



**LEXINGTON CHRISTIAN
ACADEMY**

STYLE GUIDE

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INTRODUCTION

As Lexington Christian Academy (LCA) competes for students and philanthropic gifts, it is important that the entire school system communicate with a clear, consistent public identity.

A memorable and an effective identity takes years to build and can quickly erode if steps are not taken to protect the elements that define the brand. Every time someone from LCA communicates with the public, it contributes to our reputation. Public appearances, print materials, publications, videos, promotional products, advertisement and other forms of communication, all represent not just the individual or program, but the entire school system.

In this document, you will find the basic guidelines for using Lexington Christian Academy's brand including its name and logos. These brands, or visual tools, will ensure that LCA's image will retain its power and consistency for years to come.

LCA's Admissions and Marketing Office is charged with developing graphic standards, but its role goes beyond this document. The Admissions and Marketing staff is available to offer guidance and the technical support you need to consistently reinforce LCA image to our constituents.

BRAND STANDARDS

WHAT IS A STYLE GUIDE?

The Lexington Christian Academy (LCA) Style Guide serves as a tool to present a positive and consistent image of the school. The guide's standards help ensure that all publications carrying the LCA name and logo(s) make a positive contribution to the image of the school. All publications produced through LCA should:

- Meet the high design and editorial standards set forth by the school
- Properly reflect the character of the institution
- Contain information that does not conflict with the LCA policy and mission
- Under-go review by the Admissions & Marketing Office

WHAT IS A BRAND?

A brand is an identifying symbol, mark, logo, name, word, and/or sentence that organizations use to distinguish themselves from others. A combination of one or more of those elements creates a brand identity.

The LCA brand is a compilation of what we say and do, what we communicate to our communities, and the connections we form with our constituents, including prospective and current families, faculty and staff, alumni, friends, and other stakeholders.

The recognizable logo, slogan, or mark serves as the "face" the public associates with the organization.

There are primarily three logos representing the visual identity of Lexington Christian Academy: the crest, the interlock without the tagline and the interlock with the tagline. The crest is to be used by the Head of School and Board of Directors on certain high-status and ceremonial documents. The interlock is intended for use in letterhead, stationery, advertisements, marketing, athletic logos, spirit icons, and apparel.

GOAL OF BRAND STANDARDS

The goal is to create consistency of the school's brand, drive awareness, and differentiate our materials from others by creating guidelines of usage for elements including:

Logo standards

- Typography standards
- Color palette standards
- Business templates
 - Powerpoint
 - E-mail
 - Stationery
 - Event programs
- Promotional item guidelines
- Apparel/merchandise guidelines

Consistent brand standards allow the school to:

- Save time and money – You are now creating materials from pre-approved images versus developing new ones.
- Be more effective presenting our school and its brand

APPROVAL PROCESS

The Admissions & Marketing Office coordinates graphic design, editing, writing, and photography needs for LCA and is responsible for standardizing the school's advertising and marketing efforts.

All printed materials **PRIOR** to production and distribution must be approved by Admissions & Marketing Office. Please refer to the following lists to see which pieces require approval and which do not. If you have a question please contact the office for clarification.

Does not need approval:

- Internal office forms
- Classroom materials
- Technical materials
- Department newsletters
- Classroom/grade level newsletters
- Campus newsletters

Needs approval:

- Press Releases
- Advertisements
- School-wide newsletters
- School-wide e-blasts or emails
- School-wide letters
- School-wide invitations
- Brochures
- Flyers
- Course catalogs
- T-shirt designs
- Programs
- Student publications
- Booklets
- Posters
- Hiring Announcements
- Athletic Uniforms*
- Spirit apparel*
- Wings apparel*

*Uniforms, spirit apparel, and Wings store apparel must be approved by the Athletics Director prior to their being ordered.

All divisions, departments, and co-curricular programs of the school should comply with the brand standards as outlined in this document. Exemptions may be granted by the Admissions & Marketing Office.

When in doubt always seek approval!

VISUAL ELEMENTS

OFFICIAL SCHOOL NAME | WORD MARK

The correct ways to refer to the name of the school are Lexington Christian Academy or LCA.

