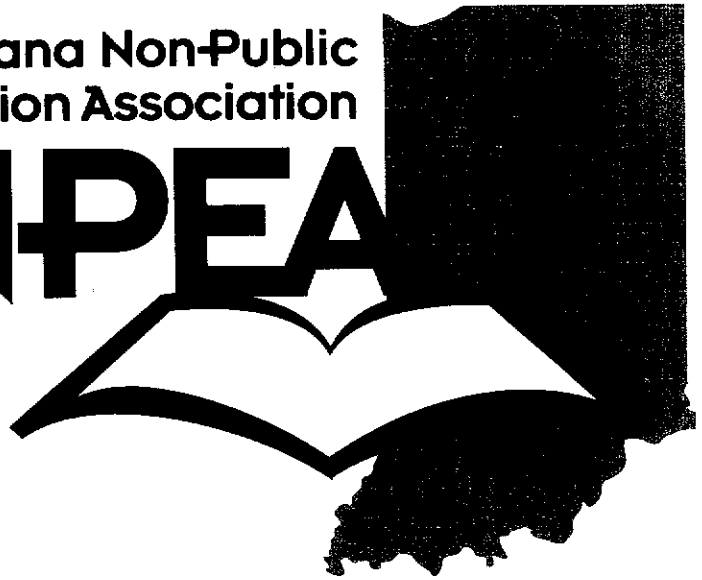


STYLE MANUAL

Indiana Non-Public
Education Association

INPEA



"A Hoosier Voice for Quality Schools"

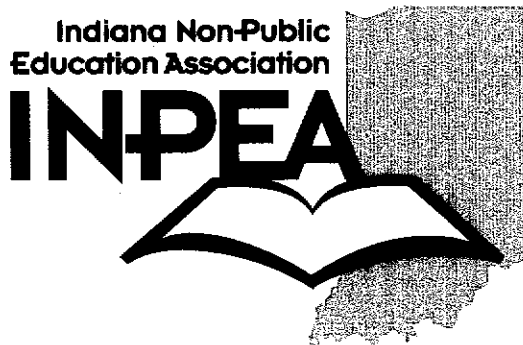
Logo design and manual
by Kay M. Weikel

The Art Studio

theartstudio.indy@sbcglobal.net

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DEFINITIONS

What exactly is a Style Manual?

The Style Manual is a comprehensive yet concise list of directions and guidelines on how to use and NOT use a company logo and identity system.

Most large corporations have Style or Standards Manuals. These multiple page books function to ensure that the standards and ideas developed by the original designer are systematically and consistently reproduced in the same manner every time.

This manual will serve as a road map for the successful use and presentation of the Indiana Non-Public Education Association to the public while maintaining a professional and consistent "look" in all visual materials.

What is an identity system?

An identity system includes everything used to present a company to its public. Logo, tag line, color palette, and typography are included.

These provide a recognizable "face" to the organization. The INPEA has adopted an identity system which includes a logo using the acronym INPEA combined with the Indiana State shape, an open book and its wordmark.

What is a Wordmark?

A wordmark is simply a word (*grouping of letters*) which has been specifically designed for one organization. Letters may have been altered or connected in such a way by the designer that this wordmark becomes unique to that organization.

The wordmark below is part of the INPEA logo. It can only be used if the logo appears in another part of the document.

**Indiana Non-Public
Education Association**

Indiana Non-Public
Education Association



This is the new INPEA logo. The elements always appear together, connected in this manner in PMS #362 green and black or black only. (see page 6 for color explanations). It should appear exactly as shown above or below. Never add shadowing or other visual elements.

Indiana Non-Public
Education Association



What is a Logo?

A logo is a distinctive symbol of a company, organization, or product created via the use of shapes, fonts, color and images. The new INPEA logo is pictured on page 4. As you can see, it combines the acronym INPEA with the Indiana State shape, an open book icon and its name as a wordmark.

What is an Icon and why is it used?

An icon is a simplified picture used as a symbol in place of a word. It is often universally recognized (*such as the ladies or men's room icons*). It should not be necessary to include a word for clarification, the icon should be able to stand alone.

