



North Cobb Christian School

# BRANDING GUIDELINES



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# SECTION 1: INTRODUCTION

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# WHO WE ARE

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Located in Kennesaw, Georgia, NCCS combines academic excellence with an authentic Christian education for students in preschool K3 through 12th grade, with the goal of helping children grow into their full potential in Christ.

This is school ... the way it should be.

## **Vision Statement**

Together...  
Cultivating Hearts.  
Challenging Minds.  
Impacting Culture.

## **Mission Statement**

Committed to Jesus Christ, North Cobb Christian School provides a biblically based, academically excellent education in a nurturing environment, developing students' potential to impact their world for Christ.



## SECTION 2: BRAND ASSETS

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In this section, we outline best practices for the use of NCCS brand assets and offer useful examples.

Each asset can be downloaded by clicking on the text on the bottom right of the page that reads “Click here to download files” or by clicking the asset itself.



# CORE COLORS

These five colors are the backbone behind our branding. We focus on incorporating color in everything while also keeping our branding clean and professional.

Colors should be used according to the proportions presented on the right. For legibility and professionalism, Carolina Blue and both Grays should remain secondary to Navy and White and should never be used for type unless otherwise approved by the Marketing department.

<div><div>White</div><div>HEX FFFFFFFF</div><div>CMYK 0-0-0-0</div><div>RGB 256-256-256</div></div>	<div>Navy</div> <div>PMS 282 U</div> <div>HEX 1B3B60</div> <div>CMYK 97-80-37-27</div> <div>RGB 27-59-96</div>	<div>Carolina Blue</div> <div>PMS 291 U</div> <div>HEX 8CD1F1</div> <div>CMYK 42-2-2-0</div> <div>RGB 139-209-239</div>
<div>Dark Gray</div> <div>PMS Black 3 U</div> <div>HEX 8A8D8F</div> <div>CMYK 3-1-0-44</div> <div>RGB 138-141-143</div>	<div>Light Gray</div> <div>PMS Cool Gray 3 C</div> <div>HEX C7C8C9</div> <div>CMYK 1-0-0-21</div> <div>RGB 199-200-201</div>	



# THE SHIELD

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The iconic shield is the most recognizable logo of NCCS.

It is the go-to for all promotional material, external publications, and should be the primary logo used to represent the school.

Do not edit or modify the shield in any way, unless approved by the marketing department.



