



The Buffalo Book

BRAND LIBRARY GUIDE

A quick reference guide for The Villages Charter School Brand.

About This Guide

QUICK REFERENCE

This brand library guide was developed to support The Buffalo Book Brand Use Guide as a quick reference guide to help you navigate the brand logo library of The Villages Charter School (TVCS). Please follow all best practices outlined in the official brand use guide.

Any mark associated with The Villages Charter School brand (TVCS), should always be clear, and legible. All TVCS marks should never be used or altered without prior permission.

This guide may be redistributed, but is NOT the official brand use guide. Please follow all best practices in The Buffalo Book, Brand Use Guide.

OUTDATED LOGOS AND MARKS

We urge individuals and organizations to discontinue the use of outdated logos and colors as it may lead to confusion and diminish the impact to clearly communicate The Villages Charter School brand.

COPYRIGHT

Holding Company of The Villages Inc., holds the copyright for The Villages marks as well as the school marks, including its website, logos, and other materials created by and for The Villages Charter School. *Unauthorized use or reproduction of The Villages or The Villages Charter School marks or materials is prohibited.*

For any questions regarding this guide, the TVCS library, the approval process, or requesting a logo, please contact tvcsmarketing@TheVillages.com.

Contents

About This Guide 2

Quick Reference
Outdated Logos and Marks
Copyright

Primary Logos 4

Primary Brand Logo 5

Best Practices
Stacked Logo
Linear Logo

Proper Spacing 6

Best Practices
Stacked logo
Linear logo

Colors & Fonts 7

Brand Colors 8

Brand Fonts 8
IvyJournal Family
Indivisible Family

Best Practices 9

Secondary Marks 10

Secondary Brand Marks 11

Best Practices
Acronym Mark
V symbol Mark
Mascot Mark
V+Mascot Mark

School Marks 12

Early Childhood Center 13

Best Practices
Stacked Mark
Linear Mark

Early Childhood Center Alternative Marks 14

Best Practices
Alternative Marks

Charter Elementary School 15

Best Practices
Stacked Mark
Linear Mark
Acronym Mark

Charter Middle School 16

Best Practices
Stacked Mark
Linear Mark
Acronym Mark

The Villages High School 17

Best Practices
Stacked Mark
Linear Mark
Acronym Mark

Athletic Marks 18

Athletic Teams Mark 19

Best Practices
Athletic Mark Breakdown

Buffalo Spirit Mark 20

Best Practices
Horizontal Mark
Vertical Mark

After School 21

Buffalo Adventures 22

Best Practices

Clubs 23

Club Mark 24

Best Practices
Club Mark Breakdown

Academies 25

Academy Mark 26

Best Practices
Academy Mark Breakdown

Facilities 27

The Tracy 28

Best Practices

The Encore 29

Best Practices

Affiliations 30

Buffalo HERD 31

Helping Educate, Responsibly
Developing Students
Best Practices

Buffalo Scholarship Foundation 32

Best Practices

Buffalo Promise 33

Best Practices

Buffalo Stampeders 34

Best Practices

Retired Marks 35

**Marks No Longer Available
For Use 36**

Contact Us 37

Frequently Asked Questions 38

How do I request a logo?
How do I submit my project
for approval?
The Approval Process

Contact Information 38



Primary Logos

Primary Brand Logo

BEST PRACTICES

This logo should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

STACKED LOGO



The Villages[®]
Charter School

The Villages Charter School stacked logo in its primary design configuration and color.

LINEAR LOGO



The Villages[®] *Charter School*

The Villages Charter School linear logo in its primary design configuration and color.

Proper Spacing

BEST PRACTICES


Allow for proper spacing around all four sides of the logo. Refer to the graphic below as the best practices to achieving the proper spacing.

STACKED LOGO



LINEAR LOGO







 Represents the adequate spacing allowance around all four sides of the logo, and is equal to the height of the letter V of The Villages® Logo.



Colors & Fonts

Brand Colors

Our primary color palette contains two primary colors, TVCS Green, TVCS Gold, two secondary colors TVCS Lt Gold, TVCS Gray, and two alternative colors, black and white. All internal and external usage of our brand marks should only use this color palette including print, digital, and apparel.

