JUBILEE
ACADEMIES

Branding and Style Guidelines

Marketing and Communications Department

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Jubilee Academies School District

Introduction

To help Jubilee Academies School District offices, departments, and schools maintain a consistent and effective identity in the communications and publications they produce, Jubilee Academies has prepared this style guide. It includes basic rules of written communication, as well as guidelines for formatting documents and the use of the approved district branding.

Questions or comments about this guide can be directed to the Marketing and Communications Department at (210) 333-6227 or dept.marketing@jubileeacademic.org. An electronic copy of this guide, official logos, templates and additional resources are available for download at www.jubileeacademies.org/style-guide.

Our Vision

To be the premier choice in education.

Jubilee Academies strives to foster a supportive community that emphasizes academic excellence and leadership. We provide a comprehensive and seamless path that guides students from primary foundations to secondary readiness and post-secondary success.Within this dynamic landscape, our core focus is on empowering our students to not only excel academically but emerge as strong leaders. Our ideology is reflected in our fundamental beliefs, commitments, and core values that guide us in our daily practices.

Core Principles

Determined Destiny Values

- Joy
- Understanding
- Balance
- Integrity
- Leadership
- Empowerment
- Excellence

Visual Identity

Guide to Logo Usage

Official Jubilee Academies Logo

The composition of the official Jubilee Academies logo comprises three elements: our brandmark featuring three links, the text "Jubilee Academies," all set against a backdrop of an orange rectangle that emphasizes the word "Academies." Together, they form the logo generally referred to as the Jubilee Academies logo, hereinafter referred to as the logo. The logo is the primary symbol of the district and should be utilized for promotional and marketing materials.

To ensure the integrity of the logo, here are some guidelines:
- Do not modify the logo's colors, content, or graphic elements
- Maintain the logo's proportions
- The scale/size of the logo may be adjusted, but can not be stretched or distorted

Approved Logo Use

The Jubilee Academies logo should be used in the official district blue color when possible. When necessary, the logo may be used in white alternative if on a alternative background. A horizontal version of the logo is also available by request.

Approved Brandmark Use

The Jubilee Academies brandmark should be used in the official district colors when possible. When necessary, the logo may be used in the respective alternatives if on a alternative background. A horizontal version of the logo is also available by request.

Logo Violations

Any variations from those detailed in this style guidelines are unacceptable. Here are some examples of incorrect usage of the logo. **Avoid these common mistakes.**

Common Mistakes

PORPORTIONS
DO NOT stretch, distort, rotate or condense the logo.

COLORS
DO NOT alter the logo official district color.

MODIFICATIONS
DO NOT add other design elements to the logo.

QUALITY
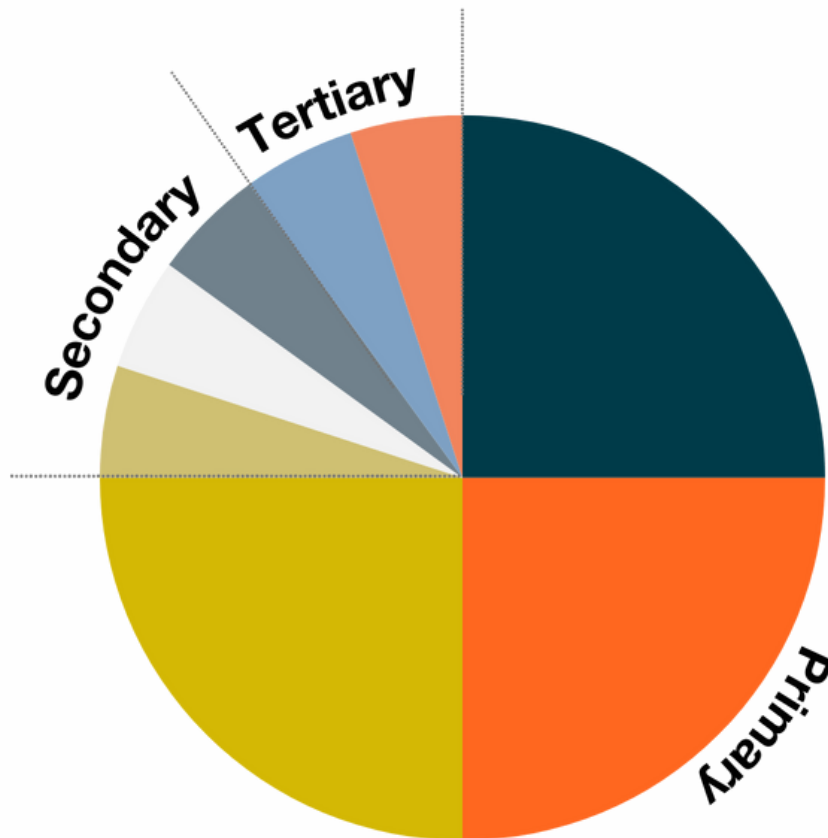**DO NOT** use blurred or pixelated versions of the logo

