

THE AMBROSE SCHOOL  
*Brand and Style Guide*

2024 REVISION





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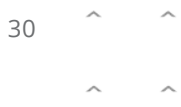
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## OUR MISSION >

Our mission is to nurture student's appreciation of truth, goodness, and beauty as they strive for excellence, while guiding them to live purposefully in the service of God and man.

## STANDARDS >

We are committed to the premise that students will work harder to meet a higher standard. A structured environment, including uniform dress, contributes to the order expected in the classroom.

Our branding should also meet the same standard. A brand and style guide offers solutions for visual communication. Additionally, it establishes a framework that ensures our production is consistently polished and engaging in its communication.

## SYMBOLS >

### *Colors*

Our official school colors are blue and white. Blue is our main color with white as an accent. In ancient Rome, public servants wore blue. As our students develop their character in a self-centered world, we want them to be mindful that they are first and foremost servants. First, servants of Christ. Secondly, servants of their fellow man. In contrast with modern thinking, the Christian worldview is one that does not ask, "What's in it for me," but rather asks, "In what role am I to serve?"

### *Mascot*

The Archer is The Ambrose School's mascot.



## HERALDRY >

The heraldry in our crest dates to the earliest period in which coats of arms were used, inspired by elements common in crests of the first four centuries.

### ***The Chi Rho***

The base of our crest, underneath the shield, is the Chi Rho symbol. We also use the Alpha and Omega on top of the shield in conjunction with the Chi Rho to indicate Christ's divinity as was customarily done near the time of the Aryan heresy, which denied the full divinity of Christ.

In Greek, the Chi and Rho are the first two letters of the name "Christ." The earliest Christians used this symbol, combined with the Greek letters Alpha and Omega to symbolize Christ. Alpha and Omega, of course, symbolize that He is the beginning and the end of everything. Because of persecution, these symbols can be found embedded in early art to express their Christianity. The Chi Rho underlies our Ambrose crest as Christ forms the foundation of our entire purpose.

### ***The Pelican***

Medieval Christians used the pelican as a symbol of love, charity, and piety. Because of the preening habits of the pelican, it was believed that she would pierce her chest with her bill and use her own blood to nourish her young (as seen in this medieval rendition). On our crest, we use the pelican to represent the self-sacrificing Christian virtue that we seek to instill in our graduates.



# APPAREL DESIGN COMMITTEE

The apparel design committee is comprised of the Graphic Designer, Head of Schools, and the Uniform Coordinator. All designs, even team uniforms, need to be approved by the design committee. Any design not approved, can not be distributed to the school community.

NOTE: The design committee has the authority to modify or decline the design or messaging choice.



## ***Ordering Uniforms or Logowear***

See page 36 to view the ordering process for:

- ALL athletic uniforms
- Camp shirts
- House shirts



# Formal Logos



Our logo is our most valuable branding symbol. It defines our identity and distinguishes The Ambrose School from other entities.

Studies found that 75% of people say that they recognize a brand solely by its logo. That's why it's essential to make sure that every use of our logo—whether that's online or in print—is exactly how we intended it to be.

## ORIGINAL LOGO

Our original logo, created in 2009, is to be used primarily for uniform embroidery, marketing, way-finding, and informational purposes.



### Colors

This logo must be printed in the Ambrose colors as shown in this guide or in black and white.

### Sizing and Spacing

Our original logo must be kept in proportion. Clear space should be established around the logo to protect its integrity. Clear space also ensures that it is never visually dominated by other elements. The space that has been defined should be kept clear of all type, graphic elements, lines, and illustrations.



Clearance around logo.

### Campus Specific

An alternate logo specific to each campus is available and may be used for marketing, informational purposes, and communication.



## VARIANTS

This logo may be printed in multiple variants. Each application will determine the style of logo to use. Please follow the guidelines below.



Light Background



Dark Background



Embroidery Only

# PRIMARY LOGO

Our primary logo is a refresh of our original logo. This is used in marketing, way-finding, communication, and informational purposes. If there is a question as to which logo should be used, this logo is the safest choice.

## ***Alternative: Text Only***

In addition to the text and crest logo, the text only logo may be used in applications that are so small that the text and crest logo does not print well. It may also be used when the crest does not visually look balanced or is distracting to the layout or design.

This logo must be in all capital letters using Times New Roman font. Tracking, or letter spacing, should be increased when available.

## ***Colors***

This logo must be printed in the Ambrose official colors, as shown in this guide. The primary logo may also be printed in one color: black, dark gray, white, or navy.

## ***Sizing and Spacing***

Our primary logo must be kept in proportion. Clear space should be established around the logo to protect its integrity. Clear space also ensures that it is never visually dominated by other elements. The space that has been defined should be kept clear of all type, graphic elements, lines, and illustrations.

## ***Campus Specific***

An alternate logo specific to each campus is available and may be used for marketing, informational purposes, and communication.



THE AMBROSE SCHOOL  
LOCUST GROVE CAMPUS



THE AMBROSE SCHOOL  
BRIDGE CAMPUS



THE AMBROSE SCHOOL  
NORTH CAMPUS

# VARIANTS

This logo may be printed in multiple variants. Each application will determine the style of logo to use. Please follow the guidelines to the right.



THE AMBROSE SCHOOL

*Light Background*



THE AMBROSE SCHOOL

*Dark Background*



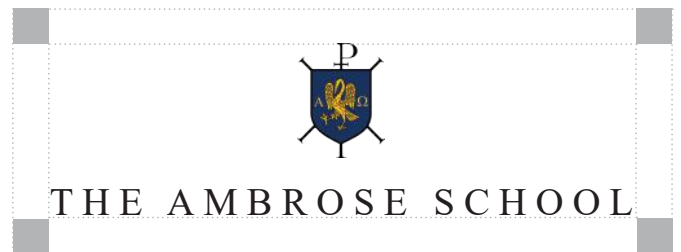
THE AMBROSE SCHOOL

THE AMBROSE SCHOOL

*Alternative: Text Only*



THE AMBROSE SCHOOL



*Clearance around logo.*

# SEAL

The seal is to be used for general marketing, way-finding and informational purposes. This logo includes our motto Soli Deo Gloria [Glory to God Alone].