Primary Colors		Secondary Colors		
	TVCS Green 80 21 79 64 #00492B		TVCS Gold 0 20 50 30 #BC9B6A	
			TVCS Lt Gold 6 13 41 4 #E2CD9B	
				TVCS Gray 0 0 0 85 #2D2926

Please contact tvcsmarketing@TheVillages.com regarding the use of Pantone colors.

Brand Fonts

These fonts are the approved TVCS brand fonts. These fonts may not be used to substitute fonts in any brand logo or mark.

IvyJournal Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ

abcdefghijklmnopqrstuvwxyz
wxyz

0123456789

? ! & @ ' ' " " % # \$ ¢ / () [] { }

Indivisible Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
vwxyz

0123456789

? ! & @ ' ' " " % # \$ ¢ / () [] { }

Fave Script Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

? ! & @ ' ' " " % # \$ ¢ / () [] { }

Best Practices

Any mark associated with The Villages Charter School brand (TVCS), should always be clear, and legible. All TVCS marks should never be used or altered without prior permission. This includes, but is not limited to, the examples given in this section.



Clear, Legible, Not Altered



Clear, Legible, Not Altered



Adding Design Elements



Removing Design Elements



Changing Typeface



Changing Colors



Drop Shadow



Patterns



Rotating



Resizing



Skewing



Squeezing



Stretching



Opacity/Transparency



Squashing



The Villages logo may never be displayed in gold with this mark.

= Approved = Unapproved



Secondary Marks

Secondary Brand Marks

The Villages Charter School is represented by various secondary brand marks. Each mark listed below is displayed in its primary design and color configuration. Upon request, other approved color combinations are available for use. Please contact tvcsmarketing@TheVillages.com to make your request.

BEST PRACTICES

This logo should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

ACRONYM MARK



The Villages Charter School linear logo in its primary design configuration and color.

MASCOT MARK



TVCS Buffalo mark displayed in its primary design configuration, and color combination.

V SYMBOL MARK



TVCS Buffalo mark displayed in its primary design configuration, and color combination.

V+MASCOT MARK



TVCS Buffalo mark displayed in its primary design configuration, and color combination.



School Marks

Early Childhood Center

The Villages Early Childhood Center (TVECC) has two primary distinct marks, a stacked, and linear mark, which are the primary TVECC marks. Additionally we have developed a series of alternative, and icon marks that can also be used to represent TVECC. Each mark incorporates The Villages® logo in its recognizable brand styling, along with the TVECC name.

BEST PRACTICES

These marks should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

STACKED MARK

The stacked mark features the word "The Villages®" in a large, dark green, serif font with a registered trademark symbol. Below it, the words "Early Childhood Center" are written in a smaller, dark green, italicized serif font.

TVECC stacked mark in its primary design configuration and color.

LINEAR MARK

The linear mark features the word "The Villages®" in a large, dark green, serif font with a registered trademark symbol. To its right, the words "Early Childhood Center" are written in a smaller, dark green, italicized serif font.

TVECC linear mark in its primary design configuration and color.

Early Childhood Center Alternative Marks

These alternative marks are comprised of the same design elements as our primary marks with an additional playful element, a baby buffalo. This playful baby buffalo may also be displayed alone to represent the Early Childhood Center.

BEST PRACTICES

These marks should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

ALTERNATIVE MARKS



Stacked + Baby Buffalo Mark



Alternative Stacked + Baby Buffalo Mark



Linear + Baby Buffalo Mark



Baby "V"



Gold Option



Graduate



Gold Option

Charter Elementary School

The Villages Charter Elementary School (TVCES) has three distinct school marks, a stacked, and linear mark, which are the primary school marks. Additionally an acronym mark has been developed that can also be used to represent TVCES. Each school mark incorporates The Villages® logo in its recognizable brand styling, along with the school name. The acronym mark incorporates The Villages stylized V with the letters CES in the TVCS approved typeface.

BEST PRACTICES

These marks should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

STACKED MARK



TVCES stacked mark in its primary design configuration and color.

LINEAR MARK



TVCES linear mark in its primary design configuration and color.

ACRONYM MARK



TVCES acronym mark in its primary design configuration and color.

