

BRANDING STYLE GUIDE



SAINT JOHN
PREPARATORY SCHOOL

Saint John Preparatory School

www.saintjohnprek.org

#SAINTJOHNPREK

#SJPSBLUEJAYS

#BLUEJAYPRIDESC

www.saintjohnprek.org

OUR STYLE



style (stil) n. **1.** a particular way in which something is done, created or performed. **2.** a particular form or design of something.

As we communicate about our work both internally and externally, it is crucial that we be both consistent and effective. This Branding Style Guide outlines the standards designed to promote Saint John Preparatory School (SJPS), and its programs to all audiences on and off our school campus. We ask all members of the school community to use the new Style Guide to ensure that our visual communications—print or electronic—convey a cohesive image. These guidelines may be adapted when necessary due to the context of the publication or media only upon approval by the SJPS Administration. This reference pertains to all printed and written materials, including, but not limited to:

OUR STYLE

Advertising	Letterhead
Booklets	Letters
Brochures	Media materials
Business Cards	Newsletters
Emails	Posters
Exhibits/Displays/Signage	Presentations
Flyers	Signage
Handbooks	Social Media
Invitations	Spirit Wear
	Website

**WHAT IS
SAINT JOHN
PREPARATORY
SCHOOL?**

www.saintjohnprek.org

INTRO TO THE BRAND

Saint John Preparatory School (SJPS), where excellence is never compromised, ensures the development of its students through a dedicated and highly skilled staff implementing a curriculum in close collaboration with parents and supported by a caring community preparing its students to meet the challenges of an ever-changing world.

MISSION & VISION

The faculty and staff of SJPS, along with the cooperation and support of the children and parents, will provide a safe and healthy environment where each child is ensured of a challenging learning program that will allow for achievement at his/her maximum potential and ultimate success in school.

SJPS seeks to motivate, encourage and teach young children the skills essential for a smooth entrance into the public schools, while physical, emotional, social, spiritual, and educational growth is emphasized. It is further believed that parental involvement is imperative if young children are to succeed.

CORE VALUES

SJPS believes in:

- Practicing honesty and integrity are essential to the development of good character.
- The well-being and education of children and vital to the future of our society.
- Everyone shares in the responsibility for the children's education.
- The quality of our school directly affects the quality of our community.
- All children can learn.
- Challenge, effort, self-discipline and responsibility to learn are necessary for students to reach their potential.
- Learning is a lifelong process.

THE IMPORTANCE OF CONSISTENCY

SAINT JOHN
PREPARATORY SCHOOL

Style guidelines are like road signs. They should be clear and direct. Drivers understand the red hexagon says “STOP” before they actually read the word. The capital letters accentuate the command for them to put on the brakes. Road signs also provide clues for what lies ahead. Our style is our own set of road signs, helping members of our community navigate through the myriad messages of school newsletters, emails, brochures, flyers and news releases.

Using the right colors and logos, having periods in the right places and quotation marks where they belong, capitalizing when appropriate, using abbreviations correctly, and recording times, dates and locations in the same way makes collateral material easier to understand and navigate.

Following these guidelines will allow parents, students, faculty, staff and administrators—the primary readers of Saint John Preparatory School's publications—to see that we respect what we do... and that we have style.

BRANDING & APPROVAL

In development of the Saint John Preparatory School visual identity package, care was taken to protect the School's reputation and mission. These visual identity guidelines apply to anyone using school identity, logos, branding, wordmarks or graphics. This includes all school volunteers and organizations, athletic teams, coaches, faculty, students, printers and approved vendors.

Use of the SJPS brand (logo, name and closely associated images and terms) on apparel, signage, digital and print materials, and other items must be approved by the school . As a general rule, include SJPS branding by adding either the logo and/or wordmark to publications, letters and fliers, following the guidelines in this manual.

SCHOOL NAME

On first reference: Saint John Preparatory School

On second or later reference: Saint John Pre-K

Do not abbreviate Saint to St.

SJPS is permissible in email subject lines and when the school's full name does not fit.

The 'S' in school must always be capitalized if you can replace "Saint John Preparatory School" with "the School."

PRIMARY LOGO

Our logo is one of the most critical assets of the School's brand. The crest's design and the wordmark should never be altered.



SAINT JOHN
PREPARATORY SCHOOL



SAINT JOHN
PREPARATORY
SCHOOL

PRIMARY IDENTITY MARK ELEMENTS

The Logo

The full school logo is the primary identity mark for the School. This logo is comprised of two identifiable images: the blue jay, and the wordmark. The logo is available in three-color format (blue - HEX 19f, white - HEX fff, and mine shaft - HEX 333). It is acceptable to use the blue jay without the wordmark. When using the crest without the wordmark, Saint John Preparatory School or a school organization (Board of Directors, PTO, etc.) should be identified elsewhere on the material.

PRIMARY IDENTITY MARK ELEMENTS

The Wordmark

The wordmark is the primary means by which we are recognized and should appear on as many forms of communication as possible. It consists of the name of the School with the top and bottom line in Archivo Black. The wordmark contains ligatures specific to the SJPS brand and should not be rebuilt without permission. The wordmark has been specially drawn and spaced and must never be redrawn or changed. The wordmark should never be stacked or positioned in any way other than that designated by the guidelines.

