# SAINT IGNATIUS COLLEGE PREP

## BRAND GUIDE



## HOME OF THE WOLFPACK

# Overview

The Saint Ignatius College Prep brand guide is for use by the entire Saint Ignatius College Prep Community. This brand guide provides a framework that promotes consistency and outlines the standards for use of Saint Ignatius College Prep logos. This includes the Saint Ignatius College Prep official logo, logo modification, and identity colors. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

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# Brand Standards

**USE OF THE LOGOS**

The following manual provides you with specifications to accurately utilize the Saint Ignatius College Prep brand elements. The Saint Ignatius College Prep brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Saint Ignatius College Prep brand elements follow this manual with attention to detail in order to preserve and protect the Saint Ignatius College Prep brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.

Creation, application or any use of the Saint Ignatius College Prep brand elements must conform to approved standards as authorized by Saint Ignatius College Prep. Additionally, it is imperative that Saint Ignatius College Prep brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Saint Ignatius College Prep brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Saint Ignatius College Prep.

# Approved Logos

## Primary Mark, Banner Mark and Logo Mark
Can be used on official school athletic documents and displays, such as uniforms, team gear, posters, graphics and any athletics-related materials.

Any other use (eg. diplomas, stationary, and business cards) *must be approved by the school administration.*

## Mascot, Word Marks, and Circle Marks
Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

## Initial Mark and Cross Mark
Interchangeable with Word Mark and Secondary Mark, but are more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

### ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.
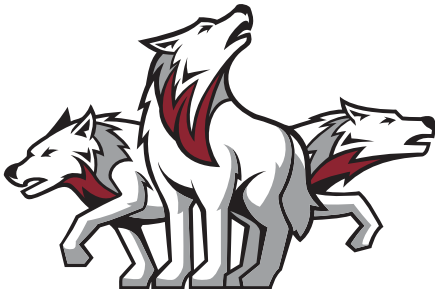
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## Approved Logos

1 Primary Mark

2 Banner Mark

3 Primary Word Mark

4 Secondary Word Mark

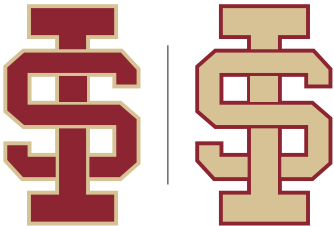5 Alternate Word Mark

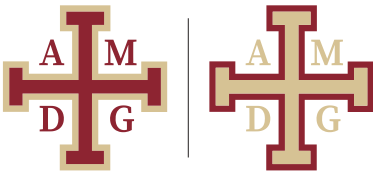6 Alternate Word Mark with College Prep

7

# Approved Logos



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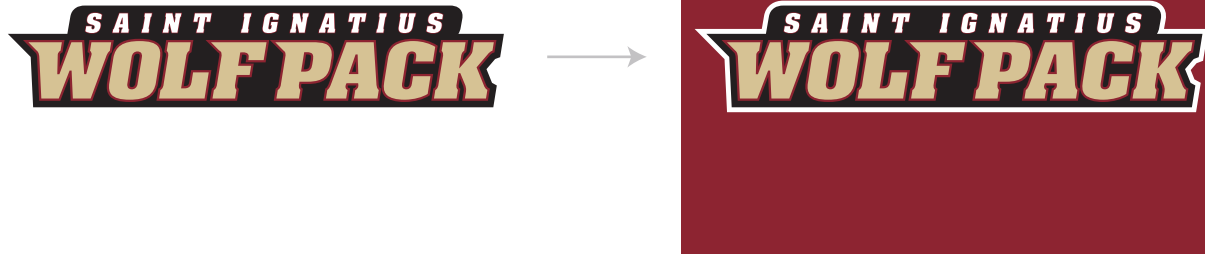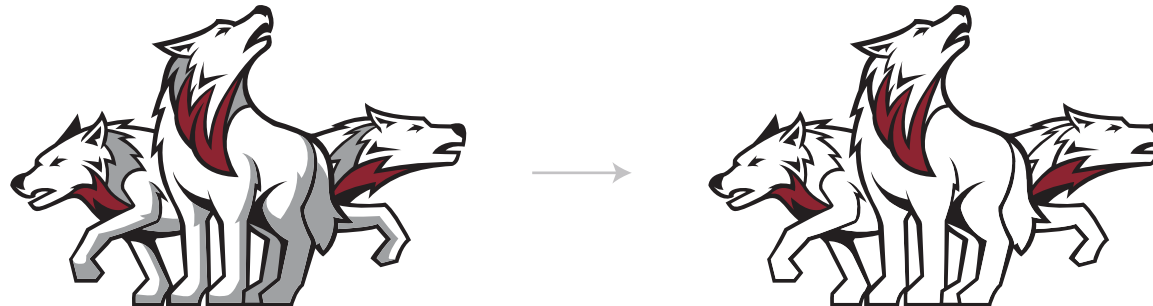10