The INPEA logo contains two icons:

- a) the state of Indiana which has a unique shape
- b) a stylized opened book.

The book icon is black with white pages.

The state of Indiana icon is a 30% screen of black.

The INPEA acronym

It is recommended that the INPEA acronym be used only when the entire logo appears elsewhere in the document, as it is printed below on the lower left corner of each page of this booklet. There are instances it may be more cost effective to use the acronym alone such as on shirts (*see page 32*) or when the only background color available is black, such as a canvas bag.

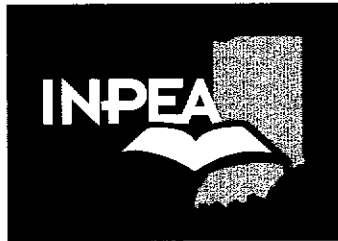
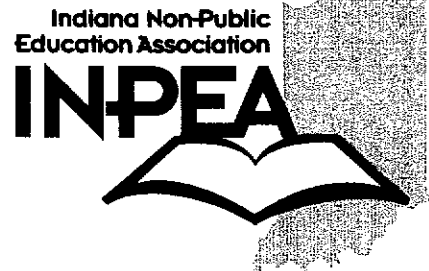
The acronym is NOT considered a logo and is NEVER to be used as a logo. It is to appear ONLY in PMS #362 green, white or black.

INPEA

COLORS

Logo Colors

The only colors allowed in the INPEA logo is PMS #362 green, and black. The Indiana shape is a 30% screen of black. The logo may be printed on PMS #362 background as shown below. **There are no exceptions!**



PMS Inks

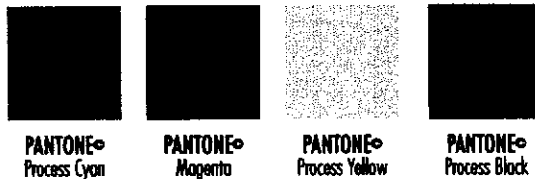
The commercial printing industry universally uses the Pantone Matching System (PMS) to create its inks. These thousands of color variations are numbered and can be accurately matched by any printer.

A sample of the INPEA green appears in the Pantone Chip on the right. ►



Always use the chip above to do a color match.

Please note that color copiers and 4 color process printing use a combination of Cyan, Magenta, Yellow and Black (see *samples below*) to produce color on the page. When these are used, the INPEA green may appear slightly different. Be sure to refer to this PMS chip when attempting to match fabric or other materials such as plastic or ceramic.



Why Green?

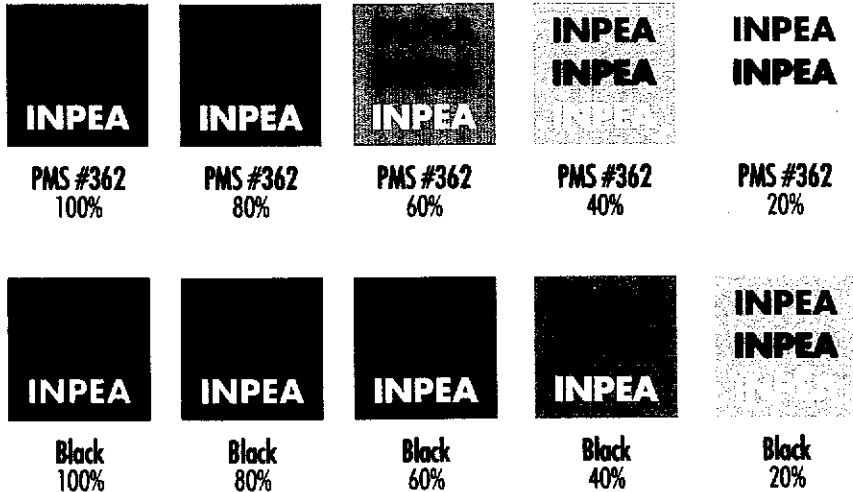
Green is a color which represents growth, renewal.

This particular PMS #362 green was chosen because when printed in 4 color process, a combination of Cyan, Magenta, Yellow and Black, it closely matches the solid PMS #362 green ink.

