

Dr. Howard Fuller Collegiate Academy

Brand Guidelines



Dr. Howard Fuller
Collegiate Academy

– Founded in 2004 –

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About

Dr. Howard Fuller Collegiate Academy was founded as a private school in 2004 by eight notable pastors and Dr. Howard Fuller — all of whom were driven to fill a public need to give choice to families who have not had choice in education. We value students' learning strengths and differences, identities, and voices with the mission of sending scholars to and through college. In 2019, Milwaukee Collegiate Academy was renamed to honor student advocate and Board Chair Emeritus Dr. Howard Fuller.

**4030 North 29th Street
Milwaukee, WI 53216
(414) 873-4014
howardfullerca.org**



Master Logo

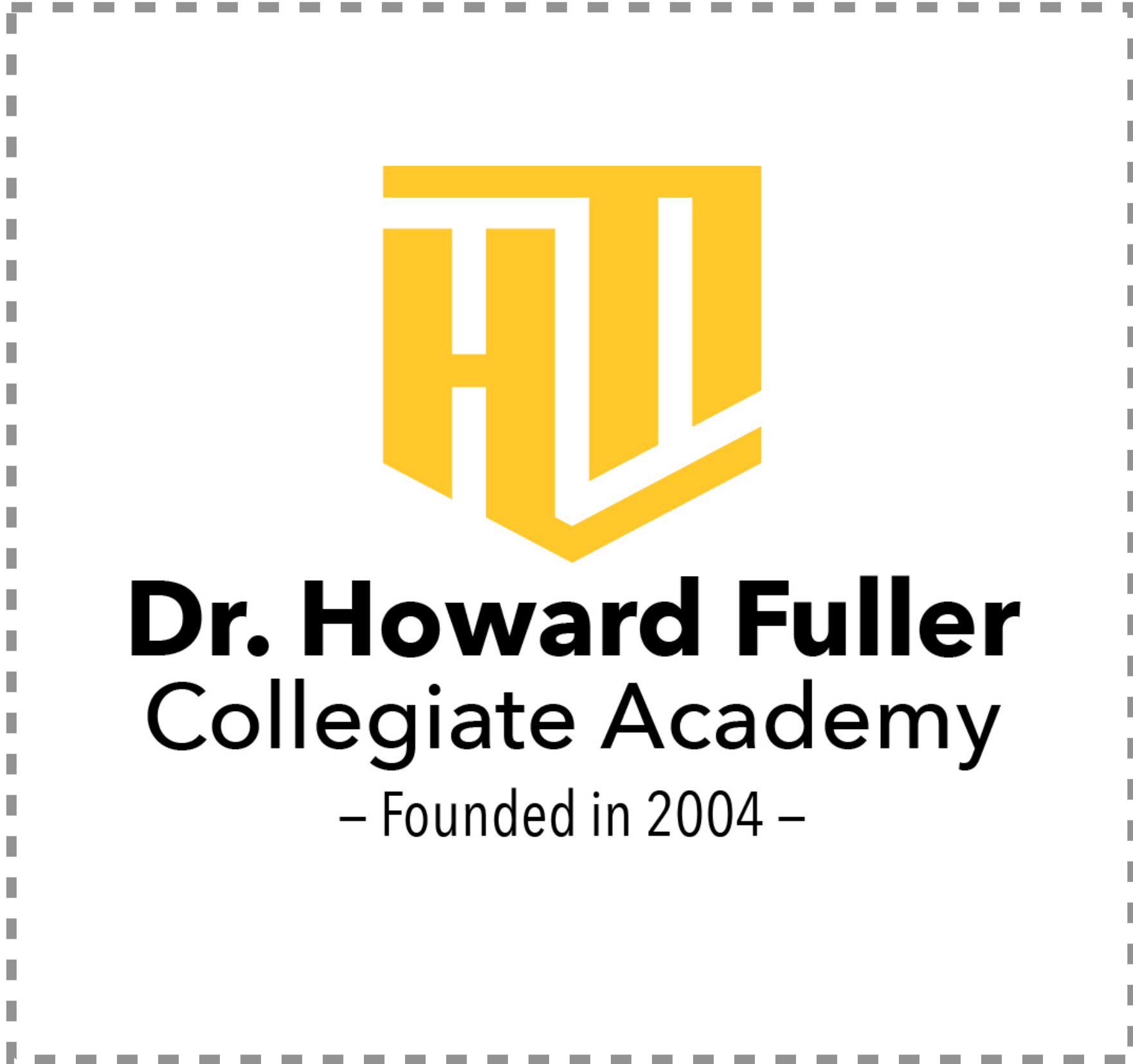


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Logo Usage



Exclusion zones

Always allow a minimum space around the logo.



