Cuyahoga Valley Christian Academy

BRAND STANDARDS and STYLE GUIDE

2025-2026

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This guide is effective as of October 1, 2025.

All questions should be directed to the Marketing and Communications Office.

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

BRAND STANDARDS GOAL

The goal of these Brand Standards and this Style Guide 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

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

"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 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

Royal Blue: CMYK 100, 78, 0, 12 should be the predominant color in all CVCA communications.
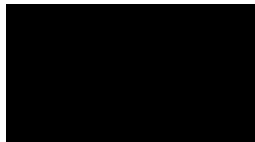
Printers should take care not to let the Royal blue lean too purple.

Pantone 287C is a close substitute.

CMYK: 100, 78, 0, 12
RGB: 0, 71, 147
HEX: #004793
Pantone 287 C

SECONDARY COLORS

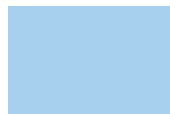CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000
Pantone 287 C

CMYK: 0, 0, 0, 20
RGB: 209, 211, 212
HEX: D1D3D4
Pantone Cool Gray 3C

RECOMMENDED COMPLIMENTARY COLORS

CMYK: 100, 79, 0, 37
RGB: 0, 50, 115
HEX: #003273
Pantone 288 C

CMYK: 32, 8, 0, 0
RGB: 167, 207, 238
HEX: #a7cfee
Pantone 277 C

CMYK: 0, 0, 0, 81
RGB: 86, 87, 89
HEX: #565759
Pantone Cool Gray 11 C

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF
White

COLOR HELP

CMYK: Stands for Cyan, Magenta, Yellow, and Black. Used in printing, with values representing the percentage of each color. **Best for anything printed on paper.**

RGB: Stands for Red, Green, and Blue. Used by screens and projectors; values indicate the intensity of each color. **Use for digital or video displays.**

HEX: A six-digit code (numbers and letters) representing red, green, and blue (RGB). **Used primarily for web and digital design.**

Pantone® (PMS): A proprietary system for matching ink colors in printing. PMS numbers ensure consistent color; not all printers or apparel producers support Pantone matching.

SIGNATURE TYPEFACES

CVCA's signature typefaces should be used when creating communications and 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**. These typefaces were selected for aesthetic quality and readability. All standard typeface variations (such as italic, semibold, condensed) are acceptable, including those not shown here. 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!@#$%^&*()

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

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

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

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

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

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

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

LOGO OPTIONS AND GUIDELINES

The primary school-wide logos are shown below with their approved color combinations. The black background boxes may be replaced by any 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 to use. All logos on the Staff Resources page are appropriately labeled for web and print use.

To maintain consistency, please follow these guidelines when using any school logos:

- Ensure proper size and legibility. A logo that is too small loses its communication value. The crest must never appear smaller than ¾ inch tall, and all other logos must be at least ⅜ inch tall.

- Logos may be enlarged or reduced proportionally, but their aspect ratios must remain unchanged. Do not stretch, condense, or otherwise distort a logo.

- Except for approved size and color variations, CVCA logos may not be altered in any way.

- Do not place logos over busy textures or screened (faded) into a background.

- Use only one logo per page; do not combine multiple logos.

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

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

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

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 logo 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.

UNACCEPTABLE:

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

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EDITORIAL STYLE
A quick-reference guide for consistent writing and formatting

ALUMNI
- Always use alumnus (singular male), alumna (singular female), alumni (plural male or male and female), and alumnae (plural female). "Alum" is informal and should not be used in official CVCA publications and documents.
- When referring to a married alumna, include her maiden name in parenthesis before her married name.
Example: Jessica (Muehleisen) Cooley '97

CAPITALIZATION
- Campus rooms and venues: Always capitalize.
Example: We will meet in Room 121 before moving to the Chapel.
- Athletic teams and school clubs: Capitalize official names.
Example: The Robotics Club will compete today.
- Middle school / high school: Lowercase unless part of an official name.
Example: The CVCA Middle School now includes sixth grade. The high school students welcomed them.

CVCA SPECIFICS
- *Educating and Cultivating Servants for Christ*: Always capitalized and italicized.
- Jterm: Correct spelling. (Not J-term, JTerm, or J-Term)
- Royals Fieldhouse: Fieldhouse is one word.

