



# BRANDING GUIDE

JANUARY 2014

# Branding Guide Introduction

The following manual provides you with specifications to accurately utilize the Northside Christian School (NCS) brand elements.

The NCS brand has been designed to reflect their all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce to those who view it the core essence of the school pride, accomplishment and spirit. It is critical that all parties utilizing any of the NCS brand elements follow this manual with attention to detail in order to preserve and protect the NCS brand image.

The elements include:

- Official Colors
- Official Logo
- Typefaces

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

## Legal Notes

### **USE OF THE ELEMENTS**

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

When using the NCS 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 Northside Christian School.

# Official Colors

Royal Blue (Pantone 2935) and White are the official approved colors of Northside Christian School and play a major role in supporting the core visual identity of the brand.

The color palette presented on this page represent the approved colors for Northside's brand identity. Royal Blue and White are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Athletic Gold should only be used as a secondary accent color. Light Grey and Dark Royal are to be used very sparingly and only in cases such as a background. Never use black or athletic gold as a background (see Logo Usage page).



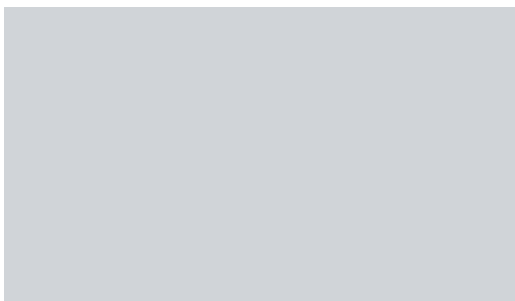
Royal Blue  
Pantone 2935  
#0076C0  
100, 46, 0, 0



Athletic Gold  
Pantone 123  
#FFC425  
0, 24, 94, 0

White

#FFFFFF  
0, 0, 0, 0



Light Grey  
PMS 428 C  
#CFD4D8  
2, 0, 0, 18



Dark Royal  
PMS 2728 C  
#1630A7  
100, 91, 0, 0

# Official Logos

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## Logo Types

### Academic Logos

Should be used on official school documents, diplomas, stationary, business cards, website home page, etc. Orientation of logo will depend on the placement. The Academic Logo with our School motto should be used sparingly.

#### *Primary Academic Logos*



**NORTHSIDE**  
— CHRISTIAN SCHOOL —

**NORTHSIDE**  
— CHRISTIAN SCHOOL —



**NORTHSIDE CHRISTIAN SCHOOL**  
— LEARN CHRIST. LOVE CHRIST. LIVE CHRIST. —

#### *Secondary Academic Logos*



**NORTHSIDE**  
— CHRISTIAN SCHOOL —

*Graphic only*

*Text only*

# Logo Types

## Athletic Logos

Should be used on fashion gear, club specific designs, sport specific designs, stadiums, gym floor, signage, informal letterhead, etc.

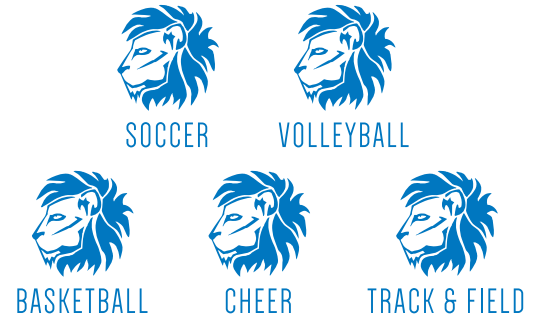
### Primary Athletic Logo



### Secondary Athletic Logo



### Individual Sports Logos



# Logo Usage Guidelines

## Background Colors

The logo should only be used against Royal Blue, White, Dark Royal, transparent or a neutral such as light grey.

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

The logo should not be used against other strong colors that are not one of the approved colors.

## Unapproved Colors

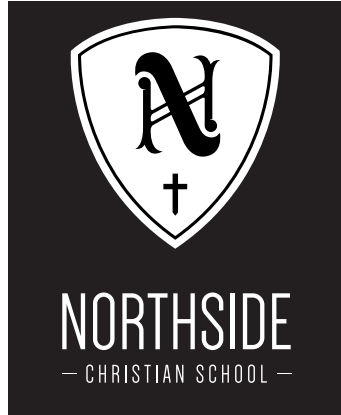
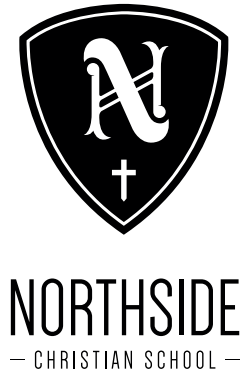
Do not use the logo or elements in non-approved colors and/or color combinations.