## Colors

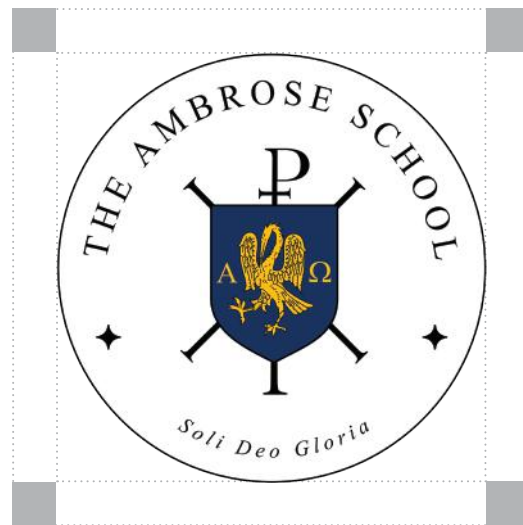
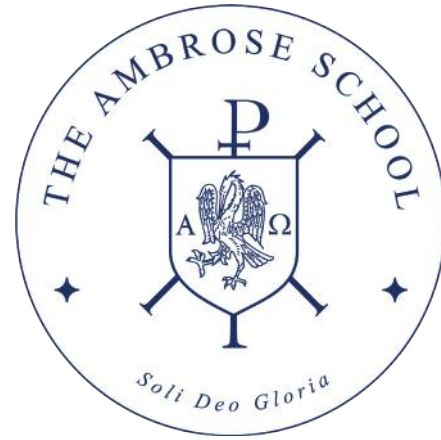
This logo must be printed in the Ambrose official colors, as shown in this guide. The seal may be printed in one color: navy, Columbia blue, black, gray, or white. It may also be printed with a full color crest.

## Sizing and Spacing

Our seal must be kept in proportion. Clear space should be established around the logo to protect its integrity. Clear space also ensures that it is never visually dominated by other elements. The space that has been defined should be kept clear of all type, graphic elements, lines and illustrations.

## Campus Specific

Our seal does not have a campus specific variant.



Clearance around logo.

# VARIANTS

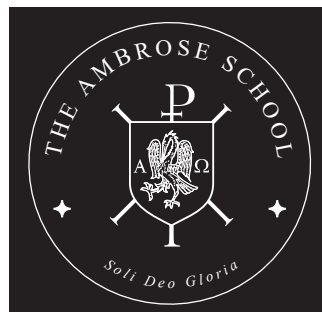
This logo may be printed in multiple variants. Each application will determine the style of logo to use. Please follow the guidelines below.



Light Background



Medium or Dark Background



Dark Background



Engraving or Embossing



# CREST

The Ambrose School's crest should only be used in situations where The Ambrose School's name is already implied. Communication, marketing, or clothing items where the crest is used exclusive of "The Ambrose School" may only be used within the Ambrose community. For example, uniform items, internal communication, or logowear.

## Colors

This logo must be printed in the Ambrose official colors, as shown in this guide. The crest may also be printed in one color: black, navy, gray, or white.

## Sizing and Spacing

Our crest must be kept in proportion. Clear space should be established around the logo to protect its integrity. Clear space also ensures that it is never visually dominated by other elements. The space that has been defined should be kept clear of all type, graphic elements, lines, and illustrations.

## Campus Specific

Our crest does not have a campus specific variant.



Clearance around logo.

# VARIANTS

This logo may be printed in multiple variants. Each application will determine the style of logo to use. Please follow the guidelines below.



Light Background



Dark Background



Engraving or Embossing



Engraving or Embossing



# Archer Athletics



Archer athletic logos are to be used only on items related to the Athletic Department. Examples include logowear, team uniforms and sports schedules. They are to be printed using the Ambrose colors as shown in this guide. **Formal logos and athletic logos are not to be combined; only one type of logo should be used.**

## LOGOWEAR & MASCOT

Logowear consists of clothing items that have been printed or embroidered with our logos. When it comes to athletic logowear, you may choose from our varsity A, Archer, or two different styles of arrows. The Archer serves as the mascot for The Ambrose School.



### Colors

Athletic logos must be printed in any of the Ambrose colors and in any combination. The Archer and arrows are printed in one color: navy, Columbia blue, gold, black, gray, or white.

### Sizing and Spacing

Our athletic logos must be kept in proportion. Clear space should be established around the logo to protect its integrity. Clear space also ensures that it is never visually dominated by other elements. The space that has been defined should be kept clear of all type, graphic elements, lines, and illustrations.



*Only one style of arrow is to be used on the same item.*

## VARIANTS

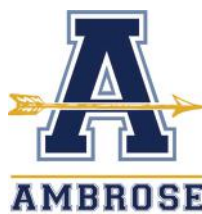
Our varsity A logo may be printed in multiple variants. Each application will determine the style of logo to use. Please follow the guidelines below.



*Light Background*



*Medium or Dark Background*



*With Text Below*



*Two Color Option*



*Two Color Option*

## INDIVIDUAL SPORTS

Sports logos are logos that have been designed with a specific sport in mind. For example, basketball, volleyball or cross country. These logos are typically used for logowear and social media posts.

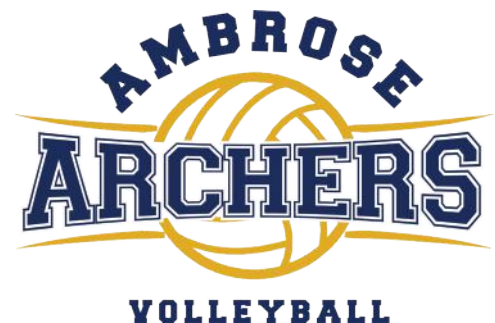
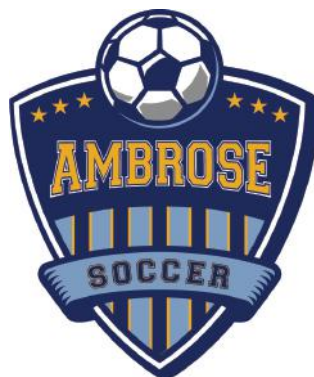
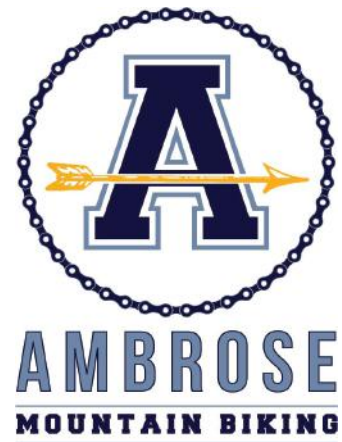
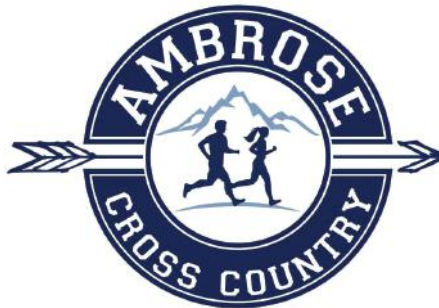
### *Colors*

