Cuyahoga Valley Christian Academy

BRAND STANDARDS GUIDE

2023-2024

WHAT IS OUR "BRAND"?

Our brand is more than just a logo. It represents the heart of CVCA and embodies the Kingdom values and standards of excellence we hold dear.

Our brand is the foundation of all CVCA marketing and communication activities, both internal and external.

Our brand defines what people expect of our school every time they come in contact with Cuyahoga Valley Christian Academy, whether that be through something they see, read, hear, or feel.

BRAND CORE VALUES

Our Brand Core Values reflect the values we hold as an institution and should dictate how CVCA is represented. All forms of communication and representation of Cuyahoga Valley Christian Academy should be:

- Kingdom-focused
- Honest
- Uplifting
- Relational
- Bold
- Excellent

> "When understood, and practiced as part of a Christian vocation, marketing directs the God-given phenomenon of exchange, rightly, affording a unique opportunity to support reconciliation in our world."
> – David Hagenbuch

BRAND STANDARDS GOAL

The goal of these Brand Standards is to create consistency of our brand; drive awareness and emotional connection with current and prospective families, alumni, donors, and the community; and differentiate us from other schools. This is done through:

- Logo Standards
- Color Palette Standards
- Typography Standards
- Writing Standards
- Photography Standards
- Email Signatures

All approved school logos are available on the Staff Resources page at **cvcaroyals.org/staff-resources**.

The result of **consistently** executing our Brand Standards will be communications that are **more powerful** and **more effective**.

We can make our plans, but the Lord determines our steps. Proverbs 16:9

BRAND COLORS

Color is an important design element and is a distortion of our brand when not used correctly. Color helps internal and external audiences connect with us while strengthening our brand identity.

SIGNATURE COLOR

287C should be the predominant color in all CVCA communications. (Printers should take care not to let the Royal blue lean too purple.)
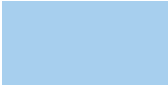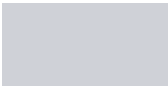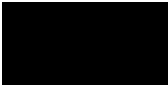
PRINT
CMYK: 100, 75, 0, 10
Pantone 286 C

WEB
RGB: 0, 76, 152
HEX: #004c98

BRAND PALETTE

Our palette colors may be used to compliment the Signature Color.

PRINT
Pantone 288 C
CMYK: 100, 79, 0, 37

WEB
RGB: 0, 45, 114
HEX: #002D72

PRINT
Pantone 277 C
CMYK: 32, 8, 0, 0

WEB
RGB: 171, 202, 233
HEX: #ABCAE9

PRINT
Pantone Cool Gray 11 C
CMYK: 63, 52, 44, 33

WEB
RGB: 83, 86, 90
HEX: #53565A

PRINT
Pantone Cool Gray 3C
CMYK: 18, 13, 10, 0

WEB
RGB: 200, 201, 199
HEX: C8C9C7

PRINT
CMYK: 0, 0, 0, 100
Black

WEB
RGB: 0, 0, 0
HEX: #000000

PRINT
CMYK: 0, 0, 0, 0
White

WEB
RGB: 255, 255, 255
HEX: #FFFFFF

SIGNATURE TYPEFACES

Our signature typefaces should be used when creating any communications or marketing pieces – both internal and external. Additional accent and decorative fonts may be an option with approval from the Office of Communications. (Fonts in the classroom for student use are up to the discretion of the teacher.)

CVCA's signature typefaces are Adobe Garamond Pro and Proxima Nova *(new as of 11.14.2022)*. These typefaces were selected for aesthetic quality and readability. All standard typeface variations (such as italic, semibold, condensed) are acceptable, including those not demonstrated below. Garamond should be used mostly for body text. Proxima Nova is most often used for headlines and titles.

When our signature typefaces are not available, these substitutes are good alternatives:
- For Adobe Garamond Pro:
  Garamond, Times New Roman, EB Garamond (Google)
- For Proxima Nova:
  Myriad, Calibri, Source Sans Pro (Google)

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Adobe Garamond Pro Regular Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Proxima Nova
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Proxima Nova Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

LOGO OPTIONS AND GUIDELINES

Below are our official school logos with their approved color combinations. The black background boxes on the right may be replaced by a background color or textile as long as it does not interfere with the legibility of the logo.

As image formats and colors differ for web vs. print, please be aware of which format you use. All logos on the Staff Resources page are appropriately labeled for web and print.
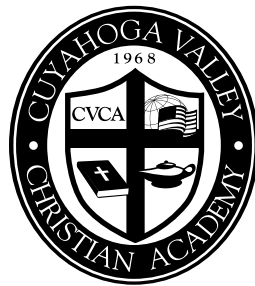
To maintain consistency, the following guidelines should be followed when using any school logos:

- Be mindful of logo size and legibility. A logo that is too small ceases to serve any useful communication function. The crest should never appear less than 3/4-inches tall. All other logos should never appear less than 3/8-inches tall.

- CVCA logos may be reduced or enlarged as a whole, but do not alter the relationship or aspect ratio between the elements. For example, do not stretch or squish any logo when resizing.

- Other than size and color, CVCA's logos may not be altered in any way.

- Do not screen any logo out of a color or textured background.

- Do not combine logos or use more than one logo version on a page.

CREST
Best Practice: Academic, Administrative, Guidance, and Development

CHRISTIAN
Best Practice: External Communications (Marketing, Community, etc.) and General Communications

MIDDLE SCHOOL
Best Practice: External Communications (Marketing, Community, etc.) and General Communications

Best Practice: Internal Use, Current Families, and Student Communications

CVCA

Best Practice: Internal Use, Current Families, Athletics, and Student Communications

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ROYALS

Best Practice: Athletics or Team Functions

LION

Best Practice: Athletics or Team Functions, General Communications

The lion logo is recommended to be used against Royal Blue, Black, transparent, or neutrals such as gray/silver. Contact jcooley@cvcaroyals.org for approval on use of any other non-official school color backgrounds.

