

BRAND GUIDELINES

Our brand is our most important and valuable asset.

We have invested much effort in creating and shaping academic excellence and creative experiences for our students, employees, partners, and community.

The following pages outline the established conventions and compositional rules for using the Fayette LIFE Academy brand as part of the visual identity for the academy, its internal schools, and for external partnerships.



THE LIFE LOGO

The logo is a presentation of the word LIFE that forms a diamond, complimentary of the Fayette County Public Schools logo, the parent brand of Fayette LIFE Academy. The “L” forms the base and is navy blue, which represents trust, the trust that parents and students have in Fayette LIFE Academy to deliver a quality education. That trust is our base and strength. The word “IF” is in the middle of the word “LIFE.” The word “IF” is emphasized because it means “possibility,” and that is what Fayette LIFE Academy offers its students, the possibility to be a successful student who graduates and is prepared for all future possibilities. The “I” and “F” in “IF” are light and medium blue, the colors represent growth and intellect, respectively. Students at Fayette LIFE academy experience growth, both educationally and personally, with the academic and social/emotional support offered to all students. They develop their intellect through customized academics designed to meet their needs and interests. The “F” and “E” form notches on the right side of the diamond. They resemble the notches in a “key,” representing that Fayette LIFE Academy is the “key” to a successful, bright and productive life.

Meaning of mnemonic:
Limitless Innovative Flexible Education (LIFE)

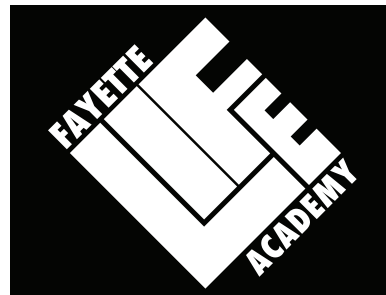
The primary logo version is made up of varying shades of blue (dark, medium, light) as shown to the right on this page. In addition, alternate versions of the logo have been developed to cover all use case scenarios. The provided guidance should be followed in order to select the most appropriate logo for a particular usage scenario.

Use the Fayette LIFE Academy logo in full color on a white background when available. If this is not possible, use the Fayette LIFE Academy logo reverse, all black or all white. In all usage situations, select the logo version that offers the most visual contrast against the background color and/or image. This ensures proper readability of the Fayette LIFE Academy logo.

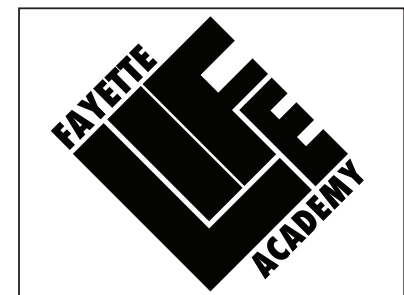
LOGO



ALTERNATE VERSIONS



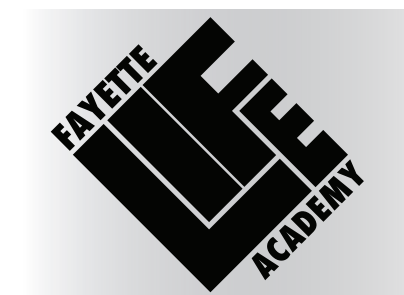
WHITE VERSION



BLACK VERSION



WHITE OVER PHOTO



BLACK OVER PHOTO

TAGLINE AND LOGO LOCKUPS

Tagline

The purpose of a tagline is to further define the program and reinforce the brand. Our tagline is an distillation of who we are and what we believe. It embodies our brand promise and aligns with the school system's tagline, further reinforcing the connection to the school system as well as capturing the essence of the program: "Where Creative, College, Career, and Life Readiness Happens!"

Tagline and Logo Lockup

When the tagline appears with the primary logo, the two elements are called the logo and tagline lockup. This means that they are locked into a specific relationship to one another and form a single unit. The elements may not be rearranged or the relationship altered in any way to change the logo's graphic integrity.

There are two approved tagline and logo lockup usages: stacked, which is the preferred lockup and should be used whenever possible, and horizontal, which should be reserved for when there is not enough space for the stacked lockup.

