BRAND BOOK & STYLE GUIDE

2020

iACADEMY

OUR
BRAND STORY

iACADEMY will be using a new logo that shifts into a more formal and classic style that represents student professionalism and the school's standards in achieving a perfect balance between creativity and bringing innovation to every Game Changer's field of expertise -Computing, Business, or Design.

The "i" in the logo then symbolizes students' individuality, uniqueness, and creativity. It is not placed in the middle, but rather positioned outside an invisible cube. This represents the "i" or every Game Changer who thinks outside the box. We believe that our Game Changers do not need to be in the middle to shine. Whether on the sidelines or not, our students have continuously left a positive mark and have been able to cement their place in the society through their creativity and innovativeness guided by iACADEMY's values and principles.

Over the years, iACADEMY has moulded young minds to bring out the best traits every Game Changer must have--bold, different, and game-changing. This is our brand story.

THE
ICONS

THE SEAL

The Seal is the formal representation of the school. Use of the seal is limited to official documents, academic and legal documents, and formal school functions.

THE LOGO

Computing
Business
Design

iACADEMY
2002

The Logo serves as the visual representation of the school for internal and external communications, marketing, and promotional purposes.

THE
LOGO

Computing
Business
Design

iACADEMY
2002

THE
ELEMENTS

The "i"

Aside from representing the school's name, the "i" in the logo represents students' individuality, uniqueness, and creativity.

The "i" is not placed in the middle and positioned outside an invisible cube. This represents the "i" or every Game Changer thinking outside the box. Through their creativity and innovativeness, they do not need to be in the middle to shine. They are noticeable wherever they are placed and are able to make a notable change in the society whether in the sidelines or not.

The Hexagon

The hexagon is iACADEMY's signature shape. The "peak" or "apex" must always be at the top to represent the school's movement upwards.

The six sides of hexagon also represent the six core values that we instill to every Game Changer.

Computing
Business
Design

iACADEMY
2002

LOGO
VARIATION

Computing
Business
Design

iACADEMY
2002

Computing
Business
Design

iACADEMY
2002

Computing
Business
Design

iACADEMY
2002

Computing
Business
Design

iACADEMY
2002

SCHOOL
REPRESENTATION

iACADEMY
SCHOOL OF COMPUTING

iACADEMY
SCHOOL OF BUSINESS
AND LIBERAL ARTS

iACADEMY
SCHOOL OF DESIGN
AND ARTS

iACADEMY
SENIOR HIGH SCHOOL

THE
COLORS

iACADEMY
2002

HEXCODE:
11326F

C: 100
M: 90
Y: 29
K: 16

iACADEMY
2002

HEXCODE:
014FB3

C: 94
M: 76
Y: 0
K: 0

iACADEMY
SCHOOL OF COMPUTING

HEXCODE:
FDD030

C: 1
M: 17
Y: 90
K: 0

iACADEMY
SCHOOL OF BUSINESS
AND LIBERAL ARTS

HEXCODE:
EB2543

C: 2
M: 97
Y: 73
K: 0

iACADEMY
SCHOOL OF DESIGN
AND ARTS

HEXCODE:
1EAFEC

C: 68
M: 13
Y: 0
K: 0

iACADEMY
SENIOR HIGH SCHOOL

HEXCODE:
66A6F5

C: 55
M: 27
Y: 0
K: 0

BRAND
IDENTITY

MODERN

Maintaining a brand aesthetic that is as contemporary and forward-looking as the institution itself. Trend-aware without being trend-conscious.

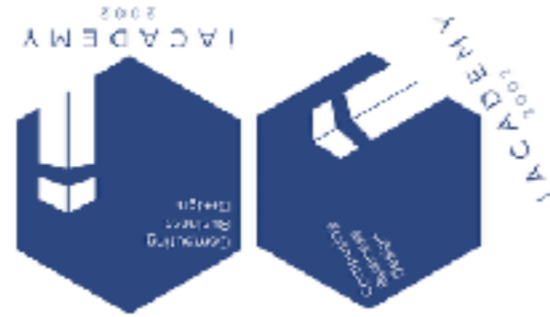## CLEAN

Understated yet classy

PROUD

A brand that exudes school pride and boldness to take on new challenges ahead

LOGO GUIDELINES

Do not use colors not included in the approved color variations.

Do not tilt or rotate the logo.

Do not remove the text inside and outside the logo.

Do not modify any component of the logo.

Do not stretch or distort the logo in any direction.

