

# PRO VISION ACADEMY

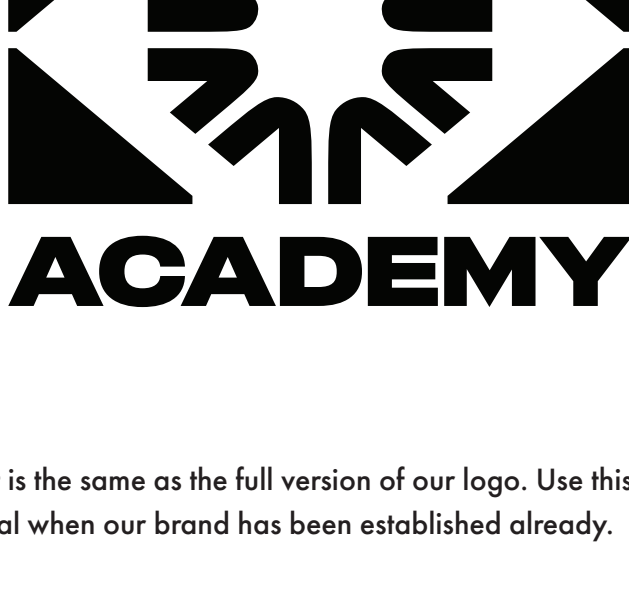
## Using Our Logo

We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a distinct icon and bold type, in combination between modern, clean and professional look.

Our logo can be used in the following three (3) styles:

### Stacked

Our main stacked logo is the full version of our logo. Use this version when our brand has not been established yet to let people know what's Pro Vision Academy and where we're located.



### Horizontal

This is the horizontal logo and it is the same as the full version of our logo. Use this version on small and large sized digital and printed material when our brand has been established already.



### Icon

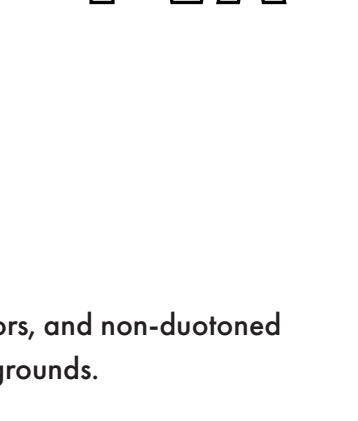
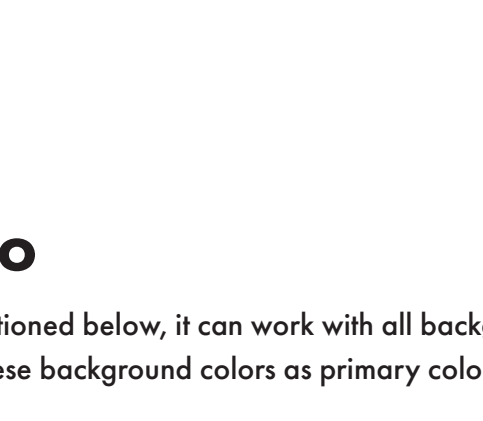
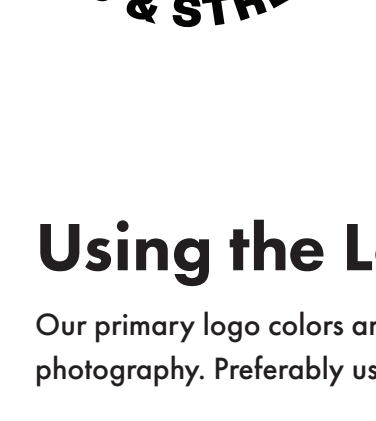
This is the icon. Use this version on small and large sized digital and printed material when our brand has been established already.



