



LOGO & VISUAL IDENTITY STANDARDS

UPDATED: November 15, 2023

INTRODUCTION

The symbols that identify Starkville Academy embody our longstanding commitment to excellence. To ensure that Starkville Academy's visual identity remains an appropriate reflection of this commitment, this Visual Identity Guide has been developed. These required standards enhance the presentation of our school and improve communication by ensuring quality, consistency, and continuity.

These standards are to be followed by Starkville Academy's board, administration, faculty, staff, alumni, students, patrons, and commercial partners who participate in communicating the school's identity.

As Starkville Academy continues to grow and advance, the visual identity standards in this guide may be updated. Current information will be maintained on our website at starkvilleacademy.org, and we recommend referring to it prior to use of the logo or any other official mark.

If you have questions or would like further information, please contact the Head of School or the Athletic Director.

Current Head of School & Athletic Director:

Jeremy Nicholas, Head of School
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MISSION STATEMENT

The mission of Starkville Academy is to provide quality educational programs in a safe, Christian environment that will challenge students to excel academically, physically, socially, spiritually, and culturally.

THE VISUAL IDENTITY

Starkville Academy's visual identity is what primarily identifies the school in official communications and in promotional products. It consists of three elements:

- Presentation of the school's name
- Graphic design (social media, website, billboards, promotional pieces, etc.) such as the logo and its approved variations
- Specific colors

WHY IS USING THE VISUAL IDENTITY IMPORTANT?

The visual identity consists of multiple separate elements that, when combined appropriately, signify the Starkville Academy mission and philosophy. Used appropriately, typography, color, and the elements within the visual identity represent the school in a clear and consistent manner. A recognizable and memorable brand helps to promote an institution and distinguish its identity. However, a brand only achieves this status through attention to detail and careful implementation. To build upon Starkville Academy's established tradition of excellence, we must consider the Starkville Academy logo the cornerstone of our identity system and apply it consistently. This consistency fosters awareness of the brand and promotes instant recognition, the first step to build equity in any brand.

LOGOS & SPIRIT MARKS

The Starkville Academy Logo is the primary component of the school's visual identity (the SA).

The Primary Logo and its official variants – the Academic Logo and Spirit Marks – should not be altered or recreated. The only acceptable versions are the authorized electronic artwork provided by the Office of the Head of School or by the Office of the Athletic Director.

WHEN TO USE VISUAL IDENTITY?

The visual identity is to be incorporated in all of the following:

- Letterhead and stationery
- Publications and official information for external promotion
- News releases, publicity, and community relations
- Advertising and promotions
- Exhibits and presentations including posters, banners, and signage
- Digital communication (web and email)
- Facility signage
- All jerseys, apparel, and other promotional products

UNAUTHORIZED REPRODUCTION OR VIOLATIONS OF STANDARDS

The unauthorized reproduction of the Starkville Academy logo or marks is strictly prohibited. Furthermore, the creation of commercial, promotional, or other items representing or depicting Starkville Academy's likeness, marks, or other forms of identity in a manner that does not comply with these guidelines is likewise prohibited. The logo should not be altered (font, color, or style) or recreated in any way. Always use the authorized electronic artwork supplied by Starkville Academy, not recreations of the logo provided by an apparel company or other entity. Starkville Academy does not allow vendors to print the Starkville Academy logos/marks on apparel (sweatshirts, t-shirts, jackets, pants, etc.) not purchased from a licensed vendor. Patrons may not bring their own apparel into the store for printing or embroidery of the Starkville Academy logos/marks. Starkville Academy intends to enforce these guidelines, as well as all its other rights to protect its marks, logos, and visual identity.

The Starkville Academy Patrons Association (SAPA), the Booster Club, Volunteer Store, and other recognized on-campus groups are authorized to create merchandise (t-shirts, cups, banners, and other specialty items) bearing the Starkville Academy name and logo for sale or free distribution; however, all items must be consistent with the visual identity standards in this policy and approved by the Head of School, Marketing Committee, or Athletic Director prior to sale or distribution.

