



I008	Corporate Branding Policy
Purpose	To present the Free Reformed School Association (FRSA) and the individual John Calvin Schools in a professional and uniform way.
Authority	
Policy	All documentation, signage, materials and other ways of communication using the FRSA or John Calvin School's identity is to be in accordance with the FRSA Corporate Style Guide 2016
Delegation	Secretary to the Board
Related Policies	
Date approved	June 2017
Next Review Due	May 2022
Review Authority	Management
Keywords	Corporate guidelines, templates, uniforms

Authorised by:	H Dykstra
Board Chairman	
Date:	June 2017



The Brand Style Guide gives an overview of the Free Reformed School Association's (FRSA) identity in a clear and simple way.

These specifications are to be used as a framework for all brand collateral created to ensure brand consistency across all business facets.

- 'All brand collateral' means all standard, professional and official documentation representing the FRSA both within the organisation, within the Association, and abroad.
- 'All business facets' means any staff member, volunteer, parent, student, or committee member that in some way represents the FRSA.

For easy reference, there are style guides specific to each school.



**FREE REFORMED
SCHOOL ASSOCIATION**

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Appendix 1

Corporate Style Guide 2016 Version 1.0



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Corporate Style Guide

2016 VERSION 1.0

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Introduction

This Brand Style Guide gives an overview of the Free Reformed School Association identity in a clear and simple way.

These specifications are to be used as a framework for all brand collateral created to ensure brand consistency across all business facets.



Mission

Teaching Covenant children, that is: assisting the parents of the Free Reformed Churches in the upbringing of their children by providing Reformed education based on God's Word as summarised in the Three Forms of Unity.



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CHAPTER 1

Logo

Logo: Symbolic Explanation

Introduction

The importance and cornerstone of a logo construction is defined by its symbolic meaning and how graphic devices compliment one another to generate a clear and lasting impression.

Heart

Taken from the original Free Reformed crest, the heart is a symbol of life and the seat of man's inmost thought and emotion, especially love. To pledge one's heart to the Lord is to offer one's whole life as a sacrifice of love and devotion to Him in response to His sacrificial love. It features here as a large iconic heart symbol, coloured yellow to depict life and hope.

Tapestry

The shield portion of the logo graphic, combined with the book element at the base, forms a shape reminiscent of a tapestry banner - classically used to host symbolic emblems, mottoes, and coats of arms.

Shield

The shield element of the logo graphic has been carried forth from the original John Calvin seal and has been maintained in terms of shape and style. The naval blue colour forms the primary colour used throughout all branded communications, representing a strong, covenant community that is built upon a secure, spiritual foundation.

Hand

Taken from the original Free Reformed crest, the 'offering hand' is a symbol of the pledge that is made to the Lord. Since this pledge can only be made by a Spirit-filled heart, the hand is centered within the form of a dove, a symbol of the Holy Spirit. The free flowing shape of the hand and the dove reflects the spirit of the association emanating from the Holy Spirit's unifying work that enables many people to work together in unity of aim and purpose.

Book Edge

The lower part of the shield is accompanied by an abstract shape, which, when combined together, look like a book. This represents knowledge and learning that is based on the Book of God's Word. This shape changes colour from campus to campus to identify the location.



Logo: Primary

Introduction

The following pages outline the various logo options to use across a range of different collateral. The correct choice of logo and correct usage is crucial to ensure that the brand presence maintains quality and has maximum impact.

Primary Logo

The logo to the right is the primary logo to use in full colour format. This logo is to always appear on a plain white background for clarity.

If this is not possible, the secondary logo is to be implemented instead.



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**FRSA
Blue**

Pantone: 105-8C
CMYK: 100 / 82 / 15 / 3
RGB: 0 / 70 / 142
HEX: 00468E

**FRSA
Yellow**

Pantone: 10-7C
CMYK: 0 / 19 / 93 / 0
RGB: 254 / 203 / 39
HEX: FECB27

**FRSA
Grey**

Pantone: 175-1C
CMYK: 21 / 15 / 13 / 0
RGB: 201 / 204 / 208
HEX: C9CCD0



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Secondary Logo on FRSA Blue Background

Colour Variations

The following example is a colour variation to provide clarity when used with the FRSA Blue background or darker backgrounds options when the primary logo becomes illegible.

These logo and background options should only be used to create contrast between the background and the logo



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Logo: Variant

Introduction

The following pages outline the various logo options to use across a range of different collateral. The correct choice of logo and correct usage is crucial to ensure that the brand presence maintains quality and has maximum impact.

