



# Brand Identity

## Preamble

The purpose of this policy is to establish standards pertaining to the branding and naming conventions associated with the Alberta Classical Academy and schools under its jurisdiction.

## Naming Conventions

The charter board operates under the name “Alberta Classical Academy.” Individual schools under its jurisdiction share the common brand of “Classical Academy,” with added geographic qualifiers (e.g. “Calgary Classical Academy”).

## Logo

The logo of all Alberta Classical Academy schools include a graphic element that depicts an ionic column base with flutes ascending left to right, as follows:



The typographic elements of the logo utilize the fonts Arno Pro (top line) and Din Pro (bottom line)

The geographic indicator belongs on the bottom line, as shown.

## Colours

The school colours are dark blue (RGB 15.44.86; HEX 0F2C56) and yellow/gold.

## Websites

Each school has its own website following the convention [https://www.\[geographic name\]classicalacademy.ca](https://www.[geographic name]classicalacademy.ca).

## School-specific Identifiers

Schools may develop a unique school crest, motto, and athletic team name, subject to approval by the Board.

## Changes to School Names

The Board must approve any proposed naming or renaming of schools under its jurisdiction.

*Adopted: September 21, 2022*