THE FIRST ACADEMY
Brand Standards

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BRAND & VISUAL IDENTITY POLICY

There are two logos representing the visual identity of The First Academy: the school crest, and the school wordmark. The crest is reserved for official and formal uses, while the wordmark is intended for use in letterhead, stationery, fax cover sheets, interoffice communication, and so on. There are several other graphic elements recognized for use by departments or divisions of the school:

• Athletic logos, including wordmarks (Royals, etc.)

• Spirit icons, such as the lion mascot, lion head, TFA monograms, and lion paw

• Logos currently in use by the Royal Academy of the Arts and The Classical School

All divisions, departments, and organizations of the school should comply to the policies outlined in this document. Exemptions may be granted by the Business Office. In general, student-generated publications and documents should bear neither the school wordmark and, most particularly, the school crest. Other important guidelines:

• The proper name of the school is The First Academy, with "The", and first letters always capitalized

• Do not reproduce any TFA identity in any color other than black, white, grayscale, and Pantone 295C (blue) with Pantone 116C (gold) or equivalent hex for web

• Do not use any TFA identity to advertise or recommend commercial products or services, to promote outside organizations, or to further social or political causes

• Do not alter or modify the logos in any manner, except to proportionally scale images, always maintaining the aspect ratio

• Do not use these elements of visual identity to create new logos, or incorporate or combine them into/with other logos

• Use only the master copies (see How to Obtain Logos) to reproduce logos. If you do not see the version you need, submit a Web Help Desk ticket.

Please note, the First Academy Brand Standards are subject to change at any time.

For clarification pertaining to these policies and guidelines contact the Business Office, or for troubleshooting and assistance submit a Web Help Desk ticket.

CREST

The First Academy crest is to be used in formal and official documents or web entities by Faculty and Staff, and when permissible by vendors, while adhering to the included guidelines.

Best Practices for Using the Crest Logo

1. The crest must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.

2. In print, the logo should be positioned a minimum of $\frac{1}{2}$ inch from the edges and should have a minimum buffer zone of $\frac{1}{4}$ inch from other text or design elements. On legal paper or larger, the logo should be positioned a minimum of $\frac{1}{6}$ the width of the logo from the edge and should have a buffer zone of $\frac{1}{6}$ the width of the logo from other text or design elements.

3. The crest should never be scaled to less than $\frac{1}{4}$ inch high.

4. The crest should not be used in conjunction with other logos.

4-Color Logo

Grayscale Logo

The First Academy wordmark was added to the school's visual identity for use in less formal documents and publications.

The wordmark will represent the school's visual identity in most print and web applications, particularly:
• Documents, publications, and materials of an informal or informative nature
• Interoffice communication, letterhead, stationery, business cards, fax cover sheets, etc.

Best Practices for Using the Wordmark

1. The wordmark must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.

2. In print, the logo should be positioned a minimum of $\frac{1}{2}$ inch from the edges and should have a minimum buffer zone of $\frac{1}{4}$ inch from other text or design elements. On legal paper or larger, the logo should be positioned a minimum of $\frac{1}{6}$ the width of the logo from the edge and should have a buffer zone of $\frac{1}{6}$ the width of the logo from other text or design elements.

3. The wordmark should never be scaled to less than $\frac{1}{2}$ inch high.

4. The wordmark should not be used in conjunction with other logos.

5. The wordmark should not be the dominant artwork in your design. A photograph or the name/title of your subject or event will generate much more interest from the reader.

ATHLETIC LOGOS

The First Academy formalized its portfolio of athletic visual identities in May 2010. There are three types of visual identity sanctioned by the Athletic Department for use by teams, coaches, and other authorized users:
• Athletic logos (Royals swoosh, Royals shield, etc.)
• Spirit icons (mascot lion, lion head, lion paw, etc.)
• Monograms (spirit TFA in several styles, the Royal "R" for specific team use, etc.)

Athletic logos are not intended for use by other departments or divisions. Occasionally, permission may be granted for a specific use (such as the marching band) in cases where the use will take place exclusively within an athletic venue.

The Athletic Department has approved specific typefaces for use in publications (event programs, rosters, etc.). Details are provided under Typefaces and Fonts.

Best Practices for Using the Athletic Logo

1. The logo must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.

2. In print, the logo should be positioned a minimum of $\frac{1}{2}$ inch from the edges and should have a minimum buffer zone of $\frac{1}{4}$ inch from other text or design elements. On legal paper or larger, the logo should be positioned a minimum of $\frac{1}{6}$ the width of the logo from the edge and should have a buffer zone of $\frac{1}{6}$ the width of the logo from other text or design elements.

