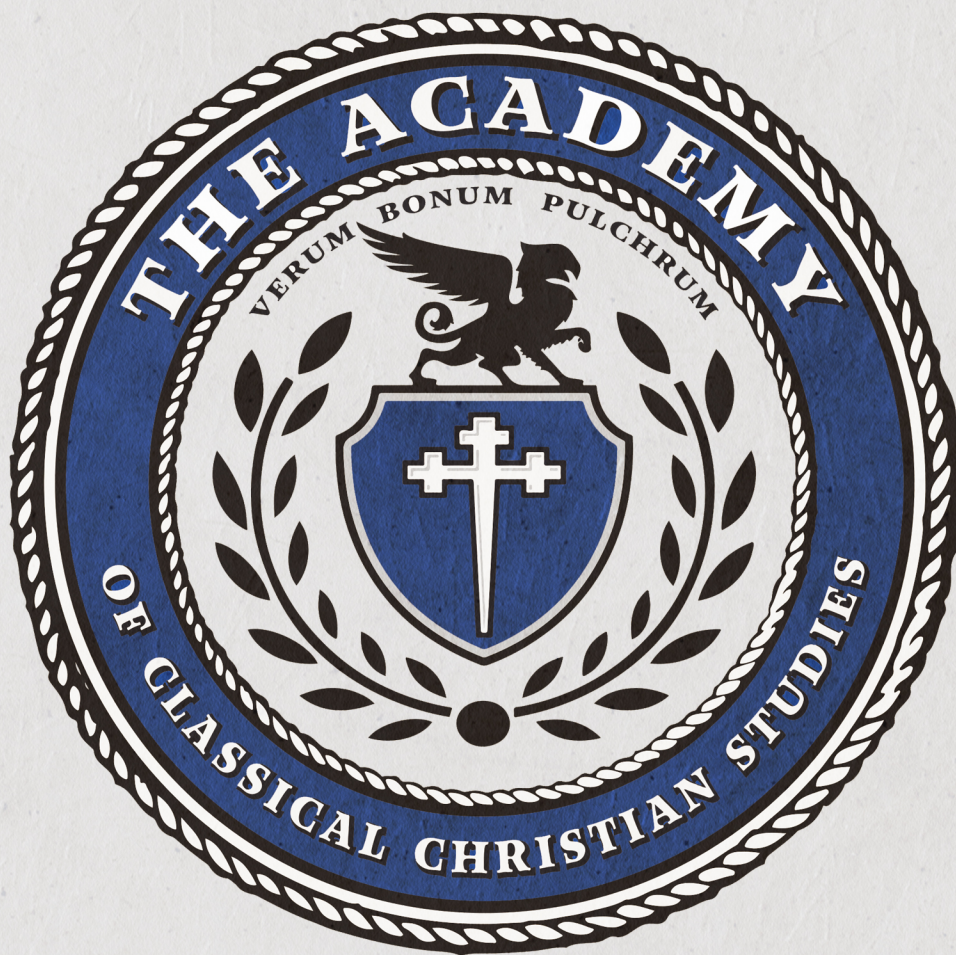




BRAND BOOK





## WHO WE ARE

The Academy of Classical Christian Studies is Oklahoma City's only full-service K-12 classical Christian school, providing a transdenominational offering of multiple models of classical Christian education to over 500 students from more than 300 families from over 75 churches on 3 different campuses across the Oklahoma City metro.





## Our Mission

The Academy of Classical Christian Studies mission is to assist parents in shaping students' affections for Truth, Goodness, and Beauty, for the benefit of man and the glory of Jesus Christ.