Primary Logo Variant

The logo to the right is the primary logo, to be used when the tagline is used within the same design as a standalone. This can also be implemented with the secondary logo.

This logo can be used on the same retrospective backgrounds as the primary or secondary logo would normally.

Primary Logo Mono Variant

The logo to the right is the primary logo in monotone, to be used only when colour is unapplicable at all.



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School Logo Variant

The logos to the right are the individual campus logos, which are to be used for all collateral specific to that campus. More detail is available on their usage in each of their own style guides.



ROCKINGHAM JOHN CALVIN SCHOOL

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BUNBURY JOHN CALVIN SCHOOL

My heart I offer to You Lord - promptly and sincerely



KELMSCOTT JOHN CALVIN SCHOOL

My heart I offer to You Lord - promptly and sincerely



JOHN CALVIN CHRISTIAN COLLEGE

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BYFORD JOHN CALVIN SCHOOL

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Logo: Exclusion Zones

Introduction

The exclusion zone is an invisible area around the logo that should never overlap with other complex elements, text, logos or images that heavily impede on the logo graphic. As shown in the following diagrams, the best way to measure the size of the exclusion zone is with the logo's own elements. By following these guidelines the logo will always be legible and appear visually aesthetic.

Determining the Exclusion Zone

The key element used from the logo that should be used for measuring the Exclusion Zone is the unique 'FRSA Shield' from the beginning of the FRSA logo. Due to it being the largest component it makes for an ideal unit of measure.

The width of the 'FRSA Shield' should always be used for measuring all exclusion zones.

When measuring the top and bottom exclusion zones, the 'FRSA Shield' should be rotated as the exclusion area.

Note

Elements can sit within the exclusion zone IF they are not impeding on logo legibility or its impact. This is at the digression of the designer.

FRSA Logo with grid



FRSA Logo with FRSA Shield highlighted



FRSA Logo showing general exclusion zone



Logo: Minimum Size

Introduction

To maintain legibility of the logo text, it is extremely important to set a limit to how small the logo can be used. This will maintain legibility and brand impact.

Minimum Size for Print

The diagram to the right displays the minimum size the logo is permitted to be used under normal print processes. This includes letterheads, envelopes, business cards and other general stationery.



Minimum Size for Promotional Items

The below diagram displays the minimum size the FRSA logo is to be used on promotional items such as USB devices, stress balls, key rings etc.



Logo: Correct Usage

Introduction

The following examples demonstrate correct and incorrect methods of using the logo that will effect brand recognition and legibility. By steering clear of common mistakes, and following appropriate usage, the brand will maintain integrity and impact.

✗ DO NOT alter colours

Altering any of the logo colours is not permitted.



✗ DO NOT move elements

Moving logo elements to a different position is not permitted.



✗ DO NOT place on foreign colour

Do not place logo on colours that are not corporate colours.



✗ DO NOT alter proportions

Altering the height or width ratio without maintaining proportions is not permitted.



✗ DO NOT angle logo

Positioning the logo on an angle is not permitted. It must be perfectly horizontal.



✗ DO NOT impair visibility

Placing the logo on images or colours that impede the logos legibility is not permitted.



✓ You CAN use single colour

The FRSA logo can be used in single colour format - primary colours only.



✓ You CAN use the logo on corporate colours

The FRSA logo can be used on any corporate colour background.



✓ You CAN use the logo on appropriate images

The FRSA logo can be used on images that do not encroach.



Logo: Additional Rule

Introduction

An additional rule is applicable to represent the FRSA brand where the logo may be separated from the tagline. This is a style that may be used where the tagline becomes eligible or when a certain design criteria should be met on specific mediums.

Footer Bar

When the tagline is detached from the logo, the footer bar must be visible within the same design document. The tagline does not have to be detached from the logo to apply the footer bar.

The footer bar comes in two variations that may be used to compliment the document. The first is available as the primary colour of the brand and another as a flat black bar.

Each campus may use their primary colour for the bar.

The footer bar is used primarily for corporate style documents, however may be used on other documents deemed necessary by the designer.

Do Not Remove the Logo

Having the footer bar is not a replacement for the logo. Never replace the logo with the footer bar.

Application

View the stationery section for a better understanding on how to apply the footer bar and logo within a design.

