PRINCIPIA SCHOOL

Visual Identity Guide

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Customized letterhead, envelopes, business cards, and note cards can be ordered from the Principia Copy Center using the Copy Center Request Form.

Visual Identity Overview

USING THESE GUIDELINES

A core part of an organization's brand is its visual identity. Our name and marks are important assets that help communicate who we are to the world. This guide is designed to help everyone at Principia School present our visual identity in a consistent way across all communications.

Utilizing the visual identity standards provided in this guide will help accomplish these key objectives:

- Enable academic units and administrative departments to communicate cohesively and consistently to a diverse range of audiences
- Differentiate Principia School in a consistent and effective manner from other schools and educational organizations
- Reinforce Principia School's brand, which, in turn, will support the institution's growth and strategic objectives

FOR QUESTIONS ABOUT BRAND ASSETS

Ben Schaberg
Senior Creative Director, Communications and Creative Services
ben.schaberg@principia.edu
Ext. 3306

Logos & Graphics

Principia School's visual identity marks are vitally important to our brand. These marks act as a signature, an identifier, and a stamp of quality and recognition. They are, and always should be, the most consistent component in our communications. By reviewing and adhering to these guidelines, you will help support this vital consistency and brand awareness.



PRINCIPIA SCHOOL



LEAD WITH LOVE

PRINCIPIA SCHOOL LOGOMARK

The School logomark is the primary brand mark of Principia School. It is suitable for use in all occasions, except for those related to athletics.

The logomark is comprised of two main elements, the Principia wordmark and the Principia shield.

To preserve legibility of the logomark as a whole, the shield should be displayed with a minimum height of 0.75” in print and 72 px in digital.

This artwork should never be altered in any way.
Reverse and one-color versions are available upon request.



Primary version of the logomark, with the wordmark in blue on one line, centered beneath the shield



Secondary version of the logomark, with the wordmark in blue on one line, to the right of the shield



Secondary version of the logomark, with the wordmark in blue on two lines, left-aligned, to the right of the shield



Secondary version of the logomark, with the wordmark in blue on two lines, centered beneath the shield

PRINCIPIA SCHOOL WORDMARK

A wordmark is a stylized treatment of an institution's name. The word *The* is not part of the School's name, as evidenced by this wordmark. The wordmark uses a special typeface that cannot be replicated, so the official artwork must always be used and should appear only in the colors below.

By design, the wordmark is legible at extremely small dimensions. However, to ensure optimal readability in typical use cases, it should appear at a minimum height of 0.10" and 25 px (when on one line) and 0.20" and 50 px (when stacked) in print and digital respectively.

PRINCIPIA SCHOOL

Primary version of the wordmark, in blue on one line

PRINCIPIA SCHOOL

Second color version of the wordmark, in gold on one line

PRINCIPIA SCHOOL

One-color version of the wordmark, in black on one line

PRINCIPIA SCHOOL

One-color version of the wordmark, in white on one line

PRINCIPIA SCHOOL

Alternate or "stacked" version of the wordmark, in blue on two lines

PRINCIPIA SCHOOL

Alternate or "stacked" version of the wordmark, in gold on two lines

PRINCIPIA SCHOOL

Alternate or "stacked" one-color version of the wordmark, in black on two lines

PRINCIPIA SCHOOL

Alternate or "stacked" one-color version of the wordmark, in white on two lines

PRINCIPIA SCHOOL SHIELD

The School shield consists of the institutional wheat that represents our motto, “As the sowing, the reaping,” and our institutional colors, gold and blue, which stand for purity and courage, respectively.

The shield should *never* be used in a layout without the wordmark appearing on the same surface *except* as a background element or watermark.

To preserve legibility, the shield should be displayed with a minimum height of 0.75” in print and 72 px in digital.

This artwork should never be altered in any way.



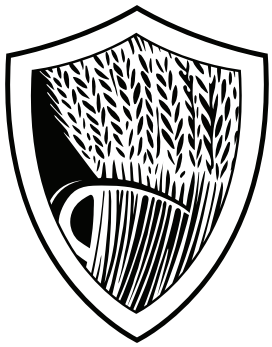
Primary version of the shield, showing the wheat in gold and blue and containing a blue outer stroke.