This Word mark is the primary typeface arrangement for expressing the LCA identity. Always use this or other approved reproducible artwork. It should be used in situations where the LCA interlock is not necessary. Do not under any circumstances attempt to match this letterform or font arrangement with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the Word mark in all applications.

OFFICIAL CAMPUS NAMES

The campus names are Rose Campus for the Reynolds Road location and Immanuel Baptist Church Campus (or IBC Campus) for the Bates Creek Road location.

MISSION STATEMENT

The mission of Lexington Christian Academy is to *equip and nurture students to fulfill God's calling on their lives through Christ-centered education.*



OFFICIAL TAGLINE

Faith • Service • Excellence

APPROVED SCHOOL HASHTAGS

#WeAreLCA

#Ao1

OFFICIAL SCHOOL CREST



The LCA crest can be traced to Ecclesiastes 4:12b: *"...a cord of three strands is not quickly broken."* An intertwined cord of blue, silver and white surround the crest. This "three strand cord" elicits the strength and unity of the family, church, and school.

The blue rock in the center represents Jesus Christ, our Rock, the very source of our strength both individually and collectively.

The twelve silver rays are reflections of His glory. The same glory that should be manifested in our life to a watching world. Of course, these twelve rays also remind us of the twelve tribes of Israel and the twelve apostles.

Throughout the ages, God's plan has been accomplished by His people. Affixed to the rock, to Him, are the Latin words that express who we are *Familia*, the family, *Ecclesia*, the church and *Ludus*, an institution for training, a place where the mind is exercised. It is immediately evident that LCA is a partnership between the home, the church, and the school. It is through our common faith in Him that we exist. As a result, the students who enter our classrooms will understand that He is *"the Way and the Truth and the Life."*

LCA's official crest is to be used by the Head of School and Board of Directors on certain high-status and ceremonial documents.

It must be used as designed and many not be modified other than to scale the image in proportion while maintaining its aspect ratio.

The crest should not be used in conjunction with other school logos.

OFFICIAL LOGOS

A logo is a visual symbol used to identify a company, organization, product, or brand. A well-designed logo will be memorable, helping individuals to remember the brand.

The LCA interlock logo is a primary graphic tool for expressing the school's identity. The interlock (or monogram) is comprised of a specific typeface, Varsity. It must be used as designed and may not be modified. The interlock should only appear in blue, white, and black.

DO'S AND DON'TS

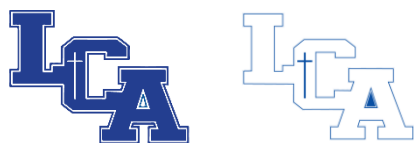
DO'S

- Always include the interlock logo in all school communications.
- Always use the files created by the Admissions and Marketing Office.
- Whenever possible, use the vertical version of a logo in the standard color.
- Always ensure the logo is properly sized and legible.
- Contact the Admissions and Marketing Office if you have any questions about using the logo or need additional guidance.

DON'TS

- Do not design a logo yourself. If you need files, contact the Admissions and Marketing Office.
- Do not alter the logo files. This includes stretching, squeezing, skewing, or otherwise distorting proportions or adjusting the layout or design.
- Do not add anything, like words or images, to the logo.
- Do not separate the elements of your logo.
- Do not use more than one logo or division/departments/program logo in the same design space.

OFFICIAL SCHOOL LOGO – WITHOUT WORD MARK OR TAGLINE



VERTICAL SCHOOL LOGO – WITH WORD MARK OR TAGLINE



HORIZONTAL SCHOOL LOGO – WITH WORD MARK, NO TAGLINE



The logo, word mark and tagline should be used when introducing the school to a new market or audience. It should be used on documents such as press releases, position statements, presentations, and correspondence with external stakeholders.

VERTICAL SCHOOL LOGO – WITH WORDMARK AND TAGLINE



HORIZONTAL SCHOOL LOGO - WITH WORD MARK AND TAGLINE



OFFICIAL DEPARTMENT LOGOS

A large part of the LCA brand hierarchy is the extensive group of entities like divisions, departments, offices, etc. Each organization has a logo to maintain consistency with the school's brand standards.

VERTICAL DEPARTMENT LOGOS



VERTICAL DEPARTMENT LOGOS (CONT.)



