

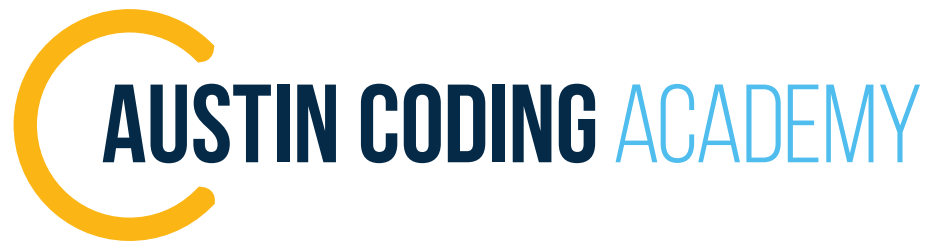


# Brand Development Playbook

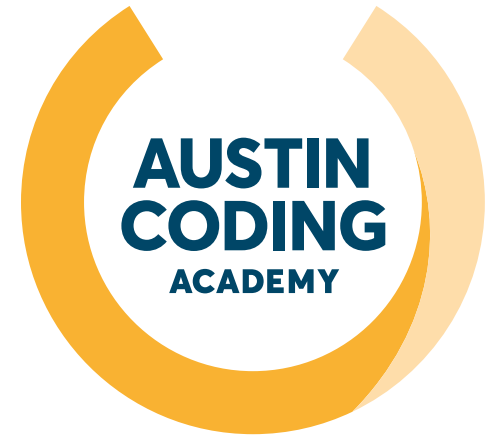
v1.1

This document is a catalog of the research and visuals produced for the Austin Coding Academy and accompanying campuses. It is intended to inform the viewer of all developed creative assets, as well as provide a brief overview of certain elements including color and typography.

This is a working document and will include future iterations pending further brand development and any required support/production.

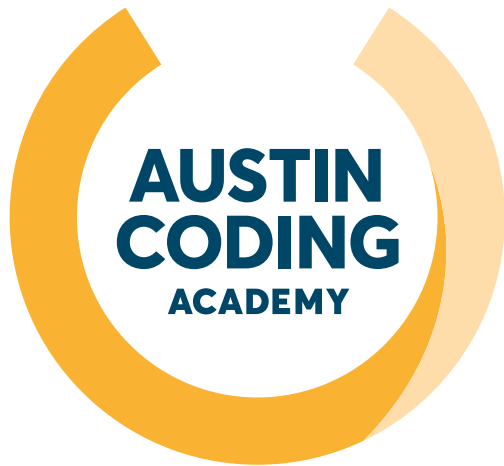


Designed Summer 2014



2016 Rebrand  
New version retains C holding shape  
while adding dimension and multi-  
campus flexibility.

## Core Logo + Variations



Full Name + Compound Shape



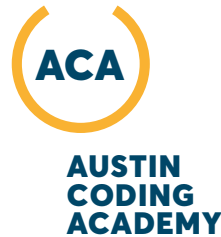
Acronym + Compound Shape



Greyscale



Secondary  
Lockups



Greyscale



**San Antonio**



**Dallas**



**Houston**



Austin



Houston



Dallas



Houston

Core Colors

Primary

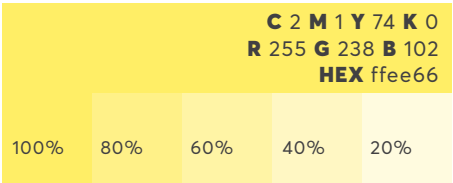


Secondary/Accent

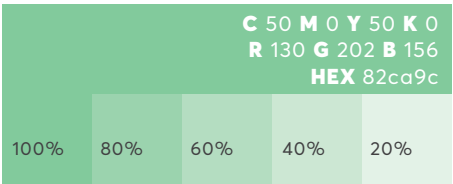


Campus Colors

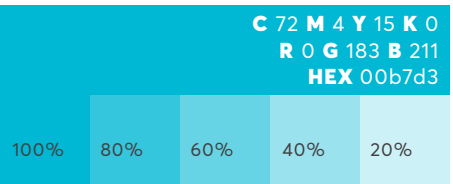
Austin



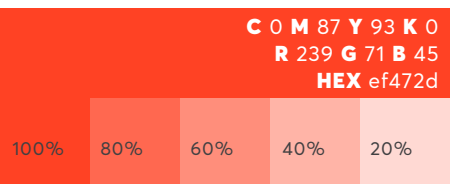
San Antonio



Dallas



Houston



# ALL HIGHLIGHT AND CAMPUS COLORS HAVE BEEN BALANCED TO WORK ON THE CORE BLUE BACKDROP

The Primary Blue has been adjusted to remove magenta and yellow and allow the secondary and campus-specific colors to read with clarity and minimal blending/legibility issues.