Charter Middle School

The Villages Charter Middle School (TVCMS) has three distinct school marks, a stacked, and linear mark, which are the primary school marks. Additionally an acronym mark has been developed that can also be used to represent TVCMS. Each school mark incorporates The Villages® brand mark in its recognizable brand styling, along with the school name. The acronym mark incorporates The Villages stylized V with the letters CMS in the TVCS approved typeface.

BEST PRACTICES

These marks should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide

STACKED MARK



TVCMS stacked mark in its primary design configuration and color.

LINEAR MARK



TVCMS linear mark in its primary design configuration and color.

ACRONYM MARK



TVCMS acronym mark in its primary design configuration and color.

The Villages High School

The Villages High School (TVHS) has three distinct school marks, a stacked, and linear mark, which are the primary school marks. Additionally an acronym mark has been developed that can also be used to represent TVHS. Each school mark incorporates The Villages® brand mark in its recognizable brand styling, along with the school name. The acronym mark incorporates The Villages stylized V with the letters HS in the TVCS approved typeface.

BEST PRACTICES

These marks should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

STACKED MARK



TVHS stacked mark in its primary design configuration and color.

LINEAR MARK



TVHS linear mark in its primary design configuration and color.

ACRONYM MARK



TVHS acronym mark in its primary design configuration and color.



