



# EAGLE'S LANDING CHRISTIAN ACADEMY

## STYLE GUIDE

### USE OF LOGO

Our logo is the primary element in portraying our identity. Only through consistent application of the logo, coupled with a consistency of colors and type will our school logo leave a memorable and recognizable impression on our community through print and digital media.

#### Do not:

- tilt the logo
- recolor the logo
- distort the logo by stretching is vertically or horizontally

#### Avoid:

- drop shadows
- gradients
- embossing
- putting logo over images or high-contrast backgrounds

Please contact the Marketing Office for logo files.

### COLORS

Using the correct colors are key components in creating a consistent look across all aspects of our school programs. Below are details of the two colors we use.

Color	Pantone	CMYK	RGB
Blue	294	100/78/25/9	0/69/130
Gold	116M or 108U	0/17/91/0	255/211/0



One-color reverse of logo is acceptable on a dark background.



Do not stretch the logo. Retain proportions.



## TYPOGRAPHY

### FONTS

Our official typeface for the logo is:

**ITC Avant Garde**

Our official typeface for the web is:

Helvetica  
Body Copy Size—medium  
Headline Size—large and bold

This will have to be done manually. It is not currently the default.

### MARGINS

Test your website changes to be sure the margins do not bleed over into the left column. This happens when the text or photo is too wide.



## STYLING PREFERENCES

### REFERENCING THE SCHOOL

Please refer to the school like this:

**Eagle's Landing Christian Academy**  
**ELCA**

Avoid

Eagle's Landing  
The Academy

### DATES, TIMES, NUMBERS, etc.

Please format all dates like this:

**Monday, January 1, 2014**

Avoid

Mon. January 1, 2014  
Monday, Jan. 1, 2014

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Please format all times like this:

**7:00AM or 7AM**

Avoid

7:00 AM, 7:00am, 7am, 7:00 A.M., 7 A.M.

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Please format all phone numbers like this:

**123-456-7890**

Avoid

(123) 456-7890 or 123 456-7890 or 123.456.7890