



**Acceleration
Academies**

Acceleration Academies

**BRAND &
STYLE GUIDE**



Acceleration Academies Logo

Positioning

The grey striped area indicates the Safe Zone around the logo. All graphical and visual elements should be positioned outside of this space.

The area between the two sets of blue lines indicates Clear Space, which should also be kept free of graphical and visual elements. The minimum Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'.)



Logo Options

The official logo (A) uses a white graduation cap icon within a blue circle and black text on a white background.

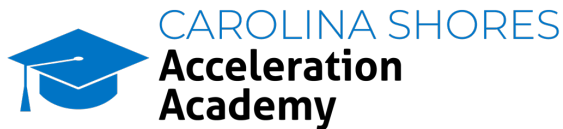
In instances where the logo appears on a black/dark background, a version of the logo with white text and the white graduation cap within a blue circle (B) or an all-white logo with a black graduation cap (C) may be used.



Academies Site Sub-Logos

Each individual Acceleration Academies site has its own logo based upon the name agreed upon with the district or approved by a charter application. **Academies should always be plural as it refers to the larger national network of sites that we operate.***

As new locations are opened, the Enrollment Marketing team should be contacted to create a new logo. The current Academies site sub-logos include:



**Note: Lowcountry Acceleration Academy and Carolina Shores Acceleration Academy are the only sites that are singular because that is the way the name was submitted and approved in the charter application.*

Typography

Logo Typeface Family

The font used in the Acceleration Academies logo is **Aller Bold**. The blue colored site name in the sub-logos is capitalized and should be in Montserrat Light font. These fonts are commercial-use friendly and can be downloaded from any font site. Aller Bold should only be used in the logo marks and not in any text in graphic or collateral materials.



Aller

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir Light

Aa Bb Cd Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Fonts for Normal Usage

There are two approved fonts that should be used in all Acceleration Academies documents, presentations, correspondence and materials.

Montserrat is a standard font in Google documents and can also be downloaded from any font site.

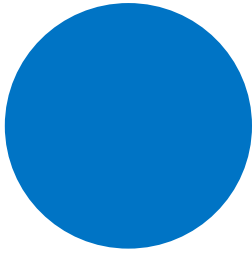
Avenir Light is a standard font found on most Apple computers and devices and can also be downloaded from any font site.

All employees should make sure that they have at least one of these fonts available for all business communications and documents.

Color Specifications

Primary Color

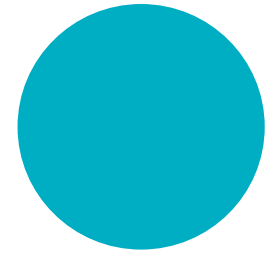
The primary brand color for Acceleration Academies is blue, with the exact color specifications outlined to the right:



CMYK: 92.5 - 31.6 - 0.9 - 0.1
RGB: 0 - 116 - 197
#0074C5

Secondary Color

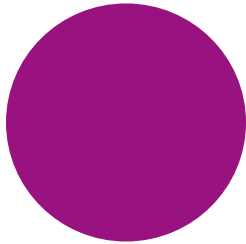
The teal color to the right is the secondary brand color and should be used most frequently as an accent color:



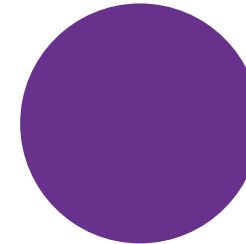
CMYK: 90.01 - 1 - 9.7 - 0.0
RGB: 0 - 174 - 196
#00AEC4

Accent Colors

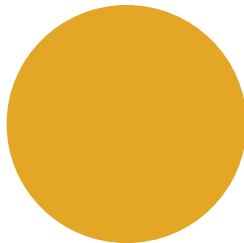
There are 4 accent colors that should be used sparingly in design. The exact color specifications are outlined to the right:



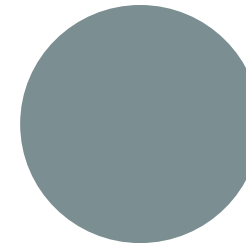
CMYK: 54 - 100 - 23 - 7
RGB: 132 - 37 - 113
#842571



CMYK: 81 - 96 - 18 - 5
RGB: 87 - 50 - 124
#57327C



CMYK: 9.7 - 31.1 - 91.4 - 1.6
RGB: 227 - 165 - 14
#E3A50E

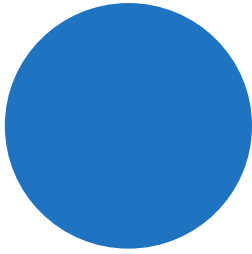


CMYK: 48.5 - 26.1 - 24.1 - 6.8
RGB: 123 - 142 - 146
#7B8E92

Color Specifications

Primary Pantone

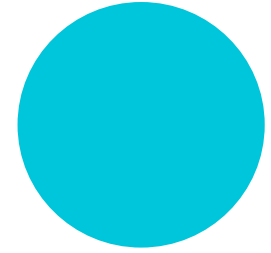
The primary brand pantone color is blue, with the exact color specifications outlined to the right:



Pantone 2175 C
 CMYK: 87 - 60 - 0 - 0
 RGB: 39 - 105 - 179
 #2769B3

Secondary Pantone

The teal color to the right is the secondary brand pantone color and should be used most frequently as an accent color:



Pantone 3115 C
 CMYK: 76 - 0 - 18 - 0
 RGB: 0 - 187 - 210
 #00BBD2

Gradient Colors

There are 4 colors primarily used in our gradient design, magenta, purple, blue, and teal. An example is shown on the right



It's time for **something good** to happen.






Enrolling Year-Round!

At Clark County Acceleration Academy, we offer a flexible learning model that allows students to work in person and at home, year-round. With extended on-site hours, students focus on one course at a time and can complete coursework around their schedule. When working from home, students have access to receive remote support to help keep them on track in their courses. Our unique approach meets each student where they are and provides them the support they need. **Let's discover your future together!**



100%
Free



14-20
Ages Served



24/7
Program Flexibility

Submit your application for enrollment today!

HOW WE'RE DIFFERENT

- Personalized learning plans
- Flexible hours - work around your schedule
- Students take one course at a time. With dedicated focus and active participation in coursework, students should be able to complete each course in about 2-3 weeks.
- Support from graduation candidate advocates who serve as your personal mentor to success
- Career planning & life coaching
- Year-round enrollment

ACADEMIC SUPPORT

- Students receive 1:1 teaching, encouragement and support from their content coaches.
- 1:1 Social and emotional support from graduation advocates helps students persist through life's challenges.

CAREER & LIFE COACH

- Helps students in development of their post-graduation goals.
- Works with community partners to connect students with resources including: internships, military, skilled trades, social/emotional, higher education, etc.

NATIONALLY ACCREDITED BY COGNIA

- Enjoy peace of mind knowing the diploma and credits they earn come from an accredited program.
- Students graduate with an official Clark County high school diploma. We hold two in-person graduation ceremonies per year so that our students and their families can celebrate their achievements.



FOR MORE INFORMATION OR TO SUBMIT AN APPLICATION FOR ENROLLMENT, VISIT CLARKCOUNTY.ACCELERATIONACADEMIES.ORG

Logo Best Practices

To ensure the integrity of our Logo mark, there should be no changes or modifications to any part of the logo.

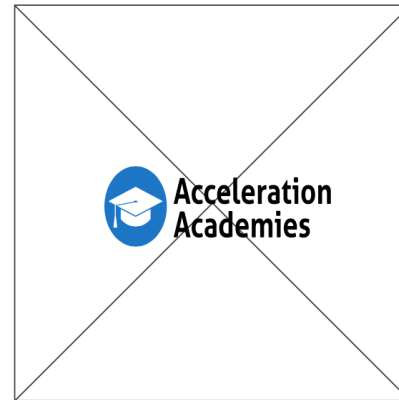
Examples of unacceptable altering of the logo that should be avoided include:



Positioning: DO NOT resize or change the position of the logo. Make sure to include adequate clear space on all sides.



Fonts: DO NOT use any other font for the main lettering of the logo, no matter how close it may look to Aller Bold.



Sizing: DO NOT stretch or squash the logo. Any resizing must be in proportion.



Colors: DO NOT change the colors even if they look similar. Use the official color specifications detailed in these guidelines.



**Acceleration
Academies**

Stylistic Guidelines



General Writing

The following general writing guidelines should be used across the entire organization:

- **Spacing after the end of Sentence:** Only ONE space should be used following the end punctuation of a sentence in a paragraph.
- **No Oxford Comma:** The Oxford (or serial) comma is the final comma in a list of things. For example: Please bring me a pencil, eraser, and notebook. (The Oxford comma comes after eraser.) In business writing and correspondence, all employees should refrain from using the Oxford comma.
- **Websites:** When writing a website URL you should omit the (www.). For example: accelerationacademies.org or educationincites.com
- **Phone Numbers:** When writing phone numbers, please use a period instead of dashes. For example: 872.529.5115.