COLOR PALETTE



DODGER BLUE

HEX: #1199FF

RGB: 17, 153, 255



MINE SHAFT

HEX: #333333

RGB: 51, 51, 51

WHITE

HEX: #FFFFFF

RGB: 255, 255, 255

**BRAND
TYPEFACE
FOR LOGO**

Aa Bb Cc

Archivo Black

SAMPLE OF LOGOS



ORGANIZATIONAL LOGOS



The official Board of Directors logo is displayed at left. It should only be used for BOD-related material.



The official Parent Teacher Organization logo is displayed at left. It should only be used for PTO-related material.

FORMER IDENTITY MARKS

The following symbols are being phased out and should not be used for any new materials.



Saint John Preschool Logo

The Saint John Preschool logo is being phased out and should not be used on new materials.

THE LOGO USAGE

WEBSITE & FLYER EXAMPLES



HISTORICALLY GREAT.



A flyer for 'Profile Picture Day' featuring a photo of a young girl. The text includes the dates 'JULY 12, 2018: CLASSES 2A,2B,3A,3B,3C' and 'JULY 13, 2018: CLASSES 4A,4B,KB, & SJP STAFF'. It also promotes the 'Blue Jay Chirp' app, listing features like 'DAILY UPDATES', 'PHOTOS', 'STAY CONNECTED', 'DIGITAL CHECK-IN', and 'PAPERLESS BILLING'. The flyer is powered by 'brightwheel' and includes social media icons for Facebook and Twitter, along with the contact information '@SaintJohnPreK' and '803.256.8542'.

PROFILE PICTURE DAY IS COMING

JULY 12, 2018:
CLASSES 2A,2B,3A,3B,3C

JULY 13, 2018:
CLASSES 4A,4B,KB, & SJP STAFF

BLUE JAY CHIRP (BRIGHTWHEEL) is a window into your child's day and easy school communication, all from one simple app.

DAILY UPDATES
PHOTOS
STAY CONNECTED
DIGITAL CHECK-IN
PAPERLESS BILLING

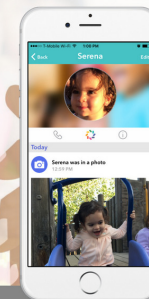
iPhone & Android compatible

PLEASE ENSURE YOU HAVE COMPLETED YOUR STUDENT INFORMATION FORM

Powered By
brightwheel

@SaintJohnPreK

YOUR CHILD'S DAY, DELIVERED IN REAL TIME



For more information contact:
803.256.8542

THE LOGO USAGE

BUSINESS CARD, LETTER HEAD & ENVELOPE
EXAMPLES



THE LOGO USAGE

CLOTHING EXAMPLE



SOCIAL MEDIA STANDARDS

We encourage our community to share our story! While social networks and websites such as Facebook, Twitter, Instagram and YouTube provide compelling ways to connect with others, it's important to follow guidelines to protect personal and professional reputations. Please take a moment before posting to ask if your text, images or video adds value, reflects the School's mission and beliefs and adheres to style and branding standards. Be sure your content is not copyrighted material, is not offensive or in violation of laws or the social media entity's policies. Remember that most audiences tend to engage (like, share and comment on) posts that are of a positive nature, provide helpful information, solve a problem, answer a question, or inspire. Include links and hashtags to encourage engagement.

SCHOOL USERNAMES



Facebook – www.facebook.com/SaintJohnPreK



Instagram – www.instagram.com/SaintJohnPreK

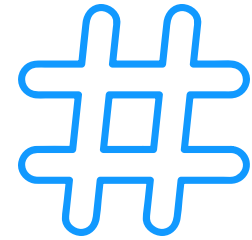


Twitter – @SaintJohnPreK



Youtube – www.youtube.com/channel/UCOqvy_qZBkppGjLWyu5ih6Q

SJPS HASHTAGS



The pound sign, or hash, turns any word or group of words that directly follows it into a searchable link. This allows us to organize content and track discussion topics based on those keywords. Use these on any social stream to loop in others.

#saintjohnprek – Official School Hashtag

#sjpsbluejays

#bluejaypridesc

STATIONERY - PRINT & DIGITAL

Letterhead, envelopes and other paper supplies are professionally printed with the School's identity. These are available upon request from the Administrative Staff. It is sometimes acceptable to print the logo on blank paper as long as the quality, color, shape and integrity of the image is maintained. To create an aesthetically pleasing appearance for stationery documents, the font for the body of letters, envelope addresses, etc. should be one of SJPS official serif types.

For print:

Arial

Garamond

ITC Century

Century

For digital:

Georgia

EMAIL SIGNATURE

Email signatures must use Times New Roman font size 11 and include all of the following: Name (in bold), title, address, phone numbers, school website and logo. If you do not have an extension, please use the campus phone number where you are most often located. Your signature is your digital business card. Feel free to add on any other social accounts where you would like our community to connect with you. Separate your social account information with a line break under the School website. This should be followed by the 1" tall horizontal logo. For Example:

Tangela Nichols

Director

Saint John Preparatory School

3404 W Beltline Blvd.

Columbia, SC 29203

(803) 256-8542 Office

tnichols@saintjohnprek.org

www.saintjohnprek.org



THE TAGLINE

**Historically
Great.**

Where excellence is never compromised.



SAINT JOHN
PREPARATORY SCHOOL

THANKS
FOR YOUR TIME!

For any questions please contact the
SJPS Administration.

Saint John Preparatory School

www.saintjohnprek.org