Athletic Marks

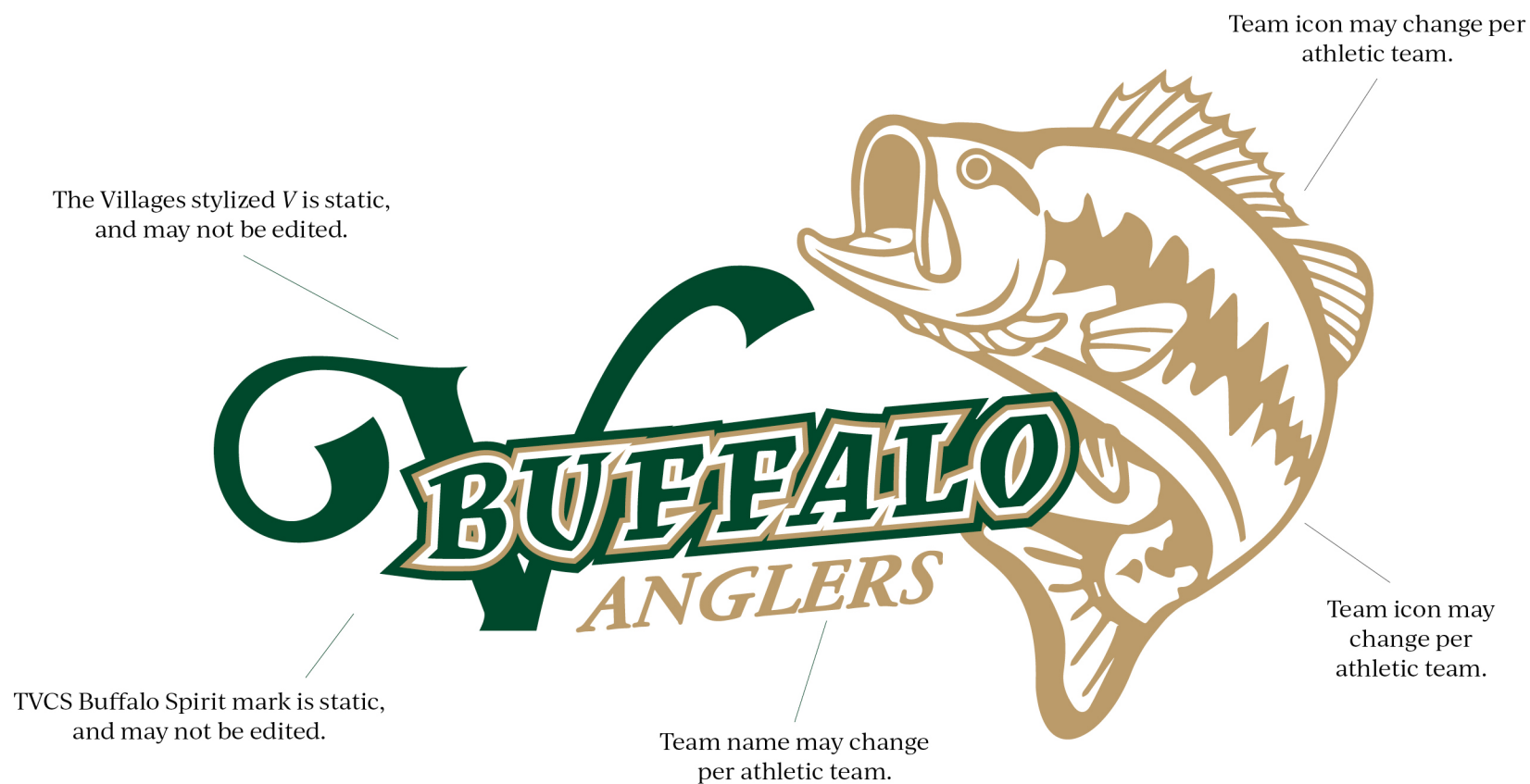
Athletic Teams Mark

The Villages Charter School athletic team marks are comprised of four basic design elements. The Villages® stylized V is combined with the Buffalo Spirit mark, a team icon (in this example a fish), and team name (Anglers).

BEST PRACTICES

These marks should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

ATHLETIC MARK BREAKDOWN



The Buffalo Anglers athletic team mark in its primary design, and three color configuration.

Buffalo Spirit Mark

The Villages Charter School Buffalo Spirit mark consists of the word Buffalo in a stylized font face. Primarily used in athletics, this brand mark has come to symbolize the buffalo spirit and is available in a horizontal and vertical option.

BEST PRACTICES

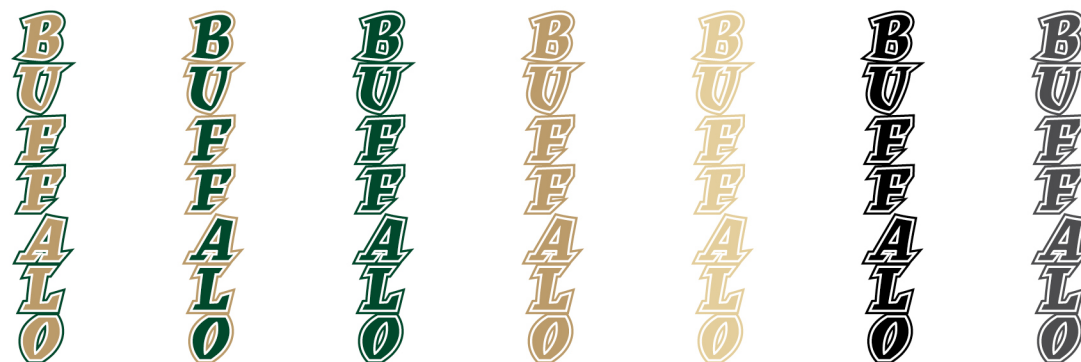
These marks should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide

HORIZONTAL MARK



TVCS Buffalo Spirit mark displayed in its primary horizontal design configuration, and color combination.

VERTICAL MARK



TVCS Buffalo Spirit mark displayed in its secondary vertical design configuration, and various color combinations.



After School

Buffalo Adventures

The Buffalo Adventures program provides a safe, supervised environment full of enriching and age-appropriate activities for VCS students in grades K-12. Because the program is based on choices, children gain independence and have the freedom to learn more about what interests them. We feature opportunities for: socialization, sports and physical activities, exploration in the arts, and time for homework. The Buffalo Adventures program offers after school child care, extra curricular activities, and holiday camps.

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.



TVCS Buffalo Adventures mark in its primary design, and color configuration.



Clubs

Club Mark

The Villages Charter School encourages students to participate in extracurricular activities to explore extra educational, leadership, socialization, and volunteer opportunities. We believe that when students participate in athletics, school clubs, and/or organizations, they are more likely to have a good sense of confidence, self-esteem, and school spirit, which contributes to a positive school experience.

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

CLUB MARK BREAKDOWN



VHS Film Club mark in its primary design, and color configuration.



Academies

Academy Mark

The Villages High School offers many different Academies for Juniors and Seniors. The school's demanding courses and programs prepare its graduates for the post secondary setting along with the world of work.

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.

ACADEMY MARK BREAKDOWN

The Academic Acronym mark combined with the word Academy is static and may not be change other than color.