Stacked



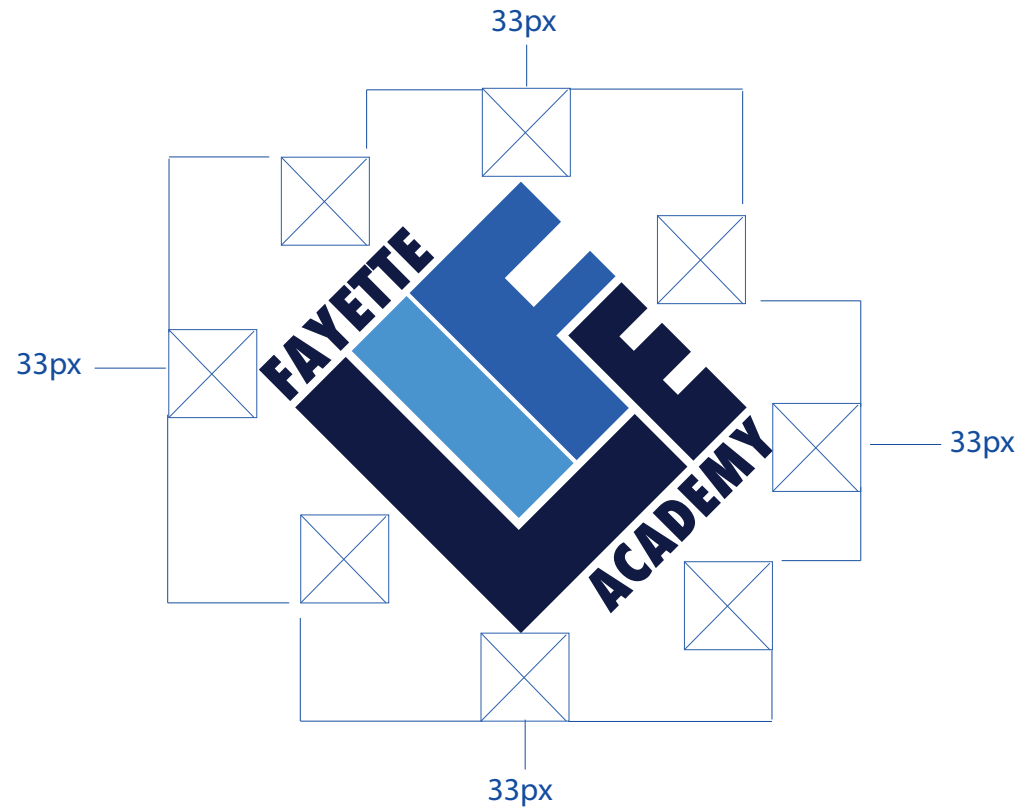
**Where Creative, College, Career,
and Life Readiness Happens!**

Horizontal



**Where Creative, College, Career,
and Life Readiness Happens!**

MINIMUM SIZE – CLEAR SPACE REQUIREMENTS



There should always be a clear space surrounding the Fayette LIFE Academy logo, with no type nor graphics appearing in the clear space. The clear space is 33px. This is defined as from the flush left and right sides of the logo and from the top of "FAYETTE" and the bottom of "ACADEMY."

The minimum size for the Fayette LIFE Academy logo is 107px X 94px / 1.486in X 1.306in.

COLOR PALETTE

Accent colors have been carefully selected to represent the brand of Fayette LIFE Academy. In addition to the core blue colors in the logo, accent colors from the palette below can be used in print and electronic publications (i.e. websites, brochures, posters, banners, etc.).

Blue is the primary color, so choice of colors should always include at least one blue from the core color palette. Other colors are meant to be accents and should not be the dominate color.

Core Colors

Intellect



Bright Blue
#285DAA
R40 G93 B170
H216 S76 V67
C76 M45 Y0 K33

Growth



Light Blue
#4994D0
R73 G148 B208
H207 S65 V82
C65 M29 Y0 K18

Trust



Dark Navy
#111C45
R17 G28 B69
H227 S75 V27
C75 M59 Y0 K73

Neutrals

Intellect



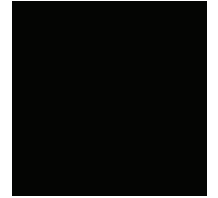
Light Gray
#D2D3D4
H208 S0 B83
R210 G211 B212
C17 M12 Y12 K0