### Mission Distinctives

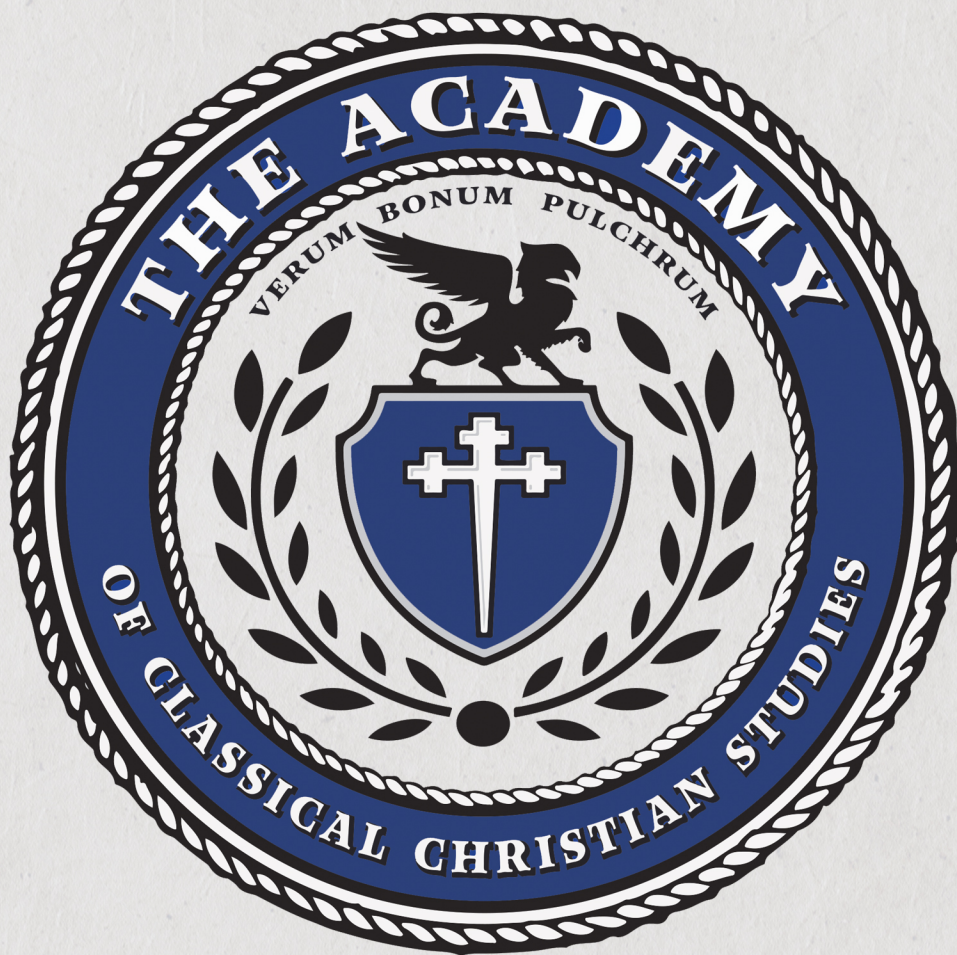
***Assisting Parents*** The fountainhead of the family is upstream from the life of any school. Our legitimacy and sense of calling flows from being secondary to the families from which our children come. Therefore, we are committed to being in partnership with families who desire a classical, Christian education for their child. The implications of this partnership are significant, demonstrating education to be the handmaiden of virtue and wisdom as much as any academic pursuit. By involving parents in this process, we tap into the most critical piece of shaping a child.

***Shaping Affections*** Because love is the meaning and essence of the world, what we learn and remember inevitably involves our hearts as well as our minds. Therefore the brilliance and capabilities of the mind are fully absorbed into the life of the soul lived before the face of God. The result of this approach in the life of a student is a vivid engagement with facts, since they are seen as the very lineaments of Christ in this world which stir our affections toward Truth, Goodness, and Beauty.

***Building the Kingdom*** While education has many fringe benefits, its final purpose lies in living a life of charity for the benefit of our neighbor, and the glory of Christ and his Church. To be clear, this does not remove your final purpose from earth, since the Incarnation is heaven's invasion of earth; rather, it orients our purpose toward the eternal things of God, out of which flows the redeeming of this world and its culture. Our students are gifts not unto themselves, but to God and all that He has made.

***Pursuit of Excellence*** Excellence has obvious qualities—the standards by which we live, teach, and order our surroundings. But it springs from a place yet deeper still—the soul's pursuit of God Himself. It is our desire to engraft a love for biblical wisdom and virtue in all of our students such that their pursuit of excellence is an overflow of a deep wellspring of the heart.







**Verum, Bonum, Pulchrum** -- Translated, “The True, the Good, and the Beautiful,” these three classical “transcendentals” represent the height of our pursuit, Christ himself embodying all three. These serve as a reference point in all that we strive for at The Academy of Classical Christian Studies

**Circle** – Having long been the symbol of infinity, the circle represents a completeness and perfection that few other shapes can illustrate. Because the curved line lacks the harsh angles of intersecting straight lines, it has come to symbolize the all-encompassing and immutable nature of God himself. The side-less circle is infinitely symmetrical, representing the Christian God who has neither body, parts, or passions.

**Concentric circles** – Excellence implies hierarchy, a foundational principle for classical Christian education. Some things are more excellent than others, and our love and affections are to follow suit. St. Augustine calls this proper alignment of the soul the *ordo amoris*, or the “order of love.”

**Shield** – A variation on the medieval heater shield, this piece of our “coat of arms” represents a defense weapon that was manageable on horseback or foot. The biblical imagery of a soldier ready to defend the faith provides us with a vivid symbol of Christian discipleship.