3. The logo should never be scaled to less than $\frac{1}{2}$ inch high.

4. The logo should not be used in conjunction with other logos.

Spirit Icons

The First Academy spirit icons are used by the Athletic Department and spirit programs, such as the Booster organization and others. The school approved an official logo representing the lion mascot head. This images were selected for their noble representation of the school mascot. Other lion images are not to be used to represent The First Academy or its athletic programs without prior approval. Spirit icons approved for use by TFA athletic and spirit groups are:

• TFA lion mascot head

Spirit icons and monograms are not intended for use in formal or official documents or publications, or in academic applications, departments or divisions. These images are for use specifically by TFA athletic programs and events, spirit merchandise or promotions, and pre-approved student organizations.

For clarification pertaining to these policies and guidelines contact the Business Office, or for troubleshooting and assistance submit a Web Help Desk ticket.

TFA Monogram

The First Academy monogram is for use by the Athletic Department and spirit programs. The images are comprised of specific typefaces with uniquely applied attributes. The monogram should not be replicated by simply typing the letters and attempting to apply colors and other attributes. Only the master images are to be used as the TFA monogram.

Best Practices for Using TFA Spirit Icons and Monograms

1. The spirit icons and monograms must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.

2. In print, the logo should be positioned a minimum of $\frac{1}{2}$ inch from the edges and should have a minimum buffer zone of $\frac{1}{4}$ inch from other text or design elements. On legal paper or larger, the logo should be positioned a minimum of $\frac{1}{6}$ the width of the logo from the edge and should have a buffer zone of $\frac{1}{6}$ the width of the logo from other text or design elements.

3. The icons and monograms should not be used sparingly within the same document. Overuse of a single image or multiple icons and monograms is not advised as it diminishes the visual impact of each.

4. The use of complimentary typefaces and approved colors is imperative for a consistent visual identity. Refer to the appropriate sections in this guide for these elements.

OTHER LOGOS

There are several additional logos currently approved for use. These logos are used by specific departments, divisions, organizations, or recurring events of The First Academy. Questions on the appropriate use of these logos should be directed to the Marketing Office.

To develop a new logo or alter an existing logo contact the Business Office.

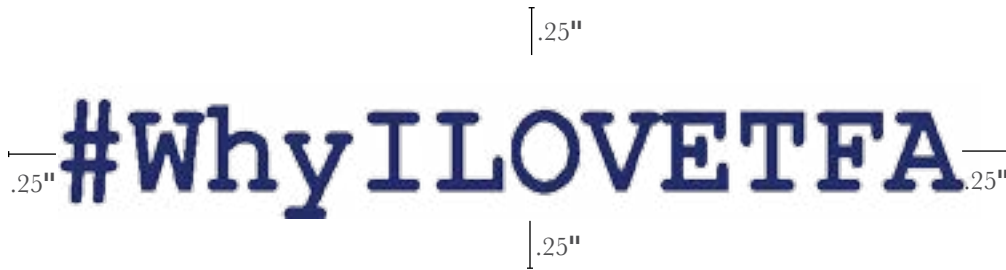# #WhyILOVETFA! CAMPAIGN

.25"

.25"   .25"

.25"
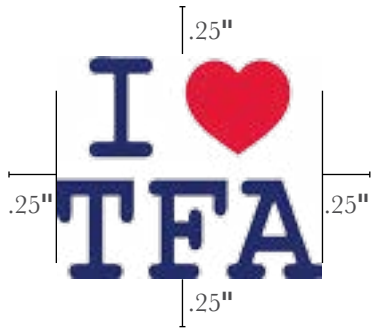
Logo White Background

Logo Blue Background

.25"

.25"   .25"

.25"

THE FIRST ACADEMY
LEGACY CONTENT

The 25th Anniversary Campaign Logos and The First Academy Crest from 2012 and prior, without the gradient on the cross, are no longer supported and should not be used in any manner. Athletic Team Logos composed of crossing sports equipment (bats, lacrosse sticks, tennis racquets) are no longer supported. The old full body lion is no longer supported. The Fine Arts Network Logo from 2013 and prior is no longer supported.

MERCHANDISE

Approved vendors are first points of contacts that follow industry standards to be contacted for TFA apparel, merchandise, printing, etc. For questions regarding who to contact or where to To become an approved vendor, please contact tfaschoolstore@thefirstacademy.org. Vendors must have an EIN tax indentifier for tax and records purposes.