LICENSING

Starkville Academy requires vendors who produce merchandise/products using Starkville Academy logos/marks to be licensed. Starkville Academy does not allow vendors to print the Starkville Academy logos/marks on apparel (sweatshirts, t-shirts, jackets, pants, etc.) not purchased from a licensed vendor. Patrons may not bring their own apparel into the store for printing or embroidery of the Starkville Academy logos/marks. Royalties received are distributed at the Board of Directors' discretion to fund various programs and scholarships. To discuss licensing terms, contact the Starkville Academy Head of School.

OFFICIAL COLORS

Color is a powerful device. Starkville Academy Orange & Blue produce an instant visual association with the school when used consistently.

The colors used in the logos and spirit marks are as follows. A 100% Black or a Black & White rendering is acceptable. Single-color versions in official school colors are permitted but not preferred. No other colors should be substituted in the logo presentation.

To ensure color consistency, please use the appropriate color samples on all artwork. The palates below have been chosen for their consistency and will help to standardize color from one medium to the next.

OFFICIAL SCHOOL COLORS:

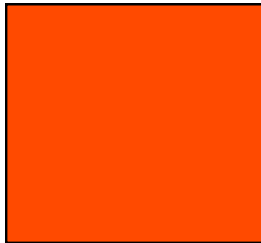
ORANGE

Pantone® 172C

C=0 M=70 Y=100 K=0

R=255 G=74 B=0

HEX #FF4A00 | HEX (CMYK) #F37021



BLUE

Pantone® 287C

C=100 M=93 Y=0 K=1

R=0 G=33 B=165

HEX #0021A5



ACCENT COLORS:

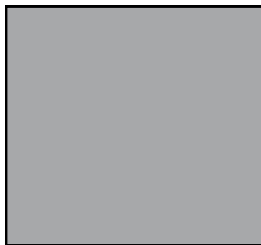
GREY

Pantone® Cool Grey 6C

C=36. M=29 Y=28 K=0

R=167 G=168 B=170

HEX #A7A8AA

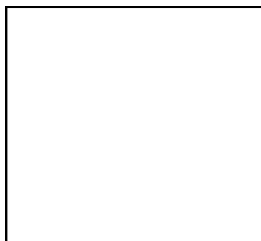


WHITE

C=0 M=0 Y=0 K=0

R=255 G=255 B=255

HEX #FFFFFF



PLEASE NOTE: The color swatches displayed above are for general reference only. When using school colors, it is important to reference the numbers listed rather than trying to match color swatches.

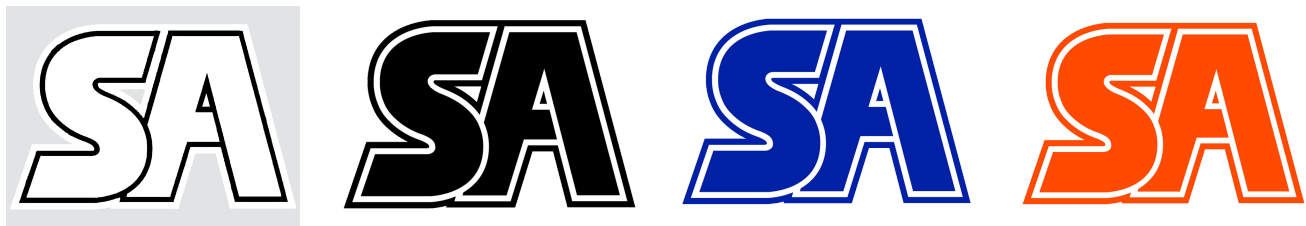
APPAREL

LOGOS

All commercial and official school apparel, such as athletic uniforms and spirit/Volunteer Store shirts, must comply with the official school colors (listed in page 5). Most vendors carry colors that are close to the official colors. The Head of School or the Athletic Director should be consulted with any questions about apparel colors. Starkville Academy does not allow vendors to print the Starkville Academy logos/marks on apparel (sweatshirts, t-shirts, jackets, pants, etc.) not purchased from a licensed vendor. Patrons may not bring their own apparel into the store for printing or embroidery of the Starkville Academy logos/marks.

