



L O G O U S A G E G U I D E

ASSOCIATION OF CHRISTIAN SCHOOLS INTERNATIONAL

Introduction and Logo Meaning

The Association of Christian Schools International (ACSI) announces the rollout of its new corporate identity, portraying a renewed focus while building on the strengths of ACSI's 25-year heritage. Representing a year of study and development, our new logo refreshes ACSI's visual identity, presenting a crisp, professional look. The black typography, designed to be both authoritative and respectful, contrasts with the rich blue, which is meant to convey excellence, spirituality, and stability.

The key design elements are anchored on a trapezoidal base, representing the Christ-centered foundation on which ACSI's full complement of education services is established. This foundation provides a framework of five essential elements upon which schools can build and implement an effective educational philosophy: truth, intellectual development, Christian educators, student potential in Christ, and operational integrity.

The open book rests upon this foundation, symbolizing both biblical instruction and intellectual development. Also rising from this foundation is a flame that reflects both the Holy Spirit's power and the acquisition of knowledge. Thus, this design consists of two strong symbols that speak eloquently of ACSI's primary focus to lead Christian educators and schools in the intellectual development and spiritual formation of students.

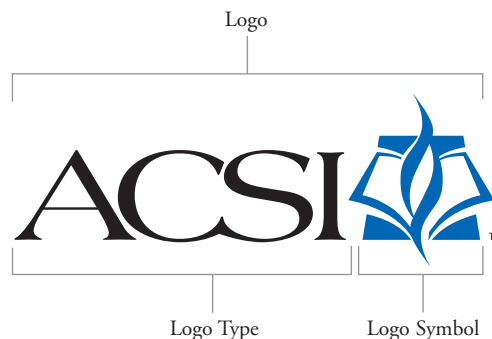
Approved Logos

Because of the importance of presenting a unified and consistent message for the worldwide ministry of ACSI, the following versions of the logo are the only approved versions that may be utilized. We recommend that the horizontal version of the logo be the logo of preference for all applications. The color version is the version of preference but may not be appropriate for all desired applications. See Color, Alternative Versions, and Background Control under Guidelines for Usage for additional help in determining the best version to use.



Terms Used

To understand the terminology used in this guide, note at the right the use of the terms *logo*, *logo type*, and *logo symbol*.

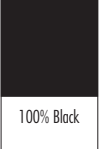


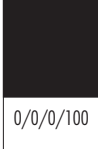
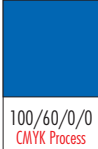

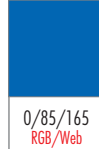


Guidelines for Usage

The adoption of a new brand requires that usage be carefully and purposefully defined in order to establish and maintain a consistent brand image. The logo is vitally important in building our new brand; therefore, it is paramount that the guidelines established in this guide be faithfully and consistently followed.

COLOR

Wherever the logo is used, whether in print or online, the two-color logo should be used when possible. The two colors are defined below:

Printing with spot colors		Printing with process colors		Web colors			
 100% Black	 Pantone 2945 COATED for coated paper	or	 Pantone 2935 UNCOATED for uncoated paper	 0/0/0/100	 100/60/0/0 CMYK Process	 0/0/0 100% Black	 0/85/165 RGB/Web

Warning! Do not use this document for a color match. Please refer to the Pantone Matching System for correct colors.

- When printing a 2-color job and one of the colors is black, the other color MUST be the Pantone color for the logo symbol OR the logo must be printed in all black.
- When printing in 4-color, you will need to be extra cautious about the blue color of the logo. Where there are very color-specific images on the piece being printed, adjusting the colors for those images may affect the blue of the logo symbol.

Note: Uncoated paper is flat in appearance. Coated paper has a glossy finish.

SIZING

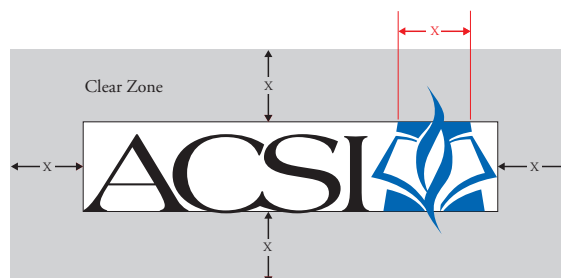
The logo should be appropriately sized for its intended use. The following are sizing guidelines:

- In most cases the width of the logo must not exceed 1/3 of the total width of the format on which it is presented. (This guideline does not apply to signage, trade show banners, T-shirts, or other special marketing/promotional pieces.)
- The minimum size of the logo should never fall below 1/4 of an inch in height.

When resizing the logo in Microsoft Word, always resize from the corner of the logo. Do not resize the logo from sides since this will distort the logo.

LOGO CLEAR ZONE

When dealing with other competing objects or logos that may take away from the visual prominence of the ACSI logo, a clear zone or protected area around the logo must be maintained as indicated:



A clear zone can be determined by using the width of the top of the logo symbol as a measurement for the clear zone.

ALTERNATIVE VERSIONS

When it is not possible to use color for the logo symbol, the logo may be presented in all black or all white, depending on the background. **These options are the only alternative versions of the logo type and symbol that may be used.**



BACKGROUND CONTROL

When placing the logo on a background, care should be taken to ensure legibility and maximum impact of the logo on the piece. The background must provide sufficient contrast for all colors in the logo. When the background is 60% of black or darker, use the white logo. When the background is lighter than 40% of black, use the black logo. See the examples below:



UNACCEPTABLE USAGE OF THE LOGO

The logo must not be altered in any way, including but not limited to the following: no distorting, compressing, stretching, twisting, adding of drop shadows or 3-D effects. The logo is to appear exactly as it was designed. There are to be no additional elements (such as a country flag or a Christian symbol) or type (additional words or phrases) added to the logo. The elements of the logo, namely the logo type and the logo symbol, must not be separated from one another.

Incorrect:



IF YOU'RE UNCERTAIN ...

If your intended use of the logo is not covered by this guide, contact the Design Department of ACSI at 719-528-6906.