



This is the Academy Experience.



Columbus Academy

Columbus Academy Graphic Identity and Visual Style Guide

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Our Visual Identity: Seal, Shield and Monogram

Use of the two-color **seal** is preferred, but overall seal usage is limited to official applications (e.g., certificates). Contact the Marketing Department for more information on usage of the Columbus Academy seal.

Two-color



One-color



Reversed



Athletics Monogram



Athletics Monogram with Shield



Our Visual Identity: Logo

Our official **visual identity** is made up of two parts: the **wordmark** and the **symbol**. The wordmark is a custom typeface. Our symbol is a ship within a shield.

*There are three arrangements of our logo:
Primary Horizontal*



Alternate Horizontal



Stacked



Our Visual Identity: Brand Signature

Using Our Logo with Our New Brand Signature: “This is the Academy Experience.”

The primary logo of Columbus Academy can be employed two ways, with and without our brand signature, “This is the Academy Experience.”

The **logo**, when it is **grouped together with the brand signature**, is referred to as the “**lockup**.”

When to use the logo and signature together

The lockup will always be preferred, as the logo and brand signature each convey a different dimension of our brand. Use the lockup on all external promotional communications and marketing such as Admissions communications and correspondence, in fundraising appeals, in alumni communication, and on any piece intended to showcase the actual Academy experience. This includes internal pieces that encourage celebration and advocacy of the brand within our community.

When to use the logo without the brand signature

The logo on its own is to be used on official letterhead and stationery, official school documents, for routine business communications, and for most forms of routine communication intended for members of the community of the school (faculty, staff and parents) such as, for example, information about the bus loop or a new safety protocol.

The legibility of the text determines the minimum size of the signature. Being able to easily discern the image or read the text is critical to the success of our visual identity.

This is the Academy Experience.



Columbus Academy

This is the Academy Experience.



Columbus Academy

This is the Academy Experience.



Columbus Academy

As of the 2018 update to this guide, the motto “In Quest of the Best” is no longer associated with or attached to the Columbus Academy logo.

Our Visual Identity: Email Sign-off

A standardized **email sign-off** has been developed for use on desktop and mobile devices for anyone using an “@columbusacademy.org” email address.

In keeping with our letterhead and the general look and feel of the Columbus Academy brand style as portrayed in this guide, it is preferable to use the Roboto and Merriweather typefaces, which should already be available on your desktop system. If these are not available on your particular device, then the default sans serif typeface may be used.

Please note guidelines on the following page for further information on proper usage of the logo and brand signature.



Bob Lee
Director of Communications and Marketing
Columbus Academy
4300 Cherry Bottom Road, Gahanna, OH 43230
(614) 509-2222
ColumbusAcademy.org



Logo Guidelines: Brand Signature

The Brand Signature, "This is the Academy Experience." is created as a graphic element. The Shield, Brand Signature and school name are together a complete art file. This logo art should not be altered, nor should the text elements be typed in place of using the whole art file.

*"This is the Academy Experience."
is centered over the shield.*

The size should retain the ratio shown to the right, with the period not extending past the upper case "A" of Academy.

This is the Academy Experience.



Columbus Academy

This is the Academy Experience.



Columbus Academy

*In the alternate horizontal arrangement,
"This is the Academy Experience."
is centered over the shield.*

