



CRISP ACADEMY

Brand Guidelines

Brand Guidelines





CRISP ACADEMY

MISSION STATEMENT

...to provide the finest traditional and contemporary educational opportunities possible in a conservative atmosphere with a devotion to Christian principles...



ACADEMICS

Small classes with caring teachers open the world to you. We provide a safe environment that enhances learning and instills Christian values.

Main Logo



Main Logo

Brand Guidelines

Logo variations

Round Logos



Logo variations

Icons



Logo variations

Logotype

CRISP ACADEMY
WILDCATS

CRISP ACADEMY
WILDCATS

WILDCATS

Logo variations

Simplified logos

CRISP
A C A D E M Y



Additional branding elements



Rules of application

Do's and Don'ts



DO NOT change the color.
Use colors in the palette.



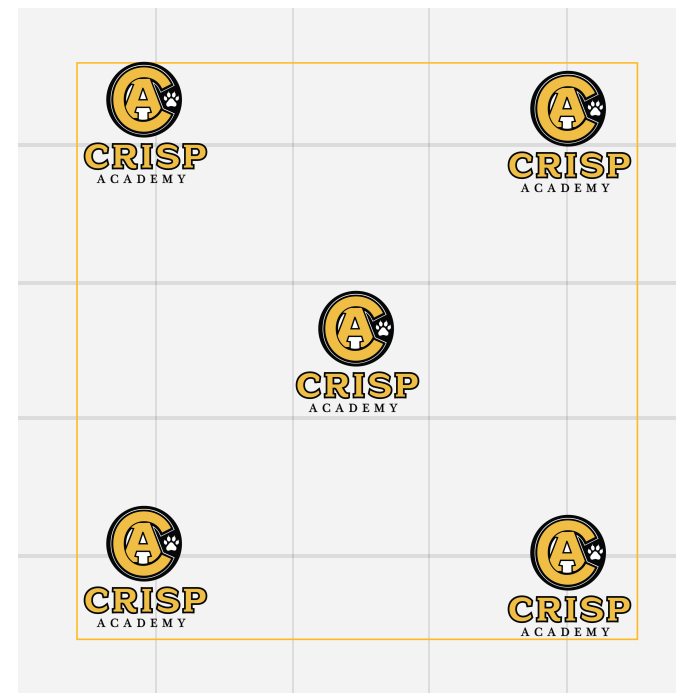
DO NOT crop the logo.



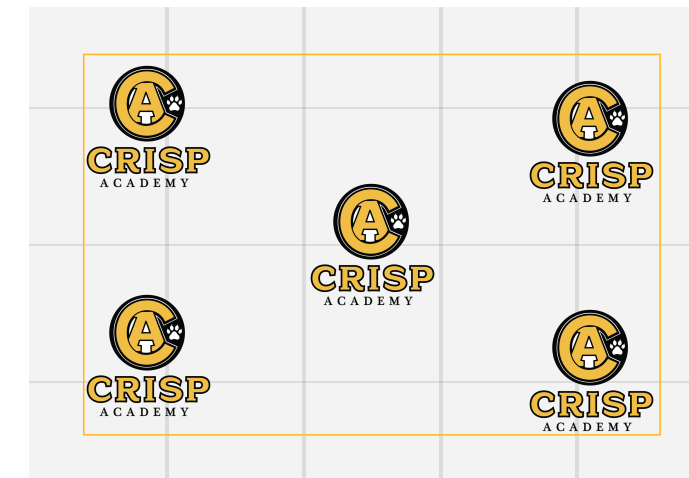
DO NOT rotate the logo.

