



# BRAND GUIDELINES

## BRAND PERSONALITY

Ina A. Colen Academy educates the hearts and minds of students and families in an environment where everyone belongs, works together, and thrives. We are committed to cultivating passionate learners in an inclusive school community in which individuality and diversity are valued and students develop understanding and empathy for others through collaboration and active learning. At IACA, we teach our students skills that can be applied to any future endeavor.

## MISSION STATEMENT

To cultivate passionate learners in an inclusive school community in which individuality and diversity are valued and students develop understanding and empathy for others through collaboration and active learning.

## TONE OF VOICE

### Educational

Ina A. Colen Academy will have a unique educational program that will entail high-quality standards-based instruction, project-based learning, social-emotional learning, and incorporation of the students' and staff's physical health and well-being.

### Inclusive

IACA is a public charter school open to all students in Marion County. We value individuality and diversity.

### Innovative

IACA offers an innovative educational approach through project-based learning, social-emotional learning and the whole child approach.

### Supportive

At IACA, we support our students physically, emotionally, and academically.

## APPROVED MESSAGING

Ina A. Colen Academy

IACA

Sharp Minds, Kind Hearts

Public K-8 Charter School

Tuition-free Charter School

Public charter school of choice

## BRAND ATTRIBUTES

**Collaboration** drive social development.

**Whole-Child** comprehensive approach to needs.

**Unique** educational program.

**Growth** with challenging learning opportunities.

## COLORS



INA GOLD  
HEX: #F8B218  
RGB: 248, 178, 24



INA BLUE  
HEX: #B0D237  
RGB: 11, 72, 110



SEA GREEN  
HEX: #0E486E  
RGB: 0, 210, 143



LILAC  
HEX: #6B7A8F  
RGB: 113, 106, 246



COTTON CANDY  
HEX: #B9A89A  
RGB: 236, 66, 173



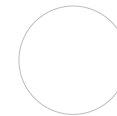
FOAM BLUE  
HEX: #94618E  
RGB: 93, 202, 188



DEEP BLUE  
HEX: #EF4045  
RGB: 18, 54, 103



NEUTRAL GRAY  
HEX: #B02556  
RGB: 129, 139, 146



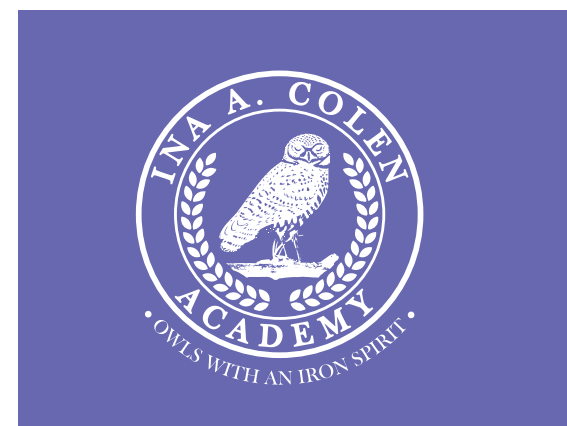
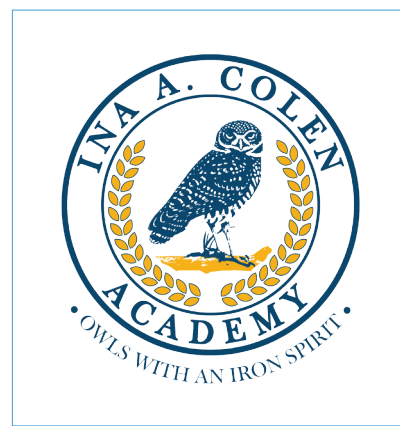
WHITE  
HEX: #CBE5DB  
RGB: 255, 255, 255



NOIR  
HEX: #222328  
RGB: 34, 35, 40

## LOGO USAGE

PMS & CMYK



PRINT & DIGITAL MINIMUM SIZES

1.165 INCHES  
(84 PIXELS)



CLEAR SPACE

CLEAR SPACE MINIMUMS, SHOWN IN BLUE ABOVE, ARE BUILT INTO LOGO FILES.

## TYPOGRAPHY

Aa

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Zilla Slab

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Frederika the Great

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## SOCIAL MEDIA

<https://facebook.com/IACAFL>

<https://twitter.com/IACAFL>

<https://instagram.com/IACAFL>

<https://youtube.com/>

## #HASHTAGS

#IACA, #WeAreIACA, #IACAFamily  
#IACAPride, #OwlPride, #IronSpirit  
#OwlsWithAnIronSpirit