SAINT RAPHAEL

ACADEMY

BRAND GUIDELINES

SAINT RAPHAEL

ACADEMY

VERTICAL LOCKUP

SAINT RAPHAEL

ACADEMY

HORIZONTAL LOCKUP

LOGO USE - Primary Logo

Our wordmark represents Saint Raphael Academy as our primary logo. It should be used on all branded materials and digital platforms to preserve brand awareness and provide consistancy. The vertical and horizontal lockups can be used interchangbly depending on the available space per material.

WORDMARK

SAINT RAPHAEL
ACADEMY

SAINT RAPHAEL
ACADEMY
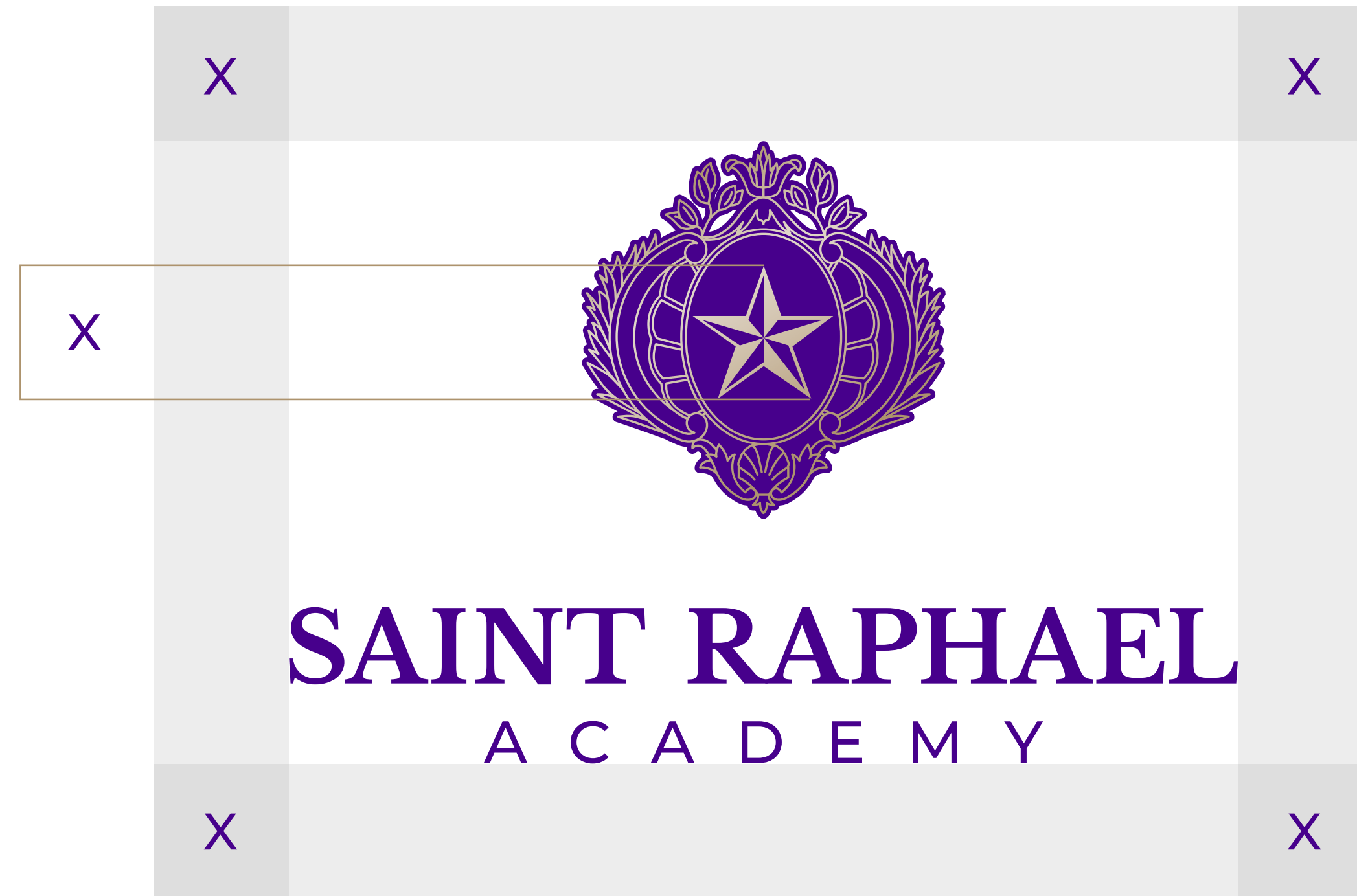
LOGO USE - Clear Space

To preserve the integrity and legibility of the wordmark, ensure that there is always adequate clear space between it and other elements or boundaries of the space it occupies. A margin of clear space equivalent to x is drawn around the logo to create a boundary of isolation. In this case, the x-height of the star is used to determine the clear space.

