



ANTONIAN COLLEGE
PREPARATORY HIGH
SCHOOL

Branding Kit

Updated 2025-2026 School Year

INTRODUCTION

The Antonian Branding Kit is a clear and easy-to-use resource designed to support all of Antonian's marketing and communication efforts. It defines our brand identity and provides guidelines for sharing that identity consistently across all platforms. By following this guide, we ensure that all materials reflect a cohesive, professional look that is true to who we are as a school. Whenever you create content or design materials, this guide should be your go-to resource for staying aligned and on brand.

The Communications Office is happy to assist you in reaching your marketing goals while maintaining a consistent style. Please submit all requests through the Communications Request Form, and feel free to reach out with any questions.





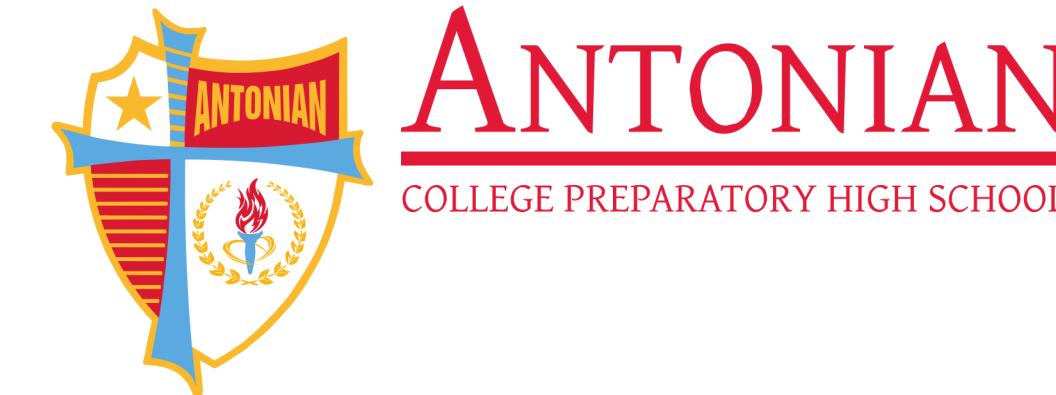
LOGO GUIDELINES

PRIMARY LOGO

The Antonian primary logo is the foundation of our visual identity and should be used whenever possible. This logo represents the school's official brand and set the standard for all communications. Primary logo must be used exactly as provided—without altering color, proportion, or design—to preserve brand integrity and consistency. When space allows, the primary logo should always be the first choice for both print and digital materials.

Black-and-white versions of the primary logo may be permitted with approval when needed for design flexibility or specific production requirements. All alternate uses must be reviewed to ensure consistency with Antonian's brand standards.

STANDARD HORIZONTAL



"Enter to Learn, Go Forth to Serve"

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 primary logo and may be used when layout, space, or design constraints prevent the use of the primary logo. These logos offer flexibility while maintaining a consistent visual connection to the Antonian brand. Secondary logos should never replace the primary logo when the primary option is appropriate and available.

Black-and-white versions of the secondary logo may be permitted with approval when needed for design flexibility or specific production requirements.

All alternate uses must be reviewed to ensure consistency with Antonian's brand standards.

STANDARD HORIZONTAL

W/ NO MOTTO



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STANDARD STACKED



STANDARD CREST ONLY



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 the primary athletic mark and represents the strength, pride, and competitive spirit of Antonian Athletics. This logo is intended for use on athletic uniforms, apparel, equipment, spirit items, and athletics-related marketing materials. The Antonian “A” must be used exactly as provided and should not be altered, distorted, or combined with other graphics or text.

Approved color variations may be used based on application and background. Black-and-white versions may be permitted with approval when necessary for production or design flexibility. Use of the Antonian “A” outside of athletic or spirit-related contexts requires approval from the Communications Office to ensure brand consistency.

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

PRIMARY ANTONIAN ‘A’



SECONDARY ANTONIAN ‘A’



Logos

Logo Clear Space

To maintain clarity and visual impact, all Antonian logos must be surrounded by adequate clear space. No text, images, or graphic elements should encroach on this area. Clear space ensures the logo remains legible, prominent, and visually balanced in all applications.

Minimum Size

Logos should never be reproduced smaller than the approved minimum size. Reducing a logo too much can compromise legibility and brand recognition. Always ensure the logo is clear and readable, whether used in print or digital formats.