Minimum width

The logo minimum width is 90px or 32mm.



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Maximum width

There is no maximum width defined for this logo.



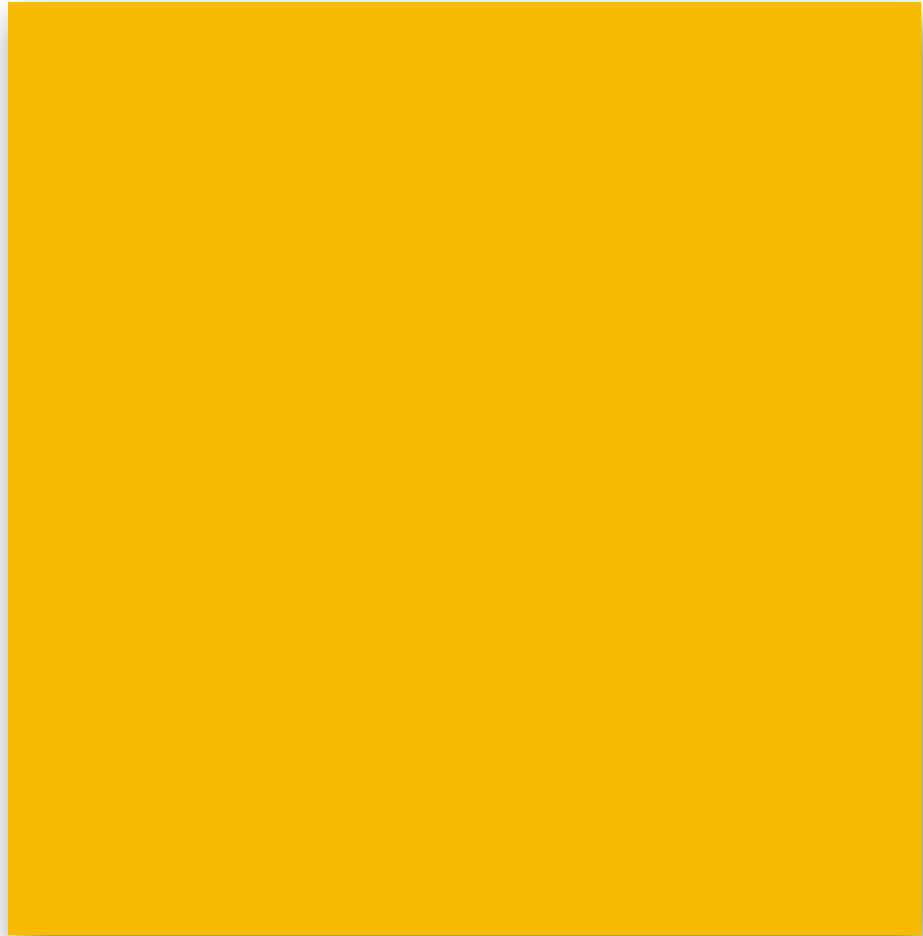
Dr. Howard Fuller
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Logo Variations