Sports logos must be printed in any of the Ambrose colors or in one color: navy, Columbia blue, gold, black, gray, or white.

### *Sizing and Spacing*

Our sports logos must be kept in proportion. Clear space should be established around the logo to protect its integrity. Clear space also ensures that it is never visually dominated by other elements. The space that has been defined should be kept clear of all type, graphic elements, lines, and illustrations.

# AMBROSE ARCHERS



# House Program

All students in grades 7-12 are inducted into a House when they enter the school. This classical system of intramural activity began in British boarding schools, and provides excellent leadership opportunities and camaraderie across grades.

## LOCUST GROVE CAMPUS

The Locust Grove Campus Houses are named after the great theologians: George Whitefield, William Bradford, William Tennent, John Winthrop, Jonathan Edwards, Francis Schaeffer, B. B. Warfield, and Geerhardus Vos.

### Colors

House logos may be printed in white, black, silver/gray, gold/yellow, or their corresponding House color. Refer to the House color palette section for the official House Program colors.

### Restrictions

House logos may not have elements added or deleted. However, printing only the name and mascot text without the logo is permissible.

They must remain in proportion and cannot be distorted.

**BRADFORD**

**GLADIATORS**



**EDWARDS**

**WARRIORS**



**SCHAEFFER**



**TENNENT**



**VOS**

**CAVALIERS**



**WARFIELD**  
**CENTURIONS**



**WHITEFIELD**



**WINTHROP**



## NORTH CAMPUS

The North Campus Houses are named after the great theologians, Abraham Kuyper and Martin Luther.

### *Colors*

House logos may be printed in white, black, silver/gray, gold/yellow, or their corresponding House color. Refer to the House color palette section for the official House Program colors.

### *Restrictions*

House logos may not have elements added or deleted. However, printing only the name and mascot text without the logo is permissible.

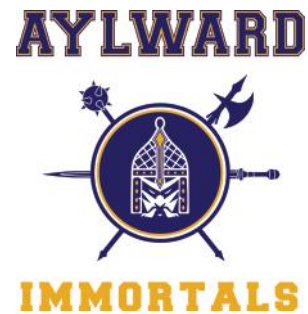
**They must remain in proportion and cannot be distorted.**



## BRIDGE CAMPUS

The Bridge Campus Houses are named after the great theologians: John Wesley, Cameron Townsend, David Livingstone, and Gladys Aylward.

The same guidelines for colors and restrictions stated above also apply to our Bridge Campus House logos.



# Additional Needs

The Ambrose School often organizes various school clubs and events, necessitating the creation of unique logos. This serves as a convenient method to establish a distinct identity for each club or event within the school community.

## SCHOOL CLUBS

School clubs on all campuses frequently require a distinctive logo for club shirts or marketing purposes. Should you require a logo design, please contact our Graphic Designer. If you would like to order a shirt, contact our Uniform Coordinator.

Here are a few examples of school club logos and shirts.



*Chess Club*



*Choir*



*Orchestra*

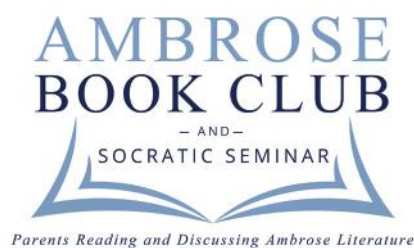
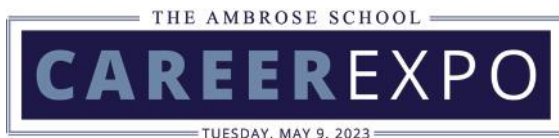


*Mock Trial*



## SCHOOL EVENTS

Our Graphic Designer is responsible for creating all-school event logos and graphics, including those for Storytime, Mens Prayer, Fall Festival, Archer Giving Week, Grandparents Day, Ambrose Career Expo, and other events.



# INCORRECT LOGO USAGE

If you have any questions about the use of our logos, please ask. Below are a few examples of what NOT to do.

## *Logo Alterations*

Our logos are our brand. It is very important that they are **not altered for ANY reason.**

### LOGO ELEMENTS

Do not rearrange any of the logo elements to create a new or different logo. Keep all elements together and **DO NOT:**

- Rearrange elements to create a new logo
- Add or subtract elements
- Add special effects like a shadow or gradient
- Rotate logos

### COLORS

Do not add or use any colors outside of the official Ambrose colors in this guide.

Please use the correct logo that corresponds to the background value—light logo to dark background, dark logo to light background.

### FONTS

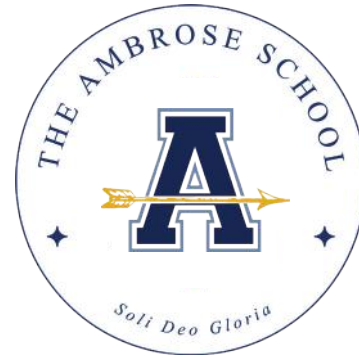
Logos must retain their original integrity. Unapproved fonts can not be used for the school name.



*Logo with Incorrect Background Color Value*



*Rearrange Elements*



*Add or Subtract Elements*



*Special Effects*



*Rotation*



*Incorrect Font*





# Color Palette



The following colors are to be used to create strong brand recognition and to leave a lasting impression. The primary colors should be used as the main colors and the secondary colors should be used to provide visual contrast.

