



# Branding Style Guide

2020-2021 School Year

August 17, 2020

## Georgia Cyber Academy (GCA) Communications Department

The Communications, Marketing & Public Relations Department seeks to support the District's mission by improving communication and building relationships with stakeholders and the community through innovative communication strategies.

Meaningful communication encourages stakeholder and community involvement which benefits students and families and increases student growth and achievement. Our role is to promote and market the school both internally and externally to increase recruitment, retention, and engagement.

As the gatekeepers of the GCA brand, we ensure the GCA identity is included in all communications and that it is shown correctly, following brand identity guidelines. Consistency in branding communicates a quality institution and helps reinforce the district's [mission and vision](#).

### Department Mission

Our mission is to build and maintain confidence, increase engagement, address change, and communicate effectively with all stakeholders and the community.

### Department Goal

It is our goal to provide welcoming, informative, and engaging communications to all stakeholders and the community with the focus of building and maintaining confidence and engagement while supporting student growth and achievement.

## Branding Guidelines

The Communications Department is responsible for managing and maintaining the GCA brand identity.

Effective brand identity is achieved through the use of consistent visual and messaging elements that frame and influence the way target audiences perceive GCA. In all our communications, we aim to project a strong, unifying singular voice and appearance. Following brand guidelines and visual identity standards is critical to supporting the GCA brand, maintaining the visibility of GCA and underscoring its reputation as a leader in providing online education to students in grades K-12.

While it may be tempting for departments to create their own brand/logo, this would dilute awareness of the GCA name and create internal competition and confusion among our core audiences. Maintaining our competitive position requires that all components of the GCA brand appear consistently across all GCA communications.

The branding guidelines have been developed to establish the rules that govern the use of brand identifiers to create consistency in all communications and maintain a recognizable brand. Such communications include, but are not limited to presentations, emails, and other messages designed to represent GCA and its programs. No matter which communication channels are used, we all contribute to a unified and professional GCA brand by following the logo, color, and typeface standards in this guide.

The branding guidelines are flexible so that each department can communicate its own unique characteristics. Anchored by the GCA logo, you may choose from the official colors and typefaces to define a visual presence that is distinct yet clearly associated with GCA as the central primary brand.

It is the responsibility of each individual staff member to adhere to these guidelines to ensure that a harmonious message and identity are communicated to GCA's varied audiences. When planning to develop publications, please contact us early in the process to ensure compliance with all branding guidelines.

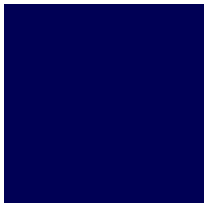
If you need guidance or have questions related to GCA Branding Standards, please contact:

Maria Blencowe, [mblencowe@georgiacyber.org](mailto:mblencowe@georgiacyber.org)

## Colors

The primary GCA colors are navy (R:0 / G:0 / B:85) and orange (R:243 / G:133 / B:64). While navy has emerged as the primary color associated with GCA, one or both colors together can be used. Department colors provide flexibility so that departments can create a look that expresses their own individuality. The full palette complements the official GCA colors for easy alignment with the overall GCA brand. It is important to render colors accurately.

### Primary District Colors

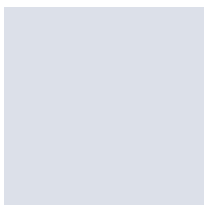


Digital: R:0 / G:0 / B:85  
Print: C:100 / M:98 / Y:24 / K:42  
HEX: 1A1751

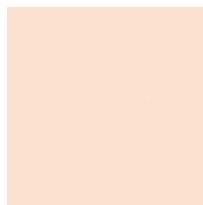


Digital: R:243 / G:133 / B:64  
Print: C:1 / M:59 / Y:83 / K:0  
HEX: F38540

### Accent Colors



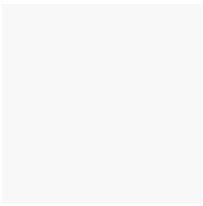
Digital: R:220 / G:224 / B:233  
Print: C:5 / M:5 / Y:0 / K:9  
HEX: DCE0E9



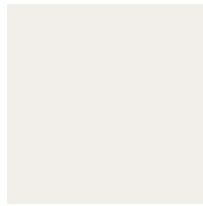
Digital: R:252 / G:225 / B:208  
Print: C:0 / M:11 / Y:17 / K:1  
HEX: FCE1D0



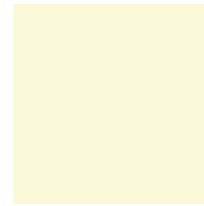
Digital: R:221 / G:242 / B:230  
Print: C:8 / M:0 / Y:5 / K:5  
HEX: DDF2E6



