



# ROYAL PALM ACADEMY

**BRAND & STYLE GUIDE**



ROYAL PALM ACADEMY

# TABLE OF CONTENTS

---

BRAND & STYLE GUIDE	03
ABOUT US	04
RPA LOGOS	07
BRAND COLORS	10
TYPOGRAPHY	11
VERNACULAR	12
STATIONERY	13
SOCIAL MEDIA	14
PHOTOGRAPHY & VIDEOGRAPHY	15



# BRAND & STYLE GUIDE

---

## PURPOSE OF THE BRANDING GUIDE

As we communicate about our work both internally and externally, it's essential to maintain consistency and effectiveness in our messaging. This Branding Guide establishes the standards intended to promote and market Royal Palm Academy, along with its programs and divisions, to all audiences, both on and off campus. We encourage all members of our school community to utilize the new Branding Guide to ensure that our visual communications—whether printed or electronic—reflect a unified image and message. These guidelines may be adjusted as needed based on the context of the publication or media, but only with the approval of the Head of School. This reference should be consulted when producing all written or printed materials, including, but not limited to:

- flyers
- brochures
- advertisements
- booklets
- displays
- business cards
- signage
- invitations
- letterhead
- newsletters
- media materials
- presentations
- websites
- social media
- spirit wear
- registration forms



# ABOUT US

---

## MISSION

The mission of Royal Palm Academy is to partner with families to provide an education of rich academics with Catholic formation. We teach the mind, educate the heart, and form the character of tomorrow's leaders.

Founded in 1988, Royal Palm Academy is a Pre-K through 8th grade Independent Catholic School for children in southwest Florida. Our school is committed to providing an extraordinary Catholic education for tomorrow's leaders with rich academics, strong character formation, spiritual growth, and an apostolic focus. Royal Palm Academy, in collaboration with families and the community, challenges our students to go beyond academic excellence, to be a reflection of God's love through goodness, beauty, and truth.

(Updated July 2022)

## VISION

To be the premiere Catholic educational institution, fostering academic excellence, faith formation, and forming Apostolic Leaders for tomorrow.

## CORE VALUES

- Faith
- Excellence
- Community
- Integrity
- Service



## OUR HISTORY

The idea for Royal Palm came about by Patrick Moore's visit to schools implementing Integral Formation in Dallas, TX, and Atlanta, GA. God put it on Patrick's heart to bring this product to the Naples community after he witnessed a young child in Atlanta kneeling deep in prayer before school in the Blessed Sacrament Chapel.

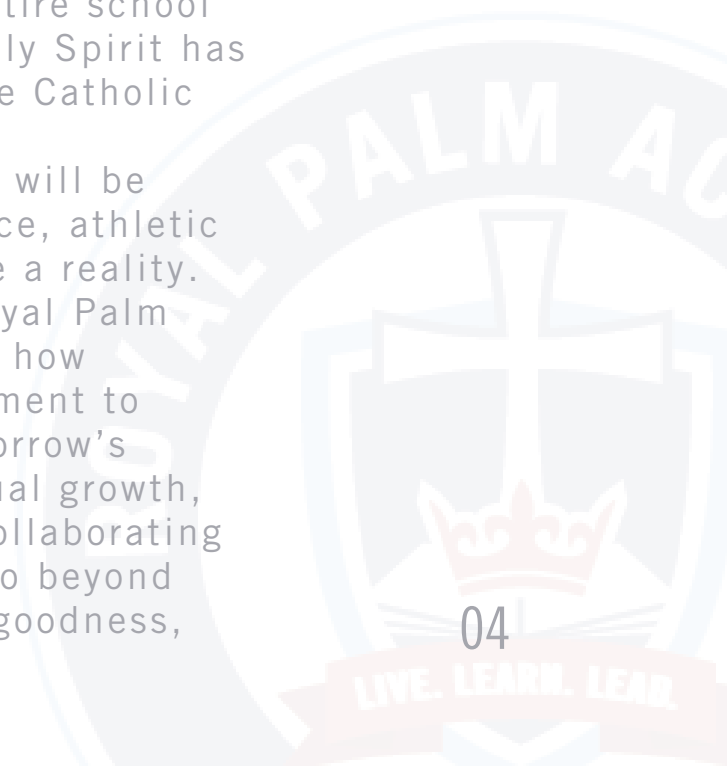
Planning meetings were held, strategies were organized, but nothing came to fruition until a few years later. While attending a Catholic Women's Convention in Orlando, Florida, Carol Moore and a group of ladies gathered to discuss the possibilities of a project of this magnitude. Potential names for a school were proposed and Royal Palm Academy was selected. That afternoon, on her ride home to Naples, Mrs. Moore, successfully completed the incorporation of the school by telephone. The following Monday morning all the necessary paperwork and contracts were finalized. Within a couple of weeks, Mr. and Mrs. Moore, along with Mr. Lou De Prisco were organizing cocktail parties at local neighborhood country clubs to present the school and recruit students. Because of the wonderful vision of the education model they were adopting, the founders were confident that the school would be well-received by the community.

