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Excellence Accelerated: The Campaign For Blake
Graphic Standards

About This Style Guide

A memorable and effective identity takes years to build, yet it can quickly erode if we fail to protect the elements that define it. This is one of the principal reasons we created these graphic standards.

In this document you will find the basic guidelines for using the Excellence Accelerated: The Campaign for Blake name and logos. We've spent some time refining the multiple elements that you can use to represent the campaign to the public. These new visual tools will ensure that the school's image will retain its power and consistency for years to come.

Please note, from this point forward, Excellence Accelerated: The Campaign for Blake will be referred to simply as the Campaign.

Basic Identity Elements Logo

This Logo is a primary graphic tool for expressing the Campaign identity. Always use this or other approved reproducible artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the Logo in all applications.

0.5"
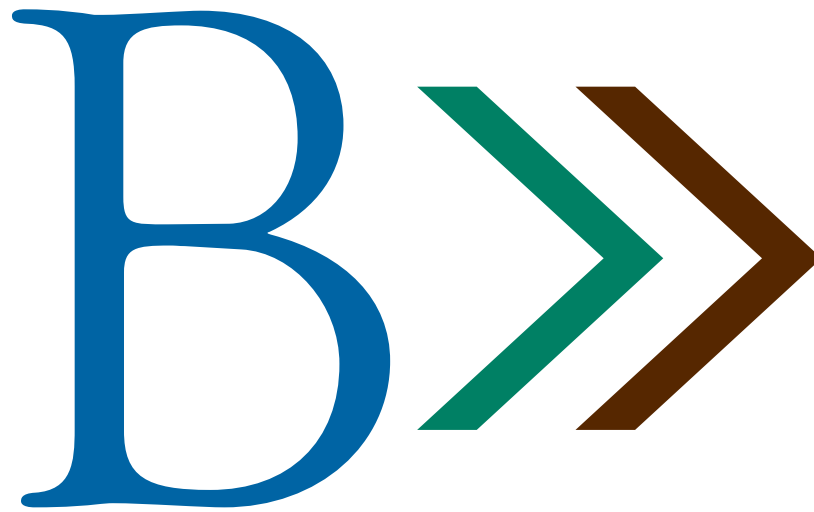
Logo should not be sized
smaller than 0.5 inches in width

Basic Identity Elements Wordmark

This Wordmark is a primary graphic tool for expressing the Campaign identity. Always use this or other approved reproducible artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the Wordmark in all applications.

EXCELLENCE | ACCELERATED

EXCELLENCE | ACCELERATED

|← 1" →|

Wordmark should not be sized
smaller than 1 inches in width.

Basic Identity Elements Lockup

The Campaign Lockup is one of the primary graphic tools for expressing the Campaign identity. This new Lockup should be used from this point forward. The version shown here and on the following pages has been specifically created for Blake. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the Lockup in all applications. Note that when the lockup is being used, the Wordmark portion is rendered in 1 color.

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1"

Lockup should not be sized
smaller than 1 inches in width.

Basic Identity Elements Color

These are the same as the official colors for the Blake brand. Due to the various differences across applications, there will always be slight discrpencises when using PMS, CMYK, or RGB colors. These specific colors will help enforce consistency. The PMS pallette should be used for printing where the circumstances allow you to use a PMS color. The CMYK pallette should be used for printing when the circumstances do not allow for PMS colors. The RGB pallette should be used for all screen-based applications.

Spot color printing
PMS 2945 coated and uncoated

Spot color printing
PMS 341 coated and uncoated

Spot color printing
PMS 469 coated and uncoated

Process color printing
CMYK mix 100C 52M 2Y 12K

Process color printing
CMYK mix 100C 0M 67Y 30K

Process color printing
CMYK mix 21C 70M 92Y 70K

Web/screen color
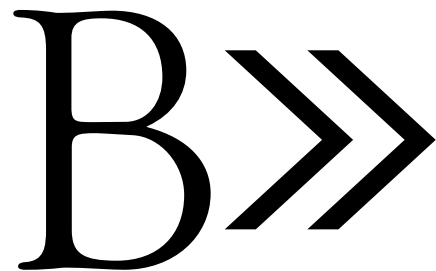RGB mix 0R 84G 159B
Hexcode 00549F

Web/screen color
RGB mix 0R 125G 87B
Hexcode 60351D

Web/screen color
RGB mix 96R 53G 29B
Hexcode 007D57

Basic Identity Elements Logo Color Versions

This page shows the approved colors to use for the Logo.