## AMBROSE COLORS

These are the approved and official Ambrose colors. There are no exceptions and colors can not be added. Logos should not be reproduced in any other colors.

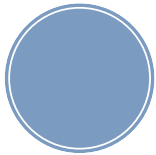
### Primary

Our primary colors are navy blue, Columbia blue, and gold.



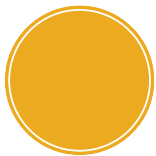
*Navy Blue*

Pantone: 655 C  
CMYK: 100, 89, 36, 43  
RGB: 15, 37, 78  
HEX #0F254E



*Columbia Blue*

Pantone: 652 C  
CMYK: 62, 42, 20, 1  
RGB: 109, 135, 168  
HEX #6D87A8

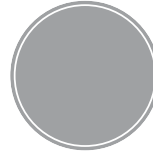


*Gold*

Pantone: 124 C  
CMYK: 13, 33, 100, 0  
RGB: 224, 170, 15  
HEX #E0AA0F

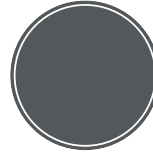
### Secondary

Our secondary colors are grey, dark grey, black, and white.



*Grey*

Pantone: 422 C  
CMYK: 40, 31, 32, 1  
RGB: 159, 162, 163  
HEX #9FA2A3



*Dark Grey*

Pantone: 425 C  
CMYK: 66, 56, 53, 29  
RGB: 84, 87, 90  
HEX #54575A



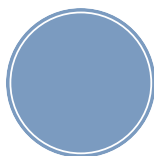
*Black and White*

## EMBROIDERY COLORS

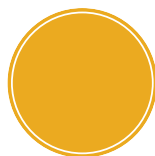
Embroidery is mainly used on our school uniforms; however, it may also be used on logowear and athletic uniforms. It is best to view a thread sample from the vendor to ensure a correct color match



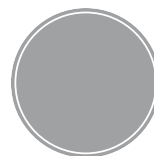
*Navy*



*Light Blue*



*Gold*



*Dark or Light Grey*



*White*

# HOUSE COLORS

House colors may be interchangeable. For example, a House color may be used as ink on white or gray apparel or it may be used as the apparel color itself. White is the secondary ink for all Houses. NOTE: Please contact the school's Graphic Designer if you need CMYK, RGB, or HEX House colors.



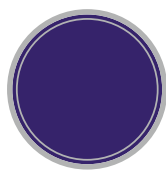
## Locust Grove Campus House Colors



### *Bradford Gladiators*

House Color: Navy  
Pantone: 287 C

Accent Color: Gold  
Pantone: 124 C



### *Edwards Warriors*

House Color: Purple  
Pantone: 2685 C

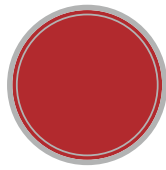
Accent Color: Grey  
Pantone: 421 C



### *Schaeffer Phoenix*

House Color: Maroon  
Pantone: 1815 C

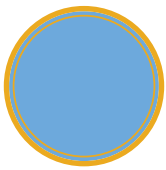
Accent Color: Gold  
Pantone: 124 C



### *Tennent Olympians*

House Color: Red  
Pantone: 1805 C

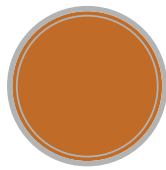
Accent Color: Grey  
Pantone: 421 C



### *Vos Cavaliers*

House Color: Light Blue  
Pantone: 284 C

Accent Color: Gold  
Pantone: 124 C



### *Warfield Centurions*

House Color: Burnt Orange  
Pantone: 153 C

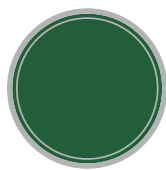
Accent Color: Grey  
Pantone: 421 C



### *Winthrop Titans*

House Color: Black  
Pantone: 7547 C

Accent Color: Gold  
Pantone: 124 C

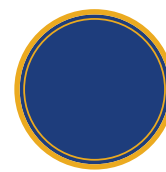


### *Whitefield Spartans*

House Color: Forest Green  
Pantone: 7483 C

Accent Color: Grey  
Pantone: 421 C

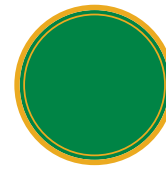
## Bridge Campus House Colors



### *Aylward Immortals*

House Color: Navy  
Pantone: 287 C

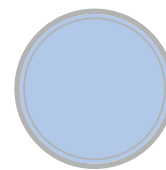
Accent Color: Gold  
Pantone: 124 C



### *Wesley Knights*

House Color: Kelly Green  
Pantone: 348 C

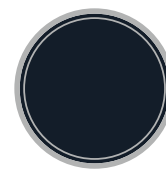
Accent Color: Gold  
Pantone: 124 C



### *Townsend Griffins*

House Color: Powder Blue  
Pantone: 658 C

Accent Color: Grey  
Pantone: 421 C

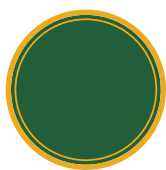


### *Livingstone Lions*

House Color: Black  
Pantone: 7547 C

Accent Color: Grey  
Pantone: 421 C

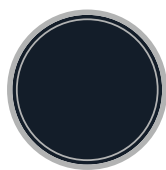
## North Campus House Colors



### *Lewis Lions*

House Color: Forest Green  
Pantone: 7483 C

Accent Color: Gold  
Pantone: 124 C



### *Kuyper Dragons*

House Color: Black  
Pantone: 1815 C

Accent Color: Grey  
Pantone: 421 C



# Typeface



The task of picking fonts is sometimes a challenging process. There seem to be endless choices—from normal, conventional-looking fonts to novelty candy cane fonts—with no way of understanding the options, only never-ending lists of categories and recommendations. Selecting the right typeface is a mixture of firm rules and loose intuition.

## DIGITAL APPLICATION

These are the primary typefaces for all digital applications. This includes Google Docs or Slides, website, and social media use. They lend a traditional feel to marketing web-based applications.

### Title

Titles are considered the largest “title” on the page. This typeface is to be used sparingly and only to emphasize a main title. Font needs to be ALL caps and the tracking (or spacing) increased if platform permits.

