

**BRAND GUIDE**

# Indianapolis Classical Schools

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This guide is designed to assist with the general appearance and application of the Indianapolis Classical Schools (ICS) brand logomark and its related branding elements. This guide will provide an overview of the basic elements and key guidelines for their consistent usage.

## The ICS Logo

The Indianapolis Classical Schools (ICS) brand serves as the parent to all school location brands.

Consistent with school location logos, the mark incorporates a column to reinforce ICS's commitment to classical education. Its symmetry mimics the facades of each school location, creating a sense of balance and trust. The gold in the logo further reinforces ICS's drive to create an educational environment where **all** students can find success.



**INDIANAPOLIS**  
**CLASSICAL SCHOOLS**

# Primary Logo

## Clear Space

To aid in the identification of the primary ICS logo, the mark should be given an adequate amount of clear space. The area in pink must be kept free of all other graphic or visual elements. The minimum required clear space is defined by the measurement X, where X is equal to the height of the letter 'I' in Indianapolis.

## Logo Size

The preferred logo size for the primary ICS logo is one inch in height. For legibility, the primary ICS logo should never appear at less than .5 inches in height.



Preferred Logo Size



Minimum Logo Size



## Logo Lock-Ups

### Horizontal Logo Lock-Up

A horizontal version of the logo may be used when applications are narrow in height.

### Isolated Logomark

The logomark may be used as a stand-alone symbol in applications that require extremely small or square (symmetric) artwork. Such applications may include social media avatars, favicons, and wherever full versions of the logo are not sensible.

Horizontal Logo Lock-Up



Isolated Logomark



## Logo Color

### Full Color

The ICS logo should be used in full color when possible.

### Single Color and Reverse

Single color and reversed versions may be used if deemed necessary. Common applications include web, embroidery, and any place where the logomark must be simplified.

*All logo lock-ups may use any of these color versions.*

Full Color Version of Primary Logo



**INDIANAPOLIS**  
CLASSICAL SCHOOLS

Single Color Version of Primary Logo



**INDIANAPOLIS**  
CLASSICAL SCHOOLS

Reverse Version of Primary Logo



**INDIANAPOLIS**  
CLASSICAL SCHOOLS

# Primary Font

## Times New Roman

The Times New Roman typeface family is a serif typeface characterized by thick and thin line strokes. This font is more trusted in nature and should be used to provide a sense of classic sophistication where necessary.

### Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Alternative Font

### EB Garamond

The EB Garamond typeface family is a serif typeface that is also characterized by thick and thin line strokes. On screen, it may be used as an alternative to Times New Roman.

This typeface is the primary font used on the current ICS website and its associated properties. If you are unable to use the web font for any reason, as well as any transparent .png files of the type, default to using Times New Roman as a substitute (only when necessary).

Additional font weights are available should they be needed during design.

#### EB Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

#### EB Garamond Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

#### EB Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Alternative Font

## Source Sans Pro

The Source Sans Pro typeface family is a sans-serif typeface that should be used for small text, labels, and long-form paragraphs.

Additional font weights are available should they be needed during design.

### Source Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Source Sans Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**


### Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

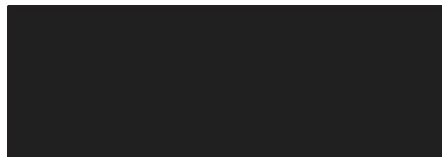


# Color Palette

## Primary




<b>Pantone:</b>	PMS 7559 C
<b>CMYK:</b>	36 53 99 20
<b>RGB:</b>	144 106 41
<b>HEX:</b>	#906a29

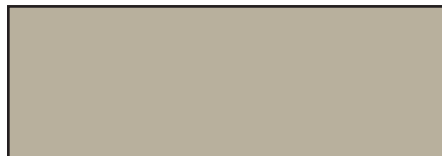


<b>Pantone:</b>	Neutral Black C
<b>CMYK:</b>	72 66 64 72
<b>RGB:</b>	34 34 34
<b>HEX:</b>	#222222


## Secondary



<b>Pantone:</b>	Cool Gray 1 C
<b>CMYK:</b>	13 10 12 0
<b>RGB:</b>	218 217 215
<b>HEX:</b>	#dad9d7



<b>Pantone:</b>	PMS 7535 C
<b>CMYK:</b>	30 26 38 0
<b>RGB:</b>	183 176 157
<b>HEX:</b>	#b7b09d



<b>Pantone:</b>	PMS 874 C
<b>CMYK:</b>	40 50 73 18
<b>RGB:</b>	140 112 79
<b>HEX:</b>	#8c704f

## A Final Thought

If in doubt, refer back to this document. The Indianapolis Classical School's brand guide is meant to ensure that the brand remains cohesive, but allows for flexibility in bringing the brand to life.