WORDMARK

SAINT RAPHAEL
A C A D E M Y

PURPLE & GOLD GRADIENT ON WHITE

SAINT RAPHAEL
A C A D E M Y

GOLD GRADIENT ON PURPLE

SAINT RAPHAEL
A C A D E M Y

WHITE ON GOLD GRADIENT

SAINT RAPHAEL
A C A D E M Y

PURPLE ON GREY

SAINT RAPHAEL
A C A D E M Y

WHITE ON BLACK

SAINT RAPHAEL
A C A D E M Y

WHITE ON GOLD

LOGO USE - Color

Our primary colors are Purple and gold. The gold gradient should be used within the wordmark only when its placed on a white or purple background. For other use, the wordmark should be used as a single solid color.
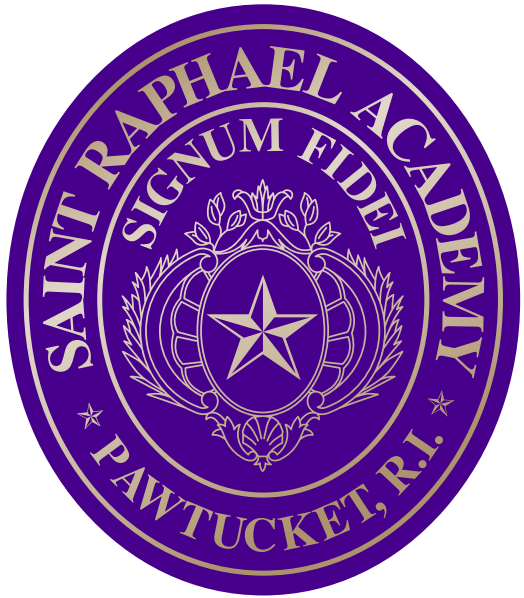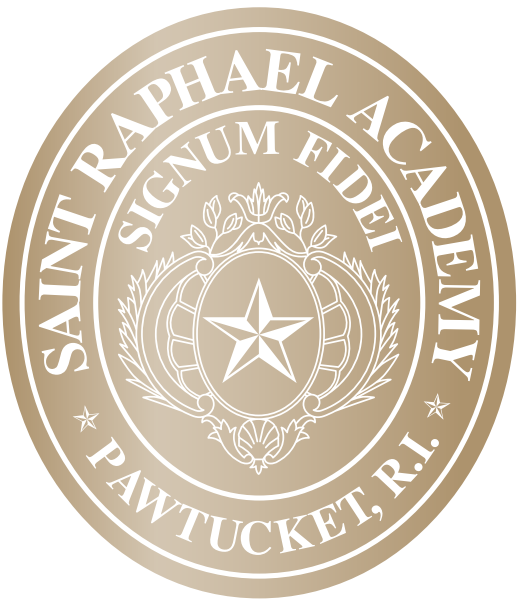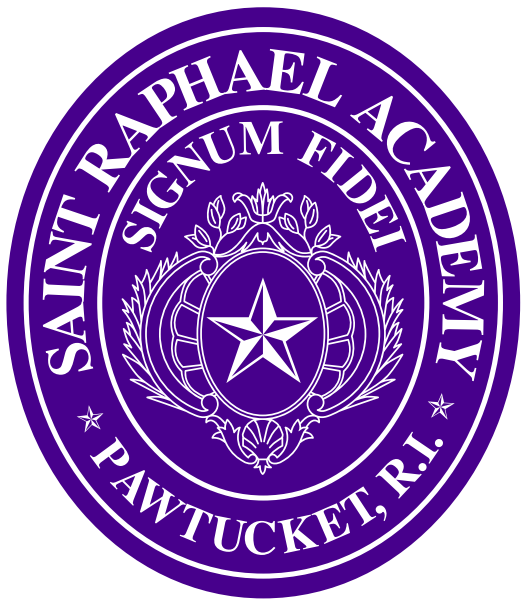
WORDMARK
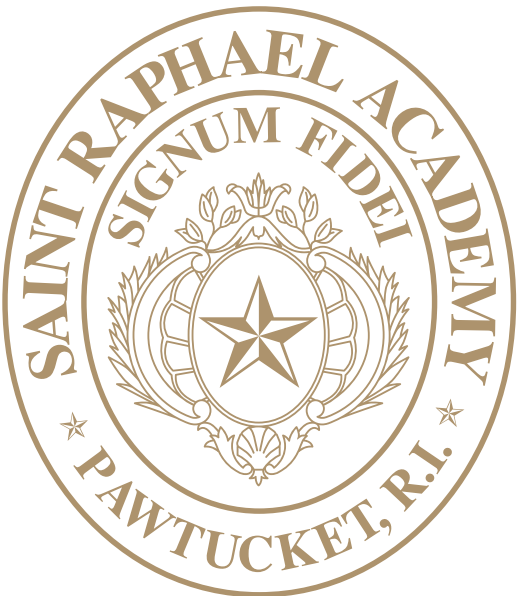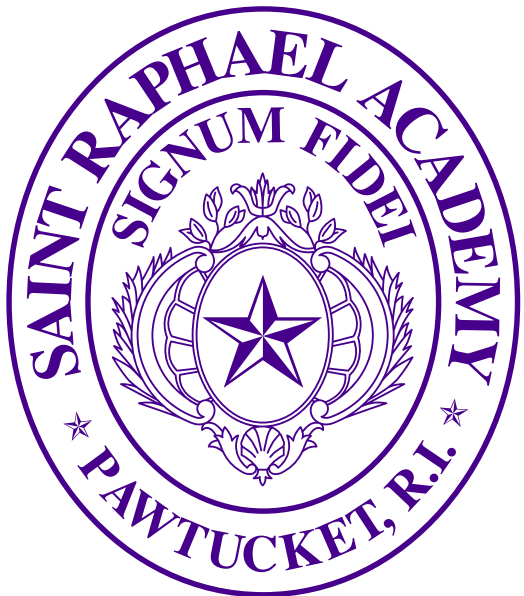
SRA SEAL