4-Color Process Percentages:

Cyan 69%
Magenta 0%
Yellow.... 100%
Black 9%

CMYK percentages used to
create PMS #362 green.



Background Control

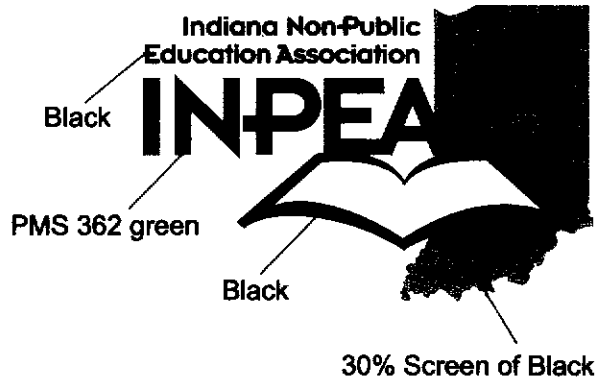
When placing the logo or any text on a background color, be sure there is enough tonal contrast to insure maximum legibility. The colored squares above give examples of the INPEA green (PMS #362) and black screened back with lettering over them. Always check for readability when placing any text on any colored background.

LOGO DOS

Can the INPEA logo be altered?

The purpose of creating a corporate logo is to establish visual consistency. It is advisable to follow the rules set out in this manual and **NEVER** change or add to the logo in any way.

On pages 4 through 7, this manual clearly outlines the colors, images and fonts used in the new INPEA logo. The logo should always appear as shown below.

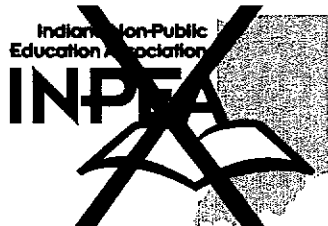


NEVER change the color combinations.

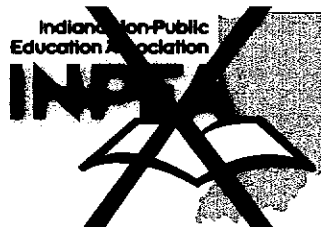


& DON'T'S

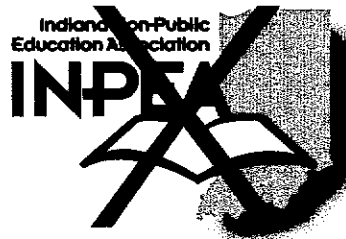
NEVER add any color other than the specified PMS #362 green, black or white.



NEVER add any drop shadows.



NEVER skew the logo.



NEVER stretch the logo.



TAG LINE

"A Hoosier Voice for Quality Schools"

Why a Tag Line?

The INPEA tag line "A Hoosier Voice for Quality Schools" was developed by its Board of Directors to further explain the vision and focus of the INPEA organization. The tag line may appear in PMS #362 green, black or white depending on the needs of the layout.

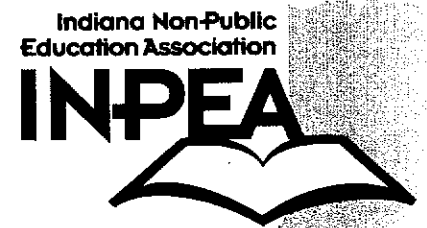
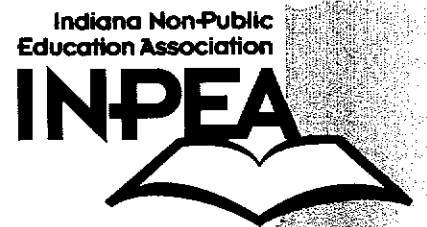
All the words in the tag line will always be capitalized except the word *for*.

No other colors, no other Font or case may be substituted.