Color Palette

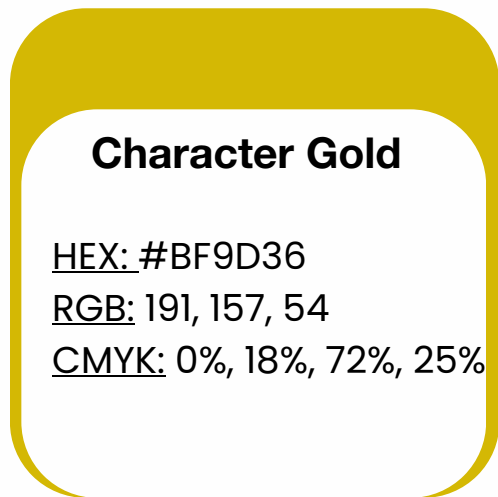Guide to Color Usage

Understanding the Color Palette

Consistent use of brand colors is critical to the effectiveness of any corporate identity system. At Jubilee Academies our primary colors are Blue, Orange, and Gold. Blue symbolizes wisdom, confidence and truth, orange symbolizes optimism, enrichment, and joyfulness, while gold is associated with courage, illumination, and passion.

A secondary and tertiary color palette has been developed to accent our two primary colors. These additional colors add variety where and when needed, but should be used sparingly, so as not to muddy the brand. They are to be used as accent colors in PowerPoint presentations, charts, graphs, posters, flyers, and other collateral materials.
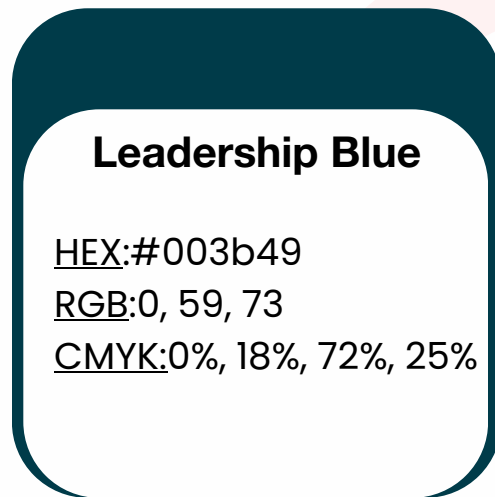
Primary Colors

Blue Orange and Gold are the official district primary colors. In order to maintain accurate color representation the following color formulas have been provided. The Pantone Matching System (PMS) is utilized by professional offset printing presses, while CMYK four-color process printing is utilized by modern digital presses. RGB is a color formula used for screen viewing and six-digit Hex codes are implemented for web development and mobile platforms.
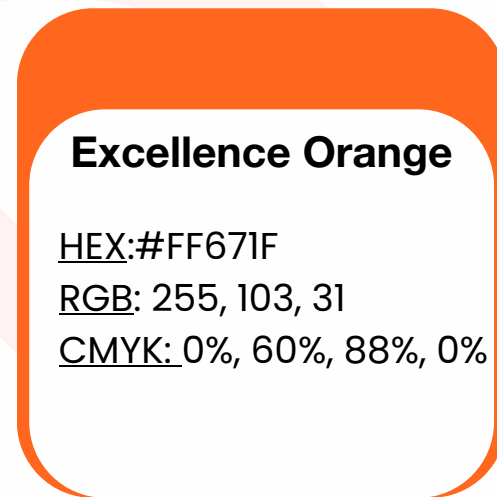
Character Gold