Digital: R:248 / G:248 / B:248  
 Print: C:0 / M:0 / Y:0 / K:3  
 HEX: F8F8F8



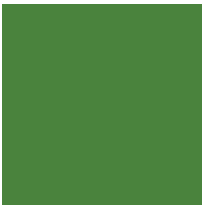
Digital: R:242 / G:239 / B:234  
 Print: C:0 / M:1 / Y:3 / K:5  
 HEX: F2EFEA



Digital: R:250 / G:250 / B:218  
 Print: C:0 / M:0 / Y:13 / K:2  
 HEX: FAFADA

## Department Colors

### Elementary Grades



Digital: R:74 / G:131 / B:61  
 Print: C:75 / M:27 / Y:100 / K:12  
 HEX: 4A833D

### Special Education



Digital: R:56 / G:178 / B:121  
 Print: C:69 / M:0 / Y:32 / K:30  
 HEX: 38B279

### Operations



Digital: R:71 / G:15 / B:130  
 Print: C:88 / M:100 / Y:12 / K:7  
 HEX: 470F82

### Middle Grades



Digital: R:15 / G:130 / B:128  
 Print: C:85 / M:31 / Y:50 / K:8  
 HEX: 0F8280

### FAST



Digital: R:130 / G:15 / B:17  
 Print: C:29 / M:100 / Y:100 / K:36  
 HEX: 820F11

### Federal Programs



Digital: R:162 / G:113 / B:176  
 Print: C:38 / M:64 / Y:0 / K:0  
 HEX: A271B0

### Secondary Grades



Digital: R:8 / G:76 / B:97  
 Print: C:95 / M:62, 44, 28  
 HEX: 084C61

### Counseling



Digital: R:24 / G:133 / B:202  
 Print: C:80 / M:39 / Y:0 / K:0  
 HEX: 1885CA

### Curriculum



Digital: R:109 / G:109 / B:109  
 Print: C:58 / M:49 / Y:49 / K:16  
 HEX: 6D6D6D

## Human Resources



Digital: R:123 / G:84 / B:77  
Print: C:42 / M:64 / Y:62 / K:27  
HEX: 7B544D

## Accountability & Grants



Digital: R:148 / G:183 / B:225  
Print: C:41 / M:19 / Y:0 / K:0  
HEX: 94B7E1

## Business & Finance



Digital: R:35 / G:31 / B:32  
Print: C:0 / M:0 / Y:0 / K:100  
HEX: 231F20

## Communications



Digital: R:243 / G:133 / B:64  
Print: C:1 / M:59 / Y:83 / K:0  
HEX: F38540

## Typography

The following fonts are to be used in all official GCA documents. Consistent use of these approved typefaces creates a unified appearance across all system-based communications.

Lora is the standard serif font, with Georgia as a substitute. Roboto is the standard sans serif font, with Arial or Sans Serif as a substitute. Happy Monkey is the standard accent font with Century Gothic or Trebuchet MS as a substitute.

### Standard Serif Font

#### Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890'?''"!"(%)[#{@}/&\<+=>

The quick brown fox jumped over the lazy dog while all Georgia Cyber Academy Champions attended live class sessions and completed assignments.

Download link: <https://fonts.google.com/specimen/Lora?query=lora#glyphs>

### Substitute Serif Font

#### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890'?''"!"(%)[#{@}/&\<+=>

The quick brown fox jumped over the lazy dog while all Georgia Cyber Academy Champions attended live class sessions and completed assignments.

## Standard Sans Serif Font

### Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789  
0'?''"!"(%)[#]{@}/&\<+=>

The quick brown fox jumped over the lazy dog while all Georgia Cyber Academy Champions attended live class sessions and completed assignments.

Download link: <https://fonts.google.com/specimen/Roboto?query=roboto>

## Substitute Sans Serif Fonts

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz12345678  
90'?''"!"(%)[#]{@}/&\<+=>

The quick brown fox jumped over the lazy dog while all Georgia Cyber Academy Champions attended live class sessions and completed assignments.

### Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz12345678  
90'?''"!"(%)[#]{@}/&\<+=>

The quick brown fox jumped over the lazy dog while all Georgia Cyber Academy Champions attended live class sessions and completed assignments.

## Accent Font

### Happy Monkey

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456  
7890'?''"!"(%)[#]{@}/&\<+=>

The quick brown fox jumped over the lazy dog while all Georgia Cyber Academy Champions attended live class sessions and completed assignments.

Download link: <https://fonts.google.com/specimen/Happy+Monkey?query=happy+monk>

## Substitute Accent Font

### Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567  
890'?''"!"(%)[#]{@}/&\<+=>

The quick brown fox jumped over the lazy dog while all Georgia Cyber Academy Champions attended live class sessions and completed assignments.

