



**PROSPECT
RIDGE**
ACADEMY

Brand Guide | March 2024
(original adopted December 2018)

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This document is a guide to the Prospect Ridge brand – from the reasoning behind our name to the visual representation of our identity.

Reinforcing our brand through consistent communications strengthens our identity and solidifies our presence in the marketplace and families we serve.

The elements of our design system – our logo, color palette, typography and graphic elements have been carefully designed to work together in a manner that expresses our identity and purpose with clarity, precision and impact.

The following pages provide the necessary graphic guidelines and standards for using our identity elements to successfully produce communications at every level of our school.

Prospect Ridge Academy is a team of passionate and supportive educators who collaborate with students and families to deliver an academically rigorous, college prep curriculum in a small school environment to drive future success.

As a K-12 school we offer continuity across grades, helping students build on their knowledge each year as they prepare for the next step in their educational journey. By challenging students to reach their full potential throughout their formative years, we give them the foundation to achieve post-secondary success.

Prospect Ridge Academy is known for our challenging curriculum, a hallmark of our program. We take pride in developing and nurturing strong character and a commitment to service and community involvement that enhances academic success.

Our extracurricular programs enable students to participate in a variety of activities including athletics, music, drama and social/academic clubs, all of which promote responsibility and teamwork, and build connections between students and mentors.

Our community service initiatives teach students to think beyond themselves, and to become respectful, ethical leaders.

By combining academic rigor with activities that promote character education we help students acquire a wide range of skills and traits they can carry with them throughout their life as they become academic, social and ethical leaders.

Our Logo

Our logo serves as the cornerstone of our identity and is the strongest visual element of every communication we produce. Its use must be well-integrated with other design system elements to produce a dynamic and consistent family of communication materials.

As the primary visual symbol of our school, our logo represents our strengths, aspirations, and character. Our logotype was designed for its ability to represent who we are today and where we are going in the future.

OUR LOGO

WORDMARK



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GRAPHIC

LOGO ARTWORK IS AVAILABLE FROM THE SCHOOL'S OFFICE ADMINISTRATOR. ALWAYS USE APPROVED ARTWORK.

Two logo formats are available, the preferred horizontal logo format and the alternate vertical logo format.

Horizontal Logo Format

The preferred horizontal logo format should be used for almost all applications, except the rare case of limited space in a communication.

Vertical Logo Format

Use this logo format only when the preferred logo format will not work due to space limitations.

Master artwork files are available from the school's marketing director. Always use approved master logo artwork.

PREFERRED HORIZONTAL LOGO FORMAT



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ALTERNATE VERTICAL LOGO FORMAT



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Logo Clear Space

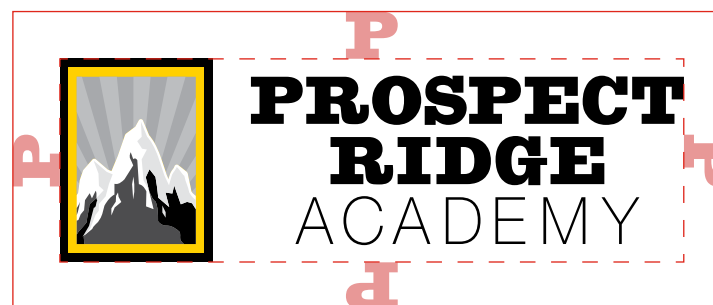
To ensure clear logo visibility and a consistent visual display occurs in every application, a specified minimum amount of space, known as “clear space,” should surround the logo.

The clear space is determined by the height of the letter “P” in the wordmark.

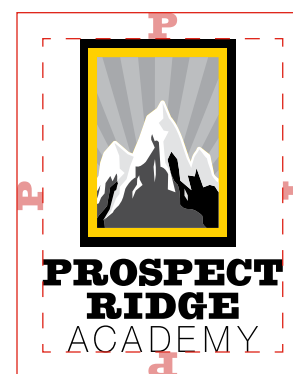
This clear space describes the minimum distance between the logo and other text, graphics, page trim and page or screen edges that would hinder clear visibility of the logo. The clear space is proportionate to the logo regardless of the logo size.

While this is the minimum amount of space surrounding the logo, a more generous use of space is preferred and should be employed when available.

CLEAR SPACE SURROUNDING THE PREFERRED LOGO



CLEAR SPACE SURROUNDING THE ALTERNATE LOGO



Logo Sizing

The use of common logo sizes on similar communications materials will help unify them as a family. The standard logo sizes provided address the needs for typical applications and should be used whenever possible.

Logo sizing for posters, signage and displays may be sized as needed.

Marketing

Approximate 8.5 x 11 page size.

Brochures, information sheets, folders.

Administrative

Stationery, office forms, business cards, trifold brochures.