**This is the
Academy Experience.**



**Columbus
Academy**

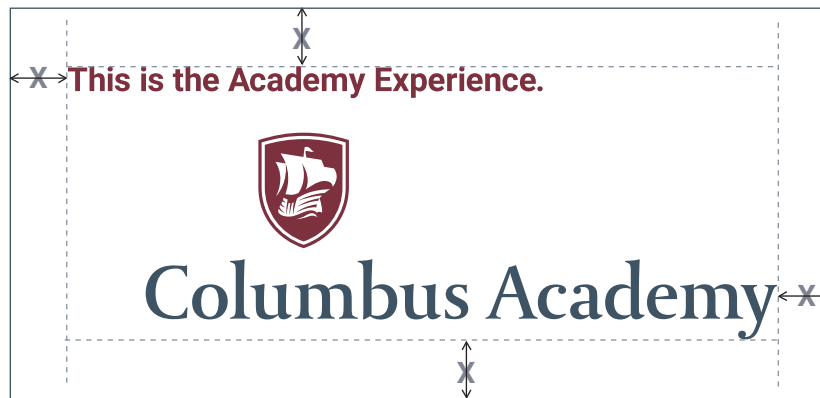
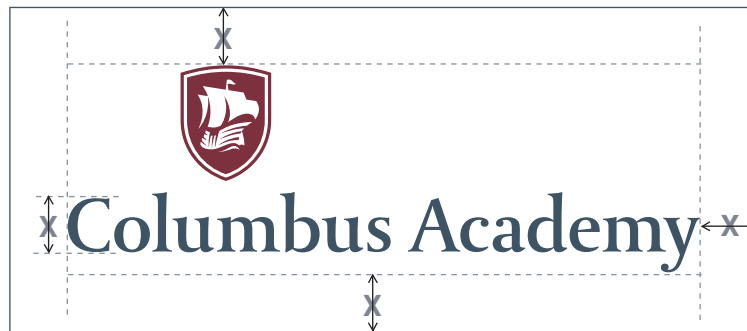
*In the alternate stacked arrangement, "This is the
Academy Experience." mimics the placement of, and is
centered over, the Columbus Academy name.*

Logo Guidelines: Placement and Margins

Spacing: The logo should be given adequate space on the page and not be crowded by images, copy or other graphic elements.

Margins: To maintain logo clarity and ensure other graphic elements do not compete visually with the logo, a minimum margin space is recommended to surround the logo art. This minimum distance, shown as "X" in the illustration to the right, equals the height of the upper case "C" in Columbus. The diagram shows how to use "X" as a unit of measure to establish the margins.

"X" equals height of the upper case "C"



Typography: Sans Serif

The **Roboto** typefaces are open-source Google fonts and available at <https://fonts.google.com/>.

Roboto

ROBOTO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO BLACK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Typography: Serif

The **Merriweather** typefaces are open-source Google fonts and available at <https://fonts.google.com/>.

Merriweather

MERRIWEATHER LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

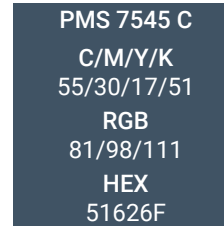
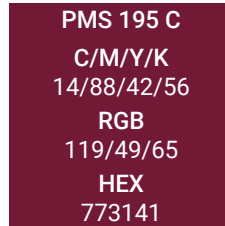
MERRIWEATHER BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

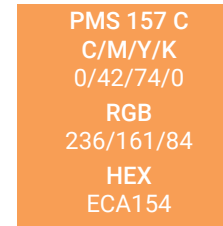
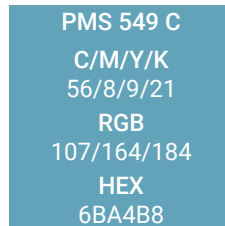
Color Palette

The Academy **color palette** consists of **primary**, **accent** and **neutral** colors. Use these colors for a uniform look in all communications.

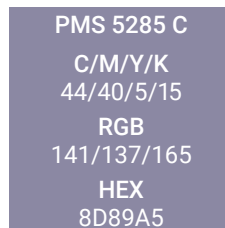
Primary Colors



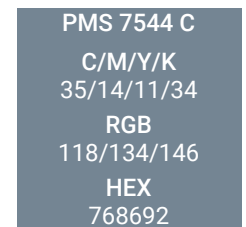
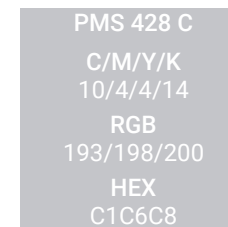
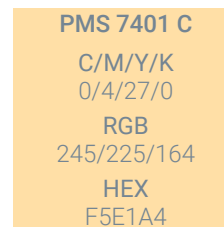
*Accent Colors:
May be used in text such as bold headlines
or subheads or as graphic elements,
color blocks or tints.*



*Secondary Accent Colors:
Used in smaller amounts than the above accent
colors. Not to be used in text but permitted as
graphic elements, color blocks or tints.*



*Neutral Colors:
To be used as backgrounds and
tints but not in text.*



Design Strategy: Introduction

The new look and feel of Columbus Academy communications reflects the open and bright campus; our happy and engaged students, faculty and staff; and the abundance of vibrant activities that fill every day at Academy.

This new style is explained and demonstrated in the following pages of this guide.

Admissions Materials



Viewbook front cover



Viewbook back cover



Topic-specific pamphlets



Print ad



Display ad

Design Strategy: Type as a Design Element

Text can be used as a design element by varying weight and size of select words.