### TIMES NEW ROMAN (TNR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Subtitle

Subtitles are a secondary title, or titles to a paragraph, column, or headline. Standard subtitle size is smaller than title font and is in sentence case. Font needs to be in italics and the tracking (or spacing) increased if platform permits.

### *Times New Roman*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
0123456789

### Body Text

The body of a document, web, or marketing application shall be in one of two typefaces. Our primary typeface is Open Sans\*, however, if that is not available, Calibri or Arial are to be used in its place. Standard body size is in sentence case.

### Open Sans Regular or Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

\*Open Sans is available to download at [1001fonts.com](http://1001fonts.com).

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# PRINT APPLICATION

These are the primary typefaces for all print applications. They lend a traditional feel to marketing and office applications. Please note that digital typeface will vary (see the 'Digital Application' section).

## Title

Titles are considered the largest "title" on the page. This typeface is to be used sparingly and only to emphasize a main title. It is to be used in sentence case.

Numbers and symbols are not available in the Volstead\* font. Please use Rage Italic for numbers and symbols in a title. **\*Volstead is available to download at dafont.com.**

*Volstead*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Rage Italic*

0123456789  
/ - " ' ( ) &

---

## Title or Subtitle

Subtitles are a secondary title, or titles to a paragraph, column, or headline. If Volstead is not used as the title font, TNR must be the title font. Standard font size is 14 point. Font needs to be ALL caps and the tracking (or spacing) increased if software permits.

**TIMES NEW ROMAN (TNR)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

---

## Subtitle 2

Subtitles are a secondary title, or titles to a paragraph, column, or headline. If TNR all caps is used for the title, TNR italics is used for the subtitle. Standard subtitle size is smaller than title font and is in sentence case. Font needs to be in italics and the tracking (or spacing) increased if software permits.

*Times New Roman*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

## Body Text

The body of a document or marketing application shall be in one of two typefaces. Our primary typeface is Open Sans\*, however, if that is not available, Calibri is to be used in its place. Standard body size for Open Sans is 9 point and is in sentence case.

**\*Open Sans is available to download at 1001fonts.com.**

**Open Sans Regular or Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Calibri**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

« « « « « «  
« « « « « «  
« « « « « «

# ATHLETIC TYPEFACE

In addition to our main fonts, these additional fonts have been authorized for use on logowear and sports uniforms.

\*All athletic fonts are available to download at [dafonts.com](http://dafonts.com).



## VARSITY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## FRESHMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## 28 DAYS LATER

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# SPECIALTY FONTS

Specialty fonts may be used for unique occasions, promotional purposes, or branded logowear. Since specialty fonts are not commonly applied, they can help create a distinctive logo or marketing materials. Fonts that are not our print, digital, or athletic typeface must be approved before being used.

Christmas program invitations

**DRAMA PROGRAM**

**Logowear**

AUCTION PROGRAM



Protocol Invitations

*Storytime Postcards*

25TH ANNIVERSARY LOGO

FUNDRAISER TOURNAMENT

# TYPESETTING GUIDELINES

Headline: 70 pt .....

*Volstead*

Subtitle: 14 pt  
with tracking set at 200 .....

TIMES NEW ROMAN

Body: 9 pt  
with 15 pt leading .....

Body needs to be Open Sans or Calibri. This is a sample of what the body would look like. When possible, adjust the leading to be slightly larger than 'auto'. (Leading is the space between lines.)

PRINT APPLICATION

Headline: 14 pt  
with tracking set at 200 .....

TIMES NEW ROMAN

Subtitle: 12 pt  
with tracking set at 100 .....

*Times New Roman Italics*

Body: 9 pt  
with 15 pt leading .....

Body needs to be Open Sans, Calibri, or Arial. This is a sample of what the body would look like. When possible, adjust the leading to be slightly larger than 'auto'. (Leading is the space between lines.)

PRINT OR DIGITAL APPLICATION

## Quote Option 1

Open Sans (regular or italics) .....

“To be or not to be...”  
SHAKESPEARE

*To be or not to be...*  
SHAKESPEARE

## Quote Option 2

Times New Roman (regular or italics) .....

“To be or not to be...”  
SHAKESPEARE

*To be or not to be...*  
SHAKESPEARE

List style: left indent with  
bullet point, Open Sans  
9 pt, with 15 pt leading .....

- Second grade studies ancient Mesopotamia and Egypt
- Third grade studies ancient Greece and Rome
- 11th grade studies medieval Europe

Body highlight: .....

Please contact our Admissions Director at  
[admissions@theambroseschool.org](mailto:admissions@theambroseschool.org).





# Social Media Applications



Our style guide helps us to form an environment and brand that encompasses The Ambrose School, and not a specific department, group, or campus. This helps to create a cohesive brand and unite our three campuses. Social media platforms the school currently uses include ParentSquare, Instagram, and Facebook.

## POSTING & MESSAGING

All posts from any social media platform need to adhere to the guidelines in this style guide. This includes but is not limited to writing style, colors, fonts, and logos.

### *Guidelines for Communication*

- Ambrose has a voice specific to our school. The writing style for all posts, should follow the guidelines for tone and voice, grammar, and punctuation. (See page 38)
- All language in posts shall be professional and fit within the decorum and mission of The Ambrose School. Derogatory words, sarcasm, etc. are not permitted. (Mission statement is on page 6.)
- While posting, please do not paraphrase or change words in important statements or verbiage the school has formally publicized. This includes, but is not limited to: our mission statement, our convictions, Goals of a Graduate, and any rules in the Parent and Student Handbook.



ParentSquare



Instagram



## USING CANVA

The Ambrose School has a Canva account that is available to all Communication Managers on all campuses. Please contact the Communication Manager on the Locust Grove Campus for login details.

### *Brand Portal (Always enter through this)*

- **Brand kit** contains our colors and fonts and will automatically appear when altering text or shapes. Please use only those colors.
- **Logos** are The Ambrose School logos. The primary logo, campus logos, crest, seal, etc.
- **Graphics** are the Archer athletic logos. Sports logos, arrows, the varsity A, etc.