FRSA Footer Bar

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Campus Variations

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My heart I offer to you Lord - **promptly and sincerely**

My heart I offer to you Lord - **promptly and sincerely**

My heart I offer to you Lord - **promptly and sincerely**

CHAPTER 2

Colour

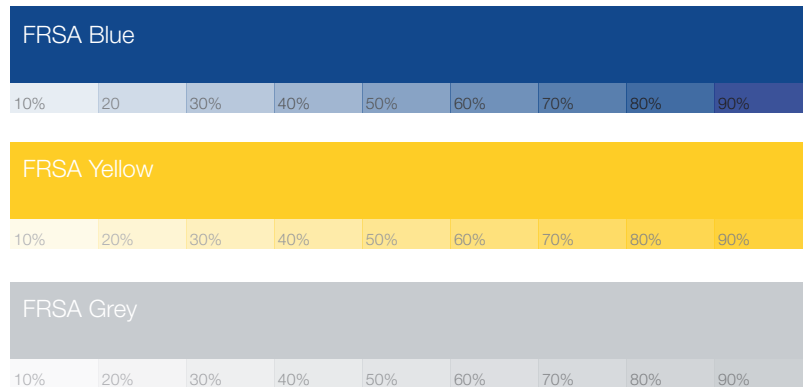
Colour: Palette

Introduction

Below is a breakdown of corporate colours and opacity values. These colours should always be used as harmonies best seen fit by the designer to give maximum brand impact to the finished product.

Primary Colours

The primary colour palette is the main combination of colours to be used in the majority of FRSA's collateral and marketing materials. These three colours are the primary colours used in the logo.



Secondary Colours

The supplementary colour palette consists of five carefully selected colours representative of each individual campus that should only be used to compliment the brand.

Examples of their use include: section dividers in a large document (such as an Annual Report), infographics that require more than three colours, specialised divisions of the association, etc.



Colour: Palette

Introduction

Below is a breakdown of corporate colour values across the various forms of colour replication procedures. These colours should always be cross referenced to maintain correct colour reproduction across medias.

CODE DEFINITIONS

Pantone

Pantone refers to a precise method of printing coloured inks. This method is the most accurate colour reproduction method.

CMYK

A common printing process combining 4 main colours - Cyan, Magenta, Yellow and Black. This process does not always produce 100% perfect results across different batches, but is the most common as it delivers best value for money.

Hexidecimal

A Hexidecimal or Hex code is a 6 character combination used to replicate RGB colour for web.

RGB

RGB colour space refers to additive colour combinations specifically used for Red, Green and Blue displays such as monitors or television screens. RGB is also commonly used for web.

MS CMYK

The Microsoft Office Suite distorts colour values different from the original CMYK value. A separate CMYK value is then established within the Microsoft programs to enable accuracy.

FRSA Blue	Pantone 105-8C	CMYK 100 82 15 3	HEX #00468E	RGB 0 70 142	MS CMYK 95 72 3 7
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FRSA Yellow	Pantone 10-7C	CMYK 0 19 93 0	HEX #FECB27	RGB 254 203 39	MS CMYK 1 16 87 1
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FRSA Grey	Pantone 175-1C	CMYK 21 15 13 0	HEX #C9CCD0	RGB 201 204 208	MS CMYK 20 13 10 0
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Rockingham John Calvin Green	Pantone 160-16C	CMYK 44 4 100 0	HEX #9DC41A	RGB 157 196 26	MS CMYK 42 0 92 1
---------------------------------	--------------------	--------------------	----------------	-------------------	----------------------

Bunbury John Calvin Blue	Pantone 112-8C	CMYK 77 27 0 0	HEX #0096D7	RGB 0 150 215	MS CMYK 70 22 1 0
-----------------------------	-------------------	-------------------	----------------	------------------	----------------------

Kelmscott John Calvin Orange	Pantone 20-8C	CMYK 3 96 85 0	HEX #E62D36	RGB 230 45 54	MS CMYK 0 47 89 0
---------------------------------	------------------	-------------------	----------------	------------------	----------------------

John Calvin Christian College Teal	Pantone 3272C	CMYK 100 3 50 0	HEX #00A19B	RGB 0 161 155	MS CMYK 80 6 37 3
---------------------------------------	------------------	--------------------	----------------	------------------	----------------------

Byford John Calvin Red	Pantone 032C	CMYK 0 93 76 0	HEX #F7323F	RGB 247 50 63	MS CMYK 0 86 71 1
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CHAPTER 3

Typography

Typography: Primary Font

Introduction

Body copy can tend to be quite heavy and utilises a great amount of space in restricted layout. To alleviate this problem, a typeface is chosen that is condensed to help alleviate stress on weight of copy.

Open Sans

Open Sans Condensed is a Google webfont that can be used for multiple mediums such as print, web or mobile interfaces.

