Phelps ACE High School

Brand guide

Contents

Typography

All typefaces are freely accessible web fonts. They can be found in programs such as Canva or downloaded and installed from the web.

Title

Barlow Condensed bold

Header and subheader

Proxima Nova bold

Body text and photo captions

Rubik

Accent

Kalam bold

An accent font should be used when any material requires a decorative, unique font. This typeface should not be used in small sizes, and it should be paired with another font for better readability.

Typography sample

Title in Barlow Condensed

Header in Proxima Nova

Body text in Rubik

Lorem ipsum odor amet, consectetuer adipiscing elit. Posuere vehicula justo ex consequat senectus varius dictum? Congue lectus curae mi vehicula, scelerisque amet. Viverra curabitur aliquam sociosqu vulputate risus. Orci est fringilla sollicitudin torquent senectus dignissim. Varius faucibus tellus neque maximus tincidunt commodo commodo sodales nibh. Sed rutrum commodo luctus blandit in nostra. Auctor magna pretium himenaeos ipsum, cras justo faucibus sollicitudin nam. Cubilia arcu congue nisl cubilia ex magnis amet. Ultrices sem risus ex eros risus.

Accent in Kalam

Logos

Primary

The primary logo is the main visual identifier for the brand; it is the foundation for Phelps' visual identity. It should be the first choice of logo when possible to represent Phelps.

Horizontal

Horizontal logos are the secondary logos for the brand which are used when the primary logo is not suitable for an environment. It should be used when there is a limited amount of vertical space. Horizontal logos should never be used over the primary logo, when possible.

Athletics

The athletic logo should be used for any sports related materials like team uniforms, banners, promotional materials for games, and merchandise. The athletic logo should take precedence for sports-specific contexts.

Logo margin guidelines

When logos are used, they need to have consistent margin space surrounding them. This ensures that there's enough distance from other design elements that surround the logo.

230px

66px

Margin space

Margins should be proportionate to the height of the logo. The logo should be about 3 times larger than the margin space. In the provided example, the logo height is 230px, and the margin space is 66px.

Any other elements should not be placed in the margins.

Color Palette

Color Palette

Primary colors

Primary colors are be used for the school's core identity. They should be the main colors used for visual assets (e.g. posters)

Hex #1B3C6D
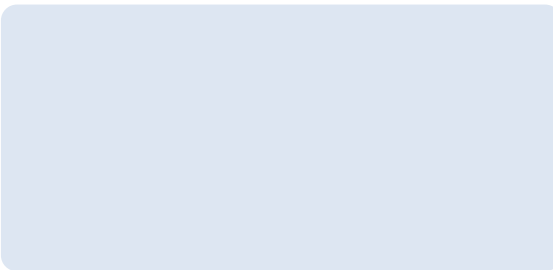RGB (27, 60, 109)
CMYK (75, 45, 0, 57)

Hex #91B5E5
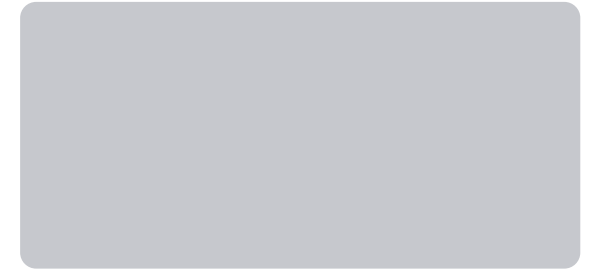RGB (145, 181, 229)
CMYK (37, 21, 0, 10)

Accent colors

Accent colors are used to add variety and balance to visual assets and highlight key elements. They should be used sparingly.

Hex #0F172E
RGB (15, 23, 46)
CMYK (67, 50, 0, 82)

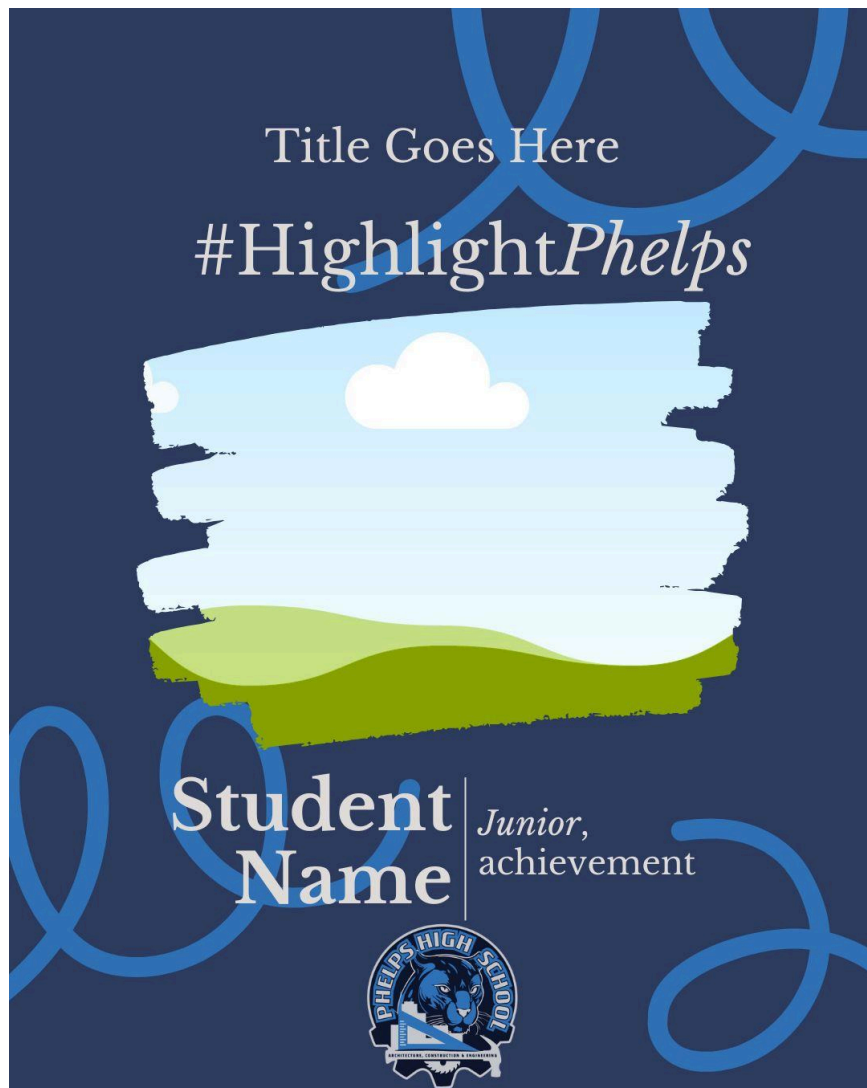Hex #DDE7F3
RGB (221, 231, 243)
CMYK (9, 5, 0, 5)

