

ST. JOHNS CLASSICAL ACADEMY

BRAND STANDARDS GUIDE

Governing Board Approved
December, 2024



HILLSDALE COLLEGE
K-12 Education
MEMBER SCHOOL
BARNEY CHARTER SCHOOL INITIATIVE
2021-2026



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**MISSION
STATEMENT**

St. Johns Classical Academy

The mission of St. Johns Classical Academy is to develop graduates in mind and character through a classical, content-rich curriculum that emphasizes the principals of virtuous living, traditional learning, and civic responsibility. We are building intelligent, virtuous American citizens.



HOW IS BRAND IDENTITY IMPLEMENTED?

Brand Standards Guide

Strengthening awareness for St. Johns Classical Academy is vital for long term success.

A crucial part of raising awareness involves developing a **consistent brand the community immediately recognizes**. As such, this guide provides branding guidelines to serve as the visual and written foundation for SJCA communication and marketing efforts.

This brand standards guide will show best practice examples of commonly used properties; approved logos, colors, and fonts; examples of inappropriate brand use; and information about accessing the logos. A strong, unified image with consistent messaging across all campuses will develop and maintain a powerful and positive identity.

By everyone working together to collectively manage academy and Hillsdale College brands, the academies will communicate the message of a singular, powerful, and effective force and reflect excellence in all we do. The recommendations outlined increase SJCA visibility and attractiveness, while boosting our reputation and supporting recruiting efforts. It is important to follow this guidebook to ensure SJCA is conveying and operating within that consistent brand. Thank you in advance for your commitment to support the SJCA brand and the goal of ensuring excellence.

Brand Identity

Using a brand standards guide ensures current communication and marketing materials to ensure consistency.

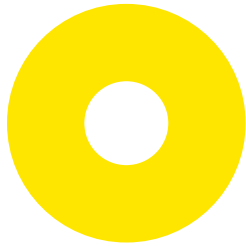
The standards document is a guide from the outset to develop a strong brand within our community. This brand standards guide should be used when producing all school communication materials. This includes, but is not limited to, letters, school website, newsletters, annual reports, fact sheets, signage, emails, and promotional items. The school's affiliation with Hillsdale College's BCSI is a primary differentiator, providing the school with curriculum, resources, and training. For that reason, SJCA will incorporate Hillsdale College into our communications, where applicable.

**COLOR
PALETTE**



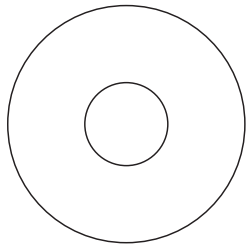
NAVY

PANTONE 540
CMYK 100 77 14 38
RGB 0 36 136
HEX #002488



Yellow

PANTONE Pantone Yellow
CMYK 0 5 100 0
RGB 255 230 0
HEX #FFE600



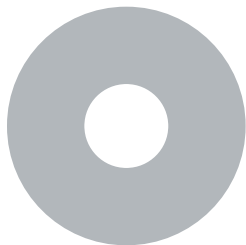
WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF



BLACK

CMYK 15 68 67 90
RGB 0 0 0
HEX #000000



GRAY

PANTONE 429
CMYK 3 0 0 32
RGB 176 183
188

**FONT/
TYPEFACE**

The consistent use of typeface families establishes an image for the academy that is instantly recognizable and increasingly memorable.

St. Johns Classical Academy typeface is Century Schoolbook

PRIMARY FONT FAMILY

- Century Schoolbook Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)
- Century Schoolbook Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)
- Century Schoolbook Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)
- Century Schoolbook Bold Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)

SECONDARY FONT FAMILY

- GOTHAM Book
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)
- GOTHAM Book Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)
- GOTHAM Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)
- GOTHAM Bold Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789@%?!?.,;(-)



MARKETING MATERIALS

From business cards to newsletters, from emails to employee handbooks, from social media posts to special reports, a variety of publications will be produced by SJCA each year, reaching a multitude of people throughout the district and across the community. Such publications are another way to reinforce our identity with our students, parents, and community. The logo should be used on the front and/or back cover or the inside back or front cover of brochures, booklets, and catalogs. In addition, the previously mentioned specifications regarding **the use of type and colors should always be applied to school-produced publications.**

- 1. Business cards**
- 2. Letterhead**
- 3. Envelopes**
- 4. Email signature**
- 5. PowerPoint template**
- 6. Newsletter**
- 7. Handbook**
- 8. Website**
- 9. Social media properties**
- 10. Apparel**
- 11. Signage**



CORRECT NOMENCLATURES FOR SJCA

Scholars/for students
Academy/for school


SEAL



*All SJCA campuses will identify the campus location for differentiation by use of a smaller font after the Academy name.

St. Johns Classical Academy
ORANGE PARK

St. Johns Classical Academy
FLEMING ISLAND

LOGO

MASCOT



LIONS

SPORTS AND CLUBS:
The font for LIONS is
to be Century Schoolbook.

E-MAIL SIGNATURE



Name

Campus
Title/Position
(904) xxx-xxxx
First.Last@stjca.org

NAMES AND ACRONYMS

When first used in a document, the school's complete name should be used. After the first use, the appropriate abbreviation would be to use the first letter of each word in the school's name. For example, "SJCA" may be used in subsequent references.



***Any deviations from these (different backgrounds, colors, positions, etc.) will require approval from St. Johns Classical Academy.



CREST

The full crest is required for all academy uniforms.

The crest may be used on promotional or custom items for the Academy when used in good taste and with no modifications.

Colors must meet the standards outlined in this guide.



***Any deviations from these (different backgrounds, colors, positions, etc.) will require approval from St. Johns Classical Academy.

**HILLSDALE
COLLEGE
LOGO & BRAND
IDENTITY
GUIDELINES**

The Academy’s affiliation with Hillsdale College’s BCSI is a primary differentiator, providing the academy with curriculum development and training. For that reason, St Johns Classical Academy incorporates Hillsdale College into SJCA communications, using the phrase “in affiliation with Hillsdale College” where applicable in communications and marketing materials.

By working together to collectively manage SJCA and Hillsdale College brands, communicating the message that we are a single, powerful, and effective force and reflect excellence in all we do.

The following outlines the mandatory use of the Hillsdale College identity. When used properly, will increase the College’s visibility and attractiveness, which boosts SJCA’s reputation, supports recruiting efforts and aids in other growth-related goals.

CURRENT STATUS FOR SJCA