It is a visually cohesive typeface that is suitable for being used as a title font or a body font.

To access this font visit:
<https://www.google.com/fonts/specimen/Open+Sans>



Typography: Secondary Font

Introduction

The secondary body typeface and the secondary typefaces are a variation from the same family as the primary font. It is a typeface that can be used in lighter instances where space is available and body copy does not need to be condensed.

Open Sans

Open Sans is a Google webfont that can be used for multiple mediums such as print, web or mobile interfaces.

It is a visually cohesive typeface that is suitable for being used as a title font or a body font.

To access this font visit:
<https://www.google.com/fonts/specimen/Open+Sans>

AaBbCc *AaBbCc*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Regular Italic

AaBbCc *AaBbCc*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Light Italic

AaBbCc *AaBbCc*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Bold Italic

AaBbCc *AaBbCc*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Semi-bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Semi-bold Italic

AaBbCc *AaBbCc*

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Extra Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*?(){}+ -=,.;:'"

Open Sans Extra Bold Italic

CHAPTER 4

Graphic Elements

Graphic Elements: Heart

Introduction

The FRSA logo features the stylized 'hand holding heart emblem' within the shield of the logo. The 'hand holding heart emblem' has been specially developed to feature certain attributes that can be used as supporting elements to the FRSA brand.

Usage

The FRSA heart emblem should be used sparingly and not repeated within the same document with the exception of the original logo.

This may be used to the bleed of a document or used in full. The graphic device is allowed to be cropped as the designer sees fit.

If it is to be used as a watermark then it should be no less than 10% opacity.

Implementation should be used on primary brand colours or a white background for clarity.



CHAPTER 5

Uniforms

Uniform: Hats

Hats are standard across all FRSA campuses and are generally screen printed in single colour only. Below specifies the style and arrangement for all campus hats that should be consistent across all suppliers. Below is the hat uniform for all schools.

FRSA HAT SPECIFICATIONS

Fabric Colours

The FRSA hat base colour should be a navy blue - matched as closely as possible to PANTONE 294.

Logo Layout

The logo and slogan should both feature together - the slogan sitting beneath the campus logo in full width format as pictured.

The logo has been modified for single colour screen printing, using 'half-tone' methods.

The size requirement of the logo should be at least 80mm in width to increase legibility.

Summary

Fabric Colours:

Navy Blue - Pantone 294

Logo Size:

min 80mm in width

Logo Colours:

Original Flat Colour.



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JOHN CALVIN SCHOOL**

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**BYFORD
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CHRISTIAN COLLEGE**

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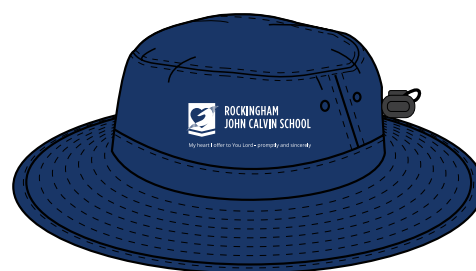
**KELMSCOTT
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**ROCKINGHAM
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Uniform: Jackets

The school uniforms across the FRSA vary in colour based on campus, yet adhere to a strict format to give all schools consistency across the association, increase brand awareness and boost moral. Below is the winter jacket uniform for all primary schools.

FRSA JACKET SPECIFICATIONS

Fabric Colours

The FRSA winter jacket fabric colour should be a navy blue - matched as closely as possible to PANTONE 294. White piping is permitted based on the uniform supplier stock.

Logo Layout

The logo and slogan should both feature together - the slogan sitting beneath the campus logo in full width format as pictured.

The logo has been modified for single colour screen printing, using 'half-tone' methods.

The size requirement of the logo should be at least 80mm in width to increase legibility.

Summary

Fabric Colours:

Navy Blue - Pantone 294

Logo Size:

min 80mm in width

Logo Colours:

Original Flat Colour.



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Uniform: School Bag

The school bags across the FRSA maintain the same standard format to give all schools consistency across the association, increase brand awareness and boost moral. Below is the school bag for all schools.

FRSA SCHOOL BAG SPECIFICATIONS

Fabric Colours

The FRSA bag base colour should be a navy blue
- matched as closely as possible to PANTONE 294

Logo Layout

The logo and slogan should both feature together
- the slogan sitting beneath the campus logo in full width format as pictured.

The size requirement of the logo should be at least 80mm in width to increase legibility.

Summary

Fabric Colours:

Light Blue - Pantone 292
Navy Blue - Pantone 294

Logo Size:

min 80mm in width

Logo Colours:

Original Flat Colour.



