



Brand + Style Guide

A guide for K-12 communications at Jefferson Academy

2023

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Submit A Design

For any official use of the JA brand elements/logos that change the font set or color palette, the designer should present their change request and purpose of the change to the Communications Committee.

Questions?

If you have a procedure or brand standard you feel should be addressed here, please contact:

Tiffany Blakley, Community Engagement Specialist
tblakley@jajags.com
720-798-1518

Introduction

This Brand + Style Guide is designed to help current staff members and administrators create communications that represent our brand identity consistently and effectively. Jefferson Academy's brand identity is often the first impression of the organization, schools, and programs.

Maintaining a consistent brand identity means that students, potential families, and the community all recognize and become familiar with Jefferson Academy when we are represented online and in print. The elements of our brand identity include our logo, school insignias, typeface, and color palette.

This document was produced by collaborative efforts of the Jefferson Academy Communications Committee and school administrators. It is intended to be used by any staff members who create official electronic and printed communications to parents, students, and the community.

The Style Guide may be updated by the Communications Committee throughout the year, based on administrative input and/or through an annual review with recommended changes proposed to the Board of Directors based on input from stakeholders.

K-12 Branding Standards

K-12 Color Palette

K-12 Typography

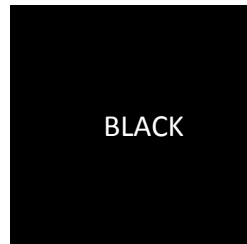
K-12 (Organizational) Logos

Color Palette

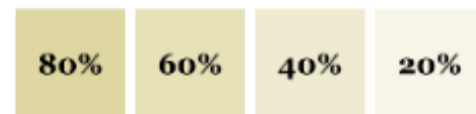
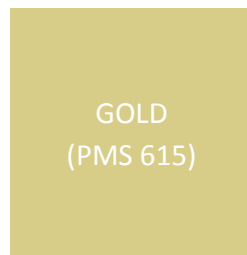
For Jefferson Academy and its two schools, the primary colors are black, gold, and white. In addition, percentages of each primary color are given and may be used to provide more depth of color within designs and publications.

Primary Palette

The primary colors are black, gold, and white. In addition, percentages of each primary color are given and may be used to provide more depth of color within designs and publications.



CMYK 60, 60, 40, 100
RGB 0, 0, 0
HEX #000000



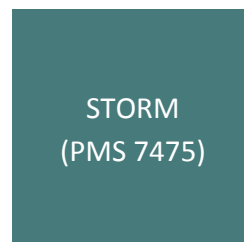
CMYK 17, 13, 55, 0
RGB 215, 205, 137
HEX #d7cd89



CMYK 0,0,0,0
RGB 255, 255, 255
HEX #ffffff

Secondary Palette

These colors may be used as a secondary palette, and if used, are intended to be a small portion of any design (accent colors).



Typography

For all font options, section headings and body headings should be in serif fonts (Georgia, Times New Roman) and body copy should be in sans serif fonts (Calibri, Arial).

Section Headings & Body Headings

The primary font for section headings and body headings is Georgia.

If Georgia is not available, Times New Roman may be used.

Subheadings & Body Copy

The primary font for subheadings and body copy is Calibri.

If Calibri is not available, Arial may be used.

Heading

GEORGIA REGULAR (36 PT)

Subheading

CALIBRI REGULAR (20 PT)

Body Heading

GEORGIA BOLD (14 PT)

Body Copy

CALIBRI REGULAR (12 PT)

Georgia

Georgia

Times New Roman

Times New Roman

Calibri

Calibri

Arial

Arial

Organizational Logos

The following logos may be used to represent our entire K-12 organization. For any specialized use of the JA logo in formal communications that changes the JA font set or color palette, the designer should present their change request and purpose of the change to the Communications Committee.

Organizational Logo

As the first choice, the stacked or horizontal logo may be used in the colors here, with options for dark backgrounds and used as a watermark.



Logo Without Text

In cases where the scale of printing will not allow for text, the interlocking JA may be used by itself



The interlocking JA was developed in 2000 by Ken Kain and the Zephyr Hat Company. It was later digitized by UnderCover Canvas.

Official Communications Channels

School-based & Organizational Websites
School-based & Organizational Social Media Accounts
Organizational (K-12) Internal Communications
Organizational (K-12) External Communications

Websites

Jefferson Academy and its schools and programs operate several websites, all with different audiences, administrators, and oversight. Below is a list of official school and organizational websites. Please contact the website administrator or principal for more information on each site.

K-12 Website

jajags.com

The Jefferson Academy K-12 website exists as a community-facing information and marketing tool for all schools and programs.

tblakley@jajags.com

School Websites

School websites are operated as part of the Jeffco Public Schools system and have district requirements for name, navigation structure, and ADA compliance. There is also a web style guide and the district communications services department uses the Associated Press style guide as a general writing guide.

elementary.jajags.com

jeffersonacademyelementary.jeffcopublicschools.org/

Shelly Cohen, scohen@jajags.com

secondary.jajags.com

jeffersonacademysecondary.jeffcopublicschools.org/

Jennifer Davis, jdavis@jajags.com

Program Websites

The Summit Academy and The Summit Academy South operate their own websites outside of the district guidelines.

thesummitacademy.org

Stephanie Scarato - Principal, sscarato@jeffcoschools.us

thesummitacademysouth.org

Allycia Taussig - Principal, ataussig@jeffcoschools.us

Social Media

Jefferson Academy's social media guidelines are clearly defined in the Employee Handbook of Policies and Procedures, p. 27. Please review these guidelines before posting to accounts for classrooms, grade levels, teams, departments, or clubs. Below is a list of official school and organizational social media accounts.

