



Brand Guidelines

ST. THOMAS AQUINAS | VERSION 1.0

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Brand Overview

Welcome to St. Thomas Aquinas High School's Brand Guidelines. Our school crest holds a rich tapestry of history and symbolism that brings together the legacy of St. Thomas Aquinas and the unique beauty of the North Shore.

At the heart of our crest lies the blazing sun, which is the distinctive symbol of St. Thomas Aquinas, illuminating our commitment to learning and growth. Encircling this emblem is our school's motto, "Dirige me in veritate tua." This phrase, taken from Psalm 24, verse 5, translates to: "Guide me in Your truth." It's not just a statement; it's our prayerful slogan, encapsulating our school's vision and mission.

The intricate design of the original school crest, which we proudly carry forward, was crafted by Sister Susan Songary. She taught at St. Thomas Aquinas School from 1959-63 and again from 1964-65. Her vision for our emblem continues to inspire our community to this day.

As you journey through this guide, remember that each element, from color palettes to typography, plays a pivotal role in representing our esteemed institution. Whether you're designing a flyer or updating our website, this is your go-to resource. Let's keep the spirit of St. Thomas Aquinas High School strong and unmistakable!



Color Palette

Color is an integral part our brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to our audience.

Gold represents the golden grain that becomes the white wafer of the Eucharist. Gold should not be used as a background color or as the color of any text.

Red represents the consecrated wine... the Blood of Christ.

Gold

Pantone 729 C
HEX: #A66E3F
C29 M57 Y84 K13
R166 G110 B63

Warm Grey

Pantone N/A
HEX: #F2EBE7
C4 M6 Y7 K0
R242 G235 B231

White

Pantone N/A
HEX: #FFFFFF
C0 M0 Y0 K0
R255 G255 B255

Cardinal

Pantone 7623 C
HEX: #7A1B20
C31 M96 Y87 K39
R122 G27 B32

Black

Pantone Black C
HEX: #221F1D
C69 M66 Y67 K75
R34 G31 B29



Typography

Typography is a powerful brand tool when used consistently. This set of typefaces best represent and support the **modern yet classic** feel of the brand and should be used across all print and web applications.

The typefaces chosen are intentionally simple, as to compliment the logo and supporting text, as well as maximize legibility.

Use these typefaces for all versions of the brand: Academic, Athletic, and Alumni.



ROBOTO
Extra-Bold All Caps

ROBOTO
Bold Title Case

ROBOTO
Regular Sentence Case

ROBOTO
Extra-Bold All Caps

PRE-HEADINGS

Main Headings

This is some body copy, text that shows up in full sentences. And now for some filler text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

BUTTON TEXT

Typography Misuse

Typography isn't just about selecting a font; it's about maintaining the voice and character of St. Thomas Aquinas High School. Misusing our chosen typography can dilute our school's identity and disrupt the visual harmony we aim to achieve in all our communications. Just as we value and respect the traditions and principles upon which our institution stands, it's crucial that we treat our typographic choices with the same regard. Straying from these guidelines can lead to inconsistency, causing confusion and reducing the impact of our messages. Every time we adhere to our typography usage guidelines, we uphold the school's image, ensuring that our communications are instantly recognizable and distinctly ours. Let's commit to using typography wisely and consistently.

A1 - A3. Don't use poor contrast.

