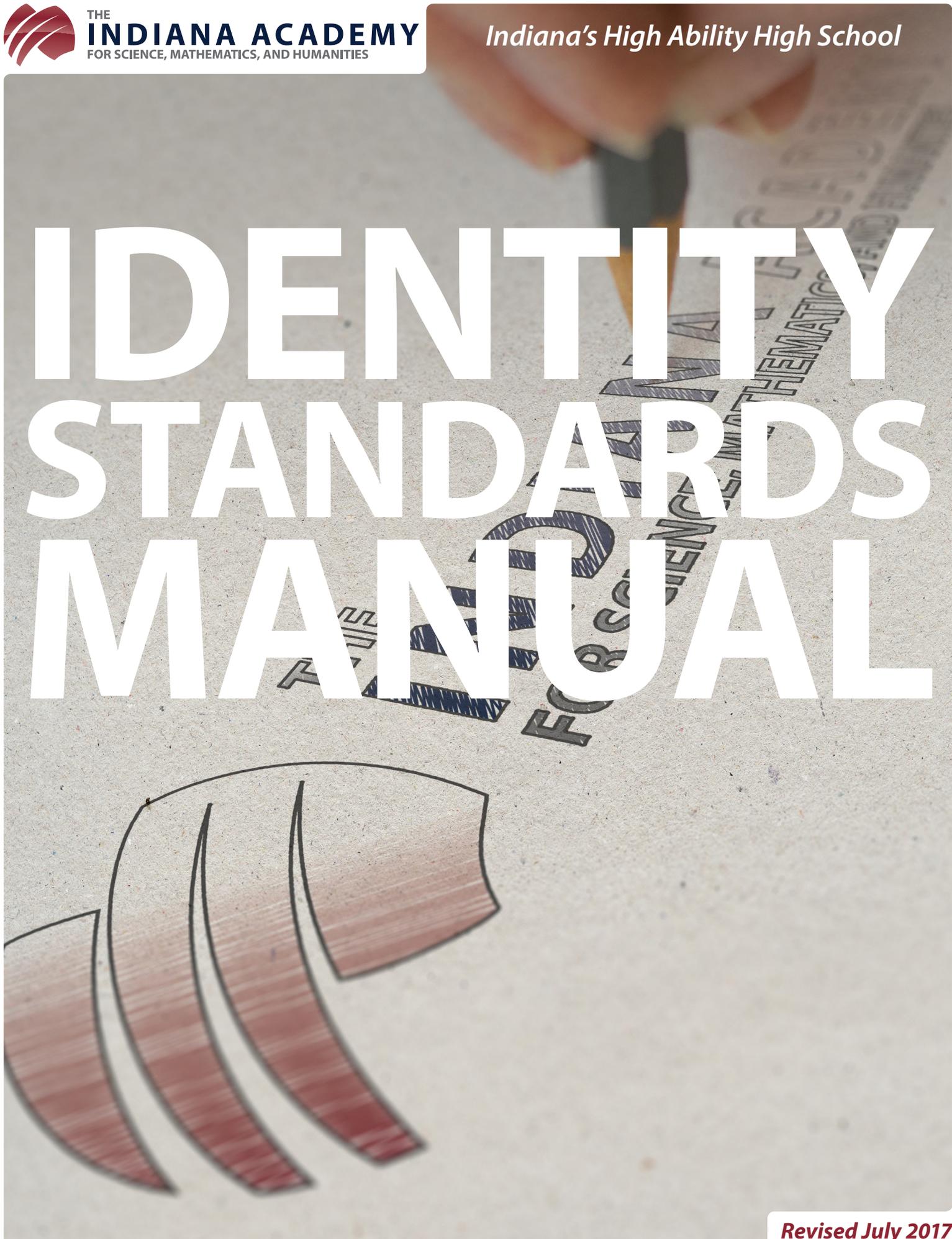


# IDENTITY STANDARDS MANUAL



## The “Apple Peel” Logomark

Originally envisioned as a three-dimensional ribbon encircling the globe, the Indiana Academy logomark has been through several iterations since the founding of the school in 1990.

