

CUYAHOGA VALLEY  
CHRISTIAN ACADEMY

**HOUSE SYSTEM  
BRAND GUIDE**



## USING THIS BRAND GUIDE

This Guide provides specifications to accurately utilize the CVCA House System elements. To help us maintain brand consistency, please utilize these standards when creating House documents and promotional materials.

Creation, application, or any use of the CVCA House System brand elements must conform to approved standards as authorized by Cuyahoga Valley Christian Academy. It is imperative that these House System elements are used properly on all merchandise, web and printed materials, signage, etc. in a quality manner.

When using CVCA House System elements, whether for internal use, departmental use, organization use, or otherwise displayed, all specifications in this Brand Guide must be met.

## HOUSE IDENTITY COLORS

All colors used in House materials should be from the approved list in this Guide. Specific colors are provided for both print and web.

## HOUSE IDENTITY FONTS

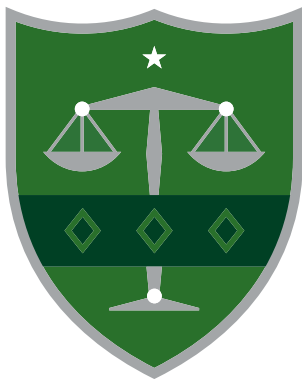
Whenever possible, use the approved fonts dictated in this Guide. If the font is not available, use a similar style.

## HOUSE CRESTS AND LOGOS

Proper crest and logo usage is detailed in this Guide. A wide variety of approved images for every House are available in several formats in the CVCA House Google folder accessible at [cvcaroyals.org/staff-resources](http://cvcaroyals.org/staff-resources).

Questions regarding House element usage, may be sent to Anna Lile at [alile@cvcaroyals.org](mailto:alile@cvcaroyals.org).

## OUR FOUR HOUSES



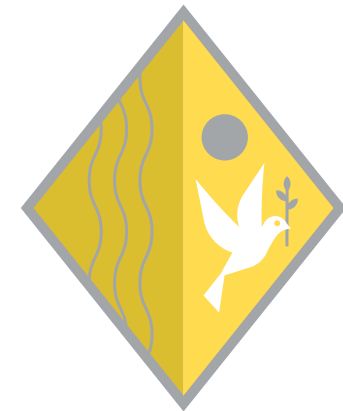
DOUGLASS  
HOUSE



TOZER  
HOUSE



LEWIS  
HOUSE



ELLIOT  
HOUSE

## APPROVED COLOR OPTIONS

Color on digital screens may look different in print. To ensure color accuracy, always use the exact colors listed below.

- Pantone numbers should be used for custom printing, such as screen printing or embroidery.
- CMYK values should be used for print materials.
- RGB values should be used for digital applications.
- HEX codes are six-digit combinations (shorthand for RGB values) which can be used for website applications.



Pantone 3435 CP  
Hex #004023  
C 89 R 0  
M 45 G 64  
Y 92 B 35  
K 56



Pantone 364 CP  
Hex #29712A  
C 84 R 41  
M 32 G 113  
Y 100 B 42  
K 21



Pantone 7447 CP  
Hex #4F3B80  
C 83 R 79  
M 191 G 59  
Y 17 B 128  
K 5



Pantone 2587 CP  
Hex #7F59A5  
C 57 R 127  
M 76 G 89  
Y 0 B 165  
K 0



Pantone 181 CP  
Hex #751A16  
C 31 R 117  
M 96 G 26  
Y 97 B 22  
K 43



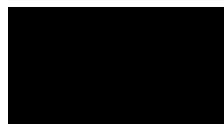
Pantone 7620 CP  
Hex #B52625  
C 20 R 181  
M 98 G 38  
Y 99 B 37  
K 11



Pantone 7752 CP  
Hex #DBBC30  
C 16 R 219  
M 22 G 188  
Y 96 B 48  
K 0



Pantone 122 CP  
Hex #FEDC4F  
C 2 R 254  
M 10 G 220  
Y 81 B 79  
K 0



Pantone Process Black  
Hex #000000  
C 0 R 0  
M 0 G 0  
Y 0 B 0  
K 100



Pantone Cool Gray 5 CP  
Hex #A2A5A7  
C 39 R 162  
M 30 G 165  
Y 30 B 167  
K 0



Pantone 286C (Official CVCA Royal Blue)  
Hex #0032A0  
C 100 R 0  
M 78 G 50  
Y 0 B 160  
K 12

## APPROVED TYPOGRAPHY

The typeface chosen for the CVCA House System is Futura PT.

- This typeface should be utilized for all House crests/logos, gear, and apparel.
- When possible and practical, Futura PT should be used for inhouse and external communications referring to the House System.
- When Futura PT is not available, a non-condensed version of Futura may be used in its place.