Using a combination of **Roboto Thin**, **Light**, **Regular** and **Bold** provides interest to the page and leads the reader's eye to the most important message.

In the example to the right, the lines *"We prepare our children to lead our world forward"* and *"integrity and joy"* stand out and dominate the page because of their weight and size. If the reader only skims the page, that one important message stands out.

Note that the text is surrounded by white space and open line space, which adds to the readability of the text.



More examples of type used as a design element.



Display ad



Viewbook page: Forming the word "Community" from a photo collage also creates text as a design element.

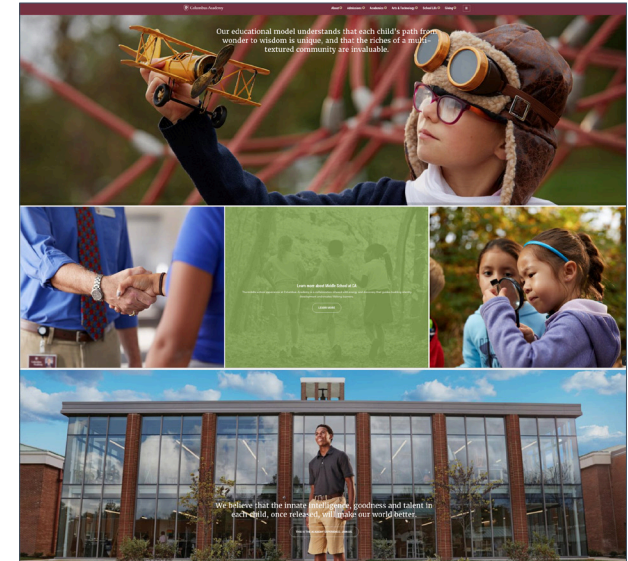
Design Strategy: Color and Layering

The practice of **layering photos, colors and text** shows the open and bright campus and the multidimensional aspects of the Academy learning process while also highlighting spaces and places of importance.

In the website page examples to the right, images, text and colors scroll up to reveal layers of information and links.



Website admissions page: Text, a band of photos and background images all scroll independently revealing new images and links underneath.



In addition to the page moving up to reveal new content, hovering over this section of photos transitions to a layer of color with new information and a link to other pages.

In the print example to the right, one photo of students and another of a robotics project are prominent on the page, while two different photos are “screened back” to imply different aspects of that page’s subjects of technology and philosophy.

The text is both accented in larger size and layered over the screened-back photos. Note that the main block of text is on a white background for easy reading and the shorter captions or callouts are layered over the photos.



Viewbook page

Design Strategy: Color and Layering

More examples of layering.

After-school offerings
C.A.S.E. (Children's After School Experience)
 C.A.S.E. is an after school program for children in grades PreK-5. Children may be enrolled for a regular full-time schedule of for one, two, three or four days per week. Drop-ins are also welcome. C.A.S.E. is available from 3:20 until 6:00 p.m. Specialty programming is provided with a variety of fun and educational offerings that change every quarter.

Homework Club: A teacher-supervised hour of study for students in grades 2-5 provides basic support for students who may need some minimal assistance with homework throughout the year.

Strings: This program is offered to students in grades 2-5 after school throughout the school year and is in addition to music instruction that is part of the curriculum. Lower School Strings perform concerts at school and at various venues in the Columbus region.

Contact our Admissions Office for more information and to arrange a tour.
614-509-2220
 Email: admissions@columbusacademy.org
columbusacademy.org

This is the Academy Experience.

Columbus Academy
 4204 Chesley Farm Road
 Gahanna, OH 43230

9 co-curricular classes: art, computer, drama, library skills, music, physical education, science, Spanish and swimming

Non-Discrimination Policy
 Columbus Academy encourages and welcomes applications from students, faculty and staff without regard to race, gender, creed, sexual orientation, religion, physical handicap or national origin and does not discriminate in the administration of its educational policies, financial aid programs and school administered extracurricular programs.

In addition to using color in the text, this pamphlet page uses screened-back photos as well as an overlapping color block to give depth and allow the main featured photos to stand out.

Welcome to our school!
 While you are considering Columbus Academy know that we believe there is no better investment you could make for your child than our transformative education one that invites children to explore and create in an energized, welcoming place.