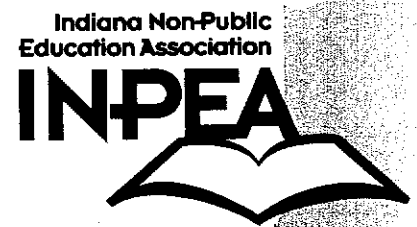
Placement

The tag phrase **MUST** appear prominently and in close proximity to the logo whenever the INPEA logo is printed. It is not designed to attach to the logo itself so the tag has the freedom to move around the page. It may be used as a header in some instances, a sub head or even a running footer, whatever best fits the layout. See sample placements on this page and the next. (pages 8 & 9)

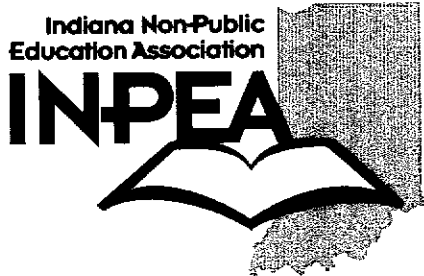
"A Hoosier Voice for Quality Schools"



"A Hoosier Voice for Quality Schools"



"A Hoosier Voice for Quality Schools"



"A Hoosier Voice for Quality Schools"



TYPOGRAPHY

Logo Fonts

One font was used to create the INPEA wordmark and acronym.

INSIGNIA

The Insignia font is used for the wordmark and acronym in INPEA logo. It was chosen for its simple lines, sans serif style and wide letters. It portrays a modern strength combined with a basic school house feel. It's unique letters do not read well for body copy and has been used for the logo alone. Insignia should only be chosen when large type can be used such as in headlines. Insignia was used in the words "STYLE MANUAL" on the cover of this notebook.

Futura Bold

Futura Bold is recommended for the tag line because of it's clean wide letter style. It is very readable and compliments the Insignia font used in the INPEA logo. You can see Futura Bold used in the page heads, sub heads and page numbering in this manual.

Publication Fonts

Two fonts will be used consistently for INPEA printed material.

Arial

Arial bold is a good alternative to Futura if Futura is not available to you. This sans serif font reads especially well and is used quite extensively in signage.

Arial Regular

Arial Regular and **Bold**, are recommended for body text in most publications. It is a clean, readable, modern sans serif font which gives a good visual contrast to the Futura Bold heads and sub heads.

Point Size and Leading

Arial Regular is a good choice for body copy in most INPEA publications. 10 point type with 12 point leading is very readable. This text is 10 on 12 Arial Regular.

Use of Other Fonts

It is recommended that these fonts are used consistently for all INPEA promotional materials. The purpose of consistency is to establish a style, or "look", or "feel" (Gestalt) which is unique to the INPEA and reconizable by the public. This is critical as you begin your branding process.



"A Hoosier Voice for Quality Schools"

Futura Bold Font

Sample Font Alphabets

The alphabets shown are printed in 14 point with 16 point leading.

FUTURA BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!@#\$%^&*()+=,.;:'"

Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!@#\$%^&*()+=,.;:'"

ARIAL BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!@#\$%^&*()+=,.;:'"

BUSINESS

Business Card

Shown below actual size, 3.5" x 2" (*standard business card size*) horizontal, printed on one side in two inks, PMS #362 green and black on a white stock.

The state of Indiana is a 30% screen of black (*this is standard for the INPEA logo*).

All text on the business card is Futura.
Different font sizes and weights are used to aid readability by creating visual hierarchy.

A 1/4" margin is maintained around the card. (*See illustration on page 13*)

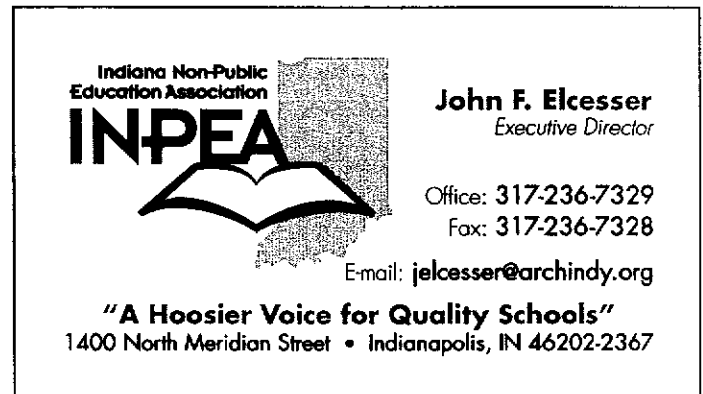
The tag line and Director's name appear in 10 point **Futura Bold**.