Minimum Size

To maintain minimal visibility of the logo, do not reproduce it smaller than the 7/8" (0.875") minimum size shown.

MARKETING

2.5 INCHES



ADMINISTRATIVE

1.5 INCHES



MINIMUM SIZE

1.0 INCH



Full Color Logo

Use the full color logo whenever possible. The depth of color in the graphic represents our individualism and unity, and using this format strengthens our brand.

The full color logo is available in both a positive or reverse color signal.

Positive full color logos are applied on white and light colored backgrounds or photography. The positive full color logo is the preferred logo for use whenever possible.

Reverse logos are applied on dark colored backgrounds or photography. The reverse full color logo may also be applied against miner yellow or other darker backgrounds from the approved color palette.

POSITIVE FULL COLOR LOGO



POSITIVE FULL COLOR LOGO AGAINST APPROVED BACKGROUND COLOR



REVERSE FULL COLOR LOGOS AGAINST APPROVED BACKGROUND COLORS



Different communications utilize different technologies and therefore, require different versions of our logo.

Alternate 1-Color Logo

Certain communications may require the use of an alternate 1-color format when production techniques are restrictive (embroidery, embossing, signage, etc.). Please check with your vendor to determine their capabilities. 1-color logos should only be applied against approved background colors or photography.

Reverse 1-Color Logo

Still other communications may require the logo to be applied on a darker background. The reverse 1-color logo should only be applied against approved background colors or photography.

1-COLOR BLACK LOGO



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1-COLOR YELLOW LOGO



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REVERSE 1-COLOR LOGO
AGAINST MINER YELLOW



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REVERSE 1-COLOR LOGO
AGAINST MINER BLACK



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Logo File Formats and the File Naming System

Logo File Formats

Logo artwork is available in the standard file formats that are required for most digital and print applications.

Each file type is created for optimum reproduction in a specific application area.

It is important to know which file type is best suited for your need in order to achieve clear and accurate logo reproduction results.

Refer to the chart on the right to determine the best logo file to select for clear and optimum logo reproduction results.

File Naming System

All logo artwork files have been assigned descriptive file names. The naming structure includes the information necessary to identify the logo format, color and file type.

	PRINT			DIGITAL	NOTES
	spot	cmyk	b/w	rgb	
.JPG				●	Pixel-based format. For digital or office document use. Small file size at 72 dpi resolution. Solid background. Cannot be enlarged.
.PNG				●	Pixel-based format. For digital or office document use. Small file size at 150 dpi. Supports transparent backgrounds. Cannot be enlarged.
.PSD		●			Pixel-based format. For office document or print use. Large file size at 300 dpi. Cannot be enlarged.
.AI	●	●	●		Vector-based format. For print use and with the Adobe Creative Suite. May be scaled larger with no quality loss.

PRA_LOGO_H_P_4C.AI
 1 2 3 4 5 6

PRA_LOGO_V_R.PNG
 1 2 3 4 6

PRA_LOGO_V_P_K.JPG
 1 2 3 4 5 6

PRA_LOGO_H_P_SPOT.PSD
 1 2 3 4 5 6

1 SCHOOL IDENTIFIER

PRA IS THE ABBREVIATION FOR
PROSPECT RIDGE ACADEMY

2 FILE IDENTIFIER

APPROVED "LOGO" FILE

3 FORMAT

H – PREFERRED HORIZONTAL FORMAT V
– VERTICAL FORMAT

4 BACKGROUND

P – POSITIVE R
– REVERSE

5 COLOR TYPE

SPOT – PANTONE® SOLID COLOR INKS 4C
– 4C PROCESS BUILD
Y – 1 COLOR YELLOW (PMS 109)
K – 1 COLOR BLACK (K)
R – 1 COLOR WHITE

6 FILE TYPE

AI – VECTOR ART FOR PRINT JPG
– PIXEL ART FOR DIGITAL PNG –
PIXEL ART FOR DIGITAL PSD –
PIXEL ART FOR PRINT

Incorrect Logo Use

The correct application of our logo is essential to maintaining brand integrity. These examples are some of the more obvious ways that the logo can be mistreated in visual communications. Use only approved logo artwork and avoid altering the appearance in any way.

While not a complete list, these examples are some common logo misuses that undermine our efforts to build a consistent and unifying brand identity program. There are no circumstances under which any of these examples would be acceptable. Please contact the school administrator if you have any questions about the correct use of our logo.



NEVER ALTER ANY COLOR



NEVER USE A LOW
RESOLUTION LOGO



NEVER TYPESET
THE WORDMARK



NEVER ALTER
ANY ARTWORK



NEVER ADD A
GRAPHIC EFFECT



NEVER USE AN
UNAPPROVED COLOR AS
A BACKGROUND



NEVER DISTORT THE LOGO



NEVER PLACE THE LOGO
OVER A DISTRACTING
BACKGROUND



NEVER VIOLATE THE
CLEAR SPACE

Our brand's typeface is its visual voice. Consistent use of typography visually unifies our communication materials.