LEXINGTON CHRISTIAN ACADEMY
JUNIOR HIGH



LEXINGTON CHRISTIAN ACADEMY
JUNIOR HIGH



LEXINGTON CHRISTIAN ACADEMY
6TH GRADE ACADEMY



LEXINGTON CHRISTIAN ACADEMY
6TH GRADE ACADEMY



LEXINGTON CHRISTIAN ACADEMY
ELEMENTARY



LEXINGTON CHRISTIAN ACADEMY
ELEMENTARY



LEXINGTON CHRISTIAN ACADEMY
PRESCHOOL & ELEMENTARY



LEXINGTON CHRISTIAN ACADEMY
PRESCHOOL & ELEMENTARY



LEXINGTON CHRISTIAN ACADEMY
PRESCHOOL



LEXINGTON CHRISTIAN ACADEMY
PRESCHOOL

VERTICAL DEPARTMENT LOGOS (CONT.)



VERTICAL DEPARTMENT LOGOS (CONT.)



VERTICAL DEPARTMENT LOGOS (CONT.)



HORIZONTAL DEPARTMENT LOGOS



HORIZONTAL DEPARTMENT LOGOS (CONT.)



HORIZONTAL DEPARTMENT LOGOS (CONT.)



HORIZONTAL DEPARTMENT LOGOS (CONT.)



OFFICIAL MASCOT LOGO

The official mascot logo will include the interlock and the approved eagle head. This logo can be used on athletic apparel including uniforms, spirit wear, and promotional materials (e.g. flyers, magnets, etc.).



OFFICIAL SPORT SPECIFIC LOGOS

The official sport specific logos will be used for uniforms, spirit wear, and promotional materials (e.g. flyers, magnets, etc.) for each program.



OFFICIAL SOCCER CREST (BADGE)



In addition to the sport specific interlock logo, the soccer programs also have a crest (or badge) which can be used on uniforms, spirit wear, and promotional materials (e.g. flyers, magnets, etc.)

AUDIENCE OF ONE LOGO



The athletics program's tagline is "Audience of One." The tagline's logo can be used on spirit wear, social media, and promotional materials (e.g. flyers, magnets, etc.)

OTHER APPROVED LOGOS

There are several other logos approved for use. These logos are used by specific departments, divisions, or recurring LCA events.

ACADEMIC PATHWAYS



The academic pathways logo shall be used to highlight and promote the school's graduation tracks. The logo should appear on apparel, promotional materials, diplomas, event materials, and the high school course guide.

The approved logos for the pathways include Business, Fine Arts, Law, Ministry, and Stem.



ALUMNI

The alumni logo shall be used to highlight and promote the school's alumni efforts. The logo shall appear on apparel, promotional materials, event materials, and social media.



ANNIVERSARY LOGOS

Logos for anniversaries are temporary and must have a designated start and end date for their usage. Anniversary logos are not meant to replace school, division, or organization identifiers, but to be used in conjunction with those primary logos.

CENTRAL BANK JIM ROSE BASKETBALL CLASSIC



The Central Bank | Jim Rose Basketball Classic shall only be used to promote this annual event. The logo should appear on event materials, promotional materials, social media, and signage.

LCA CARES



The LCA Cares logo shall be used to promote the school's outreach programs. The logo can appear on the outreach program's promotional materials, social media, apparel, and signage.

LCA CHORUS



The LCA Chorus logo shall be used to promote the school's choir programs. The logo can appear on spirit wear, promotional materials, event materials, and social media.

LCA CELEBRATE TEACHERS & STAFF



The LCA Celebrate Teachers & Staff logo shall only be used to promote the school's annual Christmas bonus program. The logo can appear on promotional materials and social media.

LCA DANCE BLUE



The LCA Dance Blue logo shall be used to promote the school's Dance Blue outreach program. The logo can appear on apparel, promotional materials, event materials, and social media.

LCA EAGLE GALA



The LCA Eagle Gala logo shall be used to promote philanthropic efforts to support the school's annual fund. The logo can appear on apparel, promotional materials, event materials, and social media.

LCA G.R.A.C.E



The LCA G.R.A.C.E logo shall be used to promote the school's grandparents association. The logo can appear on apparel, promotional materials, event materials, and social media.