Administrative, Academic & General Use

The TFA crest and TFA wordmark can be found on The First Academy's branding webpage. The following file types are available for download:

- Vector: PDF - for use in printed documents, can be scaled large or smaller
- Raster: PNG - for use in electronic media with a transparent background compatible for use on most colors. Do not scale, image will pixelate or distort
- Other: EPS or other file type - please submit a Web Help Desk ticket outlining your specific use; to be provided on an as needed basis

Athletic & Spirit Use

Logos, icons, and monograms specified for use in athletic and spirit-driven documents can be obtained on The First Academy's branding webpage. Follow the instructions to the right for downloading and scaling the image.

Downloading the Image

- Right-click the version of the logo appropriate for your use
- Select "Save As" from the drop-down menu
- Save to a location you'll remember

Scaling the Image

Follow these instructions to scale the image while maintaining the aspect ration in most applications:

- Select the image
- Click and drag one of the boxes that appear at the corner of the image
- Drag outward, away from the center of the image, to increase the dimensions proportionately
- Drag inward, toward the center of the image, to decrease the dimensions proportionately
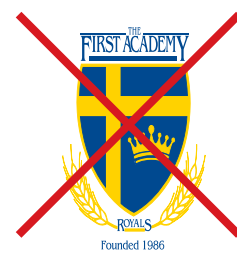
Correct   Incorrect

For clarification pertaining to these policies and guidelines contact the Business Office, or for troubleshooting and assistance submit a Web Help Desk ticket at www.whd.thefirstacademy.org:8081

PREFERRED TYPEFACES

Academic & General Use

The following typefaces (a font is a typeface with specific attributes assigned, such as size) are strongly recommended for all written documents and publications. Using one of these typefaces will help The First Academy to maintain a consistent visual identity appropriate for its stature as an educational institution.

Best Practices for Using Typefaces

1. Consider that custom fonts, unless embedded, must be installed on the computer before the end-user can see them.
2. Keep in mind that row after row of text is often ineffective. Consider using bulleted phrases if possible.
3. Documents less than three pages should have no more than two fonts. Three fonts may be suitable to larger documents.
4. For the most part, there are two major types of font – Serif and Sans-Serif. The Serif, also known as feet, can be seen on the ends of letters; take for example the following letter – **T** – note how the top ends and bottom end curl, those are the Serifs. Sans-serif, meaning without serifs, do not have the extra feet; here is the same letter in sans-serif – T – note the lack of curls on the ends.
5. In multi-font documents, Sans-Serif fonts are generally reserved for titles and subtitles, while Serifs are used for the body text or large blocks of text. Common exceptions include single font documents, such as this guide, documents that have no titles/hierarchy, or brands that have marketed around a particular look.

Print: Serif

Perpetua Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Perpetua Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Print: Sans Serif

Gill Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Print: Fancy

Edwardian Script ITC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Email: Sans Serif

Arial Regular	**Arial Bold**
abcdefghijklmnopqrstuvwxyz	**abcdefghijklmnopqrstuvwxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Email: Serif

Times Regular	**Times Bold**
abcdefghijklmnopqrstuvwxyz	**abcdefghijklmnopqrstuvwxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Times Italic	***Times Bold Italic***
abcdefghijklmnopqrstuvwxyz	***abcdefghijklmnopqrstuvwxyz***
ABCDEFGHIJKLMNOPQRSTUVWXYZ	***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Web: Serif

Museo Slab (500) Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Web: Sans Serif

Museo Sans (500) Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Web: Fancy

League Gothic Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE FIRST ACADEMY
APPROVED COLORS

The colors of The First Academy visual identity have been refined and updated to reflect current uses and varied media. There should be no deviation from the approved color palette.

Best Practices for Using Approved Colors

1. Select two or three colors and stick with them throughout the document.
2. Use the colors consistently (i.e. use the same color for all titles, etc.).
3. For best readability, use dark text on a light background. A document with all of the text in blue is not advised, and TFA gold does not provide enough contrast to be used as the primary text color in most documents.

Pantone (PMS) colors allow for consistent, exact colorization in professional printing, etc. Pantone colors are referred to as spot colors.

CMYK (cyan, magenta, yellow, black) refers to the values used in the four-color print process.

RGB (red, green, blue) is used in electronic display and photography. Note that the appearance of a specific RGB value will differ - sometimes greatly - from device to device.

A hex (hexadecimal) value is a six-character conversion of an RGB value for use on the web.

C:100 M:89 Y:34 K:27
PMS 295C
R:0 G: 45 B: 98
HEX: #002D62

C:0 M:16 Y:100 K:0
PMS 116C
R:255 G:210 B:0
HEX: #FFD200

C:0 M:0 Y:0 K:100
PMS Black C
R:35 G:31 B:32
HEX: #231f20

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #ffffff

Exterior Paint:

C:100 M:71 Y:0 K:18
PMS 662 C
R:0 G:29 B: 119
HEX: #001d77

ELECTRONIC MEDIA

On The Web

The First Academy takes seriously any representation of the school. Regardless of the medium, any use of the visual identity should accurately reflect the stature and mission of the school as well as its standards and policies. Each and every image, article, webpage, video, and publication should validate The First Academy as "a Christ-centered college preparatory school."