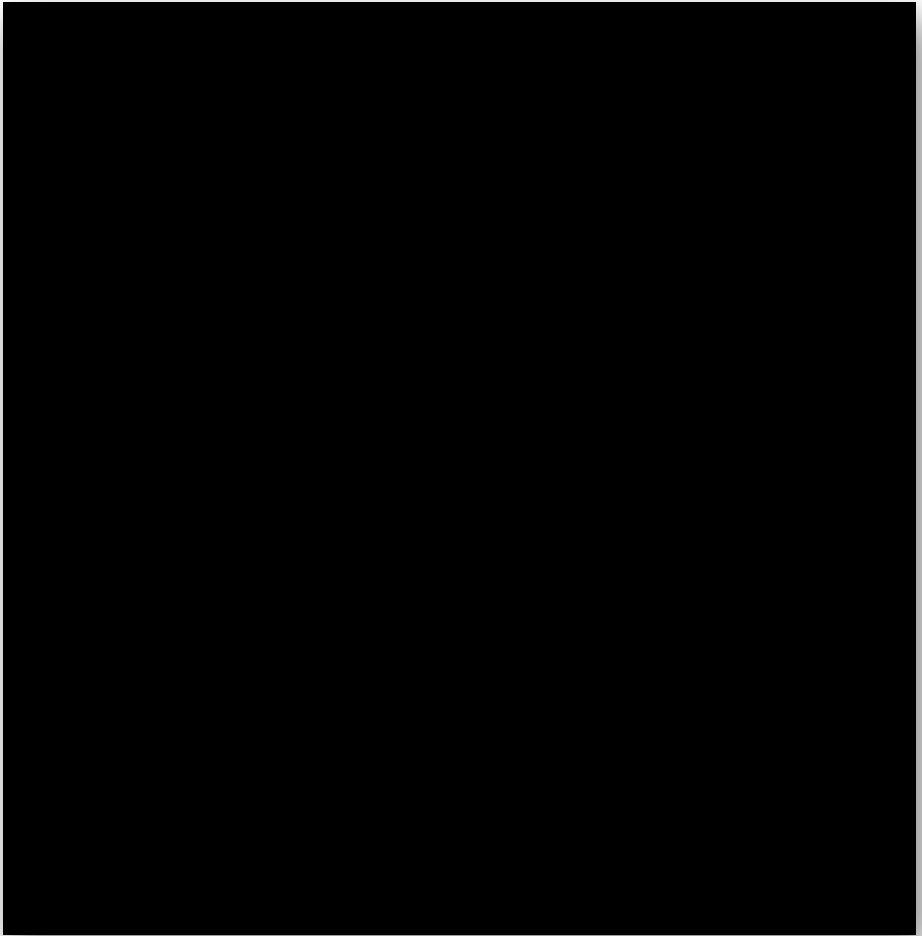


Color Pallete

Primary



RGB
255 199 44
HEX/HTML
FFC72C
CMYK
0 19 89 0

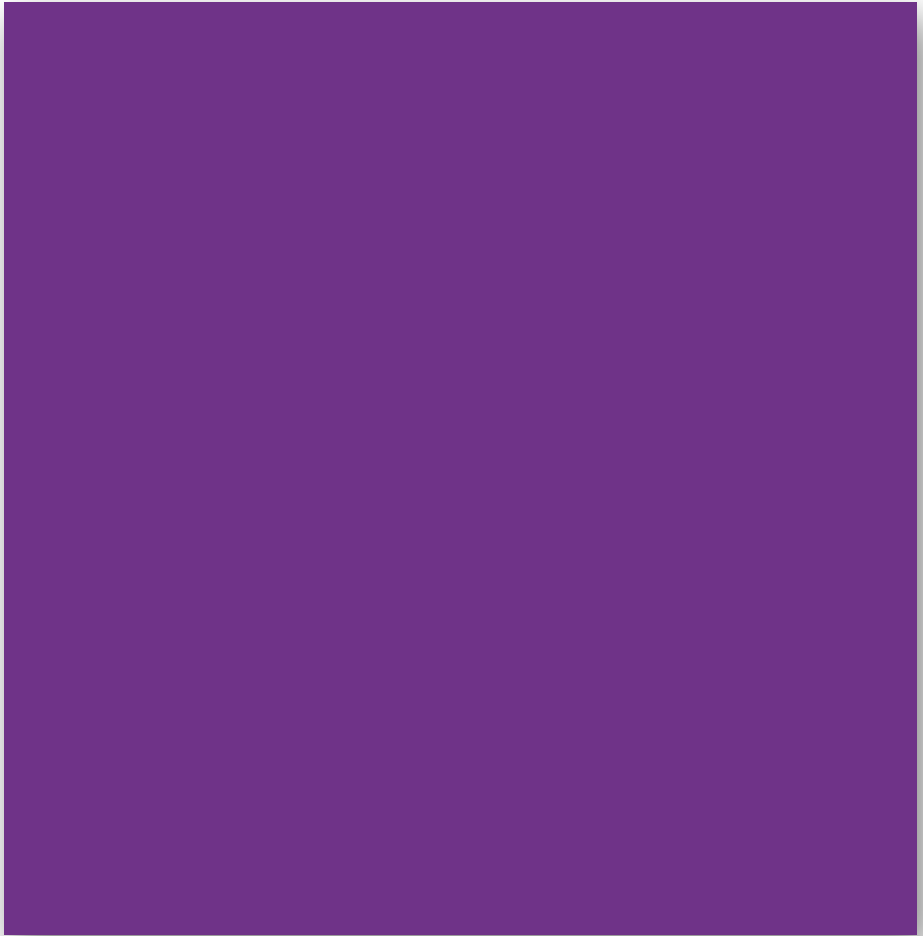


RGB
0 0 0
HEX/HTML
000000
CMYK
C30 M30 Y30 K100

Secondary



RGB
255 255 255
HEX/HTML
702F8A
CMYK
0 0 0 0



RGB
112 47 138
HEX/HTML
6F2F89
CMYK
73 100 0 0



Typography

Times New Roman

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$
%^&*()_+=”’:?><

Default Typeface: Aligns with Dr. Howard Fuller Collegiate Academy’s mission as college professors and publications often require submissions to be in Times New Roman. The font is on almost every computer, making it extremely compatible across systems it is the preferred font for daily use in print and electronic media.

Usage: Primary paragraph font that can be used for letters, reports and other correspondence.

Regular

Dr. Howard Fuller Collegiate Academy’s mission is to nurture scholars capable of transforming their world, by sending them to and through college.

Oblique

Dr. Howard Fuller Collegiate Academy’s mission is to nurture scholars capable of transforming their world, by sending them to and through college.

Bold

Dr. Howard Fuller Collegiate Academy’s mission is to nurture scholars capable of transforming their world, by sending them to and through college.



Uses: Headlines, sub-heads, emphasis

Brand Guidelines: Dr. Howard Fuller Collegiate Academy

Typography

Arial

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$
%^&*()_+="':?><

Default Typeface: The font is on almost every computer, making it extremely compatible across systems it is the preferred font for daily use in print and electronic media.

Usage: Headers, sub-heads, emphasis

Regular

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Brand Application