The logomark may be used by itself and should appear somewhere on any piece of Indiana Academy paraphernalia, from flyers or postcards to shirts and pens.

The “shiny” version of the logomark is the preferred version, but where shading is not an option for printing, a solid color version may be used.

If Academy Maroon (see “Colors,” p. 4) is not available, black may be used. Under special circumstances, and with Executive Director approval, another color may be used.

Never crop the logomark. In special circumstances, the logomark may be partially obscured (for example, when adding a ribbon to denote a school anniversary) but such additions or alterations are the responsibility of the Graphic Design department.

Encapsulated PostScript (EPS) versions of the logomark, the Academy Logo, and letterhead templates are available at [academy.bsu.edu/stationery](http://academy.bsu.edu/stationery).



*Academy Maroon (Shaded) logomark*



*Academy Maroon logomark*



*Black logomark*

# THE INDIANA ACADEMY LOGO

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## The Complete Logo



*Full-color logo*

The Indiana Academy logo is the keystone of our visual identity and is used on all communications materials. Using it consistently will enhance public recognition of the Indiana Academy brand.



*Grayscale logo*

Three elements make up the Indiana Academy logo:

- the “Apple Peel” logomark
- “The Indiana Academy for Science, Mathematics, and Humanities” typography.
- “Indiana’s High Ability High School” tag line, on the opposite corner of the printed page in 50% gray (see “Stationery,” p. 8) or reversed if on a photographic or dark-colored background (see cover or p. 5).

The full-color version of the logo should be used when possible. A grayscale version may be used when printing in black & white, and the solid Academy Maroon logomark may be substituted for the “shiny” version if shading is not available.

Encapsulated PostScript (EPS) versions of the logomark, the Academy Logo, and letterhead templates are available at [academy.bsu.edu/stationery](http://academy.bsu.edu/stationery).

# THE INDIANA ACADEMY LOGO

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## Alternative Narrow Logo

When horizontal space is limited, the logo may be rearranged in a stacked, vertical orientation.

The full-color version of the logo should be used when possible. A grayscale version may be used when printing in black & white, and the “shiny” logomark may be substituted for the solid Academy Maroon version if shading is not available.

Should a unique arrangement be required to fill a certain space (i.e. wider than tall, yet not wide enough to allow for the horizontal logo), please contact the Graphic Design department.

Encapsulated PostScript (EPS) versions of the logomark, the Academy Logo, and letterhead templates are available at [academy.bsu.edu/stationery](http://academy.bsu.edu/stationery).



THE  
**INDIANA  
ACADEMY**  
FOR SCIENCE,  
MATHEMATICS,  
AND HUMANITIES

*Full-color narrow logo*



THE  
**INDIANA  
ACADEMY**  
FOR SCIENCE,  
MATHEMATICS,  
AND HUMANITIES

*Grayscale  
narrow logo*

## Academy Maroon

The “Apple Peel” in both solid and shiny versions uses Pantone 202C. This is also the primary color used for decorative marks, rules, web links, and other incidental colored areas on printed materials.



**Academy Maroon**  
PMS 202C  
Process: C9 M100 Y64 K48  
Screen: R134 G38 B51  
Web: #862633

## Academy Blue

The Academy logotype uses Pantone 282C for the words “Indiana Academy.” As this blue is very dark, it does not make a good accent color, but it is useful for headings and on business cards for names.



**Academy Blue**  
PMS 282C  
Process: C100 M53.5 Y0 K72.2  
Screen: R0 G33 B71  
Web: #002147

## Spot Gray (*if needed*)

The Academy logotype uses 70% black for “The” and “for Science, Mathematics, and Humanities,” but some applications will require the gray to be a separate spot color. In this case, use Pantone Cool Gray 11C.



**Spot Gray**  
PMS Cool Gray 11C  
Process: C0 M0 Y0 K70  
Screen: R77 G77 B77  
Web: #4d4d4d

# SPACE REQUIREMENTS

## Logo Placement

On printed materials, where the logo can be placed over an image, it should be placed on a white "tab" with the top of the logomark aligned with the top of the picture, and clearance to the left, right, and bottom equal to the height of the word "The" (using the higher of the two points on the bottom of the logomark or the baseline of the tag line text.)

