

Valley Christian Schools
 Brand Guidelines
 07/31/2024

At Valley Christian Schools, we understand the importance of portraying a professional and consistent brand image. This document sets the standard for creating the collateral materials that helps us define that image. In it, you will find guidelines for using our visual identity and writing about our VCS programs. If you have any questions regarding these guidelines, please contact the Marketing Department at marketing@vcs.net.



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How We Position Ourselves

The term “positioning” refers to the way our brand is viewed by others within the market we serve. On the inside, we may have a different understanding of the VCS brand when compared to the reality of what others say and think about it.

We can, however, influence how the brand is positioned by communicating to our external audiences in a clear and consistent way.

The VCS brand is supported by a strong foundation in Christian values. It is established with our students, parents, alumni, employees, and community as an educational institution that is visionary, innovative, and approachable. Our brand is one of our most important assets and is best expressed through our distinctive brand personality.

How We Look

Our Design Philosophy

This is the philosophy behind the design of our communications materials:

Expansive

Our designs are open. We use large, expressive, horizontal headlines. We minimize the use of special effects such as embossing, patternfills, and radial blurs. Layouts and designs are exciting and open, always considering size relationships, white space, graphical elements, and typography treatments.

Airy

We incorporate a strong use of white space throughout each page design. Text is not too heavy, engaging the reader and encouraging exploration. We maintain a classic yet clean look.

Energetic

We help guide and direct our students both educationally and spiritually and our communications reflect that. Our designs feel lively and spirited, never static, rigid, or institutional. Energy is expressed through the smiles and activities shown in candid, unstaged photos. We place an emphasis on finding and capturing real moments, real activities, real emotion, and real campus experiences.

Personable

Our designs are dramatic yet relatable. We have a central focus on each page or spread. We strive to capture all VCS has to offer in a dramatic, expressive snapshot, without the use of excess language and overly descriptive words. Our audience should either see themselves or their friends in each image. We don't use stock photography, we use real pictures of real VCS students participating in real VCS events.



CONSERVATORY OF THE ARTS

Mission: To discover and develop the extraordinary God-given talent of young artists to glorify the arts as an expression of God's love among the varied cultures of the world.

Key Verse: "In the beginning God created..." (Genesis 1:1)

Facilities: Black Box Theatre | Costume Room | Custom Music Classroom | Dance Studio | Film Studio & Green Room | Main Theatre (Phase 1) | Practice Suites | Proscenium Arch | Recording Studio | Rehearsal Hall | Stage Shop



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The Colors

Color plays an important role in communicating the VCS brand. A sophisticated and rich color palette communicates the quality and innovation that VCS delivers. The following section contains our primary and secondary color palettes.

VCS Color Palette

Our color palette is a sophisticated blend of natural, rich colors. We only use our approved color palette; we do not alter our corporate look and feel, which would ultimately dilute the VCS brand.

The VCS logo is designed with Pantone® Matching Colors, PMS 541 C, 2905, and 877.

Please do not modify the color in any way. When printing a 4-color job, please convert the VCS colors to CMYK and color-match to the Pantone Solid Coated Book.

PRIMARY COLOR PALETTE



PMS 541 C

CMYK	C=100	M=57	Y=0	K=38
RGB	R=0	G=70	B=127	
HEX/WEB	00467F			



PMS 2905 C

CMYK	C=41	M=2	Y=0	K=0
RGB	R=140	G=210	B=244	
HEX/WEB	8CD2F4			



PMS 877 C

CMYK	C=0	M=0	Y=0	K=40
RGB	R=167	G=169	B=172	
HEX/WEB	999999			

The Colors *(cont.)*

The secondary color palette provides a range of accent colors to enhance the design of our visual communications while complementing our primary colors.