LCA SPORTS NETWORK



The logo shall be used to promote productions produced and/or broadcast by the LCA Sports Network. The logo can appear on event materials, apparel, and social media.

LCA SUMMER CAMP



The logo shall be used to promote the school's summer camp program. The logo can appear on apparel, promotional materials, and social media.

STUDENT SUPPORT SERVICES

The Learning Lab logo shall be used to promote the school's intervention programs. The logo can appear on promotion materials, apparel, and social media.



HOW TO OBTAIN LOGOS

To obtain logos, icons, or monograms, please contact the Admissions & Marketing Office at lcollins@lexingtonchristian.org or 859-422-5754.

OFFICIAL SCHOOL COLORS

Due to the various differences across applications and paper, there will always be slight discrepancies when using Pantone Matching System (PMS), CMYK or RGB colors. These specific colors will help enforce consistency.

PRIMARY COLOR PALETTE:

LCA Blue

Hex 003399

RGB: 0, 51, 153

CMYK: 100, 67, 0, 40

Pantone Solid Coated 2736 C

Pantone Solid Uncoated Blue 072 U

Pantone Metallic 8782 C

<http://rgb.to/hex/003399>



LCA Silver/Grey

Hex: CCCCCC

RGB: 204, 204, 204

CMYK: 0, 0, 0, 20

Pantone Solid Coated Cool Gray 3 C

Pantone Solid Uncoated Cool Gray 2 U

Pantone Metallic 877 C

<http://rgb.to/hex/cccccc>



White

Hex: FFFFFFFF

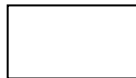
RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Pantone Solid Coated 663 C

Pantone Solid Uncoated 649 U

<http://rgb.to/hex/ffffff>



SECONDARY COLOR PALETTE:

The secondary colors are not meant to be the main color representation of LCA and NEVER to replace the primary colors. Instead, they are meant to supplement the Primary Color Palette. They can be used for accents or to help create hierarchy in a variety of materials.

Golden Yellow Pantone

Hex: FCE200

RGB: 252, 226, 0

CMYK: 5, 5, 100, 0

Pantone 102C



Robin Egg Blue Pantone

Pantone 3105C

Hex: 5FD0DF

RGB: 95, 208, 223

CMYK: 55, 0, 14, 0



Green Pantone

Pantone 375C

Hex: 93D500

RGB: 147, 213, 0

CMYK: 47, 0, 100, 0



COLOR SCHEMES BY DIVISION



BEST PRACTICES FOR USING APPROVED COLORS

- Select two or three colors and stick with them throughout the document.
- Use the colors consistently (i.e. use the same color for all titles, etc.)
- For best readability, use dark text on a light background.

Pantone (PMS) colors allow for consistent, exact colorization in professional printing, etc. Pantone colors are referred to as spot colors.

CMYK (cyan, magenta, yellow, black) refers to the values used in the four-color print process.

RGB (red, green, blue) is used in electronic display and photography. Note that the appearance of a specific RGB value will differ from device to device.

A hex (hexadecimal) value is six-character conversion of an RGB value for use on the web.

PREFERRED TYPEFACES OR TYPOGRAPHY

The following typefaces are recommended for all written documents and publications. Using one of these typefaces will help LCA maintain a consistent visual identity.

PRINT: SANS SERIF - CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

PRINT: SERIF – TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

PRINT: FORMAL - GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

PRINT & GRAPHIC: ACCENT FONT – THE SECRET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

PRINT & GRAPHIC: INTERLOCK – VARSITY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()?

PRINT & GRAPHIC: POWERPOINT & WEBSITE - OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()?

BEST PRACTICES FOR USING TYPEFACES

- Custom fonts, unless embedded, must be installed on the computer before the end-user can see them; therefore, it is more effective to use traditional fonts.
- Keep in mind that row after row of text is often ineffective. Consider using bulleted phrases, if possible.
- Documents less than three pages should have no more than two fonts. Three fonts may be suitable for larger documents.
- For the most part, there are two major types of font – Serif and Sans Serif. The Serif, also known as feet, can be seen on the ends of letters; take for example the following letter – T – note how the top ends and bottom end curl, those are the Serifs. Sans Serif, meaning without serifs, do not have the extra feet; here is the same letter in Sans Serif – T – note the lack of curls on the end.
- In multi-font documents, Sans Serif fonts are typically reserved for titles and subtitles, while Serifs are used for the body text or large blocks of text. Common exceptions include single font documents, such as this guide, documents that do not have titles/hierarchy, or brands that have marketed around a particular look.

