



Style

&

Identity Guide



Table of Contents

Brand Statement	3
Message Framework	4
Style & Naming Dictionary	6
Logos	18
Brand Colors	24
Typography	28

This guide has been compiled by Academy at the Lakes' marketing department. A combination of sources was used to determine "AATL style":

- The Associated Press Stylebook
- The Chicago Manual of Style
- Customary AATL usage

This is a working document and may be revised at any time. If you have questions, additions, or suggestions, please email the Marketing Department at marketing@aatl.org.

Our Mission

Academy at the Lakes is a learning community of shared values dedicated to the success of each individual at school, in the community, and in the world. We celebrate the love of learning and the joy in the journey.

Vision Statement

To be and be known as Tampa Bay's choice for educational and personal discovery.

Statement of Core Values

- | | |
|--------------------|--|
| Balance | We embrace the joy in the journey, which consists of experiences that balance academics, fine arts, athletics, and co-curricular activities. |
| Courage | We foster personal responsibility, empathy, and resilience. |
| Distinction | We apply high standards of quality, relevance, and accountability to all we do. |
| Inclusion | We are a caring and compassionate community composed of many different beliefs and traditions seeking points of unity in common experiences. |
| Integrity | We believe in the power of <i>heads to know the good, hearts to love the good, and hands to do the good.</i> |
| Stewardship | We care for each other and our school, serve our communities, and responsibly engage with the world – today and tomorrow. |

Attributes

What makes Academy unique?

- We offer a challenging academic curriculum that respects each child's uniqueness.
- We are a welcoming community that embraces its families.
- We offer the right balance of academics, athletics, arts, service, and family.
- Our students have the opportunity to explore areas of interest without having to “choose” one activity over another too early in life.
- We provide our students with unparalleled personal attention from teachers, administrators, and coaches.
- Character education is ingrained in Academy's culture.

Our Curriculum

Academy's curriculum and program is centered around six core strengths: strengths that will help our students find success in the 21st century academic arena, workplace, and global market.

- Character
- Citizenship
- Collaboration
- Communication
- Creativity
- Critical Thinking

Our Personality

What are we like?

- Nurturing
- Flexible
- Joyful
- Passionate
- Inclusive

Portrait of a Graduate

An Academy graduate...

- Leads by example to inspire purpose and passion in others.
- Embraces opportunities and challenges with poise and self-confidence.
- Thinks critically and creatively to seek solutions and develop new ideas.
- Balances passion and responsibility in order to achieve individual growth and success.
- Creates and nurtures meaningful relationships with respect, empathy, and joy.

STYLE & NAMING DICTIONARY

A

AATL – Abbreviation for Academy at the Lakes appropriate on second or subsequent references. Use Academy at the Lakes on first reference.

academic courses – Capitalize names of academic courses. Honors Biology. For AP courses, on first reference, use Advanced Placement before the course. For example, Advanced Placement Biology. On subsequent references, AP Biology is acceptable.

academic degrees – When referring to a degree, use an apostrophe: bachelor’s degree, master’s degree (but a master of arts degree, not a master’s of arts). The degree name may be capitalized (She has a Master of Science in Educational Leadership.) Use periods when abbreviating, as follows: B.A., B.S., M.B.A., M.F.A., M.S., M.Ed., Ed.D., J.D., M.S.W., Ph.D.

academic departments – Capitalize the formal name of a department: the Fine Arts Department.

academic titles – Capitalize and spell out formal titles such as Head of School when they precede a name. Lowercase elsewhere.

Academy – Appropriate on a second or subsequent references to Academy at the Lakes. Use Academy at the Lakes on first reference. Do not use “The Academy.”

Academy at the Lakes – Always use on first reference to school. AATL and Academy are acceptable subsequent references. Do not use “The Academy.”

Academy at the Lakes Auction and Gala – This annual fundraising event, held in the spring, is a dinner and auction to benefit Academy at the Lakes.

