



ANTONIAN COLLEGE PREPARATORY
HIGH SCHOOL

Branding Kit

2026 - 2027 School Year



Introduction

This guide establishes the standards for Antonian's visual identity and communications across print, digital, social media, and other platforms. By using these guidelines, we create a cohesive and recognizable brand that reflects the excellence, tradition, faith, and community of **Antonian College Preparatory High School**.

Whether creating a flyer, presentation, social media

post, or other school material, use this guide as your reference for staying consistent and on brand.

The Communications Office is available to support your communication and marketing needs while ensuring that all materials align with Antonian's brand standards. **Please submit requests through the Communications Request Form** or contact the **Communications Office** with any questions.

FAITH
KNOWLEDGE
SERVICE

LOGO GUIDELINES

EST. 1955

EST. 1955



STANDARD HORIZONTAL WITH MOTTO

All logo requests must be approved through the Communications Office.
Upon approval, appropriate files will be emailed to requester.

Primary Logo

The **Antonian primary logo** is the foundation of our visual identity and should be the first choice for all print and digital communications whenever space allows.

The logo must always be used exactly as provided. **Do not alter its colors, proportions, typography, or design elements.** Consistent use protects the integrity and recognition of the Antonian brand.

Approved black-and-white versions may be used when required for specific production or design needs. Any deviation from these logo guidelines, including alternative treatments or applications, requires prior review and approval by the **Communications Office.**



ANTONIAN
COLLEGE PREPARATORY HIGH SCHOOL

1. STANDARD HORIZONTAL

2. STANDARD STACKED

3. CREST ONLY

All logo requests must be approved through the Communications Office.
Upon approval, appropriate files will be emailed to requester.

Secondary Logos

Secondary logos are approved variations of the Antonian primary logo and provide flexibility when space, layout, or design requirements make the primary logo impractical.

Secondary logos maintain a clear visual connection to the Antonian brand but should **not replace the primary logo when the primary logo can be appropriately used.**

All secondary logos must be used exactly as provided, without altering their colors, proportions, typography, or design elements. Approved black-and-white versions may be used when required for specific production or design needs.

Any use outside these guidelines must be reviewed and approved by the **Communications Office.**

PRIMARY
ANTONIAN "A"



SECONDARY
ANTONIAN "A" WITH
SCHOOL NAME



All logo requests must be approved through the Communications Office.
Upon approval, appropriate files will be emailed to requester.

Athletic Logo

The **Antonian "A"** is **our primary athletic mark** and a recognizable symbol of **Antonian pride**, tradition, and competitive spirit.

It is intended for use on athletic uniforms, apparel, equipment, spirit items, and athletics-related communications and marketing materials.

The Antonian "A" **must always be used exactly as provided. Do not alter its colors, proportions, shape, or design, or combine it with other graphics or text in a way that changes the approved mark.**

Approved full-color, one-color and black-and-white variations may be used based on the application, background, or production requirements.

Use of the Antonian "A" outside of athletics and school-spirit applications must be reviewed and approved by the **Communications Office**.

Approved Athletic Logo Variations



ANTONIAN APACHES



Logos usage standards

INSTITUTIONAL VS. ATHLETIC BRAND

Institutional Brand

Use the Antonian institutional logo for communications representing the school as a whole, including:

- Admissions and academics
- Administrative and official school communications
- Website and school publications
- Campus Ministry and student programs
- External and community-facing communications

Athletic Brand

Use the Antonian "A" and approved athletic logo variations for:

- Athletic teams and programs
- Uniforms and team apparel
- Game-day graphics
- Athletic equipment and related promotions
- Spirit wear and merchandise
- School spirit graphics and branded materials for clubs and organizations must be reviewed and approved by the **Communications Office**.

Clear Space

All Antonian logos should be surrounded by adequate clear space to maintain visibility and visual impact. Keep text, images, and other graphic elements outside this area to ensure the logo remains prominent, legible, and visually balanced.

Clear space should be maintained consistently across print and digital applications.

The Antonian “A” is the primary athletic mark and should not be used as a substitute for the institutional Antonian logo in official school communications.

Minimum Size

Antonian logos should never be reproduced at a size that compromises legibility or recognition. Always ensure that the logo and its accompanying elements remain clear and readable in both print and digital applications.

When working within limited space, use an approved secondary logo or athletic mark rather than reducing the primary logo beyond an appropriate size.

Color Variations

Approved logo variations are provided for use across different backgrounds and applications. Use only the official full-color, one-color, black-and-white, or reversed versions provided in the Branding Kit.

Do not apply unapproved colors, gradients, transparency, or effects to any Antonian logo.

Logo Misuse

To protect the integrity and consistency of the Antonian brand, logos must never be altered or recreated.

Do not stretch, distort, rotate, crop, rearrange, modify typography, add effects, or otherwise change an approved logo. Always use the official logo files provided by the Communications Office.

Backgrounds & Contrast

Always place Antonian logos on backgrounds that provide clear contrast and visibility. Avoid busy patterns, photographs, or low-contrast colors that interfere with the logo’s legibility.

When needed, use an approved one-color, black-and-white, or reversed logo to maintain clarity.

Color Palette

Our colors are one of the most recognizable elements of the Antonian brand. Use the official values below across all print and digital applications.