### Alternates

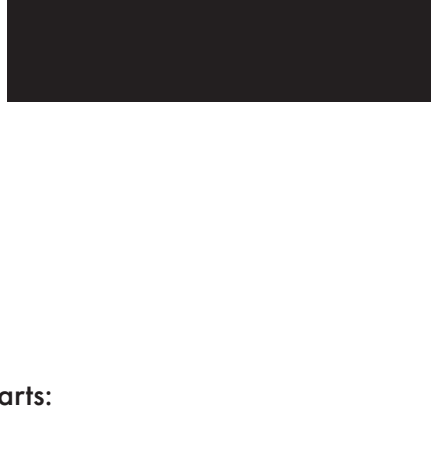
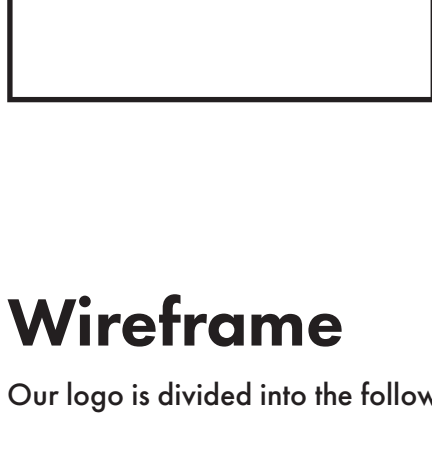
These are alternate versions of the brand. Use these versions on small and large sized digital and printed material when our brand has been established already.

PRO VISION ACADEMY



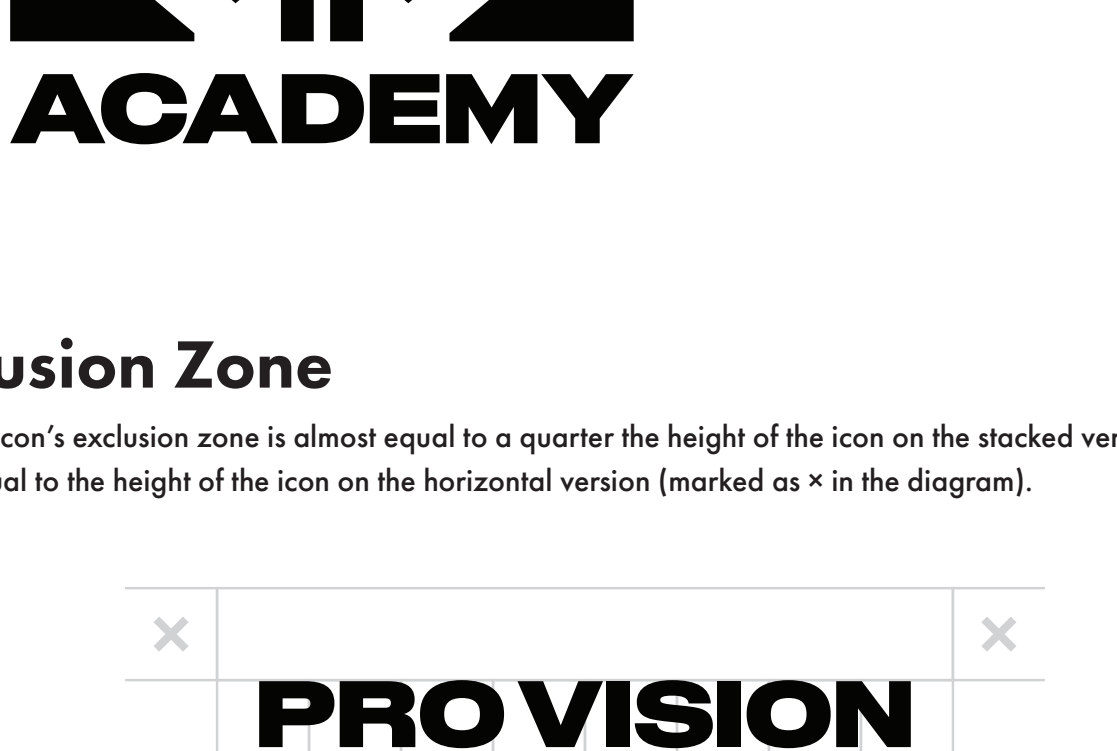
## Using the Logo

Our primary logo colors are mentioned below, it can work with all background colors, and non-duotoned photography. Preferably using these background colors as primary colors for backgrounds.