Commonly-Used Terms

The following terms should be used in the following format to ensure consistency across the organization:

- **K-12:** Should be hyphenated.
- **Email:** No hyphen.
- **Client:** The districts and educators that we serve should be referred to as “clients” and not customers.
- **Organization:** We refer to our business entity as an “Organization” and not a company.
- **Network:** We refer to the headquarters office and staff as the “Network office or staff” and not the corporate office or staff.
- **Dropout:** Should NOT be hyphenated
- **Re-Engagement:** Should be hyphenated

Commonly-Used Acronyms

- **GC (Graduate Candidate):** These are the Academies' students – candidates enrolled in Acceleration Academies who are working to earn their high school diploma.
- **GCA (Graduation Candidate Advocate):** Serves as a mentor to our GCs and support them on their paths to earning their diplomas. GCAs offer wrap-around services to encourage, promote success, and serve as teaching assistants when needed.
- **CC (Content Coach):** Highly qualified state certified teachers who specialize in the subject areas of History, math, Science and English. Content Coaches are available to GCs in individual or small group settings. They collaborate with other instructional staff to develop interdisciplinary and project-based curricula and alternative assessments such as portfolios.
- **CLC (Career and Life Coach):** Certified guidance counselor who helps GCs to develop individualized career plans inclusive of researching career path options and finding job openings. They work to identify the specific skills required for employment and helps GCs obtain these skills as part of the the overall process to assist the GCs with the job application and interview preparation process.
- **EC (Engagement Coach):** Staff members responsible for promoting Acceleration Academies in local communities by building and maintaining relationships with local businesses and other community stakeholders. The EC's objective is to build brand awareness, drive student recruitment and assist in retention for GCs post-enrollment.
- **DNE (Did Not Enroll) List:** A list we receive from our district partners of students currently not enrolled in the school district that we are allowed to contact for recruitment.
- **FTE (Full-Time Enrollment):** The number of students currently enrolled and meeting state requirements for which we can receive state funding.
- **PLP (Personalized Learning Plan):** Every GC receives an individualized plan for their studies with us.
- **GPI (Graduation Persistence Index):** A measure based on a test given when GCs enroll to see what level of grit they've got to push through obstacles in order to graduate.
- **CBO (Community-Based Organization):** Organizations within the local community with which we form partnerships to serve as resources for GCs and their families.
- **SaaS (Software-as-a-Service):** A cloud-based software offering that normally requires a renewable license or subscription.

Templates

All branded templates can be found on the Marketing Communications page of the [Intranet](#).

Email Signatures

All staff members should use the approved email signature for all business-related emails. There are multiple versions of email templates:

- Acceleration Academies network
- Each Academy site has their own email signature with their specific site logo and URL

All email signature templates incorporate social media icons that link to the appropriate social channels. For instance, the Acceleration Academies network signature links to the Acceleration Academies network social channels; and each Academy site signature will link to that Academy’s social channels. Employees should not change the link to their personal social channels. The intent is to promote our organization’s social channels in order to gain followers and engagement.

Staff members should not add photos, inspirational sayings or additional information in their email signature. The email signature should appear exactly like the template.

Email Signature Templates:

Jacinta Bryant, Ph.D.
Regional Vice President



910 W. Van Buren - Suite 315
Chicago, IL 60607

843-867-3572



accelerationacademies.org

Mathew Taylor
District Director



6601 N. Davis Hwy - Suite 115
Pensacola, FL 32504

850.735.4550
850.206.9697

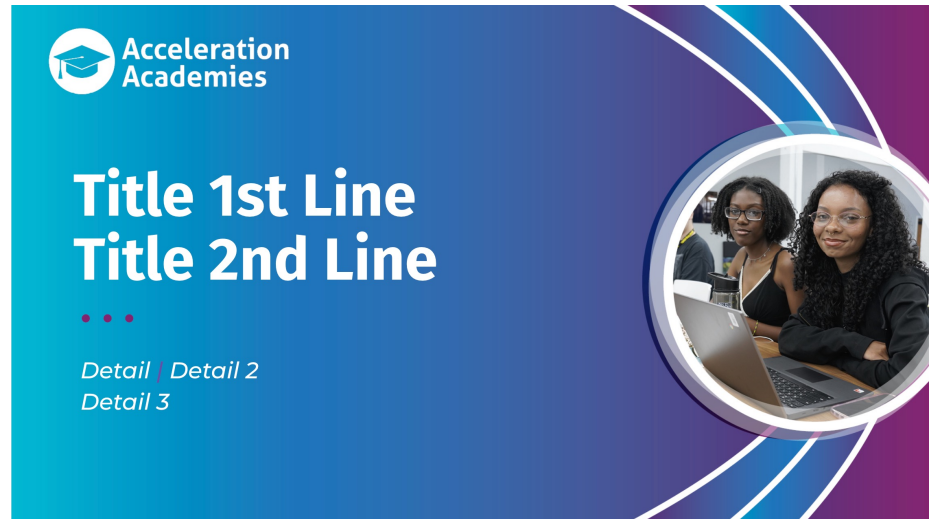


escambiadiploma.com

Templates

Presentations

All presentations should be created in Google Slides and should utilize the branded template. Templates are set up to default to the approved fonts (Montserrat or Avenir).



Letterhead

All business-related correspondence, documents and proposals should be created using the appropriate letterhead template. Templates are set up to default to the approved fonts (Montserrat or Avenir). Letterhead templates are available for Acceleration Academies brand.

