

PCA STYLE GUIDE





Pensacola Christian Academy®

Mission

Unification and Promotion*

Our mission is to unify branding in order to increase brand recognition and ultimately promote PCA more efficiently on the next level.

Vision

Welcome and Reach*

Our Vision is to welcome and reach all people across a broad spectrum by change the general perception of PCA in the public eye and extend welcoming arms beyond the words we put on a page.

Branding

This branding is designed to use the colors from the new seal, and create a unified branding, replacing the many different and sometimes clashing old designs with one clean modern design style. In this new branding, secondary colors such as gray, and teal, are to be used as such: secondary/ complimentary colors. The primary color will be the PCA red, along with a darker shade of that red, combined with a new set of unified, modern and trendy design elements.

LOGO



Primary Logo

The main branding mark for this campaign is the new seal. The text versions are primarily used as a second brand mark.

Secondary Logo

Pensacola Christian Academy®

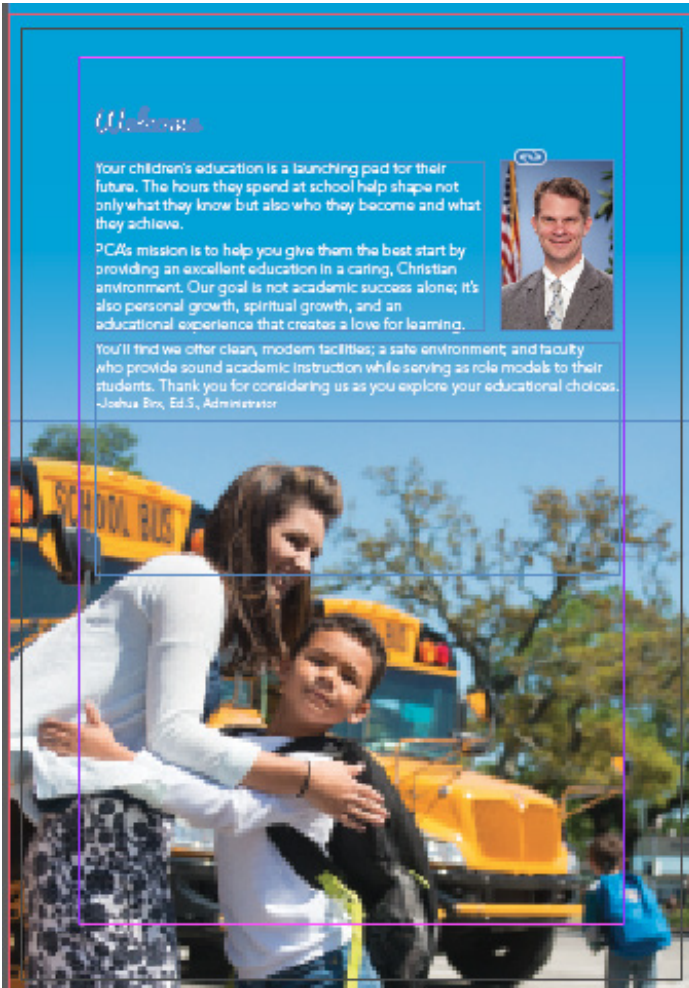
Pensacola Christian Academy®

**Pensacola
Christian
Academy**

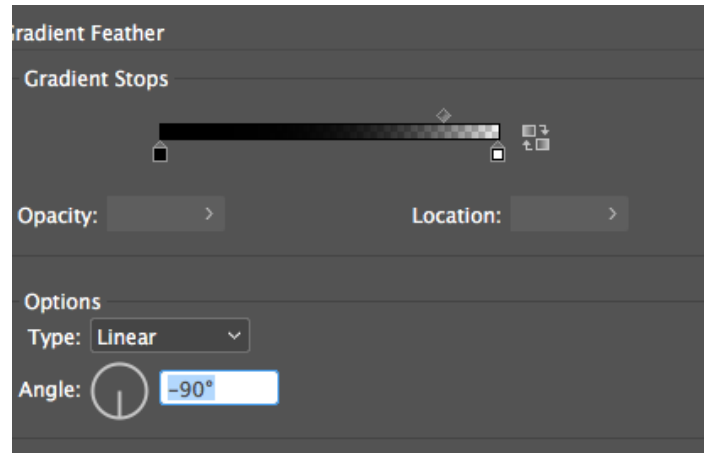
**Pensacola
Christian
Academy**

When used, the text is always one line, or is three words staked. The logo is outlined text with registration mark and custom kerning. DO NOT just type out the name and use it.

DESIGN ELEMENTS



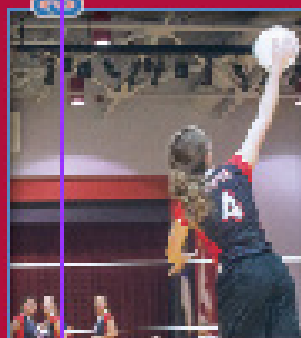
Full page, full bleed photo, with optional blue gradient element.



CMYK 80 18 01 00

^ This element adds life and color, and gives the spreads a nice cheery mood. This element is designed to be used with text placed on top as well.

