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**FAITH.  
EXCELLENCE.  
INTEGRITY.  
RESPECT.**

Our core values help tell the story of who we are, where we've come from, what inspires us and why being a student at Saint Thomas Academy is a life-changing opportunity.

## THE SAINT THOMAS ACADEMY LOGO

The Saint Thomas Academy logo is our graphic face to the world. That's why it's important to use the logo exactly as specified in these guidelines.

Our logo combines a tradition and spiritual meaning enclosed in a crest.

The crest is our most valuable visual asset – it helps communicate tradition, strength, solidity and authenticity with a bold, modern established feel. It conveys both dependability and approachability. We wear the crest with pride and honor.

Following are guidelines for the use of Saint Thomas Academy's crest, logos, fonts, color, and the correct spelling of the school name. Only by following these guidelines can we expect to gain the most benefit from our graphic identity system.



# SAINT THOMAS ACADEMY

# THE SAINT THOMAS ACADEMY CREST BREAKDOWN

The primary crest consists of four elements that have symbolic ties to the history, tradition and mission of Saint Thomas Academy: the crest, the Y chevron, the two crosses and sword, and the yellow sun.

## THE CREST

communicates tradition, strength, solidity and authenticity.

## THE Y CHEVRON

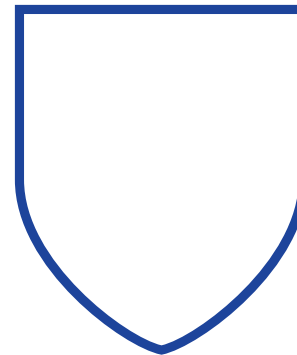
represents the convergence of the Minnesota and Mississippi rivers in St. Paul, where our first school was built.

## THE TWO RED CROSSES AND SWORD

are inspired by the Archdiocese of St. Paul and Minneapolis. The cross represents faith, and the sword (Fleming saber) represents military leadership.

## THE YELLOW SUN AND PENTAGON RAYS

in the center illustrate the divine light of truth of St. Thomas Aquinas, the patron saint of Saint Thomas Academy.



## LOGO VARIATIONS: STACKED

Our logo is our unifying symbol. Incorrect usage can damage our brand's visual consistency. These criteria must be followed at all times:

- Do not redraw or distort the logo or descriptor.
- Do not alter the relationship between the logo elements.
- Reproduce the logo and descriptor from approved digital files only.
- Reference the color palettes (pages 10 and 11) for accurate PMS colors.

cadets.com

Full Color  
Stacked



**SAINT THOMAS  
ACADEMY**

Black and White  
Stacked



**SAINT THOMAS  
ACADEMY**

White  
Stacked



**SAINT THOMAS  
ACADEMY**

## LOGO VARIATIONS: HORIZONTAL

Our logo is our unifying symbol. Incorrect usage can damage our brand's visual consistency. These criteria must be followed at all times:

- Do not redraw or distort the logo or descriptor.
- Do not alter the relationship between the logo elements.
- Reproduce the logo and descriptor from approved digital files only.
- Reference the color palettes (pages 10 and 11) for accurate PMS colors.

Full Color  
Horizontal



Black and White  
Horizontal



White  
Horizontal



## LOGO VARIATIONS: CREST

Our crest is worn as a badge of honor and on the sleeves of our uniforms. Incorrect usage can damage our brand's visual consistency. These criteria must be followed at all times:

- Do not redraw or distort the crest.
- Do not alter the relationship between the crest elements.
- Reproduce the crest from approved digital files only.
- Reference the color palettes (pages 10 and 11) for accurate PMS colors.

cadets.com

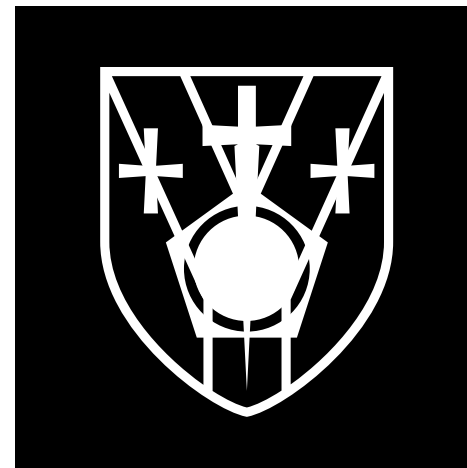
Full Color  
Crest



Black and White  
Crest



White  
Crest



## LOGO MISUSE

Consistency and integrity are essential components of any visual identity. Our logo becomes more recognizable and more familiar, and therefore more effective, when our faculty, staff and community see it presented with a consistent shape and colors, and without distortion or embellishment.

