



BRAND GUIDELINES 2019



**I want people to remember to support everyones right to grow to their fullest potential in a way that promotes kindness and acceptance.**

*Celeste Chamberlain*

FOUNDER OF 3.14 ACADEMY

# MISSION STATEMENT

To provide an on-line learning curriculum and support center to parents and children with autism which is will have a positive impact, and furthers learning for the autism community.

# BRAND VALUES

## *Kindness -*

The journey is hard, start with kindness so families know we are truly here to help.

## *Consistent -*

Continuously strive to get better and provide more.

## *Infinite -*

Like the equation of Pi our content should show families their infinite potential when they have the right information.

# COMPANY LOGO

Our logo and it's meaning! The symbol of an apple goes back to early 1900's in the US when school children would give an apple to their favourite teacher. Many underprivileged children would also offer apples as a way of payment for education. The apple is broken up by the symbol of the Pi equation which leads into our name as  $\pi = 3.14$ . An infinite number just like the possibilities of children with Autism.

Each shape is broken down into colours that have a calming effect on Autistic learning. Within each simple shape is a subtle polygon texture to represent the complexity of an Autistic mind, as there is a lot going on beyond what you see.

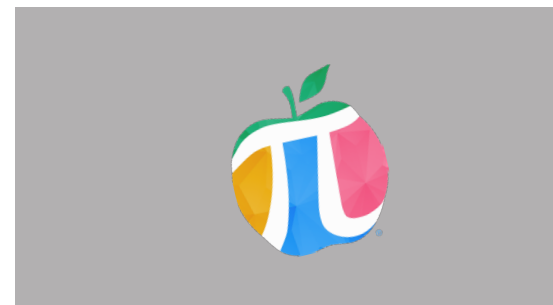
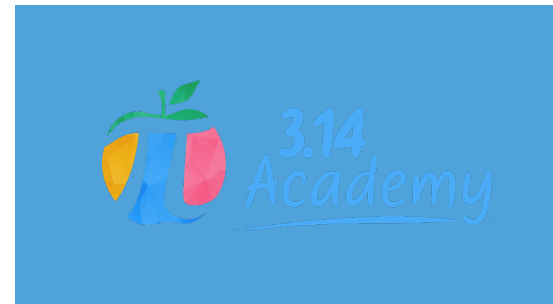
The next pages shows the correct and some incorrect ways of using the logo. **The logo should only ever be placed on a white background or the blue of the colour palette!**



# CORRECT



# WRONG

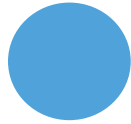




## *Colour Palette*

**3.14 Academy** brand colours can be used in line with black and white. Here are the primary colours and should always be paired with white space.

# PRIMARY COLOURS



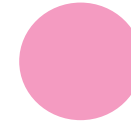
**Maya Blue:**  
R74 G171, B247  
C64, M22, Y0, K0  
#4aabf7



**Sea Green:**  
R67, G189, B142  
C68, M0, Y55, K0  
#43bd8e



**Bright Sun:**  
R239, G187, B55  
C7, M28, Y85, K0  
#efbb3



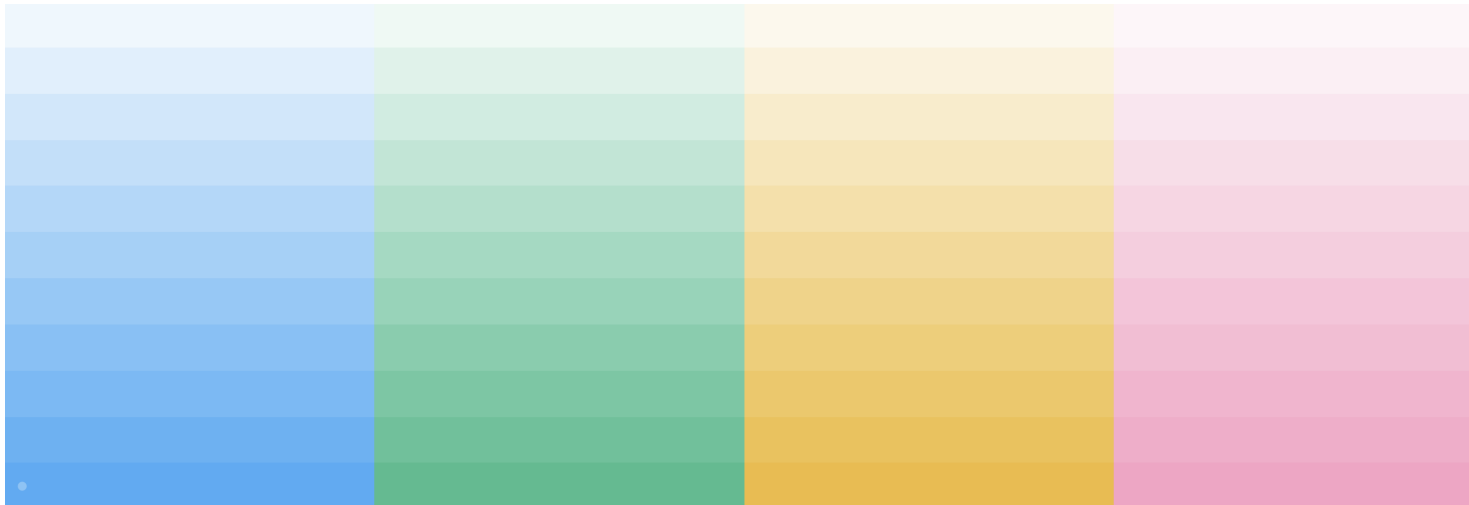
**Lavender Pink:**  
R249, G162, B197  
C0, M49, Y1, K0  
#f9a2c5

