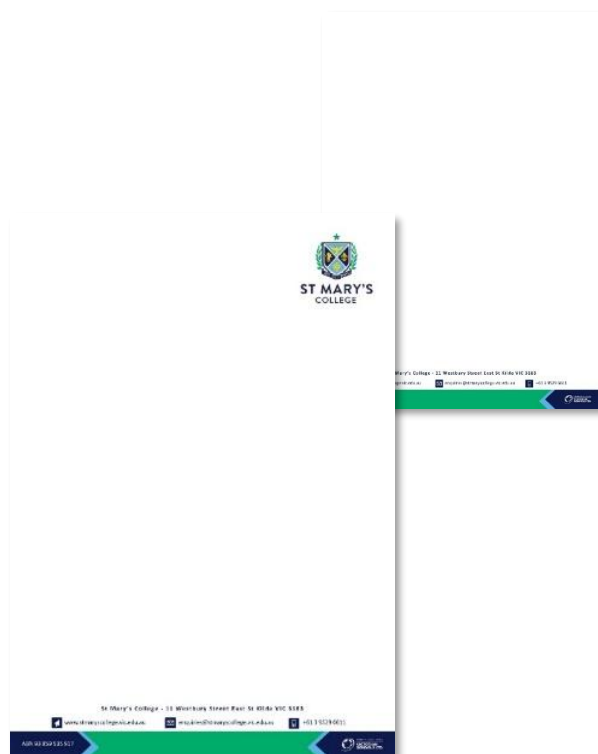
- Language: use plain English; avoid jargon unless necessary
- Tone: professional but approachable. Be concise and direct
- Spelling: follow Australian English (e.g. “organise” instead of “organize”)

### GRAMMAR AND PUNCTUATION

- Avoid contractions in formal documents (e.g. use “do not” instead of “don’t”)
- Use consistent tense throughout (e.g. past tense for reports, present tense for instructions)
- a blank line to separate paragraphs.

### STRUCTURE & ORDER

- Write date in long form, aligned left (e.g., 01 January 2025).
- Recipient address: Include: full name, title, organisation, street address, city + state + postcode. Leave one blank line after.
- Salutation: Dear [title + surname], If name unknown: dear sir/madam
- Reference / subject line: Optional but recommended for clarity. Format: ref: ... or subject: ...
- Closing: Yours sincerely, (if recipient named). Yours faithfully, (if using “dear sir/madam”). Leave 3–4 blank lines for handwritten signature.
- Body: Write in clear short paragraphs. Do not indent



# TYPOGRAPHICAL PALETTE & STATIONERY

## LETTERHEAD (TEMPLATE)

**Monday, 01 January 2001**

Director of Operations  
Department of Education  
123 Collins Street  
Melbourne VIC 3000



Dear Mr Smith,

**Ref: Request for Support with School Technology Upgrade**

I am writing to seek your support regarding the upcoming technology upgrade at St Mary's College. As part of our ongoing efforts to enhance digital learning, we are aiming to modernise our classroom resources and improve network reliability across both campuses.

We would appreciate any available guidance or funding opportunities that could assist us in implementing this initiative. Our goal is to ensure that students and staff have access to secure, efficient, and contemporary learning tools.

Thank you for your time and consideration. I look forward to your response.

Yours sincerely,

[Handwritten Signature]

**Full Name**  
Role Title  
St Mary's College

St Mary's College - 11 Westbury Street East St Kilda VIC 3183

 [www.stmaryscollege.vic.edu.au](http://www.stmaryscollege.vic.edu.au)  [enquiries@stmaryscollege.vic.edu.au](mailto:enquiries@stmaryscollege.vic.edu.au)  +61 3 9529 6611