Neue Haas Grotesk Display Pro 45 Light / Bold

Our primary typeface is Neue Haas Grotesk Display Pro 45 Light. This sans serif typeface compliments our logo and was chosen for its legibility.

Cormorant Garamond

As a compliment to our sans serif font, Cormorant Garamond is a modern serif typeface that allow us flexibility with our communications.

Cormorant Garamond works best as a highlight or for copy with long paragraphs.

Neue Haas Grotesk Display Pro 45 Light is an Adobe font. A comparable font found in online graphic design programs, such as Canva, is Neue Montreal. Helvetica Neue is a suitable substitute in Google. Cormorant Garamond is a standard Google fonts and should be added to your desktop.

Neue Haas Grotesk Display Pro 45

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Neue Haas Grotesk Display Pro 45 Light
Neue Haas Grotesk Display Pro 45 Regular
Neue Haas Grotesk Display Pro 45 Black

Cormorant Garamond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cormorant Garamond Light and *Light Italic*
Cormorant Garamond Medium and *Medium Italic*
Cormorant Garamond Semibold and *Semibold Italic*

Color Palette

We use our color palette to promote our school spirit and pride.

Primary Color Palette

Our primary color palette is drawn from the colors we have chosen for our logo, and they should always visually dominate our communications. Always strive for accurate color reproduction in digital, print, and environmental graphics.

Support Color Palette

The support color palette adds depth to the primary brand colors by extending the primary yellow and black color signal. The support colors should be used in moderation so that the core brand colors are always prominent.

The colors shown on the bottom row should only be used in Peaks-related communications.

The Pantone® match and equivalent color builds are shown for each color.

PRIMARY COLOR PALETTE

MINER YELLOW

PANTONE 109C

C 0 R 255
M 10 G 221
Y 100 B 0
K 0

HEX #FFDD00

MINER BLACK

PANTONE BLACK

C 0 R 0
M 0 G 0
Y 0 B 0
K 100

HEX #000000

SUPPORT COLOR PALETTE

12% BLACK

C 0 R 226
M 0 G 227
Y 0 B 228
K 12

HEX #E2E3E4

30% BLACK

C 0 R 188
M 0 G 190
Y 0 B 192
K 30

HEX #BCBEC0

40% BLACK

C 0 R 167
M 0 G 169
Y 0 B 172
K 40

HEX #A7A9AC

85% BLACK

C 0 R 77
M 0 G 77
Y 0 B 79
K 85

HEX #4D4D4F

PANTONE 2995

C 81 R 0
M 12 G 167
Y 1 B 225
K 0

HEX #00A7E1

PANTONE 355

C 99 R 0
M 12 G 149
Y 100 B 59
K 2

HEX #00953B

PANTONE 226

C 13 R 214
M 100 G 0
Y 26 B 109
K 0

HEX #D6006D

PANTONE 151

C 0 R 255
M 60 G 131
Y 100 B 0
K 0

HEX #FF8300

CAPITOL BLUE

PANTONE 287

C 100 R 0
M 87 G 47
Y 20 B 135
K 11

HEX #002F87

EVANS RED

PANTONE 7427

C 25 R 156
M 100 G 24
Y 81 B 47
K 22

HEX #9C182F

LONGS GREEN

PANTONE 561

C 93 R 0
M 42 G 89
Y 68 B 78
K 33

HEX #00594E

PIKES PURPLE

PANTONE 2607

C 82 R 81
M 100 G 12
Y 18 B 118
K 12

HEX #510C76

Photography

Images are a key element of our brand's broader visual language. The photography we use reinforces our vision and creates an emotional connection within our community.

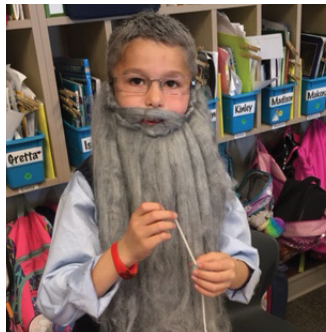
Use photography that shows students and faculty actively engaged in academics and the pursuit of knowledge.

Photography should allow the viewer to observe personal moments and individual achievements.

Use photography that shows our commitment to providing our students with the support they need to reach their higher education goals which create lifelong opportunities.

Avoid a staged or studio portrait appearance.

Examples of how we use photography are shown page 18.



The Looking Forward Graphic

The looking forward graphic is an extension of our brand that was developed from the framework of the logo graphic. The graphic symbolizes the positive and uplifting spirit of our school.