Phone numbers and email are 9 point Futura Book.

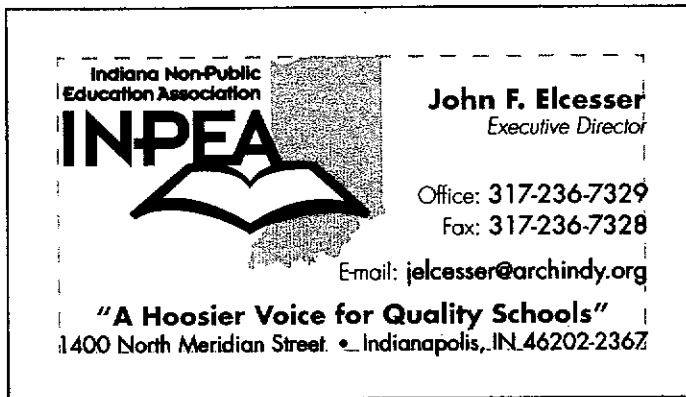
The address is 8 point Futura Book.

The words Office, Fax and email are 8 point Futura Light.

The word Executive Director is 8 point *Futura Light Oblique*.



CARD



▲
The dotted line above indicates the required
1/4" outside margin on the business card.

Indiana Non-Public
Education Association

INPEA



"A Hoosier Voice for Quality Schools"

Affiliated Jurisdictions:

Association of Christian Schools International
Christian Schools International
Indiana Association of Independent Schools
Lutheran Church Missouri Synod
Lutheran Schools Partnership
Archdiocese of Indianapolis
Diocese of Evansville
Diocese of Fort Wayne-South Bend
Diocese of Gary
Diocese of Lafayette

1400 North Meridian Street • Indianapolis, IN 46202-2367
317-236-7329 • Fax 317-236-7328
E-mail: inpea@archindy.org • Website: www.inpea.org

LETTERHEAD

Letterhead

Shown on the left actual size, 8.5" x 11",
printed in two inks, PMS #362 green and black
on white stock.

The state of Indiana is a 30% screen of black
(*this is standard for the INPEA logo*).

All text on the Letterhead is Futura.
Different font sizes and weights are used to
aid readability by creating visual hierarchy.

A 3/4" margin is maintained at the top
and bottom of the letterhead. Body text has a
1.5" right and left margin. (*See example
on page 16 of this manual*)

The INPEA tag line is PMS 362
10 point **Futura Bold**.

Affiliated Jurisdictions is flush left
6 point **Futura Bold**.

School list is flush left 6 point Futura Book

Contact information at the bottom of
the letterhead is centered.

Phone numbers are 9 point **Futura Bold**.

The address, web and email are
9 point Futura Book.

The words Fax, email and website
are 9 point Futura Light.

Indiana Non-Public
Education Association

INPEA



"A Hoosier Voice for Quality Schools"

Affiliated Jurisdictions:

- Association of Christian Schools International
- Christian Schools International
- Indiana Association of Independent Schools
- Lutheran Church Missouri Synod
- Lutheran Schools Partnership
- Archdiocese of Indianapolis
- Diocese of Evansville
- Diocese of Fort Wayne-South Bend
- Diocese of Gary
- Diocese of Lafayette

1.5" →

Date

Dear Sir:

Type letter within this dotted box, flush left. The left margin is 1.5" which lines up vertically with the tag line above. Use a sans-serif font such as Arial or Helvetica. The font shown here is 11 point Arial Regular with 16 point leading.

A long letter will begin as shown here. Of course if the letter is very short it should be moved down on the page, but always maintain the 1.5" left margin.

No paragraph indents are used, simply double space as shown here. These guidelines insure a clean modern look which compliments the logo design.