Academy Gymnasium – Located on the McCormick Campus. Use Academy Gymnasium on first reference. Gym, capitalized, is acceptable on subsequent references.

addresses – Use Associated Press abbreviations for streets. Use postal codes for states.

acronyms – May be used, but only after the phrase has been spelled out in its first reference. For example, National Junior Honor Society (NJHS).

ages – Always use figures when dealing with ages of people and inanimate objects. The student is 6 years old. The school is 25 years old.

All-School Musical – An annual theatrical performance featuring students in SK through Grade 12.

alumnus, alumni, alumna, alumnae – Use alumnus (alumni as plural) when referring to a man who has attended AATL. Use alumna (alumnae as plural) for references to women. Use alumni when referring to a group of men and women.

am, pm – Lowercase, without periods. Do not include a space between the numeral and am or pm. (8am, 4pm). An exception is made for formal, printed invitations: 8:00 p.m.

B

bachelor's, B.A., B.S. – See academic degrees.

Board Room – See Cynthia A. Martin Board Room.

Board of Trustees – Capitalize when making a formal reference: “Academy’s Board of Trustees adopted the 2016 Strategic Plan.” The board (lowercase) may be used informally.

STYLE & NAMING DICTIONARY

Buddy Reading Day – The annual Academy tradition that takes place on the Wendlele Campus in which students in all divisions are paired by House and read together.

C

Cabaret Night – This annual evening event showcases choral students in Grades 7-12.

Class – Capitalize (Class of 2016).

class years – When listing class years, do not add a comma after the person's name. Class years should read as follows: Jane Doe '15. Make sure the apostrophe flips the correct way (it should look like a "9"). When listing multiple students in the same family, use the following format: Kelsey '07, Daniel '09, and Jason '11 Pitcairn.

commas – Academy's marketing department utilizes the Oxford comma.

courses – See academic courses.

Cynthia A. Martin Board Room – Located in McCormick Hall. Named for former Board Chair Cynthia Martin. Board Room is acceptable on subsequent references.

D

dates – In a calendar listing, use the following format: day, date, time, location. For example, the Founders' Day Assembly will be held on Friday, Oct. 6 at 9:30am in the Academy Gym. Associated Press guidelines should be followed for month abbreviations. Days of the week should always be spelled out. For specific dates, do not use st, nd, rd, or th (with the exception of the Fourth of July). Dates should not be listed numerically (i.e., with slashes or hyphens).

Day of Achievement – This end of year assembly celebrates student learning and achievement (PreK3 through Grade 6). Do not abbreviate as “DOA.”

Day of Giving – The annual Day of Giving is a dedicated 24-hour fundraising event when members of the Academy at the Lakes community come together to support the school’s mission.

Day of Manners – Academy tradition that occurs throughout the year.

days – Capitalize days of the week. Do not abbreviate. Capitalize “Day” in widely recognized holidays such as New Year’s Day, or when referring to Academy traditions such as House Day and Founders’ Day Assembly.

decades – Use Arabic numerals: the 1990s (not the nineties). Use apostrophes when numerals are omitted: the ’90s. Make sure the apostrophe faces the correct way.

degrees – See academic degrees.

departments – See academic departments.

director – Do not capitalize when referring to an occupation: program director. Capitalize when used as a formal title: Lower Division Director; Director of Development.

Discover Upper Division – This transition event for current 8th Grade parents provides an overview of the Upper Division and introduces key UD administrators.

STYLE & NAMING DICTIONARY

E

Early Childhood – Use when referring to the entirety of Academy’s PreK3, Junior Kindergarten, and Kindergarten program.

email – Lowercase unless standard rules of capitalization apply. Do not hyphenate.

email addresses – Enclose in parentheses or insert the word “at” before the address: To apply, email the Admissions Office (admissions@aatl.org); To apply, email Admissions at admissions@aatl.org. When an email is listed in a printed document, do not underscore.

em dash – An em dash is the long dash most frequently used to denote an abrupt change in thought. It is not the same thing as a hyphen, which is used as a joiner. Some people use two hyphens to indicate an em dash; indeed, sometimes you may not have a choice. When writing email, for example, it is impossible to create an em dash and you are forced to use two hyphens. We recommend using the em dash whenever possible, however. To create an em dash in Word, press CTRL+ALT and the minus sign. Insert a space on both sides of an em dash.