Academy icon
may change.



Academy name
may change.

VHS Construction Management Academy mark in its primary design, and color configuration.



Facilities

The Tracy

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.



The Tracy

The Tracy logo in its primary design, and color configuration (TVCS Gold).

The Encore

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.



ENCORE
AT THE TRACY THEATER

The logo features the word "ENCORE" in a large, gold-colored, outlined serif font. Below it, the words "AT THE TRACY THEATER" are written in a smaller, gold-colored, outlined sans-serif font.

The Encore at The Tracy logo in its primary design, and color configuration (TVCS Gold).



Affiliations

Buffalo HERD

HELPING EDUCATE, RESPONSIBLY DEVELOPING STUDENTS

Our parent organization is an integral way we bring our parents, teachers, and school together to support our student's education, and our community.

BEST PRACTICES

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Buffalo HERD mark in its primary design, and color configuration.

Buffalo Scholarship Foundation

The mission of the Buffalo Scholarship Foundation (BSF) is to assist hard-working students as they pursue their post-secondary education dreams. Graduates of The Villages High School(VHS) are eligible to apply for the various scholarships and endowments supported by BSF.

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.



Buffalo Scholarship Foundation mark in its primary design, and color configuration.

Buffalo Promise

The Buffalo Promise is a scholarship award through the Buffalo Scholarship Foundation guaranteed to all eligible graduating students of The Villages High School who will be attending an accredited post-secondary institution.

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide..



Buffalo Promise mark in its primary design, and color configuration.

Buffalo Stampede

The Buffalo Stampede Youth Sports Club was established to develop the youth of Central Florida through participation in sports. Our goal is to provide an opportunity for children to grow and learn through our programs and to achieve whatever goals they may have. Buffalo Stampede is open to all athletes, regardless of whether they attend The Villages Charter School. Many of our sports start for children as young as Kindergarten and First grade and have programs that extend through Eighth grade.

BEST PRACTICES

This mark should always be legible, and never altered in any way, without prior permission. For best practices, please refer to pages 8 and 9 of this guide.



Buffalo Stampede mark in its primary design, and color configuration.



Retired Marks

Marks No Longer Available For Use

These marks are no longer available to represent the TVCS brand and should not be used.



Bus Mark



Green/Red Marks -
Stacked or Linear



The Villages Little Buffalo
Learning Center



Buffalo Pride



Buffalo Mark with V inset



Standing Buffalo Mark



Buffalo Mark in front of V



Current Buffalo Adventures Mark



Contact Us

Frequently Asked Questions

HOW DO I REQUEST A LOGO?

When requesting a logo please submit your request to tvcsmarketing@thevillages.com in the following format:

Subject Line: Logo Request

Body Copy: Specify the logo you would like to use, the preferred file format such as ai, pdf, png, jpg, and specify the desired color for the logo. Additionally please provide a brief description of the project or purpose for which the logo will be used, your desired timeline and your contact information in case we may need to speak with you directly.

HOW DO I SUBMIT MY PROJECT FOR APPROVAL?

When requesting a project approval, please submit your request to tvcsmarketing@thevillages.com and follow this format:

Subject Line: Approval Submission – If resubmitting a project please change the subject line to Resubmission

Body Copy: Provide a brief description of the project and it's purpose (including dimensions, the type of project such as ad, sign, apparel, etc.). This will be very helpful, as not all members of the marketing team will be familiar with your project. In addition, be sure to state your desired timeline, and your contact information in case we may need to speak with you directly.

Attachment: Please attach a proof of your project submission. Be sure your submission includes any necessary production markings such as crop marks. Appropriate file formats to attach are pdf or jpg files. Be sure your files are easy to read, and do not exceed 20MB. A link to a shared drive such as Microsoft OneDrive may be appropriate, but please discuss that with a member of our marketing team prior to submitting a link as we have very strict security guidelines.

THE APPROVAL PROCESS

After submitting a project for approval a member of the marketing team will respond they have received your request. Allow two business days for the review process. Additional time may be needed depending on the nature and scope of your submission. A member of the marketing team will contact you regarding any delays and discuss the reasons for the delay.

Contact Information

Please contact us at tvcsmarketing@TheVillages.com for questions, reviews, and approvals.



Go Buffalo!