## Logo

The official GCA logos are the foundation of our identity system and are deemed appropriate for any communication that promotes GCA.

The District logo should be used on district-wide agendas, certificates, awards, policies, handbooks, ceremonial programs and other official GCA documents. Department logos have been created to distinguish departments within the school district. Appropriate use of these elements enhances our reputation and cultivates instant recognition of our unique environment.

When you choose which logo is most suitable to use, consider:

if you are promoting a specific area or component of GCA or promoting the school as a whole  
how prominently your faculty, department, school, or unit is represented in your communication  
who your target audience is and how familiar they are with your faculty, department, school, or unit  
what logo will make your communication more compelling to the intended audience  
how formal or informal your communication should be perceived

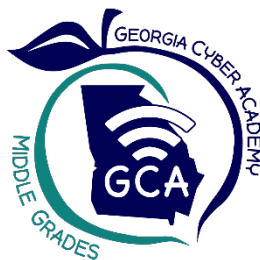
Do not manipulate or distort GCA logos. Examples include stretching, flipping, or compressing the image.

- Do not attempt to redesign the logo.
- Do not replace an element of the logo or add any graphic elements such as a symbol or punctuation mark.
- Do not add words or images to the logo to create a composite logo.
- Do not use unapproved brand colors in the logo.



If you would like to use a GCA logo to create swag items for a Department, Program, or for personal use, please reach out to Maria Blencowe to confirm proper usage. Inappropriate usage of the logo is not condoned.

Logo files can be downloaded here: <https://www.georgiacyber.org/staff-portal/marcom/branding-guidelines/logos>





## Email Signature

Consistent email signatures are an important way to promote a strong school culture. Consistency ensures that all emails on behalf of Georgia Cyber Academy (GCA) meet professional standards, meet legal requirements, provide relevant information, and are consistent with our school brand.

An email signature serves as an easily recognizable source of contact information for an individual and their organization. Being consistent in how we present ourselves to the world will not only help in unifying our school brand but also in creating a consistent expectation for students and families.

Email signatures should reflect a professional and consistent appearance for conducting school business through email. Because of this, we will be using consistent email signatures for Georgia Cyber Academy.

## Guidelines

The professional electronic signature is comparable to a business card or letterhead. The following guidelines should be followed for official GCA email signatures from your school email account.

- Use the instructions outlined in this document to update your signature line for your @georgiacyber.org Gmail account.
- Do not adjust fonts or colors in the signature.
- Signature lines should be dynamic. Do not create your signature line using a screenshot or by uploading an image.



- Do not include personal phone numbers, social media profiles, or website links.
- Avoid adding personal quotes. The use of personal or favorite quotes or epigraphs in email signatures is inappropriate in a professional setting. A quote has the unfortunate potential of causing confusion with external audiences assuming a particular statement represents the school's official slogan and mission.
- Avoid the use of background colors on your emails. Backgrounds generally do not look professional and they limit text readability.

Thank you for helping us maintain our professional and consistent brand in your email signature lines.

*Please note: As part of our SY2020-21 district rebranding efforts, the Communications Department will provide updated signature instructions later on in the school year to include district logo and staff photo guidelines.*

## New Message Signature Template

Your Name

Your Title

Your Grade Band and Department

404.334.4790 ext.0000

[youremail@georgiacyber.org](mailto:youremail@georgiacyber.org)

Supervisor: Your Supervisor

Georgia Cyber Academy | [georgiacyber.org](http://georgiacyber.org)

1745 Phoenix Blvd, Suite 100, Atlanta, GA 30349

Rise Up, Aim High, and Soar! #WeBringSchoolToYou

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## Replies Template:

Your Name

Your Title

Your Grade Band and Department

404.334.4790 ext.0000

[youremail@georgiacyber.org](mailto:youremail@georgiacyber.org)

Supervisor: Your Supervisor

[georgiacyber.org](http://georgiacyber.org)

How to Create Your Signature:

<https://drive.google.com/file/d/1CWbYRIkI7uGsSPi0v22B54Xc7AjpXcfO/view?usp=sharing>

## Branded Materials

All orders for branded materials including (but not limited to) T-shirts, swag, posters, printed documents, promotional items, etc. should be placed directly with the Communications, Marketing, and Public Relations team. This ensures consistent quality, adherence to the visual identity standards and savings on costs.

If you would like to use a GCA logo or branding elements to create swag items for a Department, Program, or for personal use, please reach out to Maria Blencowe to confirm proper usage. Inappropriate usage of the logo is not condoned.

If you would like materials printed, please contact:

### Communications, Marketing, and Public Relations Director:

Maria Blencowe  
[mblencowe@georgiacyber.org](mailto:mblencowe@georgiacyber.org)  
404.334.4790 ext.1104