### Font Family: Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Futura PT Light

*Futura PT Light Oblique*

Futura PT Book

*Futura PT Book Oblique*

Futura PT Medium

*Futura PT Medium Oblique*

Futura PT Demi

*Futura PT Demi Oblique*

Futura PT Heavy

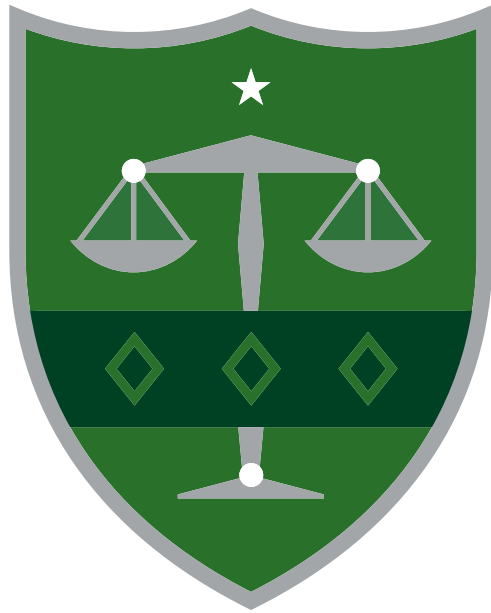
*Futura PT Heavy Oblique*

Futura PT Bold

*Futura PT Bold Oblique*

Futura PT Extra Bold

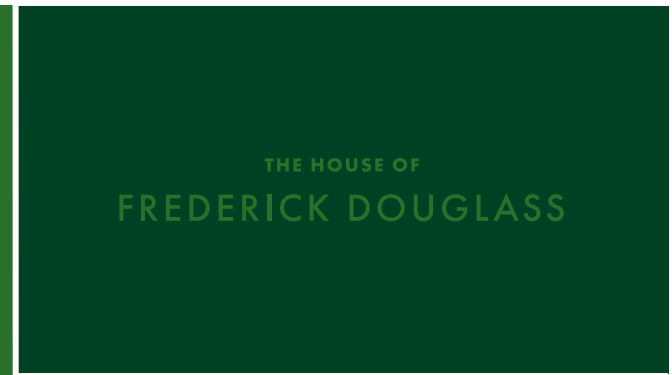
*Futura PT Extra Bold Oblique*



# DOUGLASS HOUSE

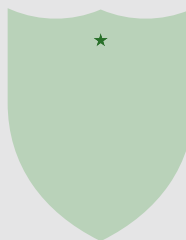
"I would unite with anyone to do right  
and with nobody to do wrong."  
Frederick Douglass

JUSTICE, HOPE, TRUTH



### BALANCES

Balances are used in heraldry as a symbol of justice. Here they symbolize Douglass' fierce pursuit of equal treatment for all people.



### STAR

This symbol alludes to *The North Star*, the anti-slavery newspaper published by Frederick Douglass from 1847 to 1874.



### MASCLES

In heraldry, a "mascle" is a voided lozenge—i.e., a diamond with a hole in the middle. Mascles signify persuasiveness and are used here to convey Douglass' fame as an orator.

They represent the three virtues of the Douglass House: Justice, Hope, and Truth.

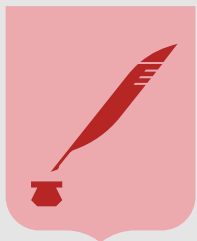
## MEANING OF THE DOUGLASS CREST



## LEWIS HOUSE

"I believe in Christianity as I believe that the Sun has risen, not only because I see it but because by it I see everything else."  
C.S. Lewis

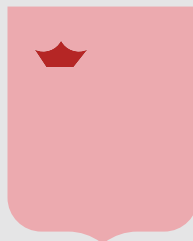
WONDER, BEAUTY, WISDOM



### QUILL AND INKWELL

In heraldry, the inkwell is used to indicate the art of writing and educated employment. Here the quill represents Lewis' lasting influence as a scholar, author, and theologian.

The three stripes in the quill represent the three virtues of the Lewis House: Wonder, Beauty, and Wisdom.



### CROWN

The crown here symbolizes Lewis' writings in his famous *Chronicles of Narnia* series, alluding to Aslan the lion, the true king.



### SUN

Suns are used in heraldry to signify glory and splendor. This use of this sun is inspired by the famous scene in *The Lion, the Witch, and the Wardrobe* wherein Aslan is resurrected from the stone table at sunrise.

## MEANING OF THE LEWIS CREST



# TOZER HOUSE

"We must never rest until everything  
inside us worships God."  
A.W. Tozer

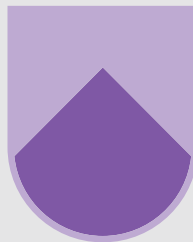
PASSION, KNOWLEDGE, DEVOTION



### FLAME

Flames are used in heraldry to signify zeal, passion, and spiritual energy, as one may be consumed by zeal as by a flame. Here a flame conveys Tozer's pursuit of God.

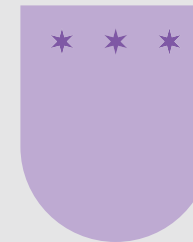
### MEANING OF THE TOZER CREST



### SUMMIT

A crest divided in this manner is referred to as *party per chevron*.

This peak alludes to the city of Akron where Tozer lived and was saved as a teen, and is now buried. The name Akron is adapted from the Greek word *ἀκρον* (*ákron*), meaning summit or high point. (Also the namesake of Summit County.)