### *Images and Graphics Location*

- **All-school event graphics** are created by the school's Graphic Designer and are located on Google Drive: Ambrose Logos > Social Media Logos and Images > campus folder. *Examples: Moms in Prayer, Mens BBQ, Christmas program, dances, auction, Fall Fest, etc.*
- **Canva templates** are used for ParentSquare and Instagram posts and stories. They are in the Canva account under: Projects > Social Media Templates. **See the next page for template guidelines.**

# BRAND TEMPLATE GUIDELINES

Templates have been created in Canva for the use of all campuses. It is understood that those templates shall be used for **ALL** posts and stories on social media platforms when there is text involved. This includes sports highlights, preview nights, Ambrose Book Club, special campus events like a Christmas concert or mom's coffee, etc. **If only photos are being posted, there is not a need for a template.**

## Template Guidelines

- **DO NOT CREATE YOUR OWN TEMPLATE.** This allows all posts to look like they came from one account and unifies the campuses.
- Do not resize or move anything on the template. (The option shouldn't be available, but if it is, don't adjust anything.)
- If there is an Ambrose logo or symbol already on the template, please do not add another logo or symbol. (If there is a logo on the template and then you add a photo with our logo on a student's sweater, that is fine.)

## How to Edit Text or Add a Photo

- **TEXT:** Double click on the text to type your own. Please pay attention to all caps text. The text should be locked and the user should **not** be able to reposition.
- **PHOTO/LOGO:** Drag the photo or logo into the placeholder image on the template. Double click to move the image around or resize inside the "frame".
- **Please use photos versus illustrations** as the "image" in a social media template. A photo is a better representation of our branding style. As a general rule, choose a photo that best suits your event. For example, if you are posting about a Christmas party, then you would want to use an image that invokes Christmas (a Christmas tree, a nativity scene, etc.) This allows for creative license, while creating a post that reflects the event but unifies all campuses.

## Templates for Stories

Use one large photo at the top BEHIND the V. Below the photo enter your event details, location, link, or stickers. Do not make your text too large. Have space around it.



Instagram Stories White  
Your Story



Instagram Stories Blue  
Your Story

## Templates for ANY Digital Posting

Use one large logo or photo. Only have the title and date or time on the template. All of the other information: place, details, etc. should be below the template in the post description.



Post Template 4  
Instagram Post



Post Template 3  
Instagram Post



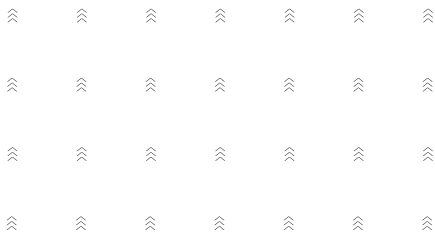
Post Template 2  
Instagram Post



Post Template 1  
Instagram Post



Campus Event Template



# Office Applications

Consistency builds trust. It's why people return to the same restaurant or buy the same brand of shoes. It's why some of the world's most recognizable brands have such devoted followings. Consistency throughout ALL applications is very important. Below are the guidelines for The Ambrose School's office applications.

## EMAIL & GOOGLE

The Ambrose School uses Gmail as our official email platform. Below are the guidelines to set up your email signature and Google account photo. If you need help, please see the school's HR Manager or Graphic Designer. **See the Writing Guidelines section for official job titles.**

### Email Signatures

Please pay close attention to spacing, punctuation, and verticals lines.

FIRST AND LAST NAME  
Job Title .....  
phone | (208) 111-2222  
[csmith@theambroseschool.org](mailto:csmith@theambroseschool.org)

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**THE AMBROSE SCHOOL**  
6100 N. Locust Grove Rd. | Meridian, Idaho | 83646  
(208) 323-3888 | [www.TheAmbroseSchool.org](http://www.TheAmbroseSchool.org)

LEAVE A SPACE!

### Gmail Typesetting

**NAME:** Normal pt, Serif, Bold, R7 G55 B99 (color), UPPER CASE

**JOB TITLE:** Small pt, Sans Serif, R7 G55 B99 (color), Sentence Case  
.....  
.....

LEAVE A SPACE!

**PHONE:** Small pt, Sans Serif, R102 G102 B102 (color), lower case

**EMAIL:** Small pt, Sans Serif, lower case  
.....

**SCHOOL NAME:** Large pt, Serif, Bold, R7 G55 B99 (color), UPPER CASE

**ADDRESS:** Small pt, Sans Serif, R102 G102 B102 (color), Sentence Case

### Closing & Quotes

Please do not add anything extra. This includes: closings (thank you, sincerely, etc.) Bible verses, literature quotes, philosophy quotes, mottoes, etc. You are welcome to add these in your email body, but do not add them to your email signature.

### Google Account Photo

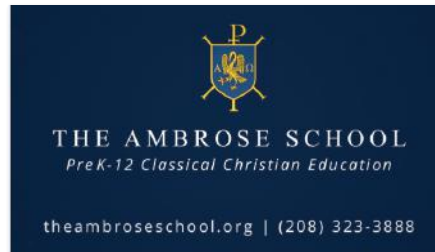
**Only use your picture taken by the school.** You can go to the school's website to save your picture and upload it to your Google account.

# PAPER GOODS

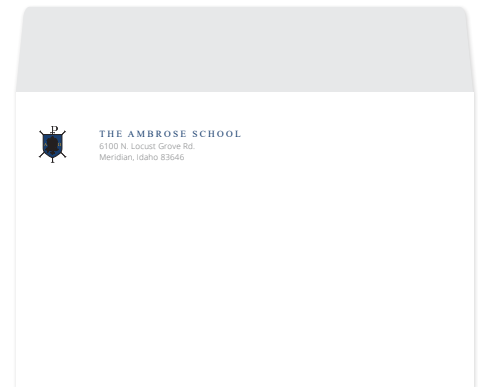
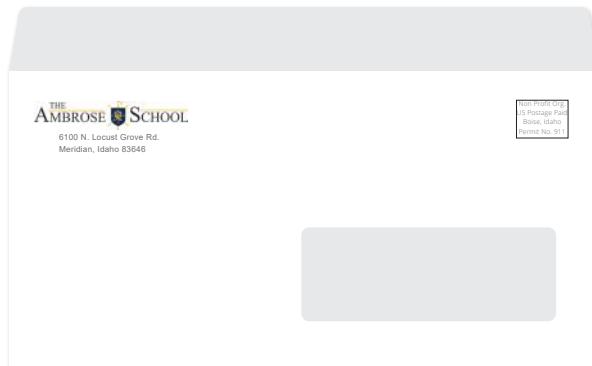
Please see the office on the Locust Grove Campus for stationery and business card needs.