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Uniform: Campus Standard

The school uniforms across the FRSA vary in colour based on campus, yet adhere to a strict format to give all schools consistency across the association, increase brand awareness and boost moral. Below is the standard variants of each campus.

SCHOOL UNIFORM - STANDARD

Fabric Colours

The standard Kelmscott, Byford and Bunbury uniform polo shirt uniform should be white in fabric colour, with a navy blue accent (matched as closely as possible to PANTONE 294) around the collar as pictured. The girls dress uniform should be plaid (blue white and red), with white accents around the collar and sleeves. Other garment styles need to adhere to similar fabric colour combinations. Please see the respective school style guides for an in-depth review.

The Standard Rockingham John Calvin School uniform should be a light blue - matched as closely as possible to PANTONE 292, with a secondary colour for the collars and side panels as pictured - matched as closely as possible to PANTONE 294. White piping separates the two colours. Other garment styles need to adhere to similar fabric colour combinations. Please see the Rockingham John Calvin School style guide for an in-depth review.

The Standard JCCC uniform is a white fabric blouse or shirt. A red pullover is available which is available in two fabrics, cotton or wool. Other garment styles need to adhere to similar fabric colour combinations. Please see the John Calvin Christian College style guide for an in-depth review.

The images to the right are a sample of some of the respective campus uniforms. Please review their individual style guides for more in-depth detail.

Logo Layout

The logo and slogan should both feature together - the slogan sitting beneath the campus logo in full width format as pictured.

The size requirement of the logo should be atleast 80mm in width to increase legibility.

Logo Size:

min 80mm in width

Logo Colours:

Original Flat Colour.

(Byford John Calvin School)



(Kelmscott John Calvin School)



(Rockingham John Calvin School)



Uniform: Campus Sports

The school uniforms across the FRSA vary in colour based on campus, yet adhere to a strict format to give all schools consistency across the association, increase brand awareness and boost moral. Below is the standard variants of each campus.

SCHOOL UNIFORM - STANDARD

Fabric Colours

Rockingham, Kelmscott, Byford and Bunbury sports uniform should use their primary colour for the fabric - matched as closely as possible to PANTONE value accompanied by black side panels, with white piping to separate the colours. Please see the respective school style guides for an in-depth review.

The John Calvin Christian College sports uniform should be a navy white polo shirt.

A track jacket is available for John Calvin Christian College in navy with a secondary colour matched as closely as possible to PANTONE 3272. Please see the John Calvin Christian College style guide for an in-depth review.

The images to the right are a sample of some of the respective campus uniforms. Please review their individual style guides for more in-depth detail.

Logo Layout

The logo and slogan should both feature together - the slogan sitting beneath the campus logo in full width format as pictured.

The size requirement of the logo should be atleast 80mm in width to increase legibility.

Logo Size:

min 80mm in width

Logo Colours:

Original Flat Colour.

(Rockingham John Calvin School)



(Kelmscott John Calvin School)



(Byford John Calvin School)



CHAPTER 6

Photography

Photography: Style

Introduction

Following a distinct photographic style enables FRSA to depict a positive, friendly and professional attitude within their imagery. Below is a breakdown of photographic style that should be replicated for all FRSA imagery.

People

Photographs of people should portray friendly and positive attitudes. Framing should feature the subject as a clear focal point, without cropping too closely.

Angle and perspective should focus the subject in 'hero' light if possible.

Scenes

Images of certain scenes can be used to display lifestyle, learning, creativity etc. These scenes should be photographed in the diffused light of early morning or afternoon. Avoid harsh midday sun if possible.

Objects

Images of schooling utensils should be depicted in a clean, sleek way. Photos should be retouched if possible to remove unwanted dirt or untidiness.

Technical Guidelines

Photos must be high resolution. The minimum size for a high resolution photograph is 2700 x 3600 pixels. Formats should be one of the following; highresolution JPEG files (.jpg), TIFF (.tif) files or ultimately, RAW.

Photos should be in colour and use 24-bit or higher colour depth.

Do not edit or alter the photograph by cropping.

Do not crop the in-camera image too tight.

Shoot so the photograph can be cropped both wide view and tight.



CHAPTER 7

Tone of Voice

Tone of Voice: Principles

Introduction

Maintaining a standard tone of voice is the way in which FRSA will be expressed in writing and all displayed mediums, particularly in relation to marketing materials. This will include what FRSA will say and how FRSA will portray it.

Consistency

To maintain credibility there should be consistency within the FRSA tone of voice when communicating with the audience in order to portray a clear message.