Hex #C7C8CD
RGB (199, 200, 205)
CMYK (3, 2, 0, 20)

Social media Templates

Social media templates can be used to create easily customizable posts that have a consistent theme. They include labels which should be edited with the information pertaining to the subject of the post. All templates can be customized via the included links.

Student / Athlete Spotlight

Layout: Photo of a student in action
with
their name and achievement
highlighted.

Design: Minimalist design with a solid
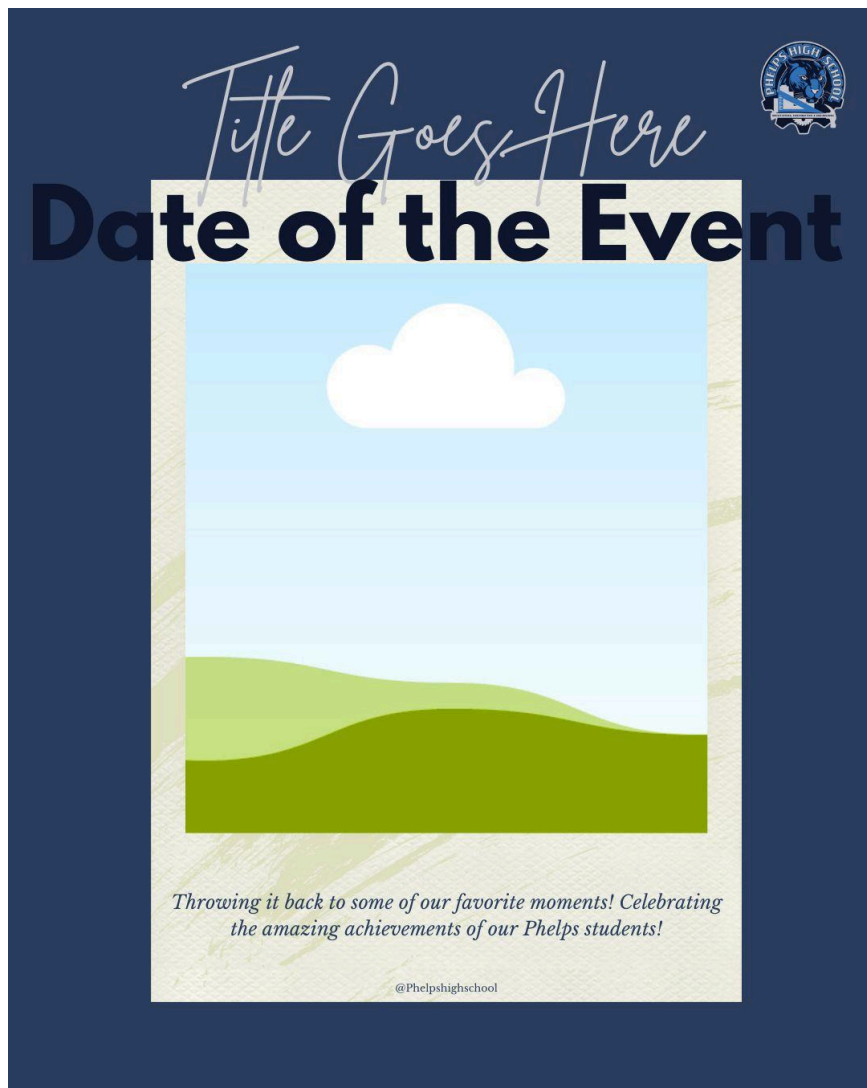color frame and icons representing
their activity.

Editable template

Interactive Posts

Behind the scenes of students working in class, clubs, etc

Polls or Q&A: Use Instagram Stories format. Include fun visuals like emojis or doodles.

Call to Action: Phrases such as "Drop any questions below!"

Editable template

Throwback/Inspirational Posts:

Layout: Text-focused with a bold, clear header and minimal visuals.

Design: A clean background with contrasting text colors to make it stand out.

[Editable template](#)

Event Recaps:

Layout: Multiple slides for instagram posts

Design: Use a faded background with vibrant overlays in school colors.

Editable template