When used against a non-white background, the lion should always include the white outline.

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

In one-color designs, the eyes must always be dark and the same color as the rest of the logo.

*Simply inverting the logo color will result in a photo negative look that is NOT acceptable for the CVCA brand.

EDITORIAL STYLE

Consistent style helps CVCA present a unified, cohesive message. Please follow these guidelines to maintain consistency within all school communications.

CAPITALIZATION

The *Educating and Cultivating Servants for Christ* tag line should always be capitalized and italicized.

Campus rooms and venues should be capitalized.
• Example: We will meet in Room 121 before moving to the Chapel for our presentation.

Club names should be capitalized.
• Example: The Robotics Club will compete today.

Do not capitalize middle school and high school except when used as an official name.
• Example: The CVCA Middle School now includes sixth grade. The high school students welcomed them.

PUNCTUATION

Use only one space after a sentence. (As word processing software now applies the correct amount of space between sentences, two spaces are not necessary.)

Use the ampersand (&) only when it is part of a formal name; it should not otherwise be used in the place of or as an abbreviation for "and."

When abbreviating class years, a forward-facing apostrophe should be used in place of the "19" or "20."
• Correct: '18
• Incorrect: '18

PHONE NUMBERS

Use a dash after the area code. Use a comma before an extension. Abbreviate extension as "ext."
• Correct: 330-929-0575, ext. 123
• Incorrect: (330) 929-0575 ext 123
• Incorrect: 330.929.0575 x123

EMAIL ADDRESSES

Do not capitalize any letters in a cvca email address.
• Correct: jcooley@cvcaroyals.org
• Incorrect: JCooley@cvcaroyals.org
• Incorrect: Jcooley@CVCAroyals.org

URLS

Do not copy URLs from the browser window. Do not include "http://" or "www."
• Correct: cvcaroyals.org
• Incorrect: www.cvcaroyals.org
• Incorrect: https://www.cvcaroyals.org

DATES AND TIMES

Use a.m. and p.m. for designating the time of day.
• Correct: 3:00 p.m.
• Incorrect: 3:00 pm
• Incorrect: 3:00 PM

Include "00" for minutes
• Correct: 2:00-3:30 p.m.
• Incorrect: 2-3:30 p.m.

Spell out the day and month. Do not use "th" for the day. Use a comma after the day and month.
• Correct: Friday, September 15, 2019
• Incorrect: Fri., Sept. 15th, 2019

RANGES AND SPANS

Combine date ranges with a dash and no spaces on either side.
• Correct: September 5-7
• Incorrect: September 5 - 7
• Incorrect: September 5 thru 7

Use a.m. or p.m. with the end time and no spaces around the dash.
• Correct: 2:00-4:00 p.m.
• Incorrect: 2:00 - 4:00 p.m.

If a time range extends from a.m. to p.m., include both designations and use a space on either side of the dash.
• Correct: 9:00 a.m. - 3:00 p.m.
• Incorrect: 9:00 a.m.-3:00 p.m.

LISTS

Use a comma after each item in a list, including before the conjunction (and, or, but, etc.) (known as the Oxford comma).
• Correct: Students need to bring their books, paper, pens, and pencils.
• Incorrect: Students need to bring their books, paper, pens and pencils.

Respect everyone, and love the family of believers. Fear God, and respect the king. 1 Peter 2:17

SCRIPTURE QUOTATIONS

When quoting scripture, use the New Living Translation.

Use 1, 2, 3 instead of I, II, III for Books of the Bible names when appropriate
- Correct: 2 Corinthians 1:3
- Incorrect: II Corinthians 1:3

When quoting scripture within a body of text, use the following format:
- The Apostle Paul shared, "Praise be to the God and Father of our Lord Jesus Christ, the Father of compassion and the God of all comfort (2 Corinthians 1:3).

EMAIL SIGNATURES

All CVCA faculty and staff should use the approved Cuyahoga Valley Christian Academy email signature. A copy of the signature is available on the Staff Resources Page at **cvcaroyals.org/staff-resources**.

Emails are business communications, whether your audience is internal or external. To ensure the focus stays on CVCA and our mission, do not add additional phrases, clip art, design or textured backgrounds, emoticons, or other graphic embellishments.

When **responding** to internal e-mails, it is appropriate to only use a salutation and your name. Full e-mail signatures, while still appropriate, are not required.

The email signature should be formatted as below:
- Calibri font
- Name bold and in all caps
- Class year included for alumni (see example)
- School website formatted as a hyperlink
- *"Educating and Cultivating Servants for Christ"* italicized

JESSICA COOLEY '97
Director, Communications and Marketing
Cuyahoga Valley Christian Academy
330-929-0575, ext. 648
cvcaroyals.org
Educating and Cultivating Servants for Christ

PHOTOGRAPHY

CVCA images should be compelling and reflective of the voice and diverse composition of our school.

Be aware of clutter in photos. For example, remove all water bottles, food items, or non-academic items from the photographed area. **Students may not make any hand gestures in any photos.**

Make sure your camera settings are the highest resolution possible. (On your camera menu make sure quality is set to large or higher.) 300 dpi is required for printed publications.

All school photos can be submitted for publication through the Staff Resources page.

All photos must be approved by the Dean of Students before use in any CVCA-sponsored publications, social media, or web use.

There are different kinds of spiritual gifts, but the same Spirit is the source of them all. There are different kinds of service, but we serve the same Lord. God works in different ways, but it is the same God who does the work in all of us. 1 Corinthians 12:4-6

Educating and Cultivating Servants for Christ