

The background features a large, faint watermark of the St. Croix Preparatory School crest. The crest is circular and contains a central figure, possibly a lion or a similar heraldic animal, surrounded by decorative flourishes. The text 'ST. CROIX' is visible at the top and 'PREP' at the bottom of the crest's border.

st.croixprep

Brand Guidelines

Welcome to the updated St. Croix Prep Brand Guidelines.

St. Croix Preparatory Academy will develop each student's academic potential, personal character, and leadership qualities through an academically rigorous and content-rich educational program grounded in the classical tradition.

This document was developed to create consistent, cohesive standards to enhance the brand awareness and image of St. Croix Preparatory Academy.

Successful branding occurs when an entity presents itself consistently over time. While logos and colors are not the sole elements of a school brand, they are its visual representation and extension.

St. Croix Preparatory Academy's brand is achieved through this style guide to ensure the face of our brand is consistent and thus instantly recognizable. Elements of our brand include the school logos, identity colors and typography.

When combined appropriately and applied consistently, these brand elements help build and maintain a strong identity for St Croix Prep.

St. Croix Prep

In the first or most prominent usage in each individual application, the preference is to use the school's abbreviated name:

St. Croix Preparatory Academy

Reserve the long, full name version for more formal situations or where there is a practical reason to use it.

PREP



The short-hand "PREP" is reserved for Activities usage only:

SCPA

Retired for general use. Only used in legal documents.

The following versions of the institutional name are not allowed:



St. Croix Prep Academy



St. Croix Academy



SCP

LOGOS

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Logos Overview

The following are the various logos in use at St. Croix Prep.

Logos are presented in their primary color combinations.

Wordmark

st.croixprep

Short School Name Wordmark

st. croix preparatory academy

Full Length School Name Wordmark

Seal



Seal with English



Seal with Latin



Simple

Prep For Life

st.croixprep
**prep
forlife**

Prep For Life - Stacked

prepforlife
st.croixprep

Prep for Life - Horizontal



Lion Head

PREP

"PREP" Wordmark

PREP
ACTIVITIES

"PREP" Activities

Lions

"Lions" in Thirsty Font

Prep

"Prep" in Thirsty Font



Lion Paw

Wordmark

The wordmark consists of standard Gotham Medium and Gotham Book. Both the short and long versions use lower-case lettering only.

Short Wordmark

This is the the primary wordmark and is used most often.

Long Wordmark

This version is reserved for the most important documents/signage such as:

- *Commencement*
- *Enrollment Forms*
- *Executive Director Communications*

Primary

Color:

st.croixprep

gotham medium

gotham book

st.croix preparatory academy

gotham medium

gotham book

Secondary

Color:

st.croixprep

gotham medium

gotham book

st.croix preparatory academy

gotham medium

gotham book

Seal

Seal with English

This version can be used with apparel or when the English/Latin is too small to read.

Seal with Latin

Use when the school name “St. Croix Prep” in type or in logo form is in proximity.

Simple Seal

This version can be used with apparel or when the English/Latin is too small to read

Primary
Color
Combinations:



Seal with English
Navy and Gold



Seal with Latin
Navy and Gold



Simple Seal
Navy and Gold

Secondary
Color
Combinations:



Seal with English
Navy



Seal with Latin
Navy



Simple Seal
Navy



Seal with English
Navy



Seal with Latin
Navy



Simple Seal
Navy

Seal with Short Wordmark

Used with:

- Office Documents
- Letterhead
- School/Board Policies

Primary

Color

Combinations:



Navy/Gold



Navy/Gold



Navy/Gold



Navy/Gold

Secondary

Color

Combinations:



White



White



White



White

Prep For Life

Used with:

- Spiritwear
- Banners
- Constant Contact

Primary

Color

Combinations:



Navy



Navy

Secondary

Color

Combinations:



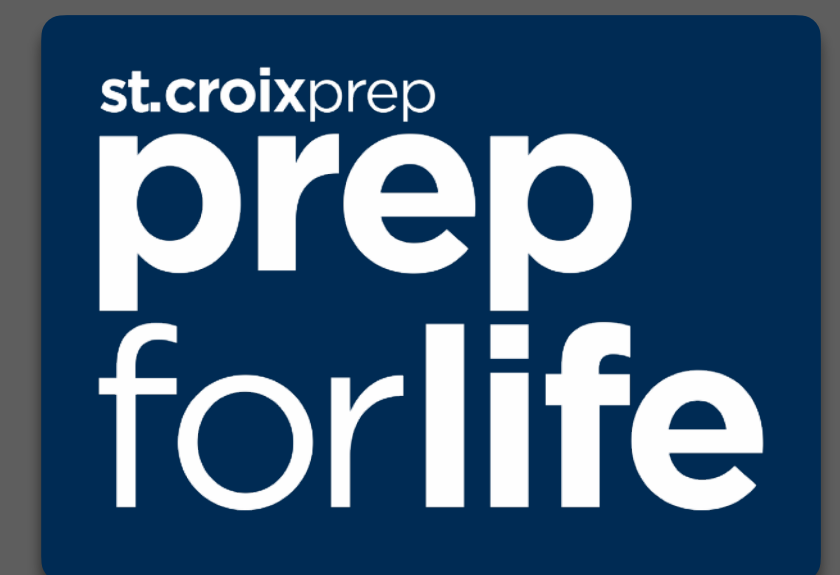
Black



White



Black



White



Lion Head

Used with:

- *Activities/Athletics materials/gear/signage/dress/spiritwear*

Primary Color Combination:



Navy and Gold

Secondary Color Combinations:



Navy



Black



White



Navy and Gold with White Outline



Navy and White with White Outline



Black and White with White Outline



PREP

Used with:

- *Rosters*
- *Programs*
- *Theatre*
- *Certificates*
- *Coaching Gear*

Primary
Color
Combinations:

PREP

Navy and Gold

PREP

ACTIVITIES

Navy and Gold

Secondary
Color
Combinations:

PREP

Navy

PREP

ACTIVITIES

Navy/Grey

PREP

Black

PREP

ACTIVITIES

Black/Grey



Thirsty Font

Used with:

- Hats
- Uniforms
- Waterbottles
- Spiritwear

Primary
Color
Combination:

Lions

Navy with Gold Outline

Prep

Navy with Gold Outline

Secondary
Color
Combinations:

Lions

Navy

Lions

Gold

Lions

Black

Prep

Navy

Prep

Gold

Prep

Black



Lion Paw

Used with:

- *Spiritwear*
- *Signage*
- *Gym Wall*

The Lion Paw should be used in isolation. No other iconography should appear next to it.

Primary Color Combination:



Navy and Gold

Secondary Color Combinations:



Navy



White/Gold



White



Navy/Gold
with outline



White
with outline

The background features a large, faint watermark of the University of Toronto crest, which includes a beaver and the motto 'ANNO DOMINI 1827'.

FONTS

2

Gotham

Gotham Thin + *Thin Italic*

Gotham Extra Light + *Extra Light Italic*

Gotham Light + *Light Italic*

Gotham Book + *Book Italic*

Gotham Medium + *Medium Italic*

Gotham Bold + *Bold Italic*

Gotham Black + *Black Italic*

Gotham Ultra + *Ultra Italic*

If Gotham font is not available, there are two approved substitutes:

Helvetica

Helvetica Light + *Light Oblique*

Helvetica Regular + *Oblique*

Helvetica Bold + *Bold Oblique*

Arial

Arial Regular + *Italic*

Helvetica Regular + *Italic*

Helvetica Bold + *Bold Italic*



The following font is reserved for
St. Croix Prep Activities only:

Thirsty



COLOURS

3

Primary Colors

This version can be used with apparel or when the English/Latin is too small to read



CMYK 100/49/0/70
RGB 0/43/84
002B54



CMYK 20/32/58/0
RGB 183/150/100
B79664



CMYK 0/0/0/0
RGB 255/255/255
FFFFFFFF

Supporting Colors

If the design is too limited using only the Navy/Gold/White primary brand colors, the following supporting colors can be used:



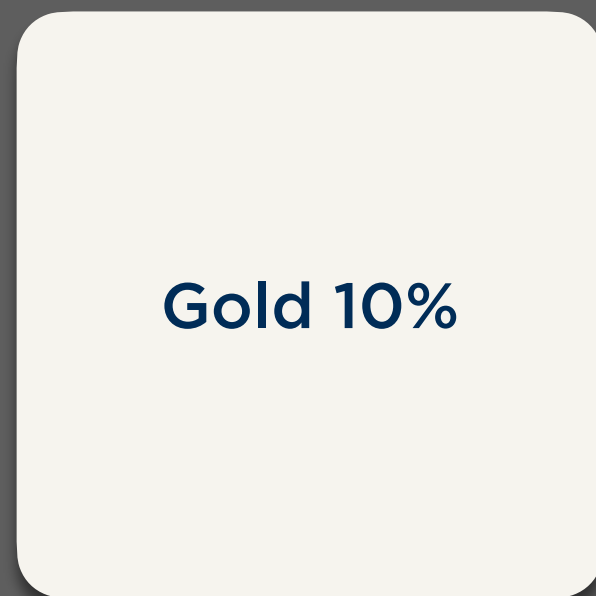
Gold 50%

CMYK 12/15/25/0
RGB 217/204/182
D9CCB6



Gold 25%

CMYK 6/7/10/0
RGB 236/229/218
ECE5DA



Gold 10%

CMYK 3/3/3/0
RGB 247/244/240
F7F4FO



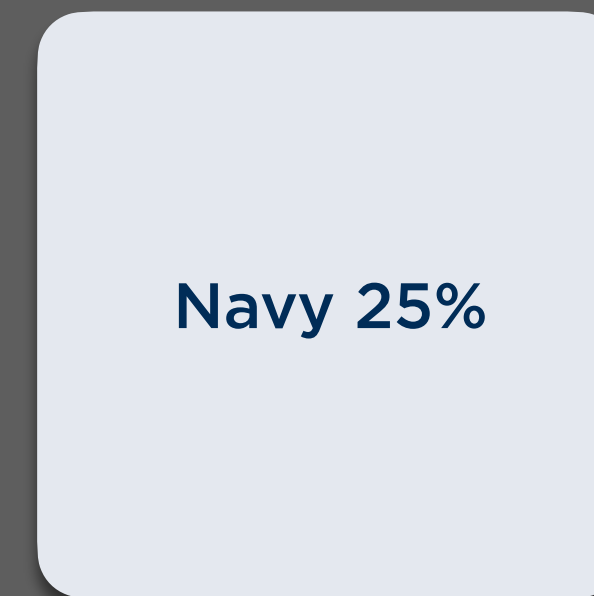
Misty Navy

CMYK 49/2/6/0
RGB 134/164/195
86A4C3



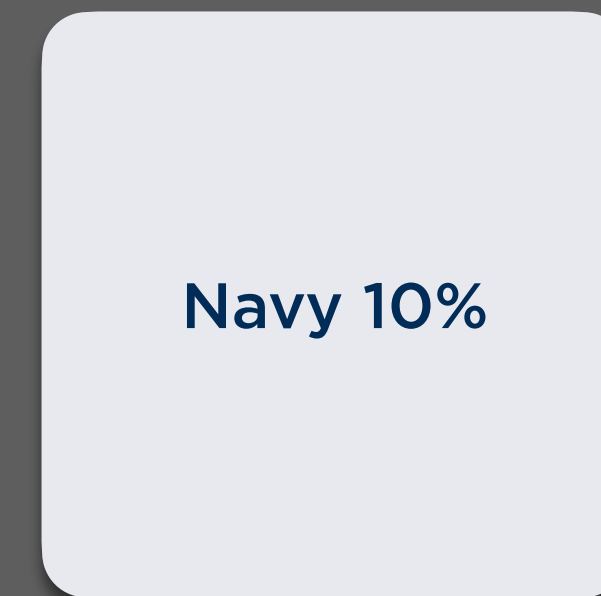
Navy 50%

CMYK 49/31/15/1
RGB 135/149/168
8795A8



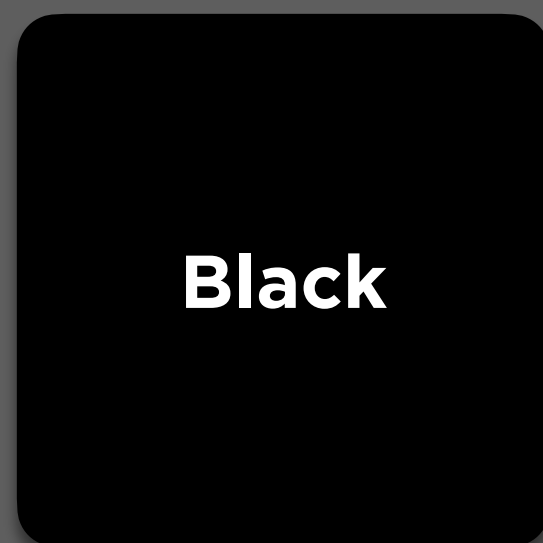
Navy 25%

CMYK 25/12/7/0
RGB 229/233/238
BEC9D4



Navy 10%

CMYK 8/5/3/0
RGB 231/234/238
E7EAE E



Black

CMYK 0/0/0/0
RGB 0/0/0
FFFFFFF



Grey

CMYK 13/9/7/0
RGB 216/216/216
D8D8D8



Dark Grey

CMYK 68/59/55/10
RGB 94/94/94
5E5E5E