



ÉCOLE
AKIVA
SCHOOL
בית ספר עקיבא

Visual identity guidelines



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Our visual identity encompasses
what the Akiva School is all about.

**VIBRANTCREATIVITYFRIENDSHIPFAITH
GROWTHLEARNINGVALUCESSUCCESS
DISCOVERYKNOWLEDGECOMMUNITY**

Welcome to the Akiva School visual identity guidelines. This document is aimed at providing a foundation for clear and consistent communication of Akiva's visual identity. Adhering to these guidelines will allow the school to build a strong identity to help promote the school's positioning as a leader with the Montreal educational community.

School Vision

A community that inspires lifelong learning, religious growth, an enduring connection to the Jewish people and the State of Israel, and a commitment to making the world a better place.

Mission

We are a Jewish elementary school committed to each student's academic success, personal growth and development of Jewish identity. Through a partnership of school and home, The Akiva School fosters a nurturing and collaborative learning environment. Our students develop a love for learning and become independent, creative and critical thinkers.

Values

The core values that guide us are rooted in Jewish tradition. They are expressed for our community in the form of Five Promises...

I promise:

- To respect myself and others
- To treat others with kindness
- To respect my property and the property of others
- To be responsible
- To give my best

LOGO: OVERVIEW

The Akiva School logo features a vibrant mosaic of colors with the “aiyin” letter in the center, which represents the school within the Akiva community and as a leader in education with a focus on engaged learning and creative discovery. The mosaic illustrates Akiva’s celebration of diversity and the collection of families that make up the Akiva community.

The use of the “aiyin” in the logo was chosen for a number of reasons:

- The obvious - being the first Hebrew letter of Akiva
- The meaning behind this Hebrew letter: with its spelling being Hebrew for “eye” or “water spring” (as in a source of water) it represents drawing experience inward, seeing, knowing and pouring forth sustenance and life. Perfect messaging for the Akiva school!

The new logo also represents a nice transition from our previous logos. Including a link to our past reinforces the fact that the Akiva School has a solid foundation from which to grow and does not need to introduce drastic change into our evolution.

Sizing

There is no maximum size for Akiva’s logo and logotype, however the logo cannot be smaller than 25mm, with the exception of use on promotions materials (see page 07).

Logo



1 – Positive, color

ÉCOLE
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Logotype



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25mm

Minimum size

LOGO: VARIATIONS

You have been introduced to the primary version of Akiva's visual identity, however, there may be times when the primary logo doesn't quite fit in. Flexibility and versatility are key elements to all logos. Here is how we can accommodate our logo to various exceptional situations.

NOTE: when the logo must appear on a colored background that is not the primary dark blue (Pantone 072C) or white, you must use the white version of the logo (see version 3 below).



2 – Reversed, color



3 – White on blue



4 – Transparent on image



5 – Grayscale



6 – Black on white



7 – White on black

A guide to help you choose the right logo

- 1 – the primary logo; it should be used when possible
- 2 – color logo on dark blue Pantone 072C background only
- 3 – white logo on any colored background, ideal for tshirts/jerseys that can only be printed one color
- 4 – transparent white logo on an image when the primary version doesn't work (i.e. image is too dark)
- 5 – grayscale logo for documents that are being photocopied/faxed
- 6 – black logo on white background, used for 1 color black and white documents
- 7 – white logo on black background, used for 1 color black and white documents

LOGO: POSITIONING

Positioning

When positioning the Akiva logo, there are a couple of details to remember. Because there is an accent on the "E" in "École" that sits above the icon, it is important to align the logo to the top of the icon and not the text box (illustrated below).



This is where you should align the logo to margins, text, objects, etc. Do not align based on the top of the accent on the "É".

Safe zone

To avoid crowding the logo and to give it the breathing space it deserves, here are the guidelines on how to measure the "no-go" zone around the logo. Use the height of the "A" from the word "Akiva" to determine safe zone.



Things to avoid



Do not stretch the logo (vertically and/or horizontally), it must be scaled proportionately.



The logo and logotype should not be repositioned or moved away from the other and should not be scaled as two separate elements.



The colored versions should only appear on either Pantone 072C (for reversed) or white (for primary).

TYPEFACES

Our easy-to-read typefaces provide communication that is clear and effective. Avenir LT STD and David are the fonts used within the logo type and should be carried across all mediums of communication.

ÉCOLE
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.....
AVENIR LT STD
Primary font

.....
DAVID
Hebrew font

Avenir Lt Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890 (,.;!@#\$%^&*)

Avenir Lt Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890 (,.;!@#\$%^&*)

David

תשרקצפףעסנומסלכדיטחזזהדגבא
0123456789:;<=>?@

COLOR PALETTE

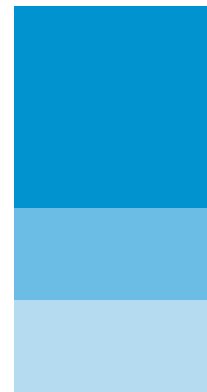
Color is one of the most powerful visual assets. For Akiva, these colors mean quite a bit. The vibrancy of this palette reflects the school's environment and philosophy. The primary colors also tie in with the importance of this color within the Jewish Community. Apply our palette to build recognition and impact for our identity.

NOTE: you may use tints of these colors for more variation, however, it is recommended to use these tints in increments of 10%.



PANTONE 072C

C 100
M 88
Y 0
K 5



PANTONE PROCESS CYAN C

C 100
M 0
Y 0
K 0



PANTONE 297C

C 49
M 1
Y 0
K 0

PROMOTIONAL ITEMS

What better way to show off Akiva's logo than putting it on t-shirts or hats that will be proudly worn by our students? When creating promotional items, consider the brand first. Be sure that the positioning of the logo stays true to the guidelines and more importantly, these items should be a way to showcase our logo. Where possible, stick with white or dark blue items, so that the primary and reversed color logos can be used.

On items where space or size is an issue, the square logo alone can be used. The writing "Akiva" logotype in the proper font and colour can also be used alone; however, the French/English/Hebrew logotype should never be used without the square logo accompaniment.



STATIONARY

Here is how we are carrying the visual identity across all forms of communication. Our stationary has been designed to ensure a consistent approach when communicating with internal and external individuals or groups.

NOTE: body text should be in our fonts (mentioned on page 5) for letters, envelope labels, etc.

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