HEX: #BF9D36
RGB: 191, 157, 54
CMYK: 0%, 18%, 72%, 25%

Leadership Blue

HEX:#003b49
RGB:0, 59, 73
CMYK:0%, 18%, 72%, 25%

Excellence Orange

HEX:#FF671F
RGB: 255, 103, 31
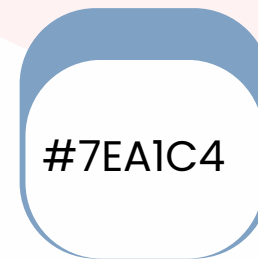CMYK: 0%, 60%, 88%, 0%

Secondary & Tertiary Colors

#CFC072

#F2F2F2

#70818C

#7EA1C4

#F2845C

Typography

Guide to Logo Usage

Understanding Typography

The Jubilee Academies Districts official primary typefaces are to be used for all promotional materials, as well as internal and external communications. Our choice of sans-serif typeface creates a typographic style that is strong, clear, and professional. Headlines should be prominent and limited to a small number of words. Body copy should be large enough to be legible with sufficient white space. It is important for typestyles to maintain consistency throughout the entire layout. Each font contains regular, light, bold and other variations.

The official typefaces are available as open sources fonts at fonts.google.com for both Mac and Windows operating systems. If the Google fonts are not available, the default system fonts of Arial and Garamond are acceptable substitutions.

Recommended Font Families

Helvetica Neue

Helvetica Neue UltraLight
Helvetica Neue Light
Helvetica Neue Regular
Helvetica Neue Medium
Helvetica Neue Bold

Poppins

Poppins Thin
Poppins ExtraLight
Poppins Light
Poppins Regular
Poppins Medium
Poppins SemiBold
Poppins Bold
Poppins ExtraBold
Poppins Black

Stationary System

The Jubilee logo must be used in all official District, department, and program publications. The logo and letterhead template is available for download from www.jubileeacademies.org/style-guide. If you have any questions about the logo, please refer to Logo Usage on page 6 of these guidelines or contact Marketing and Communications Services at (210)-333-6227.

Business Card

Email Signature

Communications

Guide to Brand Standards for External and Internal Communications

Communication Guidelines

Effective communication is crucial for building strong relationships with both internal and external stakeholders. These guidelines provide a blueprint for our communication strategy, differentiating between internal and external contexts. By emphasizing the district logo in external publications and partnerships, we project a professional and unified brand image to external stakeholders. Internally, the school logo fosters a sense of community within our school environment. Consistency in our use of logos is key to reinforcing our commitment to a clear and cohesive brand identity.

1. Logo Use for Publications and Partnerships:
 - External Communications: When creating publications or engaging in partnerships with external entities, prominently feature the district logo.
 - Partnership Events: Events associated with partnerships should prominently display the district logo.

2. Logo Use for Internal Communications:
 - Internal Documents and Events: For internal communications, such as memos, newsletters, or events within the school community, use the school logo.
 - Intranet and Internal Platforms: On internal platforms or the intranet, ensure the school logo is utilized
.