Sincerely,

John F. Elcesser
Executive Director

Suggested Text Placement, Size and Style

1400 North Meridian Street • Indianapolis, IN 46202-2367

317-236-7329 • Fax 317-236-7328

E-mail: inpea@archindy.org • Website: www.inpea.org

TEXT PLACEMENT

Body Text Placement

A sans-serif font such as Arial or Helvetica is suggested for the main body of the letter.

11 point type with a 16 point leading is recommended. The body text should have 1.5" right and left margins. These margin allows the text to align vertically with the tag line above it.

(See example on the left)

The dotted line indicates the "Live Area"

ENVELOPE

Business Envelope

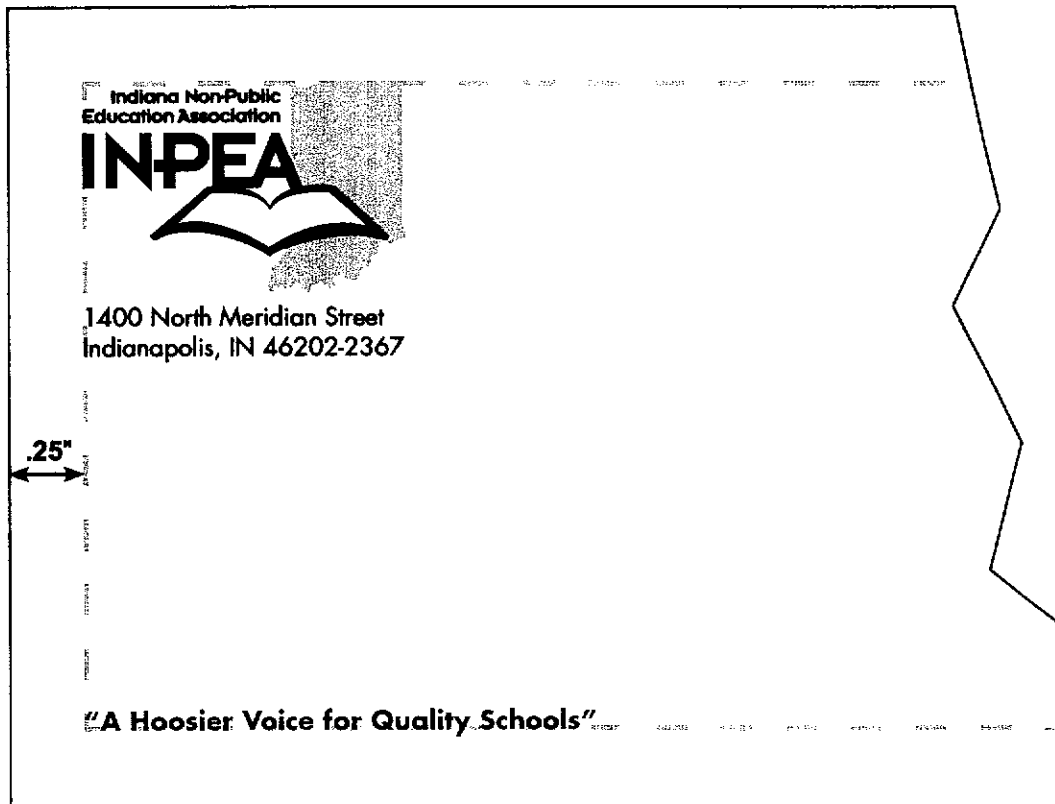
The #10 business envelope is pictured full size on page 21. (See example on the right)

The envelope address is flush left below the INPEA logo in Futura Book, 9 point with 11 point leading. It aligns vertically with the capital "I" in the logo acronym.

All margins on the envelope are 1/4".
(see dotted line in sample below)

The tag line appears flush left at the bottom in PMS #362 green, 9.5 point **Futura Bold**.

