UNITED UC CHRISTIAN
ACADEMY

BRAND MANUAL

OUR BRAND

Our brand is who we are. It captures the stories, experiences, and characteristics that define United Christian Academy. In addition, it reflects our school's reputation—how we present ourselves and how we are perceived.

The guidelines and standards within this manual are set to establish a framework for our pursuit to create an experience that mirrors both our community and values. The guidelines apply to all United Christian Academy departments, programs, clubs, sports teams, and marketing materials.

Everyone on campus plays a role in advancing our reputation. You can help by incorporating these guidelines into your work, strengthening our school's United brand.

APPROPRIATE USE

To uphold UC Academy's standard of excellence, any and all use of United Christian Academy's official school logo and brand elements must adhere to those standards outlined in this brand manual. Additionally, all promotional products and marketing material produced on behalf of UC Academy must be approved by the marketing department before production. Items may include, but are not limited to, athletic attire, event programs, printed materials, spirit wear, and uniforms.

DO NOT STRETCH	DO NOT TILT	DO NOT DISTORT
DO NOT USE AS A GRADIENT	DO NOT OUTLINE OR ADD EFFECTS (GLOW, COVER OVERLAY, ETC.)	DO NOT PUT LOGO IN A BOX
Body Copy Font - Constantia Don't outline text.	**Headline** Font - Trajan Pro Don't substitute typeface.	Body Copy Font - Constantia Don't use effects (drop shadow, etc.)

COLORS

PANTONE 540 C
HEX: 003057
C=100, M=55, Y=0, K=55
RGB: 0, 48, 87

PANTONE Cool Gray 4 C
HEX: C9CACC
C=0, M=0, Y=0, K=24
RGB: 201, 202, 204

HEX: FFFFFF
C=0, M=0, Y=0, K=0
RGB: 255, 255, 255

TYPOGRAPHY

MAIN HEADLINE

Trajan Pro

Body Copy

Constantia

Constantia - Italic

Constantia - Bold

Constantia - Bold Italic

ALTERNATIVE HEADLINE

Franklin Gothic Demi

Alternative Body Copy

Franklin Gothic Book

Franklin Gothic Book - Italic

Franklin Gothic Book - Bold

Franklin Gothic Book - Bold Italic

HORIZONTAL LOGO

UNITED **UC** CHRISTIAN
ACADEMY

2 color - grey / navy
HZ _00

UNITED **UC** CHRISTIAN
ACADEMY

1 color - navy
HZ _01

UNITED **UC** CHRISTIAN
ACADEMY

1 color - black
HZ _02

UNITED **UC** CHRISTIAN
ACADEMY

1 color - white
HZ _03

SEAL LOGO

2 color - grey / navy
SE _00

1 color - navy
SE _01

1 color - black
SE _02

1 color - white
SE _03

1 color - grey
SE _04

EAGLE LOGO

1 color - navy
UE _01

1 color - navy
FE _01

1 color - navy
EH _01

1 color - black
UE _02

1 color - black
FE _02

1 color - black
EH _02

1 color - white
UE _03

1 color - white
FE _03

1 color - white
EH _03

STACKED LOGO

UC ACADEMY

2 color - grey / navy
ST _00

UC ACADEMY

1 color - navy
ST _01

UC ACADEMY

1 color - black
ST _02

UC ACADEMY

1 color - white
ST _03

UC ACADEMY ELEMENTARY

Elementary UCA logo
ES _01

UC ACADEMY ELEMENTARY STAFF

Elementary Staff logo
ES _02

UC ACADEMY JUNIOR HIGH

Junior High UCA logo
JH _01

UC ACADEMY JUNIOR HIGH STAFF

Junior High Staff logo
JH _02

UC ACADEMY HIGH SCHOOL

High School UCA logo
HS _01

UC ACADEMY HIGH SCHOOL STAFF

High School Staff logo
HS _02

ATHLETIC LOGOS

Athletic Eagle logo - navy
ATH _01

Athletic Eagle logo - white
ATH _02

Athletic Eagle logo - black
ATH _03

United Athletics logo - navy
ATH _04

United Athletics logo - white
ATH _05

United Athletics logo - grey / navy
ATH _06

ATHLETIC LOGOS

Athletics Stack - navy
ATH ST _01

Athletics Stack - white
ATH ST _02

Athletics Stack - navy
ATH ST _03

Athletics Stack - white
ATH ST _04

Athletic Stacks are also available in the following sports:

-Baseball
-Basketball
-Cheer
-Cross Country
-Football
-Golf
-Soccer
-Softball
-Track and Field
-Volleyball

ATHLETIC LOGOS

Baseball - navy
BASE _01

Baseball - white
BASE _02

Baseball - grey / navy
BASE _03

Basketball - navy
BASK _01

Basketball - white
BASK _02

Basketball - grey / navy
BASK _03

ATHLETIC LOGOS

Cheer - grey / navy
CH_01

Cheer - white
CH_02

Cheer - navy
CH_03

Cross Country - navy
CC _01

Cross Country - white
CC _02

Cross Country - grey / navy
CC _03

ATHLETIC LOGOS

Football - navy
FB _01

Football - white
FB _02

Football - grey / navy
FB _03

Golf - grey
GF_01

Golf - navy
GF_03

Golf - white
GF_02

ATHLETIC LOGOS

Soccer - navy
SOC _01

Soccer - white
SOC _02

Soccer - grey / navy
SOC _03

Softball - navy
SOF _01

Softball - white
SOF _02

Softball - grey / navy
SOF _03

ATHLETIC LOGOS

Track and Field - navy
TF _01

Track and Field - white
TF _02

Track and Field - grey / navy
TF _03

Volleyball - navy
VB _01

Volleyball - white
VB _02

Volleyball - grey / navy
VB _03

APPAREL

Our Marketing Team is here to support you and wants to help you produce a great product! While we encourage a spirit of creativity, we also want to ensure a quality of excellence for UCA across all branded material and promotional items.

All school apparel produced on behalf of UC Academy must be approved by the marketing department before production.

Scan the QR code here, or email apparel designs to marketingteam@ucacademy.org for review.

Once your request has been submitted, please allow at least three business days for a response from our team.

APPAREL DESIGN GUIDELINES

ALL school apparel must include one of the following:

      1. Any official School Logo somewhere on the item
      2. School Name (UC Academy or United Christian Academy)

Examples:

SPIRIT WEAR STORE

Visit our NEW Online Spirit Wear Store at: **www.UCAcademy.org/spirit-wear**
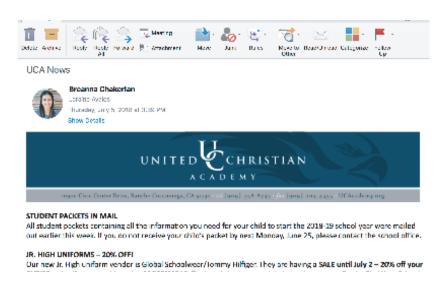
E-MAIL

Any writing and/or print of the school website and email address should be formatted as follows (capitalized "UCA" with "cademy" following in lowercase):

Website address: www.UCAcademy.org | Email address: xxxxx@UCAcademy.org

E-MAIL HEADER

Example:

E-MAIL SIGNATURE

Name font can be selected according to your preference.

All other lines of text should remain in Times New Roman font style, according to standard settings.

STATIONARY

UNITED UC CHRISTIAN
A C A D E M Y

UNITED UC CHRISTIAN
A C A D E M Y

Mark Williams • *Superintendent*

10900 Civic Center Drive Rancho
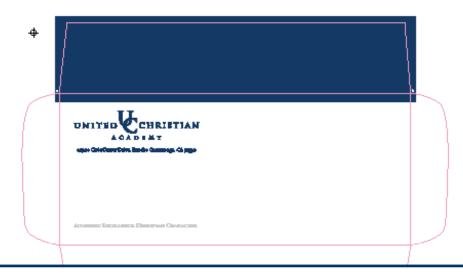Cucamonga, CA 91730 UCAcademy.org

mwilliams@UCAcademy.org
tel (909) 758.8747
fax (909) 204.4555

ACADEMIC EXCELLENCE. CHRISTIAN CHARACTER.
10900 Civic Center Drive, Rancho Cucamonga, CA 91730 · *tel* (909) 758.8747 · *fax* (909) 204.4555 · UCAcademy.org

UNITED UC CHRISTIAN
A C A D E M Y
10900 Civic Center Drive, Rancho Cucamonga, CA 91730

ACADEMIC EXCELLENCE. CHRISTIAN CHARACTER.

COMMUNICATION STANDARDS

All school communication and publications must be in conformity with school policies, values, and beliefs. The school does not accept for publication those items that promote alcohol, smoking, drugs, casino gambling, or other morally questionable activities.