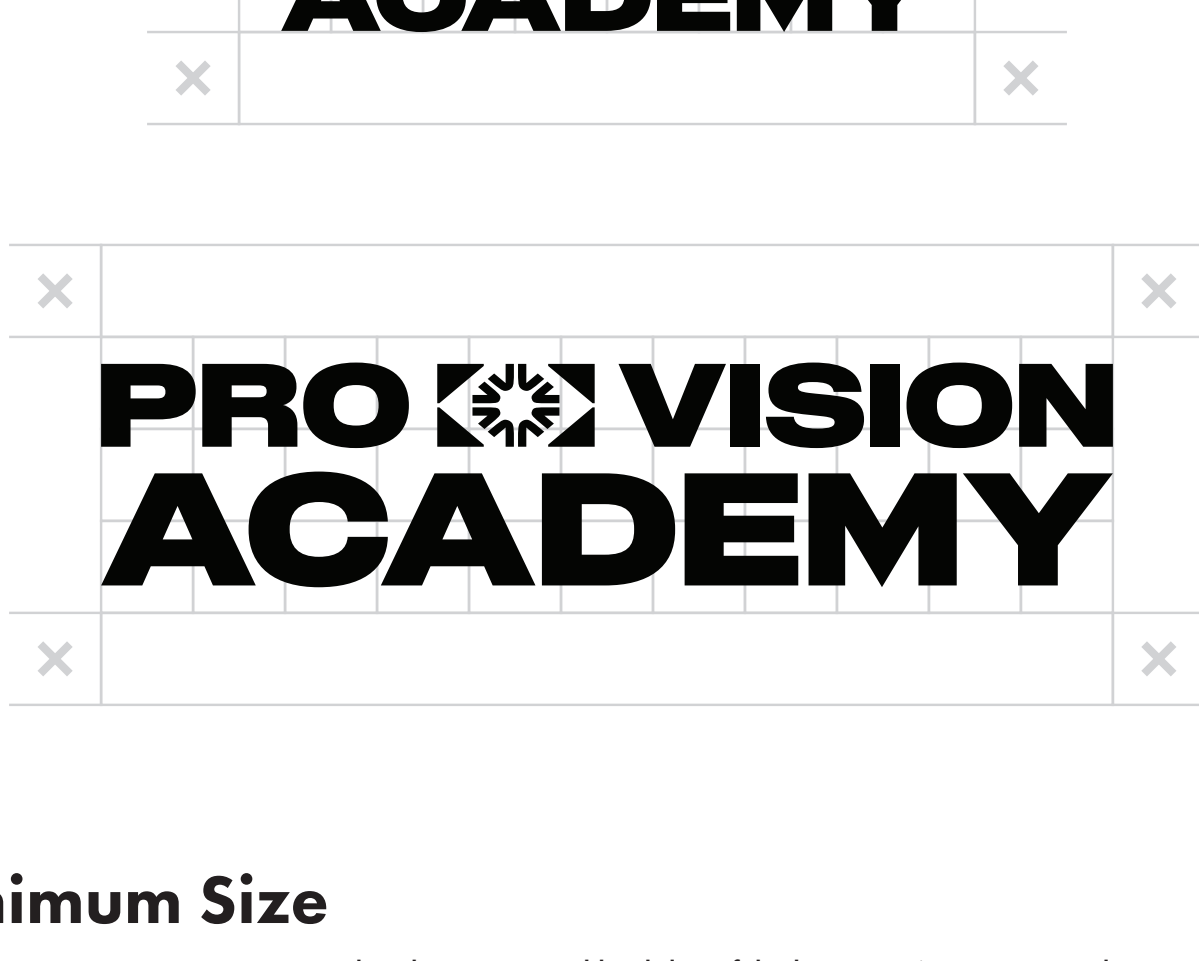
## Wireframe

Our logo is divided into the following parts:



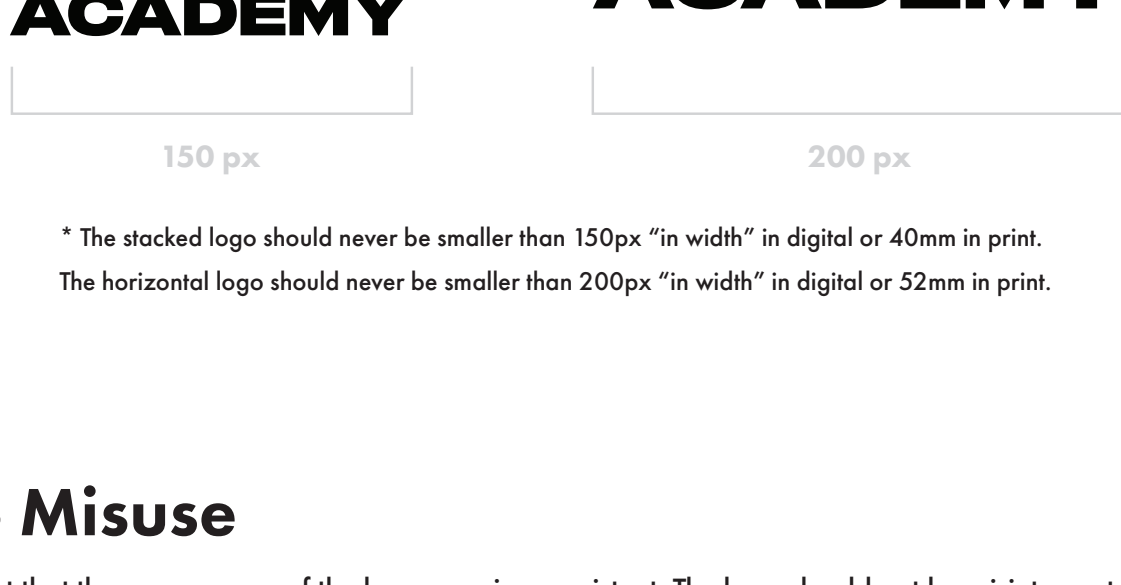
## Exclusion Zone

Logo and icon's exclusion zone is almost equal to a quarter the height of the icon on the stacked version and almost equal to the height of the icon on the horizontal version (marked as x in the diagram).



## Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised:



\* The stacked logo should never be smaller than 150px "in width" in digital or 40mm in print.  
The horizontal logo should never be smaller than 200px "in width" in digital or 52mm in print.

## Logo Misuse

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



Do not apply a gradient colors to the icon or wordmark.



Do not change the logo colour or tone outside of the brand colour palette.



Do not rotate or reposition the logo.



Do not distort or warp the logo in any way.



Do remove or reposition any part of any of the logo versions attached.



Do not apply a monochrome to any version of the logo unless it is necessary.

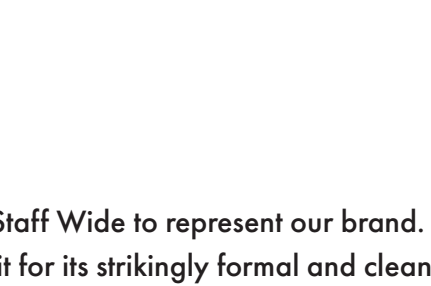
## Using Our Colors

### Primary Palette

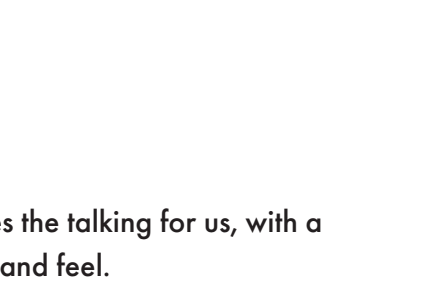
This primary palette should be used on all branded materials. These colors are the foundation of our brand and must be used to build brand consistency.



HSB: 0, 0, 0  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX: 000000



HSB: 300, 0, 100  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: FFFFFFFF



