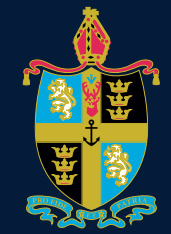


Founded in 1849

Campground Road, Rondebosch, 7700, Cape Town, South Africa

E-mail: marketing@bishops.org.za | Tel: +27 (21) 659 1043 | Fax: +27 (21) 659 1013

www.bishops.org.za



BISHOPS
DIOCESAN COLLEGE

inspires individuals

BRAND MANUAL 2018/2019



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BRAND QUERIES

ROSEMARY WILKE
Marketing & Events

t: (021) 659 1043 (Direct) | (021) 659 1000 (Switchboard)

f: +27 21 659 1013

e: marketing@bishops.org.za

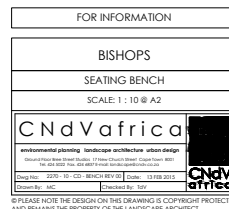
BISHOPS BRANDING COMMITTEE

The purpose of this Committee is to provide a cohesive, recognisable and consistent appearance for all the visual communication on, or on behalf of, Bishops. All documents produced by Bishops should represent the school in a positive and professional light.

It is imperative that the appearance projected by our visual material communicates the desired image of Bishops, aligning our marketing and appearance in order to:

- create an easily recognisable face of Bishops to the market; and
- maximise the use of the brand to benefit all the Bishops family; and
- protect the brand integrity to the benefit of all the Bishops family.

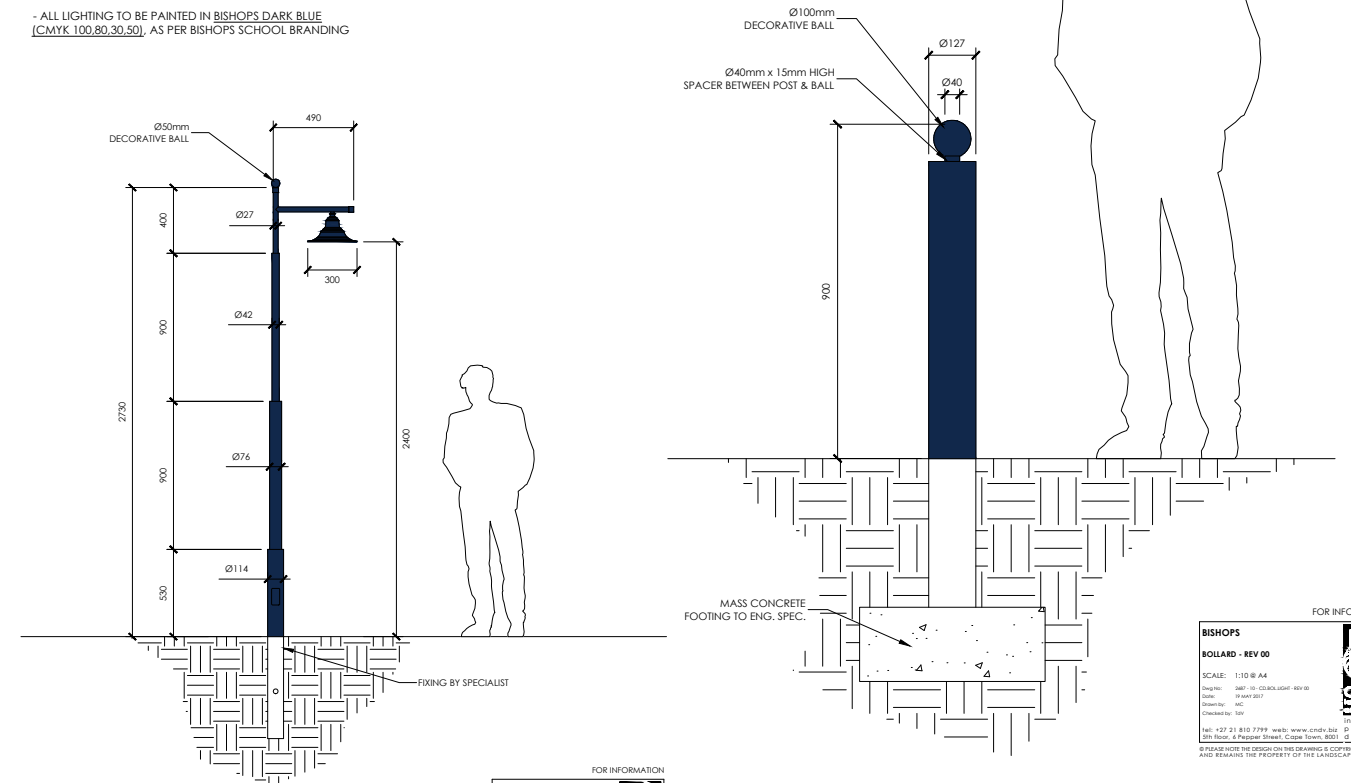
It is only through directed, controlled use of our brand that we will achieve these objectives.



Anyone using the Bishops Crest or Mitre, or the word Bishops, or any of the Houses names or logos without permission from the branding committee will be personally liable for any costs incurred in replacing the article if the branding committee does not approve it.

- ALL LIGHTING TO BE PAINTED IN BISHOPS DARK BLUE
(CMYK 100,80,30,50), AS PER BISHOPS SCHOOL BRANDING

- ALL LIGHTING TO BE PAINTED IN BISHOPS DARK BLUE (CMYK 100,80,30,50), AS PER BISHOPS SCHOOL BRANDING



FOR INFORMATION

BISHOP'S DIOCESAN COLLEGE

PEDESTRIAN LIGHTS - REV 00

SCALE: 1:20 @ A4

Dwg No: 2436-10-03-PEDESTRIAN - REV 00

Date: 27 FEB 2017


Issued by: MJC

Checked by: NVR

Tel: +27 21 810 7799 www: www.cndv.biz

5th Floor, 4 Pongor Street, Clifton Town, 4001

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 **cndv**
landscape architects