**NORTH COBB  
CHRISTIAN SCHOOL**



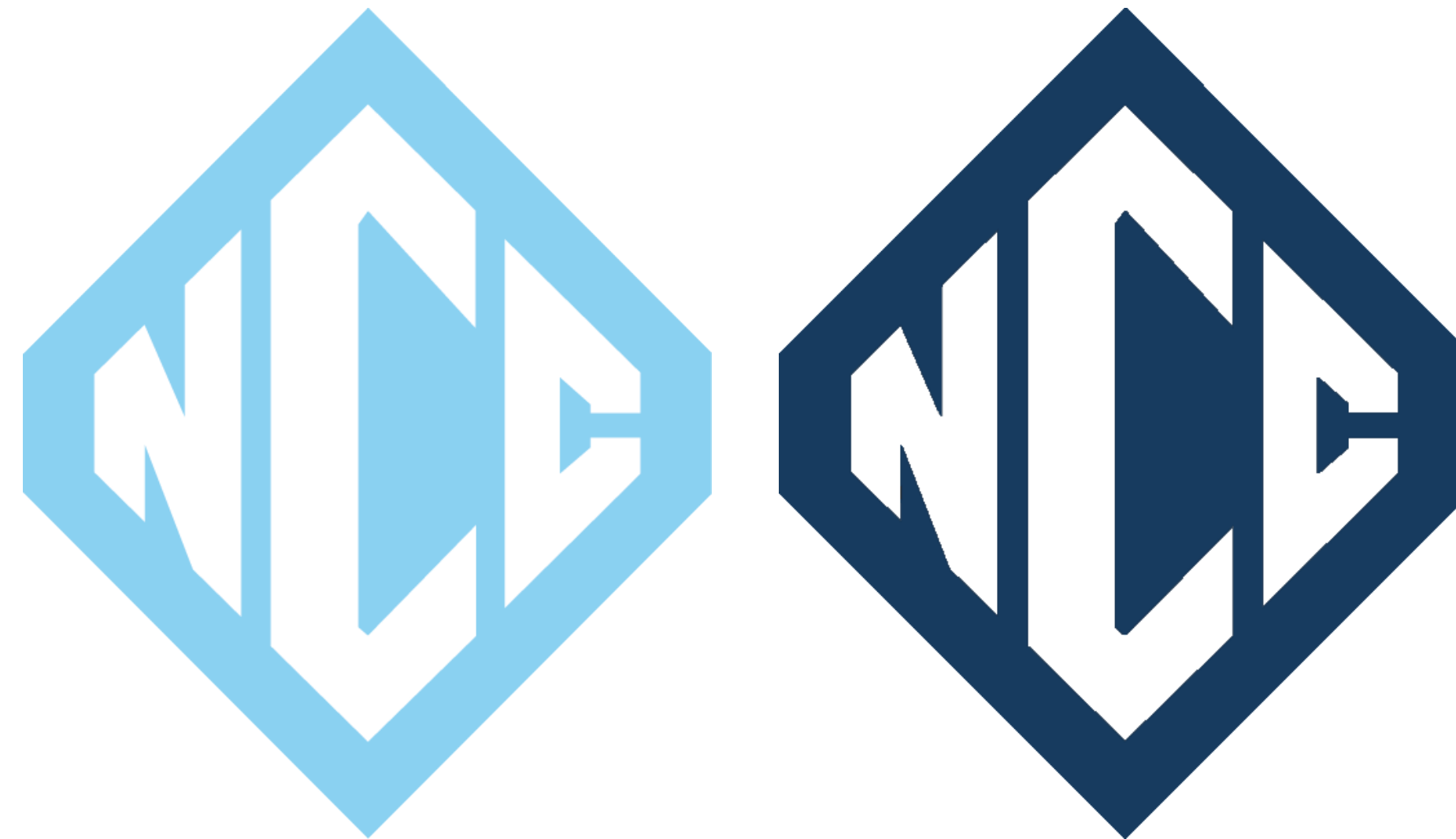
# ALTERNATE SHIELDS

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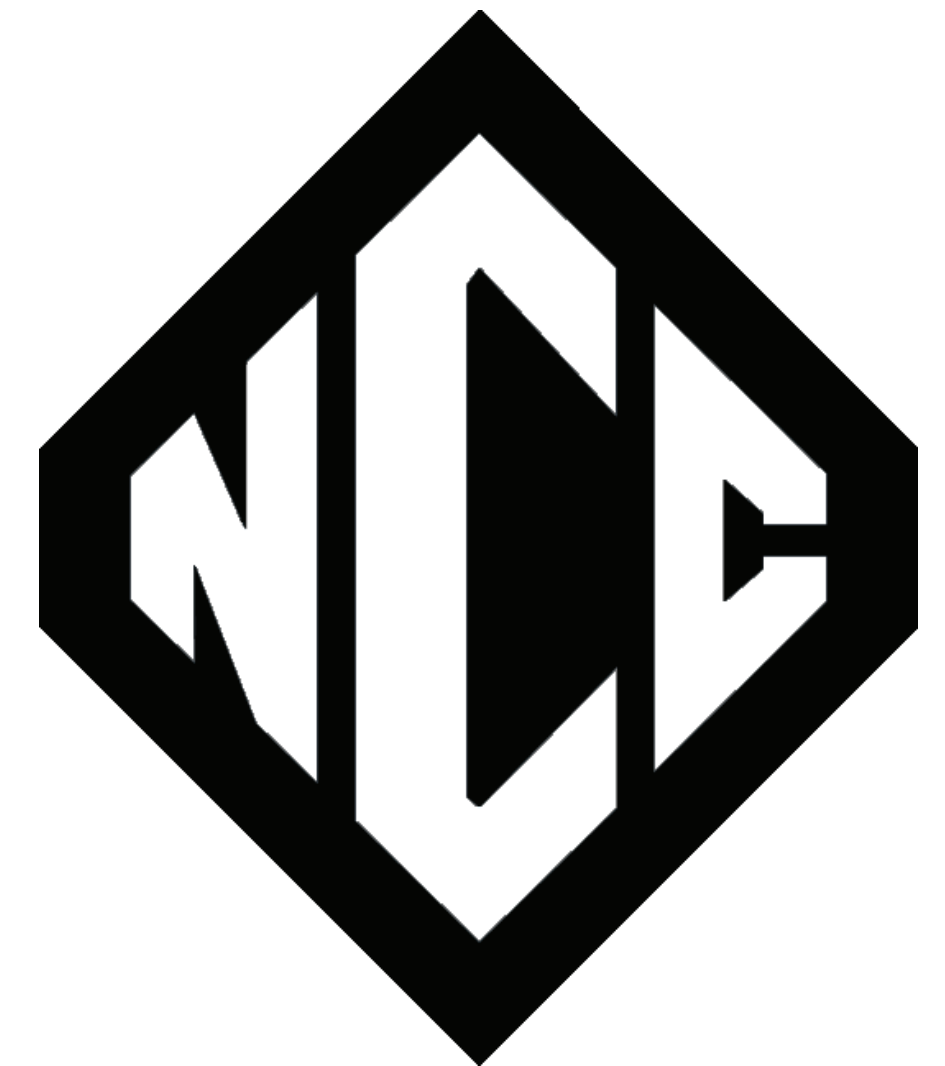
## Watermark