Friendly

FRSA is inclusive and welcoming. Encouragement with the need to develop a bond that will engage the audience.

Ambitious

Set milestones with a challenge but are achievable goals. Strive to achieve future aspirations, be motivational and empower.

Credible

Communication is honest and guaranteed with credibility. Be clear and concise when portraying the message, providing facts where appropriate to support the statement.

Confident

Express pleasure in achievements and the environment that has been constructed. View the future with focus, determination and commitment to future goals.



Teaching Covenant Children, that is: assisting the parents of the Free Reformed Churches in the upbringing of their children by providing Reformed Education based on God's Word as summarized in the Three Forms of Unity.



Tone of Voice: Headings

Introduction

Headings used within FRSA collateral should portray a clear and precise message. Visually it will maintain a consistent academic standard. This will provide an environment for the audience to easily establish and navigate content constructed.

Precise

The aim of a heading is to establish a point of establishment and base of context within the information.

Clear

The heading should dictate clearly what the following information will provide.

Short

Construct the heading to be as short and efficient as possible to provide an ease of understandability.

Consistency

A heading should always be larger than the copy body to show hierarchy and to develop a point of engagement.

Avoid using multiple typfaces for numerous headings within the same document, as well as taking into account the heading should always be a clear and legible typeface.

By doing this, the heading will provide consistency, maintaining the FRSA brand and portraying an academic face to the collateral material.

Board Newsletter



FREE REFORMED

SCHOOL ASSOCIATION

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Volume 1, Issue 1 July 2015

From the Chairman



PHOTO GOES HERE

Dear members,

The education of our children and operating Reformed Schools which comply with the objective stated in the FRSA Constitution in today's rapidly changing world is, and continues to be, a dynamic and challenging task. This is emphatically emphasised by the content of the reports presented to the Board and the nature of the decisions it is required

to make. At the same time there is an increasing level of compliance and accountability required from all levels of FRSA governance and management.

Up till now the Board has published its brief reports in the General Section of the Church Bulletin. On this occasion at least it was thought that this would not do justice to the matters dealt with by the Board and that a more complete coverage would require too much room for the Bulletin. In addition, you may recall that the Corporate Plan published in the last AGM booklet (page 30) indicates the desire to publish a quarterly FRSA Newsletter. While this does not pretend to fulfil that desire, it may be a forerunner.

We have published here the Brief Report of the Board meeting of 2nd July 2015. Immediately following this report there are some more detailed explanations and comment relating to the decisions made.

We have concluded with the Brief Report of the Board meeting with the Bunbury Council held in Bunbury on Thursday 18th June 2015. The Board holds these special meetings with a council twice per year. The agendas of these meetings focus on matters pertaining to the school and particular catchment. As you will see from the Brief Report of this one, these meetings are very valuable.

- SH Terpstra, Chairman

OPERATING JOHN CALVIN SCHOOLS

Armadale

Bunbury

Byford

Kelmscott

Rockingham

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Tone of Voice: Collateral

Introduction

Collateral materials should remain within the guidelines of the principles of FRSA's tone of voice. FRSA is to be a face of academic strength, striving for engagement and intellectual motivation.

Professionalism

Collateral materials of FRSA shall have a controlled and academic presence.

Clarity

Information given to the audience will be clear and precise, providing a guided experience to avoid confusion.

Intelligence

Aspire academic minds and create an environment of learning by maintaining an academic standard.

Passionate

Involve the audience where possible and provide a friendly environment that will encourage the audience to interact or create a bond.

Factual

Where possible provide factual information and figures to support statements.

Board Newsletter

FREE REFORMED SCHOOL ASSOCIATION
My heart I offer to You Lord - promptly and sincerely

Volume 1, Issue 1 July 2015

From the Chairman

PHOTO GOES HERE

Dear members,

The education of our children and operating Reformed Schools which comply with the objective stated in the FRSA Constitution in today's rapidly changing world is, and continues to be, a dynamic and challenging task. This is emphatically emphasised by the content of the reports presented to the Board and the nature of the decisions it is required to make. At the same time there is an increasing level of compliance and accountability required from all levels of FRSA governance and management.

Up till now the Board has published its brief reports in the General Section of the Church Bulletin. On this occasion at least it was thought that this would not do justice to the matters dealt with by the Board and that a more complete coverage would require too much room for the Bulletin. In addition, you may recall that the Corporate Plan published in the last AGM booklet (page 30) indicates the desire to publish a quarterly FRSA Newsletter. While this does not pretend to fulfil that desire, it may be a forerunner.