11



12



13

7    Mascot

8    Crest Mark

9    Initials Mark

10   Cross Mark

11   Athletics Circle Mark

12   Activities Circle Mark

13   Circle Mark with Mascot Head

# Approved Logos

## LOGO MODIFICATIONS

The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.
See Page 3.2

If present, highlights, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

### SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark *must be approved by the school administration.*

**Maroon**

**Gold**

Pantone
Web
CMYK
RGB

PMS 202 C
#862633
C: 9 M: 100 Y: 64 K: 48
R: 134 G: 38 B: 51

PMS 4535 C
#CFC493
C: 6 M: 8 Y: 35 K: 12
R: 207 G: 196 B: 147

# Approved Colors

## IDENTITY COLORS

**Black**

**Grey**

**White**

Pantone
Web
CMYK
RGB

PMS Process Black C
#000000
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

PMS 422 C
#9EA2A2
C: 36 M: 26 Y: 23 K: 4
R: 158 G: 162 B: 162

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Maroon, Gold, Black, Grey and White are the official approved colors of Saint Ignatius College Prep and play a major role in supporting the core visual identity of the brand.

Maroon and Gold are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Black, Grey and White should only be used as secondary accent colors.

**\*All Logos were created using the PANTONE+ Solid Coated color book.**

**\*Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.
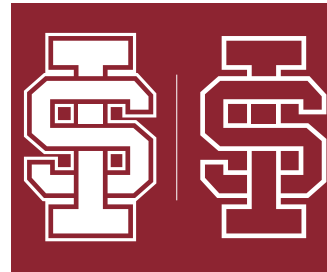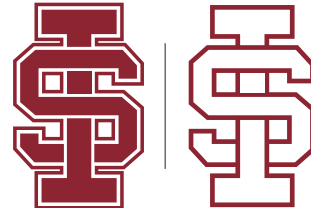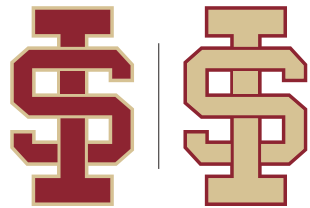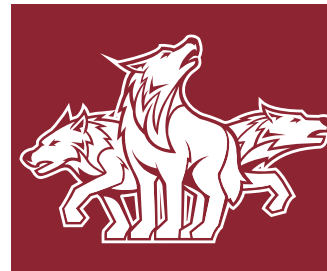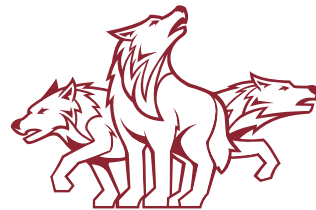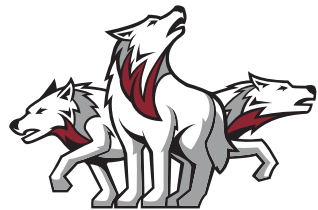
# Approved Colors

## LOGO GUIDELINES AGAINST BACKGROUND COLORS

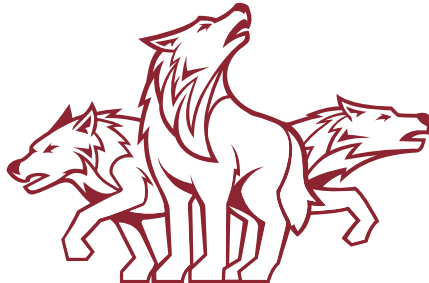The logo is recommended to be used against transparent, Maroon, Gold, or neutrals such as Grey/Silver or Black. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

# Approved Colors

## ONE COLOR LOGOS

In one color designs, the eyes will always be dark.

# Approved Colors

## ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

**Aachen Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



# Typography

The approved fonts are Aachen Bold and Source Serif Pro. Aachen Bold and Source Serif Pro should always be used for Saint Ignatius College Prep and used when identifying a sport, department, club or other secondary priority associated with the school.

The primary text has been customized specifically for the Saint Ignatius College Prep brand.



**Source Serif Pro**

ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz

**FONT FILES**

**\*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.**

NOW IT IS TIME TO

# ELEVATE YOUR BRAND

WITH...

Avenue Banners          Pop-Up Tents

Windscreens             Table Cloths

Wall Murals             Decals

Vinyl Banners           Window Graphics

Flags                   Media Backdrops

AND MORE!

Contact BSN SPORTS Campus Branding for more info!
BSNSPORTS.com/CampusBranding

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BSN SPORTS    VARSITY SPIRIT    HERFF JONES