A site for the school was secured by Mrs. Moore in the first week of August, just prior to the start of school. This first campus consisted of three trailers on a five-acre dusty field off Golden Gate Parkway on 68th Ave SW in Naples. (It was formerly a Charter School that had closed that July.) This was the only available location that was suitable for a school. Many diligent hours were spent recruiting and Royal Palm Academy opened its doors with six students in three grades (two of which were the founders' children), three teachers, one receptionist, and a Head of School. The Moore's were confident that the vision of a 500-student campus would one day become a reality.

The school grew over the next couple of years to a point of overflowing the initial facility. It was evident that it was time to search for a new location

that would accommodate not only the immediate needs but plans for growth, as well. Mr. Patrick Kirk and Mr. Lou DePrisco, who at the time were in the process of purchasing a 172-acre site, on what is now Livingston Road, redirected their goal from economic to apostolic and helped Royal Palm Academy secure its current site as well as a 100-acre site across the street. A significant milestone was reached in 2015, when Royal Palm Academy was officially recognized as an affiliated Catholic School in the Diocese of Venice. This status was achieved after much hard work, prayer, and collaboration during the process of affiliation with the Florida Catholic Conference. Another significant landmark came in 2016, with the opening of Royal Palm's first permanent building in the form of a 15,000 sq. foot multi-purpose gymnasium. This building was the result of much collaboration, teamwork, and generosity of the part of many people. In March 2016, Bishop Frank J. Dewane officially blessed the building and said Mass for the entire school body. This special moment was truly a confirmation that the Holy Spirit has been the guiding force behind our school's growth as part of the Catholic school system in America.

As the school grows to its full student capacity, more buildings will be phased in and the full campus, including all the classroom space, athletic facilities, arts facilities, and administrative offices will become a reality. However, in the end, let it not be forgotten that what makes Royal Palm Academy so special is not any buildings or facilities, no matter how magnificent, but rather it is our unique purpose-driven commitment to families to provide an extraordinary Catholic education for tomorrow's leaders with rich academics, strong character formation, spiritual growth, and an apostolic focus. Royal Palm Academy is committed to collaborating with families and the community, challenging our students to go beyond academic excellence and be a reflection of God's love through goodness, beauty, and truth.



## OUR VAUES



### TEACHING THE MIND

The faculty and staff at Royal Palm Academy are committed to providing a safe, comfortable environment where our students have the freedom to be themselves, seek out their curiosities, and discover the joy of learning. While our curriculum is robust and challenging, our goal is to lift children up, so they have the confidence to reach for their goals. Our educators partner with parents to meet the individual needs of each child. Additionally, we have resources available to support students academically, socially, spiritually, and emotionally. The result is a lifelong learner who has the knowledge and motivation to achieve success.