F

faculty – Faculty is singular when referring to an academic body: AATL’s faculty is a diverse, distinguished group. Faculty is plural when referring to several individuals: The Fine Arts Department faculty are planning a wonderful spring concert.

fees – Do not use “.00.” \$25 not \$25.00.

5th & 6th Grade Suite – Located on the McCormick Campus.

Florida High School Athletic Association – Spell out on first reference. FHSAA is acceptable on subsequent references. AATL competes in the 3A class of the FHSAA. Do not hyphenate 3A.

Friday Night Fanfare – Annual community event located on the McCormick Campus.

Founders' Day

fundraising, fundraiser – One word, not hyphenated.

G

grade levels – Academy uses ordinal numbers when referring to grade levels 1-12. For example, 5th Grade, 1st Grade. The word Grade should always be capitalized when used in combination with the grade level: “The 8th Grade traveled to the mountains of Virginia.” Early Childhood grades are referred to as PreK3, JK (Junior Kindergarten), and SK (Senior Kindergarten). Grade may be lowercased in informal use: “Students from several grades attended the school-wide assembly.” When referring to high school classes, do not capitalize freshman, sophomore, junior or senior. For example: “All seniors are invited to attend the event.”

graduation years – See class years.

Grandparents' & Special Friends' Day – An annual event to introduce and connect the grandparents of our students to Academy at the Lakes. For those who do not have grandparents who can attend, they are encouraged to bring special friends to share the day.

Gymnasium – See Academy Gymnasium.

H

Head of School – Not Headmaster.

Homecoming Tailgate – This annual event precedes the Homecoming football game located at the Land O’ Lakes Heritage Park.

home page

hours – Do not use “:00.” Do not insert a space between the numeral and am or pm, lowercase am and pm, and omit periods in am and pm (5pm or 8:30am). Exceptions may be made for formal event invitations: 7:00 p.m. instead of 7pm.

House – See House System.

House Cup – The trophy presented at each year’s Commencement Ceremony to the Upper Division House Captains representing the House that has accumulated the most points during the previous school year. The House flag of the House Cup winner flies on both campuses from Commencement until the next year’s House Day.

House Day – Academy’s annual field day in which students PreK3 through Grade 12 compete in various events for their respective Houses. At the end of the day, the House with the most House Day points wins. The winning House’s flag is flown on both campuses from House Day until Commencement.

House System – The House System, which launched during the 2004-05 school year, places all students and teachers PreK3 through Grade 12 into one of four Houses. To encourage family ties, siblings and cousins are assigned to the same House. Through the House System, a variety of community-building activities have become traditions at Academy, including a field day called House Day, other spirit events, and Buddy Reading. Through these activities, relationships can develop between students of all divisions and ages.

hyperlink – When hyperlinking URLs, include http:// in hyperlinks that do not begin with “www.” For those that do begin with “www,” do not include http://. If a URL falls at the end of a sentence, use a period. URLs should not be underlined when included in a printed document. Also see web address.

hyphens – Do not insert spaces before and after hyphens: 11am-1pm; 4-5 pm. Also see em dash.

I

Internet – Capitalize.

Instrumental Night – Annual concert each spring showcasing band and strings in Grades 7-12.

J

Joyce Family Music Pavilion – The band building located on the McCormick Campus. Named for the Joyce Family: Roger, Betsy, and Elizabeth Joyce, and Ashley '13, Roger '17, and Chelsea '19 Joyce-Nyack.

Junior Kindergarten (JK) – Refers to Academy’s program for 4-year-olds. Spell out on first reference; JK is acceptable on subsequent references.

K

Kestrel – One of Academy at the Lakes’ four Houses. Kestrel’s associated color is green.

STYLE & NAMING DICTIONARY

L

Land O' Lakes – The city where Academy at the Lakes is located. Note the apostrophe after the O.

Land O' Lakes Recreation Center – The athletics facilities used for many Academy events.

log on to – Not log onto: For more information, please log on to ParentsWeb.

login/log in – A person logs in to a computer. A person uses a login to access an account.

