



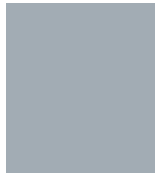
STRATFORD ACADEMY

6010 Peake Road | Macon, Georgia 31220 | www.stratford.org

GRAPHIC STANDARDS



Stratford Blue—PANTONE 289 C
c=100 m=76 y=10 k=65
r=0 g=27 b=73
#001b49



Stratford Silver —PANTONE 429 C
c=21 m=11 y=9 k=22
r=132 g=172 b=180
#a2acb4



Stratford Gold—PANTONE 1245 C
c=7 m=35 y=100 k=13
r=207 g=151 b=28
#cf971c



The **Stratford Academy Seal** is the school's official identifying mark. Only the Stratford Board of Trustees and the Office of the Head of School may authorize its use.

The **Stratford Academy wordmark** is for administrative and academic use — i.e., administrative personnel and departments, faculty and academic departments, and designated organizations that are affiliated with the school.

While the school wordmark may be sized appropriately for the specific use, the proportions of its individual elements must not be altered. It is preferred that the mark be displayed in either black and white, or designated official colors — Stratford blue, gold, or silver — but this is not required.

It must be reproduced from the official artwork available through the Office of Advancement. For silkscreen, embroidery, speciality items and related uses, contact the Office of Advancement. Versions of the wordmark are available without the star "A" if printing/formatting prohibits these fine details.

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The “Stratford Star” is the logo for use by the school’s athletic department and school-sanctioned sports, spirit, and student organizations, clubs, and teams.

While the logo may be sized appropriately for the specific use, the proportions of the individual elements must not be altered. It must be displayed in designated official colors — either black and white or Stratford blue, gold, or silver. The Stratford Star logo is registered — 3634903, 6/9/09 — and must be reproduced from the official artwork available through the Office of Advancement.



Together We Soar is a branded marketing campaign launched in August 2022. Use of the tagline should follow the same graphic standards as other school materials and logos. Artwork is available with and without the Stratford wordmark.

The campaign expanded tagline is: *The Stratford community emboldens and encourages students to learn, excel, and achieve lifelong success.*

While the campaign artwork may be sized appropriately for the specific use, the proportions of its individual elements must not be altered. It is preferred that the mark be displayed in either black and white, or designated official colors — Stratford blue, gold, or silver — but this is not required. There are one-color and multi-colored versions of the logo. It must be reproduced from the official artwork available through the Office of Advancement.

Together We Soar font: Avenir family
SOAR: Avenir, Black Oblique



For more information or questions about Stratford graphic standards and use of school materials, contact Kathleen Medlin at kathleen.medlin@stratford.org or Miller McCord at miller.mccord@stratford.org.