We have published here the Brief Report of the Board meeting of 2nd July 2015. Immediately following this report there are some more detailed explanations and comment relating to the decisions made.

We have concluded with the Brief Report of the Board meeting with the Bunbury Council held in Bunbury on Thursday 18th June 2015. The Board holds these special meetings with a council twice per year. The agendas of these meetings focus on matters pertaining to the school and particular catchment. As you will see from the Brief Report of this one, these meetings are very valuable.

- SH Terpstra, Chairman

“ Teaching Covenant Children, that is: assisting the parents of the Free Reformed Churches in the upbringing of their children by providing Reformed Education based on God's Word as summarized in the Three Forms of Unity. ”

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Teaching Covenant Children, that is: assisting the parents of the Free Reformed Churches in the upbringing of their children by providing Reformed Education based on God's Word as summarized in the Three Forms of Unity.



Tone of Voice: Statements

Introduction

Communication offers an opportunity to reinforce the FRSA brand. Beyond following the visual and style guidelines, incorporating powerful and meaningful statements will enhance the brand of FRSA through strong and impactful communication.

Usage

Statements and phrases are not required elements and are not to be overused. They are to be used to pull out meaningful parts of a body of text or to provide emphasis and direction. Used as a tool to inspire or inform the audience.

A statement is decided upon the beholder where deemed necessary and logical within the material.

These are not to be mistaken as the FRSA tagline and should never replace the tagline.

“

*All the blessings we enjoy are
Divine deposits, committed to
our trust on this condition, that
they should be dispensed for the
benefit of our neighbours.*

”

“

*I will establish my covenant
between Me and you and
your descendants after you
... to be God to you and your
descendants after you ...
(Genesis 17:7)*

”

“

*When your child does
homework, don't sit and watch
TV. If your child is reading,
you read too.*

”

CHAPTER 8

Stationery

Stationery: Letterhead

Introduction

The FRSA letterhead is a standard form of communications template. Used for both print and digital, this letterhead becomes a formal correspondence tool. Each individual campus will have the same layout for brand cohesion but using their respective brand primary colour.

Specifications

The following collateral is to be produced under the following specifications:

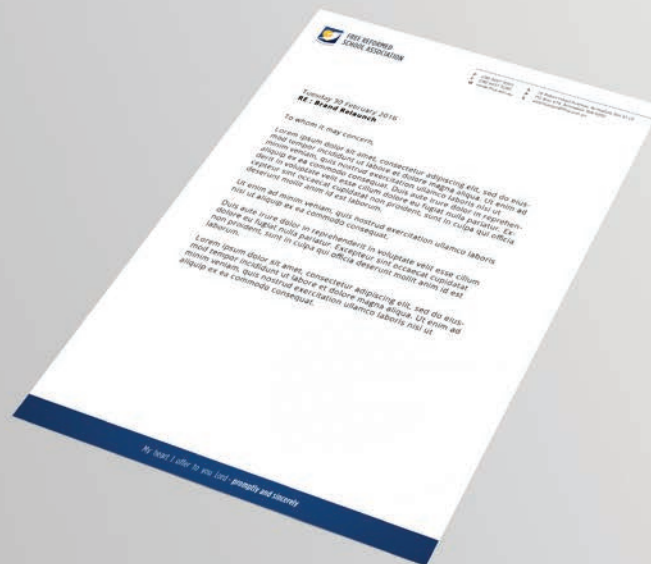
Printing Format: CMYK

Size: International A4

Paper: 115gsm Splendor Gel

Lamination: None

Printed Faces: Single



Stationery: With Compliments

Introduction

The With Compliments Slip is a DL sized shortened version of the letterhead, used to send short messages or as an attachment to deliveries. This simple, yet effective means of communication should be used as a bare minimum standard to physical correspondence.

Specifications

The following collateral is to be produced under the following specifications:

Printing Format: CMYK

Size: International DL

Paper: 115gsm Splendor Gel

Lamination: None

Printed Faces: Single



Stationery: Business Cards

Introduction

The following design specifications delivers high impact brand awareness in a quality product. The below print specifications should be used as a minimum.