Lower Division – Refers to both the building and the division of students, PreK3-Grade 4. LD is acceptable on second reference for the division, but in reference to the building, Lower Division should always be used.

Lower Division Director

M

M.A., M.S. – See academic degrees.

majors/minors – Lowercase, unless they include proper names: He majored in psychology and minored in Asian studies.

Mary K. Haire Library – The library located in McCormick Hall.

M.B.A. – See academic degrees.

M.D. – See academic degrees.

McCormick Campus – Middle and Upper Division campus, located at 2331 Collier Parkway. Named for the McCormick family, who donated the property to the school: Gerry, Mary, and Cynthia '06 McCormick.

McCormick Campus Quad – Green area located between the Upper Division, the Academy Gym, and the Science Lab.

McCormick Hall – The building on the McCormick Campus that houses most 7th and 8th Grade classes as well as the Head of School's office and the Business Office. Named for the McCormick family, who donated the property to the school: Gerry, Mary, and Cynthia '06 McCormick.

McCormick New Family Night – An evening Admissions event during which new Upper Division families visit campus to meet faculty and staff and to learn more about their upcoming Academy experience.

Melech Deck – Deck located directly behind Melech Pavilion on the McCormick Campus. Named for the Melech family, whose son, Parker, attended the school.

Melech Pavilion – Not The Melech or Melech. Multi-purpose building located on the McCormick Campus. Named for the Melech family, whose son, Parker, attended the school.

Middle Division – Refers to both the building and the division of students, Grades 5-8. MD is acceptable on second reference for the division, but in reference to the building, Middle Division should always be used.

Middle Division Director

military titles – Capitalize a military rank when used as a formal title before the individual's name. Most ranks should be abbreviated. Gen. John Doe arrived on campus today. The general will be speaking with Upper Division students.

money – Do not use “.00.” \$25 not \$25.00.

months – Capitalize the names of all months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do

STYLE & NAMING DICTIONARY

not separate the year with commas: January 2016. When a phrase refers to a month, day, and year, set off the year with commas: Commencement was held on May 30, 2016.

more than, over – “Over” generally refers to spatial relationships: “Peter Pan flew over the stage.” It can, at times, be used with numerals: “She is over 30.” Typically, however, “more than” is better suited to numbers. “Academy offers more than a dozen Upper Division clubs.”

Myrtle Lake – The lakefront located on Academy at the Lakes’ McCormick Campus. Not Lake Myrtle.

N

Nighthawk – One of Academy at the Lakes’ four Houses. Nighthawk’s associated color is yellow.

nonprofit – One word, no hyphen.

numerals – Spell out whole numbers below 10. Use figures for 10 and above. One exception is ages, in which case numerals should always be used: “The student, 9, performed at the assembly.” Another exception is at the beginning of a sentence – do not begin a sentence with a numeral – it should instead be spelled out: “Sixteen children attended the assembly.”

O

Osprey – One of Academy at the Lakes’ four Houses. Osprey’s associated color is blue.

online – One word.

over, more than – “Over” generally refers to spatial relationships: “Peter Pan flew over the stage.” It can, at times, be used with

numerals: “She is over 30.” Typically, however, “more than” is better suited to numbers. “Academy offers more than a dozen Upper Division clubs.”

P

Parent Night

Parents Association – The PA organizes events and volunteer opportunities to contribute to the school’s mission and create a positive learning environment for all.

percent – Use the percent symbol: 75% not 75 percent.

Peregrine – One of Academy at the Lakes’ four Houses. Peregrine’s associated color is red.

Ph.D. – See academic degrees.

phone numbers – Use hyphens for separation: 813-948-7600. Periods may be used for marketing material purposes (813.948.7600).

Pitcairn Family Patio – The patio located directly behind the Science Lab on the McCormick Campus. Named for the Pitcairn family: John, Debbie, Kelsey ’07, Daniel ’09, and Jason ’11 Pitcairn.

postseason, preseason – No hyphen.

PreK3 – Refers to Academy’s program for 3-year-olds.

program names – Capitalize “program” when it is part of a name: Early Childhood Program.