The tab should not extend beyond the center point of the page, and should have its bottom corners rounded, with a radius of 1/16" for legal-sized or smaller documents, and 1/8" for larger documents. Very large documents can use larger radii. Consult the Graphic Design department for assistance.

When not placed over an image, the logo should have a minimum clearance on all sides equal to the height of the "Y" in "Academy."



Printed page sample



# COLOR REPRODUCTION OPTIONS

## Full-Color Reproduction

The full-color logo or logomark should only be reproduced in full-color on a white or light background. If being placed on a dark background or over a photograph, the logo or logomark should appear on a “tab” following the rules for “Space Requirement (see page 5).

## Single-Color Reproduction

The single-color version of the logo or logomark may be used on a white or light background if full-color printing is not available. The single-color logo or logomark may be reversed for use on a solid, dark-colored background. For use on any color other than Academy Maroon or Academy Blue, approval from the Executive Director will be needed.



*Full-color on white background*



*Black on white background*



*Reversed on black background*



*Reversed on Academy Maroon background*



*Reversed on Academy Blue background*



*Reversed on colored background (with approval)*

## Myriad Pro

The typeface used in the Indiana Academy logo is Myriad Pro Bold. The tag line is rendered in Myriad Pro Semibold Italic. Other text on printed materials is Myriad Pro in varying weights from Regular to Bold, preferring Semibold for textual emphasis and Bold for headings.

## Adobe Garamond

Ideally, body text on letters using the Indiana Academy letterhead (see “Stationery” on page 8) is Adobe Garamond, but Times New Roman is an acceptable substitute.

### Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

### *Myriad Pro Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890*

### Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890**

### *Myriad Pro Semibold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890***

### Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890**

### *Myriad Pro Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890***

### Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

### *Adobe Garamond Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890*

### Adobe Garamond Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890**

### *Adobe Garamond Semibold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890***

## Letterhead

Both full-color and single-color versions of the letterhead are available, depending upon color printing availability. For producing PDF documents, use only the full-color letterhead template. Letterhead templates are available at [academy.bsu.edu/stationery](http://academy.bsu.edu/stationery).



*Indiana's  
High Ability  
High School*

September 9, 2015

Mr. John Q. Public  
123 Main Street  
Hometown, Indiana 46064

Dear Mr. Public,

Exerior magnat rem aute plitas estiust faccupatint quam everspe lendiat. Est, ini optatem solut pa nonestr umquatur? Qui il ipsandi cullabo renest, omnimus inisci ratur alit re eium quo et quuntec aernatis ullaborest, se eos endeliq uiberum delis velluptatem fuga. Nam cupta dent offictorrum dent volorem num nonseca epudaero moluptiorem earis sequi officii in pos demquunt eum iuntum estibus in est veri utatibus re et dipsa voluptate volorer umquiam, quodia sequas core landitatur adignatem quam re, que prae porem ipsam invellignam apiene santectas expedita voluptae vererum quiae de sunt.

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Sincerely,

Chris Raleigh  
Multimedia/Graphic Design Specialist  
Office of Outreach Programs

Office of Outreach Programs · Academy House · Ball State University · Muncie, Indiana 47306  
toll-free 800-316-3163 · phone 765-285-6156 · fax 765-285-3248 · [academy.bsu.edu](http://academy.bsu.edu)

### Margins:

Top: 1 3/4"

Bottom: 1"

Left: 1 3/8"

Right: 1 1/8"

The larger left margin keeps the body text aligned with the words "Indiana Academy" above and the department information below.

These margins are built into the Microsoft Word templates and should not be altered.

## #10 Envelope

Envelopes are printed at University Printing Services, and are available with either the Academy House or Wagoner Complex as a return address.



Academy House  
Ball State University  
Muncie, Indiana 47306



Wagoner Complex  
Ball State University  
Muncie, Indiana 47306

## Business Card

Business cards are printed by University Printing Services, and can be ordered by contacting the Graphic Design department. The front is full-color, while the back is black ink only. The QR code leads to the Indiana Academy website.



*Front, five-line address, one-line title*



*Back*



*Front, six-line address, two-line title*