PAGE
20



INPEA



1400 North Meridian Street
Indianapolis, IN 46202-2367

"A Hoosier Voice for Quality Schools"

#10 Envelope
shown actual size
4.0625" x 9.5"



Indiana Non-Public
Education Association

INPEA

"A Hoosier Voice for Quality Schools"



PRESS RELEASE

1400 North Meridian Street
Indianapolis, IN 46202-2367

Office: **317-236-7329**

Fax: **317-236-7328**

E-mail: inpea@archindy.org

Website: www.inpea.org

PRESS RELEASE

Press Release

Shown on the left actual size, 8.5" x 11" printed in two inks, PMS #362 green and black on a white stock.

The state of Indiana is a 30% screen of black (*this is standard for the INPEA logo*).

All text on the Press Release header is Futura. Different font sizes and weights are used to aid readability by creating visual hierarchy.

The information text block is flush right, aligning flush right with state of Indiana in the logo above it. All text is printed in black. The word PRESS RELEASE is a 30% screen of black.

The tag line appears in 10 point **Futura Bold**.

Phone numbers are 9 point **Futura Bold**.

The address, email and web info are in 9 point **Futura Bold**.

The words Office, Fax and email are 9 point Futura Light.

Body Text

A 1.5" margin is maintained on the right and left sides, 5/8" margin on the top. The body of the press release will align vertically with the large word PRESS RELEASE at the top of the page.

Indiana Non-Public
Education Association

INPEA

"A Hoosier Voice for Quality Schools"



PRESS RELEASE

1400 North Meridian Street
Indianapolis, IN 46202-2367

Office: **317-236-7329**

Fax: **317-236-7328**

E-mail: inpea@archindy.org

Website: www.inpea.org

Date
Organization
Header

1.5"

Press release information should be typed within this dotted box, flush left.

The left margin is 1 inch which lines up vertically with PRESS RELEASE above. Use a sans-serif font such as Arial or Helvetica. The font shown here is 12 point Arial Regular with 18 point leading. A larger font size is suggested on a press release to draw attention to the text and allow for quick perusal by the news agency.

1.5"

Since press releases are usually short the info should fit on one page in this small area.

Suggested Text Placement, Size and Style

TEXT PLACEMENT

Body Text Placement

A sans-serif font such as Arial or Helvetica is suggested for the main body of the Press Release. 12 point type with a 18 point leading is recommended. The body text should have a one inch right and a 1.5" left margin.
(See example on the right)

The dotted line indicates the "Live Area"

IMPACT CARD

Impact Card

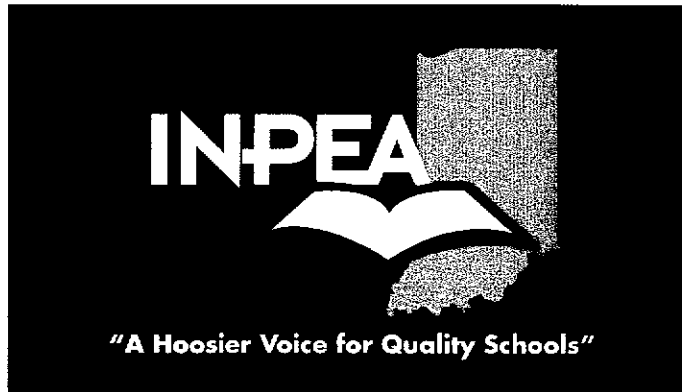
The Impact Card is 3.5" x 2" (*standard business card size*) printed on both sides. (See sample below)

One side features the INPEA logo on a solid PMS #362 green background. The tag line appears in white at the bottom.

The opposite side has the INPEA acronym printed large at the top in PMS #362 green followed by a list of accomplishments. The list is printed in 9 point Futura Medium with an 8 point Zaph dingbat square in PMS #362 green used as bullets.

The web address is printed in 9 pont black Futura Bold at the bottom.

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26



INPEA
Accomplishments:

- Indiana Scholarship Tax Credits
- Establishment of a Non-Public Advisory Committee for work with State Superintendent
- Non-Public School Seat on IHSAA Board
- Webinars

www.inpea.org

Impact Card Use

The Impact Card will be given out by members to help better explain the INPEA to inquirers.

The list of INPEA accomplishments will help encourage further discussion about the organization by showing results of the purpose embodied in the tag line.