PANTONE 200 C

RGB 186 / 12 / 47
CMYK 3 / 100 / 70 / 12
HEX/HTML #BA0C2F



PANTONE 292 C

RGB 98 / 168 / 229
CMYK 54 / 10 / 0 / 0
HEX/HTML #62A8E5



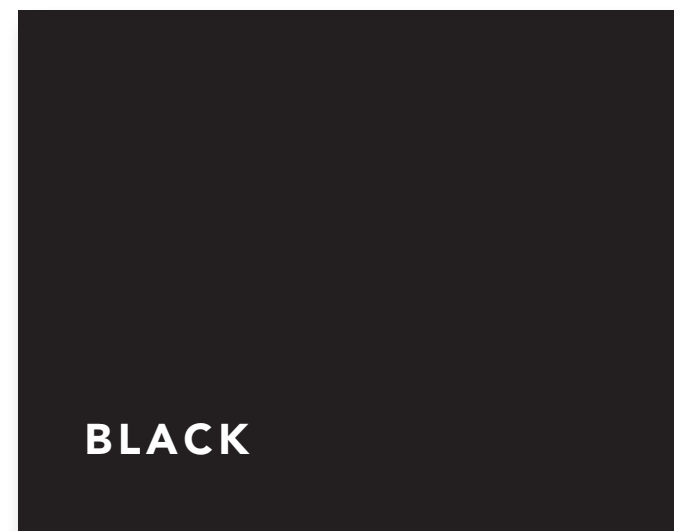
WHITE

CMYK 0 / 0 / 0 / 0

PRIMARY BRAND COLORS: Antonian Red, Antonian Blue, and White are the foundation of our visual identity and should remain the dominant colors across Antonian-branded materials.

Supporting Neutrals

Neutral colors support the primary palette and provide flexibility for typography, backgrounds, layouts, and other design applications.

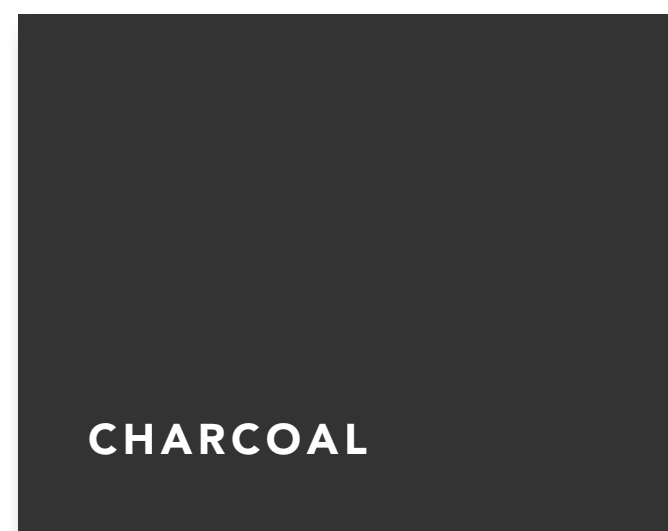


PANTONE BLACK C

RGB 0 / 0 / 0

CMYK 75 / 68 / 67 / 90

HEX #000000



PANTONE BLACK 7 C

RGB 51 / 51 / 51

CMYK 69 / 63 / 62 / 58

HEX #333333



WHITE

RGB: 242 / 242 / 242

CMYK: 0 / 0 / 0 / 5

HEX #F2F2F2



WHITE

CMYK: 0 . 0 . 0 . 0

USAGE: Supporting neutrals should complement *-not replace-* Antonian Red and Antonian Blue as the primary identifying colors.



Typography

Typography should be clean, professional, and easy to read. When creating Antonian-branded materials:

- Choose clear, legible fonts appropriate for the message.
- Limit designs to two typefaces whenever possible.
- Maintain a clear hierarchy between headlines and supporting information.
- Avoid overly decorative, novelty, or difficult-to-read fonts.
- Prioritize readability and consistency over decorative styling.

Official institutional materials produced by the Communications Office will follow the established Antonian brand typography system.

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SERVICE

BRAND IN PRACTICE

EST. 1955

EST. 1955

Brand Content Standards

Photography

Use authentic, high-quality Antonian photography whenever possible. Avoid low-resolution images, screenshots, excessive filters, or imagery that does not accurately represent our community.

School Name

Use Antonian College Preparatory High School for formal and official communications. Antonian may be used in general communications when the school has already been clearly identified.

Brand Assets

Always use current, approved Antonian logos, colors, and brand assets. Do not use logos or graphics copied from websites, screenshots, previous flyers, or unofficial sources. **Apaches images, spears, arrows, tomahawks and old school crests are discontinued and should not be used.**

Official Communications

Materials intended for Antonian's official communication channels are subject to review by the Communications Office. The appropriate communication channel will be determined based on the message, audience, and administrative direction.

Resources & Support

EVERYTHING YOU NEED, IN ONE PLACE.

ACP Quick Links - Branding Resources

Approved Logos | Brand Colors | Templates |
Letterhead | Email Signatures | Communications Request
Form

Antonian Website - News & Marketing Page

Approved Logos | Brand Colors

WHEN IN DOUBT, ASK.

The **Branding Kit** is designed to support creativity while helping everything we produce feel unmistakably Antonian.

The Communications Office is available to assist with branding, design, communication strategy, and promotional needs.

All requests for official school communications should be submitted through the Communications Request Form.



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