Trust



Dark Gray
#939598
H216 S3 B59
R147 G149 B152
C0 M0 Y0 K50

Strength



Black
#000000
H216 S3 B0
R0 G0 B0
C75 M68 Y67 K90

Accent Colors

Confidence



Lime
#CDDC29
R205 G220 B41
H64 S81 B86
C24 M0 Y100 K0

Progress



Light Green
#90AA3C
R144 G170 B60
H73 S64 B66
C49 M18 Y100 K1

Wisdom



Vivid Gold
#FEBF10
R254 G191 B16
H43 S93 B99
C0 M27 Y100 K0

Creativity



Soft Purple
#5956A5
R89 G86 B165
H241 S47 B64
C76 M76 Y0 K0

Enthusiasm



Peach
#F68B46
R246 G139 B70
H22 S71 B96
C0 M55 Y80 K0

Stability



Bronze
#AA752A
H33 S75 B66
R170 G117 B42
C29 M54 Y100
K12

Freedom



Light Cyan
#47C1D1
H186 S65 B81
R71 G193 B209
C63 M1 Y19 K0

Happiness



Rose
#D9186A
H333 S88 B85
R217 G24 B106
C10 M100 Y35 K0

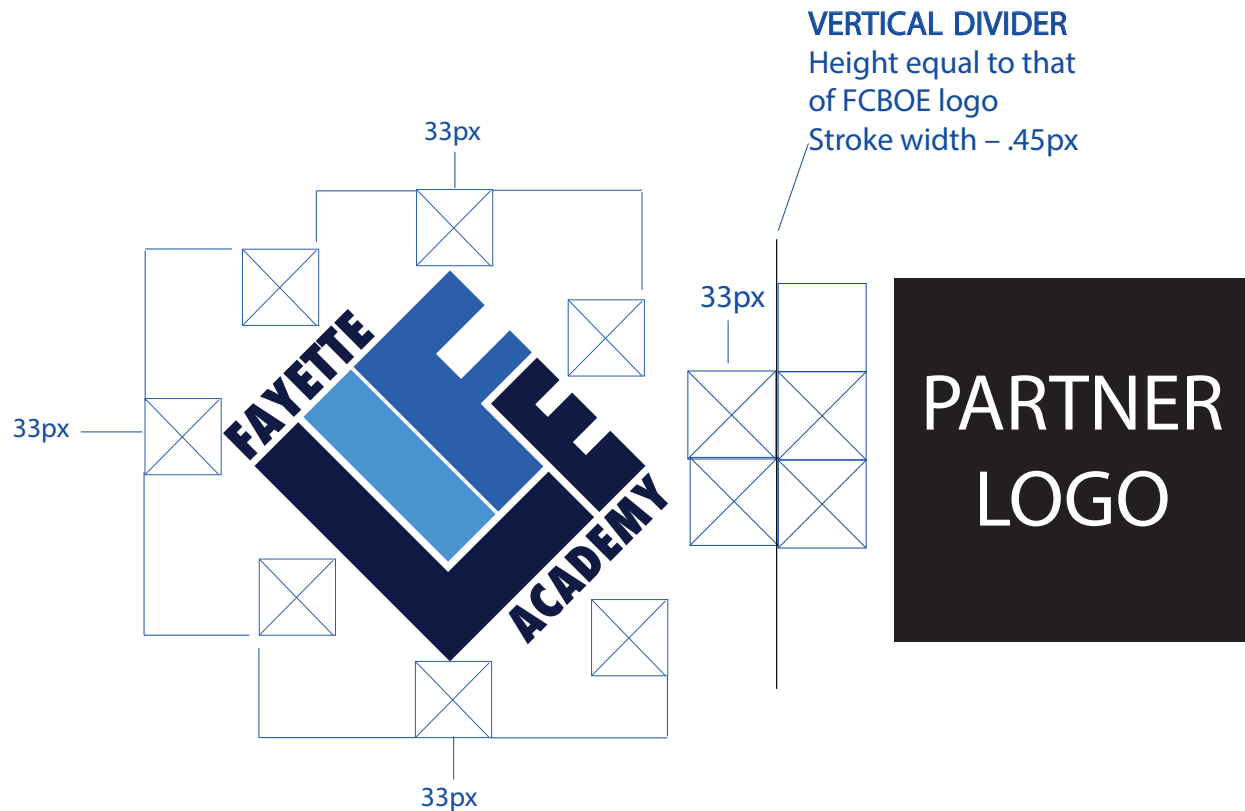
LOGO LOCKUPS – PARTNERSHIPS



The Fayette LIFE Academy logo is the dominate brand and should always have a clear visual lead in executions. Expressing brand dominance can be achieved by the following:

1. Place the Fayette LIFE Academy logo in the most visible and valuable space (e.g. Above the fold on a website, or at the lower right on a brochure or flier).
2. When the Fayette LIFE Academy logo and partner logo are shown in close proximity to each other in a brand-neutral environment (e.g. poster, banner, signage), the Fayette LIFE Academy logo is the dominate brand and should always be placed to the left of the divider.
3. When space is limited horizontally, the partner logo can be raised to allow more space around the Fayette LIFE Academy logo (see Slim Jim example, last page).

CLEAR SPACE REQUIREMENTS






There should always be a clear space surrounding the Fayette LIFE Academy logo, with no type nor graphics appearing in the clear space. The clear space is 33px. This is defined as from the flush left and right sides of the logo and from the top of “FAYETTE” and the bottom of “ACADEMY.”

The Fayette LIFE Academy logo should always be placed to the left of the vertical separator indicating brand dominance. Each logo should be sized to be optically equal in size. The minimum size for the Fayette LIFE Academy logo is 107px X 94px / 1.486in X 1.306in. Both logos should be equally spaced from the vertical divider, 33px.

EXAMPLES – MARKETING VEHICLES

These examples demonstrate conceptually how Fayette LIFE Academy co-branded communications should appear in common marketing vehicles. Note that the Fayette LIFE Academy visual identity takes the lead, and the partner logo is placed in a visually subordinate position.

<p>Headline Here</p> <p>Slim Jim brochure</p> <p>PARTNER LOGO</p> 	<p>Headline Here</p> <p>Poster</p>  <p>PARTNER LOGO</p>	<p>PARTNER LOGO</p> <p>Headline Here</p> <p>Form</p> 
---	--	--