DESIGN ELEMENTS



Championship to park Championship

"Lose friendships, lasting memories, and the opportunity to learn leadership skills abound at PCA. Our athletics program gives students the opportunity to compete against local schools while improving their skills and learning the value of teamwork, sportsmanship, and hard work. Many graduating seniors comment on how much they enjoyed, benefited from, and will miss the extracurricular activities offered at PCA."

-Mr. Ryan Busy, High School Principal

PCA athletes compete in the Florida High School Athletic Association and Panhandle Christian Conference.

TRACK

Boys—2015, 2014, 2018 District Champions
Girls—2015 & 2018 District Champions



CROSS COUNTRY

Boys—2012-2016 District Champions
Girls—2013-2015 District Champions
2016 District Runner-Up



BASKETBALL

Boys—2017 District Champions
Girls team coming fall 2018!



BOYS BASEBALL

2014 District Runner-Up



GIRLS VOLLEYBALL



CHEERLEADING



ELEMENTARY SATURDAY SPORTS

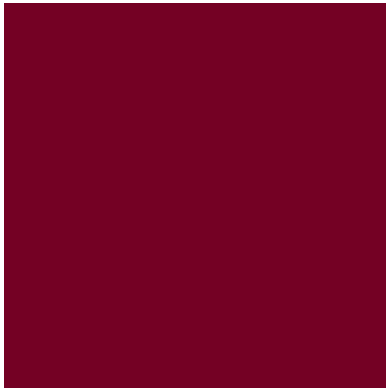
Grades 3-6
Boys—Basketball & Baseball
Girls—Basketball & Volleyball



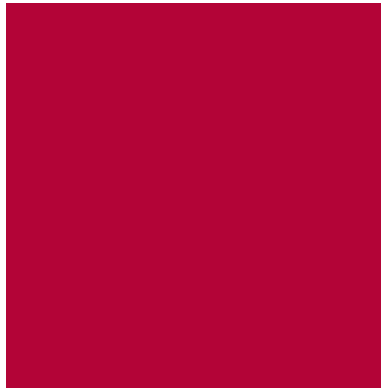
COLORS AND USES

Primary Branding Colors

The primary colors of the campaign are PCA Red, and 60% Gray, along with a darker shade of the [PCA red (16 100 63 53)]. A slight gradient is also used on larger areas. The primary colors shown are to be used on the outside/inside of all documents for consistency.



CMYK 16 100 63 53



CMYK 00 100 63 29



CMYK 00 00 00 60

Secondary Branding Colors

The secondary colors are PCA teal and a darker shade of [PCA teal (100 23 40 25)] **THESE COLORS ARE RESERVED FOR USE ON INSIDE PAGES** of print pieces, and as accent colors, NOT for Primary design.



Gradient

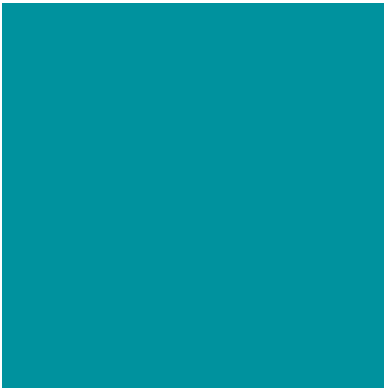


CMYK 100 20 40 25

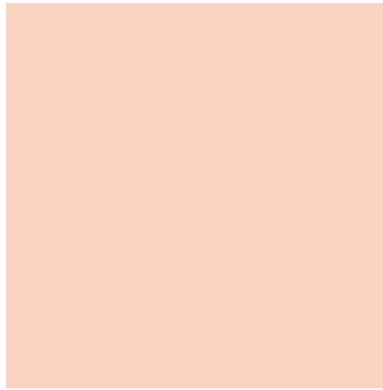


CMYK 100 20 40 0

OLD PCA COLORS



CMYK 100 20 40 0



CMYK 0 20 20 0



CMYK 0 40 60 0



CMYK 0 100 63 0

FONTS

The main font families of this campaign are

DIN Condensed

Avenir

Pacifico

The official logo font is

Isbell Bold

SLOGANS

Standard slogan for PCA and PCC

Academic Excellence in a Caring, Christian Environment

Kindergarten promotional materials

Pensacola's Premier Kindergarten Learning Program

ADDRESS

Mailing Address

To be use for letterheads and envelopes. (Addresses on envelopes/post-cards must be at 8 pt. or larger; if 8 pt. type is used, must be all caps.)

Pensacola Christian Academy
10 Brent Lane,
Pensacola, FL 32503-2202

Bulk Mailing Address

Use PCC bulk mail permit and the follwing address:

Pensacola Christian College
P.O. BOX 18000
PENSACOLA, FL 32523-9160

** When set as above, use PCA One Line Logo and PCC font, MicroExtended (not bold). PCA should be more prominent than PCC. Paragraph spacing needed before PCC.

Location

PCA
10 Brent Lane,
Pensacola, FL 32503

PHONE

Main Numbers:
Automated line one

(850) 478-8483

Academy Bookstore

(850) 479-6572

WEBSITE

PensacolaChristianAcademy.com



2018