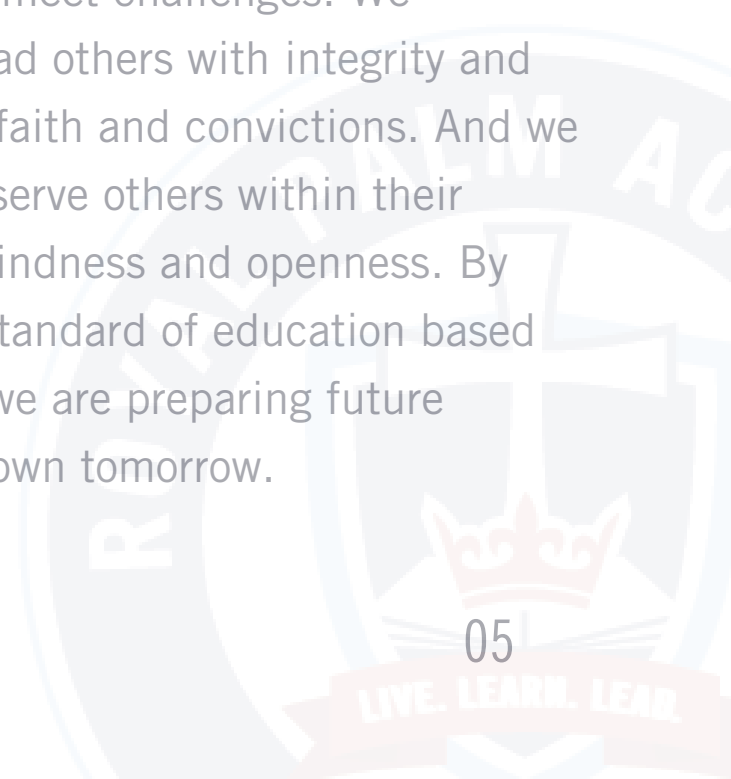
### EDUCATING THE HEART

At Royal Palm Academy, we believe that the power of education frees children to ask questions, cultivate wonder, and follow their passions. We are developing young minds who have eyes to see and ears to hear about the existence of God and his goodness - educating children about the joy, truth, and beauty in the world. Our faculty are focused on the parent and teacher partnerships that instill academic and spiritual formation in our students so they may become informed and thoughtful leaders.



### FORMING THE CHARACTER

By working together with parents, Royal Palm Academy is giving children a foundation for the lifelong skills they will need for adulthood. We inspire our students to use their creativity to solve problems and meet challenges. We motivate them to lead others with integrity and confidence in their faith and convictions. And we encourage them to serve others within their communities with kindness and openness. By providing a higher standard of education based in Catholic values, we are preparing future leaders for an unknown tomorrow.



# RPA LOGOS

---



## LOGO USE

The logo is the cornerstone of our school's identity, acting as both the face and signature of our brand. It embodies who we are and strengthens our connection with the community. By ensuring consistency in our logo, we ensure consistency in our brand, making it a powerful symbol that keeps our school memorable in every interaction.

The RPA logos are available in multiple file formats for use in all digital and print media. No alterations to the logo files are permitted.

- Do not alter color schemes
- Do not distort the identity elements
- Do not reconfigure identity elements
- Do not transform or eliminate any element of the brand
- Do not add images or effects
- Do not alter any typeface of the brand
- Do not distort the proportions of the brand



# OFFICIAL LOGOS



## ACADEMIC & ATHLETIC

### ROYAL PALM CREST



The Royal Palm Crest is the primary logo and always the preferred choice, especially on official school documents.

### ROYAL PALM ATHLETIC LOGO



Above is the approved logo/typography for Athletics. While the academic crest is often used for athletic items, athletic logos should never be used for academic purposes or on official school documents.

### LOGO LOCK UP



Horizontal Treatment



# LOGO SPECIFICATIONS



## LOGO GUIDELINES

These guidelines outline the proper use of the Royal Palm Academy logo, ensuring a unified look across all materials and strengthening our brand identity.



Minimum clear space is one "Crown" height all around

### FULL COLOR



Use full color logo whenever possible.

### BLACK & WHITE



Use Black & White Logo only when color is not available.

### WHITE REVERSE



Use White Logo only when one color is available.



