



2020 BRAND GUIDE

# ARUNDEL CHRISTIAN SCHOOL

MADE BY JOOEUN YOO FROM JST.B



**MORE THAN JUST A LOGO**

*Branding adds spirit and a soul  
to what would otherwise be a robotic,  
automated, generic, price-value  
proposition.*



# BRAND STRATEGY

## DISCOVERY PHASE

Research and analysis of the people, school, county, and system.

## IDENTITY PHASE

Mock up designs for the logo.  
Consultation meeting at the school.

## EXECUTION PHASE

Final logo revised, website designed and edited, overall branding fits into the vision of the school.

# DELIVERABLE VALUES

TWEAKING THE BRAND NARRATIVE



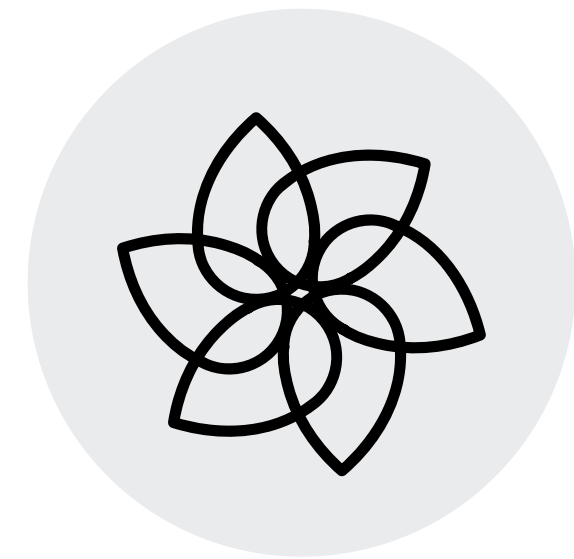
Environmentally  
Conscious



Award-Winning  
Programs



Diverse  
Classrooms



High Achieving  
Academics



# OUR NEW LOGO

## A FRESH NEW LOOK

The new logo symbolizes wisdom, literature, and experience. The simplicity, yet modern design of the logo represents longevity and advancement of the school. The colors and shapes are closely tied to the Arundel County symbol.

# LOGO CREATION PROCESS

## LIFECYCLE OF A LOGO

### RESEARCH

ACS colors,  
Arundel County  
shield, simple,  
innovative,  
timeless

### OBJECTIVES

To create a logo  
that symbolizes  
the aspirations of  
the school.

### ITERATION

The design  
development  
process to craft  
the best logo for  
ACS.

### REVISIONS

Chose 3 designs  
out of the 14 we  
had designed  
originally.

### DELIVERABLE

The 3 designs  
were modified to  
vector, PNG,  
JPEG files which  
can now be found  
on Google drive.

# ORIGINAL LOGO

## MAIN LOGO

We wanted to keep the simple and straight forward style of this logo. We played around with different fonts, colors, layouts and more to get to our final 3 designs.



