

# LEADERSHIP ACADEMY AT JOHN T. WHITE

## BRANDING GUIDE

### LOGO OPTIONS

There are three iterations (full color, light, and dark) of the campus logo. Files can be accessed in the Admin Team portal and are all saved in .png (transparent background) format.

#### FULL COLOR: WITH/WITHOUT SCHOOL NAME



#### LIGHT LOGO: WITH/WITHOUT SCHOOL NAME



#### DARK LOGO: WITH/WITHOUT SCHOOL NAME



### TYPEFACES

LAN uses the following typefaces for John T. White Google-based branded assets (Slides/Docs):

#### HEADING

Interstate (ALL CAPS)

**LEADERSHIP ACADEMY NETWORK**

#### SUBHEADING\*

Arial - Bold (ALL CAPS)

**PROJECT SUBHEADING**

#### BODY COPY\*

Arial - Regular (Sentence Case)

Udignatur aut voluptia dit, to que plibus alibus consed evelis et pe vene nus es etus. Udignatur aut voluptia dit, to que plibus alibus consed evelis et pe vene nus es etus.

*\*When available (ex. Microsoft-based applications), subheadings should be featured in Acumin Pro Condensed - Semi-Bold and body copy should be Acumin Pro - Regular.*

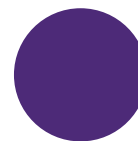
### COLOR PALETTE

FWISD has designated the following as official campus colors. To help with color matching for your projects, the color codes are listed in three formats:

**CMYK** Used for printed materials

**RGB** Used for digital/screen based materials (ex. social media, presentations, and emailed flyers)

**HEX** A streamlined version of RGB. Most often used for websites, but can be used for digital/screen-based materials (ex. social media, presentations, and emailed flyers).

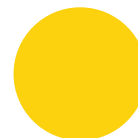


#### JOHN T. WHITE PURPLE

**CMYK:** 79/100/0/20

**RGB:** 77/25/121

**HEX:** 4D1979



#### JOHN T. WHITE YELLOW

**CMYK:** 0/16/100/0

**RGB:** 255/210/0

**HEX:** FFD200