Do not add any effect. (e.g drop shadow, stroke, bevel/emboss, outer/inner glow, etc.)

Do not change the weight and font.
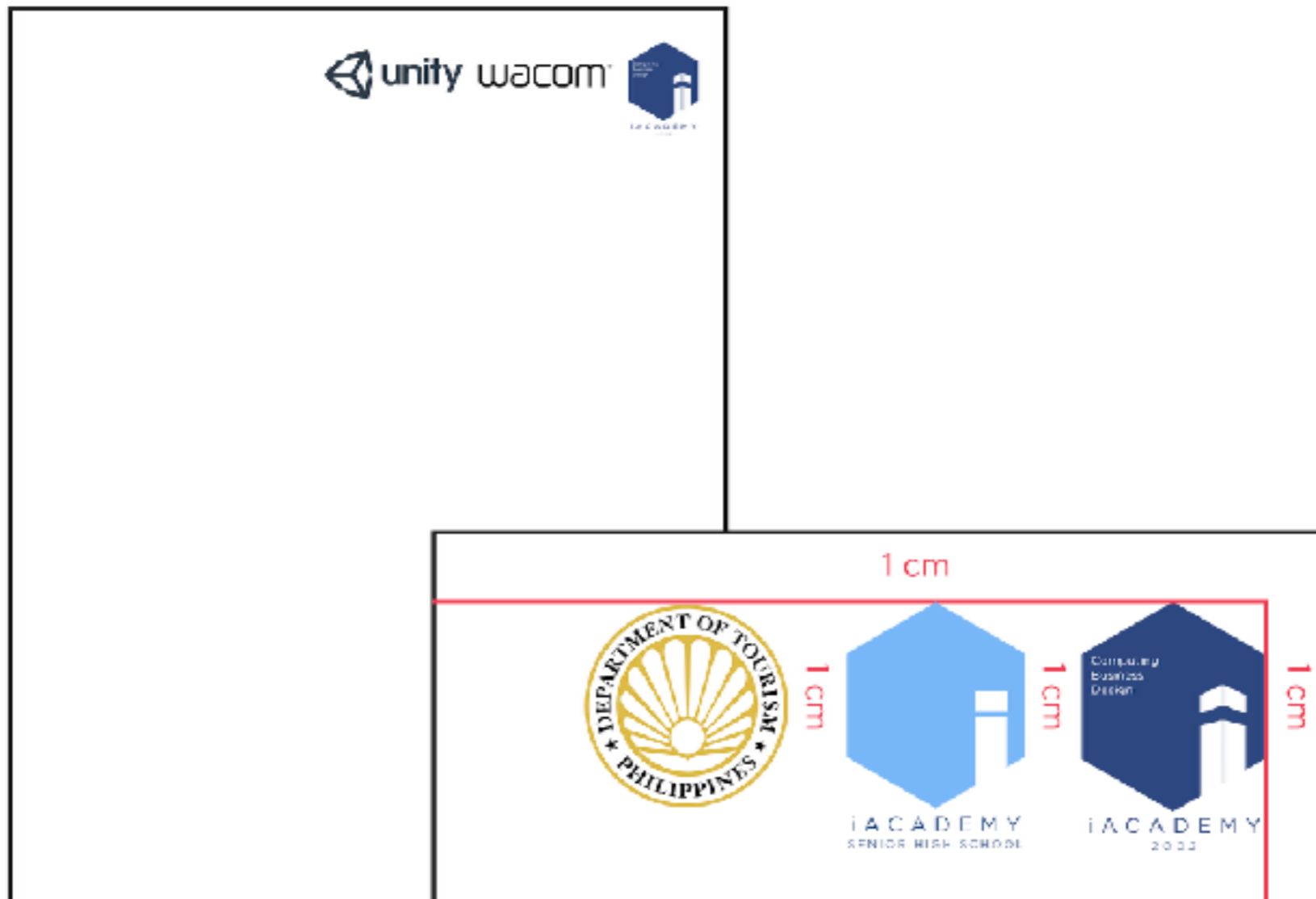
Do not place anything in front of the logo.

Do not change the position and alignment of the text inside logo.

BRAND
IDENTITY

Place brand logos on the upper-right corner of the materials for prominence. Consistent placement across communication media helps strengthen brand recall for the College.

LOGO VISIBILITY

Use versions of the logo which provide maximum contrast with the background. For instances where color contrast is difficult, use solid color (white, black) versions.

Computing
Business
Design

iACADEMY

2002