Usage Examples

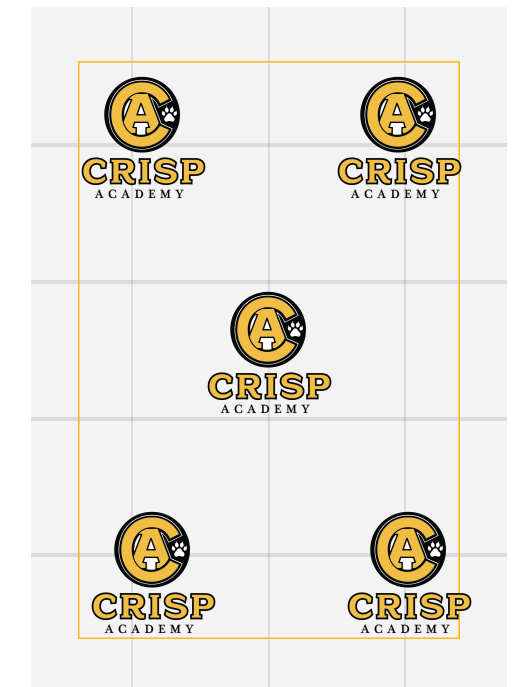
Proper Logo Placement



Physical Assets



Digital Assets



Promotional

Brand Typography

Headings



Aa

League Spartan

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Aa

Open Sans

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Brand Typography

Subheadings & body copy

Font Hierarchy

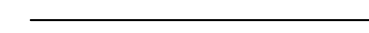
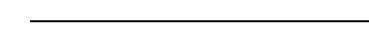
Start inspired with thousands of templates, collaborate with ease,
and engage your audience with a memorable Canva Presentation.



Pairing To Use

Subtitle

Body copy



League Spartan

League Spartan

Open Sans

Color Palette



Hex Code
#EFBF44

CMYK
6% 25% 85% 0%

RGB
239, 191, 68

Hex Code
#000000

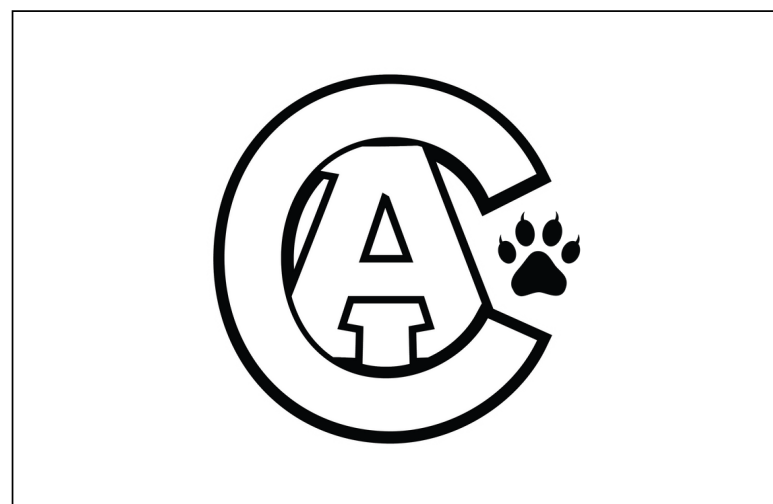
CMYK
0% 0% 0% 100%

RGB
0, 0, 0

Hex Code
#FFFFFF

CMYK
0% 0% 0% 0%

RGB
255, 255, 255



Color Palette

Main

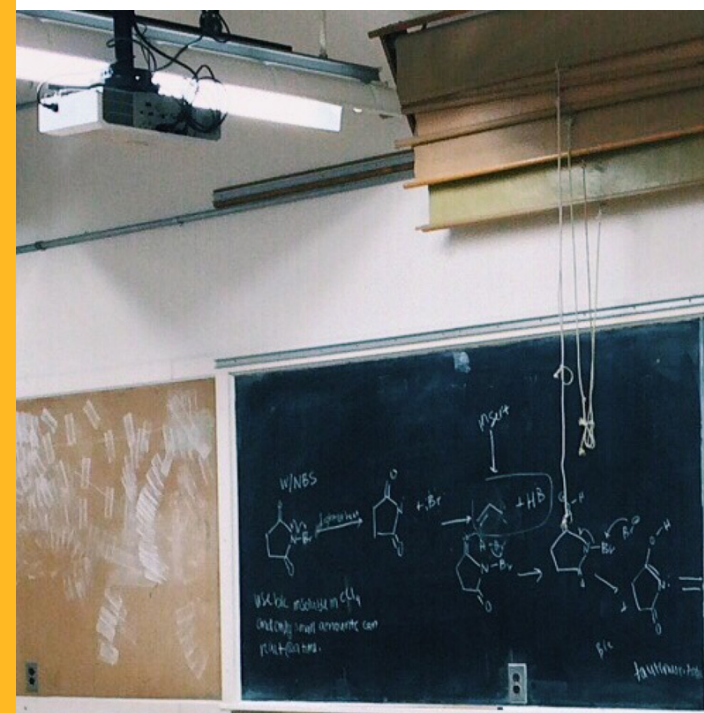


Acceptable combinations

Proper Imagery

Connect with audiences

Create cohesiveness



Digital Application

Clean and Professional



CRISP ACADEMY WILDCATS



BRAND GUIDELINES



CRISP ACADEMY OPEN HOUSE
JOIN US

Sunday, Feb. 27th drop in from 2 - 4 pm