



ACADEMICA
INTERNATIONAL
STUDIES



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BRAND GUIDELINES AND MATERIALS

A brand guideline is an essential tool to establish a brand identity. It defines the standards to be used in every design process, content creation or any other aspect relevant to the brand communication. Defining a solid image helps to create a clear, identifiable and concrete brand identity.

In this platform you will find all the necessary materials to work on corporate communications of the Dual Diploma Program and Academica International Studies. The materials are available in accessible formats: ai, pdf, mp4 and jpg. For web and blog files, please consult the technical specifications in the corresponding section.



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1. THE BRAND

Academica International Studies is an Academica Corporation's brand that offers the Dual Diploma® to students around the world.

The Dual Diploma® is the program that allows students to obtain the American High School Diploma at the same time as they study their local diploma.



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1.2. BRAND CONSTRUCTION

Academica International Studies brand is composed of two parts, the symbol and the name.



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1.2. BRAND CONSTRUCTION

1.2.1. THE SYMBOL

The shield: works as a support for the illustration giving the brand a recognizable shape. It also relates the brand with the educational field.

The oak: stands for strength and nobility. Its associated attributes are wisdom, valor, realism, independence, common sense, consistency, action and persistence.

The acorn: represents the core concept of the brand because it contains inside all the potential to become a majestic oak tree. It's a beautiful analogy to show Academica's vision of students potential.



1.2. BRAND CONSTRUCTION

1.2.2. THE NAME

Academica International Studies should always be called by its complete name.





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1.3. HORIZONTAL VERSION

The main version of the brand is always recommended unless the legibility is compromised.



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1.4. BRAND COLORS

Academica International Studies is composed of 2 colors, green, and gray in 15% opacity and 70% opacity.

Green	Text Gray	Illustrations Gray
Pantone 3305 C	Prosses Black 15%	Prosses Black 70%
C: 93 M: 40 Y: 67 K: 47	C: 0 M: 0 Y: 0 K: 15	C: 0 M: 0 Y: 0 K: 70
R: 0 G: 77 B: 66	R: 0 G: 0 B: 0	R: 0 G: 0 B: 0
004d42#	000000# (85% Transparency)	000000# (30% Transparency)





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1.5. BRAND COLORS & BACKGROUND

In case the brand needs to go on a green background, the text may have the same color as the acorns.



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Horizontal version



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1.6. BUILDING THE BRAND

1.6 1. PROPOTION





1.6. BUILDING THE BRAND

1.6 2. BRAND'S TYPOGRAPHY

Goudy Old Style STD regular in uppercase has been used to create Academica International Studies brand.

Goudy Old Style STD Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,;:?!£\$&@*) 0123456789



1.7. COMPLEMENTARY THYPOGRAPHY

For other text besides the brand Gotham family typeface should be used.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789



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1.8. CLEARANCE AREA

No elements should be placed around brand without respecting the clearance area.



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1.9. MINIMUM SIZE

1.9.1 THE MINIMUM PRINTED SIZE

The minimum printing size for the brand's main version should not be smaller than 18mm width.

The minimum printing size for the brand's horizontal version should not be smaller than 25mm width.



1.9. MINIMUM SIZE

1.9.2 THE MINIMUM SCREEN SIZE

The minimum printing size for the brand's main version should not be smaller than 18mm width.

The minimum printing size for the brand's horizontal version should not be smaller than 25mm width.





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2. WHAT NOT TO DO

The brand must be respected and any misuse may produce confusion or unrecognition, it can damage the brand identity and even misunderstand the brand's communication.

2.1. ELEMENTS, PROPORTION & ORDER





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2.2. TEXT, TYPEFACE & COLORS



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2.3. BACKGROUND

One of the two different colors on the brand's text may be used in order to get as it doesn't affect the legibility.

Background images may be used as long brand's text may be used in order to get as it doesn't affect the legibility





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2.4. EFFECTS, DEFORMATION & OUTLINES





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4.7. WEB BANNERS





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4.7. WEB BANNERS

4.7.1 WELCOME TO DIPLOMA DUAL



Banners Package

900x170
jpg

250x250
jpg

160x600
jpg