The most versatile shield, our watermark is used in everything from publications to merch to Instagram photos.



## Colored Punched Logos

Monochromatic, discreet logos to enhance graphics, images, and branded collateral, such as banners.



## Black Punched

Used on printed documents to provide a high-contrast alternative to the shield.

# THE EAGLE

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Our mascot, Swoop, is used on athletic apparel and designs, as well as mascot-related promotions.

If the eagle is perched on text or an object, the talons must be completely visible so as not to distort the logo (see example). The eagle may stand alone and is *not* required to be perched on text or an object.

Uses of the eagle must be approved by *both* the Marketing and Athletics departments.





# THE CREST

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The NCCS Crest is a staple of the school and is typically reserved for formal academic events and collateral. Such as report cards, admissions forms, graduation materials, and diplomas.

Do not modify or edit the crest in any way. It should always remain in navy against a white background as shown.



# DEPARTMENT LOGOS

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## Arts Department

The Arts logo is to be used specifically for Arts-hosted events and promotions. It may be color matched to coordinate with show themes on promotional materials and attire. All designs must be approved by both the Marketing department and the Director of the Arts.



## Moving Forward Program

The MFP logo is used for the Dr. Carolyn Ware Moving Forward Program. Do not use it as a replacement for the crest.



## Summer Camps

The Camps logo is used for the promotion and communication of NCCS Summer Camps.



# TYPEFACE: AVENIR

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NCCS’ main typeface is Avenir. When using Avenir Light to create text, web, or printed collateral, always typeset with auto kerning, set the tracking to 0, and set in sentence case.

When creating headings with Avenir Light, typeset as listed above, but set in uppercase.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Cultivating Hearts.  
Challenging Minds.  
Impacting Culture.

## TYPEFACE: FREE PEN

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When writing out the school's vision statement or attributing quotes, personality and visual distinction can be added using our script font of choice: Free Pen.

Refrain from using Free Pen for headline or body text. It should only be used for the purposes listed above, unless otherwise indicated by the Marketing department.

Typeset with auto kerning, set the tracking to 0, and set in sentence case.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 0123456789

Together...



# TYPEFACE: VARSITY

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When stylizing the names of sports and creating branded collateral for Athletics, Varsity is preferred.

When using Varsity, typeset with optical kerning, set the tracking to 0, and set in uppercase or lowercase.

AA BB CC DD EE FF GG HH II JJ KK  
LL MM NN OO PP QQ RR SS TT UU  
VV WW XX YY ZZ 0123456789

CROSS COUNTRY  
SOCCER

# STYLIZED VISION STATEMENT

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The NCCS vision statement combines both Avenir and Free Pen and is primarily used for external publications, letterheads, etc. It should be stylized as shown in the example below.