Facebook

facebook.com/jacharterschool
K-12 current families, potential families, staff, alumni, and business partners/organizations
Tiffany Blakley, tblakley@jajags.com

facebook.com/jasecondary
JA Secondary current families, potential families, and staff
Chris Cloonan, ccloonan@jajags.com

facebook.com/jaelementary
JA Elementary current families, potential families, and staff
Jodie Carroll, jcarroll@jajags.com

Instagram

instagram.com/ja_charter_school
K-12 current families, potential families, staff, alumni
Tiffany Blakley, tblakley@jajags.com

instagram.com/jefferson_academy
Current JA Secondary School students, families, staff, alumni
JA Secondary - Chris Cloonan, ccloonan@jajags.com

Other

linkedin.com/company/jacharterschool
Staff, alumni, business partners and organizations, sponsors
Tiffany Blakley, tblakley@jajags.com

youtube.com/channel/UCoxrVqssJhhvXOMe6WqSCRQ
K-12 current and potential families, students, staff
Tiffany Blakley, tblakley@jajags.com
Jennifer Davis, jdavis@jajags.com

Hashtags

#jajags - Great for all posts. When in doubt, use this.
#jacharterschool Great for general posts, charter advocacy.
#foreverjags - Alumni, graduates, or former families.
#jaelementary - Applies to JA Elementary families only.
#jasecondary - Applies to JA Secondary families only.

Internal Communications

Communicating internally includes any official communication sent to staff, students, and parents currently enrolled in or employed by a Jefferson Academy school or program. There are many types of internal communications, and it is important that a consistent brand and voice are used while communicating with those inside Jefferson Academy.

Email Accounts

Jefferson Academy staff should use their assigned Jeffco and @jajags email accounts for official business related to their position and the school or program. For more information on appropriate use of technology and email accounts, see the Employee Handbook, p. 26.

Email Templates

All K-12 emails sent to staff or families using School Messenger will utilize a common template and coordinating email header with font and sizing standards.

These K-12 emails sent using School Messenger include those sent from any of the following accounts/entities:

Executive Director

Board of Directors

Community Engagement Coordinator

K-12 Newsletter

External Communications

Any official communication sent to a person or entity outside of Jefferson Academy is an external communication. This includes communicating with local businesses, the media, or community organizations. Representing Jefferson Academy with any official communication such as email, flier, or newsletter is one of the ways that we tell our story and relay our brand identity.

Media Relations

For inquiries about news stories, press kits and other media-related items, contact [Crawley, lcrawley@jajags.com](mailto:lcrawley@jajags.com).

E-Press Kit

[Our Mission and Vision](#)

[The JA Story: History and Timeline](#)

[Jefferson Academy in the News](#)

[Meet our Administrators](#)

[Meet our Board of Directors](#)

[Strategic Plan 2021-2024](#)

Terminology

The following commonly-used terms are referenced in many K-12 communications such as websites and emails, as well as governance documents such as Bylaws, Employee Handbook, and Policy Manual. The definitions and examples listed here are to provide a universal understanding of usage and create a common language.

Jefferson Academy

This term may be used by itself when referring to the entire organization, K-12 (schools and programs). When writing about a specific school, department, or program, use terms that help the reader identify the location or school (see 'school' and 'program').

Example:

Join us this Friday at 6:00 p.m. at Jefferson Academy Elementary School for the 4th grade Music Presentation.

JA

Use of 'JA' should be limited to those times when the audience is familiar with Jefferson Academy, and/or the term 'Jefferson Academy' has already been used previously in the text, with 'JA' after, such as in an article or report.

For the community-at-large, use 'Jefferson Academy' when referring to the whole organization.

Example:

Jefferson Academy (JA) has a long history of academic excellence. At JA, we believe every student has the ability to meet and exceed their own academic and character potential.

School

Use this term to refer to our schools. There are two sites (locations) and other names that are used both internally and externally when referring to schools. For internal use, 'JA' may be used instead of 'Jefferson Academy'.

Jefferson Academy Elementary School (site-based, K-6)

Jefferson Academy Secondary School (site-based, 7-12)

Jefferson Academy Junior High School

Jefferson Academy High School

Terminology, cont'd

Program

Use this term to refer to our homeschool enrichment programs - The Summit Academy and The Summit Academy South. These are not schools, but programs that serve homeschool families.

Examples:

- The Summit Academy, a homeschool enrichment program in Westminster, CO
- The Summit Academy South, a homeschool enrichment program with locations in Littleton and Conifer

Students

Avoid using 'kids' or 'children' to refer to our students.

Time/Dates

List times using a.m. and p.m. and a colon when listing the exact start time if not on the hour. If several times are given, add zeros for times at the top of the hour.

Example: 2:00 p.m. OR 2 p.m.

If space is limited, use capital letters, e.g. 2 PM.

Dates are listed as month-date-year with a comma between date and year. Months should be spelled out.

Example: October 15, 2021

If space is limited, use MM/DD/YY, e.g. 10/15/21.

Mission, Vision & Values

jajags.com/mission-vision

Mission: This statement declares the purpose of an organization.

Vision: A vision statement clearly lays out what an organization would like to achieve.

Values: These are the core statements that help guide an organization's culture and help direct staff, students, and parents in the everyday work of an organization.

Our values statements are currently being formulated by the Policy and Governance Committee.



**JEFFERSON
ACADEMY**

www.jajags.com