## Business Cards

See the Writing Guidelines section for official job titles.



## Pre-Printed Envelopes



## Stationery

**BIRTHDAY CARDS**  
5.5" x 4" Flat card with foil

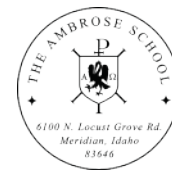


Front



Back

**RETURN ADDRESS STAMP**  
Black Ink



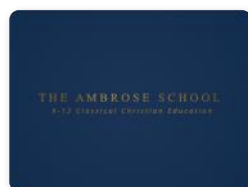
**LETTERHEAD**  
8.5" x 11" White paper with a linen finish



**FOLDED CARDS**  
5.5" x 4" Blank card



**FLAT CARDS**  
5.5" x 4" Flat card with foil



Front



Back

# Apparel Applications



The Ambrose School holds the belief that classic never goes out of style. Whether it's a camp shirt, athletic uniform, or an embroidered school sweater, all should embody a timeless style and design.

## EMBROIDERY

Our school uniforms have specific logo applications, with only the original logo or crest being allowed, and it must be embroidered. All items are available for purchase and embroidery from our uniform supplier, Educational Outfitters.

### *Formal Sweaters*

All K-8th grade students are required to wear a formal sweater with their uniform on formal days. The logo embroidered on those sweaters is to be placed on the left upper chest.

### *Polo Shirts*

All 5th-12th grade students have the option to wear polo shirts on non-formal days. The logos are to be placed on the left upper chest. The gold logo is only to be used on navy polos.

### *Fleece Jackets*

All K-12th grade students have the option to wear a fleece jacket on non-formal days. The crest is to be placed on the left upper chest. The only logo to be used is the crest.

### *Staff Apparel*

Our local uniform supplier, Educational Outfitters, has a site for staff to order clothing items with Ambrose logos. These are optional items but are available to staff. The embroidery options are the crest or the original logo.



## Locust Grove Campus



## SCREEN PRINTING

Logowear, camp shirts, and athletic uniforms are our apparel that is screen printed. Logowear is worn to Ambrose athletic games or to display school spirit and is available for our entire school community.

### Colors

Logowear colors must align with the color palette outlined in the style guide. If you wish to use a non-official school color for apparel, please reach out to the design committee for approval.

### Style

The style of our logowear is a classic, varsity look. Logowear should be simple and tasteful and while proudly representing the Ambrose brand.

**Sleeveless shirts or low necklines are not permitted.**

## Bridge Campus



## HOUSE LOGOWEAR

Members in their respective Houses are eligible to wear House logowear. For example, to wear a Bradford shirt, one must be a Bradford Gladiator. At the start of the school year, every student entering seventh grade is assigned to a House during the House retreat. It is during this retreat that they are provided with their designated House shirt.

### Colors

House logowear needs to be kept in accordance with the House color palette in the style guide.

### Style

The style of clothing for House logowear is classic and youthful. A crew neck style is the staple House t-shirt.

## North Campus



# ATHLETIC UNIFORMS & CAMP SHIRTS

All logos must adhere to approved standards and receive authorization from either the Graphic Designer or Uniform Coordinator. It is crucial to ensure the correct usage of the Archer brand.

## *Athletic Uniforms*

The Ambrose School has athletic uniforms for all of our sports teams. When using athletic logos (for apparel, signage, promotional brochures, equipment, etc.) refer to the logo and color specifications outlined in this guide. **All coaches must follow the process below for ordering team uniforms.**

## *Camp Shirts*

Throughout the summer, various camps are organized, where every camper is provided with a shirt. In certain instances, when a particular sport hosts a camp, the coach may require a shirt as well. To facilitate this, please adhere to the ordering process.

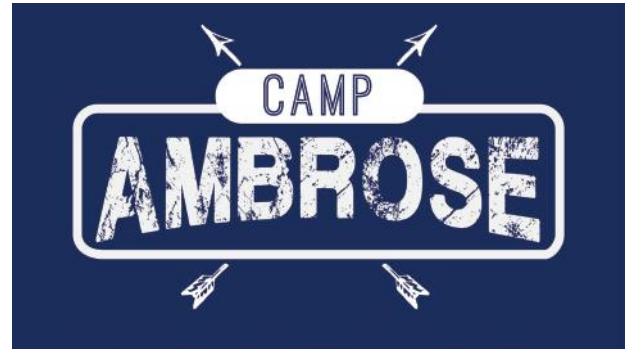
## ORDERING PROCESS

We have formed partnerships with vendors who collaborate with us to provide high-quality products. The implementation of the following process serves multiple purposes and reduces the likelihood of errors. Here are several reasons why ordering from our vendors is crucial:

- The quality of the fabric is paramount in the vendor's application. As a result, vendors are unable to guarantee the quality of their print or embroidery unless they purchase the apparel item. Permitting vendors to purchase our items helps in upholding quality control by the vendor.
- Our vendors usually obtain a significantly better price compared to outsourcing the item ourselves.
- Vendors are aware of copyright concerns that may arise. Some brands prohibit us from adding our logo to their clothing.

All clothing and uniform requests need to follow the procedure outlined on the right. The Uniform Coordinator plays a key role in the design team, allowing the integrity of the Ambrose brand to be maintained.

> > > > > >



### *Start Early*

Please start the ordering process no later than **four weeks** before the required date of the items.

### *Steps to Follow*

1. Contact our Uniform Coordinator at **[uniformcoordinator@theambroseschool.org](mailto:uniformcoordinator@theambroseschool.org)**.
2. The coordinator will walk through the details and collect the necessary information.
3. The coordinator will work with vendors to source the desired items.
4. Items will be shown to coaches with logo mockups for feedback.
5. After approval, the items are ordered and then either printed or embroidered.
6. The item is ready for pickup!



# Tone and Voice



The Ambrose School's identity is shaped by the way we communicate, both in content and tone. It is crucial that all online, social media, and printed materials bearing the Ambrose name maintain a consistent voice. Therefore, it is essential to write thoughtfully, conduct thorough research, choose words meticulously, and proofread diligently. Every piece of communication, including email, is a representation of The Ambrose School.

