

Branding Policy

Responsible School Faculty: Principal
Policy Owner: Development Director
Policy Contacts: Coming soon

Summary: The Branding Policy aims to support and protect the integrity of the School's visual identity, ensuring consistency and supporting St. Anthony Catholic School's growing reputation.

Policy Statement

This policy governs the use of all School trademarks, logos, names, and other branding elements for any purpose and applies to St. Anthony Catholic School and all clubs, organizations, and individuals connected to and/or representing the school. The Development Office should be consulted whenever it is not clear whether a proposed use is permissible.

General

Campuses, clubs, organizations, and individuals may only use the School's name and branding elements in strict accordance with this policy and the graphics requirements on the [Brand Website](http://www.stanthony.org/brand) (www.stanthony.org/brand). In general:

- No School branding element may be altered or combined with any other mark or element.
- School branding elements are required and should appear prominently on all official internal and external communications, as well as in all marketing materials.
- The use of taglines, icons or graphics as logos for School Organizations is prohibited.
- All branding elements should conform to the brand requirements.
- Any group or individual acting on behalf of the school and/or representing the school in public view should follow the requirements on the Brand Website for their materials, dress, and other items and opportunities for proper branding and school representation. This includes, but is not limited to, dress for scholastic competitions, field trips, athletic uniforms, PTC t-shirts, CYO uniforms, marketing materials, booster club materials, printed materials, fund raising requests, etc.
- Athletic clothing may use an alternate color scheme, using a standard *navy* and a standard *yellow* color as shown on the Brand Website.
- Athletic clothing may also use the Fleur-de-lis as a stand alone image.
- All official athletics jerseys must have the official school crest noticeably present, typically on the center chest, the upper left chest, the shorts and pants, and/or the sleeve.

Approval

In situations where there is uncertainty whether a proposed use is permissible, or where the branding guidelines don't adequately define a proper use in unusual situations, no action may be taken until the Development Office has been consulted and issues formal approval of the proposed use. Otherwise, use of branding elements within the strict guidelines and requirements on the Brand Website is allowed and be carried out without written approval from the Development Office.