

# IDENTITY CONGRUENCY QUICK REFERENCE

## BISHOP THOMAS K. GORMAN CATHOLIC SCHOOL

### BRANDING

The purpose of this policy is to protect the identity and integrity of the Bishop Gorman Catholic School brand. All items used for uniforms, school marketing or branding must be approved in advance by the Director of Communications.

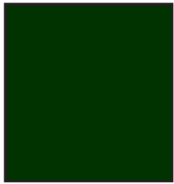
### SCHOOL MOTTO

SEEK WISDOM THROUGH TRUTH AND CHARITY

### SCHOOL FIGHT SONG

We are the Crusaders best in the land  
We are the Crusaders with God's guiding hand  
We pledge thee our allegiance  
The Green and White our fame  
So on Gorman Crusaders, bring honor to our name!

### SCHOOL COLORS



Hunter Green  
RGB (00, 51, 00)  
HEX (#003300)  
CMYK (20, 0, 20, 80)  
PANTONE 3435



White  
RGB (255, 255, 255)  
HEX (#FFFFFF)  
CMYK (0, 0, 0, 0)

Secondary Highlighting Colors:  
Black, Gray, Silver

### GENERAL INFORMATION

Address	1405 ESE Loop 323 Tyler, TX 75701
Phone	(903) 561-2424
Fax	(903) 561-2645
Website	<a href="http://www.bishopgorman.net">www.bishopgorman.net</a>
Mascot	Crusaders
Conferences	TAPPS (HS academic & athletic) PSIA (MS academic) TAPSAC (MS athletic)
Established	1958

### IDENTITY TIERS

LEVEL 1: Bishop Thomas K. Gorman Catholic School

LEVEL 2: Bishop Gorman Catholic School

LEVEL 3: Bishop Gorman

LEVEL 4: Gorman

Font Used For School Name: TRAJAN PRO

### SCHOOL SHIELD



### SCHOOL CREST



### SCHOOL LOGO



### SCHOOL MASCOT