SECONDARY COLOR PALETTE



CMYK C=0 M=24 Y=94 K=0

RGB R=255 G=196 B=37

HTML FFCC33

PMS123



CMYK C=0 M=51 Y=100 K=1

RGB R=243 G=144 B=29

HTML FF9933

PMS152



CMYK C=60 M=47 Y=0 K=30

RGB R=85 G=98 B=146

HTML 666699

PMS5275



CMYK C=31 M=27 Y=0 K=20

RGB R=145 G=148 B=182

HTML 9999CC

PMS5285



CMYK C=45 M=0 Y=100 K=29

RGB R=120 G=162 B=47

HTML 669933

PMS377



CMYK C=0 M=1 Y=0 K=43

RGB R=161 G=161 B=164

HTML 999999

COOL GRAY 8



CMYK C=0 M=100 Y=81 K=4

RGB R=227 G=24 B=55

HTML CC0033

PMS186



CMYK C=90 M=0 Y=28 K=22

RGB R=0 G=146 B=159

HTML 009999

PMS7474



CMYK C=0 M=100 Y=60 K=55

RGB R=130 G=0 B=36

HTML 990033

PMS195

The Corporate Logo (cont.)



2-COLOR LOGO



1-COLOR LOGO



BLACK & WHITE LOGO

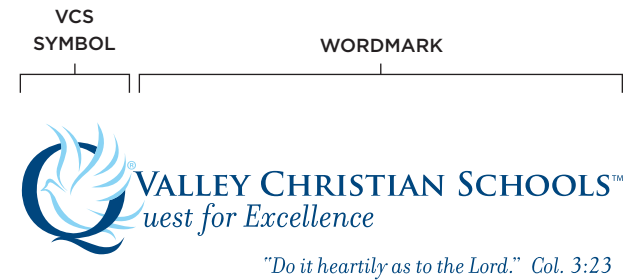


REVERSE LOGO
(NEVER USE GLOW BELOW ANY LOGO)



The Corporate Logo

The VCS logo is the cornerstone of our brand’s identity. It is one of the most visible and recognizable expressions of the VCS brand and is integral to our global identity. We’ve designed it to be easily recognizable in a variety of sizes. By using the logo consistently, together we’ll bolster visual impact, reinforce public awareness, and protect its legal status. Alterations are never made to the logo. This includes any manipulation of the style, proportions, or letter-form spacing. This section provides approved guidelines for using the corporate logo in all VCS marketing and communications materials.



VCS
SYMBOL



“Do it heartily as to the Lord.” Col. 3:23

TAGLINE

The Corporate Logo (cont.)

Proper Logo Usage

The VCS logo is created as a horizontal lock-up, which includes the Q symbol, logotype, and registered trademark symbol.

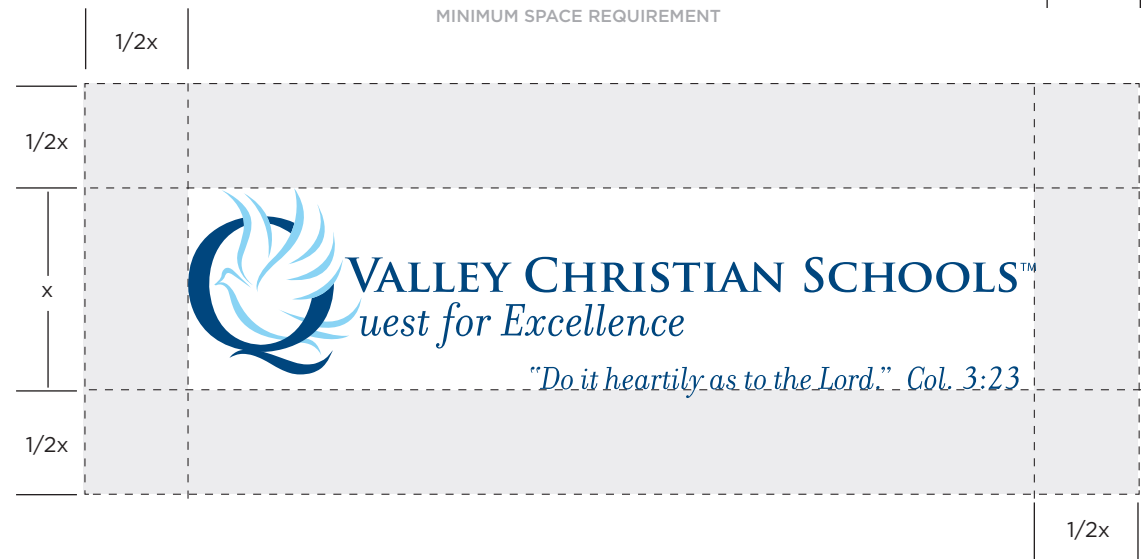
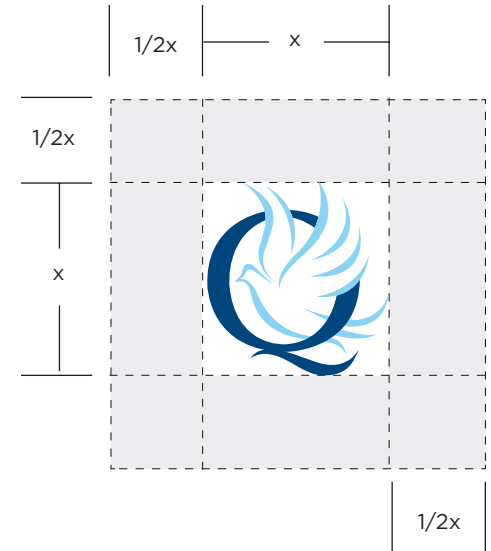
Always use approved artwork when placing the VCS logo within a document. Never alter or re-proportion any part of the logo, including the logo mark or its letter forms. Only use the full brand name—complete with proper trademark symbols—as shown.