INPEA

Accomplishments:

- Indiana Scholarship Tax Credits
- Establishment of a Non-Public Advisory Committee for work with State Superintendent
- Non-Public School Seat on IHSAA Board
- Webinars

www.inpea.org



The dotted line above indicates the required 1/4" top and bottom margin and the 1/2" left side margin on the impact card.

WEB HEADER



INPEA

Web or Newsletter Header

The INPEA header used for printed newsletter or web pages is shown above.

It features the INPEA logo on a solid PMS #362 green one and one half inch tall horizontal band of color. The horizontal green band is designed to bleed off the page or maintain 1/4" top and side margins. The southern tip of the state of Indiana in the logo hangs over the edge of the green band. (*see sample above*)

The tag line appears in 14 point black Futura Bold 1/4" from the bottom.

PAGE
28

INPEA

General Assembly: not over quite yet . . .

With the typical last minute posturing and grandstanding, the 2010 General Assembly session is approaching completion. At the time of this writing two main areas of debate have not been finalized...public school funding flexibility and unemployment insurance. Most of the issues that have any direct impact on non-public schools have been put to rest. Overall, it ended up being a pretty uneventful year for legislation that could impact non-public schools and that's not all bad. Once the legislation has been signed by the Governor we will provide a summary of education legislation passed this session.

Federal Legislation 4247

Last week the US House passed HR 4247.

The bill (HR 4247), which deals with the seclusion and restraint of students would affect all public schools as well as private schools whose students or teachers benefit from any federal education program (about 80 percent of Catholic schools, for example).

Here are a few of the measure's troubling provisions:

- establishes detailed conditions surrounding the use of physical restraint and seclusion in schools that, ironically, could ultimately serve to harm students (see CAPE's letter on the bill);
- relates to activities as commonplace as holding back two students in a schoolyard scuffle;
- requires an undetermined number of private school teachers to have special training and certification in the use of physical restraint and seclusion;
- requires annual disaggregated demographic reports on the instances of the use of physical restraint and seclusion in a school.

The bill represents an unprecedented degree of federal control of private schools that threatens their autonomy and puts them between a rock and a hard place: accept the federal intrusion in policies and practices or give up participation in federal programs that benefit students and their teachers. By using even limited involvement in federal programs as the pathway for regulating schools, the bill establishes a dangerous precedent for federal control of private education in the future.

The bill now moves to the Senate. User friendly ways to communicate to your Senators on this issue are available through CAPE's Legislative Action Center.

<http://capwiz.com/cape/issues/alert/?alertid=14668476>

General Assembly
HR 4247
Special Education Study
INPEC
AP Exam Fees
Scholarship Tax Credits

INPEA website
School Choice Indiana
IDOE
CAPE

Newsletter Format

The INPEA header used for printed newsletter or web pages is shown to the left on page 30.

ISSUE # and Date is printed in 11 point white **Futura Bold** with 12 point leading flush left against the logo's state of Indiana image.

The newsletter is laid out in two columns. The left column is 2.5" wide, the right column is 5.25" wide, leaving a .25" gutter in between. These measurements are arbitrary. Simply use a format similar to this one in Constant Contacts, or other email program.

Left Column

The left column contains grey boxes (20% screen of black) with a 1/2" band of PMS #362 green at the top. The headline is black 14 point **Futura Bold**.

Text in the left column is 11 point Arial Bold centered.

Right Column

The right column's headlines are 14 point **Futura Bold** white in a 1/2" black band.

Arial Bold or **Helvetica Bold** may be used for the headlines instead of **Futura Bold** if the Futura font is unavailable.

Text in the right column is justified 11 point Arial Regular with 13 point leading. Each paragraph begins with a 3/16" indention.

Bulleted text is flush left and indented from the right margin as shown.

Subheads will always be 11 point **Bold**.

PROMO ITEMS

Promotional Items

The INPEA wordmark may be used alone on shirts as shown below.

The entire logo with tag line can be printed on mugs, bags, paper cutters etc. Have the promotional company contact INPEA or the designer to provide the appropriate art files for reproduction in the medium needed.