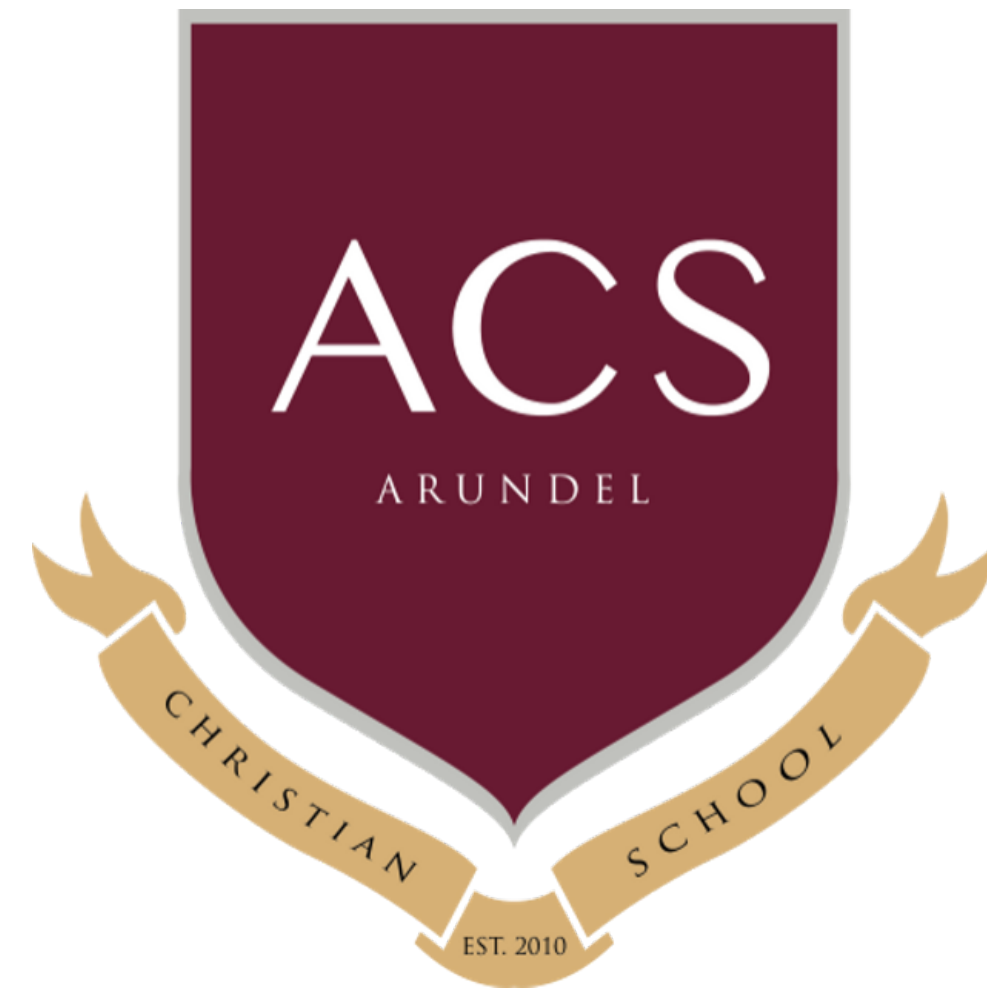
# NEW LOGO VARIATION 1

## MAIN LOGO

All logos available for download in Google Drive:

<https://drive.google.com/open?>

[id=1h1euKb7qCFns0fXc6qdbk9f35a0SG\\_7s](https://drive.google.com/open?id=1h1euKb7qCFns0fXc6qdbk9f35a0SG_7s)





# NEW LOGO VARIATION 2

## PRIMARY LOGO

All logos available for download in Google Drive:

[https://drive.google.com/open?](https://drive.google.com/open?id=1h1euKb7qCFns0fXc6qdbk9f35a0SG_7s)

[id=1h1euKb7qCFns0fXc6qdbk9f35a0SG\\_7s](https://drive.google.com/open?id=1h1euKb7qCFns0fXc6qdbk9f35a0SG_7s)



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# NEW LOGO VARIATION 3

## SECONDARY LOGO

All logos available for download in Google Drive:

[https://drive.google.com/open?](https://drive.google.com/open?id=1h1euKb7qCFns0fXc6qdbk9f35a0SG_7s)

[id=1h1euKb7qCFns0fXc6qdbk9f35a0SG\\_7s](https://drive.google.com/open?id=1h1euKb7qCFns0fXc6qdbk9f35a0SG_7s)

ACS

ARUNDEL  
CHRISTIAN  
SCHOOL

# LOGO COLORS

## BURGANDY

Pantone 7421C  
CMYK 0; 73; 52; 59s  
RGB 105; 28; 50  
Hex #691C32

## HAZELNUT

Pantone 14-1315  
CMYK 19, 30, 41, 0  
RGB 207; 176; 149  
HEX #cfb095

## GREY

Pantone 421C  
CMYK 0; 0; 0; 30  
RGB 172; 172; 172  
HEX #acacac

## WHITE

Pantone 000C  
CMYK 0.00; 0.00;  
0.00, 0.00  
RGB 255; 255; 255  
HEX #ffffff



# LOGO TYPOGRAPHY

MAIN

Kannada MN

PRIMARY COLOR

Trajan Pro

# LOGO USAGE



All official publications, communications and letters should use this logo. This is should be the main symbol that people recognize the school by.

*Left hand side or center is preferable*

ACS

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ARUNDEL CHRISTIAN SCHOOL

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Most signs should use this logo because it clearly shows the name of the school. Official business letterheads should use this logo.

*Left hand side or center is preferable*



This can also be used for signs because it clearly shows the name of the school. Official business letterheads can use this logo as well.

*Right hand side or center is preferable*



# NEW

## WEBSITE DESIGN

The new website is designed to highlight the deliverable values of ACS. The site should be easy on the eye and easy to navigate. People coming onto the site should feel proud of being a part of the ACS family.