APPLYING BRAND STANDARDS

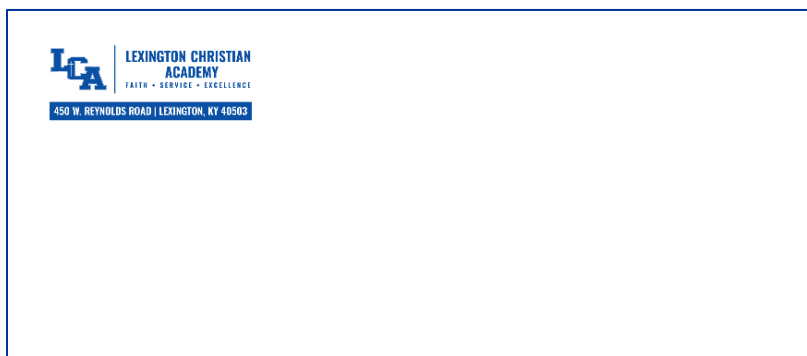
BUSINESS STATIONERY

All offices and departments should use the LCA letterhead and envelopes provided through the Central Business Office. Business card and nametag requests should be placed through the Finance Department.

OFFICIAL LETTERHEAD



OFFICIAL ENVELOPES



OFFICIAL BUSINESS CARDS



E-MAIL SIGNATURES

All employees will be provided with a logo to be used with their signature.



When corresponding through LCA email, the preferred font is Calibri. The font size should be 10-12 point for the body and 14-16 point size for titles.

PROGRAMS & BROCHURES

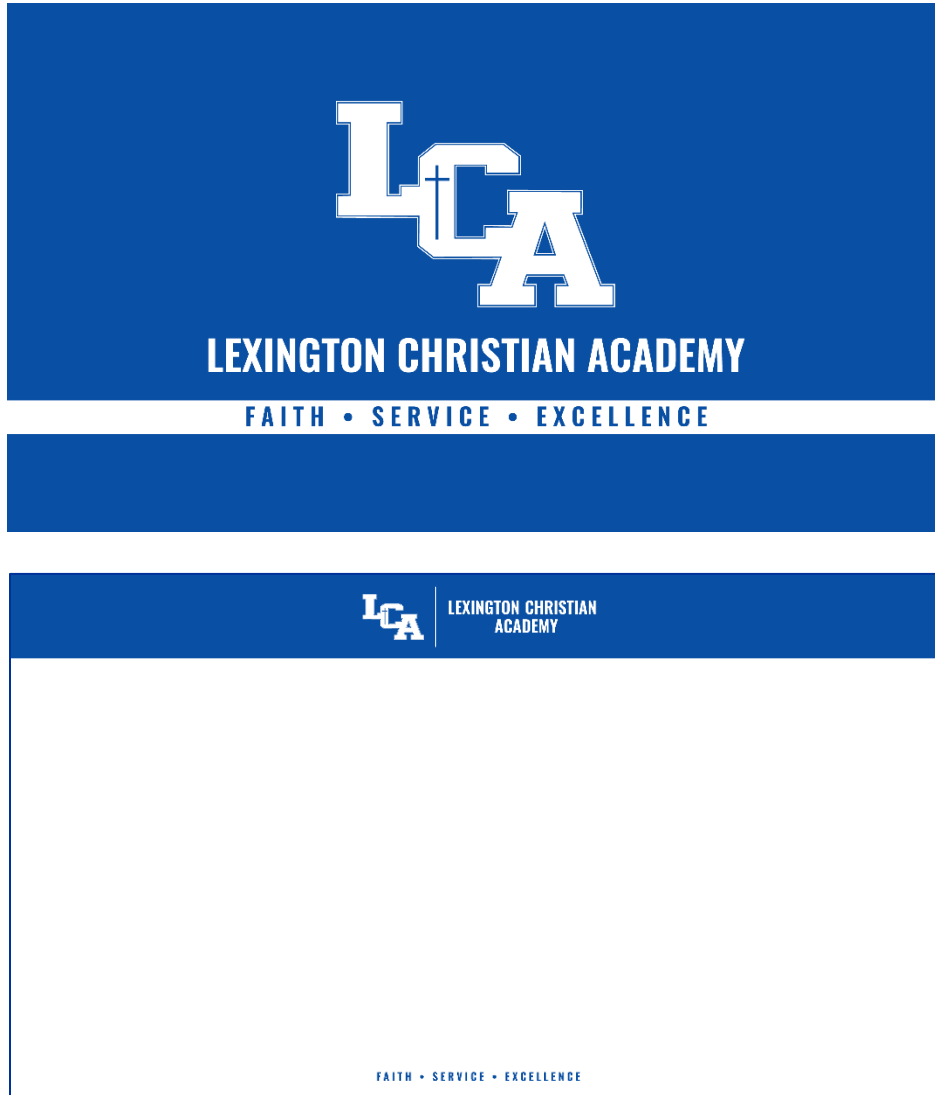
The Admissions & Marketing Office is a resource to assist with event support and printed material design. To collaborate with the Admissions & Marketing Office, please send an email to lcollins@lexingtonchristian.org to request assistance 4 weeks before the date of your event.

