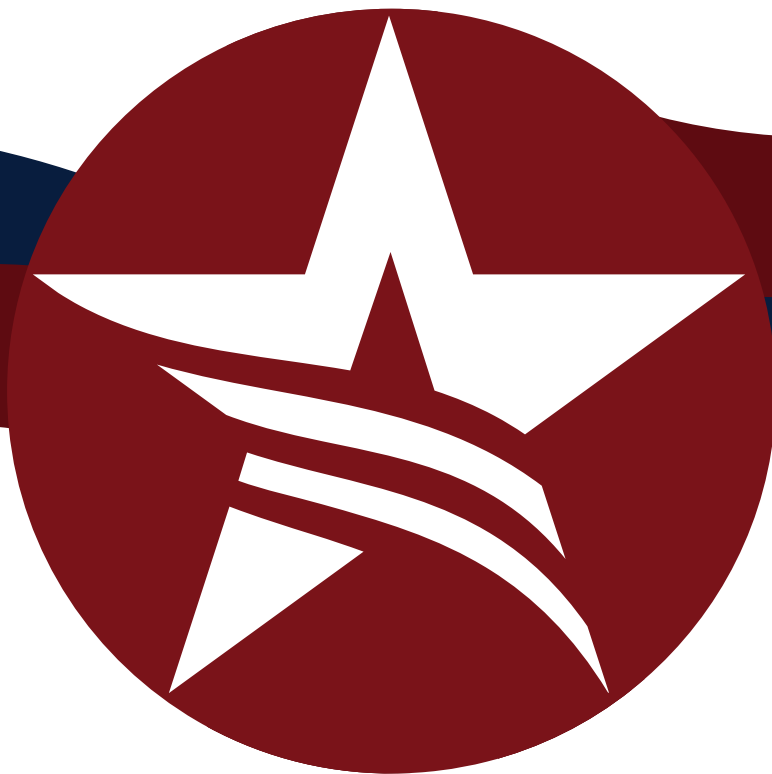




AMERICAN PREPARATORY
S C H O O L S



**Brand and Logo
Guidelines**

July 2020

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Primary Logo



AMERICAN PREPARATORY
ACADEMY

The primary logo for American Preparatory Academy has two elements: the APA star in the signature APA red and the text “American Preparatory Academy” featured in our primary font, Minion Variable Concept, in APA Navy Blue. When using the logo, ensure that is high resolution so that it does not appear pixelated.

Please download [HERE](#)

Safe Area

This logo should be used above any other if possible and should be placed on top of a white background. It should be given a “safe area” of white space surrounding the logo as not to crowd the logo and so it can be easily read and recognized.

The safe area should be equal to the height of the text “ACADEMY” and should be surrounding the entire perimeter of the logo in a rectangular shape. No other elements such as typography, other logos or graphics should intrude the safe area.



This area is equal to or more than the height of the text “ACADEMY”

0.3 Acceptable Variations

Acceptable Variations

The original colored logo, with the star on top and centered, should be used whenever possible to maintain cohesive branding. There may be a few occasions when a variance is acceptable, when the primary logo will not fit properly.

Below are few options of variations in design all of which have the two main elements, the signature APA star and our school name in the appropriate font.



Acceptable color variations are as follows. A one-color variation is acceptable in white only if using the logo on a dark background.



0.31 Acceptable Variations

The star should ONLY appear in red or white and should not deviate from these colors. Blue is an acceptable coordinating color but the star itself should never be printed in blue. In very rare instances, the star can be printed in silver. It can also stand alone, but only when being used in situations where the APA brand is very well known such as inside the school.



To ensure consistency, do not alter the APA logos. Do not distort the logo. Do not change the color of the logo. Do not cover, fill or add texture to the logo. It should not be printed in gray, as a screened value, or semitransparent. It should not be used as a decorative border or background.



Color Palette

APA, being a patriotic school, is represented by three main colors, red, white and blue. APA red is defined as Pantone 54-16. This color should mainly be used as a highlighting or accenting color. APA blue is defined as a navy blue, Pantone 282 and is used most commonly as the primary color at APA.

CKMY
100 88 42 51

RGB
04 30 66



CKMY
31 94 77 34

RGB
129 36 45

CKMY
4 3 5 0

RGB
240 240 237

CKMY
5 4 9 0

RGB
240 240 237

Blind embossing, use of die cuts or stamping in silver foil is also acceptable use of APA symbols or logos.

Accent colors should be complementary and subordinate to the blue and red. It is strongly discouraged for designs to use colors such as purple or orange and non-coordinating colors should be avoided to reduce confusion.

When designing materials or artwork, please be sure to check the pantone, CMYK, RGB to assure accuracy.

Text and Font

The American Preparatory Academy name should be used as the full name whenever possible. However, in certain circumstances, American Prep is used and is considered the next best name. When space is limited and/or the brand is well known, APA will suffice.

Approved Fonts



Regular

MINION VARIABLE CONCEPT (REGULAR)

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+



MINION VARIABLE CONCEPT (BOLD)

Bold

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+



MINION VARIABLE CONCEPT
(SEMIBOLD ITALIC)

*Semibold
Italic*

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&()_+*

Approved Fonts

Sans Serif Variable Fonts



Fonts to be used on Canva

Extra Light

ABCDEF

GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%^&*()_+

Regular

ABCDEF

GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%^&*()_+

Bold

ABCDEF

GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%^&*()_+

Source Han Serif JP (ExtraLight)

ABCDEF

GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+

Source Han Serif JP (Regular)

ABCDEF

GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+

Source Han Serif (KR Bold)

ABCDEF

GHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+

Nonconforming Identity Marks

Nonconforming identity marks are strongly encouraged to transition to the new updated guidelines. No new designs that differ from the accepted secondary logos should have been used or created. Merchandise should not be a primary color outside of the supporting color genres of APA's approved colors.



Clubs or staff may not alter the logo to fit their desires.

Parents or teachers may not use the logo to make financial gain that does not directly return to the schools.

Other Logos

The American Preparatory Academy crest is used to represent the school's three pillars of success. Specifically, when representing our higher education grades and in such circumstances as official certificates, graduation diplomas, formal reports and scholarly papers.

The seal should not be used on letterhead or related printed materials such as brochures, business cards, envelopes or mailing packets.

The crest may also be used in situations calling for permanent identifying marks for the school such as architectural elements produced in glass or stone or metal.



Questions

ATHLETICS-
COMING SOON

QUESTIONS-

If you have questions or need a different format of these approved logos, please contact

American Preparatory Academy

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OR

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