Treat the Saint Thomas Academy logo with respect, and it will become a powerful tool for telegraphing all the strengths and values that our brand represents.

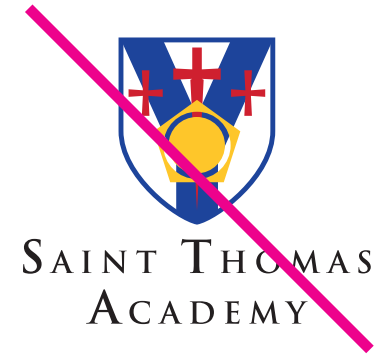
Do NOT make these mistake when using our logos. These rules apply to all of the STA logos to ensure consistency throughout the brand identity system.

- Do not alter the color.
- Do not change the approved font.
- Do not skew, shear or stretch.
- Do not alter crest.
- Do not rotate unless on 90° axis.
- Do not remove any elements.
- Do not run text over the logo.
- Do not apply effects to the logo.
- Do not alter the hierarchy.
- Do not rearrange the logo.
- Do not change the scale or ratio of the elements.
- Do not place the logo on a blue background.
- Do not use more than one logo per layout.
- Do not add graphics or words to the logo.
- Do not incorporate the Academy logo into other logos.
- Do not place the logo over areas in a photo that may obscure it.

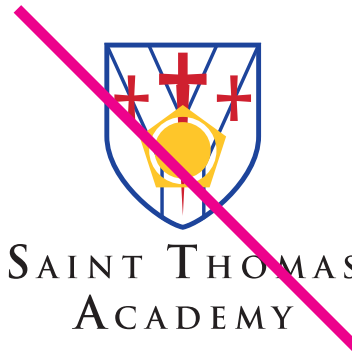
cadets.com



**DO NOT:** alter the color of "Saint Thomas Academy."



Never change the type of "Saint Thomas Academy." It should always be in the approved font, Brandon Grotesque, and centered under the crest.



Never change the font or outline the Y chevron. Outline versions of the logo are only used in black and white.



**DO NOT:** alter the color of the Saint Thomas Academy logo and crest.



Never skew the logo. It should always be scaled proportionally.



Never place the full-color logo on a blue background.

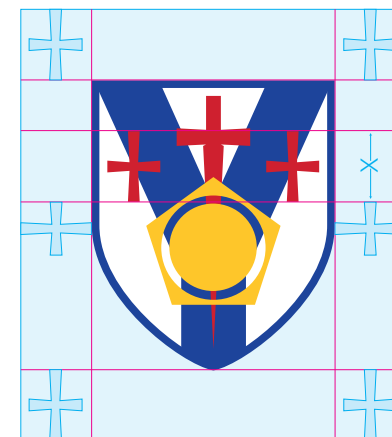
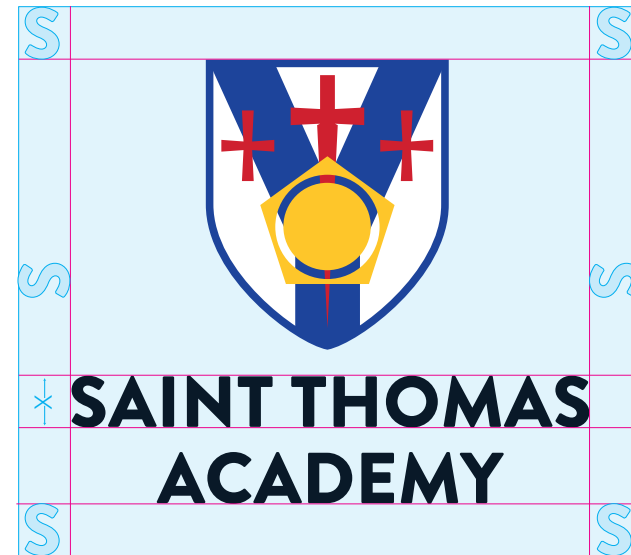
## LOGO CLEARSPACE

When the Saint Thomas Academy full logo is used by itself, a clearspace around the logo will ensure visibility and impact. As illustrated, the minimum clearspace is the height of the letter “S” in the wordmark “Saint Thomas Academy.”

When the Saint Thomas Academy crest is used by itself, a clearspace around the Crest will ensure visibility and impact as well. As illustrated, the minimum clearspace is the height of the red crosses inside the crest.

