



# Visual Identity Standards

Fall 2015



**TRIVIUM**  
PREPARATORY ACADEMY  
A Great Hearts Academy

**GreatHearts**  
CLASSICAL EDUCATION. REVOLUTIONARY SCHOOLS.

## ***Dear Trivium Prep Community:***

I am pleased to present to you this manual on the visual identity standards for Trivium Prep. These guidelines prescribe the appropriate use and appearance of the school's visual identity in all contexts, from e-mail communication to business cards, and newsletters. Careful attention to these standards ensures that the school's identity is communicated to the public with the integrity, clarity, and propriety that befit our high-minded vision.

In one sense, our crest and name are something exterior, like a label on a bottle identifying the contents. But our visual identity has a deeper connection to our essence than a mere label might. For instance, our crest must look a certain way because both its CONTENT (the name, the book, the Latin) and its FORM (its balanced and dignified appearance) reveal something true about our school.

To use the school crest and name invokes all that the school is and does. These visual identity standards help to present the school with dignity, and to protect its image within our own community and in the public realm.

Should questions arise about adherence to these standards, feel free to discuss them with myself or with Maryrose Hall, Great Hearts Brand Manager, at 602-396-7555; [mhall@greatheartsaz.org](mailto:mhall@greatheartsaz.org).

Sincerely,

Heidi Vasiloff  
Headmaster

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**TRIVIUM**  
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## Answers to Common Questions

### What is the visual identity?

The visual identity of Trivium Preparatory Academy is the principal identifier of the school in all communication, internal and external, and in promotional products.

### Who should use the visual identity guide?

This guide has been created to assist the Trivium Prep community in establishing and promoting the visual identity of the school. Please review these guidelines carefully before creating any materials using the academy crest or any identifying symbol. Please also distribute this guide to qualified vendors or external resources you contract with to ensure that the Trivium Prep identity is used appropriately.

### When is the visual identity to be used?

The visual identity is to be incorporated in all

- Internal and external publications and documents
- Letterhead, stationery, business cards
- Displays and presentations: PowerPoint, posters, flyers, banners, and signage
- Advertisements, marketing materials, news releases
- Digital communication (web and e-mail)
- Uniforms, athletic and spirit wear

### Why is using the visual identity important?

The visual identity expresses a sense of Trivium Preparatory Academy's scholarship and quality. The visual connection with Great Hearts connects the academy to a larger school reform brand, and its sister schools across the state and country. Used appropriately, all representations of the school's visual identity represent Trivium Preparatory Academy in a clear and consistent manner. Consistency breeds awareness of the brand, promoting instant recognition and awareness, which strengthens the public position of the academy.

## Overview of Identifying Marks

### Academy Crest



### Academy Signature

The academy signature is available in the three layouts.

#### LANDSCAPE



#### LANDSCAPE, STACKED



#### CENTER STACKED



### Tri-Logo

The tri-logo should be used any time Trivium Prep and Archway Trivium are both being represented.



### Great Hearts Word Mark

The word mark is the primary identifier of Great Hearts Academies.



## Academy Crest

The Trivium Preparatory Academy crest is shown at right. The crest consists of a shield containing an open book and overlapping laurel branches. The crest has been carefully arranged to be balanced and readable. It must not be reconfigured, reproportioned or altered in any way. The crest should be included in all Trivium Preparatory Academy branded materials, both internally and externally, to present a unified, consistent image.

The crest is a graphic representation of a heraldic coat-of-arms shield, and contains the elements common to every Great Hearts academy crest. The burgundy and pewter crest contains the school name and the date of its foundation, as well as two traditional heraldic symbols: the open book, representing *logos*, knowledge, and the Western tradition; and the overlapping laurel branches, connoting triumph, glory, and the heritage of Greece and Rome.



LOGOS, WESTERN TRADITION, KNOWLEDGE

VERBUM  
BONUM  
PULCHRUM

ATHENAE  
HIERUSALEM  
ROMA



TRUTH, GOODNESS, BEAUTY | ATHENS, JERUSALEM, ROME

TRIUMPH, GLORY, GRECO-ROMAN HERITAGE

## Academy Signature

The academy signature is the combination of the academy crest, academy name, and the Great Hearts Academies endorsement. The pairing of the academy name with the Great Hearts Academies endorsement is vitally important as these brands are intertwined in vision, purpose, and corporate structure. Furthermore, the Great Hearts endorsement enhances the image of the academy as part of a larger, professional, mission-driven organization. The academy signature is available in the three layouts shown here. These layouts are available for download as whole graphics. Please do not attempt to manually recreate them by typing the words and placing the crest.

