

# **AMERICAN VIRTUAL**

## **A C A D E M Y**

### **BRAND STYLE GUIDE**

## **American Virtual Academy:** **A Flexible, Values-Driven Education for K–12**

American Virtual Academy (AVA) is more than just an online school—it's a return to quality education grounded in core American values. In a time when traditional public education often drifts from foundational principles like democracy, individual liberty, and free enterprise, AVA offers families a trusted alternative rooted in clarity, purpose, and excellence.

Serving students in grades K–12, AVA delivers a full private preparatory experience through a flexible, self-paced online model that fits into your life—not the other way around.

Whether your child is a rising athlete, artist, or world traveler, or simply needs a more personalized approach, AVA lets students learn on their schedule with the support of experienced, highly qualified teachers.

Backed by StrongMind's award-winning, multimedia-rich curriculum, AVA combines academic rigor with meaningful engagement—empowering students to build skills that matter. From foundational literacy to advanced college-prep and career-readiness courses, students receive an education designed to challenge, inspire, and prepare them for real-world success. And because education doesn't stop at academics, AVA promotes holistic well-being, encourages parental involvement, and offers direct engagement with industry leaders and mentors.

This is education the way it should be—flexible, empowering, and aligned with your family's values.

**American Virtual Academy: A smarter path forward. On your terms.**



# BRAND LOGO

## Full Color Logo (vertical)

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## Full Color Logo (horizontal)

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# BRAND LOGO

## 1-Color Logo (vertical)

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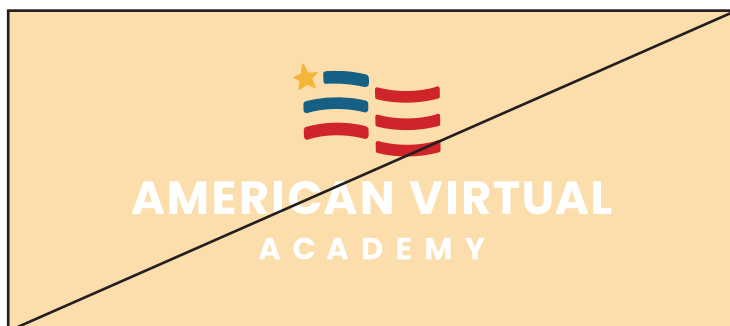
## 1-Color Logo (horizontal)

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## Incorrect Uses on Color

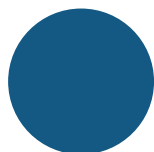
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# BRAND COLORS

## Primary Colors

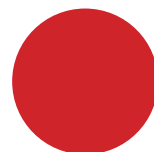
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Dark Blue

RGB  
14, 89, 131

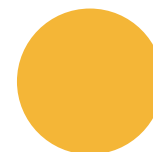
HEX  
#0E5983



Patriot Red

RGB  
206, 36, 41

HEX  
#CE2429



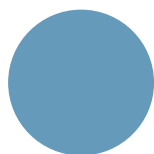
Gold Yellow

RGB  
242, 82, 157

HEX  
#F2B639

## Secondary Colors

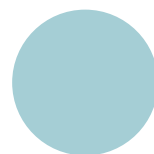
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Steel Blue

RGB  
102, 154, 188

HEX  
#669ABC



Light Aqua Blue

RGB  
167, 206, 213

HEX  
#A7CED5



Soft Cream

RGB  
252, 222, 172

HEX  
#FCDEAC

# BRAND TYPOGRAPHY

## Primary Typeface (headers)

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### **Poppins Bold**

**Abcdefghijklmnopqrstuvwxyz**

### Poppins Regular

Abcdefghijklmnopqrstuvwxyz

### **Poppins SemiBold**

**Abcdefghijklmnopqrstuvwxyz**

### Poppins Light

Abcdefghijklmnopqrstuvwxyz

### **Putting core American values back into a quality education**

As each year goes by, America's founding principles of democracy, free-markets, and individual liberties become less central to the educational experience.

We know parents are eager for educational choices outside of the public system, where they can trust their child is receiving a quality education without hidden agendas. **American Virtual Academy<sup>SM</sup> (AVA)** is a private preparatory online school for grades K-12, dedicated to re-establishing core American values for a more robust, quality education. With experienced, highly qualified teachers who provide personalized support and a trusted award-winning curriculum, **American Virtual Academy<sup>SM</sup> (AVA)** offers an education made for your family.

SAMPLE

## Alternate Typeface (when the primary typeface is not available)

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### **Open Sans**

**Abcdefghijklmnopqrstuvwxyz**

### **Open Sans Semi Bold**

**Abcdefghijklmnopqrstuvwxyz**

### **Open Sans Regular**

**Abcdefghijklmnopqrstuvwxyz**

# BRAND IMAGERY

## Stock Photo Use

- Use real, diverse lifestyle imagery of students engaging online and during their extracurricular activities
- American themes can subtly echoed (flags, stars)
- Avoid overly corporate stock photos





## Line Art Icon Style (outline icons)

- This icon set follows a playful, hand-drawn doodle style, evoking creativity, approachability, and the youthful spirit of education.
- Icons mimic freehand drawing with intentionally imperfect lines, giving a whimsical, casual, and human feel.
- Each icon uses one of the six defined brand colors. Color is used for outlines rather than fills, maintaining visual consistency and avoiding visual clutter.
- No gradients, shadows, or fills—only colorful line strokes. Icons are easily scalable and maintain clarity in small sizes.
- Ideal for use in patterns, section dividers, icons, or supporting illustrations.
- The star icon from the logo can be utilized in the same style – but in outline form.



## Overview

American Virtual Academy’s voice reflects the values at the heart of its mission: clarity, freedom, excellence, and personal empowerment.

Our voice is confident but not boastful, principled yet compassionate, and always clear and direct. It should resonate with families seeking an educational experience that prioritizes flexibility, tradition, and meaningful preparation for the future.

## Core Voice Attributes

Attribute	Description	Example
Grounded	Rooted in American principles like liberty, free enterprise, and democratic ideals. We speak with conviction and clarity.	“At AVA, students rediscover the power of education built on time-honored values.”
Empowering	We believe in the potential of every student. Our tone inspires and uplifts, reinforcing the learner’s autonomy and future success.	“Your child’s goals matter. AVA helps them achieve those goals—on their terms.”
Supportive	Our communication is reassuring and accessible, especially for families navigating educational choices.	“Wherever your child is on their journey, we’re here to guide and support each step.”
Flexible & Modern	We use technology and innovation to serve students on their schedules. Our tone reflects a blend of convenience and credibility.	“A full preparatory education—when and where it works for your family.”
Respectful & Professional	We address our audience with respect and speak as educators committed to excellence. We avoid slang, jargon, and overly casual language.	“AVA offers a private school-caliber experience with a personal touch.”

## Voice in Practice

### When Describing the School

- Use purposeful, value-centric language.
- Emphasize the differences between AVA and traditional education.
- Highlight flexibility and personalization.

*“AVA is more than an online program—it’s a values-driven academic experience built to fit your life.”*

### When Speaking to Parents

- Acknowledge their role and insight.
- Speak as a trusted partner, not an authority.

*“You know what’s best for your child. We’re here to help you deliver it.”*

### When Speaking to Students

- Be inspiring, clear, and motivating.
- Show that AVA understands their goals and challenges.

*“Whether you’re preparing for college, launching a career, or exploring your passions, AVA gives you the tools to succeed.”*