

NAVAJO PREPARATORY SCHOOL

Visual Identity Guidelines for Academic and Athletic brands

About This Guide

The information and rules set out in this guide will help ensure consistency when communicating so that our audiences form accurate, cohesive ideas about the Navajo Preparatory School (NPS) brand. This allows us to connect with our audiences at the local and state level, creating a powerful impression on neighbors, changemakers, funders, decision makers, and other key audiences.

The intention of the Graphic Standards Manual and Style Guide is to help the NPS community present a consistent “look” in all printed, produced and online materials. It is a living document and, as such, will be updated periodically in response to new usage questions.

The brand guide includes guides for logo usage, color, and typeface treatments, and graphic elements for use across print and digital mediums.

Please refer to this guide as you create materials for NPS academic and athletic brands. Whenever possible, this guide should be used in tandem with staff training.

Everyone stewarding the NPS brands has the responsibility to put NPS’s best foot forward by using the elements in this guide consistently and clearly.

Also, please note: the NPS brand is much bigger than logos, colors, and typefaces. Our values, how business is conducted, and how our staff represent our organization on a day-to-day basis are just as vital to the effectiveness of the brand as these guidelines.

About NPS

Navajo Preparatory School Brand Story

The vision of Navajo Preparatory School, Inc. (Navajo Prep) is reflected in the IB Learner profile and motto:

Yideeskąągóó Naat'áani

Leaders Now and into the Future

Our mission is to develop inquisitive, compassionate life-long learners and leaders through a challenging curriculum of international education and assessment. To promote a strong foundation of Navajo Philosophy and holistic worldview that fosters intercultural understanding and respect in a global society.

Navajo Preparatory School History

Navajo Prep was established in 1991 by the Education Committee of the Navajo Nation Council (Resolution ECMY-33-91). The school is incorporated under the Navajo Nation Corporation Code and the New Mexico State Corporation Commission as a non-profit organization under 501(c)(3) of the IRS code.

Navajo Prep is located in Farmington, New Mexico on the 82.45 acre site of the former campus of the Navajo Methodist Mission School. The site was purchased by the Navajo Nation in 1995 from the Women's Division of the General Board of Global Ministries of the United Methodist Church. (Navajo Nation Council Resolution CJA-02-95). The site is now the permanent home of the Navajo Prep under a 99-year lease with the Navajo Nation (RCMA-38-98).

The School operates under the auspices of Public Law 100-297 as a grant school with federal funding, pursuant to legislative sanction by the Navajo Nation. The current reauthorization of the Public Law 100-297 by the Navajo Nation Board of Education ends June 30, 2022.

The School Name

The official school name is Navajo Preparatory School. The official name should be used on first reference to the school in all publications and other documents intended for outside audiences. The name may be shortened to Navajo Prep or NPS on second reference or when addressing audiences who will know what the letters stand for (e.g. faculty/staff, alumni, students, community members, etc.).