Student Publication Policy / Media Opt-Out List

Parents are given the opportunity to protect their student's identity at the beginning of each school year. All employees are expected to observe those requests when interacting with external media sources. The school office maintains a list of students not permitted to appear in external media (newspaper, TV, social media, etc.). You will receive a current list of students that fall into the following categories:

1. **Group Photos OK / NO Name:** Please do not include the names of these students when posting and/or printing photos of your students on any external media.
2. **NO Group Photo / NO Name:** DO NOT PUBLISH CHILD'S NAME OR PHOTOGRAPH. UC ACADEMY HAS PERMISSION TO EXCLUDE HIM/HER IN SCHOOL ACTIVITIES when the media will be present in order to reduce the likelihood of inclusion in media coverage.
   NOTE: Please refrain from sharing student images until you have received the current Student Publication Policy/Media Opt-Out list.

Do not publish student's identification in publications that are available to external, non-school audience without receiving prior approval from UCA's marketing team.

School communication (letters, newsletters, emails, etc.)

Communication going to the entire UCA district must be approved by the Superintendent, Office Manager, Director of Marketing, or Director of Human Resources. Communication going to an entire school level must be approved by the respective Principal and a copy provided to the Superintendent and Office Manager. Communication going to a whole class must be proof-read by another faculty member and a carbon copy is provided to the Principal. Plays and programs require an administrator's review and permission before public performance. Yearbooks and school newspapers must be proof-read and approved by an administrator before publication.

Parent Square

The Parent Square app is the main source of communication from the school to parents. Parent Square is considered an internal method of communication. In the beginning of each school year, UCA parents are asked to download the Parent Square app and set their preferences for alerts and notifications. When creating a Parent Square post or announcement, please DO NOT override the parents' chosen notification/digest setting. In the case of an emergency or urgent situation, administration will determine whether an instant Parent Square notification is warranted.

- **Posting to an Audience:** When creating a Parent Square post, please consider the target audience and select the "TO" field appropriately. For district level communication, post must be approved by the superintendent, office manager, director of marketing, or director of human resources. For school level communication, post must be approved by the respective principal.

In response to parent feedback, UCA is committed to being concise and intentional in our communication to parents. If your post pertains to more than just your classroom, please consider if it can be shared in the weekly newsletter provided by the District Office. Email content to Renee Martinez (Office Manager) at rmartinez@UCAcademy.org.

Social Media and Internet Standards

United Christian expects all their employees to be Christian role models. This expectation also applies to the employee's personal social media and internet presence. Any postings or presentations that are contrary to UC Academy's policies, values, or beliefs are grounds for disciplinary actions and/or termination of employment.

Employees may not seek/request to "friend" a student on their personal account but may respond affirmatively to a friend request initiated by the student. Employees are permitted to re-share posts from any UCA channel. Employees are not permitted to share images or videos of students on personal social media accounts or websites without written permission from the student's parent or guardian.

Best Practices for Posting on any UCA social media account:

1. Posts should be equally appealing and understandable to first time visitors of the account. Someone looking at your post should be able to understand what is happening without having to have prior knowledge of your account. Remember, no one likes to be on the outside of an inside joke. If you want visitors to continue coming to your page and even follow you, they need to feel on the "inside" from the first post they see. This goes for Stories as well. If you post a story, there should be context. Posting a random photo doesn't serve your community well if they don't understand what it is and why you're posting it.

2. Post images should be clear, visually appealing images. Screenshots, blurry images, and poorly positioned photos/videos make it hard for a viewer to take in.

3. Student last names should not be shared without written permission from the student's parent or guardian.

GRAPHIC DESIGN REQUESTS

Our Marketing Team is here to help with any upcoming design projects you may have!

Please note the following when submitting your graphic design requests:

1. **Once all content has been received and your request has been approved, please allow a minimum of 1 week** (sometimes longer, depending on the complexity of the project) **to create and complete your project.**

2. **Our team is happy to help create your projects digitally; however, it is your responsibility to print/produce your project.** For larger projects that can't be printed in house, we are happy to refer you to a few local partners that we work with on a regular basis. Once you have chosen where you'd like to print/produce your project, let us know and we'll be sure to send the design file their way.

Scan the QR code here or visit www.UCAcademy.org/graphic-design-request to submit your request.

**Feel free to contact our team at
marketingteam@UCAcademy.org
with any questions.**