The VCS logo is located in the Marketing Portal. There are specially-designed logos for embroidery use only, along with logos intended for print use only and electronic use only. When searching for a logo, first determine how you will use it, then choose accordingly.

Print Use Only Logos

These logos are intended for printed documents only. If you are creating a document for presentation on a computer (PowerPoint presentation, web, etc.), please use the electronic version.

The print use logos are available in color and black and white. Each version is available in a variety of file formats.



The Corporate Logo (cont.)

The *Quest for Excellence* logo



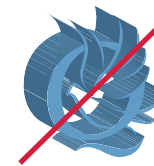
Improper Usage of All VCS Logos

For visibility, impact, and overall integrity, consistent logo use is mandatory. Always reproduce the logo from original artwork, without altering it in any way. Protect the integrity of the Valley Christian identity by understanding the improper logo use illustrated here.

Alterations or redesigns of any VCS logos, including the VC, Warrior logos, campus logos, and sub-brand logos, are strictly prohibited. The Warrior logos cannot be recreated or illustrated into a different version of a warrior.



DO NOT add drop shadows to symbol or logo



DO NOT create 3D art



DO NOT place logo or symbol over a shape



DO NOT use an unapproved color(s)



DO NOT manipulate or distort the logo



DO NOT apply effects — paint strokes, outline, etc.



DO NOT use unapproved fonts



DO NOT blur



DO NOT emboss logo



DO NOT create a new lock up



DO NOT alter size of symbol



DO NOT simplify or alter symbol

Sub-Brands

Division Logos

For clothing, these logos can stand alone. For printed materials, the *Quest for Excellence* logo must accompany them. Also available in Navy, Black, and White.



PMS541

CMYK C=100 M=57 Y=0 K=38
RGB R=0 G=70 B=127
HEX/WEB 00467F



PMS2905

CMYK C=41 M=2 Y=0 K=0
RGB R=140 G=210 B=244
HEX/WEB 8CD2F4



PMS877

CMYK C=0 M=0 Y=0 K=40
RGB R=167 G=169 B=172
HEX/WEB 999999



Sub-Brands

AMSE Institute

Also available in Navy, Black, and White.