STYLE & NAMING DICTIONARY

Q

quarter – Capitalize when referring to a specific quarter or term: 1st Quarter. Otherwise, lowercase: “Academy’s academic year is divided into four quarters”).

R

Reinhart Deck – Covered deck located on the Wendlek Campus. Named for Joel, Christi, Jack ’24 and Lauren ’20 Reinhart.

S

seasons – Lowercase in all instances. For example: House Day is held each spring.

Senior Kindergarten (SK) – Refers to Academy’s program for 5-year-olds. Spell out on first reference; SK is acceptable on subsequent references.

sports teams – When referring to sports teams, use the level, followed by gender (when applicable), then the sport: Varsity Golf; Middle Division Girls Basketball; Junior Varsity Boys Basketball. Capitalize each word of the team name, but do not use apostrophes. Abbreviations are acceptable on second references: JV Boys Basketball; MD Girls Basketball.

states – Refer to USPS postal codes for proper state abbreviations. If the name of a state stands alone, spell it out: “The Head of School is a native of Connecticut.” When combining the state name with another location, use the proper abbreviation: The students traveled to Tallahassee, FL. An exception is made for formal event invitations: all words should be spelled out.

statewide

STEM - Acronym for Science, Technology, Engineering, and Mathematics. Do not use periods in between letters.

student-athlete – Always use this term, not athlete, when referring to students who compete for AATL.

T

telephone numbers – Use hyphens for separation: 813-948-7600. Periods may be used for marketing material purposes (813.948.7600).

Thanksgiving Assembly – Annual Academy tradition; an all-school assembly located at the Academy Gymnasium.

theater – This is the preferred spelling unless referring to proper name: USF Theatre I.

times – Do not use “:00.” Do not insert a space between the numeral and am or pm, lowercase am and pm, and omit periods in am and pm (5pm or 8:30am). Exceptions may be made for formal event invitations: 7:00 p.m. instead of 7pm.

titles – See academic titles.

STYLE & NAMING DICTIONARY

U

Upper Division – Refers to both the building and the division of students, Grades 9-12. UD is acceptable on second reference for the division, but in reference to the building, Upper Division should always be used.

Upper Division Director

V

Veterans' Day Assembly – Annual Academy tradition; this school-wide assembly is held in the Gymnasium.

W

the Web – Acceptable for the “World Wide Web.”

web address – Hyperlink all web addresses when published digitally. Remove underscores when printed. See hyperlinks.

web browser – Two words, lowercase.

website – One word, lowercase.

Wendlek Campus – The Lower Division campus located at 2220 Collier Parkway. Named for Academy at the Lakes' founders, Rich and Connie Wendlek.

Wendlek New Parent Night

Wildcats – Academy at the Lakes' mascot.

Winter Concert – This annual evening concert showcases chorus, strings, and bands for all three divisions.

Y

years – Use a single, right apostrophe when numerals are omitted: the '90s. Otherwise, drop apostrophes: the 1900s, the 1990s. (The apostrophe will look like a number '9.' Word automatically corrects a single left apostrophe to a right apostrophe when you add a space after the year. Other programs may require you to type two single quote marks and then delete the first one.)

BRAND LOGOS

The official school logo consists of the AL shield and school name in a vertical orientation. When possible, use the navy blue version. The all white logo is an acceptable alternative. Never mix the logo colors.



This is the official logo. The school shield is centered above the school name. Use this in formal letters and documents, advertisements, and signage.



The school shield may be used alone on presentation pages, slide shows, and in other situations where the school name is evident. Please call the marketing department if you have any questions.



When space is limited or the design of a document will not allow the official logo to be placed properly, use this horizontal version.



Our trademarked tagline, “You Matter Here.” should be used in all advertisements and where possible in all marketing materials. Other acceptable uses include email signature block, slide shows, videos, digital advertisements, website, and social media.

You
Matter Here.TM

Text Version: Minion Pro or Times New Roman. Include trademark.

You Matter Here.TM

BRAND LOGOS

Academy's athletic logo features our wildcat in two colors: school navy (Pantone 7463C) and gray (Pantone 428C). Proper usage is shown below. Do not add a shadow behind the logo. Do not vary the colors. Always scale the logo proportionally.