For use on light backgrounds.



Reverse version of the shield, showing the wheat in gold and blue and containing no blue outer stroke.

For use on dark backgrounds.



One color version of the shield. For use in scenarios where only one-color rendering is possible (e.g. one-color printing).

For use on light backgrounds.



Reverse one color version of the shield. For use in scenarios where only one-color rendering is possible (e.g. one-color printing).

For use on dark backgrounds.

CORE VALUE GRAPHIC

The core value graphic is a visual representation of Principia School's stated core value—**LOVE**. The apparent word, "love", and it's acronmyn constitute the core value's complete definition.

L - Limitless potential

O - Overcome obstacles

V - Value God, ourselves, and others

E - Embrace excellence

The core value graphic is a secondary graphic element that is not required to be used in all deployments of the visual identity. It should only be used when space allows for prominent placement and sizing to ensure proper visual emphasis, as well as being in sight of the Principia logomark or wordmark.

This artwork should never be altered in any way.
Reverse color versions are available upon request.



Primary version of the graphic, for use on light backgrounds.



Reverse version of the graphic, for use on dark backgrounds.



Secondary version of the graphic, useful for more vertical placements

WHEAT GRAPHIC OVERVIEW

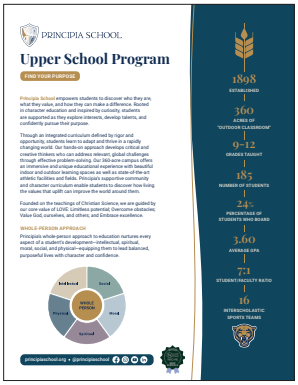
The wheat structure graphic, or simply wheat graphic, is inspired by the sheaf of wheat in Principia School's shield. It is a secondary graphic element that is not required to be used in all deployments of the visual identity. The graphic can be used in various applications to showcase opportunities, recognize growth, and celebrate the experiences of both internal and external audiences.

EMBELLISHING LAYOUTS

Using the graphic to add interest or depth to a layout.

When using as a background pattern or single element with text, set the opacity to a maximum of 10% or 7% respectively to ensure readability.

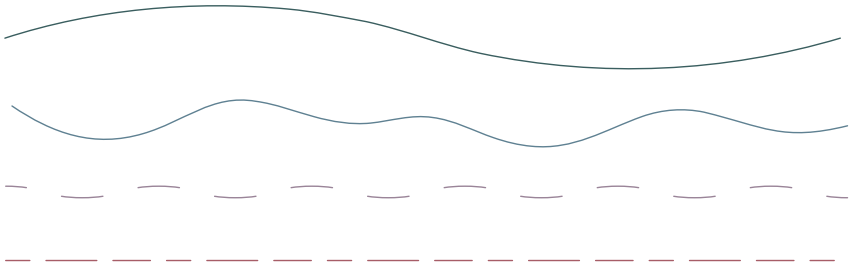




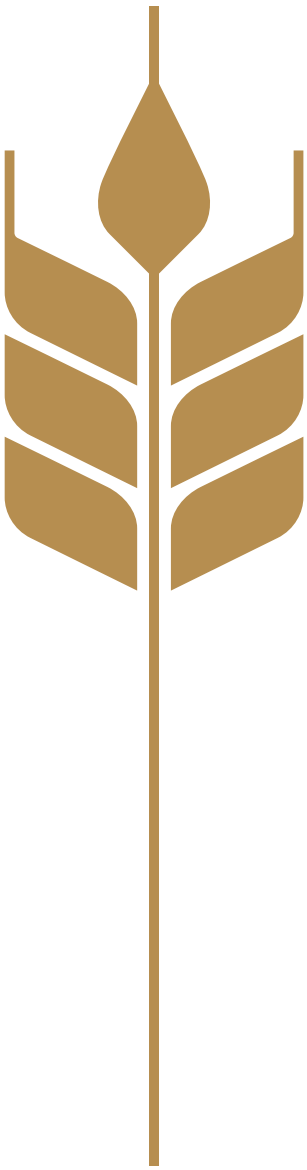
FRAMING HEADLINES

This strategy emphasizes key messages for communication materials.