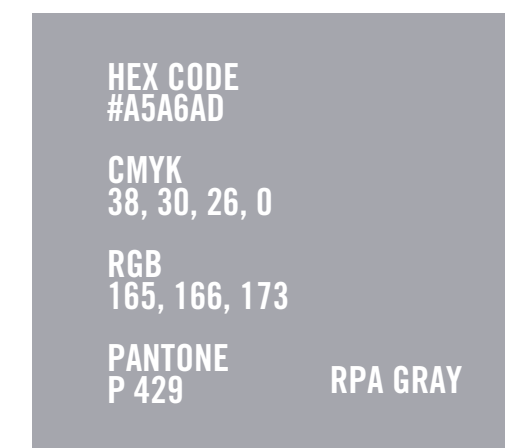
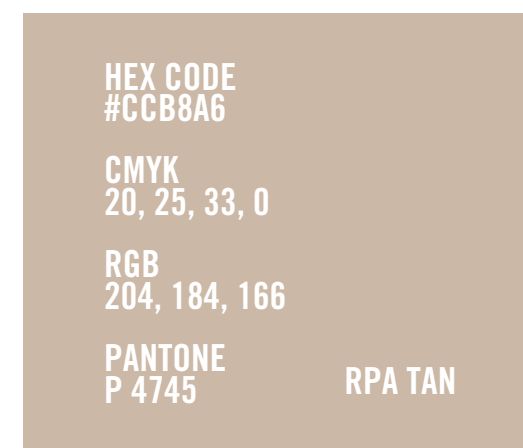
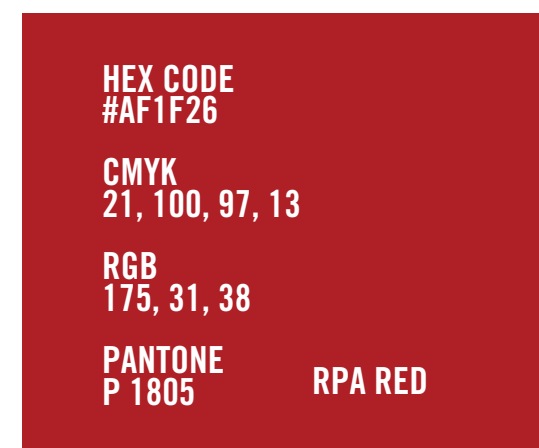
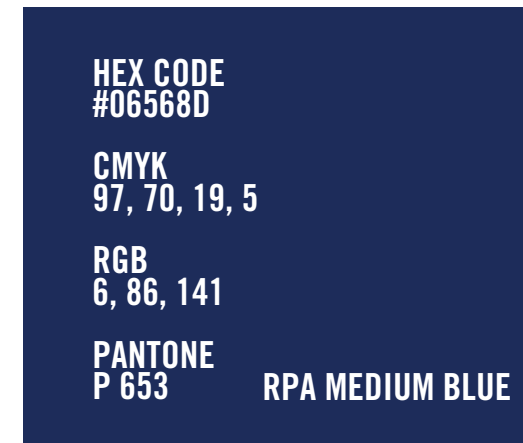
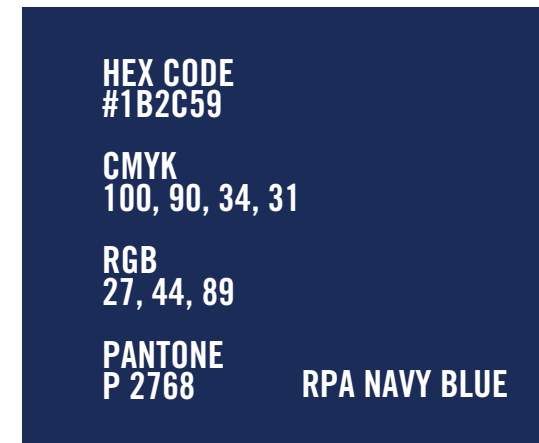
Minimum .75" width



# BRAND COLORS

## COLOR PALETTE

Color is a vital element in reinforcing brand marketing and ensuring consistency across all communication materials. A primary color palette has been chosen for use in every application. Maintaining uniformity in these colors will significantly strengthen our brand identity and create a more cohesive presence in the market.



# TYPOGRAPHY



DOWNLOAD  
ACCENT FONT

## FONTS

The primary font used is Trade Gothic in various formats to provide variety. When Trade Gothic is not available (i.e. email) use Arial font.