# Logo Usage Guidelines (continued)

## One-Color Logos

The Academic and Athletic logos should only be used in one color when the colored version is not practical, ie. simple in-house documents that do not require color.



## Non-Approved Logos



Do not distort proportions of any of the graphic elements.



Do not alter any portion of the brand elements.  
(Different typeface used)



Do not alter the colors in any logo unless an approved version.



Do not add graphics directly over any of the brand elements obscuring logo.

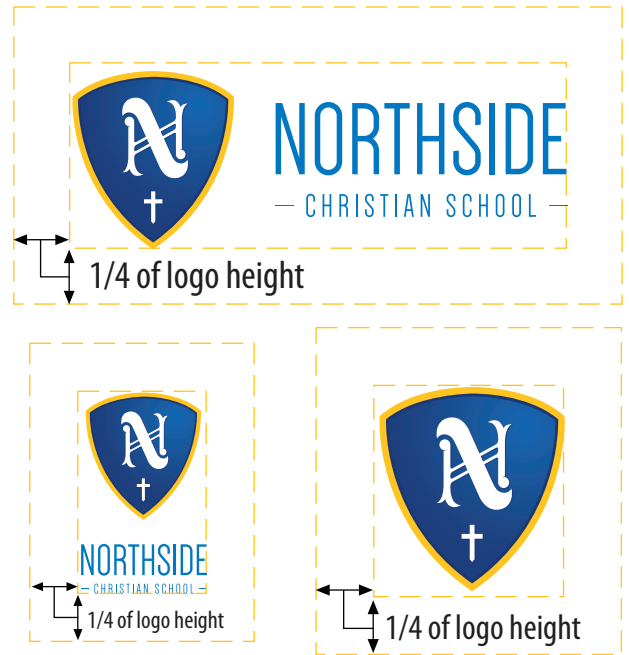


Do not repurpose/rearrange approved logos elements with other approved elements.

# Safe Zones & Minimum Sizes

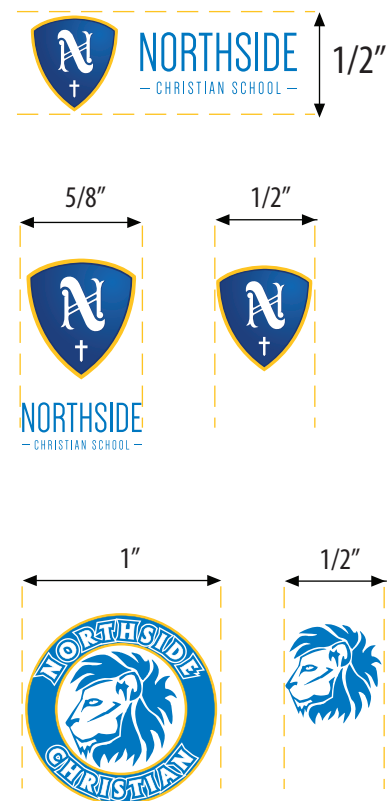
## Safe Zone

There is a Safe Zone for each of the Northside logos. All require one-fourth of the height of the logo to maintain the logo's integrity and to avoid visual confusion. No other type or graphic element should fall within the safe zone. Please see examples to right.



## Minimum Sizes

Each logo has a minimum allowable size. In order to ensure clear reproduction and legibility, the logos must not be used any smaller than the sizes shown to the right. It is preferred that when possible the logos be larger than their minimum size. If you would like to use any logo smaller than this you must obtain prior permission.



# Official Typefaces

The approved fonts include Dense-Regular, Adobe Garamond Pro, and Myriad Pro. Dense-Regular should always be used for any sub-brand logo type such as the different sport logos. Adobe Garamond Pro should be used in any formal document as the main body text. Myriad Pro can be used as a Title or Display font when constructing a document or Power Point Presentation. Please ask for instruction if you have any questions.

## Dense-Regular

## Myriad Pro Family

- Condensed
- *Condensed Italic*
- **Bold Condensed**
- ***Bold Condensed Italic***
- Regular
- *Italic*
- **Semibold**
- ***Semibold Italic***
- **Bold**
- ***Bold Italic***

## Adobe Garamond Pro Family

- Regular
- *Italic*
- **Bold**
- ***Bold Italic***