**Cross** – Of the classification *crux immissa*, this combination of three Latin crosses and a lower sword blade is known as the cross flory fitch, or cross fitchy. Whenever three Latin crosses are used together, the symbol of course represents the Trinity. The sword blade at the bottom captures both a symbolism of piety and utility, as pilgrims would thrust the blade into firm ground during daily devotions and prayer, capturing an iconic picture of Christ establishing the church throughout the world. The Academy believes the cross of our Lord to be the very power of God to us who are being saved; the wellspring of all gospel activity, including the education of Christian children.

**Olive branch** – The peace, unity, and concord of God’s people is represented in our use of the olive-branch. Wanting to be at peace with all men and with one another, and realizing it is the peace of Christ which guards our hearts and minds, the olive branch captures a symbol of God’s perfect wholeness come to our work and relationships.

**Griffin** – This majestic half-eagle, half-lion creature of mythology has been used in Christian symbolism to represent the hypostatic union of Christ’s divine and human natures. Further, eagles have long represented dominion of the skies, and lions that of earth, together symbolizing the Lord of heaven and earth.

**Rope** – This symbol, which compasses the outer edge of the circular crest, represents our being bound together in Christ. As the body of Christ, our lives are intertwined at the deepest part of our being --- our hearts, minds, and souls.





# The ACADEMY

of Classical Christian Studies



# The ACADEMY

of Classical Christian Studies



The Academy logo should appear prominently in all communication materials created by the university and its units.



CREST

The ACADEMY  
of Classical Christian Studies

LOGOTYPE

To accommodate the technical needs of various media, there is a horizontal version of The Academy logo including a logotype. In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and its parts. The Academy crest and logotype should not be altered in any dimension outside of explained color variations for unique applications.

- The crest should not be used exclusively without the logotype at any size smaller than 1 1/4 inch diameter.

- The Logotype should be 1/2 the height of the crest. The bottom foot of the large type should align with the horizontals in the cross for symmetry and balance.

- There must be sufficient space around the logo to make sure it stands apart from other visual elements. Text, headlines, photographs, or other graphics should never be closer than 1/4 the diameter of the crest allowing it visual *breathing* room.

Please do not attempt to recreate art for The Academy crest or logo. Do not use another font, other than Garamond for the logotype.

Crest & Logotype files are available for download.



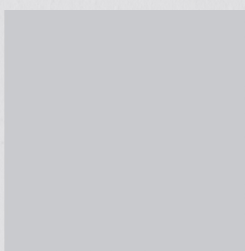
## Primary Color Palette

The color **blue** is representative of truth. This color is symbolic of the decisive goal of all academic pursuits at The Academy of Classical Christian Studies—all of which is God's Truth.

The color **silver** is associated with security, reliability, and intelligence, this color is symbolic of the permanence of our model, of Christian discipleship, and of the Truth.



PANTONE 654C

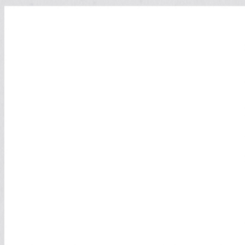


PANTONE 428C

Secondary Color Palette compliments brand colors while allowing creative breadth



PANTONE 447C



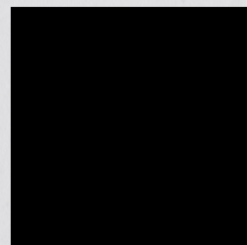
White



PANTONE 657C



PANTONE 7407C



Cool Black

**Fonts** - Open type fonts are useful across platforms (Mac & PC)

### Garamond

The Academy's primary typeface, is a modern classic serif font with a large font family available in a wide range of widths. It is highly legible and suitable for a variety of applications from invitations to books, especially those with long running copy or headers with a formal style need.

### Gill Sans

Highly legible in small text sizes, sans serif fonts, like Gill Sans, are useful where the content is not predominantly running text, such as display screens or posters. Its clean lines and large font family allow a great complimentary font to our brand standard.





# The ACADEMY

of Classical Christian Studies

In rare circumstances where the crest alone wont communicate the name of the school well as a vertically centered presence, the logotype may be used below as such. This should always be considered after the crest alone as solution.



When color is limited this is the only version of a black&white crest to be used. Never white on black.





The ACADEMY  
of Classical Christian Studies

do not alter alignment of crest & logotype



The ACADEMY  
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do nt alter sizing of crest & logotype



The ACADEMY  
of Classical Christian Studies

do not alter colors in crest & logotype



the Academy  
of classical christian studies

do not sumbstitute fonts in crest & logotype



do not stretch dimensions of crest & logotype