Specifications

The following collateral is to be produced under the following specifications:

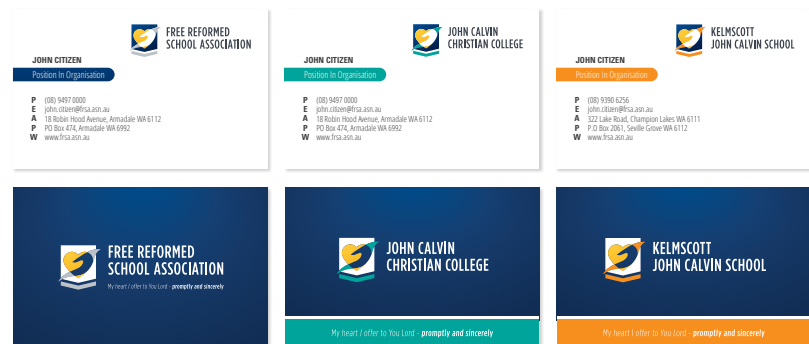
Printing Format: CMYK

Size: 86mm x 54mm

Paper: 350gsm card stock

Lamination: 2 Sides, Gloss

Printed Faces: 2 Sides



Stationery: Newsletter

Introduction

The FRSA newsletter is a standard form of communications template. Used for both print and digital, this letterhead becomes a formal correspondence tool. Each individual campus will have the same layout for brand cohesion but using their respective brand primary colour.

Specifications

The following collateral is to be produced under the following specifications:

Printing Format: CMYK

Size: International A4

Paper: 115gsm Splendor Gel

Lamination: None

Printed Faces: Single



Stationery: Envelope

Introduction

The FRSA envelope is an important device used to make first contact through mail and is a basic yet highly recognizable tool to establish recognition. An envelope should be presented clean and basic to distinguish the information quickly and as easy as possible.

Specifications

The following collateral is to be produced under the following specifications:

Printing Format: CMYK

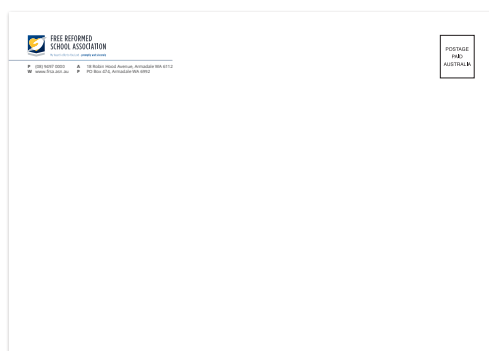
Size: DL, C5, C4, C3

Paper: 115gsm Splendor Gel

Lamination: None

Printed Faces: Single

(Envelopes not to scale)



Stationery: Email Signature

Introduction

The email signature is an important communication device used to allow the replier to have ease in reconnecting with the sender with various other methods other than emails if need be.

Specifications

The email signature should be standard across the whole FRSA brand to establish familiarity and recognition.

Each campus will have their own respective email signature that will be highlighted in their primary brand colours to enhance recognition.

Name Job Title

Phone: (08) 9497 0000
Address: 18 Robin Hood Avenue, Armadale WA 6112
Postal: PO Box 474, Armadale WA 6992
Web: www.frsa.asn.au



FREE REFORMED SCHOOL ASSOCIATION

My heart I offer to You Lord - promptly and sincerely

Name Job Title

Phone: (08) 9497 0000
Address: 18 Robin Hood Avenue, Armadale WA 6112
Postal: PO Box 474, Armadale WA 6992
Web: www.frsa.asn.au



**JOHN CALVIN
CHRISTIAN COLLEGE**

My heart I offer to You Lord - promptly and sincerely

Name Job Title

Phone: (08) 9726 2038
Address: Cnr Vittoria Street & South Western Highway, Bunbury WA 6230
Postal: PO Box 939, Bunbury, 6230
Web: www.frsa.asn.au



**BUNBURY
JOHN CALVIN SCHOOL**

My heart I offer to You Lord - promptly and sincerely

CHAPTER 9

Signage

Signage: Building

Introduction

The following is a typical example of FRSA signage on a commercial premises.

The following signage details should be followed as close as possible despite varying locations.

Main Signage

Commercial locations that are FRSA operated should feature at least one large FRSA sign at the highest, most valued location on the building.

The sign should be made from Aluminium Composite Metal (ACM) with 2k paint and vinyl details as a minimum. The option for a backlight signboard in acrylic is also accepted for a more highend finish.

Additional Signage

Additional signage details such as street number, street name etc can be designed as a seperate sign featuring the same style as the FRSA logo

(Variant 1) - White background and grey text.

Basic Construction Details

Base Material: ACM

Base Colour: 2k Paint

Overlay Details: UV Stable Vinyl

Highend Construction Details

Base Material: Coloured 3mm Acrylic, in 100mm aluminium lightbox.

Flexface sheet for illumination.

Base Colour: 2k Paint

Lighting: Fluro tube or LED backlight