When collaborating with the Admissions & Marketing Office the process will be as follows:

- Request Design: E-mail lcollins@lexingtonchristian.org. A meeting will be scheduled to discuss your program/brochure needs.
- Design Review: After an initial draft is created, a meeting will be scheduled to review the content and discuss distribution and/or printing.
- Design Delivery: Once complete, the design will be distributed to the requester or submitted to the applicable vendor for printing.

POWERPOINT TEMPLATES

The official templates brand our messages to internal and external audiences. They do not have to be used in the classroom.



PHOTOGRAPHY GUIDELINES

Each year, students' parents and/or guardians grant content and release use of their children's photos in any school publication, advertisement, marketing initiative, and social media via the Annual Verification Form. Photographs printed in LCA publications must be sharply focused (300dpi) and well composed. Care should be taken to ensure any photos used be of current students or alumni in good standing.

The LCA Admissions & Marketing team oversees the communication efforts of Lexington Christian Academy, working alongside faculty and staff to ensure communication from the school is consistently clear, concise and aligned with our mission.

- Will you be doing something fun in your classroom soon and want our community to know about it?
- Do you know of any upcoming event(s) that might be photo-worthy?
- Was one of your students recognized for an achievement or innovation?
- Can we recognize you for an outstanding achievement?

We want to know about all of these things! If you have any news, information or announcements to share with the entire school community, or a specific segment (grade level, class or team), please email lcollins@lexingtonchristian.org.

SOCIAL MEDIA GUIDELINES

We encourage our community to share our story! While social networks and websites such as Facebook, Twitter and Instagram provide compelling ways to connect with others, it is important to follow guidelines to protect personal and professional reputations.

Please take a moment before posting to ask if your text, images or video adds value, reflects LCA's mission and beliefs and adheres to style and branding standards.

Be sure your content is not copyrighted material, is not offensive or in violation of laws or the social media entity's policies. Remember that most audiences tend to engage (like, share and comment on) posts that are of a positive nature, provide helpful information, solve a problem, answer a question, or inspire. Include links and hashtags to encourage engagement.

If you have questions regarding a potential social media post, contact the Admissions & Marketing Office.

CAMPUS SIGNAGE

The Admissions & Marketing Office works jointly with the Facilities Department and Athletics Department to design and install both permanent and temporary signs, banners, and flags. Request for new campus signage should be submitted to the Admissions & Marketing Office.

EXAMPLE OF APPROVED FLAG POLE SIGNAGE

Campus flag pole signage display the brand and/or attributes of the LCA school system.



EXAMPLE OF APPROVED ATHLETIC VENUE BANNERS

Athletic venue banners promote the brand, business partners and/or attributes of the LCA school system.



APPAREL AND MERCHANDISE GUIDELINES

Apparel represents our school system, divisions, department, or co-curricular program. It is important that apparel and merchandise remain consistent with the school's brand standards. Request for new apparel should be coordinated with the Athletics Department and Admissions & Marketing Office.

BRAND VIOLATIONS

Violations should be reported to the applicable director or campus principal.