### STARS

These stars are rendered in the style of the well-recognized Chicago star, and allude to Tozer's thirty years spent pastoring on the south side of Chicago.

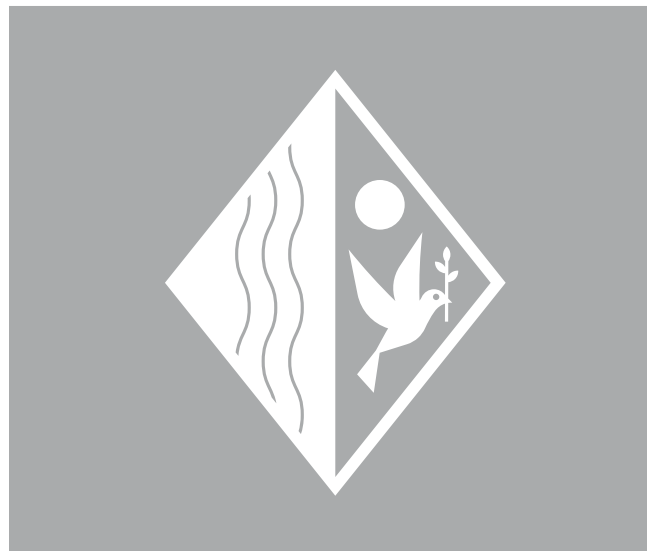
They represent the three virtues of the Tozer House: Passion, Knowledge, and Devotion.



# ELLIOT HOUSE

“There is nothing worth living for  
unless it is worth dying for.”  
Elisabeth Elliot

**SACRIFICE, COURAGE, TRUST**

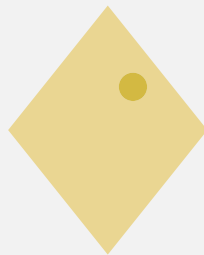


### DOVE

In heraldry, a bird depicted without feet is used as a device for someone who is prompt and ready to be sent in the dispatch of business.

The dove specifically is used in heraldry to connote peace, gentleness, and purity.

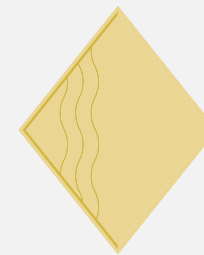
This symbol represents Elliot’s spirit as a missionary to selflessly go to wherever the Lord called her.



### ROUNDEL

A silver roundel or “plate” is used in heraldry to represent generosity. It is used here to convey Elliot’s profound trust in God’s sovereignty.

“You can never lose what you have offered to Christ.” – Elisabeth Elliot



### RIVER

Heraldic crests for women are depicted in the shape of a “lozenge,” or diamond. Traditionally, a woman’s devices are on the right and her husband’s are on the left. A widowed woman would use both sides of the full crest after her husband had died.

The left side of this crest is dedicated to Jim Elliot and is styled after the Curaray River. The three stripes represent the three virtues of the Elliot House: Sacrifice, Courage, and Trust.

## MEANING OF THE ELLIOT CREST

## APPROVED HOUSE CRESTS AND LOGOS

Each house has several crest variations and logos. Digital files of all CVCA House crests and logos are available at [cvcroyals.org/staff-resources](http://cvcroyals.org/staff-resources). Use files in the "web" folders for online or digital use and files in the "print" folders printing.

Please follow these guidelines when using any House image:

- Do not alter any crest or logo in any way, including changing colors or dimensions.

- Do not manipulate or stretch a crest or logo. Any resizing must done proportionately
- Do not add additional artwork to any House crest or logo.
- White versions are optically reversed and should be used whenever a white application is intended – do not simply re-color the other sing-color versions to white. The blue background shown here is only an example and may be changed.



DOUGLASS  
HOUSE



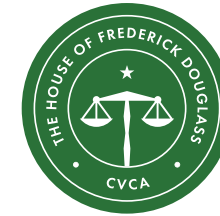
DOUGLASS  
HOUSE



DOUGLASS  
HOUSE



DOUGLASS  
HOUSE



TOZER  
HOUSE



TOZER  
HOUSE



TOZER  
HOUSE



TOZER  
HOUSE



LEWIS  
HOUSE



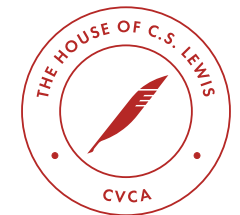
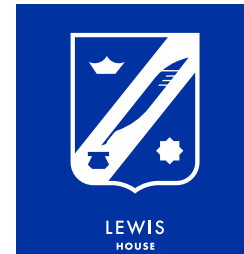
LEWIS  
HOUSE



LEWIS  
HOUSE



LEWIS  
HOUSE



ELLIOT  
HOUSE



ELLIOT  
HOUSE



ELLIOT  
HOUSE



ELLIOT  
HOUSE



*\*Blue background is an example.  
White crest may be used on  
any solid background.*



## APPROVED COMBINED HOUSE SYSTEM CREST

When representing the entire CVCA House program, use the combined crest. The same usage guidelines apply as for the individual House images.



CUYAHOGA VALLEY  
**CHRISTIAN**  
ACADEMY