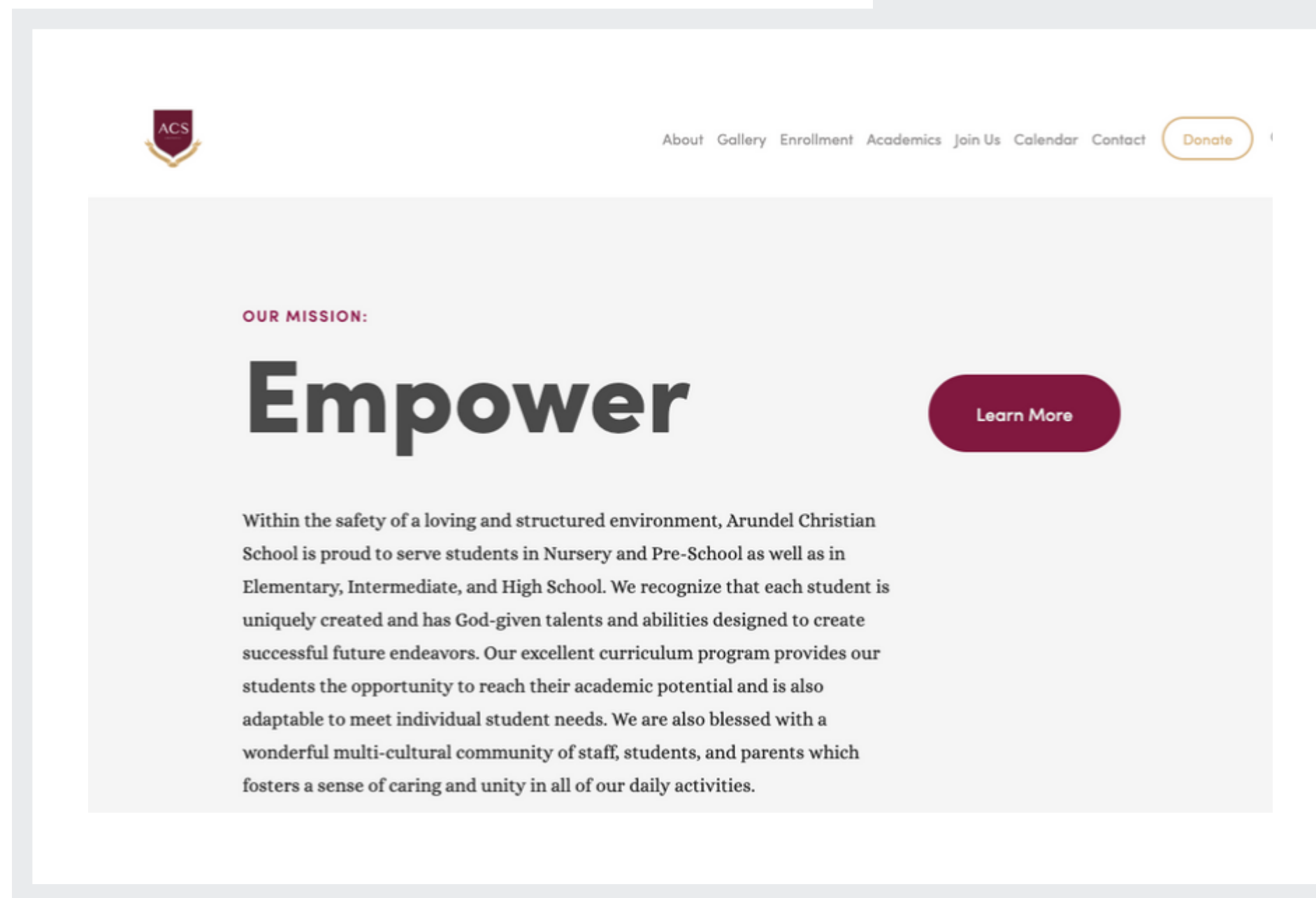
[www.arundelchristianschool.org](http://www.arundelchristianschool.org)





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NEW PAGES



# WEBSITE TYPOGRAPHY

## SOFIA PRO

HEADING 1

Weight: 900

Style: Normal

Size: 120px

Letter Spacing: 0em

## SOFIA PRO

HEADING 2

Weight: 600

Style: Normal

Size: 40px

Letter Spacing 0em

## SOFIA PRO

HEADING 3

Weight: 600

Style: Normal

Size: 15.25px

Letter Spacing  
0.1em

## ALICE

BODY TEXT

Weight: 400

Style: Normal

Size: 18px

Letter Spacing 0em

# SOCIAL MEDIA



FACEBOOK

Quick updates and  
engagements through  
words and images



INSTAGRAM

Quick updates and  
engagements through  
words and images

# ACS

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## HOW TO REACH US

THE JST.B BRANDING TEAM

### EMAIL

[info@jstbyoo.com](mailto:info@jstbyoo.com)

### PHONE

443.714.0078