We know the best learning is not routine or formulaic. Real growth in our students happens in a vibrantly alive environment filled with generosity of spirit, where successes are shared and celebrated.

Our goal is not to mold young minds but to light them on fire. You can see it in the way we teach and the way our campus is designed—the light, the energy, the ability to see into the masterfully designed learning spaces and gaze out to the open sky.

Our children explore and discover who they are and grasp the future with a growing belief in their own potential.

All the while, they see that the excellence in their Academy Experience is not measured so much by achievement markers as by the quality of the conversations they have with fellow students and their teachers, in the bold confidence with which they wrestle big ideas and in the honoring of community traditions we hold dear.

Columbus Academy is fundamentally a place of belonging. We look forward to welcoming your family into our community.

Melissa Seiderberg
 Head of School

The best way to get to know Columbus Academy is to come and visit.

Contact our Admissions Office for more information and to arrange a tour.
614-509-2220
 Email: admissions@columbusacademy.org
columbusacademy.org

"We chose Columbus Academy because we felt it has the best educational program and also a diverse community that is very supportive. The faculty and staff are very attentive and willing to make sure that every student is prepared for the future. The growth we have seen in our son since coming to Academy has been impeccable!"
 Mike Johnson, 12, Gahanna/Columbus, OH

"Columbus Academy is a place where our children feel embraced, warm, integrated and stretched. The school is not simply buildings and equipment but is a vibrant community that helps our children discover their true selves."
 Christine Irving, Mother of a 12, Gahanna/Columbus, OH

"Our greatest wish is that whatever path our daughters choose, they feel that with hard work and creativity anything is within their reach. We know that Columbus Academy is giving them the educational foundation, mentorship and confidence to make this a reality."
 Drs. Frank and Beth Frank, Parents of Anna, 12 and Ella, 10

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This pocket-folder spread creates depth by layering text, photos and the Academy shield.

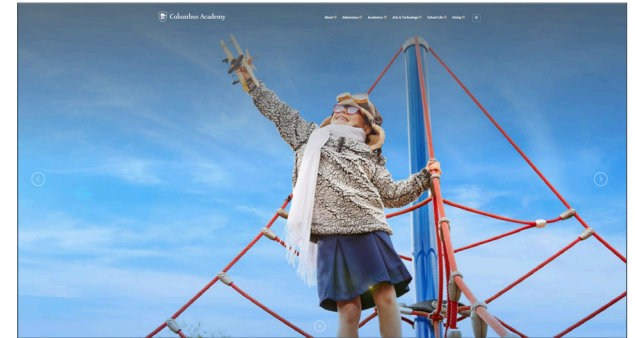
Design Strategy: Photography Style

The **photographic style** that captures the essence of Academy uses close-ups, composition and light.

Eye contact is an important element of engaging the viewer. **Composition** of the photo allows the reader to focus on the subject. And the **lighting** creates a mood, highlights a subject or evokes an emotional response.



Eye contact in all of these photos engages the reader. Highlights and shadows make the photo subjects stand out on the page. Each photo evokes a warm and welcoming image of Academy.



The composition of this spread with ample white space on the left side conveys an openness and creative thinking that is the essence of Academy.



The use of natural evening light contrasts the warm interior lights of the creative arts building, setting a welcoming mood.



Natural light combined with an interesting overhead angle creates a more dynamic photo.



Capturing intimate moments between two subjects evokes emotion. The foreground is out of focus, bringing the reader's eye to the faces of the boys.

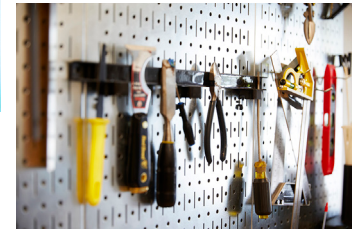
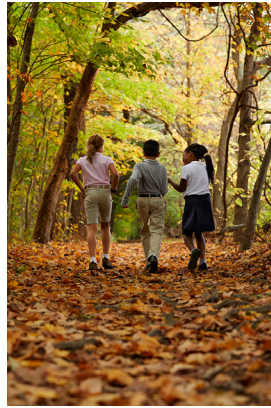


Natural lighting flowing into photos and scenes through windows show the spaciousness of the Academy buildings and campus.

Design Strategy: Photography Resources

The Academy **photographic library** is available by contacting the Marketing Department.

A sampling of photos available for use in Academy communications



This is the Academy Experience.



Columbus Academy