The graphic serves as a visual cue for Prospect Ridge Academy, and should be incorporated into the majority of our digital and print communications.

Make sure to always place the looking forward graphic pointing up. It may face left or right to anchor a call-to-action, emphasize copy or to highlight photography.

Proper use of the looking forward graphic is shown on page 18.

THE LOOKING FORWARD GRAPHIC



THE APPROVED COLORS FOR THE LOOKING FORWARD GRAPHIC COME FROM OUR SUPPORT COLOR PALETTE. NOTE THE BLUE AND PINK GRAPHICS FACE TO THE RIGHT AND THE GREEN AND ORANGE GRAPHICS FACE TO THE LEFT IN THESE EXAMPLES. ANY COLOR CAN BE USED POINTING EITHER LEFT OR RIGHT, BUT MUST POINT UP.



A GRAY OR WHITE LOOKING FORWARD GRAPHIC MAY BE USED AGAINST THE MINER YELLOW OR BLACK BACKGROUND. THESE EXAMPLES SHOW A TRANSPARENCY APPLICATION.

Our Brand in Use

These samples are intended as a source of inspiration to show how the brand elements are applied to common communications.

A General school communications should use the primary color palette.

B Program-specific communications may identify with an approved secondary color.

C Administrative communications should include as many brand elements as possible.

D An interesting layout allows the brand elements to work together.

A



B



C



D



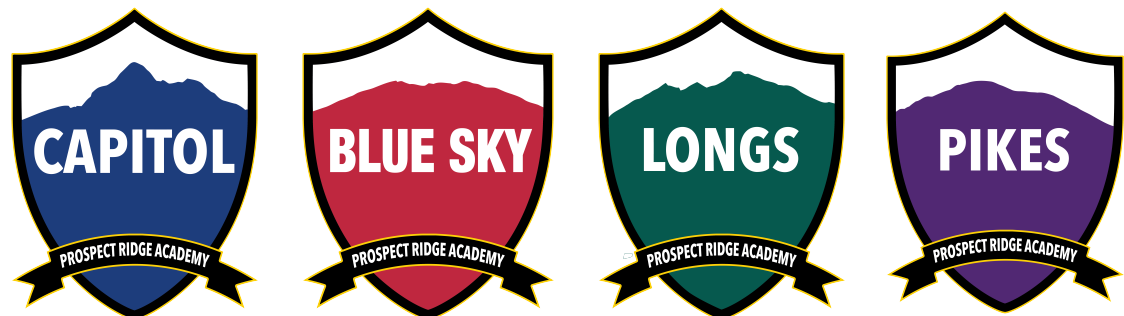
Peaks are student-run organizational structures that form our student government, create academic and social support networks, and increase the leadership opportunities for all students.

Peaks serve as a vertical peer support group in which each grade level is represented within each Peak. Peaks are named after the Colorado 14ers: Capitol Peak, Mount Blue Sky, Longs Peak, and Pikes Peak.

THE PEAKS PROGRAM IDENTIFIER



THE FOUR INDIVIDUAL PEAKS



Our Mascot

Our mascot is the Miner. The Miner should be used for student life, clubs or groups, and athletics, on spirit merchandise and on sports uniforms and equipment. It is not a substitute for our logo and should not be used in place of the logo.

There are two approved formats available. Both incorporate our color palette, building on our brand.

The Miner Mascot

The Miner Mascot is modern, bold and fierce – and looks his competitors in the eye.

The Miner Crest

The Miner Crest resides in a powerful shield and represents strength, health and vigor.

THE MINER MASCOT



THE MINER CREST



SPIRIT WEAR



Both the Mascot and the Crest are available for spirit wear. They can also be used for clubs, groups or other school-approved activities.

Athletic Team Identifiers

**PRA
BASEBALL**

**PRA
BASKETBALL**

**PRA
CHEER**

**PRA
CROSS COUNTRY**

**PRA
SOCCER**

**PRA
GOLF**

**PRA
TENNIS**

**PRA
TRACK & FIELD**

**PRA
FOOTBALL**

**PRA
SOFTBALL**

**PRA
VOLLEYBALL**

**PRA
SWIMMING**

**PRA
WRESTLING**

Each of our sports has their own graphic that includes a typeset sport identifier. These graphics are for athletic team use only. This allows our athletes show their school pride while competing for Prospect Ridge Academy.

These graphics are intended for warm up clothing, athletic bags or other sports-related items.

These examples are a suggestion of how to apply the team identifiers to clothing.





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For questions regarding the Prospect Ridge brand identity, please contact:

Prospect Ridge Academy

2555 Preble Creek Parkway

Broomfield, CO 80023

720-723-2100

info@prospectridgeacademy.org

Hive Digital Minds

Brand Identity Consultant

info@hivedm.com