LANDSCAPE



LANDSCAPE, STACKED



CENTER STACKED



TRIVIUM  
PREPARATORY ACADEMY  
A Great Hearts Academy

## Retired Logos

The logos shown here are no longer in use and should not be used to represent Trivium Prep or Great Hearts.

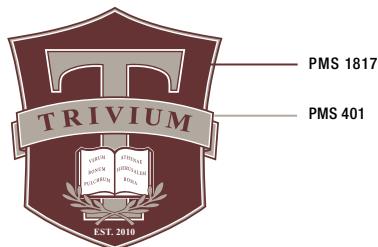


ORIGINAL  
GREAT HEARTS  
CREST

## Crest Colors

The official crest of Trivium Preparatory Academy appears in PMS 1817 burgundy and contains a large pewter "T" in PMS 401. The band appears in PMS 401 and contains 'TRIVIUM' in PMS 1817. The lower portion of the crest consists of an open book, in white and overlapping laurel branches in PMS 401. The rule around the crest appears in PMS 1817 red.

PMS stands for Pantone Matching System. For situations that do not allow for PMS colors, color values for CMYK, RGB and HTML are shown here.



PMS 1817  
C30 M85 Y59 K70  
R100 G51 B53  
HTML #643335

PMS 401  
C10 M11 Y17 K27  
R175 G169 B160  
HTML #AFA9A0

## Color Versions

The crest and/or signature should appear in its two-color version whenever possible; however, for applications where color is not an option they may appear in grayscale.



**TRIVIUM**  
PREPARATORY ACADEMY  
A Great Hearts Academy



**TRIVIUM**  
PREPARATORY ACADEMY  
A Great Hearts Academy

## Clear Space & Minimum Size

Clear space must be left around the crest and/or signature. No graphic element, text, or distracting background color may appear inside the clear space. Clear space surrounding the signature and/or crest should be equal to half the height of the logo and extend out on all four sides of the logo. In the example below, X equals the height of the logo and 1/2 X on each side is the clear space.



The signature and crest should not appear smaller than the sizes indicated here.



1 3/4"



1 1/4"

## Backgrounds & Reverses

The crest and signature appear best on a white background. If placed on a colored background, the background should provide adequate contrast and legibility. **The font in the signature may be reversed to white only. The crest may not be reversed.**

### Examples of Recommended Backgrounds



EXAMPLE OF CORRECT USAGE  
ON DARK BACKGROUND



EXAMPLE OF CORRECT USAGE  
ON LIGHT BACKGROUND



EXAMPLE OF CORRECT USAGE  
ON IMAGE BACKGROUND

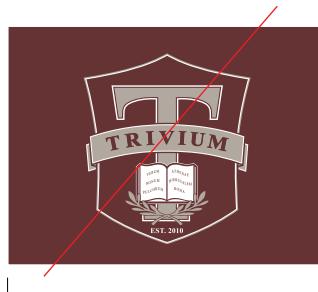


EXAMPLE OF CORRECT USAGE ON PHOTO BACKGROUND

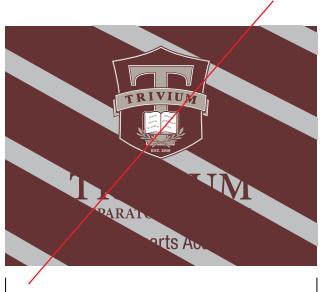


EXAMPLE OF CORRECT USAGE ON DARK BACKGROUND WITH TYPE REVERSED TO WHITE

### Examples of Inappropriate Backgrounds



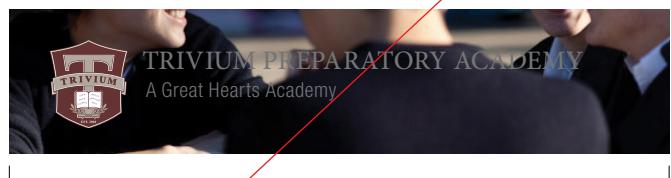
EXAMPLE OF INCORRECT USAGE  
ON CLASHING BACKGROUND



EXAMPLE OF INCORRECT USAGE  
ON PATTERNED BACKGROUND



EXAMPLE OF INCORRECT USAGE  
ON BUSY PHOTO BACKGROUND



EXAMPLE OF INCORRECT USAGE ON BUSY PHOTO BACKGROUND WITH  
TYPE REVERSED TO INCORRECT COLOR



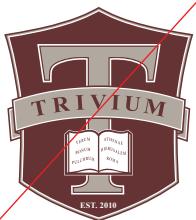
EXAMPLE OF INCORRECT USAGE ON CLASHING BACKGROUND

## Unacceptable Uses

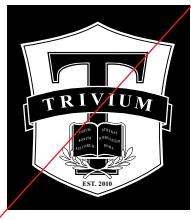
It is essential that the crest and academy signature be used uniformly and consistently. Shown here are examples of how they should NOT be used.