July 4, 2019

President George Washington
1600 Pennsylvania Avenue
Washington, D.C.

Dear President Washington,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eu mi bibendum neque egestas. Integer vitae justo eget magna fermentum iaculis eu non. Neque convallis a cras semper auctor neque vitae. At tellus at urna condimentum mattis pellentesque id. Risus quis varius quam quisque id diam vel quam elementum. Quis lectus nulla at volutpat diam ut venenatis. Consectetur lorem donec massa sapien. In tellus integer feugiat scelerisque varius morbi enim nunc. Nisl nunc mi ipsum faucibus vitae aliquet nec ullamcorper. At lectus uma dui convallis convallis tellus.

Aliquam id diam maecenas ultricies mi. Tristique senectus et netus et malesuada fames ac. Nisi porta lorem mollis aliquam ut. Scelerisque viverra mauris in aliquam sem fringilla ut. Varius vel pharetra vel turpis nunc eget lorem. Lorem ipsum dolor sit amet consectetur adipiscing. Pulvinar etiam non quam lacus suspendisse faucibus interdum posuere. Pellentesque dignissim enim sit amet venenatis uma cursus eget. Cursus metus aliquam eleifend mi. Suspendisse faucibus interdum posuere lorem ipsum dolor sit. Elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Volutpat lacus laoreet non curabitur gravida arcu ac tortor dignissim. Aliquam nulla facilisi cras fermentum. Lacus suspendisse faucibus interdum posuere lorem. Tristique senectus et netus et malesuada fames ac turpis egestas. Suspendisse faucibus interdum posuere lorem. Pharetra vel turpis nunc eget lorem dolor. Scelerisque mauris pellentesque pulvinar pellentesque habitant morbi tristique senectus.

Pellentesque adipiscing commodo elit at imperdiet. Libero nunc consequat interdum varius sit amet mattis vulputate enim.