



Know Yourself. Know The World.

NOVA CLASSICAL
ACADEMY™

BRAND STYLE GUIDE

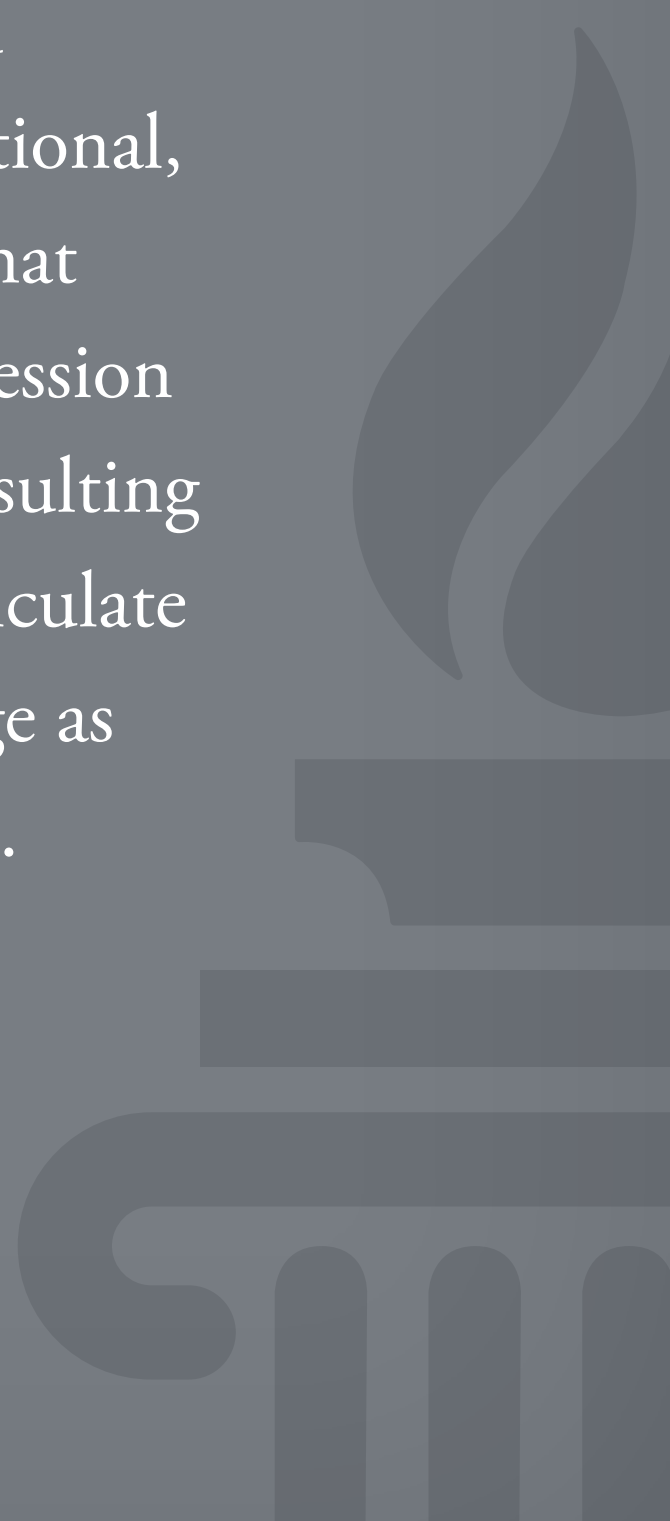


BRAND PROMISE:

Nova Classical Academy promises to be an inclusive community with a shared commitment to an exceptional, foundational education that teaches thought and expression of the mind and heart, resulting in compassionate and articulate graduates poised to engage as thoughtful global citizens.

NOVA CLASSICAL ACADEMY LOGO STYLE GUIDE

The Nova Classical Academy logomark is the logo for all three schools within the Academy: The School of Grammar, The School of Logic, and The School of Rhetoric, and its educational programs. To maintain the integrity of the Nova Classical Academy logo, this style guide has been created for print and digital applications.



LOGO

Nova Classical Academy Logo

The logomark presents a stylized, modern take on the classical Ionic Greek column and the torch of knowledge. The **torch** symbolizes the #1 and visually reinforces Nova as a leader in classical education. The **torch flame** represents knowledge and wisdom. “Its light illuminates the dark world through learning, scholarship, teaching, invention, observation and study.”*

PRIMARY LOGO

The Nova Classical Academy full-color stacked or full-color horizontal logos should be used as the first choice depending on format. The B+W and Grayscale options should be used only when required. The logo can be used with or without the tagline depending on layout and style constraints and considerations.