When it comes to Autism colours play an important part in the learning process. After many years of research it has been found that calming tones of blue and green as well as light pinks work best amongst white space. The Analogous colour scheme is also good as it has a subtle few tones of one colour. When a colour is too saturated or in the complimentary colour scheme it can have the opposite effect and make someone with Autism more frantic or on edge.

**3.14 Academy** is all about creating the best most calming environment for children with Autism and feel these colours reflect us best.



## ALTERNATE SHADES



The key with the colour palette is to not go any stronger or saturated than the colour codes provided. Any other tones should be more muted like in the different shades above.

# BRAND COLOURS

**3.14 Academy** colours are based on the following words and should be considered when creating any design work.

Compassion

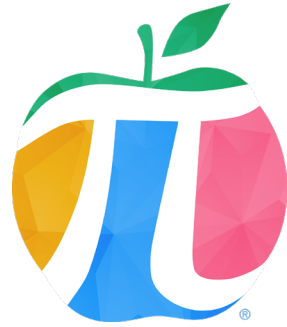
Kindness

Peace

Community

Autistic Learning

Infinite Potential



## *Brand Fonts*

**3.14 Academy** brand fonts are to be used as set out in the following pages. Please only use these fonts in the following ways when creating any document for the company.

# Roboto

Thin, Light, Regular, Medium, **Black**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Sketch Rockwell

**Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Mother's Touches

*Thin, Light, Regular, Medium, Black*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*

# BRAND FONTS

There are three main fonts which all have their own specific use and should not be changed for any other font when representing 3.14 Academy.

## ROBOTO

This font is for all paragraphs in Regular with 0 kerning. It can be used in *various weights* and in CAPITALS to highlight a word or sentence. When in capitals use a kerning of 100.

## Sketch Rockwell

**This font is used for headlines and can be used in both CAPITALS and lowercase. As a guide keep headlines in capitals and subheadings lowercase.**

## Mother's Touches

*This font is to be used for only key words or subtitles. Kerning set to 0 but can be used in either CAPITALS or lowercase.*

## A NOTE FROM CELESTE:

I'm living proof this journey is not easy. Autism is the fastest growing disorder in human history. There is enough space in this market for many autism awareness services. We can't ignore this population or the care givers who serve. Why am I doing this? I'm doing this for my son's Christian and Cameron. I am researching ways to nurture them everyday...and I might as well share what I find.

My sons learn so much through apps and I learn from others on youtube and articles I've found. So many people on this journey have innovative solutions to common problems and learning styles within the autism community. I want **3.14 Academy** to be a place that brings all of that together so parents don't have to spend hours combing through information. This site is not just for kids to learn, its for the whole family.

# MEET THE TEAM:



## CELESTE

Dr. Celeste Chamberlain, Founder. Experienced teacher in the field of technology. Certified Autism Specialist. Community autism advocate. And most importantly, autism mom.



## DOUG

A successful government contracting company; Doug brings over 40 years of business leadership experience.



## JULIE

Julie is a Special Education Teacher in Loudon County and is completing her master's in special education.



## JESSICA

6th grade public school teacher. She is a huge advocate for teachers and bettering the school system.

## MEET THE TEAM:



### BETH

Beth has been an HR leader for over 15 years. Beth is working on her doctorate in the psychology and business.



### EDWARD

As a leader of multiple software developers, Ed has a strong technical background and business acumen.



### DUANE

Duane runs his own marketing and branding company. He has over 10 years experience in media and communication.





Design & Brand Guidelines by John Carden Graphics 2019