



Usage guidelines *for* Crest and Seal

JACKSON ACADEMY

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Introduction

With the adoption of the ALL FOR ONE brand expression, the time was right to evolve the Jackson Academy crest and seal. These symbols represent the whole of JA: our past, present, and future. They communicate our reason for being—excellent academic preparation. And they reflect our particular blend of tradition and forward-leaning.

The following guidelines will help us use the crest and seal to represent JA as the long-established, well-regarded independent school that it is.

PROCESS

Jackson Academy has long employed a crest to give visual representation to the academic stature of the school. Two crests have been used throughout the school's history. In 2014, JA revisited the design and elements of the crest with the hope of raising the crest's prominence as a mark identified with JA and increasing its usage by the JA community. A student group, along with a team of staff members, worked alongside the school's marketing and communication department and agency, Mindpower, Inc., to research the JA crest and other educational institutions' crests and their symbolism. Students and staff drew prototypes of potential crests, and these were shared with the agency. Students and staff responded to various designs. Options were presented to the JA Administrative Team for feedback. After three phases of refinement, a final choice was presented to the Board of Trustees, which approved the crest and an accompanying seal in June 2015. Of particular note, the first visual choice was closely inspired by a version drawn by one of our students.

DESCRIPTION AND SYMBOLISM

The Board of Trustees approved the Jackson Academy crest that can stand independently or be paired with an outer circle to create the Jackson Academy seal. Elements of the crest and seal each have symbolic meaning.

When used as the Jackson Academy seal, the design bears the words, *Omnes Pro Uno*, which is Latin for All For One. Our students suggested including this phrase in the seal.

Many of the elements of the crest are rooted in Jackson Academy history, with four particular elements carried forward from the previous two JA crests. The top portion of the crest takes its shape from the first JA crest. The flame, book, and founding date are classic elements of previous crests.

USAGE

The seal will be used on official documents, such as diplomas. The crest will be used on academic attire, such as a lapel pin. Both will be used on campus physical facilities and structures as appropriate. The JA community and vendors are asked to go through the JA Office of Marketing and Communications if interested in using the crest or seal.

Symbolism

BOOK WITH FOUNDING DATE

DATE – Represents JA’s founding for the purpose of teaching reading by phonics. The date is placed on the book to connect our founding date with our founding purpose. Represents the quest and thirst for knowledge.

RISING SUN – Represents both spirituality and innovation and draws in inspiration from *Luke 1:78-79*:

(NIV) “[B]ecause of the tender mercy of our God, by which the rising sun will come to us from heaven to shine on those living in darkness and in the shadow of death, to guide our feet into the path of peace.”

The rays of the sun also represent enlightenment, reaching outward signifying exploration, innovation, and new beginnings each day.

CHEVRON – The chevron’s shape mimics the roof of a house and derives from the French word for rafter. It signifies protection, family, and home and was awarded for faithful service or accomplishment in heraldic tradition.

LIVE OAK WREATH – symbolizes tradition and the tree of learning. JA students play and learn under the shade of prominent Live Oak trees lining the front of campus. The wreath has 18 oak leaves on each side, coinciding with the typical age that a student completes his or her education at JA.

ACORNS – Represent growth and potential. A small acorn develops into an oak tree, which is originally small but has much potential for growth. In the same way, Jackson Academy begins with the limitless potential of its youngest students at age 3 and inspires and equips them to lead lives of purpose and significance. The four acorns represent the four divisions of the school, indicating each division is instrumental in nurturing the potential of each student.

TORCH – Represents learning, carrying a torch into the world. The lamp and flame were in each previous JA crest. The flame shown atop a torch, rather than in a lamp, represents our students carrying the torch into the world and passing the torch to others, a key aspect of a purposeful life and one of true significance.



The Seal

The traditional purpose of a seal was to authenticate a contract, proclamation, or other official document. The JA Seal adds an outside ring to the crest, with a crenellated edge reminiscent of the wax or foil perimeters of traditional hand seals of antiquity. Contained within the ring are the school's name and the motto "Omnes Pro Uno," Latin for "All For One." Stylized acorns serve to separate the two.



Appropriate usage

The JA crest and seal are NOT alternate logos for the school. The JA logotype is and should continue to be used as the primary graphic for the school's brand. Use the crest or seal when a more formal or official imprimatur is called for. With the exception of a blazer patch, use of the crest or seal on apparel is discouraged and all uses should be cleared in advance with the school Marketing and Communication's Office.

The full-color crest or seal should never be used in conjunction with the JA logotype. In some instances, a screened-back version of the PMS 289, single-color version may be used as a background in a design which includes the JA logo. In these cases, the opacity should be 30% or less and bleed off at least two, but not more than three, sides of the page. If the seal is used as a watermark, it does not need to bleed off the edges but should be reproduced at no greater than 10% opacity.

The crest or seal should only be reproduced in print in full color, PMS 289, white, or metallic foil stamp.



Examples

The crest or seal (preferred) may be reproduced on glass, pewter, or silver glasses or plates—never plastic (Fig. 1). Lapel pins should be reproduced in metal or enamel and should be of quality reproduction (Fig. 2). Blazer patches may be either the crest or full seal and should be embroidered and in full-color (Fig. 3). Official use on diplomas, awards, or certificates is typically in navy or foil stamp (Fig. 4).



Fig. 1



Fig. 2



Fig. 3



Fig. 4

Prohibited use

Neither the crest nor the seal may be reproduced in any colors other than those previously listed (e.g., Fig 1).

Neither should be reproduced on clothing which is not of a professional or formal standing, such as t-shirts, ball caps, shorts, etc. (e.g., Fig 2) and when reproduced for attire the crest or seal should be embroidered, not printed.

Neither the crest nor the seal should be reproduced over any background which is not a solid color or white (e.g., Fig 3). The exception to this would be their use as a watermark or watermark-like design element, in which case they should be screened back as previously noted.

Do not use the crest or seal on the same page as the primary JA logo (e.g., Fig 4) unless used as a translucent background element as previously detailed.



Fig. 1



Fig. 2



Fig. 3

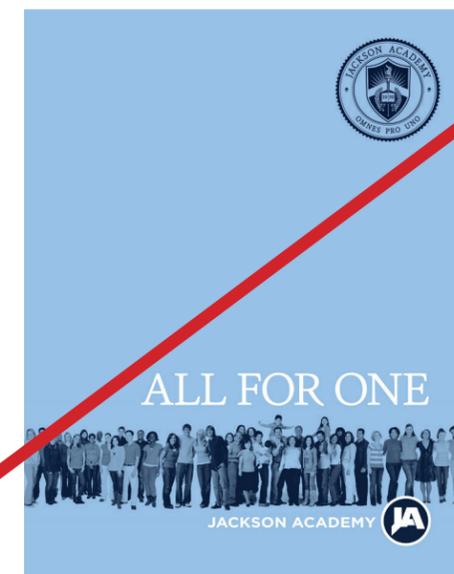


Fig. 4