Additional graphic elements derived from the wheat graphic for use in adding interest to design layouts as needed.



Always use the provided wheat graphic artwork. Never reproduce or alter the graphic in any way.

The graphic should never appear upside down.

Color

Principia's colors help communicate who we are. Beyond our logos, they're one of the most identifiable aspects of our brand. Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. To maintain visual consistency across all School materials, use only the colors outlined in this section.



PRINCIPIA SCHOOL COLORS

Our colors consist of primary, secondary, and neutral palettes. Our primary palette features the institutional colors—gold and blue. This primary palette ensures we stay true to who we are. The supporting color palettes help build color schemes that are complementary and balanced and provide creative flexibility to meet the needs of the wide-ranging applications of Principia School's visual identity.

PRIMARY PALETTE

PRINCIPIA GOLD (PURITY)

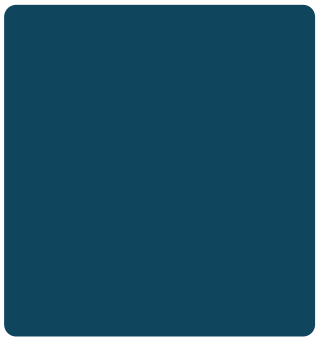
PMS 872 + Metallic (offset printing only)
CMYK 28 / 43 / 79 / 5
RGB 181 / 141 / 80
HEX #B58D50

PRINCIPIA BLUE (COURAGE)

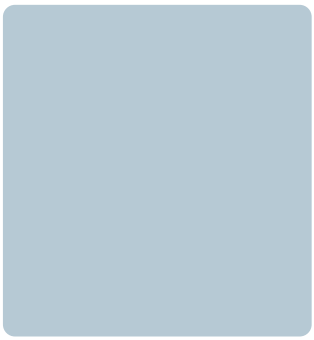
PMS 295C (offset printing only)
CMYK 100 / 85 / 36 / 38
RGB 16 / 43 / 81
HEX #102B51

SUPPORTING COLOR PALETTES

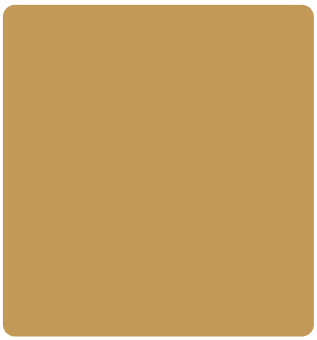
UNIQUE LEVEL PALETTE



UPPER SCHOOL
CMYK 96 / 69 / 42 / 28
RGB 16 / 69 / 96
HEX #104560



MIDDLE SCHOOL
CMYK 28 / 13 / 11 / 0
RGB 183 / 202 / 212
HEX #B7CAD4



LOWER SCHOOL
CMYK 24 / 39 / 77 / 2
RGB 194 / 152 / 86
HEX #C29856

EARLY CHILDHOOD
CMYK 15 / 17 / 29 / 0
RGB 218 / 204 / 180
HEX #DACCB4

SECONDARY PALETTE



EAST WOODS
CMYK 79 / 50 / 56 / 24
RGB 59 / 95 / 95
HEX #3B5F5F



POND MIST
CMYK 50 / 21 / 33 / 0
RGB 133 / 170 / 168
HEX #85AAA8



WINTER BLUE
CMYK 61 / 34 / 27 / 15
RGB 97 / 129 / 146
HEX #618192



LAVENDER FIELD
CMYK 38 / 45 / 24 / 7
RGB 154 / 133 / 152
HEX #9A8598



MULBERRY WAY
CMYK 61 / 81 / 52 / 33
RGB 92 / 56 / 75
HEX #5C384B



SUNSET ROSE
CMYK 31 / 72 / 48 / 9
RGB 167 / 93 / 103
HEX #A75D67

NEUTRALS PALETTE

COUNTRY MEADOW
CMYK 4 / 6 / 12 / 1
RGB 238 / 230 / 217
HEX #EEE6D9

PRINCIPIA GRAY
CMYK 3 / 2 / 0 / 0
RGB 244 / 245 / 251
HEX #f4f5fb



PRINCIPIA BLACK
CMYK 80 / 69 / 58 / 66
RGB 29 / 37 / 44
HEX #1d252c

Typography

Typography is a powerful tool that adds visual emphasis, tone, and meaning to what is communicated. Principia's clean and modern typography set is flexible across the range of print and digital mediums.