Use the clearspace between the logo and other graphic elements, such as type, images and other logos, to ensure the Saint Thomas Academy logo retains a strong presence.

When possible, allow even more space around the Saint Thomas Academy logo.





## LOGO SIZING

The minimum size for the Saint Thomas Academy logo is .75" in height for the stacked logo. The logo should never be smaller than this.

Use the stacked version of the logo whenever possible. If space is limited, then use the horizontal logo. Examples of space issues: pens, skinny web banners.

For apparel please consult with the Saint Thomas Academy marketing team for specifications.

1.75 inch



**SAINT THOMAS  
ACADEMY**

1.25 inch



**SAINT THOMAS  
ACADEMY**

1 inch



**SAINT THOMAS  
ACADEMY**

.75 inch



**SAINT THOMAS  
ACADEMY**

## PRIMARY COLORS

Our primary color has always been blue and will continue to be. Blue is seen as a dependable, trustworthy and strong color.

The use of color is an important aspect of the Saint Thomas Academy brand identity. The primary colors PMS 293 Cadet Blue, PMS 296 Class A Blue and Ivory White are used with secondary colors PMS 123 Sunshine Yellow and PMS 186 Cardinal Red to create a simple yet bold palette. This helps to create a sophisticated and recognizable aesthetic for our brand.

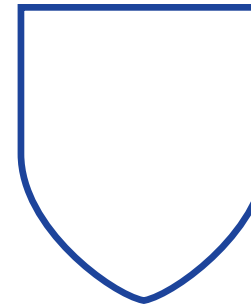
See page 11 for secondary colors.



### CADET BLUE

PMS 293  
CMYK: 100/69/0/4  
RGB: 0/61/165

#003DA5



### IVORY WHITE

WHITE  
CMYK: 0/0/0/0  
RGB: 255/255/255

#FFFFFF



### CLASS A BLUE

PMS 296  
CMYK:  
90/76/55/68  
RGB: 5/28/44

#051C2C

## SECONDARY COLORS

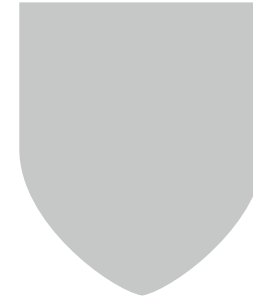
The secondary colors are bright and bold, showcasing the youthful and vibrant side of Saint Thomas Academy while hinting back to the military ribbon colors. These colors should be used sparingly and should never replace the primary colors. These secondary colors were selected to complement the primary colors and to create a cohesive family that allows for a range of creative possibilities for the Saint Thomas Academy master brand.



**CARDINAL  
RED**

PMS 186  
CMYK: 12/100/91/3  
RGB: 206/14/45

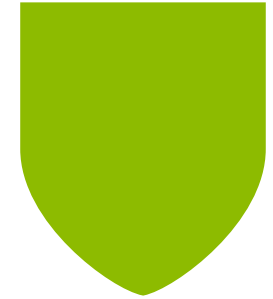
#CE0E2D



**TRENCH  
GREY**

COOL GREY 3  
CMYK: 8/5/7/16  
RGB: 200/201/199

#C8C9C7



**INFANTRY  
GREEN**

PMS 376  
CMYK: 55/3/100/0  
RGB: 129/189/65

#81BD41



**SUNSHINE  
YELLOW**

PMS 123  
CMYK: 0/19/89/0  
RGB: 255/199/44

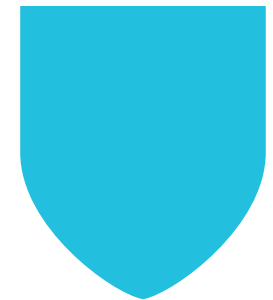
#FFC72C



**TORCH FLAME  
ORANGE**

PMS 716  
CMYK: 4/64/100/0  
RGB: 236/119/0

#EC7700



**ICE  
BLUE**

PMS 311  
CMYK: 69/0/12/0  
RGB: 0/193/222

#00C1DE

# TYPOGRAPHY

Sans Serif: Brandon Grotesque

Brandon Grotesque is the primary typeface used in the Saint Thomas Academy brand. It's used to convey a strong, bold and contemporary tone/feel. It can be read easily from a great distance. It's Saint Thomas Academy's headline font and therefore be used **primarily in its bold weight and in all caps.**

Brandon Grotesque is available in a range of weights and obliques and can be purchased at [myfonts.com](http://myfonts.com).