industrial & commercial
residential & institutional
public & private

BISHOPS

BOLLARD - REV 00

SCALE: 1:10 @ A4

Dwg/No: 3467-10-CO-BOLLARD-REV 00

Date: 19 MAY 2007

Drawn by: MC

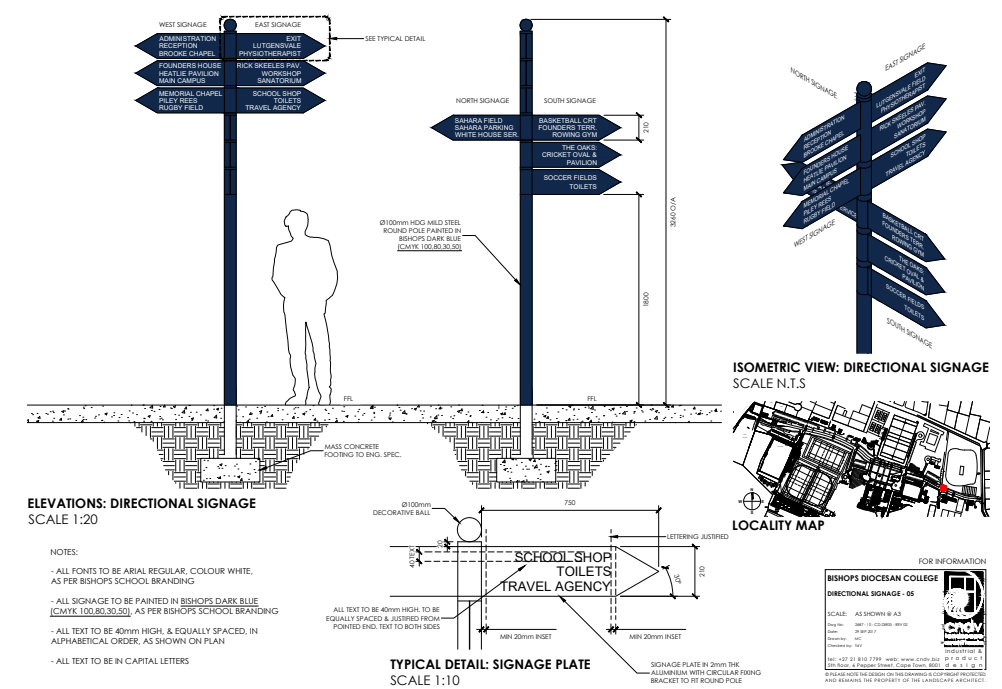
Checked by: TGV

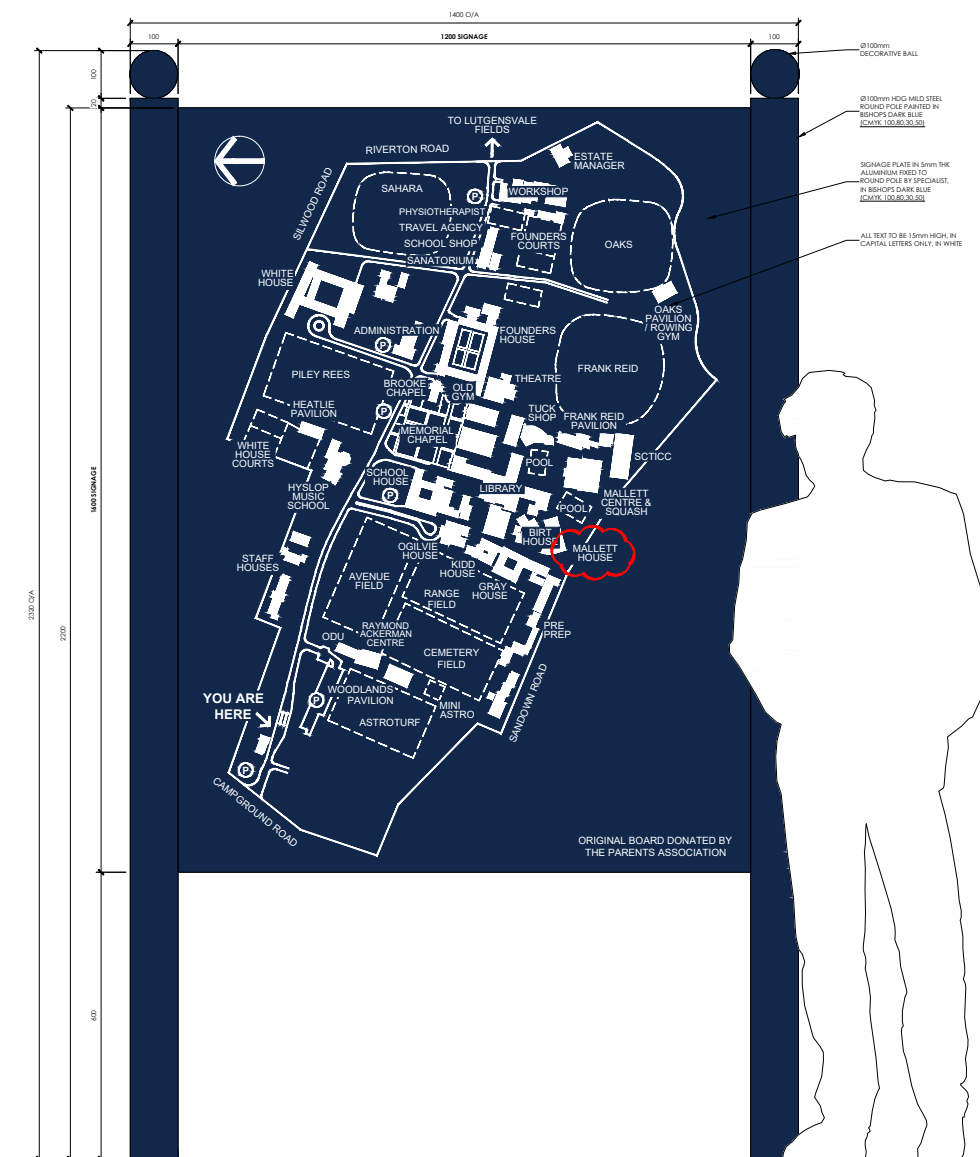
Tel: +27 21 510 7799 web: www.cndv.biz
25th Floor, 4 Pageant Street, Capitec Tower, 8001


cndv
landscape
architecture

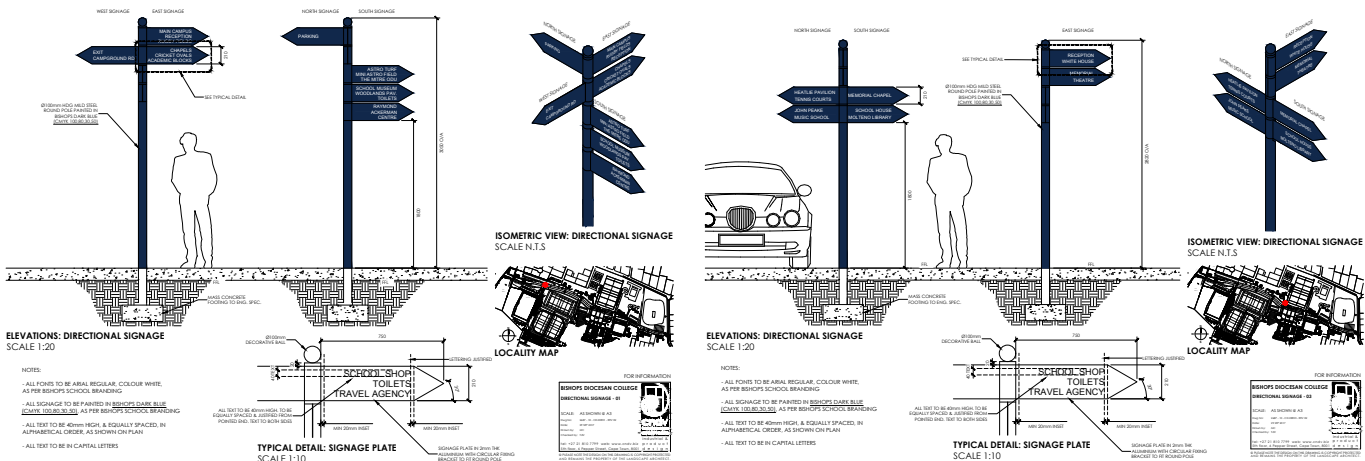
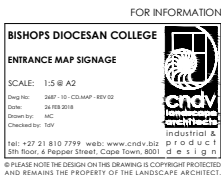
industrial & residential
p l a n n i n g

©/REAR NOTE: THE DESIGN ON THE DRAWING IS COPYRIGHT PROTECTED AND REMAINS THE PROPERTY OF THE LANDSCAPE ARCHITECT.