3. Consistency is Key:
 - Maintain Uniformity: Across all communication channels, ensure consistency in logo usage to reinforce a unified brand image.
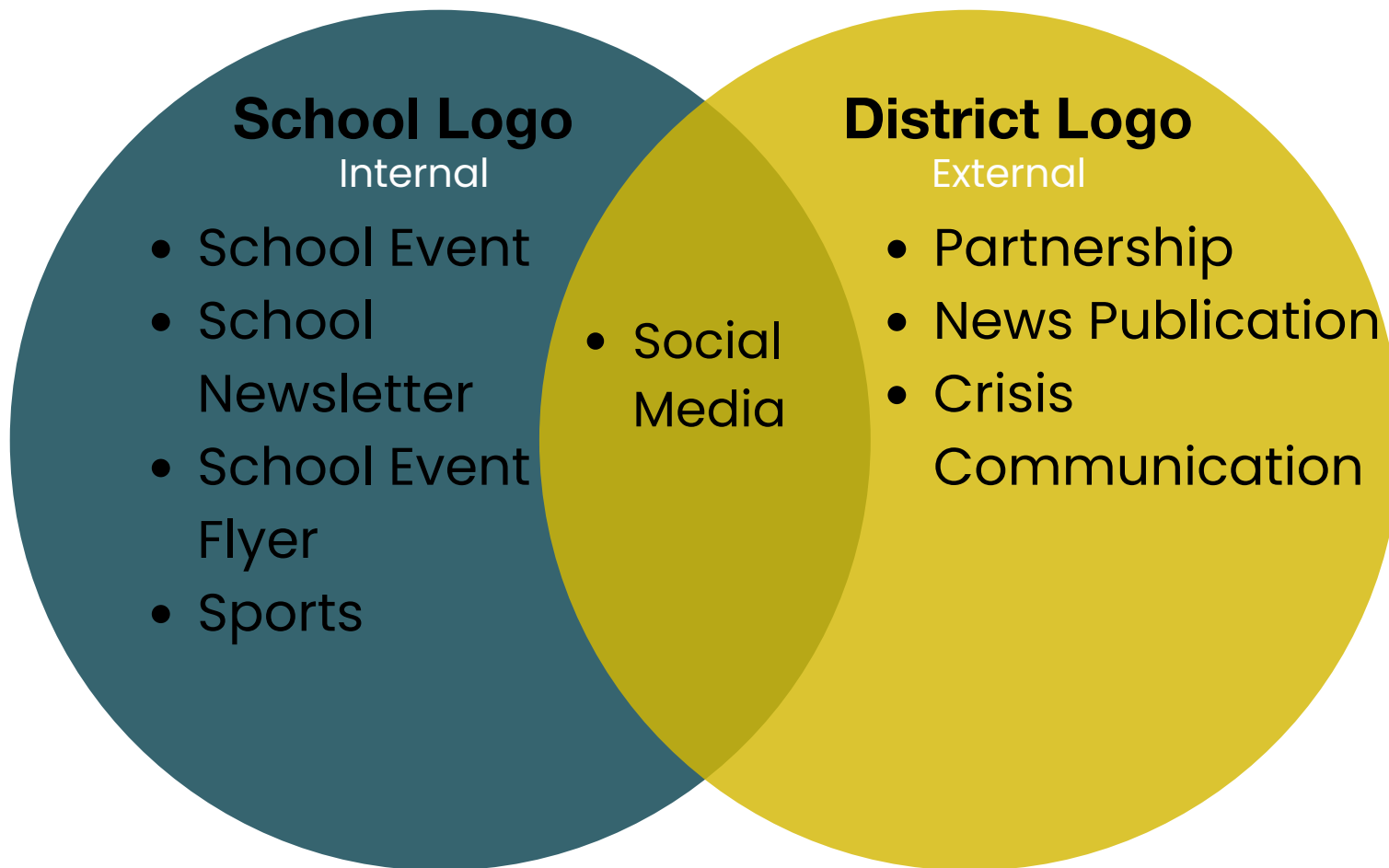
4. Exceptional Cases:
 - Clarify in Contracts: If engaging in partnerships where logo use is specified in contracts, adhere to those guidelines. Clearly communicate any exceptions in logo use.

Consult the Marketing and Communications Department: If uncertain about logo use in a specific context, consult with the Marketing and Communications department for guidance.

Communication Guidelines

Consistency in our use of logos is key to reinforcing our commitment to a clear and cohesive brand identity. By following these guidelines, we aim to maintain a cohesive brand identity in both internal and external communications, effectively representing our district and school community. These guidelines provide a framework to ensure that our logos are used purposefully, contributing to effective communication and brand representation across diverse channels and engagements. If uncertain about logo use in a specific context, consult with the Marketing and Communications department for guidance.

School Logo
Internal

- School Event
- School Newsletter
- School Event Flyer
- Sports

- Social Media

District Logo
External

- Partnership
- News Publication
- Crisis Communication

Social Media Graphic Style and Posting

Our aim is to maintain a cohesive and collegiate online presence while embracing contemporary design elements. Please adhere to the following guidelines to ensure consistency across all our social media platforms.