NAVY

# HEADER

TRADE GOTHIC CONDENSED NO. 18

RED

BRIGHT BLUE

## SUBHEAD

TRADE GOTHIC LT STD - BOLD

GREY

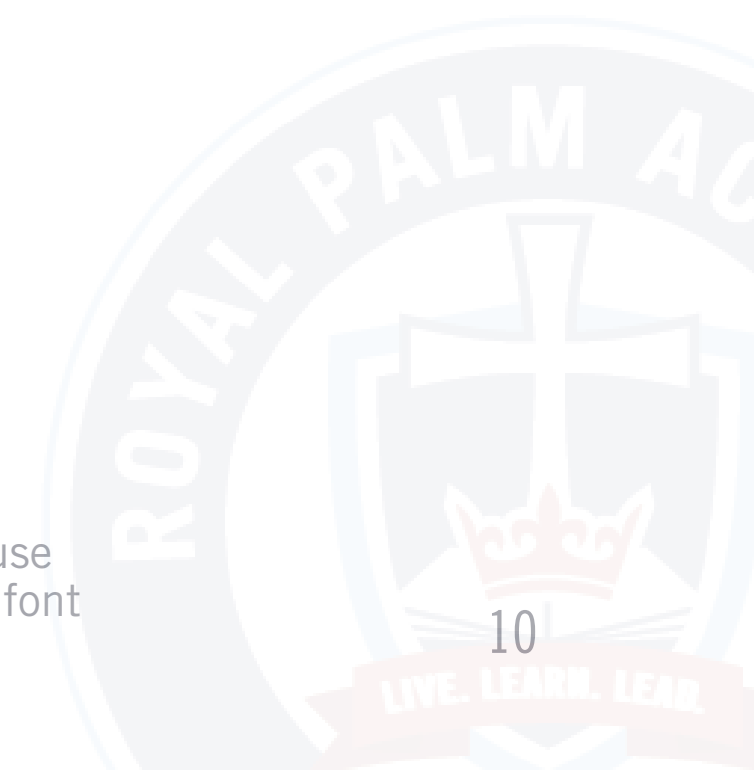
Body - Sentence Case

Trade Gothic LT Std - Regular

ACCENT FONT

*Breathing*

The **Accent font** is **BREATHING** with the new tagline “Come see what we are building” in conjunction with the Capital Campaign launch. Reserved for use with the Capital Campaign and Marketing/Admissions pieces. To download the **Accent Font**, click on the icon at the top right corner and install the font in your fonts folder. It should become accessible in your Word Documents. Please note, the licensing agreement on this font.



# OUR VERNACULAR

## WRITING TIPS AND RULES

The full name of the School is: **Royal Palm Academy**

**First Reference:** Royal Palm Academy

**Second Reference:** RPA (to be used only after you have referenced the School formally by its full name first)

**Third Reference:** Royal Palm (To be used only after you have referenced the School formally by its full name first)

**Pre-Kindergarten:** Used to classify Pre-Kindergarten 3 and Pre-Kindergarten 4

**Elementary School:** Kindergarten through Fifth Grade

**Middle School:** Sixth Grade through Eighth Grade

**Capitalization:** Capitalize School, Administration, Faculty, Staff when referring specifically to Royal Palm Academy

## TAGLINES

*Come see where students thrive!*

The accent font is BREATHING with the tagline "Come see where students thrive!" Reserved for use on Marketing and Admissions pieces.

LIVE. LEARN. LEAD.

LIVE.LEARN.LEAD. is the original tagline used and is an integral part of the RPA identity.

*Come see what we're building!*

The accent font is BREATHING with the new tagline "Come see what we are building" in conjunction with the Capital Campaign launch. Reserved for use with the Capital Campaign and Marketing/Admissions pieces.