B. Don't use italics and bold together.

C. Don't use text effects such as drop shadows.

D. Use consistent and appropriate font weight.



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A1

PRE-HEADING

Heading

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

B

Heading Text Here

A2

PRE-HEADING

Heading

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

C

Heading Text Here

A3

PRE-HEADING

Heading

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

D

Heading Text Here

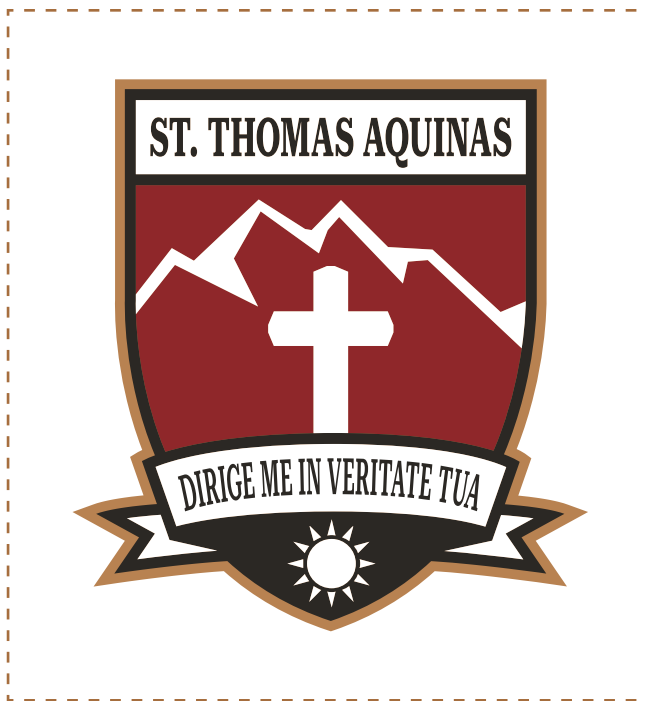
Academic Crest

St. Thomas Aquinas and the North Shore are both represented in the crest of St. Thomas Aquinas High School.

The blazing sun is the distinctive symbol of St. Thomas Aquinas.

The motto, “Dirige me in veritate tua” is taken from Psalm 24, verse 5. Translated it reads: “Guide me in Your truth” and is the prayerful slogan of St. Thomas Aquinas High School.

The original school crest was designed by Sister Susan Songary who taught at St. Thomas Aquinas School from 1959-63 and from 1964-65.



MINIMUM SIZE

The smallest the logo should be represented is 20mm wide.

MINIMUM CLEAR SPACE

The empty space around the logo should be no less than 25% of the logo's size.

Academic Logo Lockups

The logo lockup of St. Thomas Aquinas Regional Secondary School represents a harmonious blend of our esteemed logo, the school's name, and our three foundational values: Faith, Community, and Excellence. Displayed here are the two sanctioned representations of our logo lockup. It's vital that only these exact configurations are used in any form of communication or representation pertaining to our school. Altering, rearranging, or modifying any part of these lockups not only disrupts their design but dilutes the strong identity we've built over the years. Let's uphold the integrity of our brand by adhering strictly to these provided examples.



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ST. THOMAS AQUINAS REGIONAL SECONDARY SCHOOL
FAITH | COMMUNITY | EXCELLENCE



**ST. THOMAS AQUINAS
REGIONAL SECONDARY SCHOOL**
FAITH | COMMUNITY | EXCELLENCE

Academic Logo Usage

The emblem of St. Thomas Aquinas Regional Secondary School is meticulously crafted to shine across various backgrounds, encapsulating the adaptability and strength of our institution. As demonstrated, whether set against white, warm grey, cardinal, or black, our crest retains its distinctiveness and clarity. This versatility eliminates the need for any alterations when positioning the logo on brand-specific colors. By consistently using the logo in its original form, irrespective of the background, we ensure our school's identity remains cohesive and unmistakable in every instance. Let's champion our brand by maintaining this integrity in all applications.



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WHITE BACKGROUNDS



WARM GREY BACKGROUNDS



BLACK BACKGROUNDS



CARDINAL BACKGROUNDS

Academic Logo Misuse

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing or distorting it in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER consider using the logo.

- A. Don't rotate or skew the logo.
- B. Don't squash or stretch.
- C. Don't resize any part.
- D. Don't rearrange parts or create compositions that are not already provided.
- E. Don't use off-brand colors.
- F. Don't add outlines, drop shadows, or other styles outside of versions already supplied.
- G. Don't use the Athletics Crest for academic purposes.
- H. Don't use the Alumni Crest for academic purposes.

A



B



C



D



E



F



G



H



Academic Logo Examples

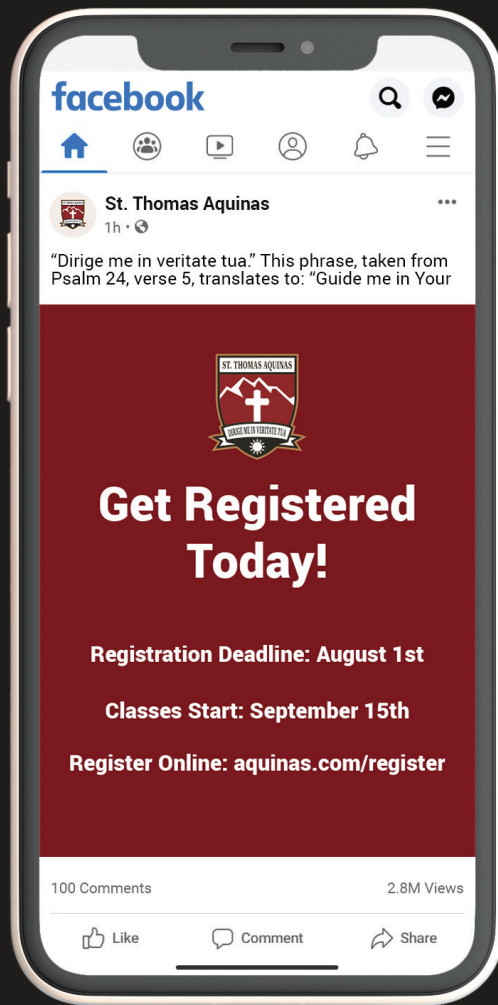
When translating our cherished emblem to tangible items or digital spaces, simplicity is key. As showcased in the mockups – from the staff polo shirt to the prominently displayed banner and yard sign – the essence of St. Thomas Aquinas Regional Secondary School remains undiluted.