TYPOGRAPHY OVERVIEW

Flexibility comes from using two primary type families that contain all the necessary styles. Roboto features sans-serif and slab fonts that are exceedingly readable and can be used for any style of text. Playfair Display consists of elegant serif letterforms that are at once bold and reserved. Both typefaces were selected for their timeless, modern, and clean forms.

PRIMARY SANS-SERIF

ROBOTO

Uses: Headlines, subheadlines, body copy, page titles, captions

CHARACTERS

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ

abcdefghijklmn
opqrstuvwxyz

123456789!@#$%
^&*~({["-+=.,;:•"]})

WEIGHTS

REGULAR
ITALIC
BOLD
BOLD ITALIC

PRIMARY SERIF

PLAYFAIR DISPLAY

Uses: Headlines, subheadlines, body copy (sparing), page titles, captions. Italic weights require special approval.

CHARACTERS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

123456789!@#$%^
&*~({["-+=.,;:•"]})

WEIGHTS

REGULAR
ITALIC
BOLD
BOLD ITALIC

SECONDARY TYPEFACES

These additional options expand our typographical palette and provide the ability to keep communications fresh and engaging.

SECONDARY SERIF

ROBOTO SLAB

Uses: Headlines, callouts, fast facts

CHARACTERS

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ

abcdefghijklmn
opqrstuvwxyz

123456789!@#$%
^&*~({["-+=.,;:•"]})

WEIGHTS

LIGHT
REGULAR
BOLD

PLAYFUL SCRIPT

Turbinado Pro

Uses: Headlines, callouts, fast facts
Character use: Sentence and title case only

CHARACTERS

ABCDEFGHIJKLMNOP
QRSTUVWXYZ

abcdefghijklmnopqrstu
vwxyz

123456789!@#$%^&~(*
{["-+=.,;:•"]})

WEIGHTS

Light
Regular
Bold

TYPOGRAPHY HIERARCHY

This sample setting shows how typography could be used in a hierarchy that ensures effective use of typefaces to convey information.

PELLENTESQUE HABITANT MORBI TRISTIQUE

Label

Roboto, Black, All Caps
Kerning -25, Size 9 pt.

Lorem Ipsum Dolor.

Short Headline

Playfair Display, Bold, All Caps
Size 45 pt., Leading 45 pt.

Lorem ipsum dolor sit amet, onsectetur adipiscing elit. Ut diam risus, sollicitudin vel dolor in, molestie cursus ligula.

Subhead or Lead-In Copy

Roboto, Bold, Title Case
Size 16 pt., Leading 20 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut diam risus, sollicitudin vel dolor in, molestie cursus ligula. Vivamus vestibulum dictum est, sit amet dignissim eros scelerisque sed. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer gravida venenatis sollicitudin.

Body Copy

Roboto, Regular
Size 10 pt., Leading 14 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut diam risus, sollicitudin vel dolor in, molestie cursus ligula.

Captions

Roboto, Italic
Size 8 pt., Leading 12 pt.

Athletics Visual Identity

Athletics has a related but distinct look that fits within the Principia School visual identity. Utilizing the same primary colors but containing unique brand marks and typography, it demonstrates a specific part of Principia's personality. As with the overarching brand, these assets act as a signature, an identifier, and a stamp of quality and recognition. They are, and always should be, the most consistent component in our communications. By reviewing and adhering to these guidelines, you will help support this vital consistency and brand awareness in Athletics.







PRINCIPIA SCHOOL ATHLETICS P

The School Athletics *P* is the official primary mark of Principia School Athletics and should be used exclusively by the School Athletics Department. This artwork should never be altered in any way. One-color versions are available upon request.