PRIMARY
FULL-COLOR SEAL

SINGLE-COLOR

SINGLE-COLOR
OUTLINE

LOGO USE

The SRA Seal can be used as signage or on a variety of marketing materials as an additional brand element. It is not used as Saint Ray's primary logo but as an additional, historical mark of Saint Raphael Academy.

SRA SEAL

**PRIMARY
ICON MARK**

SECONDARY EMBELLISHED ICON
This should only be used as an enlarged icon on various materials but not as the primary icon in our wordmark. When it is scaled down, the more delicate elements start to get lost.

**SINGLE-COLOR
OUTLINE**

White should be used when needed on gold or black backgrounds

LOGO USE - SRA Crest

The SRA Crest was pulled from the SRA Seal center to be used as our primary icon mark. This brand element can be used in instances where our full wordmark is not needed. Examples: social platforms (profile), secondary pages of marketing materials, presentations, etc.

ICON MARK

PRIMARY COLOR

SINGLE-COLOR

INVERSE COLOR

Our lettermark is primarily used within our Athletics Department on sports related materials, uniforms & apparel. It can be used in the above color combinations or in black and white.
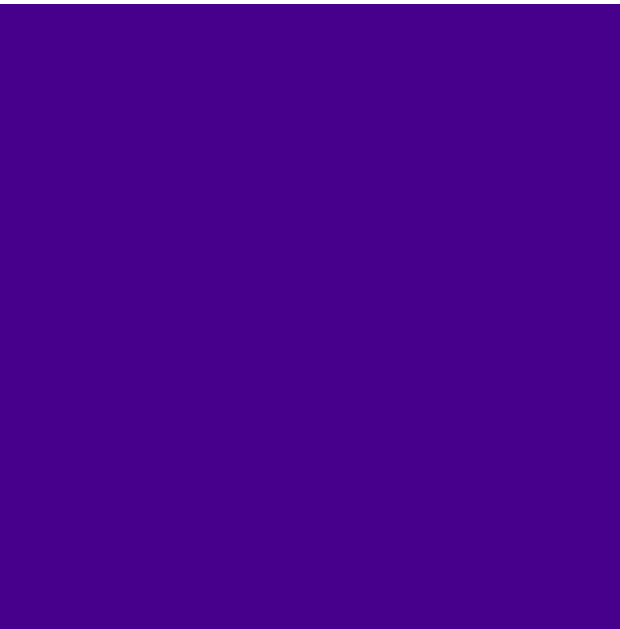
ATHLETICS