Logo Usage

Only websites and web pages that are created and maintained by faculty, staff, and assigned representatives of The First Academy may use the logo, wordmark, spirit icon, or monogram of the school. Use of the logo on unofficial websites constitutes a violation of the school's visual identity program.

The First Academy actively manages the use of its logos, wordmarks, and other indicia. Any commercial use of TFA indicia must be approved by the Marketing Office.

Obviously, this is a very brief and broad statement of The First Academy's position regarding its representation on the web. For clarification contact the Business Office, or for assistance submit a Web Help Desk ticket.

**Each and every image, article, webpage, video, and publication should validate
The First Academy as "a Christ-centered college preparatory school.**

ELECTRONIC MEDIA

E-mail Signatures

In order to uniformly represent The First Academy in a professional manner, all users of a TFA Google Mail address should include automatic signatures formatted as illustrated on this page.

Under no circumstances are TFA e-mail users to include a background, watermark, or other graphic element in their signature.

To Setup Your Signature:

1. Open a web browser and navigate to: www.gmail.com

2. Login with your username and password, be sure to include @thefirstacademy.org

3. On the right hand side, click the gear icon.

4. From the dropdown, select Settings.

5. Under the General Settings tab, you will find an area for signature. Please format your signature according to this document.

Best Practices for E-mail Signatures

1. Arial is the preferred and default typeface.

2. It may help to copy and revise the signature from another email in order to keep the same formatting and colors.

3. Do not use other graphics, backgrounds, or watermarks in your signature.

E-mail signature format:

First Last
Position or Title
The First Academy | 2667 Bruton Blvd. | Orlando, FL 32805
www.thefirstacademy.org | p: 407.405.XXXX | c: CELL (or) f: FAX

E-mail signature example:

Tim Nethers
Front-End Web Developer & IT Support
The First Academy | 2667 Bruton Blvd. | Orlando, FL 32805
www.thefirstacademy.org | p: 407.405.7828 | f: 407.206.8720

THE FIRST ACADEMY
IN PRINT

The First Academy replaced the crested stationery for general and academic uses with a 25th Anniversary letterhead. This transition reflects a move toward reserving the crest for official and formal uses, and for use by school administration.

Letters and correspondence should use the approved typefaces listed in this guide. Black is the customary color of text in a business document.

The wordmark stationery is intended for setup with a left margin of 2", top margin of 1", right margin of 1", and bottom margin of 1".

Best Practices for Printed Materials

1. Use only the suggested typefaces in black for correspondence and most text in publications.

2. Never import graphics or photographs into business correspondence.

3. Bold, italicized, and text in all capitals should be used sparingly and only to offset or highlight specific words or phrases.

To order business cards, please contact your Divisional Assistant; Administrative positions please see your Department Head's Assistant.

All publications for distribution must be approved by the division principal and the Business Office. Contact the Business Office at 407.206.8639 to order forms and stationery.

THE FIRST ACADEMY
PREFERRED VENDORS

Approved vendors are first points of contacts that follow industry standards to be contacted for TFA apparel, merchandise, printing, etc. For questions regarding who to contact or where to To become an approved vendor, please contact tfaschoolstore@thefirstacademy.org. Vendors must have an EIN tax indentifier for tax and records purposes.

THE FIRST ACADEMY
FILE FORMATS

Windows programs and Macintosh applications – including Microsoft Publisher, Microsoft Word, Microsoft Excel, Adobe Indesign, Adobe Illustrator, Adobe Dreamweaver, Corel Draw, and Quark XPress – are compatible with specific file formats. The following list shows industry standard programs and what should be used to obtain the highest quality reproduction.

Industry Printing Software

	AI	EPS	JPG	TIF	GIF	PNG
Adobe InDesign	•	•	•	•		
Adobe Illustrator	•	•				
Corel Draw			•	•	•	
Quark XPress	•	•	•	•		

Office Software

	AI	EPS	JPG	TIF	GIF	PNG
Microsoft Publisher		•	•	•	•	•
Microsoft Word			•		•	•
Microsoft Powerpoint			•			•
Microsoft Excel			•		•	•

Web Publishing

	AI	EPS	JPG	TIF	GIF	PNG
Adobe Dreamweaver			•		•	•

Contact the Business Office at 407.206.8639 for clarification or assistance pertaining to policies on preferred vendors and purchasing.