- NOTES:
- ALL FONTS & GRAPHICS TO BE WHITE, AS PER BISHOPS SCHOOL BRANDING
 - POLES TO BE PAINTED IN BISHOPS DARK BLUE (CMYK: 100,80,30,50), AS PER BISHOPS SCHOOL BRANDING
 - ALL TEXT TO BE ARIAL REGULAR
 - ALL TEXT TO BE 15mm HIGH, EXCEPT "YOU ARE HERE", WHICH IS 20mm HIGH
 - ALL TEXT TO BE IN CAPITAL LETTERS
 - ALL FONTS & GRAPHICS TO BE LASER CUT VINYL
 - ALL ROAD LINE WIDTHS TO BE 20mm
 - ALL OTHER LINE WIDTHS TO BE 1mm, DASHED WHERE APPLICABLE
 - SIGNAGE PLATE IN 5mm THK ALUMINIUM FIXED TO ROUND POLE BY SPECIALIST. COLOUR: BISHOPS DARK BLUE (CMYK: 100,80,30,50), AS PER BISHOPS SCHOOL BRANDING



LOGO

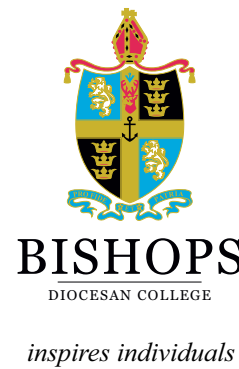
The artwork for all logos is maintained by the marketing department. All electronic versions are maintained by IT.

There are three “logos” used for all Bishops branding. These take the form of the Bishops Crest in various forms, or the Mitre. These can be seen below with examples of when each is to be used:

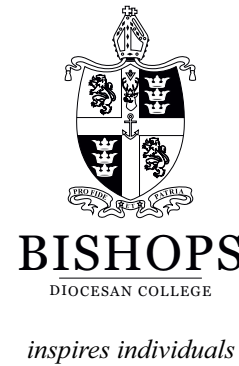
Standard Bishops Crest



Standard Bishops Crest with “inspires individuals” tagged beneath



Standard Bishops Crest with “inspires individuals” tagged beneath. Black and white.



The Bishops Mitre in full colour



COLOUR

The official Pantone, process and web colours used for the Crest logo are show below:



DARK BLUE

C - 100
M - 80
Y - 30
K - 50



RED

C - 0
M - 100
Y - 65
K - 15

Pantone - 200 CVC

HEX -



LIGHT BLUE

C - 100
M - 8
Y - 0
K - 6

Pantone - Process Blue CVC



GOLD

C - 0
M - 11
Y - 100
K - 27

Pantone - 111 CVC

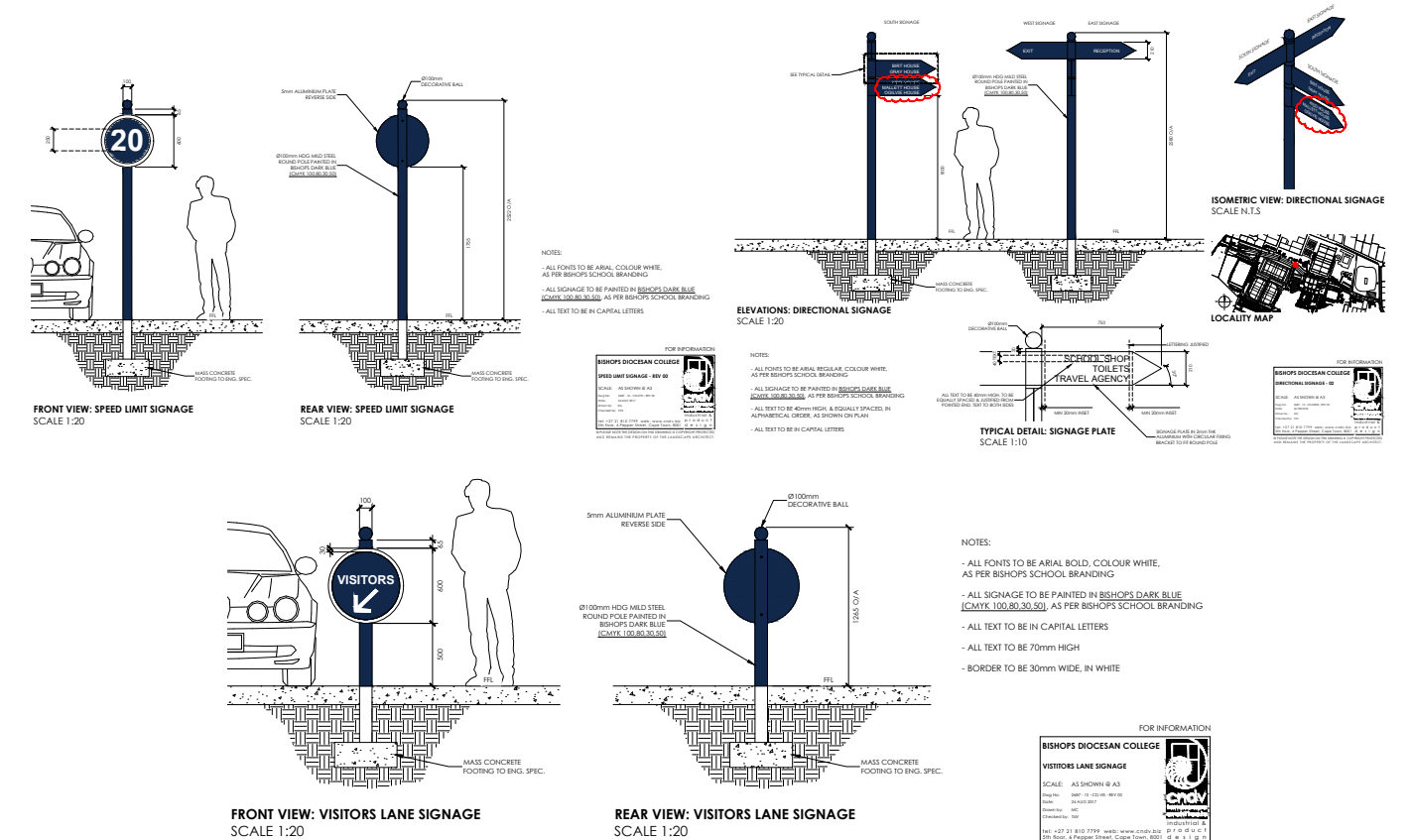
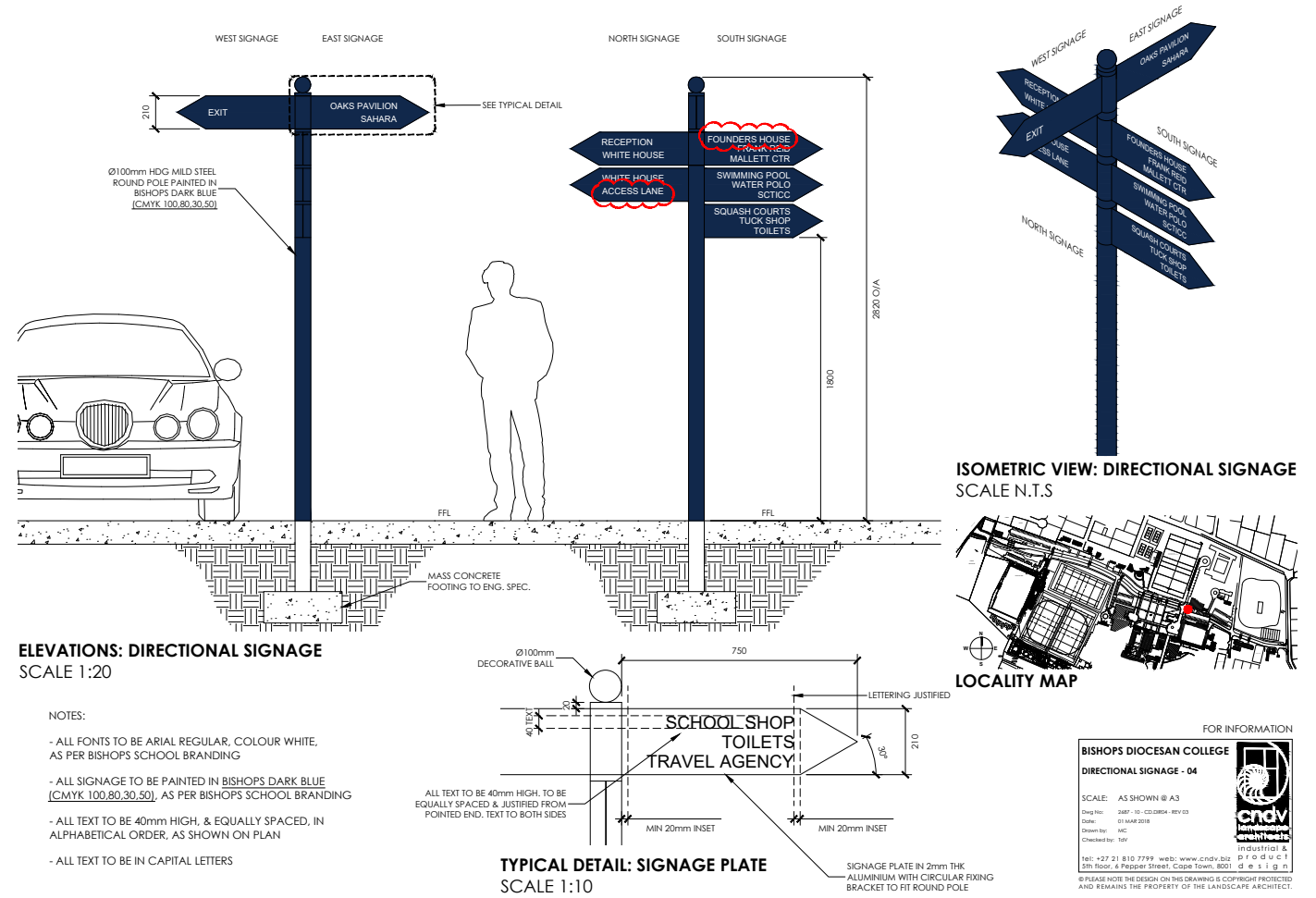
The official Pantone, process and web colours used for the Mitre logo are show below:



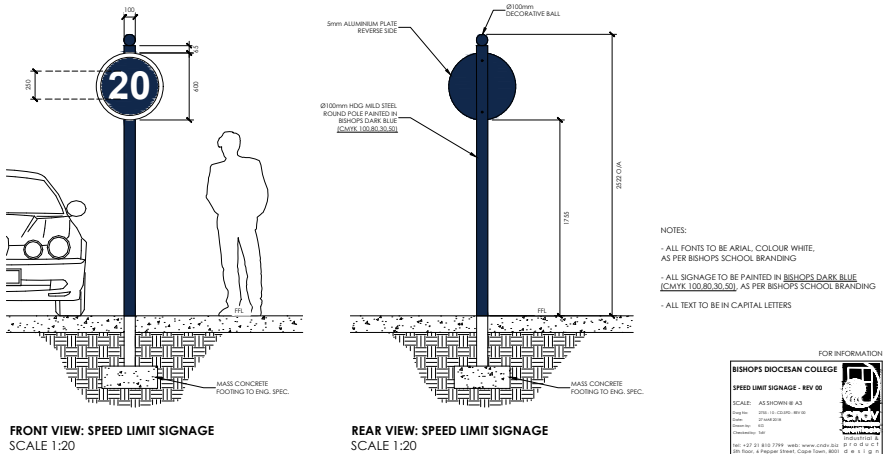
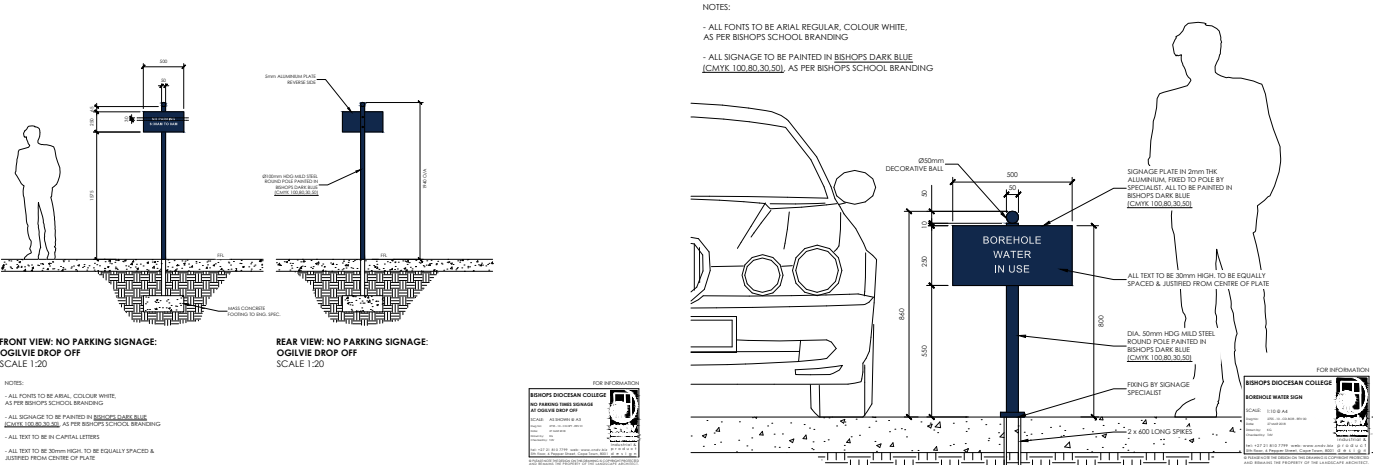
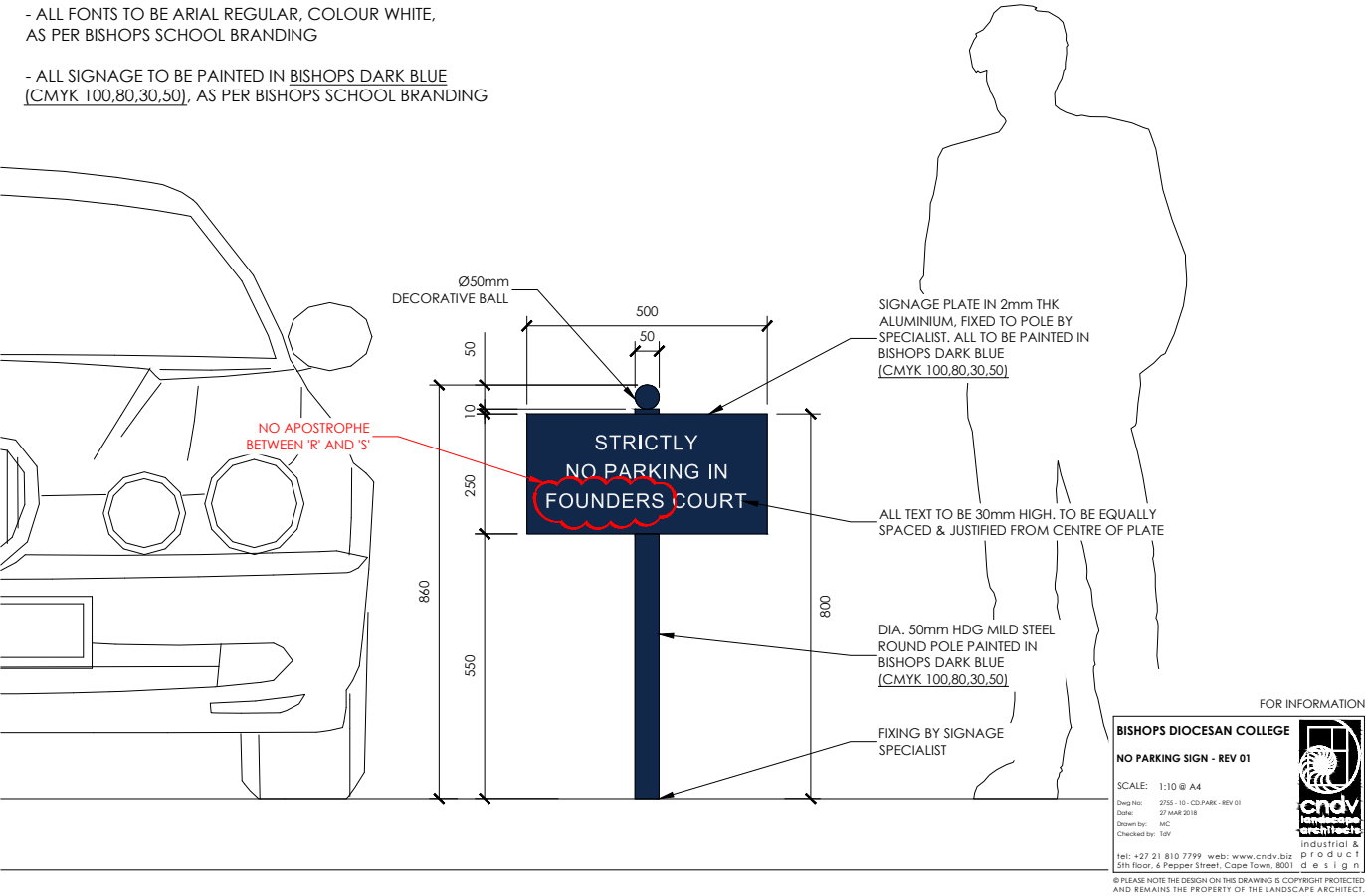
PANTONE 207C



