

**CUYAHOGA VALLEY  
CHRISTIAN ACADEMY**

**BRAND GUIDE**



**HOME OF THE ROYALS**



***ROYALS***

**CUYAHOGA VALLEY CHRISTIAN ACADEMY**

Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your brand identity for decades to come! Your brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by your school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit.

To help you maintain brand consistency, we recommend you require all parties utilizing any element of your brand identity to meet the specifications outlined within this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand guide, please contact VIP Branding.

Sincerely,

**VIP Branding**  
**Powered by Varsity Brands**

## Letter To The School

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## Brand Standards

### USE OF THE LOGOS

The following manual provides you with specifications to accurately utilize the Cuyahoga Valley Christian Academy brand elements. The Cuyahoga Valley Christian Academy brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Cuyahoga Valley Christian Academy brand elements follow this manual with attention to detail in order to preserve and protect the Cuyahoga Valley Christian Academy brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.



Creation, application or any use of the Cuyahoga Valley Christian Academy brand elements must conform to approved standards as authorized by Cuyahoga Valley Christian Academy. Additionally, it is imperative that Cuyahoga Valley Christian Academy brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Cuyahoga Valley Christian Academy brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Cuyahoga Valley Christian Academy.



## Approved Logos

**Primary Logos**

Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

**Wordmarks and Secondary**

Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

**Initial(s) or Interlock**

Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

**ELECTRONIC FILES**

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1

**CVCA**

2

## Approved Logos



**ROYALS**  
CUYAHOGA VALLEY CHRISTIAN ACADEMY

3

**ROYALS**  
CUYAHOGA VALLEY CHRISTIAN ACADEMY

4

- 1 Mascot
- 2 Initial Mark
- 3 Primary Mark
- 4 Primary Word Mark
- 5 Secondary Mark
- 6 Secondary Word Mark

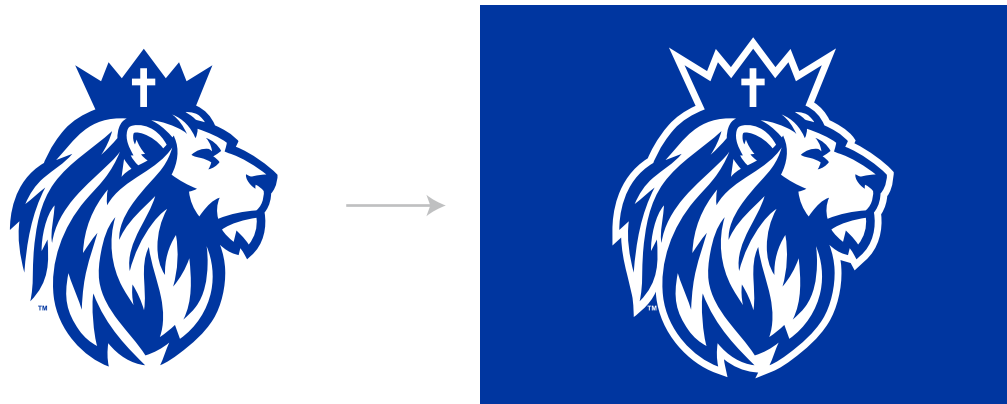


**CVCA**  
ATHLETICS

5

**CVCA**  
ATHLETICS

6



The outline shown in white, in the right image, is necessary for dark colored backgrounds. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.  
See Page 3.2

## Approved Logos

### LOGO MODIFICATIONS

#### SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the school administration.**



Pantone  
Web  
CMYK  
RGB

**Royal Blue**  
PMS 286 C  
#0033A0  
C: 100 M: 75 Y: 0 K: 0  
R: 0 G: 51 B: 160

**White**  
White  
#FFFFFF  
C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255

**Black**  
Black  
#000000  
C: 50 M: 50 Y: 50 K: 100  
R: 0 G: 0 B: 0

## Approved Colors

### IDENTITY COLORS

Royal Blue, White, and Black are the official approved colors of Cuyahoga Valley Christian Academy and play a major role in supporting the core visual identity of the brand.

Royal Blue is the primary foundation color and should always be the first color used in any application where a single color predominates. Black should only be used as a secondary accent color.

**\*All Logos were created using the PANTONE+ Solid Coated color book.**

**\*Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.





## Approved Colors

### LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Royal Blue, Black, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



## Approved Colors

### ONE COLOR LOGOS



In one color designs, the eyes will always be dark.



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

## Approved Colors

### ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

CUSTOM FONT



***ROYALS***

**CUYAHOGA VALLEY CHRISTIAN ACADEMY**

Bebas Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Typography

The approved, editable font is Bebas Neue.

Bebas Neue should always be used when identifying a sport, department, club or other secondary priority associated with the school.

The primary text has been customized specifically for the Cuyahoga Valley Christian Academy brand.

### FONT FILES

**\*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.**

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