- STANDARD
- AUSTIN
- SAN ANTONIO
- DALLAS
- HOUSTON



# Our type family of choice is **Averta Standard**

"Bringing together features from early European grotesques and American gothics, Kostas Bartsokas' (Greek: 'αβέρτα' – *to act or speak openly, bluntly or without moderation, without hiding*) Averta is a geometric sans serif family with a simple, yet appealing, personality. The purely geometric rounds, open apertures, and low-contrast strokes manage to express an unmoderated, straightforward tone resulting in a modernist, neutral and friendly typeface."

Modern and functional, the type family shares many features with past and current popular typefaces (examples below) while having an identity of it's own - and a more generous licensing price-point than most families. It allows the ACA brand to own a unique type family without resorting to system fonts or limited-style families.

**AVENIR**

**GOTHAM**

**PROXIMA NOVA**

**FUTURA**

Using a single type family with a large set of weights gives the brand flexibility for communication in print and digital realms, working both as headlines and body copy.

8 weights with true italics

Extrathin	Thin	Light	Regular	Semibold	Bold	Extrabold	Black
how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex
Extrathin Italic	Thin Italic	Light Italic	Regular Italic	Semibold Italic	Bold Italic	Extrabold Italic	Black Italic
how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex	how quickly daft jumping zebras vex

Licensing is available via [Myfonts](#), [The Designers Foundry](#) and [Linotype](#), and is a cost-effective solution for a more customized approach to a brand typeface.

Two colorways have been developed to take advantage of the palette while lending a subtle difference between cardholders.



Business Card Artwork\*

Austin



San Antonio\*



Dallas\*



Houston\*



\*San Antonio, Dallas and Houston are in development and have placeholder logos and copy

Current layout of Austin  
Certificate of Completion

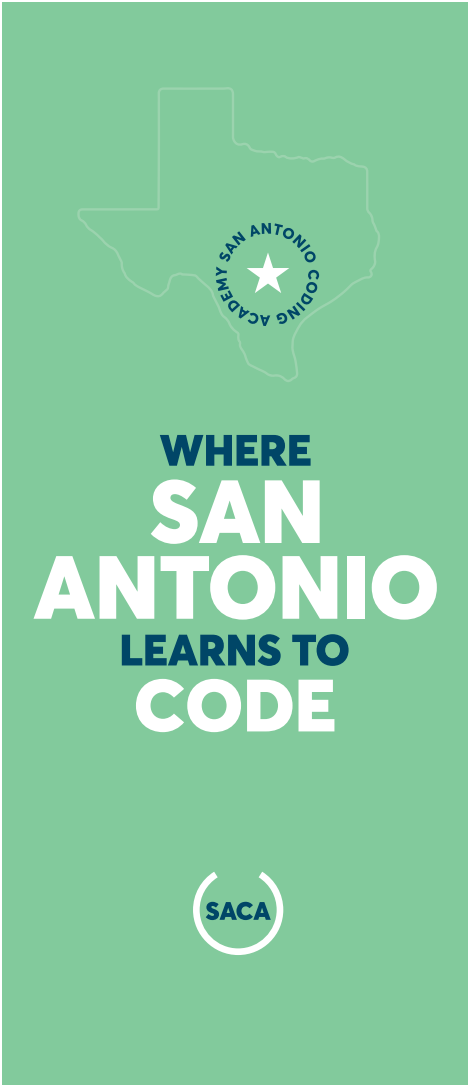
*Campus-specific options in development*