Oversaturating or overcomplicating designs can lead to a loss of the immediate recognition and respect associated with our brand. This is especially vital when considering all designed collateral, including printed materials, customized apparel, online graphics, and social media content.

By strictly adhering to the guidelines laid out for each representation of our logo, regardless of platform or medium, we cultivate a consistent brand presence. This resonates deeply, both within our internal community and in our broader outreach efforts.



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Athletic Crest

In the realm of sports and competition, St. Thomas Aquinas stands with pride and unity, symbolized by our distinct athletics logo. Encased within a robust shield, the bold “STA” emblem resonates with the strength, dedication, and camaraderie inherent in our athletic teams. While different from our academic insignia, this logo carries the same spirit of excellence that defines our institution. It’s designed to be instantly recognizable, even in the heat of competition. As with our academic representation, it’s essential that the logo retains its clarity and impact, which is why even at its smallest size, it should remain at least 12mm wide. This ensures our athletic identity shines brightly in every arena.



MINIMUM SIZE

The smallest the logo should be represented is 12mm wide.

MINIMUM CLEAR SPACE

The empty space around the logo should be no less than 25% of the logo's size.



Athletic Logo Wordmarks

Presented here are the exclusive wordmarks for St. Thomas Aquinas Athletics: “St. Thomas Aquinas Fighting Saints”. Crafted with the distinct Runik font, these wordmarks encapsulate the spirit and vigor of our athletic teams. It’s essential to note that the Runik font is reserved strictly for athletic-related headlines. Its bold and unique design captures attention, making it ideal for headlines where immediate impact is sought. However, due to its intricate nature, Runik is not suited for body copy or extended texts, as it can be challenging to read at smaller sizes. To ensure clarity and maintain the integrity of our brand, always refrain from using Runik for paragraphs or detailed descriptions. By doing so, we emphasize the font’s strength while ensuring legibility in all our communications.

ST. THOMAS AQUINAS
FIGHTING SAINTS

ST. THOMAS AQUINAS
FIGHTING SAINTS

ST. THOMAS AQUINAS
FIGHTING SAINTS

ST. THOMAS AQUINAS
FIGHTING SAINTS



Athletic Logo Usage

When it comes to representing the spirit of St. Thomas Aquinas Athletics, our athletic logo is pivotal. The powerful “STA” encased in a shield is more than just a design; it embodies the strength, unity, and vigor of our sports teams. As displayed, this emblem seamlessly fits onto various backgrounds – be it stark white, subtle warm grey, deep black, or our signature cardinal. Its design ensures that, regardless of the backdrop, the logo remains vivid and unmistakable. There’s no need for modifications or tweaks; the logo stands proud and clear in any setting. As with our academic representation, consistency is paramount. Always ensure the athletic logo is used as provided, upholding the pride and identity of St. Thomas Aquinas Athletics in every context.



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WHITE BACKGROUNDS



WARM GREY BACKGROUNDS



BLACK BACKGROUNDS



CARDINAL BACKGROUNDS

Athletic Logo Misuse

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing or distorting it in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER consider using the logo.

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- C. Don't resize any part.
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- E. Don't use off-brand colors.
- F. Don't add outlines, drop shadows, or other text styles outside of versions already supplied.
- G. Don't use the Academics Crest for athletics purposes.
- H. Don't use the Alumni Crest for athletics purposes.

A



B



C



D



E



F



G



H



Athletic Logo Examples

St. Thomas Aquinas Athletics is not just about the games we play; it's about the pride we carry, both on and off the field. Our athletic logo, with its distinctive "STA" emblem, serves as a beacon of that pride, ensuring our identity is instantly recognizable. As demonstrated in these real-world mockups, the logo's adaptability is evident. Whether displayed on a banner announcing the next big game, a yard sign rallying our community's spirit, or a drawstring bag symbolizing unity and team pride, our athletic emblem shines brightly and consistently.

It's crucial to ensure that the athletic logo's representation remains consistent and undistorted, irrespective of where it's placed. Be it promotional materials, fan gear, or other branded assets, every use should reflect the strength, unity, and excellence of St. Thomas Aquinas Athletics.