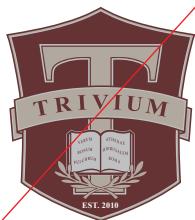
DO NOT ALTER OR REDRAW THE CREST.



DO NOT REMOVE ELEMENTS FROM THE CREST.



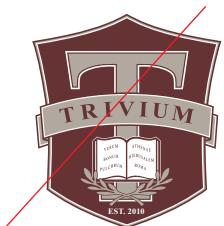
DO NOT REVERSE OUT THE CREST.



DO NOT FILL IN WHITE AREAS OR ADD COLORS TO THE CREST.



DO NOT SUBSTITUTE FONTS WITHIN THE CREST.



DO NOT SUBSTITUTE COLORS WITHIN THE CREST.



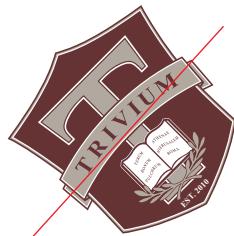
DO NOT ADD OTHER DESIGN ELEMENTS TO OR AROUND THE CREST.



DO NOT PLACE AN IMAGE FILE WITH A WHITE BACKGROUND (JPG, ETC.) ONTO A COLORED BACKGROUND.



DO NOT STRETCH OR CHANGE THE PROPORTIONS OF THE CREST.



DO NOT ROTATE OR ANGLE THE CREST.



DO NOT ADD A DROP SHADOW TO THE CREST.



DO NOT REPRODUCE THE CREST BY TAKING IT FROM THE WEB SITE, OR REPRODUCE IT IN ANY PIXILATED FORM.



DO NOT REPOSITION THE ACADEMY NAME OR ENDORSEMENT.

TRIVIUM  
PREPARATORY  
ACADEMY  
a GREAT HEARTS ACADEMY



DO NOT PAIR UNAUTHORIZED SIGNATURES OR ENDORSEMENTS WITH THE CREST.

TRIVIUM PREP  
BAKE SALE  
An Involved Parent Event

## Fonts

The following fonts are approved for use. Times New Roman and Calibri are widely available and may be used daily (e-mail, internal documents, etc). Minion Pro and Helvetica Neue Condensed are primarily used in the design of marketing materials.

Times New Roman  
regular / *regular italic*  
**bold** / ***bold italic***

Minion Pro  
regular / *regular italic*  
medium / *medium italic*  
**bold**

Helvetica Neue Condensed  
light condensed  
**medium condensed**

Calibri  
regular / *italic*  
**bold** / ***bold italic***

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## Unacceptable Fonts

These fonts and similar decorative fonts should not be used in any application.

### Comic Sans

Gigi  
Curlz

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## Unacceptable Font Treatments

The following are examples of ways in which fonts should not be used.

NEVER SCALE TYPE HORIZONTALLY OR VERTICALLY

**Lore**rm Ipsum Delorem****  
**Lore**rm Ipsum Delorem****

NEVER USE A STRONG DROP SHADOW

**Lore**rm Ipsum Delorem****

NEVER APPLY A STROKE OR RULE TO TYPE

**Lore**rm Ipsum Delorem****

NEVER STYLIZE TYPE USING GLOWING COLORS

**Lore**rm Ipsum Delorem****

## Business Suite

Shown below are samples of the Trivium Prep business suite.