PMS541

CMYK C=100 M=57 Y=0 K=38

RGB R=0 G=70 B=127

HEX/WEB 00467F



PMS2905

CMYK C=41 M=2 Y=0 K=0

RGB R=140 G=210 B=244

HEX/WEB 8CD2F4



PMS877

CMYK C=0 M=0 Y=0 K=40

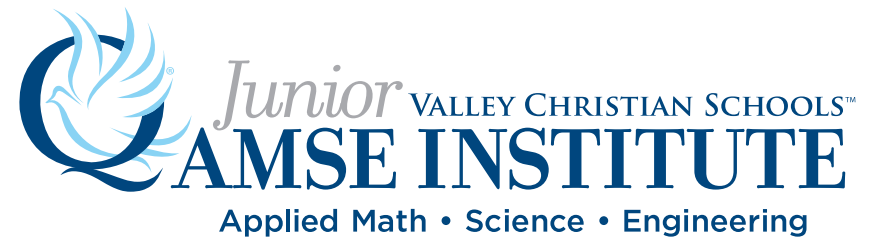
RGB R=167 G=169 B=172

HEX/WEB 999999

High School



Junior High



Elementary



Sub-Brands

Conservatory of the Arts

Also available in Navy, Black, and White.



Please Note: This is not a stand alone logo and must be accompanied by a VC or Conservatory logo.



PMS541

CMYK C=100 M=57 Y=0 K=38

RGB R=0 G=70 B=127

HEX/WEB 00467F



PMS877

CMYK C=0 M=0 Y=0 K=40

RGB R=167 G=169 B=172

HEX/WEB 999999

Fonts Used: Filosofia, Gotham

High School



Junior High



Elementary



Sub-Brands

Athletics, VC, & Warrior

Alterations or redesigns of any VCS logos, including the VC, Warrior mascot, campus logos, and sub-brand logos, are strictly prohibited. The Warrior logo cannot be recreated or illustrated into a different version of a warrior.

Fonts Used: Filosofia



"Do it heartily as to the Lord." Col. 3:23



Fonts Used: Serpentine Bold Oblique, Gotham Medium
Also available in Navy, Black, and White.



CMYK C=100 M=57 Y=0 K=38
RGB R=0 G=70 B=127
HEX/WEB 00467F

PMS541



CMYK C=41 M=2 Y=0 K=0
RGB R=140 G=210 B=244
HEX/WEB 8CD2F4

PMS2905



CMYK C=0 M=0 Y=0 K=40
RGB R=167 G=169 B=172
HEX/WEB 999999

PMS877

Sub-Brands

Logos for Embroidery

Use these logos any time embroidery is necessary
Also available in Navy, Black, and White.



AMSE INSTITUTE



con·ser·va·tory



BOARD MEMBER



DEVELOPMENT
OFFICE



ADMINISTRATION

Typography

Typography is a strong component of the VCS brand personality. There are two serif and two sans-serif type face options. Consistent use of type face and size relationships allows our audiences to recognize VCS-branded materials.

Corporate Fonts

Here are samples of our serif and sans-serif font families. In most cases, Gotham and Filosofia are the preferred fonts. To ensure consistency, these fonts are used across the majority of our communication, from collateral to signage.

Only colors from our approved color palettes are to be used with any font treatment.

Gotham Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

123456789&.,:;\$%!?(*)

Filosofia Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

123456789&.,:;\$%!?(*)

Typography *(cont.)*

Website Fonts

On our website we use fonts that are included on Adobe Fonts through Adobe CC Suite.

Proxima Nova Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

123456789&.,:;\$%!?(*

Filosofia Family

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

123456789&.,:;\$%!?(*

Typography *(cont.)*

When Gotham and Filosofia font families are not available, please use Arial and Times New Roman font families.

Arial Family

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRST
 UVWXYZ–123456789&.,:;\$%!?(*)

Times New Roman Family

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRST
 UVWXYZ–123456789&.,:;\$%!?(*)

The Serpentine Bold Oblique font should be used in athletic promotional material. Its primary use should be in headline and subhead applications.

Serpentine Std Family

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRST
 UVWXYZ–123456789&.,:;\$%!?[*]

The Helvetica LT Std Compressed font should be used in I AM A WARRIOR type language. Its primary use should be in taglines, logo designs, and brand art.

Examples: I AM A WARRIOR, WE ARE WARRIORS,
 YOU ARE A WARRIOR, BECOME A WARRIOR...etc

Helvetica LT Std Compressed (I AM A WARRIOR FONT)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRST
UVWXYZ–123456789&.,:;\$%!?(*)

Typography (cont.)