These logos may be used on spirit wear and spirit items. Contact the marketing department for proper sizing and recommended vendors.



Summer at the Lakes is Academy's branded summer program which consists of summer school and summer day camp.



The **25th Anniversary Logo** celebrates our core values.



BRAND COLORS

Navy blue
inspires
integrity, honesty,
confidence, and
intelligence.

Academy's school colors are navy and white. Accent colors are used for visual interest and to complement logos and backgrounds.

PRIMARY COLORS



Name: School Navy
Pantone: 7463 C
CMYK: 100-63-12-67
RGB: 0-43-73
Web: #002b49

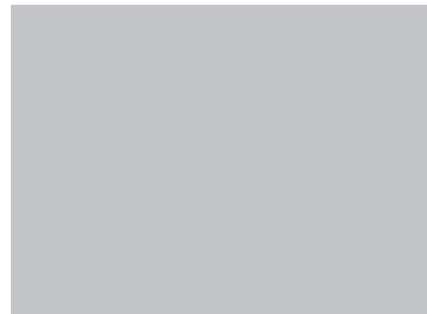


Name: White
Pantone:
CMYK: 0-0-0-0
RGB: 255-255-255
Web: #ffffff

COMPLEMENTARY COLORS



Name: Light Blue
Pantone:
CMYK: 78-39-0-0
RGB: 46-134-199
Web: #2f85c7



Name: Gray
Pantone: 428 C
CMYK: 10-4-4-14
RGB: 195-198-200
Web: #c1c6c8



Name: Medium Blue
Pantone:
CMYK: 94-67-27-10
RGB: 25-86-130
Web: #185681

ACADEMY HOUSE COLORS



Name: Osprey Blue
Pantone: 307 C
CMYK: 100-50-19-2
RGB: 0-105-166
Web: # 0069a6



Name: Peregrine Red
Pantone: 199 C
CMYK: 0-100-72-0
RGB: 213-0-50
Web: #d50032



Name: Kestrel Green
Pantone: Green C
CMYK: 93-0-70-0
RGB: 0-171-132
Web: #00ab84



Name: Nighthawk Yellow
Pantone: 114 C
CMYK: 0-4-87-0
RGB: 251-221-64
Web: #fbdd40

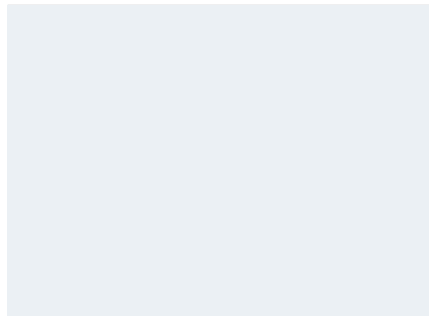
ACCENT COLORS



Name: Accent Orange
Pantone:
CMYK: 78-39-0-0
RGB: 195-90-50
Web: #c35a32



Name: Accent Gold
Pantone:
CMYK: 5-20-100-0
RGB: 243-198-21
Web: #f3c615



Name: Accent Blue Gray
Pantone:
CMYK: 7-3-2-0
RGB: 233-238-242
Web: #e9eef2

Our official typefaces are:

Minion Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - _ = + , . < > / ?

Myriad Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % & * () - _ = + , . ?

These are acceptable alternatives:

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - _ = + , . ?

Times New Roman is a standard font on both PCs and Macs.

Source Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % & * () - _ = + , . ?

The preferred font for athletic wear and logos is Varsity. Use capital letters.

VARSITY

A B C D E F G H I J K

L M N O P Q R S T U V

W X Y Z

1 2 3 4 5 6 7 8 9 0

! # ()

Download this font from: www.dafont.com/varsity-2.font

The alternate font for athletic wear and logos is Allstar. These letters are “see-through.” Use capital letters.

ALLSTAR

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z

1 2 3 4 5 6 7 8 9 0

! # ()

Download this font from: www.dafont.com/allstar.font

**At the heart of Academy's
brand are the**

PEOPLE

**who carry out the school's mission,
who live by its values,
who ensure the experience is a joyful one
for all those in their care.**