PANTONE 457C



- NOTES:
- ALL FONTS TO BE ARIAL REGULAR, COLOUR WHITE, AS PER BISHOPS SCHOOL BRANDING
 - ALL SIGNAGE TO BE PAINTED IN BISHOPS DARK BLUE [CMYK 100,80,30,50], AS PER BISHOPS SCHOOL BRANDING



TYPOGRAPHY

Headings and sub-headings may be used in Times New Roman Bold. Times New Roman should be used in all documents and applications as well as all typing of letters, invoices and faxes.

Times New Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The recommended font sizes are:

- 12pt on all internal and external correspondence (exam papers, letters, etc.)
- 16pt for headings on programme covers
- 14pt for dates on programme covers
- 12pt for initiation copy
- 9pt for inside copy of programmes

COLLEGE HOUSE COLOURS AND LOGOS

FOUNDERS



SCHOOL



WHITE



GRAY



The artworks for the house logos are maintained by the marketing department and house directors. All electronic versions are maintained by IT.

OGILVIE



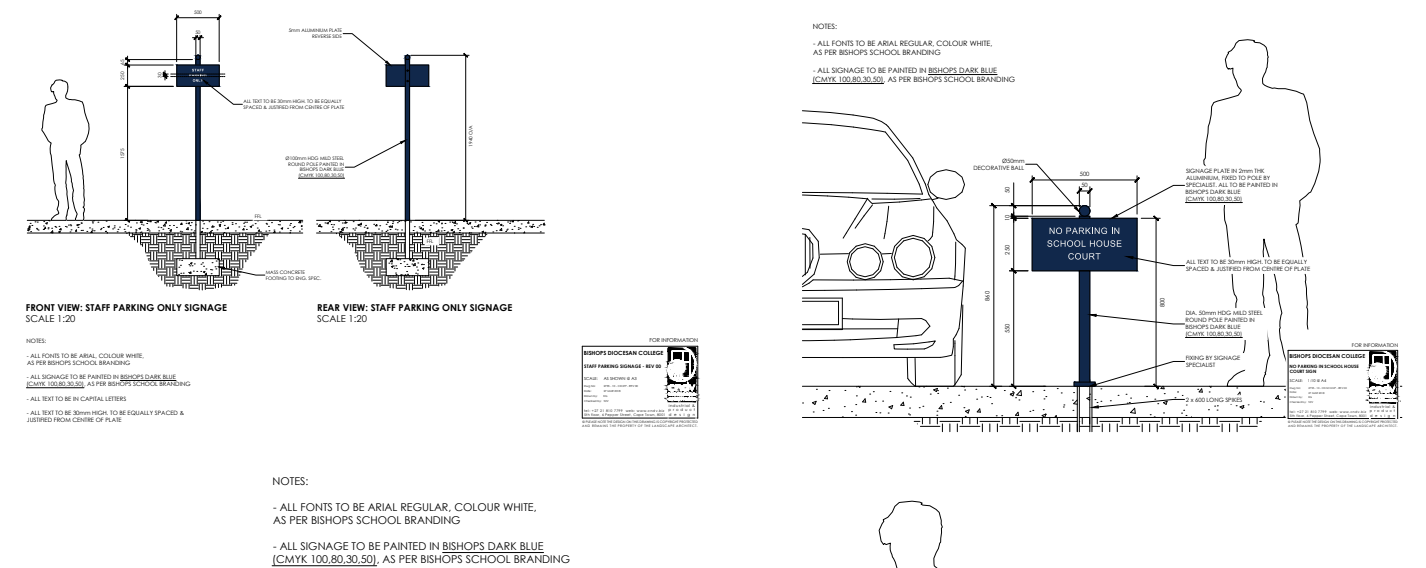
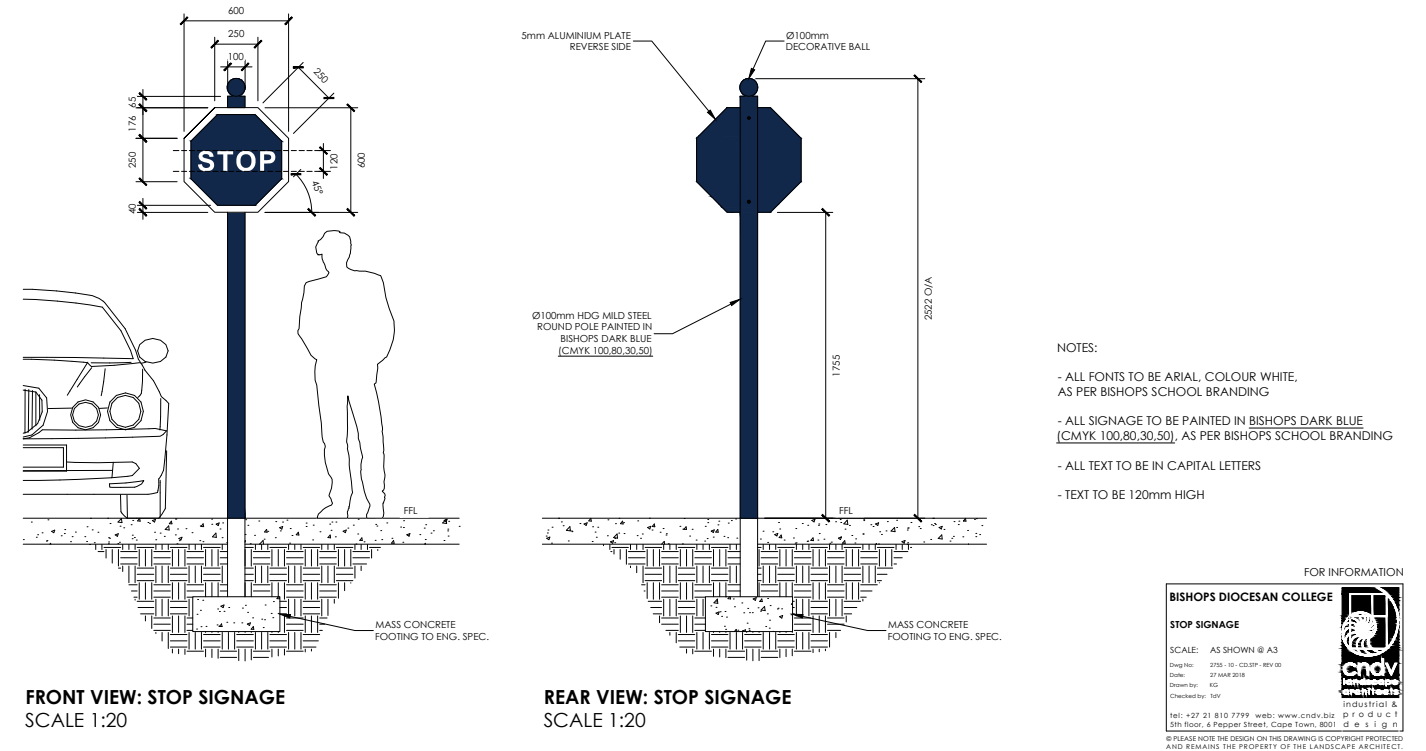
KIDD



BIRT

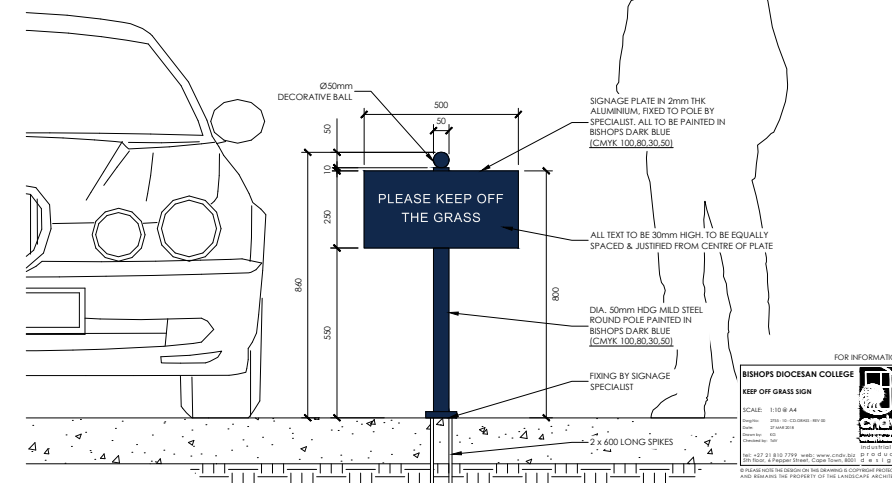


MALLETT



NOTES:

- ALL FONTS TO BE ARIAL REGULAR, COLOUR WHITE, AS PER BISHOPS SCHOOL BRANDING
- ALL SIGNAGE TO BE PAINTED IN BISHOPS DARK BLUE [CMYK 100,80,30,50], AS PER BISHOPS SCHOOL BRANDING



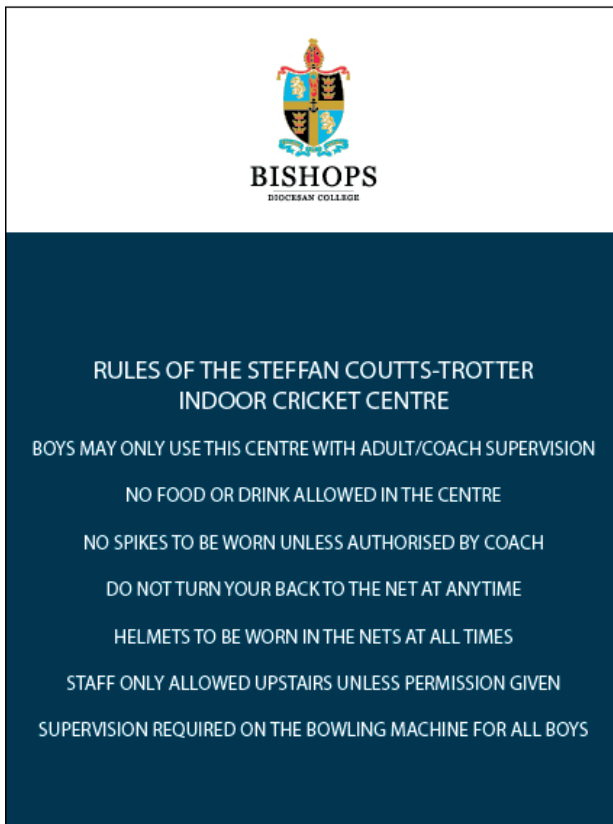
DIRECTIONAL SIGNAGE

Signs around Campus are in the process of being upgraded. Direction signs as per sample below.



INTERNAL SIGNAGE

Signs inside buildings or on doors in buildings as per samples below.



FONT AND COLOUR TO BE USED ON ALL SIGNAGE

Arial and printed white on Bishops blue



PREP HOUSE BANNERS



STATIONERY



SIGNAGE/GROUNDS/MAINTENANCE

Signage requests are to be directed to Marketing who will get permission from the Branding Committee. Once approved the signage will be installed.



COLLEGE TIES



White House Colours White House GCWH Distinction GIN Network AAP Drama 13 Year Attendance Bishops Interact



10 Club Forum Alpha African Relations P.R. Gray House Birt House School House Kidd house White House Founder House Ogilvie House Mallett House

LETTERHEAD

The letterhead is used by both the Prep and College. Hard copies are to be ordered and printed through the marketing department and electronic versions are kept with IT.

There are two variations of the letterhead that may be used: colour, and black and white.

The colour variant has the standard Bishops Crest on the top of the document whereas the black and white one has the standard Bishops Crest with “inspires individuals” tagged beneath in black and white. Both of these can be seen in the Brand Elements section under logos.



FONT TO BE USED ON CORRESPONDENCE

Letterheads; printed or attached to an e-mail
– Times New Roman: 11 or 12 points

COMPLIMENT SLIPS

Generic compliment slips for the Pre-Prep, Prep, and College are printed in hard copy and ordered from the marketing department. An example of this can be seen below:



NOTEPADS

The Principal has his own notepads which are printed in hard copy and ordered from the marketing department.

Generic notepads for the rest of the school are also printed in hard copy and can be ordered as well.

BUSINESS CARDS

Business cards must be ordered as necessary from the marketing department.

- 1 Swimming (wet) bag
- 1 Bishops sports peak cap (navy/white)
- 1 (x) Wash bag
- 1 Bishops rowing jacket
- 1 Bishops rowing peak (white)
- 1 Bishops rowing tri-suit
- 1 Bishops white brim hat (cricket)
- 1 Bishops waterpolo robe
- 1 Bishops Slops
- 1 Laundry Bag Liner

- Bishops Satchel
- Bishops Wet bag
- Library Book Bag
- Art shirt (one of dad's old shirts)

COLLEGE TIES



LIST OF COLLEGE CLOTHING FOR **BOARDERS:**
2017

- 1 Blazer with embroidered mitre
- 1 Regulation navy blue pullover (sleeveless), with mitre
- 1-2 Regulation navy blue pullovers (long sleeve), with mitre
- 1 Pair Black shoes with laces (within regulation; not pointed or brogue)
- 1 Pair Dark brown shoes with laces (within regulation, not pointed or brogue)
- 3 White shirts
- 5 Camel khaki shirts – regulation only
- 3 Pairs Camel khaki shorts – regulation only
- 2 Pairs Charcoal grey trousers (Not Black)
- 6 Pairs Underpants
- 6 Pairs Camel khaki knee-length stockings
- 3 Pairs Dark grey socks (anklets)
- 1-2 School ties (School tie + House tie)
- 1 Navy brim hat with mitre (school regulation)
- 1 Suitcase, Briefcase or Haversack (within regulations)
- 4 Padlocks with 2 keys (NOT combination locks)
- 1 (x) Duvet
- 2 (x) Duvet covers
- 2 (x) Bottom sheets
- 1 (x) Mattress protector
- 1 (x) Pillow
- 2 (x) Pillow cases
- 2 Towels
- 2 Laundry bags (regulation only)
- 1 (x) Hairbrush/Comb
- 1 (x) Toothbrush
- 1 (x) Shoe-cleaning kit
- 1 Laundry pen
- 10 Hangers
- 1 Belt (Black)

SPORTS DRESS

- 1 Pair Gym or running shoes (predominantly white)
- 4 Pairs Bishops sports socks
- 1-2 Rugby jerseys – white (if playing rugby)
- 1 Rugby jersey – house colours (if playing rugby)
- 1-2 Hockey shirts (if playing hockey)
- 3 Pairs Rugby shorts – navy blue
- 3 Pairs Rugby shorts – white
- 1-2 House shirt - regulation house
- 1-2 Vests – regulation house vests
- 1 Bishops regulation tracksuit (top and pants)
- 2 Bishops sports shirts (tennis/badminton/squash/general)
- 1 Towel
- 1 Togbag – school regulation
- 1 Regulation swimming costume
- 1-2 Bishops quantec navy sports shorts
- 1-2 Cricket shirts (if playing cricket)
- 1 Cricket day/night and warm-up shirt (all cricket teams)


OPTIONAL

- 1 Gym towel (optional)
- 1 Bishops scarf
- 1 Navy Gown with hood
- 1 Pair Cricket boots or shoes
- 4 (x) Under vests
- 1 Pair Cricket longs from Under 15 (and U14A)
- 2 Pairs (x) Pyjamas
- 1 Pair Rugby boots/ Hockey boots
- 1 (x) Blanket
- 1 Bishops rain jacket
- 1 Pair (x) Slippers
- 2-3 Pairs White socks(anklets)

E - MAIL SIGNATURE

The signature on all e-mails needs to correspond with the one as shown below. In order to add the signature to your e-mail account, please follow all instructions as set out on <https://bishops.org.za/staffweb/schooladmin/Branding/signature.html>.

Standard e-mail signature as to be used by all staff



Rosemary Wilke
Marketing & Events Manager

f: (021) 659 1043 (Direct) | (021) 659 1000 (Switchboard) | **f:** +27 21 659 1013
e: rwilke@bishops.org.za
w: www.bishops.org.za | [@diocesancollege](https://www.facebook.com/diocesancollege)
65 Campground Road, Rondebosch, Cape Town 7700

inspires individuals

Bishops Disclaimer This e-mail message is privileged and confidential. If you are not the intended recipient please delete and notify the sender. Please note that any views or opinions presented are solely those of the author. [View Full Disclaimer](#)

Please consider our planet before printing this mail.

FONT TO BE USED ON CORRESPONDENCE

E-mails – Calibri or Calibri light: 10 or 11 point

OD UNION
ELEMENTS

LIST OF COLLEGE CLOTHING FOR DAY BOYS:
2017

- 1 Blazer with embroidered mitre
- 1 Regulation navy blue pullover (sleeveless), with mitre
- 1 Regulation navy blue pullover (long sleeve), with mitre
- 1 Pair Black shoes with laces (within regulation, not pointed or brogue)
- 1 Pair Dark brown shoes with laces (within regulation, not pointed or brogue)
- 3 White shirts
- 3-4 Camel khaki shirts – regulation only
- 2-3 Pairs Camel khaki shorts – regulation only
- 1-2 Pairs Charcoal grey trousers (Not Black)
- 4 Pairs Camel khaki knee-length stockings
- 3 Pairs Dark grey socks (anklets)
- 1-2 School ties (1 x school; 1 x house)
- 1 Navy brim hat with mitre (school regulation)
- 1 Suitcase, briefcase or haversack (within regulation)
- 1 Padlock with 2 keys or combination lock

SPORTS DRESS

- 1 Pair Gym or running shoes (predominantly white)
- 2-3 Pairs Bishops sports socks
- 1-2 Rugby jerseys – white (if playing rugby)
- 1 Rugby jersey – house colours (if playing rugby)
- 1-2 Hockey shirts (if playing hockey)
- 2-3 Pairs Rugby shorts – navy blue
- 2-3 Pairs Rugby shorts – white
- 1-2 House shirt
- 1-2 Vests – regulation house vest
- 1-2 Bishops regulation tracksuit (top and pants)
- 1 Towel

- 2 Bishops sports shirts (tennis/badminton/squash/general)
- 1 Togbag – school regulation
- 1 Regulation swimming costume
- 1-2 Bishops quantec navy sports shorts
- 1-2 Cricket shirts (if playing cricket)
- 1 Cricket day/night and warm-up shirt (all cricket teams)

OPTIONAL

- 1 Bishops Gym Towel
- 1 Bishops scarf
- 1 Pair Cricket boots or shoes
- 1 Pair Cricket longs from Under 15 (and U14A)
- 1 Pair Rugby boots / Hockey boots
- 1 Bishops rain jacket
- 1 Bishops sports peak cap (navy/white)
- 1 Bishops swimming (wet) bag
- 1 Wash bag
- 2-3 Pairs White socks (anklets)
- 1 Bishops rowing jacket
- 1 Bishops rowing peak (white)
- 1 Bishops rowing tri-suit
- 1 Bishops white brim hat (cricket)
- 1 Bishops Waterpolo robe
- 2 (x) Cyclist reflector belt
- 1 Belt (Black)

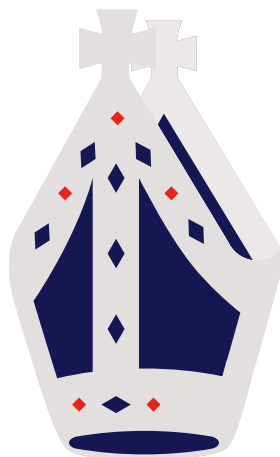
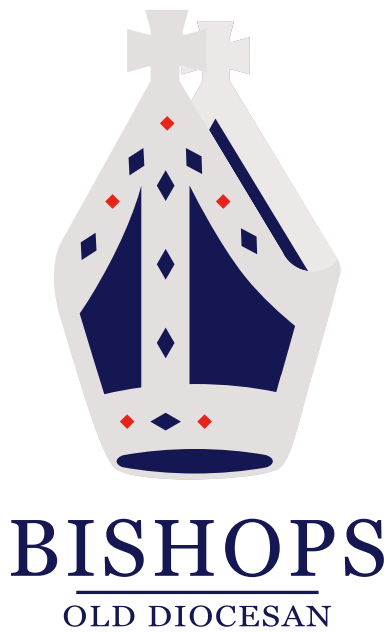
- Bishops Satchel
- Bishops Wet bag
- Library Book Bag
- Art shirt (one of dad’s old shirts)

LIST OF CLOTHING FOR DAY BOYS,
GRADES 3 – 7

- | | | | |
|-----|---|-----|--|
| 1 | Bishops Tie | 2 | Pairs Bishops sport socks |
| 1 | Bishops Navy Blazer | 1-2 | Pairs White ankle socks |
| 1 | Pair Grey Shorts – | 1 | Bishops swimming costume |
| 1 | Pair Black school shoes | 1 | Bishops Tracksuit track pants and top |
| 1-2 | White shirts | 1 | Bishops (or navy) raincoat |
| 3 | Pairs Grey socks | 1 | Bishops Navy peak cap (summer terms only) |
| 1 | Navy pullover – long sleeve – with Mitre | 1 | Bishops Navy brim hat |
| 1 | Navy pullover – sleeveless – with Mitre | 2 | Bishops Prep sport shirts – regulation |
| 3 | Pairs Camel/Khaki shorts | 1 | Bishops house colour T-shirt |
| 3 | Camel / Khaki Shirts (long/short sleeves, closed neck) | 1 | Pair sport shoes – predominantly White: standard shoe available at Bishops School Shop |
| 1-2 | Towels, with loop for hanging (Bishops towel available) | 1 | Pair predominantly black rugby boots |
| 2 | Pairs White rugby shorts (used in all 4 terms) | 1 | Bishops regulation backpack |
| 2 | Pairs Navy rugby shorts (used in all 4 terms) | 1 | Bishops sports bag |
| 1-2 | Pairs Bishops Quantec shorts | 1 | Bishops blue swimming cap |
| 2 | Bishops Prep rugby jerseys | | |

OD UNION LOGO

The artwork for all logos is maintained by the marketing department. All electronic versions are maintained by IT.