# STATIONERY

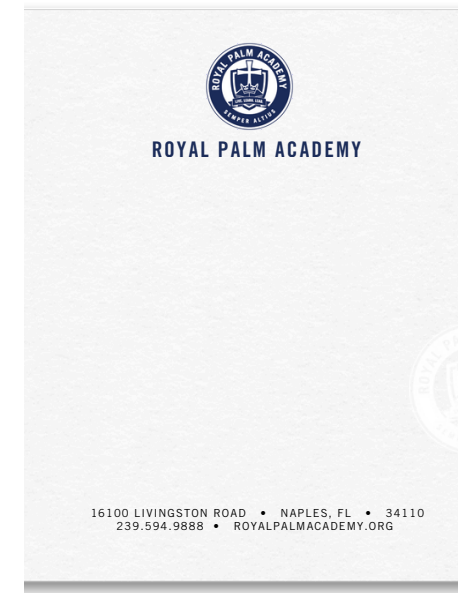
## BUSINESS CARD



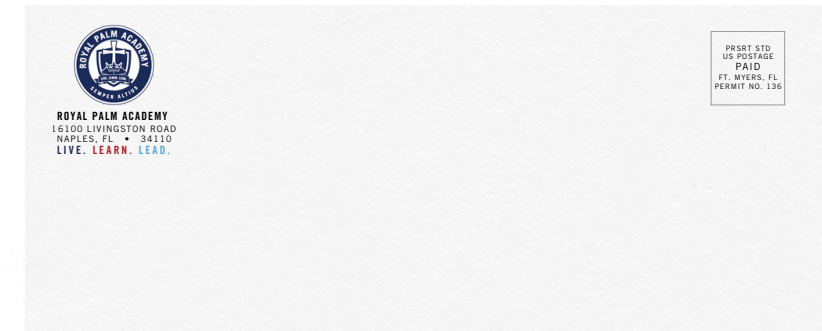
## POSTCARD



## LETTERHEAD



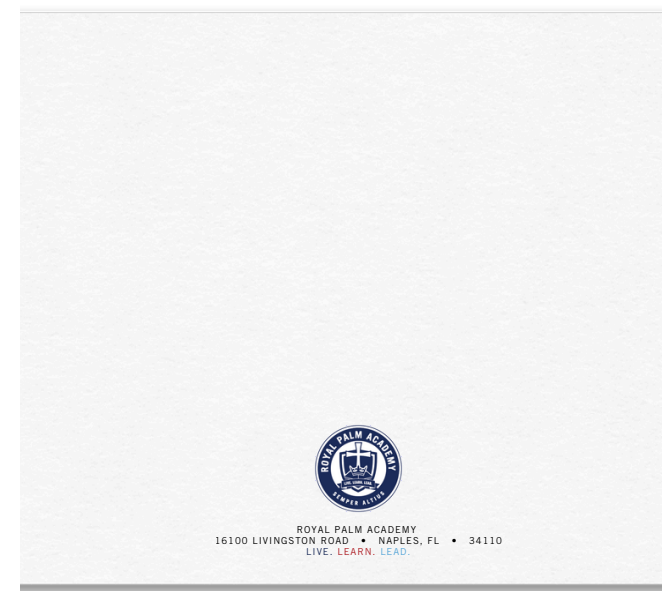
## NO. 10 ENVELOPE



## THANK YOU CARD



## A6 ENVELOPE



## FOLDER



# SOCIAL MEDIA

---

Royal Palm Academy has a presence on the following social media platforms:

- Facebook - @RoyalPalmAcademyNaples
- Instagram - @RoyalPalmAcademy
- You Tube - @royalpalmacademy9762

The Office of the Head of School oversees the management of the social media pages. The tone of all posts and hashtags should be consistent. Posts should not be too lengthy. The voice is conversational, playful, and FACTUAL. Responses should be positive and upbeat. Communication should always be clear, clean, and concise. Messaging should be confident but not cocky.

As a Catholic school, we adhere to the following guidelines concerning comments on any posts:

- All posts and comments must embody Christian charity and respect for the truth, while promoting goodwill towards others.
- Any derogatory remarks or content that contradicts Catholic teachings will be removed.
- Advertising is not allowed.

Current Hashtags: #RoyalPalmAcademy, #RoyalPalmAcademyNaples, #RPA, #RPACommunity, #WhereStudentsThrive, #ProudToBeRPA



# PHOTOGRAPHY & VIDEOGRAPHY

## TELLING OUR STORY

---

Candid photography helps capture the vibrant school life at Royal Palm Academy across all settings, from classrooms to fields to stages - while reflecting the school's Catholic values. This approach authentically highlights students, faculty, and staff, portraying an environment where students live their faith, learn with purpose, and lead with integrity.





# ROYAL PALM ACADEMY

@ROYALPALMACADEMY