DATES AND TIMES
- Use a.m. and p.m.
Correct: 3:00 p.m.
Incorrect: 3:00 pm, 3:00 PM
- Include minutes (00) for all times.
Correct: 2:00-3:30 p.m.
Incorrect: 2-3:30 p.m.
- Spell out the day and month; do not use "th." Use a comma after the day and month.
Correct: Friday, September 15, 2019
Incorrect: Fri., Sept. 15th, 2019

Consistent style helps CVCA present a unified, cohesive message.

Please follow these guidelines to maintain consistency within all school communications.

EMAIL SIGNATURES

All CVCA faculty and staff should use the approved CVCA email signature. See the IT Office for help setting up a new email signature.

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. *The only artwork allowed in addition to the crest or lion is a Pathways Innovative Educator designation.*

The email signature should be formatted as follows:
- CVCA crest or lion logo
- Name bold and in all caps
- Class year included for alumni
- Position(s)/Title(s)
- Cuyahoga Valley Christian Academy
- School phone number with extension
- Email formatted as a hyperlink
- School website formatted as a hyperlink
- *Educating and Cultivating Servants for Christ* (capitalized and italicized)

Email Examples:

JESSICA COOLEY
Director, Marketing & Community Engagement
Cuyahoga Valley Christian Academy
330-929-0575, ext. 322
jcooley@cvcaroyals.org
cvcaroyals.org
Educating and Cultivating Servants for Christ
Pathways Tier 1 Innovative Educator

JESSICA COOLEY
Director, Marketing & Community Engagement
Cuyahoga Valley Christian Academy
330-929-0575, ext. 322
jcooley@cvcaroyals.org
cvcaroyals.org
Educating and Cultivating Servants for Christ
Pathways Tier 1 Innovative Educator

PHONE NUMBERS
- Format: area code with dashes, comma before extension, use ext.

  Correct: 330-929-0575, ext. 123
  Incorrect: (330) 929-0575 ext 123
  Incorrect: 330.929.0575 x123

PUNCTUATION
- **Sentence Spacing:** Use only one space between sentences. (Word processing software now applies the correct amount of space between sentences, two spaces are not necessary.)

- **Ampersand (&):** Use only when part of a formal name; do not replace "and" in a sentence.
- **Apostrophes:**

God has given each of you a gift from his great variety of spiritual gifts. Use them well to serve one another... Then everything you do will bring glory to God through Jesus Christ. All glory and power to him forever and ever!
1 Peter 4:10-11

- In Class Years: Use a forward-facing apostrophe.
  Correct: '18
  Incorrect: '18

- In Team Names: Do not use an apostrophe after boys or girls. (Boys Basketball is the name of the team; the team is not owned by the boys.)
  Correct: The Boys Basketball Team won!
  Incorrect: The Boys' Basketball Team won!

- **Commas:** Use the **Oxford (serial) Comma. (**Always include a comma before the final conjunction.)
  Example: pens, pencils, paper, notebooks, and calculators

- **Informal Use:** In informal contexts, such as signs, posters, or other visual designs, strict adherence to grammar rules (like always using commas) may be relaxed, especially when the focus is on clarity, readability, and aesthetics rather than perfect punctuation.
  Example: Welcome Students! and Welcome, Students! are both acceptable.

RANGES AND SPANS

- Combine date ranges with a dash, no spaces:
  Correct: September 5-7
  Incorrect: September 5 - 7

- For time ranges, use a.m./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.

- For ranges spanning a.m. to p.m., include both designations with a space around the dash:
  Correct: 9:00 a.m. - 3:00 p.m.
  Incorrect: 9:00 a.m.-3:00 p.m.

SCRIPTURE QUOTATIONS

- Use the English Standard Version (ESV).

- Use numbers instead of Roman numerals for books of the Bible.
  Correct: 2 Corinthians 1:3
  Incorrect: II Corinthians 1:3

- For scripture within text, format the punctuation and reference as follows: 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).

URLs

- Omit "http://" or "www."
  Correct: cvcaroyals.org
  Incorrect: www.cvcaroyals.org
  Incorrect: https://www.cvcaroyals.org

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

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, trash cans, and other 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 the quality is set to large or higher.) 300 dpi is required for printed publications.

- Photographs should always feel bright, with a cool tone. If needed, boost the image's contrast and saturation settings. Keep in mind that you may need to adjust the saturation, contrast, and filter differently for each photo, based on the lighting and conditions in which it was taken.

- 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.

- CVCA's Communications and Marketing Office reserves the right to edit photos as needed.

Photography adds a human element to the CVCA brand. While our words are powerful, images provide evidence that words alone cannot convey. With this in mind, carefully choose photos that align with our messaging and authentically represent CVCA.

Educating and Cultivating Servants for Christ