NPS Seal/Academic Logo

NPS Seal/Academic logo vertical



NPS Seal/Academic logo horizontal



NPS Seal/Academic logo stacked



NPS Seal/Academic icon

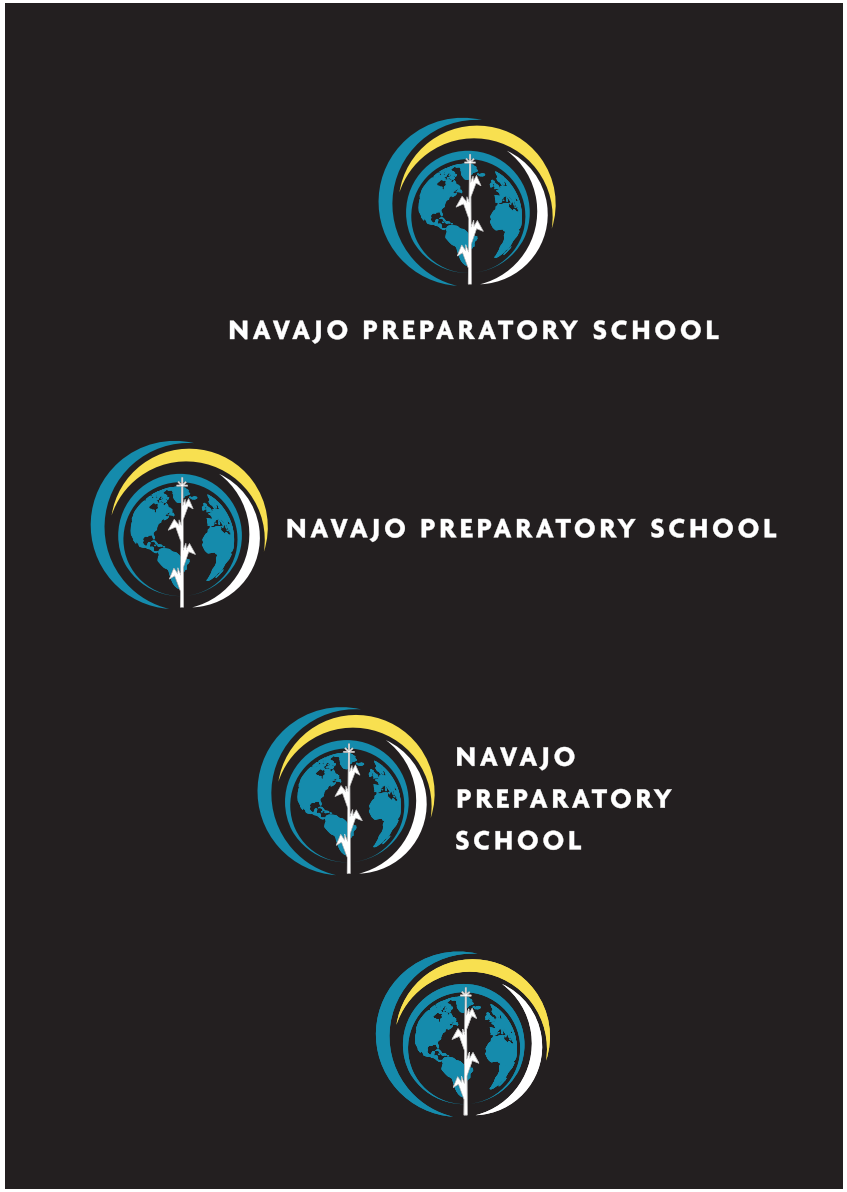


NPS Seal/Academic Logo Variations

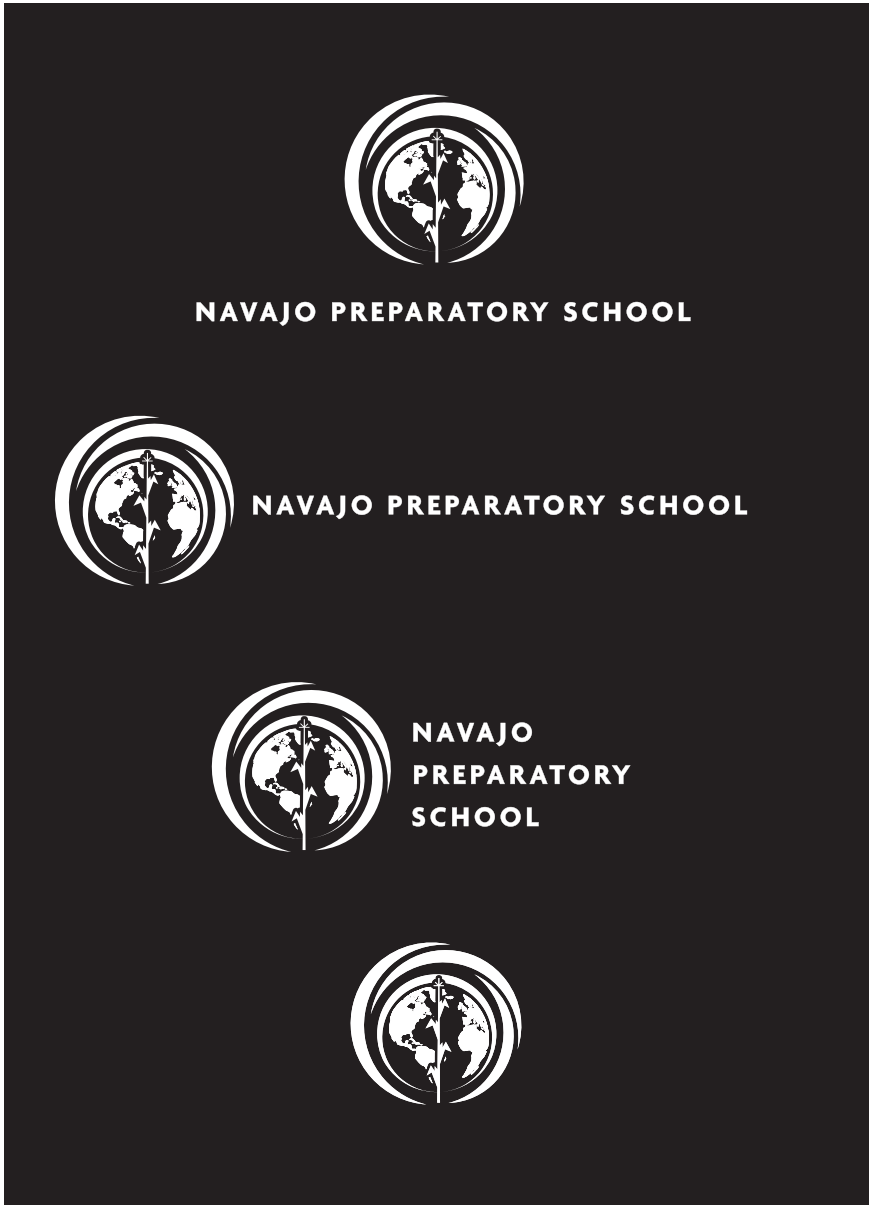
NPS Seal/Academic logos full color on light background



NPS Seal/Academic logos full color on dark background



NPS Seal/Academic logos white only on dark background



NPS Seal/Academic logos one color on dark background



NPS Seal/Academic logos one color on light background



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NPS Seal/Academic logos black only



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SCHOOL



Use of IB logo with the NPS Seal/Academic Logo or Athletic logo

The IB logo may be used in conjunction with any NPS logo. However two rules must be followed; on an given sizing of the logos, the “N” within that logo is the minimum amount of space that should exist between the logo and the IB logo. Additionally, the IB logo must be no larger than 70% of the full size of the NPS icon that appears next to it.



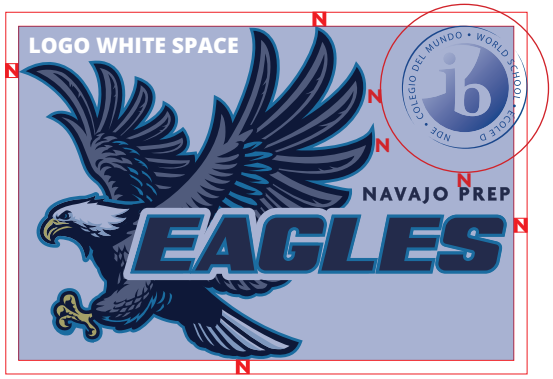








The IB logo is the **ONLY** logo that may appear in an NPS **logo white space** BUT it must still keep the “N” space from any logo element:







NPS Athletics logos

NPS Athletics logo eagle head with circles



NPS Athletics logo eagle head



NPS Athletics logo full eagle



NPS Seal/Academic Logo Variations

Athletics logos/ text only on light background

NAVAJO PREPARATORY SCHOOL
EAGLES

NAVAJO PREPARATORY SCHOOL
HOME OF THE EAGLES

NAVAJO PREPARATORY SCHOOL
HOME OF THE
EAGLES

NAVAJO PREPARATORY SCHOOL
FIGHTING
EAGLES

Athletics logos/ text only on dark background



Athletics logos eagle head circle on light background



Athletics logos eagle head circle on dark background



Athletics logos eagle head on light background













Athletics logos eagle head on dark background



Athletics logos full eagle on light background



Athletics logos full eagle on dark background



Athletics NP logos with embellishment on light background



Athletics NP logos with embellishment on dark background



Athletics NP logos without embellishment on light background



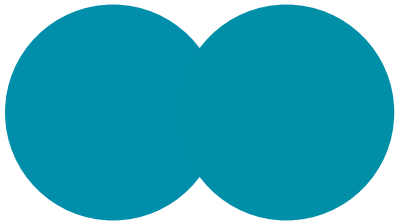
Athletics NP logos without embellishment on dark background



Brand Colors

Color is an integral element of the brand identity, and it is important that it be reproduced consistently. Because printing processes and onscreen displays encode color differently, each color in the palette is shown with several equivalent breakdowns. For projects that will be printed on papers or materials, please use the CMYK values. For digital or onscreen applications, use the RGB or HTML (HEX) colors.

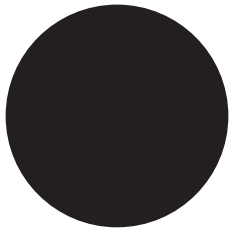
Printing code: PMS 3135C
Screeprinting code: Trumatch 28-a4



CMYK: 100, 23, 29, 1
RGB: 0, 138, 171
HTML: 008AAB

Printing code: PMS 113C
Screeprinting code: Trumatch 10-a

CMYK: 3, 8, 80, 0
RGB: 252, 223, 81
HTML: FCDF51



CMYK: 0,0,0,100
RGB: 0,0,0
HTML:000000

Brand Fonts

BRAND FONT: Agenda Bold, All caps, black and turquoise options, horizontal orientation, tracking 130, 0.125 outline:

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BRAND FONT: Agenda Bold, All caps, black and turquoise options, horizontal orientation, tracking 130, 0.125 outline:

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BRAND FONT: Agenda Bold, All caps, black and turquoise options, horizontal orientation, tracking 130, 0.125 outline: shown with athletics font layout

ATHLETICS FONT: Super Retro M54 Italic, black with thick turquoise outline

NAVAJO PREPARATORY SCHOOL

EAGLES

NAVAJO PREPARATORY SCHOOL

HOME OF THE EAGLES

Recommended header copy fonts for internal use (offers Navajo letter options)

HEADER FONT: Open Sans Bold, black and turquoise options

Navajo Preparatory School

Navajo Preparatory School

Recommended body copy fonts for internal use (both offer Navajo letter options)

BODY SANS SERIF FONT: Open Sans Regular:

Yideeskąągóó Naat'áani

BODY SERIF FONT: Times New Roman Regular:

Yideeskąągóó Naat'áani

Brand Sizing and Spacing

Consistent use of logo alignment, size, and spacing helps make our brand materials feel cohesive. When possible, logos should appear on the upper right or left of a design. For optimal legibility and impact, the logo should always be set apart from other design elements.

This is particularly important when the logo appears alongside other organizations' logos.

The logo should always appear large enough to be easily read. Please refrain from making the logo too small.

















On an given sizing of the logos, the "N" within that logo is the minimum amount of space that should exist between the logo and any other design elements.









Brand Misuse

The examples on this page illustrate misuse of the logo. As a rule, always reproduce the logo using the appropriate master digital file, and do not modify or alter it in any way. See additional notes on page 18.

