The Mission of St. John Paul II Catholic Schools is to inspire excellence by teaching the total person and fostering the following of Christ, as taught by the Catholic Church.

**Branding Guide 1.0**
History of the St. John Paul II Catholic Schools

The first Catholic School in Fargo opened on July 26, 1882, under the auspices of the Presentation Sisters from Ireland. The sisters opened a high school, Sacred Heart Academy, on September 8, 1897. Sacred Heart Academy became Shanley High School with the 1950-51 school year. Parish elementary schools staffed largely by the Presentation Sisters operated at St. Mary’s Cathedral, St. Anthony’s Parish, Holy Spirit Parish, and Nativity Parish with K-8 configurations. In 1987 the “Fargo Catholic Schools Network” was established as a collaborative network of schools. Later, a middle school configuration (grades 6-8) was adopted which eventually became Sacred Heart Middle School. Holy Spirit School and Nativity School continued as elementary schools. Trinity Elementary School opened in the 2015-16 school year in West Fargo.

We became “Blessed John Paul II Catholic Schools” from the previous “Fargo Catholic Schools Network” name shortly after the Pope John Paul II’s beatification on Divine Mercy Sunday (May 1, 2011). Then Bishop Samuel Aquila wrote “Knowing Bl. John Paul II’s love for youth and Catholic education, we place our Catholic schools, youth, faculty, and administration under his patronage and intercession” (Pastoral Letter, May 3, 2011). We became “St. John Paul II Catholic Schools” shortly after Pope John Paul II’s canonization (April 27, 2014).

Today we are a system of five Catholic Schools: Holy Spirit Elementary School, Nativity Elementary School, Trinity Elementary School, Sacred Heart Middle School, and Shanley High School. Eight sponsoring parishes provide oversight and support for our schools: Blessed Sacrament Parish (West Fargo), Holy Cross Parish (West Fargo), Holy Spirit Parish (Fargo), Nativity Parish (Fargo), St. Anthony’s Parish (Fargo), St. Benedict’s Parish (Wild Rice), St. Mary’s Cathedral Parish (Fargo), and Sts. Anne and Joachim Parish (Fargo).
THE ST. JOHN PAUL II CATHOLIC SCHOOLS CREST

THE FLAME
The Flame represents the Holy Spirit and the light of faith and knowledge. A lantern flame is also a traditional symbol of the Sisters of the Presentation of the Blessed Virgin Mary, founders of our Catholic schools.

THE SEQUELA CHRISTI
"Following Christ"
St. John Paul II tells us, “at the heart of catechesis we find, in essence, a Person, the Person of Jesus of Nazareth, the only Son from the Father, full of grace and truth, who suffered and died for us and who now after rising, is living with us forever. It is Jesus who is the way, and the truth, and the life, and Christian living consists in following Christ, the sequela Christi."

THE CROSS
The Cross represents Christ. It is the focal point of our belief: Jesus died on the cross to redeem humanity. The cross calls us to offer our sufferings and sacrifices for God, family, and neighbor. At the foot of the cross is Mary.

THE “M”
St. John Paul II was well known for having a deep and abiding love for the Blessed Virgin Mary. His devotion to her was evident in all that he did: his teaching, his proper life, even his papal motto and coat of arms were dedicated to the Blessed Mother.

Tous Tes - "Totally belong to you."

MISSION STATEMENT
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Name And Brand Identity Policy No. 2010

JPII Catholic Schools continues to have a rich Christ-centered tradition of Catholic education in North Dakota since its founding in 1882 by the Sisters of the Presentation of the Blessed Virgin Mary. The name and brand established are deeply rooted in faith and values that have cultivated a community of faith, learning, and service. This policy aims to support and protect the integrity of the JPII Catholic Schools’ visual identity, ensure consistency, and support its growing reputation. Accordingly, use of any JPII Catholic Schools’ name, crests, shield, or other visual identity requires approval from the Activities Director or the President’s Office.

The JPII Catholic Schools crests, shield, and “Shanley Deacons” are registered trademarks with the State of North Dakota.

I. Proper Use of School Names, Crests, and/or Shield
   A. Use of any JPII Catholic Schools’ name, crest, and/or shield are to be in strict accordance with the graphic requirements in the Branding Guide 2010b.
   B. Any student, staff member, parent, organization, sport, co-curricular, affiliated, or non-affiliated group wishing to use a JPII Catholic Schools’ name, crest, and/or shield will need to obtain permission from the Activities Director or the President’s Office.
   C. All JPII Catholic Schools reserve the right to remove any logo or image that is not used appropriately, or which is not consistent with the mission of JPII Catholic Schools and/or the Church.

II. Branding Guidelines
   A. Use of any JPII Catholic Schools’ name, crest, and/or shield must adhere to the Branding Guide found on the JPII website (jp2schools.org).
   B. No brand element may be altered or distorted.
   C. Groups or individuals acting on behalf of any JPII Catholic Schools and/or representing the schools in public view, are to follow the requirements of the Branding Guide for materials, apparel, and other items and opportunities for proper branding and school representation. This includes, but is not limited to, apparel for competitions, athletic uniforms, extra team apparel, marketing material, athletic groups, fundraising requests, etc.

III. Approval
   A. Refer to the Branding Guide as a starting point for the development of any design planning.
   B. Consult with the Activities Director or the President’s Office as needed for design questions.
   C. Submit request for approval, with image/design plan, to the Activities Director or the President’s Office for final approval.
State of North Dakota Registered Trademarks

Shanley Deacons
St. John Paul II Catholic Schools’ crest:

This image should be sized at 1.25” X 1.25” on letterheads, documents with titles, and forms

Crest usage:
- Official school documents and publications
- Academic items
- Email signatures, name badges, and business cards
- Marketing, promotional items, enrollment advertising publications, or school/classroom social media
- Each school has their own individual crest for official use on letterheads and forms

St. John Paul II Catholic Schools’ name formats
- St. John Paul II Catholic Schools
- JPII Catholic Schools - preferred shortcut
- JPII Schools – if space is limited
- JPII – if space is very limited and always as one word, never JP II
- JP2 is only used when referring to the school’s email, website, or social media address
- “Network” – is only used on official filed documents
- Never “St.” JPII or JP II with a space

Fonts:
- Memphis SR PRO or Rockwell: Titles and document headers
- Cambria: Text in letters, documents, forms, and emails

Colors:
- Black-PMS: K 100% - RGB: 0-0-0 – CMYK: 0-0-0-100
School Uniform Attire:
- Official school uniform logo
- JPII Schools uniforms by Global School Wear only

Variations:
- This logo variation may be used in publications, but no official documents or publications as the sole logo for the school
- It can be used for staff apparel with the school’s name included

- A black and white version is also available for each crest

Old Retired Logos:
Not to be used
THE DEACONS

Our nickname, “Deacons,” was adopted in the fall of 1934 for the teams of Sacred Heart Academy, forerunner of Shanley High School, and has been used ever since.

It is especially fitting for Catholic schools, since it is derived from the Greek and literally means “servants” or “those who serve” (Acts 6). The Catechism of the Catholic Church tells us that Jesus “made Himself the ‘Deacon’ or servant of all” (CCC 1570).

In light of our schools’ mission, identity, and nickname, we expect our students to excel in serving God and neighbor.

THE SHIELD

The Shanley Shield first appeared on football helmets in the fall of 1973. It was designed by Shanley art teacher Sr. Mary Virginia Deibert, PBVM with the help of her art students.

The shield signifies strength. The cross of Christ is centered on the shield as it is the center of our Catholic faith. The “S” represents “Shanley” high school, named for Bishop John Shanley (1852-1909), who served as first bishop of the Fargo Catholic Diocese.

Graduation from Shanley High School is the capstone for the St. John Paul II Catholic Schools student experience as Deacons.

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The Deacon Shield

Shield usage:

- The Deacon shield is used for all sports and co-curricular activities at all five schools
- Sports, co-curricular activities, and Shanley alumni promotional items
- Team and spirit wear apparel
- Advertising and social media pertaining to sports, co-curricular activities, and Shanley alumni
- Other uses as approved
- The Deacon Shield is Trademarked with the State of North Dakota and permission to use is required through the President’s Office 701-893-3229, sherri.simon@jp2schools.org or the Activities Director 701-893-3218, reggie.jackson@jp2schools.org.