The official school colors may be used along with a palette of secondary colors. Secondary colors are to be used sparingly and only with the approval of the Head of School or the Athletic Director. Secondary colors would include powder puff or breast cancer awareness month (pink may be used), SA field day, Volunteer Store apparel, Volunteer Week, homecoming designs, etc.

We have 1 primary logo that may be used in a black & white rendering, blue rendering, or orange rendering:



APPAREL-JERSEYS/ATHLETIC UNIFORMS

All athletic jerseys and uniforms must conform with the official school colors and typography. Before ordering all athletic jerseys and uniforms, the Athletic Director should be consulted and give a final approval on new designs. If there are any questions about the jerseys/uniforms, the Head of School may be consulted to help reach a conclusion.

All typography should be consistently used across all sports (peewee, junior high, junior varsity, and varsity for both girls and boys). There must be NO change to our primary logo (SA), but there are options of font available for the use of "VOLS" or "VOLUNTEERS." Please reference page 10 for rules about typography.

There is one exception to the use of the SA on a uniform. For the Lady Volunteer and Volunteer soccer teams, the SA primary logo may be placed on a crest. This is allowed due to the culture and tradition of premier teams and collegiate teams adopting a crest style logo (see examples below).

PROFESSIONAL EXAMPLES:



APPAREL-VOLUNTEER STORE/EVENT APPAREL/CLOTHING

All commercial and official school apparel, such as SAPA apparel, homecoming t-shirts, powderpuff t-shirts, Volunteer Store apparel, club t-shirts, etc. must be approved by the Head of School or Marketing Committee.

Creativity in design and color is encouraged but also expected to fall within the SA Identity and Visual Standard Guidelines. Below is an approved list of t-shirt colors based on different company brands (white and grey are also included in this list). These colors are approved for: Powderpuff/Breast Cancer Awareness (ONLY reason to use pink), club t-shirts, homecoming, Volunteer Store/Spirit Store, Volunteer Week, SAPA apparel, musical/play t-shirts, etc. These t-shirts and other Starkville Academy apparel (apparel outside of the approved weekly Land's End uniform) are to ONLY be worn on Fridays.

Check color swatches-do not go off of print/web colors.

COMFORT COLORS®

(white & grey color swatches are also approved)



GILDAN®

(white & grey color swatches are also approved)



COLOR SWATCHES CONT.

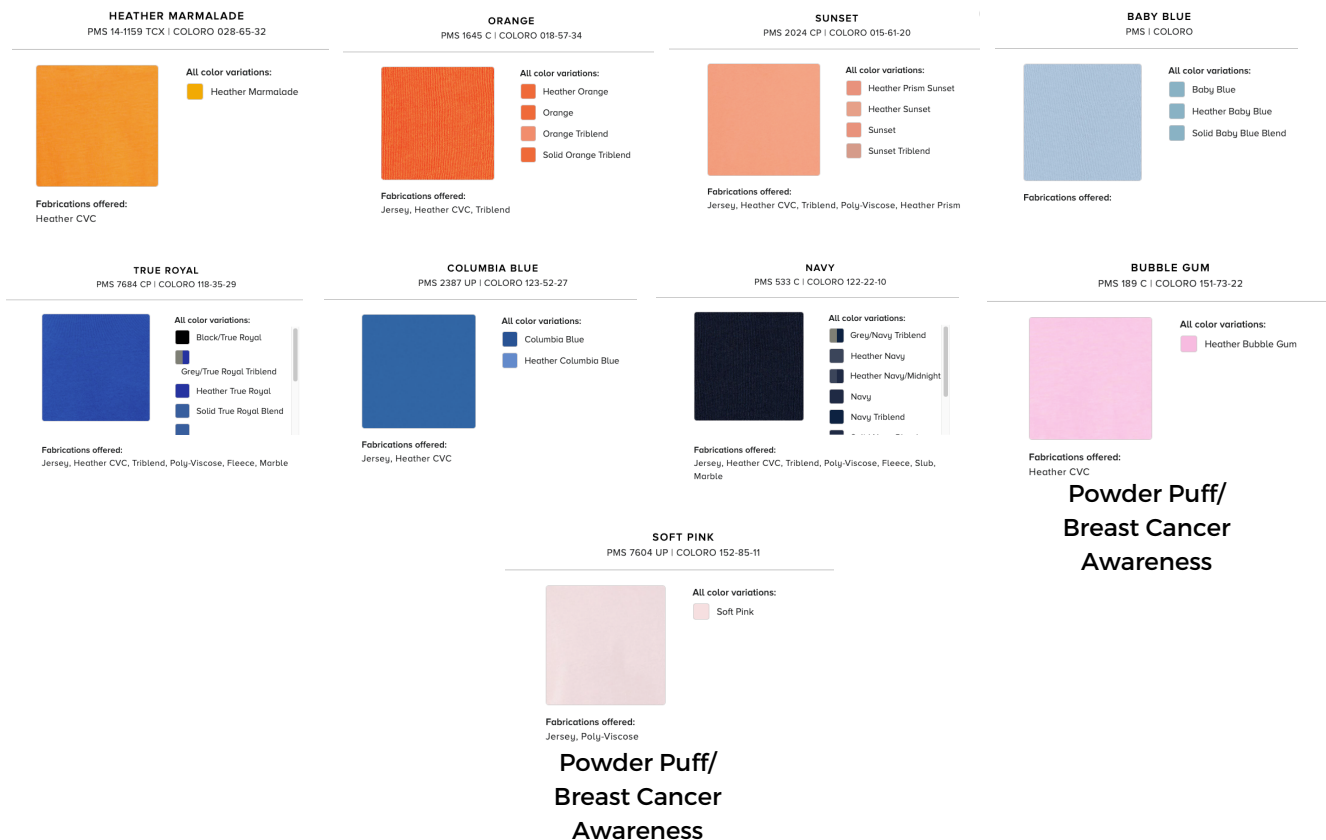


(white & grey color swatches are also approved)



BELLA+CANVAS

(white & grey color swatches are also approved)



COLOR SWATCHES CONT.



(white & grey color swatches are also approved)

Orange Sherbert



Light Blue



Royal



Navy



Pale Pink



Candy Pink



Powder Puff/
Breast Cancer
Awareness

TYPOGRAPHY

Typography plays an important role in creating a distinctive, consistent look throughout all of Starkville Academy's graphic and printed materials.

The following are standard fonts that should accompany the SA logo graphic. These fonts are suitable for a variety of reproduction methods and materials. These fonts work well together with the logo graphic.

No other fonts should be substituted in the primary logo presentations for the following:

Academic Logo Typeface	Aero Matics Display Bold Italic
Athletic Logo Typeface	Aero Matics Display Bold Italic
Spirit Mark Typeface	Aero Matics Display Bold Italic

The following fonts may accompany the SA logo on promotional pieces, apparel, and graphics:

OFFICIAL SCHOOL SCRIPT: *Brush Script*
Volunteers *Vols* *Vols*

Other script fonts may be used for specialty shirts like homecoming, daddy daughter dance, or powder puff, but they must receive approval from the Head of School or Marketing Committee.

OFFICIAL SECONDARY FONTS:

These fonts can be used for body text and subheadings on graphics, promotional pieces and apparel:

Montserrat Classic and Montserrat

AERO MATICS DISPLAY BOLD ITALICS

AERO MATICS DISPLAY BOLD

AERO MATICS DISPLAY

AERO MATICS DISPLAY LIGHT

AERO MATICS DISPLAY LIGHT ITALICS

These Aero Matics fonts should NOT accompany the SA logo:

- Aero Matics Bold Italic
- Aero Matics Bold
- Aero Matics Italic
- Aero Matics Light Italic
- Aero Matics Light
- Aero Matics Regular

TYPOGRAPHY CONT.

The following two fonts may be used to create numbers on uniforms or in other situations.