**Our voice should be confident, classical, formal, academic, Christian, thoughtful, and discerning.** If there is an Ambrose logo attached, it is to be the Ambrose voice. You may not be writing with the goal of representing the school as a whole, but that is how it will be read.

## GRAMMAR & PUNCTUATION

Our preferred writing style is below. Following the guideline ensures that all communication coming from The Ambrose School remains constant and cohesive. This guide is intended for all Ambrose faculty and staff who are writing or editing text for print publications, websites, digital, mobile, promotional, and other content for internal and external audiences.

**abbreviations:** In general, spell out the actual name of the school or campus in the first reference. On subsequent references, use an accepted shortened version.

- The Ambrose School, Ambrose, or Locust Grove Campus
- The Ambrose School North Campus, North Campus, or Ambrose North
- The Ambrose School Bridge Campus, Bridge, or Bridge Campus

**academic titles:** Capitalize and spell out formal titles such as "Head of Schools" or "Dean of Grammar School".

**alumna, alumnae, alumnus, alumni:** Use "alumna" for singular female, "alumnae" for plural; use "alumnus" for singular male, "alumni" for plural; Use "alumnae" for a group including both men and women.

**campus names:** Refer to our three campuses as Locust Grove Campus, North Campus, or Bridge Campus and capitalize accordingly.

**cCe:** Abbreviation for classical Christian education. Only capitalized the second 'c'.

**classical Christian education:** When used within a sentence, only the C in Christian should be capitalized.

**commas:** Use an Oxford comma before the last item in a serial list, e.g., "red, white, and blue." You do not have to use an Oxford comma, however, in some complex sentences (The flag is red, white and blue, and revered as a national symbol).

**dashes:** Use em dashes with no spaces on either side

**drop-off, pick-up:** Use a dash when referencing morning drop-off and afternoon pick-up.

**grade numbers:** When writing a grade in its ordinal form, use words for grades 1–9 and numerals for grades 10, 11, and 12 (first grade, fifth grade, 10th grade). However, if an ordinal number 10 or above starts a sentence, then use words (Twelfth-grade students graduated today). Also, if you are writing four or more grades in the same sentence, then use numerals for all of them (1st, 3rd, 4th, 5th, 8th, and 10th). Kindergarten is lowercase except for the K in pre-K and K–12.

**house:** House is capitalized when referring to the House Program (program is too).

**mascot:** Capitalize Archer or Ambrose Archers.

**numbers:** Numerals under 10 should be spelled out; 10 and above, use figures.

**ParentSquare:** There is no space between Parent and Square

**pre-K:** When written on its own, pre-K is preferable, but when written as The Ambrose School's tagline, please remove the hyphen (Pre K-12 Classical Christian Education).

**school names:** The T, A, and S are capitalized in The Ambrose School. Please capitalize accordingly: Grammar School, Upper School, School of Grammar, School of Logic, and School of Rhetoric. High school or junior high do not have a hyphen and are not capitalized unless at the beginning of a sentence or used as a title (Junior High Drama).

**spacing:** One space after all punctuation, including a colon.

## OFFICIAL JOB TITLES

This is a list of Ambrose job titles, regardless of campus. Campus deans are the only campus specific title.

Please see our Human Resource Manager if you have a question regarding your title.

Please note: if you are a sport or club coach, you do not need to list that in your title unless that is your only job at the school.

### *Dean & Director Titles*

Head of Schools  
Grammar School Dean  
Upper School Dean  
North Campus Dean  
Bridge Campus Dean  
Bridge Campus Assistant Dean  
Academic Dean  
Dean of Student Culture  
Admissions Director  
Development Director  
Events Director  
Athletic Director  
Publications & Marketing Director

### *Department Chair Titles*

Math Department Chair  
Science Department Chair  
Rhetoric Department Chair  
Music Department Chair

### *Grammar School Titles*

Pre-Kindergarten Instructor  
Kindergarten Instructor  
First Grade Instructor  
Second Grade Instructor  
Third Grade Instructor  
Fourth Grade Instructor  
Fifth Grade Instructor  
Sixth Grade Instructor  
Grammar School Music Instructor  
Grammar School Art Instructor  
Grammar School P.E. Instructor  
Grammar School Aide

### *Administrative Titles*

Bookkeeper  
Human Resource Manager  
Facilities Manager  
Facilities Assistant  
Registrar  
Logistics Coordinator  
Graphic Designer  
Uniform Coordinator  
Office Manager  
Administrative Assistant  
Office Assistant  
College Advisor  
IT Manager  
IT Assistant  
Librarian  
Librarian Assistant  
Veritas Manager  
Veritas Barista  
Lunch Coordinator  
Communications Manager

### *Upper School Titles*

Upper School Science Instructor  
Upper School Rhetoric Instructor  
Upper School Math Instructor  
Upper School Language Instructor  
Upper School Humanities Instructor  
Upper School Art Instructor  
Upper School Music Instructor  
Upper School Drama Instructor  
Upper School Composition Instructor  
Upper School Aide

## *Job Title Examples*

### **INSTRUCTOR OF ONE CLASS OR DEPARTMENT**

#### **FIRST & LAST NAME**

Instructor Title

#### **FRODO BAGGINS**

Upper School Humanities Instructor

### **INSTRUCTOR OF TWO CLASSES OR DEPARTMENTS**

#### **FIRST & LAST NAME**

Department Title,  
Department Title

#### **MICHAEL JORDAN**

Facilities Manager,  
Athletic Director

### **INSTRUCTOR AND DEPARTMENT CHAIR**

#### **FIRST & LAST NAME**

Department Chair Title,  
Instructor Title

#### **ALBERT EINSTEIN**

Science Department Chair,  
Upper School Science Instructor

## HONORIFICS

An honorific is a title that conveys esteem, courtesy, or respect for a position or rank.

### **WOMEN**

- Miss (Single, young woman until alumni status age)
- Ms. (Single woman after alumni status age)
- Mrs. (Married woman)

### **MEN**

- Mr. (All men)



[theambroseschool.org](http://theambroseschool.org)