Font Usage

A small sampling of headlines, subheads, body type, and other font styles is shown.

WE ARE WARRIORS

We are thinkers who dream, builders who create, and explorers who pursue God's calling for our lives. We are passionate, curious, and grounded in truth. We believe in working together, asking questions, and never giving up. We answer the Warrior's call daily to lead, serve, and impact our community and the world.

While the call is the same, the journey looks different for every Warrior. For some, it entails late nights, pouring over books in preparation for AP exams, and excitedly awaiting acceptance letters from the most prestigious universities. For others, it means dedicating time to building a compassionate community through acts of service and tangible deeds. But no matter where the *Quest for Excellence* might take our students, we stand unwaveringly by their side, helping students achieve their personal and academic aspirations.

Our students discover who they are, beyond the classroom, homework assignments and report cards, music recitals, science projects, and tennis matches. Being a Warrior is not just about achievements; it's about character.

Are YOU ready to become a Warrior?

FOUNDING STATEMENT

Valley Christian Schools provides the homes and churches of students in providing an education that is grounded in the Jesus-Christ values of the Bible, as reflected in the life and teaching of Jesus Christ. Valley Christian Schools is committed to a *Quest for Excellence* in all of its educational programs and provides a comprehensive kindergarten through twelfth-grade curriculum with a rigorous college preparatory program. Firmly founded on Christian values, Valley Christian Schools challenges youth to aspire toward lives of character, service, and influence while pursuing their individual *Quests for Excellence*.

MISSION STATEMENT

Valley Christian Schools' mission is to provide a nurturing environment offering quality education supported by a strong foundation of Christian values in partnership with parents, equipping students to become leaders to serve God, to serve their families, and to positively impact their communities and the world.

VISION STATEMENT

A world where every student pursues their personal *Quest for Excellence*.



Scan to View or Share:
Digital Version of Publication



THE SACRED VALUE OF EACH PERSON

The responsibility to properly train all children "in the way" that they "should go" and to "love the Lord" is critical because of the infinite value that God places on each person's life. Value is best determined by the price a buyer is willing to pay. Based on this principle, God, the Creator and Ultimate Assessor of the heavens and the earth (Genesis 1:1), put an infinite value on every human life. He paid for the salvation of every person by giving His life as payment in the person of Jesus Christ.

"For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life. For God did not send His Son into the world to condemn the world, but that the world through Him might be saved" (John 3:16-17).

God saw each person when he/she was "made in secret... being yet unformed." Each person's substance is written in the Bible: "For You formed my inward parts; You covered me in my mother's womb. I will praise You, for I am fearfully and wonderfully made; marvelous are Your works, and that my soul knows very well. My frame was not hidden from You, when I was made in secret, and skillfully wrought in the lowest parts of the earth. Your eyes saw my substance, being yet unformed. And in Your book they all were written, the days fashioned for me, when as yet there were none of them" (Psalm 139:13-16).

Because of the value of each human life, our loving God demands, "do not kill the innocent and righteous" (Exodus 23:7).

Based on these passages, God certainly views life as beginning with His individual plan for each person even before conception, and each human life is of infinite value from God's perspective.



02 WELCOME FROM THE PRESIDENT



10 WARRIOR LIFE



12 SPIRITUAL FORMATION



14 ELEMENTARY SCHOOL



16 JUNIOR HIGH SCHOOL

18 HIGH SCHOOL



20 COLLEGE ACCEPTANCES



22 A+ PHILOSOPHY



24 AMSE - APPLIED MATH, SCIENCE, & ENGINEERING



26 BEI - BUSINESS, ENTREPRENEURSHIP, & INNOVATION



28 CONSERVATORY OF THE ARTS



30 ATHLETICS



32 BECOME A WARRIOR

HIDDEN VIDEOS

The President's Report has QR codes linking to some great Warrior moments. Follow the instructions to view our memorable footage.