PRINCIPIA SCHOOL ATHLETICS P

The *P* consists of a stand-alone letterform with navy outline and gold fill. This mark cannot be replicated with any standard font and must be reproduced using the artwork found on the Logo Standards page on the Marketing website.



Primary version of the P, with gold fill and blue stroke.

For use on light backgrounds.



Reverse version of the P, with gold fill and white stroke.

For use on dark backgrounds.

PRINCIPIA SCHOOL ATHLETICS SEAL

The School Athletics Seal is a secondary mark of Principia School Athletics designed to highlight the Athletics motto “High-minded and hard-fighting” while retaining the primary Athletics brand mark, the P, at its center.
It should be used exclusively by the School Athletics Department.
This artwork should never be altered in any way.



PRINCIPIA SCHOOL ATHLETICS SEAL

The Athletics Seal incorporates the Athletics motto “High-minded and hard-fighting” as well as the Athletics P. This mark should not be replicated with any standard font. Use only the displayed official artwork.

This standard version of the Seal, showing the P in gold with a white outline, letterforms in gold, circle fill in blue, and circle strokes in gold, can generally be used on both light and dark backgrounds.

To preserve legibility, the Seal should be displayed with a minimum height of 1.75” in print and 144 px in digital.

ALTERNATE COLOR OPTIONS



One-color version of the Athletics Seal in blue, for use in limited-color scenarios where the Seal appears on light backgrounds.



One-color version of the Athletics Seal in gold, for use in limited-color scenarios where the Seal appears on dark backgrounds.



One-color version of the Athletics Seal in white, for use in limited-color scenarios where the gold Seal isn’t legible on a particular dark background.

PRINCIPIA SCHOOL PANTHER

The Panther is Principia's mascot. The official graphic representations of the Principia Panther Logomark, Panther Head, and Panther Paw were adopted and approved in November 2012. This artwork should never be altered in any way One-color versions are available upon request.

PANTHER LOGOMARK

Two versions of the Panther logomark are maintained to provide flexibility for various design scenarios.





PANTHER HEAD & PAW



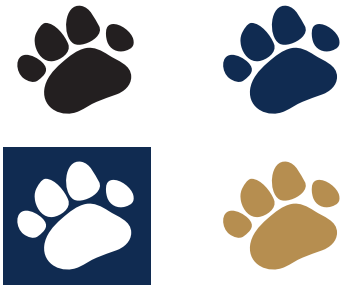
Standard Panther head



One-color Panther head, can appear in blue, gold, and black



Inverted one-color Panther head artwork, crafted to specifically appear in white only



Panther paw (blue, gold, black, and white only)

ATHLETICS TYPOGRAPHY

Principia uses two standard header and subhead typefaces for athletics:

Freshman and **Nevis**. Please contact the Marketing Department, or have your vendor work directly with Marketing, to get these font files.

Use Roboto for body copy.

FRESHMAN

NEVIS BOLD

Photography

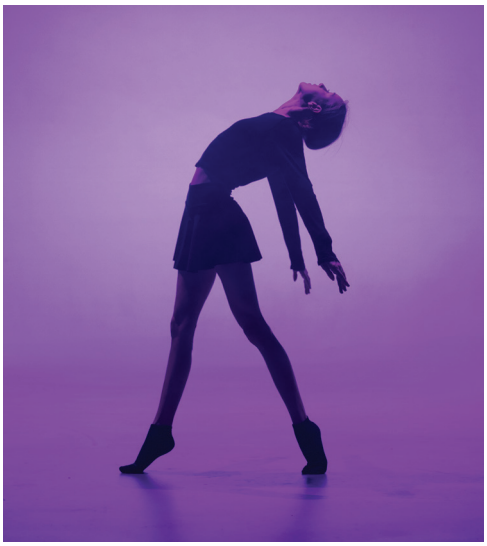
Photography is an essential and powerful visual storytelling medium for our school. It helps us tell the rich, full, and unique story that is Principia. By aligning our photography style and standards across the institution, we can create a look and feel that's distinctly ours.



PHOTOGRAPHY SNAPSHOT

Principia's photography should feel personal, joyful, and light, while also conveying a sense of engagement and innovation. Photography should illustrate the range of activities on campus, including academics, athletics, the arts, experiential education, character development, and Christian Science in action. It should also include student portraits and highlight our beautiful campus.