The wordmark should accompany the logomark wherever and whenever possible to protect the trademark.



| Primary Horizontal Logomark with tagline



| Primary Stacked Logomark with tagline

PRIMARY LOGO WITHOUT TAGLINE

Use the trademark without the tagline as a secondary option when the full logomark would be too small, too busy or when the application process would prohibit a clean imprint or readability. The logomark without the tagline is an option when the item is primarily for signage or for internal use or to promote the new brand strategy, promise and theme. Always include the TM with the logomark with or without the tagline.



| Primary Horizontal Logomark without tagline

| Apparel and promo items where the full logo would be too small or too busy*



| Primary Stacked Logomark without tagline

| Apparel and promo items where the full logo would be too small or too busy*

*cited from Colgate University
*Consult the District's Brand Ambassador for advice before ordering promotional items.

LOGO COLOR-USE

PRIMARY LOGO WITH TAGLINE



- | School District Website
- | School District Social Media Sites
- | Screen printed and embroidered apparel items*

PRIMARY LOGO WITHOUT TAGLINE



- | Apparel and promo items where the full logo would be too small or too busy*

ONE-COLOR LOGO

Always use the full-color logo online when possible. If you are unable to use the correct color due to technical limitations or conflicting style guidelines on another site, a black or burgundy or white (reversed) logo may be used. Use the black logo on a light background. Use the white logo on a dark background. Please contact the District's Brand Ambassador if you don't know which logo to use.



- | One-color print newspaper ads
- | One-color promo items*



- | One-color print newspaper ads
- | One-color promo items*

LOGO ICON

Must always be accompanied by a TM. **Limited use only with approval from the District's Brand Ambassador. Always use the wordmark with the logomark wherever and whenever possible to protect the trademark.**



- | Favicon
- | Promo items where imprint space is limited*

APPAREL LOGO (left chest option)







BRAND COLORS

Nova Classical Academy Best Practice Color Usage

The brand colors are Nova Classical burgundy with solid granite gray for the column. The flame is a combination of burnt umber and gold highlights for an illuminating torch of knowledge. The word Academy is in gray adding depth and separation from Nova Classical name which is the central focus.

The Nova Classical Academy logo color palette was chosen based on Nova Burgundy to reflect Nova Classical Academy's Brand Personality: **Motivating, Encouraging** | **Thoughtful, Intentional** | **Approachable, Responsive** | **Stimulating, Energetic**

With this in mind, “**Best Practice Color Uses**” were established to provide guidelines when designing materials that incorporate the Nova Classical Academy logomark. Please adhere to the following:

 <p>NOVA BURGUNDY</p>	<p>PMS: 195 CMYK: 19, 90, 50, 55 RGB: 122, 48, 63 WEB: #7a303f</p>
	<p>Motivating, Encouraging</p>
 <p>GRANITE GRAY</p>	<p>PMS: Cool Gray 8 CMYK: 23, 16, 13, 46 RGB: 116, 118, 121 WEB: #747679</p>
	<p>Thoughtful, Intentional</p>
 <p>BURNT UMBER</p>	<p>PMS: 7412 CMYK: 2, 58, 96, 10 RGB: 213, 131, 50 WEB: #d58332</p>
	<p>Approachable, Responsive</p>
 <p>GOLDEN YELLOW</p>	<p>PMS: 143 CMYK: 0, 32, 87, 0 RGB: 246, 180, 54 WEB: #f6b436</p>
	<p>Stimulating, Energetic</p>

ACCENT COLOR: Black Night

 <p>BLACK</p>
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Black is used for the tagline and is to be used as a secondary accent color. In print applications, Black should be set to **Rich Black: 60C, 40M, 40Y, 100K**.

EMBROIDERY THREAD COLORS

 <p>NOVA BURGUNDY Madeira 1374</p>	 <p>GRANITE GRAY Madeira 1062</p>	 <p>BURNT UMBER Madeira 1021</p>	 <p>GOLDEN YELLOW Madeira 1155</p>
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Any complementary colors should be used with discretion — keep it simple!
Avoid a busy palette to allow the Nova Classical Academy logo to take center stage.

TM or Trademark Symbol: The Nova Classical Academy Logo includes a trademark symbol that should be used whenever possible to protect the mark from counterfeits and duplication by other schools. The TM signifies that Nova Classical Academy intends to stand by and protect its exclusivity and ownership.

BRAND FONTS

Nova Classical Academy Brand Fonts

The wordmark font is to be treated as a piece of artwork. It is based on a highly identifiable font that complements the logomark. This font is an updated and modern twist on a classical serif yet simple enough to complement the clean graphic logomark. This font has been customized and is only be used as the wordmark and in the logomark creating a standalone unique identity for Nova Classical Academy.