A



B



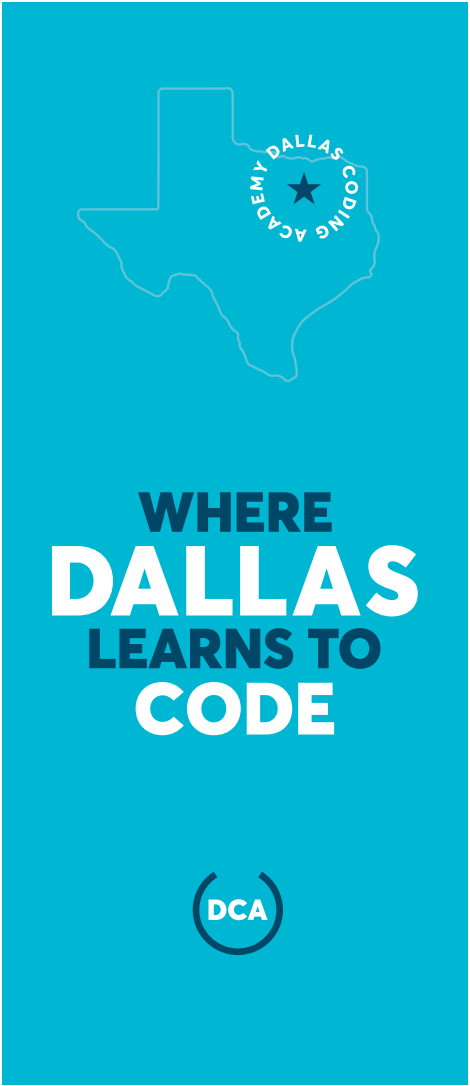
C



A



B



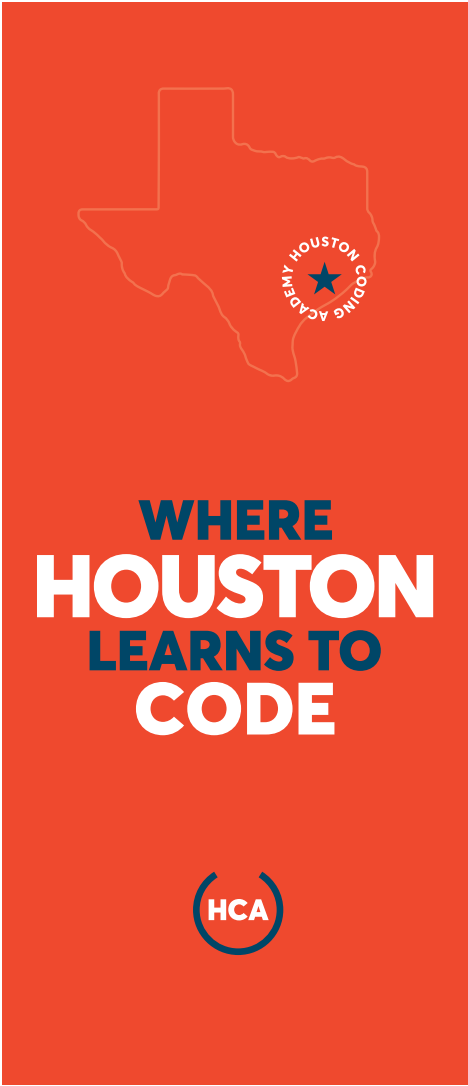
C



A



B

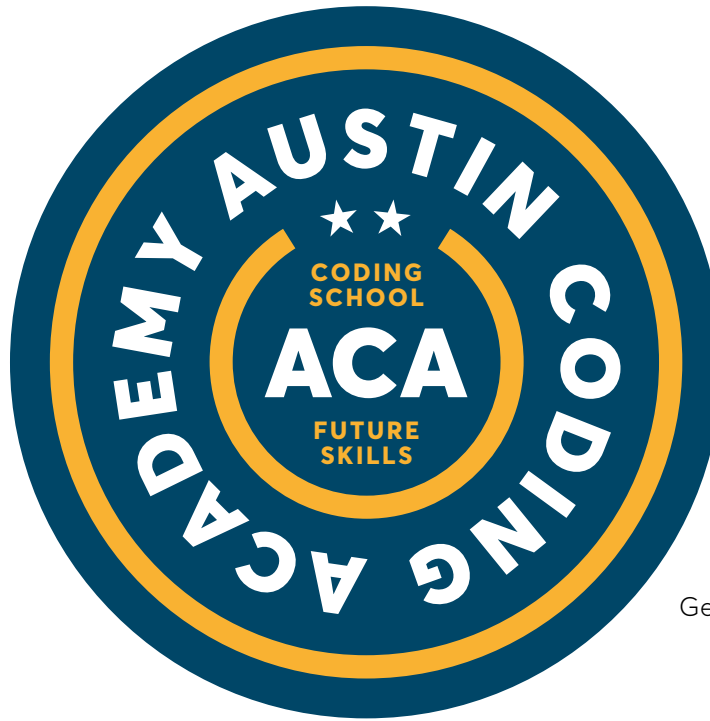


C





First round of designs for stickers/decals developed in 2016; design focused on Austin as the core city, with the outer campuses represented under the ACA brand.