OD UNION LOGO

The official Pantone colours for the Crest logo are show below:



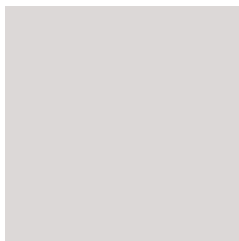
DARK BLUE

Pantone – 274C



RED

Pantone – 485C



COOL GRAY

Pantone – Cool Gray 1C

OD UNION TIE



Light blue
Green
Navy

<i>Polyester</i>	<i>Silk</i>	<i>Pantone</i>
B27	D421	2204C
A100	D401-3	553C
B8	D109	2766C

PREP AND PRE PREP UNIFORM

GRADE N AND R
REQUIREMENTS

SUMMER UNIFORM

- Quantec Shorts
- Navy or Sky Golf Shirt
- Navy v-necked jersey with school badge (long sleeved /sleeveless)
- Wide Brim Navy Hat
- Havaianas Slops

WINTER UNIFORM

- Navy or sky golf shirt
- Navy v-necked jersey with school badge (long sleeved /sleeveless)
- School Tracksuit
- White Socks
- White Takkies
- Rain Jacket (Bishops or plain navy)

No Satchel Required

Bishops Wet bag

Art shirt (one of dad’s old shirts)

GRADE 1 AND 2
REQUIREMENTS

SUMMER UNIFORM

- Camel Shorts
- Camel short sleeved open neck shirt
- Navy v-necked jersey with school badge (long sleeved /sleeveless)
- Camel sun hat
- Brown sandals

WINTER UNIFORM

- Camel Shorts
- Camel long sleeved shirt
- Navy v-necked jersey with school badge (long sleeved /sleeveless)
- School Tracksuit
- Grey long socks
- Plain black lace up shoes
- School Tie
- Rain Jacket – (Bishops or plain navy)

SPORT

- Bishops White Sport Shirt
- White shorts
- White tackies
- Short white socks
- Swimming costume – Bishops regulation
- UV sun vest
- Bishops tog bag
- Bishops wet bag
- Swimming cap – regulation

Bishops satchel – regulation

Library Book Bag



UNIFORMS

1: College No1's	4: Prep uniform
2: College Khaki's	5: Pre-Prep uniform
3: Full crest	6: Grade R and N uniform



OD UNION LETTERHEAD

The letterhead is used by the OD Union. Hard copies are to be ordered and printed through the marketing department and electronic versions are kept with IT.



FONT TO BE USED ON CORRESPONDENCE

Letterheads: printed or attached to an e-mail
– Times New Roman: 11 or 12 points

CLOTHING

This section covers all clothing regulations of the Bishops, including the Pre-Prep, Prep, College.

All Bishops branded merchandise may only be transacted through the School Shop, with approval of branding and design being given by Mr Warren Wallace (College) and Mr Rob Riches (Prep).

Where a bespoke item is required by a group or a team, the teacher/parent/coach/pupil requiring such an item must first communicate this with The School Shop. The Shop will then plan the item to Bishops specification and provide the costing. Thereafter, the Shop is required to get written approval from a Bishops Deputy Headmaster as appropriate.

No Bishops branded items may be produced other than via the authorised channel, as above.

Any school clothing worn by boys is branded with the Mitre. No text may be under the Mitre. Staff and Supporters items are branded with the Crest.

Please note: the School Shop must be asked to quote for any clothing for tours or festivals, even if there is no Bishops branding.

What is the Bishops policy for sponsored items?

All proposed items must be sanctioned by the Bishops Executive in the first instance, whether normal uniform, other items or sponsored kit for tours etc.

Sponsorship of certain items is allowed and in all instances must go through the School Shop, as the Shop is the preferred outlet - in this way we have certainty that the Bishops Brand is properly controlled. The following are the Bishops guidelines:

- Bishops must first sanction the items involved, in writing and inform the Shop. Without this step nothing can happen.
- If an item is to be sponsored, or part-sponsored, the sponsor concerned must liaise with the School Shop. The Shop should get the school's approval of the design and use of the Bishops Brand. Thereafter, the Shop and the Sponsor should agree on a manufacturer, order the items at the agreed price and set the selling price (if any). Payment to the manufacturer will be made by the School Shop, who in turn will recover from the sponsor or the school if the funds have been paid to the school. The School Shop is mandated to encourage and work closely with any willing sponsor – even for no monetary gain, if that is a particular condition of sponsorship. We are certain that in this way Bishops has the control of its brand.
- Sponsor's branding on any merchandise will only happen with the express permission of the Principal.

The Bishops Executive have agreed that the Mitre will always stand alone on the left side of the chest and the teams status e.g. 1st XV Rugby, printed on the right side.

In the case of cricket, the mitre with the tassel may be only be used on the 1st XI cap.

COLLEGE UNIFORM

- Blazer with embroidered mitre
- Regulation navy blue pullover (sleeveless), with mitre
- Regulation navy blue pullover (long sleeve), with mitre
- Black shoes with laces (within regulation, not pointed or brogue)
- Dark brown shoes with laces (within regulation, not pointed or brogue)
- White shirts
- Camel khaki shirts – regulation only
- Camel khaki shorts – regulation only
- Charcoal grey trousers
- Camel khaki knee-length stockings
- Dark grey socks (anklets)
- School ties (1 x school; 1 x house)
- Navy brim hat with mitre (school regulation)
- Suitcase, Briefcase or Haversack (within regulation)
- Padlock with 2 keys or combination lock

SPORTS

- Gym or running shoes (predominantly white)
- Bishops sports socks
- Rugby jerseys – white (if playing rugby)
- Rugby jersey – house colours (if playing rugby)
- Hockey shirts (if playing hockey)
- Rugby shorts – navy blue
- Rugby shorts – white
- House shirt
- Vests – regulation house vest
- Bishops regulation tracksuit (top and pants)
- Bishops sports shirts (tennis/badminton/squash/general)
- Towel
- Togbag – school regulation
- Regulation swimming costume
- Bishops quantec navy sports shorts
- Cricket shirts (if playing cricket)
- Cricket Day/Night and Warm-up shirt (all cricket teams)

OPTIONAL

- Bishops scarf
- Cricket boots or shoes
- Cricket longs from Under 15 (and U14A)
- Rugby boots/Hockey boots
- Bishops rain jacket
- Bishops sports peak cap (navy/white)
- Bishops swimming (wet) bag
- Wash bag
- Bishops boxer shorts
- White socks (anklets)
- Bishops rowing jacket
- Bishops rowing peak (white)
- Bishops rowing tri-suit
- Bishops white brim hat (cricket)
- Bishops Waterpolo robe
- Cyclist reflector belt
- A4 Zip around folder
- Laptop carry bag