ABN 93 859 535 917 

# TYPOGRAPHICAL PALETTE & STATIONERY

## EMAIL

### INTERNAL SIGNATURE:

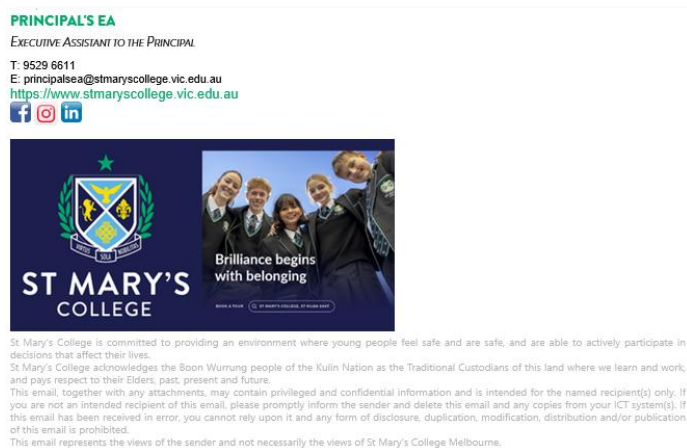
Internal signatures will include the staff member's name and position title. This signature is automatically set up and managed in the background by IT Support. No manual changes are required by staff.



### EXTERNAL SIGNATURE:

External signatures will include the staff member's name, position title, contact details, website link, social media icons, and banner (when applicable).

The banner is interchangeable on a campaign basis and will automatically be updated by IT Support.



### VISUAL ELEMENTS

Hyperlinks: embed within text (e.g. "View the policy here")

Attachments: reference in body (e.g. "Please see attached...")

Avoid excessive colour, highlighting, or underlining

# TYPOGRAPHICAL PALETTE & STATIONERY

## POWERPOINT SLIDES

All staff are expected to use these built-in layouts rather than creating their own. This ensures that branding, logo placement, colour palette, and fonts remain consistent across all College presentations. The template is available via SIMON.

Below is an overview of the approved layout options available within the St Mary's College PowerPoint template:



# POLICIES & PROCEDURES

## POLICES & PROCEDURES FORMATING STANDARDS

Policies and procedures are formal documents that guide the College’s operations, compliance, and community responsibilities. To maintain clarity and brand consistency, all policies and procedures must follow the College Style Guide.

### PURPOSE

Policies set out the College’s position and expectations on key matters, while procedures outline the steps to be followed. Together, they ensure accountability, compliance with legal obligations, and the safety and wellbeing of students, staff, and families.

### FORMATTING STANDARDS

- Font: Calibri, black text.
- Body Text: 11 pt, plain, left aligned.
- Main Title: 20 pt, bold, ALL CAPS (appears at the top of the first page).
- Approval Block: 11 pt, plain (not bold).
- Section Headings: 16 pt, bold (e.g., Purpose, Scope, Responsibility).
- Subheadings: 14 pt, bold (e.g., Year 7 Enrolment Process).
- Spacing: Single spacing within paragraphs, one blank line between paragraphs.
- Alignment: Left aligned, no justification.

### TONE & LANGUAGE

- Use plain English – avoid jargon unless legally required.
- Maintain a professional, approachable, and directive tone.
- Follow Australian English spelling conventions.

- Be concise and consistent (e.g., use “do not” rather than “don’t” in formal documents).

### STRUCTURE

- Title: Descriptive and specific (e.g., *Child Safeguarding Complaints Management Policy*).
- Approval Block: Includes *Approval Date*, *Approved by*, and *Policy Owner* directly beneath the title.
- Purpose: A short statement outlining why the policy/procedure exists.
- Scope: Who the policy/procedure applies to.
- Responsibilities: Roles accountable for implementation.
- Policy/Procedure Detail: Step-by-step guidance or key principles.
- Compliance: Explanation of how the document aligns with legislation, regulations, and standards.

### BRANDING ELEMENTS

- Policies should include the College crest and logo on the first page.
- Consistency must be maintained across all published policies, including online and printed formats.

### REVIEW CYCLE

- All policies and procedures must be reviewed annually or as required to ensure compliance with current legislation, regulations, and child safety standards.

# TYPOGRAPHICAL PALETTE & STATIONERY

## POLICIES AND PROCEDURE (TEMPLATE)



### ST MARYS COLLEGE: PROCEDURE FOR MANAGING STUDENT ANAPHYLAXIS, ASTHMA, AND ALLERGY PLANS & MEDICATION

Approval Date: 22 September 25

Approved by: Tristan McGlade, Business Manager

Policy Owner: Marie Rampal, Compliance Manager

#### Purpose:

This procedure outlines the process for managing students' anaphylaxis, asthma, and allergy medical plans and medication within the school. It ensures that the school complies with child safety standards and provides a safe environment for students with medical conditions. All staff and parents must adhere to the outlined steps for the proper management and monitoring of student medical information and medication.