Logos

Color Variations

Approved color variations of the Antonian logos are provided to ensure flexibility across different backgrounds and applications. Logos should only be used in their approved color combinations, including full-color, one-color, or reversed versions. Never apply unapproved colors, gradients, or effects to the logo.

Logo Misuse

To protect the integrity of the Antonian brand, logos should never be altered in any way. This includes stretching, rotating, adding effects, changing colors, modifying typography, or placing the logo on visually busy backgrounds. Only approved logo files should be used.

Background Usage

Logos must be placed on backgrounds that provide sufficient contrast for clear visibility. Avoid busy patterns, low-contrast colors, or imagery that interferes with legibility. When necessary, use an approved reversed or one-color logo to ensure readability.



Discontinued Logos



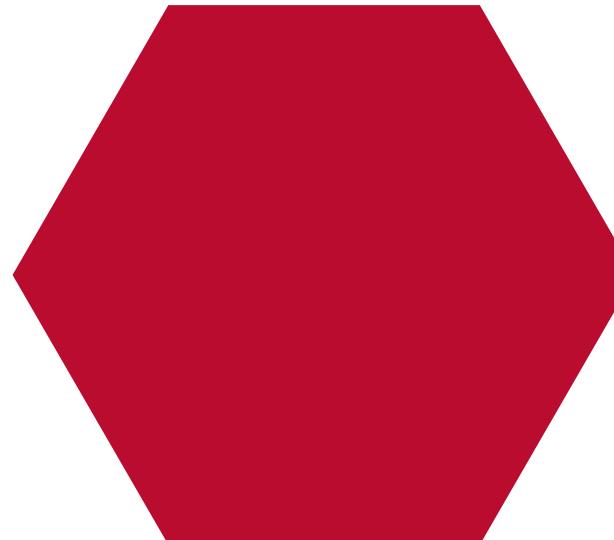
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COLOR PALETTE

COLOR PALETTE

Please use these color codes when producing
ANY material related to the Antonian brand.

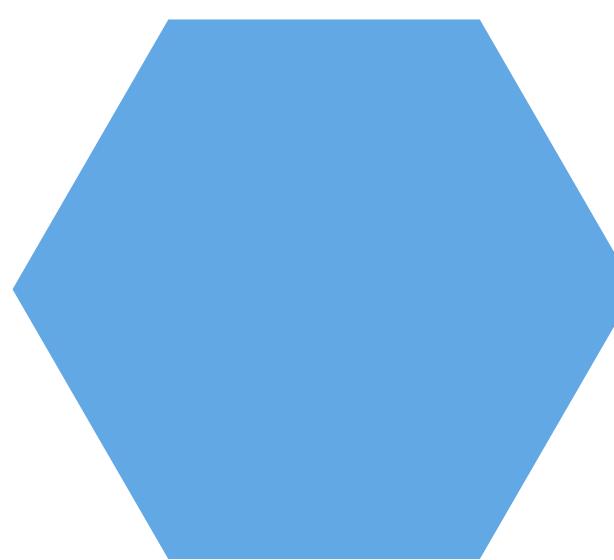


Pantone 200 C

RGB: 186 . 12 . 47

CMYK: 3 . 100 . 70 . 12

HEX/HTML: BA0C2F

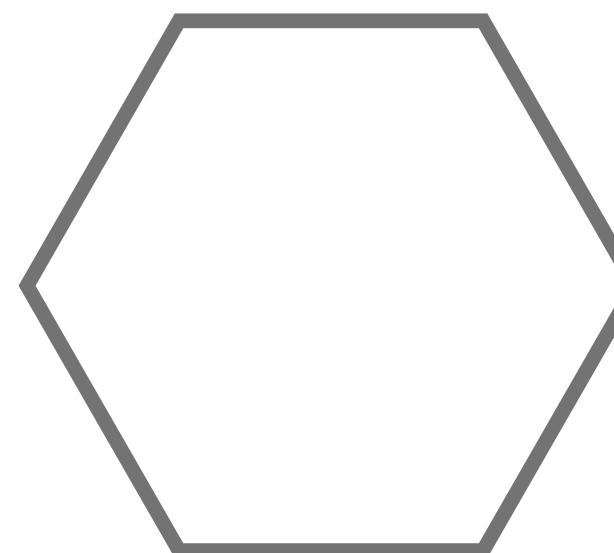


Pantone 292 C

RGB: 98 . 168 . 229

CMYK: 54 . 10 . 0 . 0

HEX/HTML: 62A8E5



White

CMYK: 0 . 0 . 0 . 0