SAINTS

SAINTS

SAINTS

LOGO USE - Saint's Text

"Saints" text should be styled in our brand font on sports jerseys or other apparel & accessories.
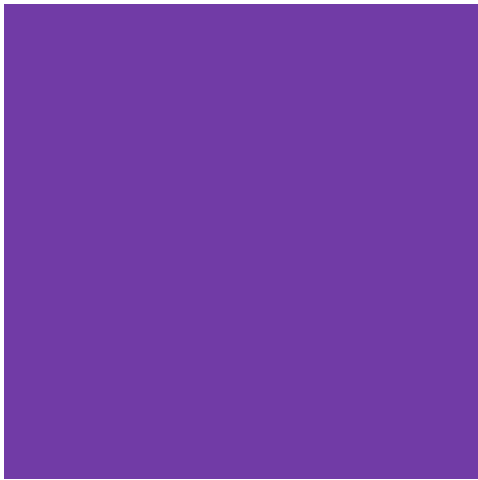
ATHLETICS

PRIMARY COLORS

HEX: #47008C
RGB: 71, 0, 140
CMYK: 88, 0, 7, 5
PANTONE: Medium Purple C

HEX: #AD936D
RGB: 173, 147, 109
CMYK: 32, 38, 62, 3
PANTONE: 7503 C

SECONDARY COLORS

HEX: #713BA6
RGB: 113, 59, 166
CMYK: 67, 88, 0, 0
PANTONE: 267 C

HEX: #D3C4AF
RGB: 211, 196, 175
CMYK: 17, 20, 30, 0
PANTONE: 7590 C
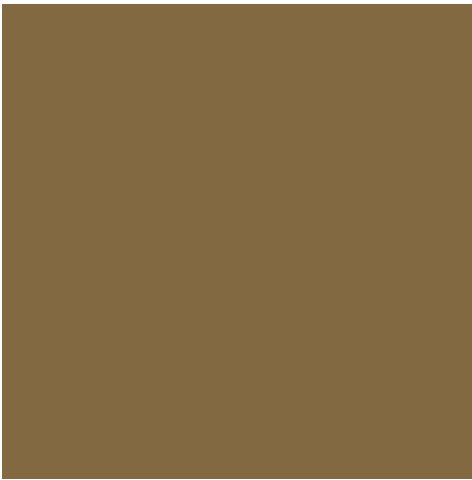
HEX: #826942
RGB: 130, 105, 66
CMYK: 42, 51, 79, 22
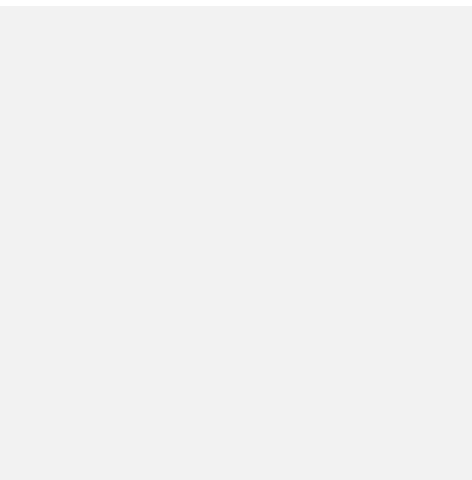**PANTONE:** 7505 C

HEX: Diagonal
Gold: #AD936D
Light Gold: #D3C4AF
Gold: #AD936D

HEX: #666666
RGB: 102, 102, 102
CMYK: 59, 51, 51, 20
PANTONE: Cool Gray 10 C

HEX: #CCCCCC
RGB: 204, 204, 204
CMYK: 20, 15, 15, 0
PANTONE: Cool Gray 2 C

HEX: #F2F2F2
RGB: 242, 242, 242
CMYK: 4, 3, 3, 0
PANTONE: 663 C

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PANTONE: White

COLOR PALETTE

BRAND ELEMENTS

Libre Baskerville

Montserrat

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

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

Regular

Italic

Bold

Hairline   **Semi-bold**
Ultralight   **Bold**
Light   **Extra bold**
Medium   **Black**
Regular   and all weights in italic

Libre Baskerville - Bold

Montserrat - Medium
All Caps
Tracking: 100

BODY COPY
Montserrat - Light

CALL TO ACTION
Libre Baskerville - Regular

Welcome to the Saints family.

WHERE STUDENTS ARE WELCOMED, INSPIRED & CHALLENGED

Saint Raphael Academy is one of the finest and most challenging Catholic, diocesan, coeducational, college preparatory high schools in the area. Here, every student is welcomed. During their years at the Academy, Saints will experience a rigorous curriculum that will prepare them for college and career. They will also be encouraged and inspired to be their best self. Lifelong friendships will be made, spiritual formation will take place, and values will be instilled.

Apply Today

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ACADEMY