

SUCCESS ACADEMY

BRAND BOOK



HOME OF THE PHOENIX



Brought to you by
Global Village Concerns
B1self Branding



Letter To The School

Congratulations for being a part of the B1self branding program, brought to you by Global Village Concerns. We hope that your school will enjoy your newly refreshed brand identity for decades to come! Your brand has been designed to reflect your all-around standard of excellence in academics, athletics, and all other programs valued by your school. It will also serve to reinforce the core essence of your school pride, accomplishment, and spirit.

To help you maintain brand consistency, we recommend you require all parties utilizing any element of your brand identity to meet the specifications outlined within this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand book, please contact Global Village Concerns.

Sincerely,

Global Village Concerns

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San Diego, CA 92121
888.501.1577

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The following manual provides you with specifications to accurately utilize the Success Academy brand elements. The Success Academy brand has been designed to reflect your all-around standard of excellence in academics, athletics, and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment, and spirit. It is critical that all parties utilizing any of the Success Academy brand elements follow this manual with attention to detail in order to preserve and protect the Success Academy brand image.

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



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

When using the Success Academy 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 Success Academy.

Introduction

Legal Notes

USE OF THE ELEMENTS



Approved Logos

Primary School Logo

Should be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Secondary Logo

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

Interlock

Interchangeable with Secondary Logo but is more appropriate for embroidery or applications requiring less detail.

Official Colors

Purple and Sport Gray are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Navy, Black, and White should only be used as a secondary accent color.

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.

Approved Logos

SUCCESS ACADEMY
PHOENIX



1



2

PHOENIX

3



4

1 Primary Logo

2 Wordmark 1

3 Wordmark 2

4 Mascot

5 Interlock 1







6 Interlock 2

SAHS

5

SA

6

				
	Purple	Silver Gray		
Pantone	PMS 2607 C	PMS 429 C		
Web	#552988	#B0B7BC		
CMYK	C: 81 M: 100 Y: 0 K: 7	C: 3 M: 0 Y: 0 K: 32		
RGB	R: 85 G: 41 B: 136	R: 176 G: 183 B: 188		
Thread Color	Dark Purple (Robison-Anton - 2381)	Silver Steel (Robison-Anton - 2592)		
				
	Navy	Black	White	Violet
Pantone	PMS 2767 C	Black	White	PMS 271 C
Web	#00245D	#000000	#FFFFFF	#9794D2
CMYK	C: 100 M: 78 Y: 0 K: 54	C: 50 M: 50 Y: 50 K: 100	C: 0 M: 0 Y: 0 K: 0	C: 41 M: 40 Y: 0 K: 0
RGB	R: 0 G: 36 B: 93	R: 0 G: 0 B: 0	R: 255 G: 255 B: 255	R: 151 G: 148 B: 210
Thread Color	Pro Navy (Robison-Anton - 2625)	Black (Robison-Anton - 2296)	Snow White (Robison-Anton - 2297)	Tulip (Robison-Anton - 2286)

Approved Colors

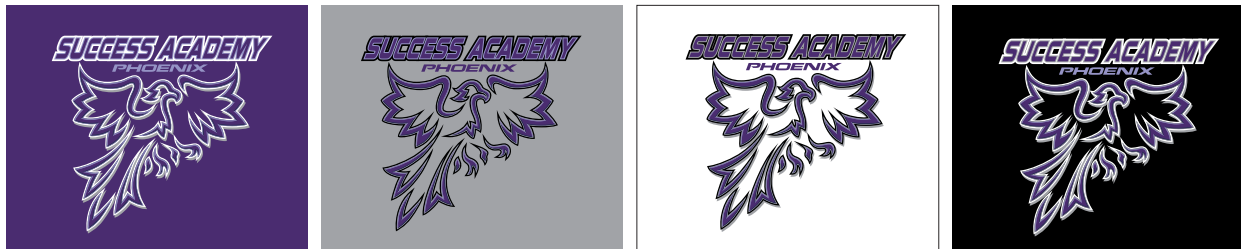
IDENTITY COLORS

Purple and Sport Gray are the official approved colors of Success Academy 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 Success Academy's brand identity. Purple and Sport Gray are the primary foundation colors and should always be the first colors used in any application where a single color predominates. Navy, Black, and White should only be used as a secondary accent color.

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.



Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo should only be used against Purple, Sport Gray, Black, White, transparent or neutrals such as gray/silver.

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

The full primary logo should only be used against approved colors.



Approved Colors

ONE COLOR LOGOS





Logo With Soft Drop Shadow



Logo With Hard Drop Shadow

Approved Colors

ACCEPTABLE COLOR VARIATIONS

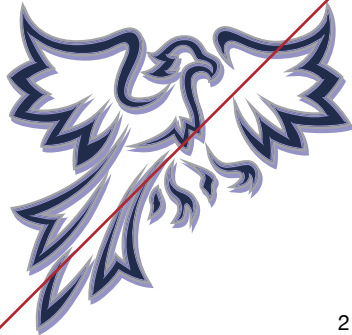
The approved ink/thread colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

LOGO ENHANCEMENTS

The brand identity elements should not be altered or varied in any way. However, it is acceptable to enhance the logo if desired with a soft drop shadow or hard drop shadow to add depth.



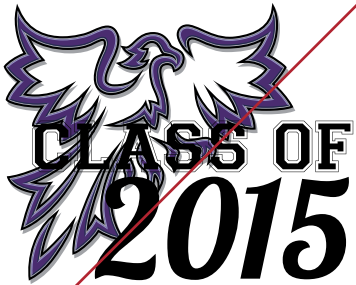
1



2



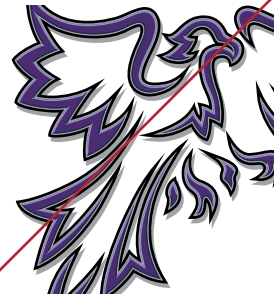
3



4



5



6



7

Non-Approved Identity Uses

- 1 Do not use the logo or any elements in non-approved colors.
- 2 Do not reverse placement of approved colors (3.1) in design.
- 3 Do not alter any portion of the brand elements. (Different typeface used)
- 4 Do not add graphics directly over any of the brand elements obscuring logo.
- 5 Do not distort proportions of any of the graphic identity elements.
- 6 Do not crop/cut logo elements.
- 7 Do not re-purpose/rearrange approved logo elements with other approved elements.

Nokian Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789



SUCCESS ACADEMY

PHOENIX



Typography

The approved font include Nokian Regular. Nokian Regular should always be used for your school name and when identifying a sport, department, club or other secondary priority associated with the school.

FONT FILES

*Global Village Concerns does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal use.

Apparel



1



2



3



4



5



6

- 1 Basic T-shirts
- 2 Polos
- 3 Pullover Sweaters
- 4 Long Sleeves
- 5 Zip Hoodies
- 6 Caps

***To order official Success Academy Merchandise, please contact Global Village Concerns at (888) 501-1577.



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