- 1/ Open your camera app on your phone
- 2/ Hover your phone over the QR code until the photo link appears
- 3/ Click on the link and view the video

How We Educate

DEFINING QUALITY EDUCATION

The Christian educator must define quality education as it relates to communicating truth. Critical elements involved in offering quality Christian education include the following:

- Accepting students as God created them with varied gifts and abilities;
- Providing opportunities for students to learn at their level of understanding and at their individual pace;
- Offering a wide range of instructional strategies and learning opportunities to allow for the varied gifts and abilities of students.

FOUR DIVINE MANDATES FOR EDUCATING CHILDREN

The Bible offers clear direction as to how parents and all teachers should train children to grow as Jesus grew, "in wisdom and stature, and in favor with God and men" (Luke 2:52). God clearly outlines a comprehensive educational framework, encompassing an ultimate instructional goal, teacher qualifications, a daily instructional schedule, and an overall instructional philosophy which to train children.

These four mandates include the following:

- 1 Ultimate Instructional Goal**
The divinely-mandated ultimate instructional goal is to teach students to "Love the Lord your God with all your soul, and with all your strength" (Deuteronomy 6:5).
- 2 Teacher Qualifications**
Teachers must first follow the command, "Love the Lord your God with all your heart, and with all your strength, and with all your mind, and with all your might" (Deuteronomy 10:12). Each person's substance is written in the Bible: "For You formed my inward parts; You covered me in my mother's womb. I will praise You, for I am fearfully and wonderfully made; marvelous are Your works, and that my soul knows very well. My frame was not hidden from You, when I was made in secret, and skillfully wrought in the lowest parts of the earth. Your eyes saw my substance, being yet unformed. And in Your book they all were written, the days fashioned for me, when as yet there were none of them" (Psalm 139:13-16).
- 3 Daily Instructional Schedule**
Educators must teach biblical truths daily: "You, diligently to your children, and shall talk of them in your house, when you walk by the way, when you lie down, and when you rise up" (Deuteronomy 6:7).
- 4 Instructional Strategy**
VCS immerses and integrates truth: "You shall be your hand, and they shall be as frontlets between your eyes, and you shall write them on the doorposts of your house and on your gates" (Deuteronomy 6:8-9).

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Who We Are	2
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WAYS WE COMMUNICATE

- Web**
School Website | vcs.net
Athletics Site | warriorson.net
- Portals**
Parent Portal | parent.vcs.net
Student Portal | student.vcs.net
Portals are customized web dashboards with pertinent information for current parents and students.
- Busing Notifications**
Text Message Service
For families who registered for busing, sign up through the Parent Portal.
- Email**
Monthly Campus Newsletters
Campus Reminders
Corporate & Campus Business Information
Please do NOT opt out of Constant Contact. Email is the primary way we communicate with our parents. We are judicious in the amount of emails we send, and make the subject lines clear to let you know if the information is relevant to you.
- Apps**
Valley Christian Schools | vcsapp.net
VCS Warriors
Available on iPhone and Android
- Group Messages**
Valley Christian Schools App | Groups
Groups is the official VCS messaging platform teachers and coaches use to communicate with students. You can find groups in our VCS app.
- Alert System**
Phone Call/Text Message Service
In the event of a campus-wide emergency or an urgent event that affects any of our campuses, our notification system is used to communicate important information to parents/guardians via phone or text message. Please do NOT hang up and call the school. It is important that you take the time to listen to the entire message, which will normally be constrained to 45-60 seconds in length.
- Calendar Notifications**
vcs.net/calendarsubscription
vcs.net/calendralerts
Here you will find instructions on how to subscribe to any VCS portal dashboard calendar on your mobile device, and how to sign up for text/email alerts.
- Social Media**
Facebook | Valley Christian Schools
Twitter | @VCSchools | @VCSAAlumni
@VCSAthletics | @learnatVCS

Important Phone Numbers

President's Office	408.513.2503
Superintendent's Office	408.513.2503
Finance and Business Services (FABS)	408.513.2598
Development Office	408.362.7644
Elementary Front Office	408.559.4400
Elementary Attendance Line	408.559.4400
Elementary Extended Care	408.659.4121
Junior High Front Office	408.513.2460
Junior High Attendance Line	408.513.2473
High School Front Office	408.513.2400
High School Attendance Line	408.513.2453
AMSE Office	408.513.2584
Athletics Office	408.513.2455
Conservatory Office	408.362.7600
Technology Office	408.513.2570
Busing	408.513.2468
Security (24-Hour)	408.659.6865
Skyway Library	408.513.2426
Skyway Student Life Center	408.362.7616

Connect to VCS Wifi
Parents can access the VCS wifi from both the Skyway and Leigh campuses. Simply connect to the VCS Guest network with the following credentials:

Username: guest
Password: warriorson

Buy Warrior Wear:
vcwarriorwear.net

24/7 Emergency Notification Hotline:
888.513.5131



Typography (cont.)