Do not stretch or skew the logos



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Do not change any fonts within the logos



Navajo Preparatory School

Do not change any colors within the logos



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Brand Use Rules and Permission

Publications, products and digital applications created for NPS's internal and external audiences must conform to the guidelines within this manual and must be approved by NPS administration before being printed, produced or posted online. This includes any printed materials, apparel, or digital assets.

Any and all materials which reference Navajo Preparatory School MUST use official school colors, fonts, logos, eagle graphics noted in this manual. Please contact NPS by emailing dtabrum@navajoprep.com to get approval on a design or to acquire a logo/brand file for use.

Through consistent application, we can help ensure our brand is accurately and compellingly represented.

NOTES ABOUT BRAND USE AND MISUSE IN MATERIALS:

The Navajo Preparatory School mascot, the eagle, is typically referred to as "The Eagles" or the "Fighting Eagles". However when addressing "The Eagle's Nest" in materials, the word "Eagle's" must use proper possessive form and have an apostrophe before the "s".

Please see basketball court on page 26 as an example.

Additionally, when using the eagle graphic alone without any brand copy, the eagle be placed going either right or left direction (flipped direction). **This is only allowed when the full eagle or eagle head is used alone/without brand copy**. As noted, the eagle may only be flipped left or right but may NOT be turned upside down or angled in any way. This only applies to the full eagle and head, NOT the head with circles.

Correct:



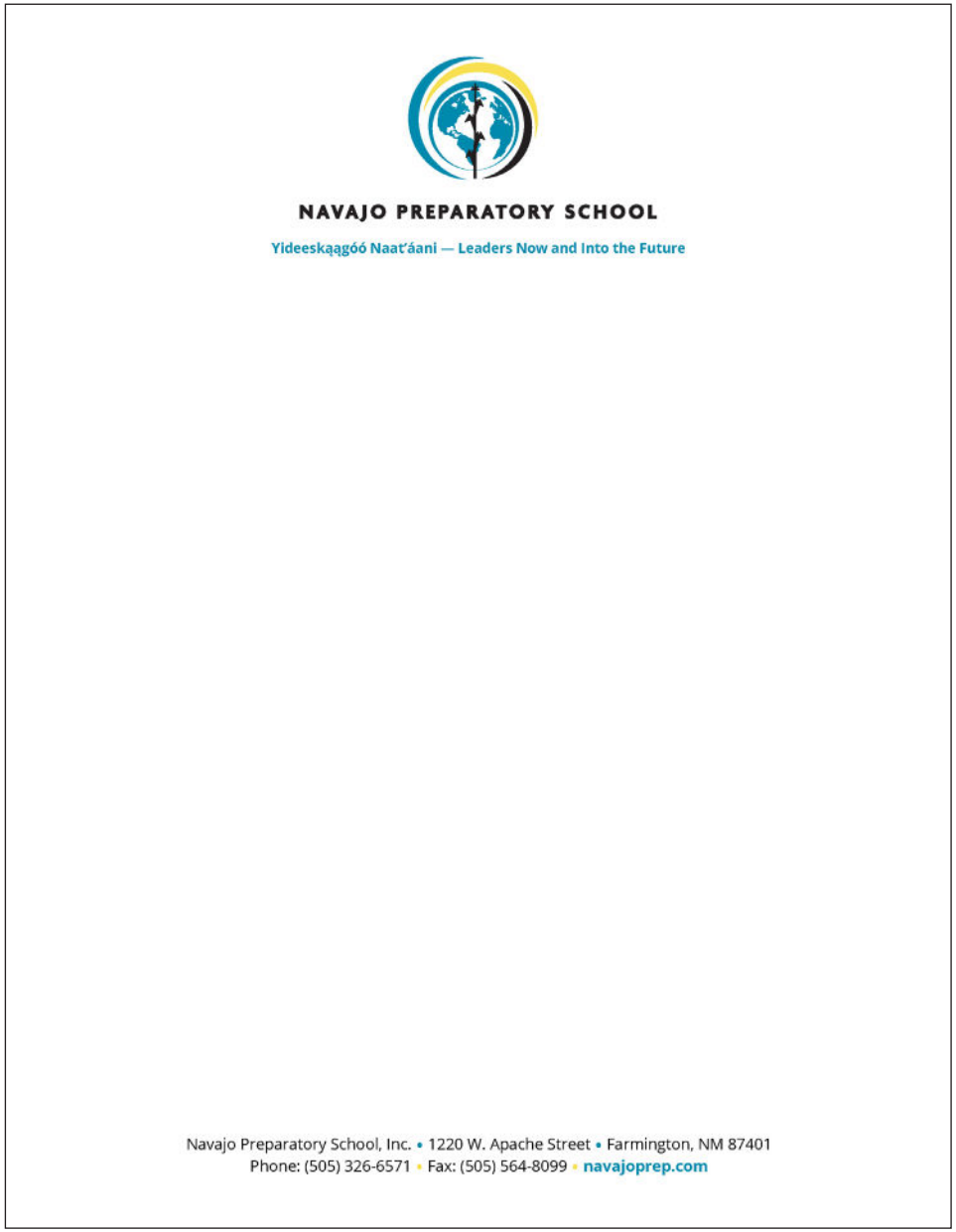
Incorrect:



Brand Materials

Brand elements may be used in several different ways. The following pages lay out a few ideas for how the brand may be used.

Letterhead:



NAVAJO PREPARATORY SCHOOL

Yideeskąągóó Naat'áani — Leaders Now and Into the Future

Navajo Preparatory School, Inc.
1220 W. Apache Street
Farmington, NM 87401

Phone: (505) 326-6571
Fax: (505) 564-8099

navajoprep.com

NAVAJO PREPARATORY SCHOOL

Yideeskąągóó Naat'áani — Leaders Now and Into the Future

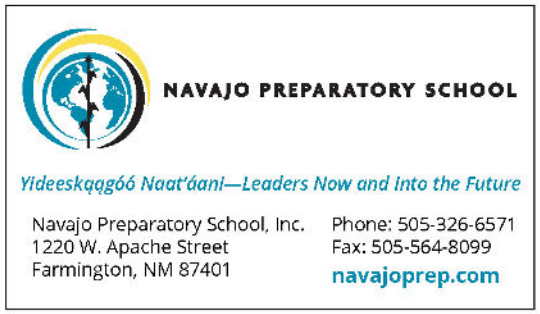
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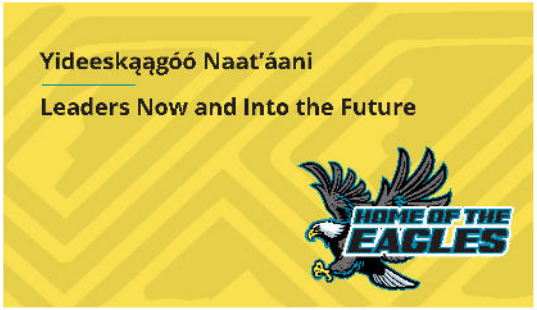
HOME OF THE EAGLES

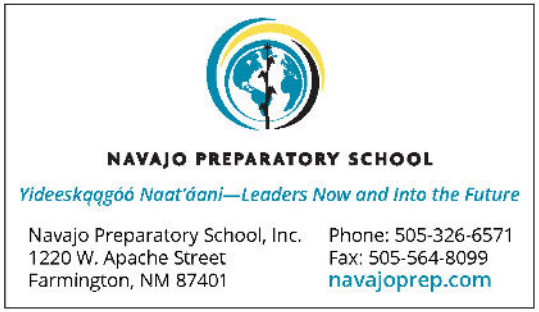
Business Card:













Caps:









Shirts:






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EAGLES

Banner Stands:





Basketball court:

