

# BRAND GUIDELINES

A Complete Guide of the St. Anthony Catholic Church & Schools Brand



**SAINT  
ANTHONY  
OF PADUA CHURCH**

# OUR PARISH LOGO SYSTEM

The Primary Logo serves as the official visual identifier for St. Anthony of Padua Parish and its schools. Featuring a distinctive shield with St. Anthony of Padua paired with classic lettering, it represents our shared Catholic identity, tradition, and commitment to excellence.

This mark is reserved for use on formal communications, publications, and school-wide materials. Consistent application strengthens recognition and unity across all St. Anthony ministries.

ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

## Primary Horizontal Logo



**SAINT  
ANTHONY  
OF PADUA CHURCH**

## Reversed Versions

When placed on darker backgrounds or over photos, only the reversed versions should be used to preserve visibility and integrity.



## Vertical Centered Logo

The centered version of the logo is an alternate layout designed for situations where vertical alignment or balanced composition is required.



**SAINT ANTHONY  
OF PADUA CHURCH**

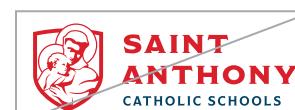
# LOGO VARIATIONS

The St. Anthony logo system is built for consistency and flexibility. It allows school and parish groups to use logo variations that include their specific names while maintaining the integrity of the overall design.

This structure ensures every ministry, club, and program remains visually connected to the St. Anthony brand, supporting a unified and professional presence across all communications.

## ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

### Official Academic Logo Variations



**DO NOT** change or reverse colors on text lines or shield. The shield and lower line should always be blue, and Saint Anthony should always be red where possible.



**DO NOT OUTLINE:** Never apply additional strokes or outlines to the logo to thicken logo or force contrast.



**DO NOT** change the layout of the logo lock-up. Always use the official Primary Horizontal or Centered Vertical layouts.

# THE SHIELD

ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

The Shield shows St. Anthony of Padua inside a classic traditional crest. It serves as a recognizable symbol of our parish and schools, representing faith, heritage, and unity.

While not a replacement for the full logo, the shield may be used as a standalone graphic, watermark, or accent—especially in digital materials, merchandise, or social media where the full logo may not fit.



**Reversed Version**  
for dark backgrounds



Only use the proper reversed version of the shield when using a dark color background



**DO NOT** change the regular shield's color to white, as this leads to an improper "negative" look

## Cropping, Overlay, and Watermark Use



Mild cropping of the shield is **OK** in instances where the mark is being used as a watermark or design element.

Use a 40% Opacity for watermarks



**DO NOT** use the shield over a bright photo without an overlay to provide proper visibility.



**DO NOT** crop too much of the logomark so that it becomes unrecognizable.

# BRAND COLORS

## ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

Color is a key part of the St. Anthony visual identity. Our colors reflect tradition, pride, and unity—helping connect the church, schools, and athletics under one recognizable look. Consistent color use strengthens the brand and ensures every communication feels like part of the same family.

### Primary Colors

St. Anthony's primary colors are Dark Blue and Red, representing school spirit, faith, and excellence. They should be used most often—especially in logos, school communications, and athletics materials.

### Secondary Colors

Secondary colors—Light Blue, Light Gray, Black, and Light Khaki—compliment the primary palette. Use them sparingly for design elements, accents, and highlights. These colors should never replace the primary colors in logos or main visuals.

### Primary Colors

DARK BLUE	CMYK 100C, 70M, 30Y, 30K	RGB 170R, 190G, 192B	PANTONE 295 C	HEX #004164
RED	CMYK 0C, 100M, 90Y, 10K	RGB 215R, 25G, 40B	PANTONE 186 C	HEX #D7182A

### Secondary Colors

BLACK	CMYK 0C, 0M, 0Y, 100K	RGB 0R, 0G, 0B	PANTONE BLACK	HEX #000000
ROYAL BLUE	CMYK 100C, 80M, 0Y, 0K	RGB 0R, 80G, 160B	PANTONE 286 C	HEX #004EA2
LIGHT BLUE	CMYK 30C, 0M, 0Y, 0K	RGB 170R, 225G, 250B	PANTONE 290 C	HEX #AAE1FA
LIGHT GRAY	CMYK 0C, 0M, 0Y, 30K	RGB 188R, 190G, 192B	PANTONE 427 C	HEX #BCBEC0
LIGHT KHAKI	CMYK 16C, 17M, 35Y, 0K	RGB 215R, 200G, 170B	PANTONE 4545	HEX #D7C8AA

# BRAND TYPOGRAPHY

Typography plays a key role in expressing the St. Anthony brand. The selected fonts reflect our identity as a community rooted in Catholic tradition and committed to academic excellence. Together, they create a look that is clean, timeless, and professional—helping unify all school and parish communications.

ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

## TITLES SHOULD BE IN MODESTO EXPANDED BOLD

or

## MONTserrat EXTRA BOLD

*Titles (Traditional)*  
**MODESTO EXPANDED BOLD**

*Titles (Contemporary)*  
**MONTserrat EXTRA BOLD**

## MODESTO TEXT or MONTserrat BOLD FOR ALTERNATE SUBTITLES

*Subtitles*  
**MODESTO TEXT**  
or  
**MONTserrat BOLD**

Montserrat Regular used as paragraph copy. Use a clean contemporary sans-serif font for paragraph copy. The Montserrat font family is modern, easy to read, and available on most platforms and applications.

Lato Regular as paragraph copy. The Lato font family is also a clean, easy to read font family that is readily available for free. It is slightly more compact than Montserrat, and may be more suitable for letters or documents containing large amounts of text.

*Paragraph Text*  
Montserrat Regular

Lato Regular

**Font Sources:** [fonts.adobe.com/fonts/modesto](http://fonts.adobe.com/fonts/modesto) [fonts.google.com/specimen/montserrat](http://fonts.google.com/specimen/montserrat)  
[fonts.google.com/specimen/Lato](http://fonts.google.com/specimen/Lato)

## Alternate Replacement Fonts

For programs where installing our primary fonts is not an option.

Arial Black

Arial Bold

Lato or Arial

## Titles & Headings

## Subtitles

For alternative body and paragraph text, use either Lato or Arial.

# HIGH SCHOOL ATHLETICS

## Bulldog Logo Family

The Bulldog logo family represents the spirit and pride of St. Anthony High School Athletics. Multiple approved versions are available to provide flexibility while maintaining one strong, unified identity. These include:

**The Bulldog Head** – the primary athletic mark. May be used by itself or locked up with the St. Anthony Bulldogs name.

**The Full-Body Bulldog** – for larger or more detailed applications.

**Block A** - A long standing part of St. Anthony Athletics, serving as a tertiary mark within the brand system.

## ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

### Primary Full Logo

Primary Bulldog Head with the St. Anthony Bulldogs Name



### Official Athletic Logos



#### Primary Bulldog Head

Can be used by itself, or in the full lockup with name as shown above.



#### Full Body Bulldog

A secondary logo that may be used by itself or with a team name.



#### Block A

A tertiary logo that is used by itself or with a team name.

# BULLDOG HEAD LOGO USAGE

The Bulldog Head is the most commonly used logo within the St. Anthony High School Athletics program. It is the only bulldog approved mark for Primary Athletic Logo use and should never be replaced with alternate, redrawn, or unofficial versions. Always use the official files to ensure a consistent and professional brand presence.

## BEST USES

The logo may be mirrored in select cases, for balanced layouts or directional flow, but it is strongly recommended to keep the original left facing orientation. Consistency in direction reinforces visual identity and prevents unnecessary variation across materials.

ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES



## Color Usage



### Alternate Coloring

It is acceptable to substitute Black for Dark Blue for printing applications where the number of colors are limited

### One-Color Variations:

To be used when full-color printing is not feasible, such as single-color screen printing, embroidery, or simplified promotional items. For use on light colored backgrounds

### Dark Backgrounds

Only use the official reversed Bulldog logo when printing in white.

DON'T change a single color logo to white, which leaves a "negative" look.

# FULL BODY BULLDOG LOGO USAGE

The full-body Bulldog logo is a bold, energetic mark that adds variety to the St. Anthony Athletics brand. It's best used in larger applications where its detail can be fully appreciated—such as banners, apparel, or facility signage. While it complements the primary Bulldog Head, it should not replace it in standard branding. Always use the official version, and avoid resizing in ways that distort proportions or reduce legibility.

ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES



## One-Color Variations:

To be used when full-color printing is not feasible, such as single-color screen printing, embroidery, or simplified promotional items. For use on light colored backgrounds

## Dark Backgrounds

Only use the official reversed Bulldog logo when printing in white.

DON'T change a single color logo to white, which leaves a "negative" look.

# UNOFFICIAL BULLDOG MISUSE

Using the wrong Bulldog Head is one of the most common branding mistakes across St. Anthony Athletics.

To protect the integrity of the St. Anthony brand, only the official Bulldog versions should be used in all athletic applications.

Substituting unapproved versions, whether from online sources or other sports teams undermines the consistency and recognition of the program, and risks copyright violations by using intellectual property of other organizations.

## ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

These are the only approved Bulldog logos for St. Anthony High School Athletics. No alternate versions, redraws, or unofficial graphics should be used in their place.



**DO NOT** use other bulldog mascots—such as those from collegiate or professional teams—for the approved St. Anthony Bulldog logos.

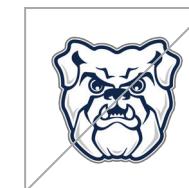
Here are a few of the most commonly used incorrect Bulldogs.



Gonzaga Bulldog



Georgia Bulldog



Butler Bulldog

Our official Bulldogs are confident and determined—not angry or aggressive.

Never use designs with hostile, violent, or unflattering expressions.



## BLOCK "A" LOGO USAGE

The Block A is a long-standing part of St. Anthony Athletics and serves as a tertiary mark in the athletic brand system.

While not a replacement for the primary logo, it can be used as a secondary logo across various athletic applications. It's most effective when used as a supporting element on school or athletic designs without replacing core branding.

ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES



**One-Color Variations:**  
To be used only in situations where full-color printing is not feasible, such as single-color screen printing, embroidery, or simplified promotional items.

**Reversed Version:**  
For use as a one-color variant on dark color backgrounds



Do not remove the ST or change the A in any way.

# TEAM SPECIFIC USAGE

Secondary logos are designed for specific teams, clubs, and groups connected to St. Anthony Athletics.

These marks often feature one of our official athletic logos, with sport or program names integrated to provide a tailored identity while maintaining alignment with the overall brand.

These logos are commonly used on team apparel, sport-specific signage, and promotional materials. These marks are not intended to replace the primary logo in official or school-wide athletics contexts but serve as complementary elements to visually support individual teams and their activities.

## ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

### Team-Specific Logo Usage

The logos below are approved only for use within their respective teams and should not appear on materials unrelated to the Golf or Baseball programs. Other athletic teams may create similar logo variations following this format, but all designs must be submitted for approval before any production or official use. This ensures consistency and proper representation across all St. Anthony Athletics materials.

*Example: SAHS Golf Team*



*SAHS Baseball Team*



Only for use with approved SAHS Baseball Team hats, apparel and signage.

# GRADE SCHOOL ATHLETICS

## The Bullpup Logo Family

The Bullpup logo family was developed specifically for St. Anthony Grade School. This provides a unique visual identity that is appealing for younger students, while still fitting in with the High School Bulldog family.

Multiple approved versions are available to provide flexibility in designs and spirit wear, while maintaining one strong, unified look.

## ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES

### Primary Bullpup Logo

Primary Bullpup Head with named lockup.

ST. ANTHONY GRADE SCHOOL



### Official Bullpup Versions



Bullpup Head Primary



Bullpup Head Alternate



Full Body Bullpup Primary



Full Body Bullpup Alternate

The primary Bullpup logo and official version when using the named lockup

Front facing view.

Firm, confident stance

In mid-stride for added confidence

# BULLPUP USAGE

The Bullpup logo should always be used as provided, with no modifications to its shape or use of unofficial colors.

The following guidelines provide flexibility in print usage and help avoid common mistakes.

ST. ANTHONY PARISH AND SCHOOLS BRANDING GUIDELINES



## One-Color Variations:

To be used when full-color printing is not feasible, such as single-color screen printing, embroidery, or simplified promotional items. For use on light colored backgrounds



**Don't use the High School Bulldog with the Bullpups Name**



## Dark Backgrounds

Only use the official reversed Bulldog logo when printing in white.

DON'T change the single color logo to white, as this gives a "negative" effect.