

THE ACADEMY FOR LITERACY LEARNING & INNOVATION EXCELLENCE SCHOOL BRAND

Using the Academy for Literacy Learning & Innovation Excellence

Establishing a brand is a fundamental step in developing relationships with staff, parents and students. A brand clearly defines the message of your school's educational objectives and delivers it to your target audience in a way they can relate to and easily understand. Establishing your brand can create loyalty, build trust and credibility, foster pride and promote a sense of belonging within your school community.



The Academy for Literacy Learning & Innovation Excellence logo is the backbone of your brand. Using it correctly on all ALLIES publications projects professionalism and establishes an identity you audience can associate with. Incorrect use of the ALLIES logo can result in your audience losing trust in and connection to your brand.

Best Logo Practices

- Avoid mid tone background and never allow surrounding text to touch the logo
- Never skew, stretch or otherwise distort the logo
- Suggested uses: websites, brochures, fliers, advertisements and letterheads

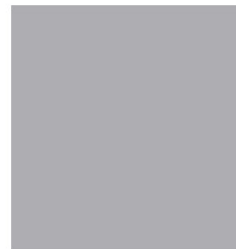
Brand Colors



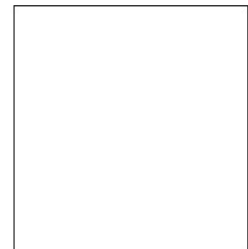
#008c81
CMYK: 84, 24, 54, 5
RGB: 0, 140, 129



#423e40
CMYK: 67, 63, 58, 47
RGB: 174, 173, 178



#9eadb2
CMYK: 33, 27, 24, 0
RGB: 196, 198, 202



#ffffff
CMYK: 23, 17, 15, 0
RGB: 255, 255, 255

Style Guide

Spell Out School Names, Use Consistent Acronyms

Always spell out Academy for Literacy Learning & Innovation Excellence on the first reference. For example, "Academy for Literacy Learning & Innovation Excellence educates hundreds of children." On subsequent references the acronym may be used. "Last week ALLIES, hosted a guest speaker."

Our Brand Fonts

The District 49 brand consists of two font families, Adobe Garamond Pro and Arial. The Academy for Literacy Learning & Innovation Excellence brand is welcome to use these font families in any materials created, including all print, digital and video media. The district fonts may be used together or individually depending on the needs of the specific document, stylistic choice of the author and where the document will ultimately be viewed. In most cases, Adobe Garamond Pro is used for titles and section headers. Garamond may be used as an alternative when the Adobe Garamond Pro font is not available. Arial is used in the main body of text. In general, Arial is better used in digital material and Adobe Garamond Pro is better suited for print applications, but both fonts may be used within a document to create style or enhance presentation.