



**THE ACADEMIES AT**  

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**SOUTH MOUNTAIN**

**BRAND STYLE GUIDE**

# BRAND STANDARDS

## Style Guide Introduction

The following guidelines are in order to ensure consistency across all the material of The Academies at South Mountain. Following the logo style allows those who see the South Mountain logo to recognize the school and form a positive opinion.

## Fonts Used:

**Avenir LT Std 95 Black**

Avenir LT Std 55 Roman

## Color Palette:



Pantone  
2925 C



Pantone  
200 CVC



Pantone  
4515 C



Pantone  
5435 C

# BRAND RESTRICTIONS

## 1. Do not stretch, crop, or rotate any of the logos.

The South Mountain logos were designed with care to appear as visually pleasing as possible. When logos are resized or cropped, they appear warped and look less professional than intended.



## 2. Do not use any off-brand colors for the logos or logo backgrounds.

Not all colors pair equally and choosing a clashing color to accompany the logo can have a negative effect on the appearance of the logo. In addition, choosing non-approved colors can interfere with the public's recognition of the South Mountain's logo.

In addition, avoid using any "busy" backgrounds. This means putting logos on backgrounds which are not a solid color. For backgrounds, sticking to solid black or white backgrounds ensures a visually pleasing combination.



## 3. Do not shrink any of the logos to an unreadable size.

Without being able to read the accompany words, the South Mountain logo cannot be recognized. When someone struggles to read something, whether the words are on a shirt or a banner, it takes away from the message the material is trying to get across. Keep all logos at a legible size so that school materials have the most impact.



## 4. Please allow at least .25" buffer space around each logo.

When a material is crowded, it is overwhelming to the viewer. Maintaining enough space around the logo allows the viewer's eye to travel across the material comfortably and take in every part of the message.



## 5. Do not add additional effects to the logos.

This can cause the logos to change color, size, and will alter the general appearance. The logos were designed with purpose, and therefore effects like drop shadows or similar should not be added.



## 6. Do not alter the components of the logo.

If a company puts out a different version of a logo on everything, it can be disorienting and confusing to a viewer. Ensure not to rearrange or remove any components of the official logo in order to keep company materials consistent.



# PRIMARY LOGO

The primary logos are the logos which are most recognizable to someone outside of South Mountain. This logo is directly associated with the school, and therefore consistency is important. For this reason, refrain from changing any parts of the logos and do not rearrange any components.

## Vertical Mark



**THE ACADEMIES AT**  

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**SOUTH MOUNTAIN**

## Horizontal Mark



**THE ACADEMIES AT**  

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**SOUTH MOUNTAIN**

# ACADEMY LOGOS

Each of these logos are paired with a specific academy of South Mountain and have the name of the whole school paired with them. Because of this, these logos are permissible to use on material going outside of the school, because it still identifies the school as a whole.

## Vertical Marks



THE ACADEMIES AT SOUTH MOUNTAIN

AEROSPACE & ENGINEERING



THE ACADEMIES AT SOUTH MOUNTAIN

MEDIA ARTS & DESIGN



THE ACADEMIES AT SOUTH MOUNTAIN

PUBLIC & SOCIAL SERVICE



THE ACADEMIES AT SOUTH MOUNTAIN

SCIENCE & TECHNOLOGY

## Horizontal Marks



THE ACADEMIES AT SOUTH MOUNTAIN  
AEROSPACE & ENGINEERING



THE ACADEMIES AT SOUTH MOUNTAIN  
MEDIA ARTS & DESIGN



THE ACADEMIES AT SOUTH MOUNTAIN  
PUBLIC & SOCIAL SERVICE



THE ACADEMIES AT SOUTH MOUNTAIN  
SCIENCE & TECHNOLOGY

## Bold Marks

These logos were designed to designate different parts of the school internally. The only people who are meant to view these logos are those who recognize them as part of South Mountain. Therefore, these logos should not be used on apparel or any external materials. For these purposes, use the Academy marks which include the name of the school.



AEROSPACE &  
ENGINEERING



MEDIA ARTS  
& DESIGN



PUBLIC &  
SOCIAL SERVICE



SCIENCE &  
TECHNOLOGY

# ATHLETIC LOGOS

The South Mountain athletic logos are meant to be used on only athletic-related materials. When being used on materials intended to be viewed by those other than parents, faculty, and staff, the Jaguar logos with the name of the school should be used. This allows viewers to associate the Jaguar logo with South Mountain.

## Primary Marks



## Alternate Color Scheme



Secondary Marks (to include sports teams)





Tertiary Marks (to include sports teams)