Aa Bb  
Aa Bb  
Aa Bb

**WELCOME TO  
SAINT THOMAS  
ACADEMY.**

BRANDON GROTESQUE: REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BRANDON GROTESQUE: BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BRANDON GROTESQUE: BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TYPOGRAPHY

Serif: ITC New Baskerville

ITC New Baskerville is the secondary typeface used in the Saint Thomas Academy brand. It's used to convey the tradition of our academic and military background. ITC New Baskerville should be **used primarily as body copy**. It gives our body copy characteristics with its traditional-style typeface.

ITC New Baskerville is available in Roman, Bold and Italic, and can be purchased at [myfonts.com](https://myfonts.com).

AaBb

*AaBb*

AaBb

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

ITC NEW BASKERVILLE: ROMAN  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

ITC NEW BASKERVILLE: BOLD  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

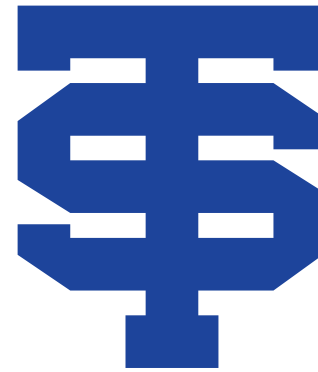
ITC NEW BASKERVILLE: TALIC:  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0



## THE “S-T” ATHLETIC LOGO

Unlike the crest, the “S-T” logo can only be used in association with athletic activities or events. Use the “S-T” logo only in the approved colors: Cadet Blue, Ivory White and Rich Black. Always try to use Cadet Blue or Ivory White before using Rich Black.

Cadet Blue



Ivory White



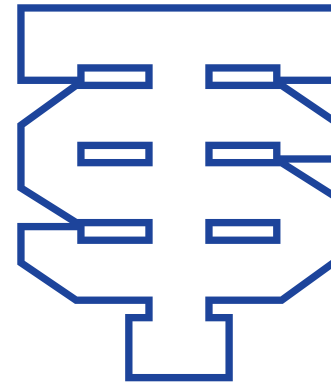
Rich Black



## THE “S-T” OUTLINED ATHLETIC LOGO

Outline colors around logo can be used. Approved versions are shown to right. Consult with marketing team for further specifications and correct uses.