HSB: 48, 61, 69  
RGB: 176, 156, 69  
CMYK: 31, 33, 100, 3  
HEX: B09C45

## Fonts

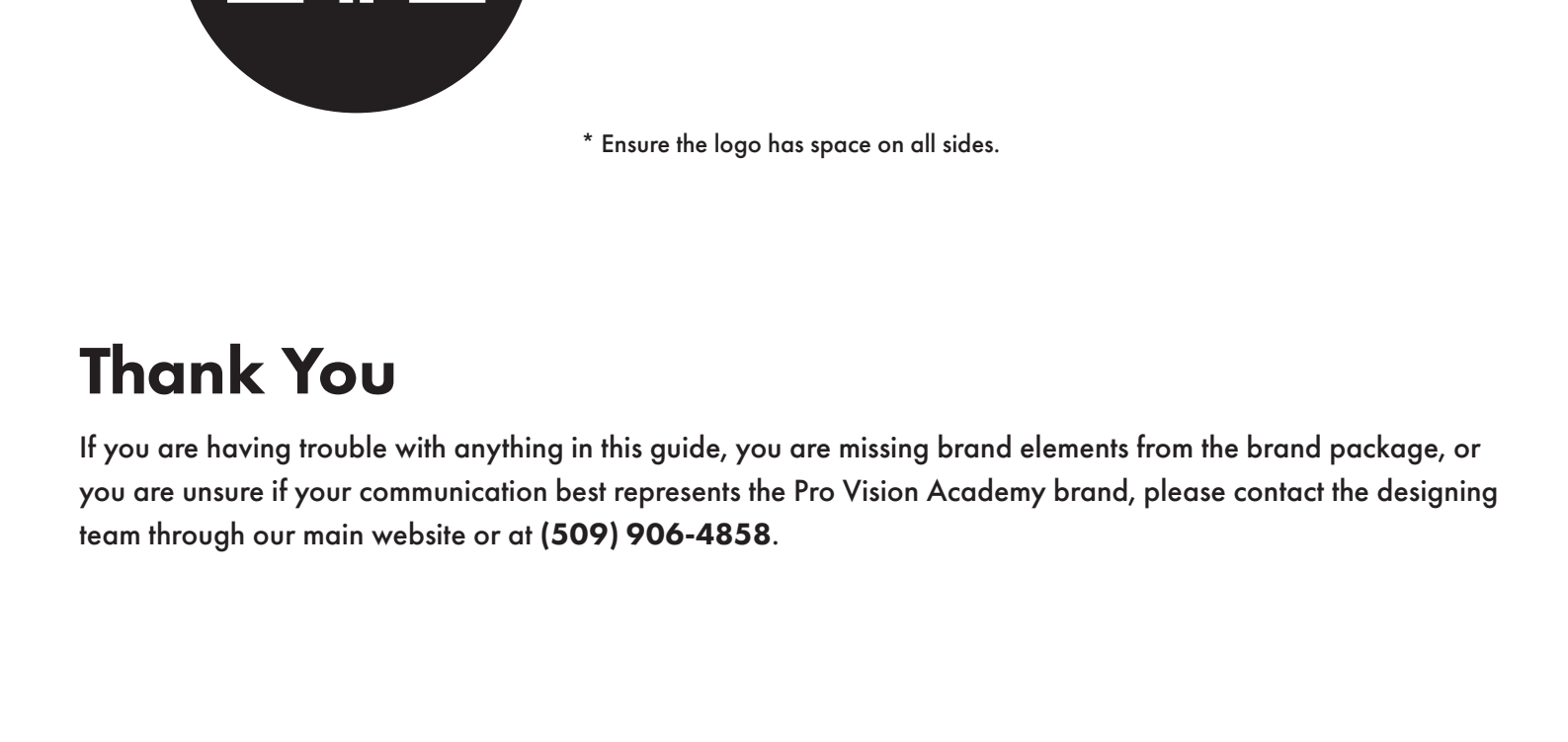
We use the bold typeface of Staff and Staff Wide to represent our brand. It does the talking for us, with a recognisable look and style. We chose it for its strikingly formal and clean look and feel.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+=":?><

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+=":?><

## Placing the logo on Social Media

The icon can replace the main logo for extra-small applications, such as avatar on instagram, while the Pro Vision Academy logotype is illegible.



\* Ensure the logo has space on all sides.

## Thank You

If you are having trouble with anything in this guide, you are missing brand elements from the brand package, or you are unsure if your communication best represents the Pro Vision Academy brand, please contact the designing team through our main website or at (509) 906-4858.



(509) 906-4858

www.provision.academy

9322 W Harlan Ln  
Spokane, WA 99224