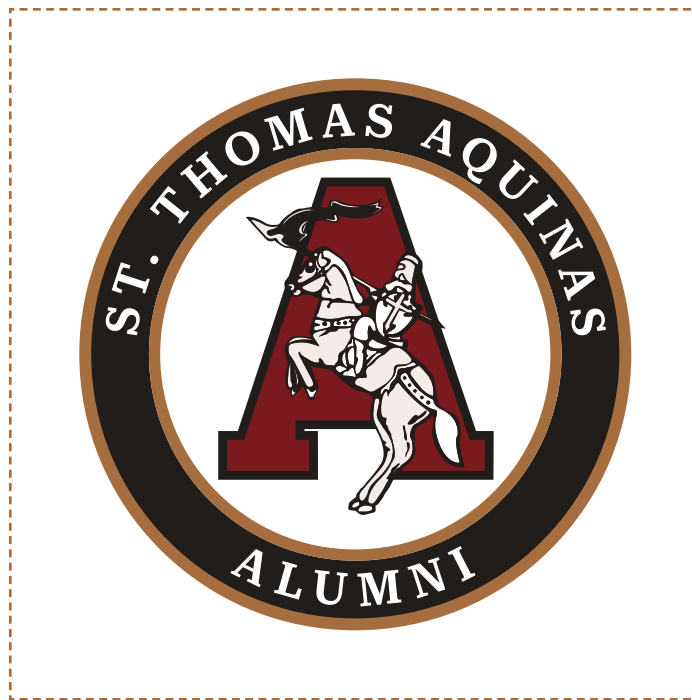


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Alumni Crest

The legacy of St. Thomas Aquinas is not just preserved within its hallways and fields, but also in the hearts of those who have walked its paths before – our esteemed alumni. Our alumni logo, showcased here, carries a special significance. It represents the bridge between the school’s rich history and its vibrant present. The emblem, with its dynamic figure and the prominent “A”, harkens back to an older version of our athletic logo, now beautifully adapted and encapsulated within a circle, crowned with the term “Alumni.” This transformation serves as a nod to the continuity of tradition and the ever-evolving nature of our institution. It’s a symbol of pride for those who have been a part of our journey, reminding them that once a member of St. Thomas Aquinas, always a cherished part of its extended family.



MINIMUM SIZE

The smallest the logo should be represented is 18mm wide.

MINIMUM CLEAR SPACE

The empty space around the logo should be no less than 25% of the logo’s size.



Alumni Logo Usage

The St. Thomas Aquinas Alumni logo is a beacon of pride, representing years of tradition, achievements, and a connected community. Its visual integrity should be preserved at all times. As showcased, the alumni logo is adaptable to various backgrounds, ensuring clarity and recognition.

When placed on white or warm grey backgrounds, the logo retains its natural colors. On darker backgrounds like black and cardinal, the logo's border and accompanying text offer contrast and maintain its legibility. Always ensure a clear space around the logo, free from any other visual elements, to let it breathe and stand out.

Adhering to these guidelines ensures that the alumni logo remains a symbol of prestige and unity, speaking to past, present, and future members of the St. Thomas Aquinas community. Avoid any alterations to the logo, and always prioritize its clarity and respect its design.



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WHITE BACKGROUNDS



WARM GREY BACKGROUNDS



BLACK BACKGROUNDS



CARDINAL BACKGROUNDS

Alumni Logo Misuse

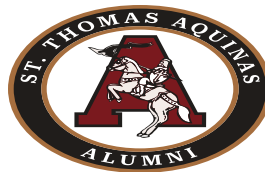
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- F. Don't add outlines, drop shadows, or other text styles outside of versions already supplied.
- G. Don't use the Academics Crest for alumni purposes.
- H. Don't use the Athletics Crest for alumni purposes.

A



B



C



D



E



F



G



H



Alumni Logo Examples

The St. Thomas Aquinas Alumni logo carries with it a sense of pride, history, and camaraderie. This emblem is not just a mark but a memory, a testament to years spent within the institution. When integrating the alumni logo into tangible items, it's vital to ensure its prominence and clarity. Whether it's proudly displayed on commemorative mugs, welcoming signs for class reunions, or banners announcing alumni-centered events, the logo must always stand out, unhindered by clutter. The examples showcased here, from elegant drinkware to informative signage, highlight the adaptability of the logo while maintaining its visual integrity. Each application reinforces the bond between the alumni and their alma mater, making it crucial to adhere to brand guidelines and treat the logo with the respect it deserves.



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