Adobe Garamond is the recommended serif font to be used to complement the font in the logo type. (The logo font is customized.) The **Tagline** is in **Helvetica Neue**. Helevtica Neue is an easy-to-read, modern sans serif font from a robust font family. Helvetica Neue is the recommended complementary sans serif font to be used for body copy in printed materials.

Source Sans Pro is the recommended font for digital body copy.

WORDMARK FONT ARTWORK

NOVA CLASSICAL
ACADEMY™

PRIMARY BRAND FONT

Adobe Garamond

Adobe Garamond Regular

Adobe Garamond Regular Italic

Adobe Garamond Semibold

Adobe Garamond SemiboldItalic

Adobe Garamond Bold

Adobe Garamond Bold Italic

SECONDARY BRAND FONT

Helvetica Neue

Helvetica Neue Light

Helvetica Neue Light Italic

Helvetica Neue Regular

Helvetica Neue Regular Italic

Helvetica Neue Medium

Helvetica Neue Medium Italic

Helvetica Neue Bold

Helvetica Neue Bold Italic

DIGITAL BRAND FONT

SOURCE SANS PRO

Source Sans Pro Light

Source Sans Pro Italic

Source Sans Pro Regular

Source Sans Pro Regular Italic

Source Sans Pro Medium

Source Sans Pro Medium Italic

Source Sans Pro Bold

Source Sans Pro Bold Italic

Headline

Subhead

Body Copy

Headline

Subhead Sample Text

Lorem Ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Logo Do's & Don'ts

Guidelines for Usage

LOGO CLEAR SPACE

To preserve the integrity of the Nova Classical Academy logo, always maintain a minimum clear space around the logo of .5". This clear space insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space.



MINIMUM SIZE

The smallest size application the Nova Classical Academy logo would be on a small giveaway or promotional items like pens or pencils. A standard pen imprint size is .5" high x 1.625" wide. At this size, it is best to use the logo bug and the name Nova Classical Academy for readability and brand recognition. Remember to include the TM whenever possible.



| Full Logo: 1.5"w x .5"h



| Logo Icon: 0.313"w x 0.455"h

MAINTAIN PROPORTIONS

- The proportions and spacing of the Nova Classical Academy logo should never be altered for any reason.
- Hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.

DO place the full color logo on a white background, or a light neutral background like light gray or beige or off-white. This is the optimal way to represent the logo in most applications.



LOGO DON'TS

DO NOT distort or reconfigure the logo to fit a space. Choose one of the other approved logos.

When sizing the logo, scale the logo proportionally.

DO NOT change logo colors.

Exceptions to this rule are one-color applications (artwork is available as black & white.) These exceptions are the jurisdiction of the Nova Classical Academy Executive Director or the District's Brand Ambassador and require approval before proceeding.

DO NOT place the logo on a patterned background or over a busy photo or illustrated image.

DO NOT place the logo within another shape – circle, box, shield, diamond etc. - it is designed to stand on its own.

This negatively impacts the logomark and its trademark integrity.



NOVA CLASSICAL ACADEMY FILE FORMATS

Important:

The Nova Classical Academy logo is available in EPS, PDF, JPEG and PNG file formats. In cases where the logo needs to be produced at a large scale (outdoor signage, banners, etc.), it is best to use or supply a vendor with an EPS or PDF logo file. EPS and PDF logo files can scale up as large as needed without losing the visual integrity of the logo. EPS and PDF files are set in CMYK colors and are suitable for print.

JPEG and PNG logo files can be used at **100% or can be reduced in size** proportionally. **DO NOT** scale JPEG and PNG files larger than their original size. JPEG and PNG logo files are high-resolution and suitable for print as well as for digital web use.

Use a PNG logo whenever possible. PNG is a file format that allows transparent backgrounds. You can place PNG logos on light color neutral backgrounds without white corners appearing. If a PNG file is not accepted, then use the JPG file. JPGs must be used on a white background.

DIGITAL LINKING TO WWW.NOVACLASSICAL.ORG

- For online digital uses always link the Nova Classical Academy logo to <https://www.novaclassical.org/> or appropriate page on www.novaclassical.org
- Include “www.novaclassical.org” in type, using a sans-serif font, beside or underneath the logo when space is available.

Use “Nova Classical Academy logo” for the alternative text (alt text) when adding the logo to a webpage or into a document.



QUESTIONS?

Please contact the District’s Brand Ambassador or Executive Director prior to ordering outside printed materials or promotional products.