LETTERHEAD (not to scale)



TRIVIUM PREPARATORY ACADEMY

A Great Hearts Academy

2001 North Bullard Avenue | Goodyear, AZ 85395 | Office: (623) 866-4730 | Fax: (623) 866-4729 | [www.triviumprep.org](http://www.triviumprep.org)

BUSINESS CARD (not to scale)



TRIVIUM  
PREPARATORY ACADEMY  
A Great Hearts Academy

EMILY BRONTE  
Headmaster

Office: (623) 866-4730 | Cell: (602) 000-0000  
2001 North Bullard Avenue | Goodyear, AZ 85395  
[ebronte@triviumprep.org](mailto:ebronte@triviumprep.org) | [www.triviumprep.org](http://www.triviumprep.org)

NUMBER 10 ENVELOPE (not to scale)



TRIVIUM  
PREPARATORY ACADEMY

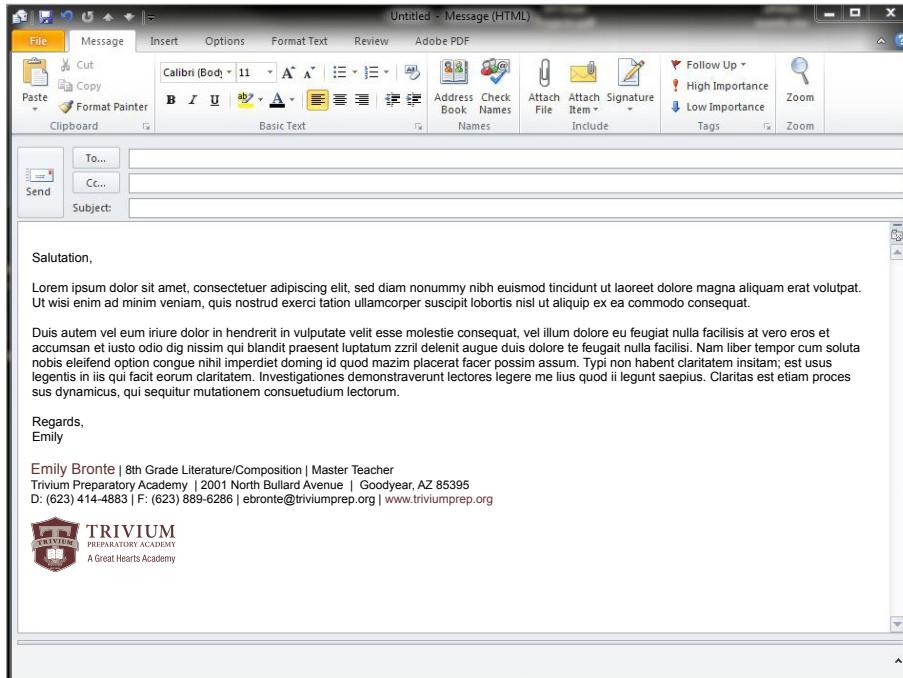
A Great Hearts Academy

2001 North Bullard Avenue | Goodyear, AZ 85395  
[www.triviumprep.org](http://www.triviumprep.org)

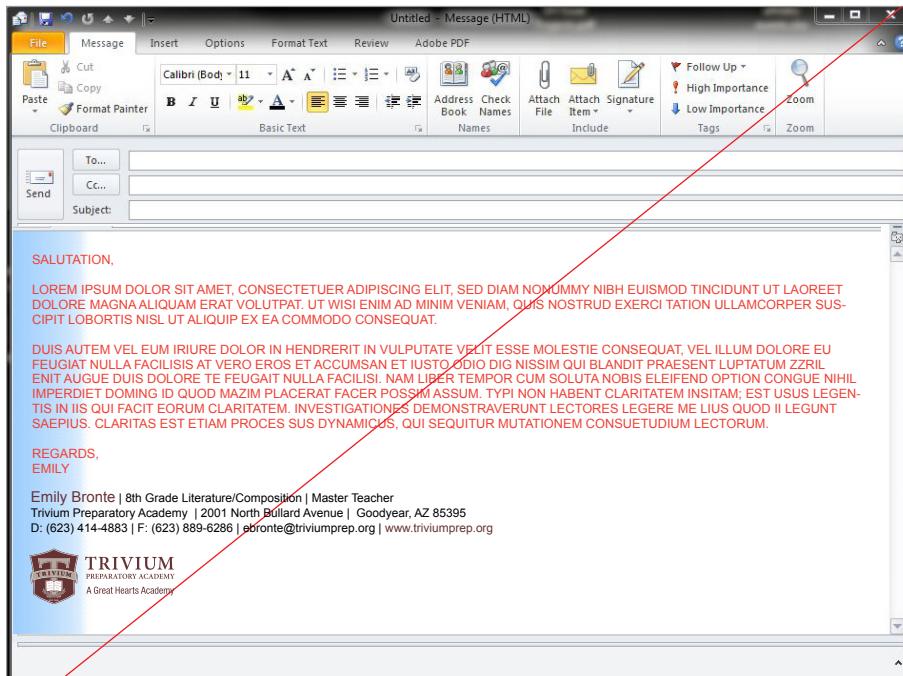
TRIVIUM PREPARATORY ACADEMY IS A 501 (C) (3) NOT-FOR-PROFIT, NON-SECTARIAN, PUBLICLY-FUNDED CHARTER SCHOOL AND DOES NOT DISCRIMINATE IN ITS ENROLLMENT OR HIRING PRACTICES ON THE BASIS OF GENDER, RACE, RELIGION, NATIONAL ORIGIN OR DISABILITY. TAX ID# 27-3289295