Official Numbers, Option 1

AERO MATICS DISPLAY BOLD

1 2 3 4 5
6 7 8 9 0

Note: When making the zero, a capital letter "O" should be used. The zero with the crossbar should NOT be used.

For the purposes of jerseys, other fonts may be used if Aero Matic Display Bold does not work for the jersey. However, if using another font, you must receive approval by the Head of School or the Athletic Director.

Official Numbers, Option 2

ATHLETICS REGULAR

1 2 3 4 5
6 7 8 9 0

PRIMARY LOGO

The Primary Logo is a stylized “SA”. It is available in 2 versions with other monocolored logos:

- Orange with blue outline
- Black, White, Orange, and Blue

See Official Colors section for more information.

PRIMARY LOGO-ORANGE WITH BLUE: PRIMARY LOGO-BLUE WITH ORANGE:

For web & social media use



PRIMARY LOGO-ORANGE WITH BLUE: PRIMARY LOGO-BLUE WITH ORANGE:

For print & apparel use



OTHER APPROVED SA LOGOS:



The Primary Logo should be reproduced **ONLY** in a size that is clearly legible in the medium used.

When used on apparel, the Primary Logo should never appear less than 1 inch tall when used alone, or not less than 0.5 inch tall when used with the complementary font of the Academic Logo and Spirit Marks.

The logo must be surrounded by clear space on all sides to separate it distinctly from other graphic elements. Clear space for the Primary Logo is equal to half the height of the letters.

ACADEMIC LOGO

The Academic Logo consists of two elements: the Primary Logo and the words “Starkville Academy” set in the Aero Matics Display Italic font. “Starkville Academy” is always placed to the right of the primary logo or below it. The two elements are used as a single unit, with consistent relative spacing as shown below.

ACADEMIC LOGO-HORIZONTAL:



The space between the “SA” and the “S” in “Starkville” is equal to the width of the top of the orange “A” crossbar in the “SA.” “Academy” is centered beneath “Starkville,” and the space between them is equal to half the height of the orange “A” crossbar.

ACADEMIC LOGO-STACKED:



The “SA” and “Starkville Academy” are centered horizontally. The space between “SA” and “Starkville Academy” is equal to the height of the orange “A” crossbar. The space between “Starkville” and “Academy” is equal to half the height of the orange “A” crossbar from the Primary Logo.

The “SA” in the Academic Logo should never appear less than 0.5 inch tall, with the relative size of “Starkville Academy” as shown. The Academic Logo should be reproduced in a size that is clearly legible in the medium used, and with low-resolution media, it should be rendered larger than the minimum to maintain design integrity.

The Academic Logo must be surrounded by clear space on all sides to separate it distinctly from other graphic elements. Clear space is equal to the height of the top bar of the “S” in the Primary Logo.

ATHLETIC Logo

VOLUNTEERS Logo-STACKED:



VOLS Logo-STACKED:



ATHLETICS Logo-STACKED



The "SA" and "Volunteers", "Vols", or "Athletics" are centered horizontally. The space between "SA" and the word beneath is equal to the height of the orange "A" crossbar. Clear space is equal to the height of the top bar of the "S" in the Primary Logo.

SPIRIT MARKS

Spirit Marks may represent Starkville Academy as a whole or specific athletics and other individual programs. They are for use with official apparel, athletic uniforms, and print and web applications.

All apparel, such as official athletic uniforms, must comply with official school colors (see Official Colors & Colors-Apparel sections).

Spirit Marks are always used in conjunction with the Primary Logo and feature the school or team name or activity. The Primary Logo is always to the left of or above the Spirit Mark text.

SPIRIT MARK-STARKVILLE ACADEMY-HORIZONTAL



The sport or activity is centered beneath "Starkville Academy."

The grey line extends past the "S" in "Starkville" and the base of the "Y" in "Academy." The extension will be the width of the base of the "T" in "Starkville."

There is space between the Primary Logo and the Spirit Mark equal to the width of the top of the orange "A" crossbar from the logo.

The space between "Starkville Academy" and the sport/activity beneath is equal to half the height of the orange "A" crossbar from the logo; the grey line is equidistant between.