WE ARE WARRIORS.
vcs.net

MISSION STATEMENT
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A world where every student pursues their personal Quest for Excellence™

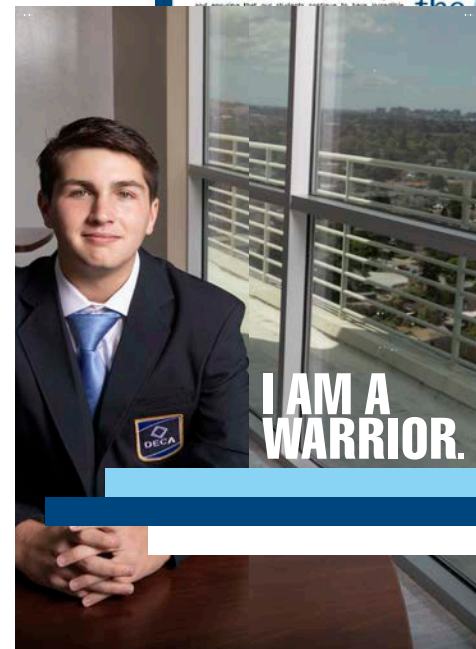
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Valley Christian Schools supports the homes and churches of students in providing an education that is grounded in the Judeo-Christian values of the Bible as reflected in the life and teaching of Jesus Christ. Valley Christian Schools is committed to a Quest for Excellence™ in all of its educational programs and provides a comprehensive kindergarten through twelfth grade curriculum with a rigorous college preparatory program. Firmly founded on Christian values, Valley Christian Schools challenges youth to aspire toward lives of character, service and influence while pursuing their individual Quests for Excellence.

EXEMPLARY ACCREDITED
ACSIS

Valley Christian Schools | vcs_warriors | apply.vcs.net

To support VCS, please call the Extend the Gift Development Office at (408) 352-7544.

Elementary (408) 559-4400 | JH (408) 513-2460 | HS (408) 513-2400
vcs.net | (408) 513-2500 | 100 Skyway Drive, San Jose, CA 95111



ANNUAL GIVING REPORT

Dear VCS Community,

As I write this letter, I'm unexpectedly home with my children avoiding the results of another COVID test, deeply aware of the challenges that every student and family has faced this last year. I have not yet experienced VCS in a "normal" time, but after a full year of seeing this community of students, parents, and educators persevere through countless challenges, I'm confident that VCS is well prepared for whatever may come. While the word of the year for many may be "specific," the word that I am choosing to focus on is "FAITHFUL." In a year full of challenges, fear, hardship, and uncertainty, VCS has been witness to a Faithful God and a faithful community who assured that every student could continue their personal Quest for Excellence.

The 2020 school year began with everyone at home adjusting to online learning and teaching. Meanwhile, make that six, and fees slashed throughout our community. When a VCS family's home was destroyed, this community jumped in to support them. When the pandemic kept our students home longer than we'd ever hoped, every single member of this community revealed their love, talents, and treasures to give our students the very best education possible. Parents and families became part of every classroom, teachers selected to online and hybrid learning, staff jumped into fill roles they never dreamed of, and our community of donors continued to generously meet each need. The generosity of our community allowed us to keep our students safe, provide the best online learning tools, and support programs to adapt and thrive. Our students did not have the year any of us hoped. But they learned, they were loved, and they had the opportunity to give in every campus and every program. Your faithfulness and generosity for the mission of education, rooted in the love of God, truly gave students at VCS the best possible opportunities in such challenging circumstances.