*Together...* Cultivating Hearts. Challenging Minds. Impacting Culture.

# PRIMARY LOCKUP

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The primary lockup is used for external-facing entities that represent an extension of the school, Such as department titles, sports, school programs, etc.

Refer to example A on the right for ideal spacing. The space between the shield and the text should be equal to the space between the shield's light blue outline and the "N."

Use Avenir set in uppercase for department/program names. Varsity, set in either uppercase or lowercase, should be used for sports exclusively.





# SECONDARY LOCKUP

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The secondary lockup is used only for internal-facing entities such as departments and programs.

Refer to example A on the right for ideal spacing. The space between the shield and the text should be equal to the space between the letter C and the edge of the shield.



## SECTION 3: GOVERNANCE

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# GENERAL TERMS

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NCCS reserves the right to require modification of any existing or future logo not meeting the school's general standard.

NCCS also reserves the right to dispose of, require destruction of, or limit use of any printed, engraved, embroidered material, or any material created using any school logo, portion of a logo, combination of logos or logos designed to represent any school function, class, organization or entity without cost to the school, the administration, the student body, any student organization, parent organization, teacher or the general board.

Any questions regarding the use of an official North Cobb Christian School logo, including selection, placement, size, in context with other material or in association with third-party images or third-party rhetoric should be addressed with the Marketing department prior to use.



# APPAREL

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All apparel and spirit wear for athletic teams, The Perch, and all school fundraisers and activities should adhere to the logo and color guidelines listed unless otherwise indicated by the Marketing department.

Lower School girls’ spirit wear is permitted to incorporate the two shades of pink (or approximate) as shown on the right.

All spirit wear must coordinate with existing school uniform styles and colors as seen [here](#).

**Dark Pink**  
PMS 18-2120 TCX  
HEX D94F70  
CMYK 0-64-48-15  
RGB 217-79-112

**Light Pink**  
PMS Red 0331 C  
HEX FCAEBB  
CMYK 0-31-26-1  
RGB 252-174-187

# LOGO MISUSE

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Any and all items representing North Cobb Christian School for events, performances, fundraising, classes, etc. must include the school's full name or the NCCS logo (which includes the school name).

Do not add elements to logos that cover or interrupt any element of a logo. Do not remove or separate the elements of a logo.

Do not add elements to the NCCS logos, such as shadows, underlining or foreign features.

Do not scale any logo disproportionately.

Do not rotate, flip, distort, skew, or warp the logo.

Do not use unapproved colors in any logo.

Do not substitute "Eagle" for "Eagles" on any logo.

# LOGO MODIFICATIONS

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On rare occasions, school organizations or programs may desire to develop or alter an existing school logo in order to establish or represent the organization's identity.

The creation of any new logo or modification of any existing logo must be approved by the Marketing department prior to use.



# COLOR MISUSE

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Do not change or use different or similar colors. Do not use screened tints of the official colors.

Do not use gradient or multi-tone versions of official NCCS colors.

Do not create color layouts where approved NCCS blues are not available.

# TYPOGRAPHY

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Abbreviation of NCCS must be set in uppercase at all times.

Do not substitute “NCC” as a replacement for NCCS.

Do not omit “School” when writing the full name North Cobb Christian School. (It should be left-justified when written alone.)

Do not omit the “s” in Eagles unless approved by the Marketing department.

# APPROVAL PROCESS

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All uses of NCCS logos or assets, including for fundraisers, athletic teams, arts events, clubs, classes, and organizations must be submitted to **ecossick@ncchristian.org** for approval.

All apparel, spirit wear, or promotional items must be purchased through The Perch School Store or through a sanctioned NCCS athletic, arts, or extra-curricular program.

Athletics merchandise and logo usage must be submitted to **ecossick@ncchristian.org** and **mtimms@ncchristian.org**.

Arts merchandise and logo usage must be submitted to **ecossick@ncchristian.org** and **mhendrix@ncchristian.org**.

Any additional brand inquiries should be directed to **ecossick@ncchristian.org**.



“Does it look good, or does it look like us?”

*Matthew Brown*