Color Pallete
-HEX: #BF9D36, HEX:#003b49, HEX:#FF671F

Typography:
- Primary Font:
  -Helvetica
- Secondary Font (for quotes and emphasis):
  - Poppins

Logo Usage:
- Always use the official Jubilee Academies logo or brandmark.
- Maintain clear space around the logo.
- Ensure the logo is legible, and do not alter its proportions.

Imagery:
- Use high-quality and relevant images.
- Embrace a diverse range of visuals that reflect our inclusive community.
-Branded (the students have on their respective Jubilee clothing)
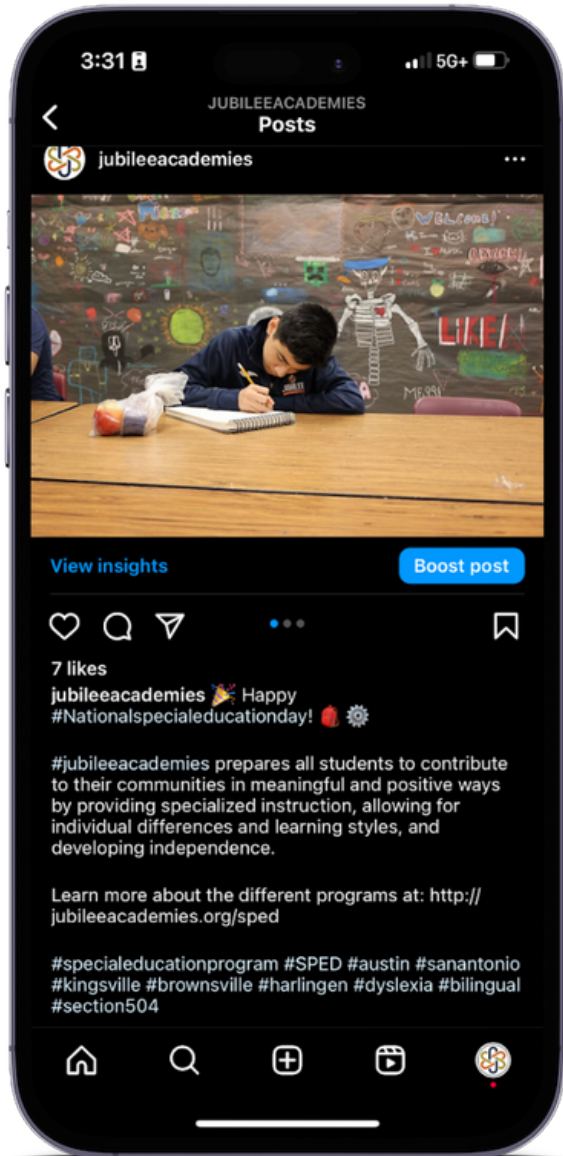- Incorporate the use of gradients for a modern touch in visual content.

Gradients:
- Integrate gradients into visual elements for a contemporary look.
- Ensure that gradients align with the provided color palette.

Social Media Voice and Posting

By following this style guide, we can collectively maintain a visually appealing, cohesive, and collegiate presence across all Jubilee Academies social media platforms. Thank you for your commitment to showcasing the excellence of Jubilee Academies!

Content Voice:
- Maintain a professional and friendly tone.
- Foster a sense of community and support.
- Keep language positive and inclusive
-On behalf of the district 's brand , use the language 'we..

Caption Length:
- Keep captions concise and engaging.
- Use emojis sparingly, ensuring they align with the content tone.

Hashtags:
- Utilize official Jubilee Academies hashtags: #JubileeAcademies #EmpoweringLeaders #EducationExcellence #TheJubileeWay

Posting Schedule:
- Establish a consistent posting schedule.
-Preferred posting times8am, 12 pm or 4pm
- Tailor content to specific platforms for optimal engagement.

Engagement:
- Respond to comments and messages promptly.
- Encourage user-generated content and interaction.

Reels, Stories and Highlights:
- For Reels Use trending sounds that are school appropriate.
-No cursing and no sexual or violent content.
- Use Instagram Stories and Highlights for behind-the-scenes content.
- Keep Highlights organized and labeled for easy navigation.
Make sure all students have media release forms.

Marketing Communications Leadership

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