## E-mail Formatting

The body of e-mail communications should be free of decorative wallpapers or background accents and should use basic san serif fonts such as Calibri in a black, dark gray or blue color. Bright and/or alternating colors should not be used except to call out words or phrases as appropriate. Sentence case should be used at all times. E-mails composed in ALL CAPS are highly discouraged.



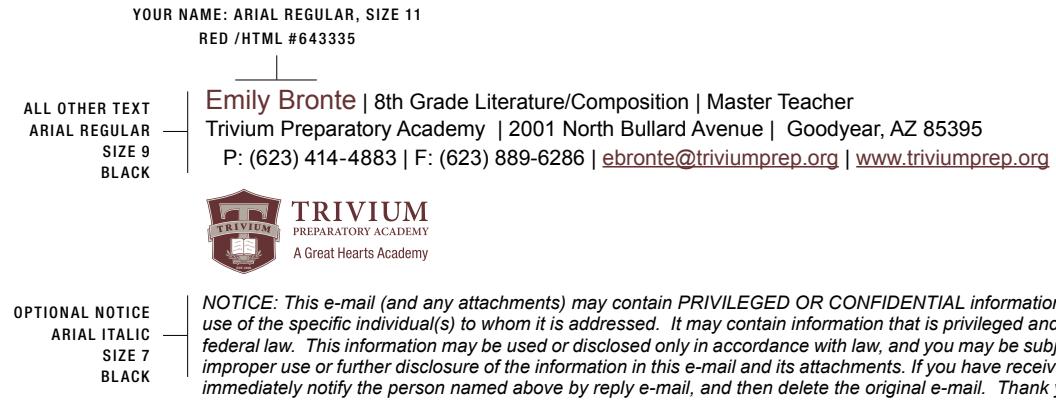
EXAMPLE OF CORRECT FORMATTING



EXAMPLE OF INCORRECT FORMATTING

## E-mail Signature

Shown here is the standardized e-mail signature that should appear at the bottom of outgoing e-mail for all Trivium Prep team members. The e-mail signature should be set in the font types, sizes and colors specified here, and the academy signature placed as shown. A Microsoft Word template with your school's e-mail signature is available for download at [www.greatheartsaz.org/graphics](http://www.greatheartsaz.org/graphics). Most e-mail applications will allow a direct cut & paste from the Word doc.



## Confidentiality Notices

Confidentiality notices may be added to the bottom of e-mail signatures as show in the above example.

## Unacceptable E-mail Signature Formatting

Any formatting other than what is shown above is unacceptable. Some examples include:



## Services Offered

Design services are included in Great Hearts Academies service to its schools.\* Please contact Great Hearts Branding & Design Office for assistance with any of the following projects.

- advertising
- fliers
- brochures
- journals
- direct mail
- web edits
- presentation materials
- e-blasts

\*Please note that project requests will be prioritized based on available work capacity and all network deadlines.

## File Access

Electronic templates and graphics are available for public download at [www.greatheartsaz.org/graphics](http://www.greatheartsaz.org/graphics).

## Contact

Great Hearts Academies and Trivium Preparatory Academy are responsible for ensuring the correct use and integrity of the academy's crest, signature, and associated logos on all publications and materials, whether produced by Great Hearts, Trivium Prep, a Trivium Prep representative, or an outside agency. Co-branded logos and ads must be approved by Great Hearts Branding & Design Office.

Questions about the appropriate use of the Trivium Preparatory Academy visual identity should be directed to Great Hearts' Brand Manager.



3102 N. 56th Street, Suite 300  
Phoenix, AZ 85018

Maryrose Hall | Brand Manager  
D: (602) 396-7555 | F: (602) 438-7242  
E: [mhall@greatheartsaz.org](mailto:mhall@greatheartsaz.org)