Thanks to faithful donors, giving to the **WARRIOR FUND** remained strong. With the stability of our annual fund combined with healthy enrollment, VCS was able to provide additional funds for our students and teachers, allocate resources to every campus and every program, and assure that we met the increased need for financial assistance.

Our **WARRIOR FUND** is an essential part of advancing VCS' mission, and our students' quest for excellence.

Every gift makes an impact. Your faithful giving this year made a huge difference, and I know that together with our time and financial support, we will continue to help our students. It's an honor to be part of this generous and faithful community. I sincerely look forward to getting to know more of you in the coming year!

Sincerely,
Director of Advancement

2020-2021 REVENUES \$67,754,253

Tuition	\$3,705,004
Fundraising (Extend the Gift)	1,997,749
Fees	838,047
After-Summer School	989,795
Investment Income	1,368,440
Other	60,717

2020-2021 EXPENSES \$65,165,570

Academics	35,502,559
Plant & Facilities	10,784,939
Administration	14,784,708
Child Service	935,689
Financial Assistance (Tuition with Promise)	3,270,344
Other	788,420

Financial Summary

MEET OUR TEACHERS

We believe that Christian education is more than a career. It's a calling. Every member of our A-C Faculty has a mission: to instill biblical values, and our amazing staff is passionate about building up students to become men and women of God.

KINDERGARTEN TEAM
When I think of the "lightbulb" of VCS, the best thing that comes to mind is our amazing staff. I have learned so much from every grade level at VCS. The teachers are so kind and so patient. They are so willing to go above and beyond to help every student succeed. They are so willing to go above and beyond to help every student succeed. They are so willing to go above and beyond to help every student succeed.

DJ BALUYOT
The first person I remember seeing in my classroom was DJ. He was a young man with a big smile and a big heart. He was a young man with a big smile and a big heart. He was a young man with a big smile and a big heart.

ADAM GILL
Mr. Adam Gill is a young man with a big smile and a big heart. He was a young man with a big smile and a big heart. He was a young man with a big smile and a big heart.

CLAUDIA SMITH
Mrs. Claudia Smith is a young woman with a big smile and a big heart. She was a young woman with a big smile and a big heart. She was a young woman with a big smile and a big heart.

Imagery

Photography portrays the transformation that comes while attending VCS. As a key cornerstone of our brand, imagery is always appropriate to the audience, message, and idea behind the communication.

Subjects

We use images of students involved in VCS activities. We prefer color images with the photographed subject relaxed and natural. The complete image appears on the page when possible; well cropped and placed onto an open white background.

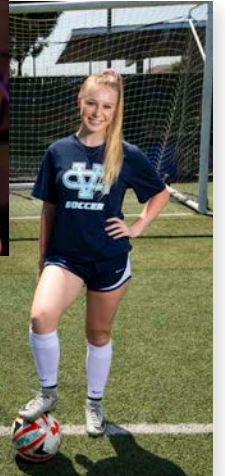
Cropping

Cropping removes unwanted areas from a photographic or illustrated image. We strategically use it to eliminate an unwanted subject or irrelevant detail from a photo, change its aspect ratio, or improve the overall composition.

Background

Our imagery appears on an open, white background and is never placed in a box or frame. We prefer color images of students that are well cropped and placed on white backgrounds.

We do not use stock photography. We use real pictures of real VCS students participating in real VCS events. However, stock photos may be used when necessary to supply vector elements and other non-person photography.



How We Talk

The way we talk to our target audiences is a key part of our continued success. These are some basic principles for how we talk.

Straightforward

We always find the clearest and most direct way to express ourselves. We don't use jargon, acronyms, or euphemisms. We keep our communications short and punchy, using active language and sentence structures. Appropriate language is tailored for the audience—we don't talk down to a parent, and we don't talk over a student.

Personal

We write in a direct, conversational style. We personalize copy to the intended audience. We're both positive and realistic—we use our communications to demonstrate the differences we make in our students' educational and spiritual lives.

Punctuation & Capitalization

We don't over punctuate or over capitalize. We use punctuation for effect.

“hello.”



CONTACT

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