The grey bar between the "Starkville Academy" and "Football" should be a .25 pt stroke.

SPIRIT MARK-VOLUNTEERS-HORIZONTAL



The spirit mark is left aligned.

The grey line extends past the "V" and "R" in "Volunteer." The extension will be equal to the width of the base of the "T" in "Volunteers". The extension will be measured from the left edge of the bottom of the "V" and from the right edge of the bottom of the right leg of the "R".

The space between the Primary Logo and the Spirit Mark will be equal to the base of the blue interior triangle in the logo.

The space between "Volunteers" and the sport/activity beneath is equal to half the height of the orange "A" crossbar from the logo; the grey line is equidistant between.

The grey bar between the "Starkville Academy" and "Football" should be a .25 pt stroke.

SPIRIT MARK-STARKVILLE ACADEMY-STACKED



The Primary Logo and Spirit Mark will be centered.

The grey line extends past the “V” and “R” in “Volunteer.” The extension will be equal to the width of the base of the “T” in “Volunteers”. The extension will be measured from the left edge of the bottom of the “V” and from the right edge of the bottom of the right leg of the “R”.

The space between the Primary Logo and “Starkville Academy” is equal to the height of the orange “A” crossbar from the logo. The space between “Starkville Academy” and the sport/activity beneath is equal to half the height of the orange “A” crossbar from the logo, with the grey line equidistant between.

The grey bar between the “Starkville Academy” and “Football” should be a .25 pt stroke.

SPIRIT MARK-VOLUNTEERS-STACKED



The Primary Logo and Spirit Mark will be centered.

The grey line extends past the "V" and "R" in "Volunteer." The extension will be equal to the width of the base of the "T" in "Volunteers". The extension will be measured from the left edge of the bottom of the "V" and from the right edge of the bottom of the right leg of the "R".

The space between the Primary Logo and "Starkville Academy" is equal to the height of the orange "A" crossbar from the logo. The space between "Volunteers" and the sport/activity beneath to half the height of the orange "A" crossbar from the logo, with the grey line equidistant between.

The grey bar between the "Starkville Academy" and "Football" should be a .25 pt stroke.

Spirit Marks should be reproduced in a size that is clearly legible in the medium used. The "SA" in a Spirit Mark should never appear less than 0.5 inch tall, with the relative size of the complementary text as shown. This is the minimum for high-resolution printed materials. Spirit Marks should be rendered larger with lower resolution media to maintain design integrity.

A Spirit Mark must be surrounded by clear space on all sides to separate it distinctly from other graphic elements. Clear space is equal to the height of the top bar of the "S" in the Primary Logo.

Spirit Marks should not be altered or recolored. Any additions, such as sports equipment, must be approved by the Head of School or the Athletic Director. Any new Spirit Mark must be produced through the Head of School or the Athletic Director.

REVERSED OUT VERSION

Occasionally, it may be necessary to place the logo on a background that is so dark there is not enough contrast for the support copy (Starkville Academy, Volunteers or Spirit Mark) to be easily read.

In those cases, it is acceptable to display the support copy in white with the Primary Logo appearing in its usual colors, as shown here.



Acceptable background colors include Black, Blue 287 or Orange 172.

OTHER APPROVED LOGOS:

Although these logos are approved, if they are accompanied by any other text (social media, promotional items, digital media, or apparel) the text should follow the typography guidelines approved on page 10. All apparel and designs should still be approved by the Head of School or Marketing Committee.



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UNACCEPTABLE TREATMENTS OF PRIMARY LOGO, ACADEMIC LOGO & SPIRIT MARKS

Alterations of the primary logo, academic logo, and spirit marks are not permitted. Unacceptable treatments of Starkville Academy's visual identifiers include, but are not limited to, the following examples:

- Do not change colors to any other than official colors
- Do not change the typeface
- Do not distort the proportions
- Do not add other elements or use in the context of a headline, sentence or phrase
- Do not enclose with a border or other design element
- Do not combine logos or spirit marks
- Do not use outdated versions