FRAMING PHOTOGRAPHY

Framing images in visually appealing ways helps communicate and reinforce our unique identity. Derived from the visual language of the core value graphic, a circular framing device was created to be used with any form of photography. While this framing device is intended for general use, it should be implemented with precision and not clash with other elements in a layout. The structure of this element should not be altered in any way.

Photography framing is not limited to this one device.





Circular base photo container

Circular offset stroke in brand color that compliments photo and background

Photos are enclosed in a circular container with an offset stroke layered on top, which can appear in any brand color.

When needed, this element can bleed off the page.



Cutout effect breaking through both the base container and offset stroke

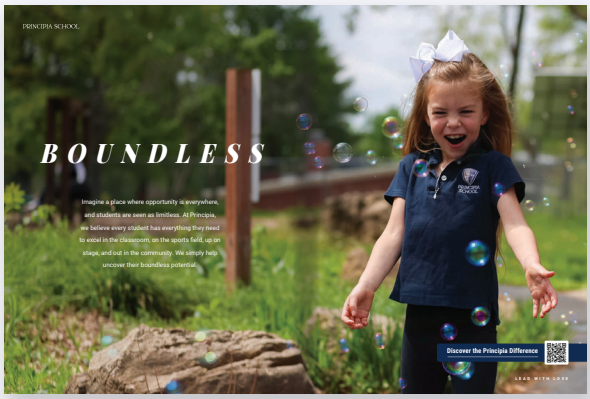


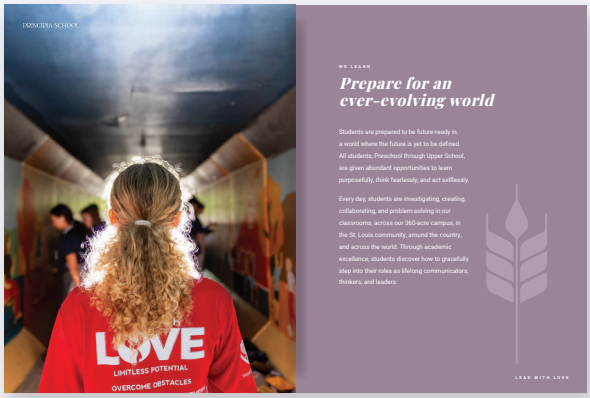
Photos can intentionally break the bounds of the base container and offset stroke to emphasize a specific area of the image while also adding dynamic visual interest to a layout.

Visual Identity in Action

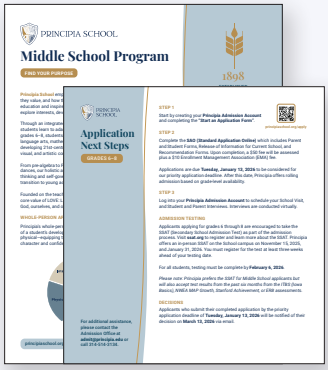
From color and typography to logos and photography, Principia's visual brand elements come together to communicate an inspired and impactful visual identity.
In practice, these elements can be utilized to create clean, modern, and sophisticated designs across all marketing channels.

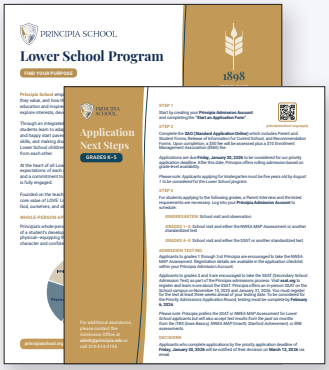


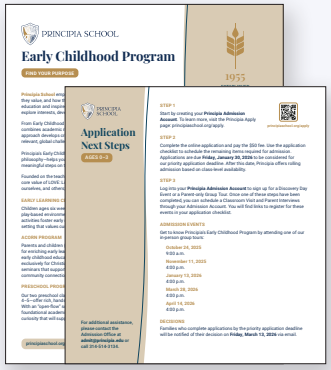
















PRINCIPIA SCHOOL