Ivory White  
with Cadet Blue  
outlined



Cadet Blue with  
Ivory White  
outlined



Cadet Blue with  
Trench Grey  
outlined



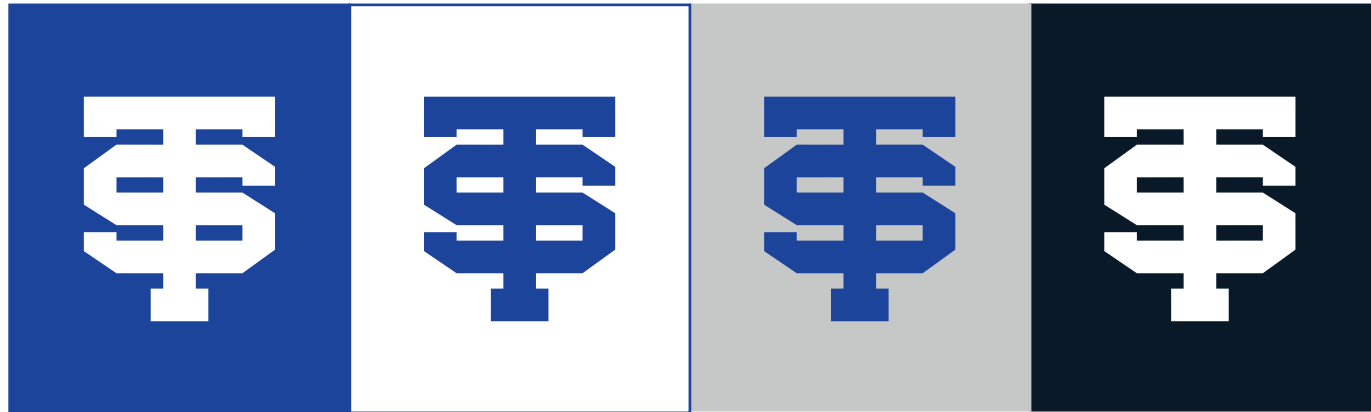


# PRIMARY & SECONDARY ATHLETIC COLORS

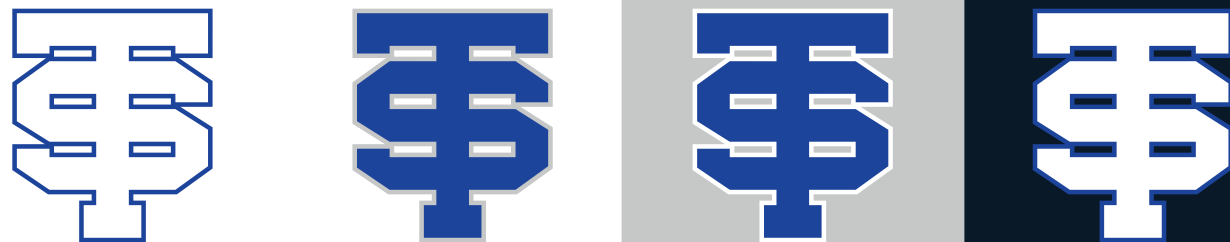
Below are the primary and secondary colors for athletic attire and examples of how to use the colors with the “S-T” logo. Never use the “S-T” logo in any color other than Cadet Blue or Ivory White.

The secondary colors are only to be used for special games or tournaments and must be approved by the Saint Thomas Academy marketing team.

Primary Colors



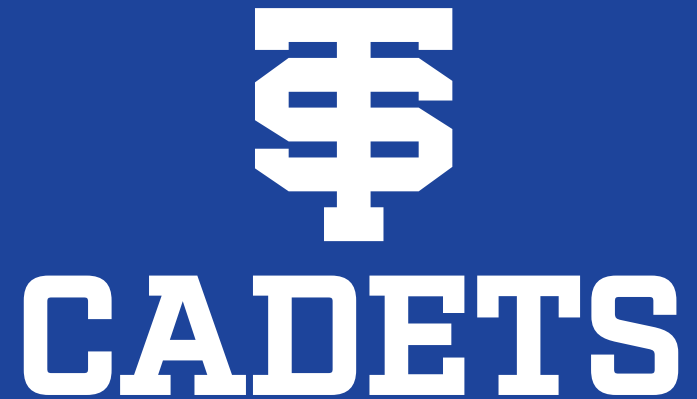
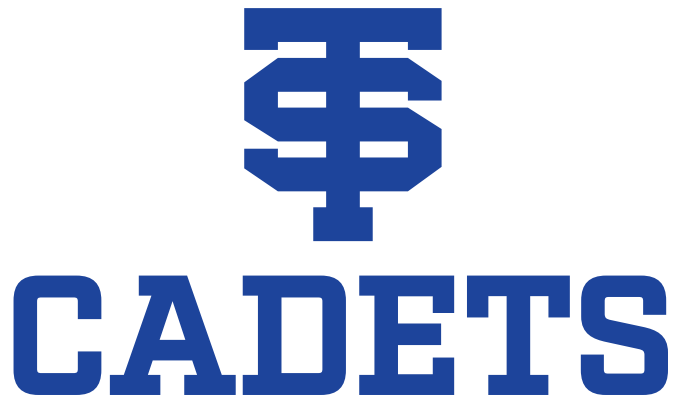
Secondary Colors



## PRIMARY ATHLETIC LOGO LOCK-UP REFERENCE

Below represents how “ST” and the word CADETS should be arranged when together.

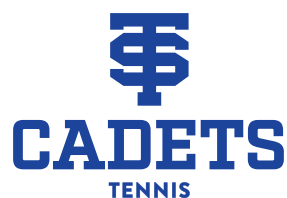
Note: The CADETS font is for reference. It is not the correct font and should be approved by the Saint Thomas Academy marketing team.



## PRIMARY ATHLETIC TEAM LOGO LOCK-UP REFERENCE

Below represents how your team logos should lock-up with the primary athletic logo. Your team name font should be *Brandon Grotesque Black* to stand out and match our primary typeface and centered under CADETS.

Note: The CADETS font is for reference. It is not the correct font and should be approved by the Saint Thomas Academy marketing team.



## **PROPER USE IS IMPORTANT**

To maintain the integrity of the Saint Thomas Academy logo, crest and “S-T” logo, you must obtain approval for all uses from Saint Thomas Academy Director of Marketing and Communications at 651.683.1532. Re-creation of the Saint Thomas Academy logo, crest or “S-T” logo is prohibited. Official electronic files are available upon request.

# **GO CADETS**