#### Scope:

This procedure applies to all staff, students, and parents involved in the management of anaphylaxis, asthma, and allergy conditions within the school environment.

#### Responsibility:

- Registrar: To ensure the timely submission of enrolment forms, medical plans, and medication.
- Compliance & HR Officer: To oversee the labelling and storage of medication, maintenance of medical registers, and posting of medical plans on medical boards.
- Parents/Guardians: To ensure that students' medical plans and medication are current, submitted on time, and updated as needed.
- All Staff: To ensure the safety and well-being of students by following the procedures in place.

#### Procedure:

##### Updating and Submitting Medical Plans and Medication

Parents/Guardians must update their child's medical plan via the Parent Access Module (PAM) and submit an updated copy to the school's compliance officer – [mrampal@stmaryscollege.vic.edu.au](mailto:mrampal@stmaryscollege.vic.edu.au). All medical plans should be updated and submitted before they expire.

Medication must also be updated and brought into the school before the current medication expires to ensure it remains effective for use in an emergency.

#### Year 7 Enrolment Process

New Year 7 Students: On the first day of school, parents/guardians must submit the completed enrolment form, along with the updated medical plan and any required medication. This must be done for each new student entering Year 7.

The Registrar will pass all medical documentation and medication to the Compliance & HR Officer for processing.

#### Labelling and Organising Medication

The Compliance & HR Officer will ensure that all medication brought into the school is clearly labelled with the student's full name and photograph.

Colour-coding will be applied to the medical packs to differentiate between conditions (e.g., red for anaphylaxis, yellow for asthma, and green for allergies).

Medical packs should be stored securely and accessible to staff when needed in case of an emergency.

#### Posting of Medical Plans

All student medical plans must be displayed on the medical boards in the staff room for easy access by staff members.

The Compliance & HR Officer will ensure that the medical plans are updated and posted on the boards in a timely manner.

#### Receiving Medication at Reception:

Any medication brought into reception should be passed directly to the Compliance & HR Officer for labelling and secure storage.

The Compliance & HR Officer will ensure that medication is correctly labelled with the student's details and stored in a designated, secure location.

#### Medical Register

A Medical Register will be maintained and updated by the Compliance & HR Officer. It will record all students' medical conditions, relevant medical plans, and the status of medication on file.

#### Child Safety Compliance:

This procedure is a key component of our Child Safety Standards and must be strictly adhered to by all staff, parents, and guardians. Ensuring the safety and well-being of students with anaphylaxis, asthma, and allergies is a priority, and compliance with this procedure is critical to achieving a safe school environment for all students.

#### Monitoring and Review:

The Compliance & HR Officer is responsible for monitoring the proper implementation of this procedure, ensuring that all steps are followed accurately. The procedure will be reviewed annually to ensure compliance with current child safety regulations and best practices.

# TYPOGRAPHICAL PALETTE & STATIONERY

## WITH COMPLIMENTS – PRE-PRINTED

With Compliment slips are to reflect the St Mary's College brand and business cards.

SIZE: 210mm wide x 99mm high



**With Compliments**

St Mary's College - 11 Westbury Street East St Kilda VIC 3183

[www.stmaryscollege.vic.edu.au](http://www.stmaryscollege.vic.edu.au) [enquiries@stmaryscollege.vic.edu.au](mailto:enquiries@stmaryscollege.vic.edu.au) +61 3 9529 6611

ABN 93 859 535 917



# TYPOGRAPHICAL PALETTE & STATIONERY

## ENVELOPES – PRE-PRINTED

### SIZE OPTIONS

#### DL ENVELOPES:

110mm High x 220mm wide

#### C5 ENVELOPES:

162mm high x 229 mm wide

#### C4 ENVELOPES (To fit A4)

229mm high x 324mm wide