General ACA branding



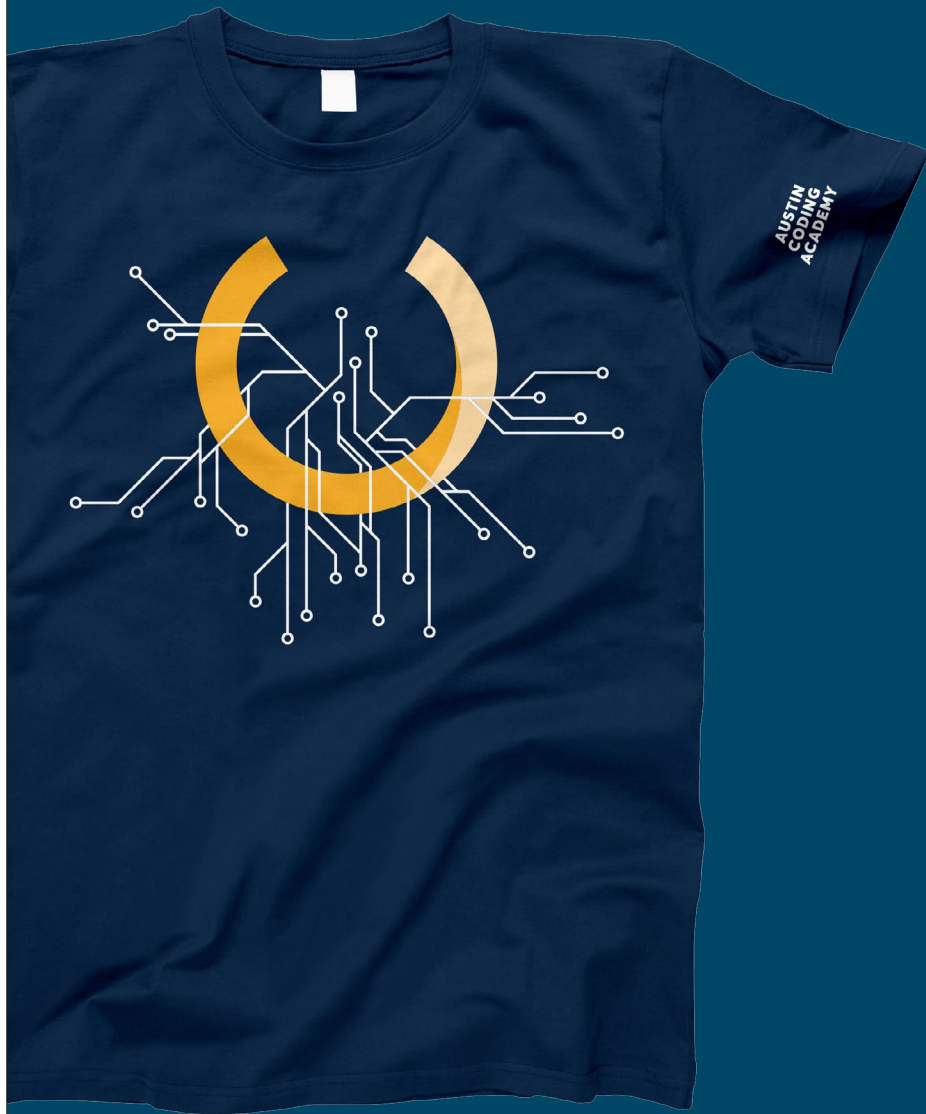
San Antonio Specific



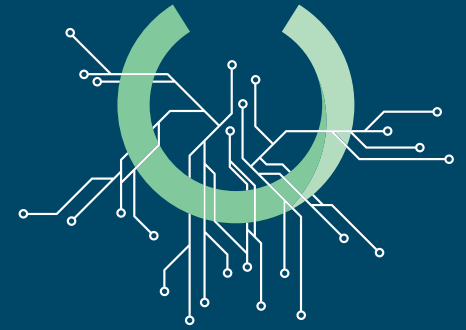
Austin Specific



Second round of designs for stickers/decals developed in 2017



Austin



San Antonio



Dallas



Houston