Basic Identity Elements Wordmark Color Versions

This page shows the approved colors to use for the Wordmark.

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Basic Identity Elements Lockup Color Versions

This page shows the approved colors to use for the Lockup.

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EXCELLENCE | ACCELERATED
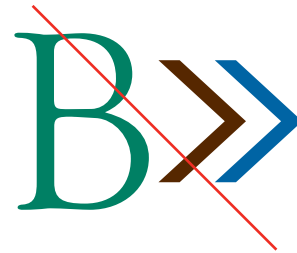
EXCELLENCE | ACCELERATED

EXCELLENCE | ACCELERATED
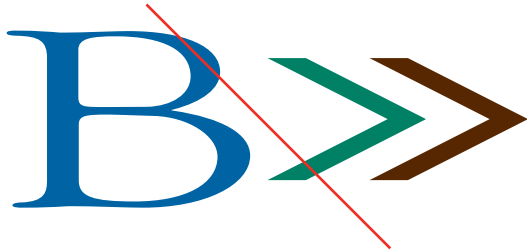
Basic Identity Elements Identity DONT'S

In order to maintain consistency, the following uses are not permitted. These rules apply to all of the identity executions.
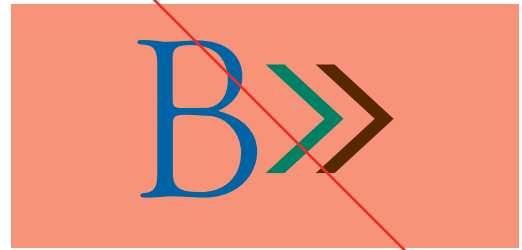
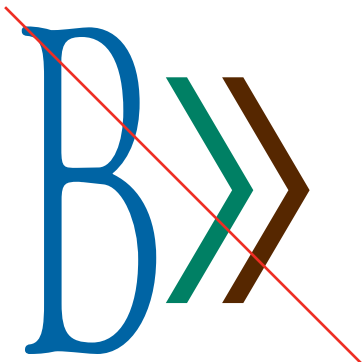Unapproved color use. Other colors may not be substituted
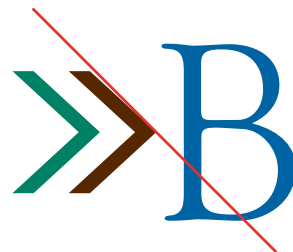
Do not reverse the colors

No horizontal scaling of logo

Only use the black or white one-color version on any background other than white.

No vertical scaling of logo

Do not change the composition of the logo.

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Only use the approved subline design used in the logo files.
Never attempt to typeset the subline.

Basic Identity Elements Typography

The designated serif face for the Campaign is Gotham. Though only a few styles are shown in this guide, this face can be used in all of its available weights and styles in other official communications and print collateral. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Gotham, rather than simply pushing the **Bold** button in a program. Similarly, if italics are desired, the italic Gotham typeface should be used rather than pushing the Italic button in a program. This alters the font and is not preferred. You should use various weights, italics, and sizes to create hierarchy between headline, body copy, captions, etc.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Basic Identity Elements Official Name

There will be numerous instances where the Campaign is referred to by name in the body copy, headlines, and captions of materials. In those instances, you should not use the logo files for the Campaign. Instead it should be typed exactly as shown below using the formatting of the block of text it is within. There should be no italics (unless the entire block of copy is in italics), quotation marks, or any other unnecessary formatting.

Excellence Accelerated: The Campaign for Blake