

Nuasin Next Generation Charter School

Brand Guidelines

Our Vision and Mission

The **mission** of Nuasin Next
Generation Charter School is to
graduate intellectually-curious
scholars who are prepared to
succeed in college, career, and life.

Our **vision** is a generation of scholars who are:

Part of a diverse,
vibrant community who
celebrates learning.

Introduced to a lifelong
love of learning that lasts
well beyond our doors.

Prepared to take on
the challenges of
college and career.

Future inventors, writers,
creators, thinkers, and
changemakers.

Our Name

The Wappinger Confederacy, the tribe located here before European colonization, called the hill that the school is on “Nuasin,” or “the land between,” for its location between the Harlem River and an estuary along modern-day Jerome Avenue.

“Next Generation” highlights the advanced methods of learning and engagement and our school’s primary focus on developing the future generation of scholars to leaders.

The next generation will need skills that go above and beyond what is typically taught in school. This part of our name shares our focus on developing both hard and soft skills for scholars to read to lead. Education is always about preparing the next generation for greatness.

NUASIN

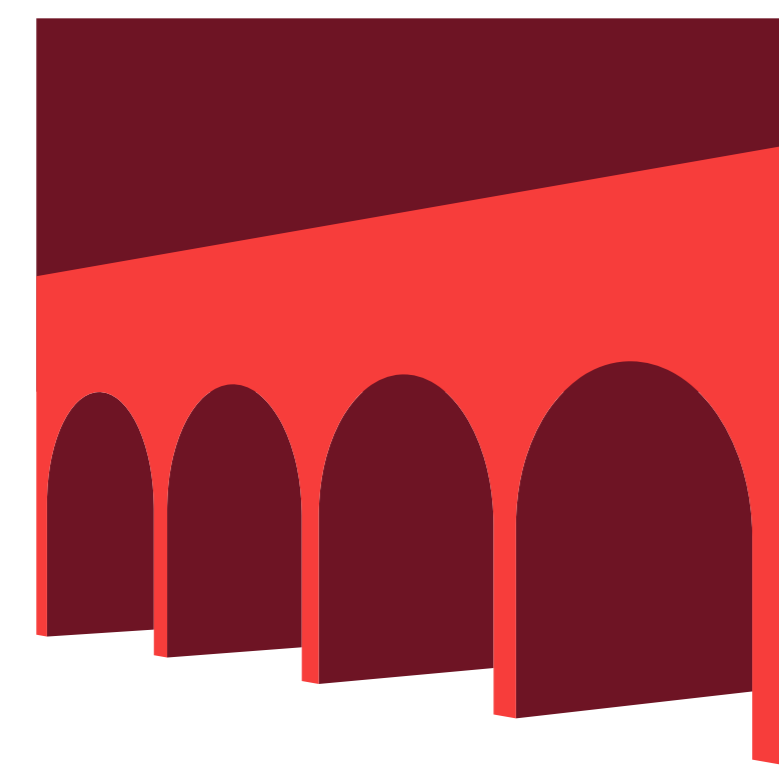


NEXT
GENERATION

/nua·sin/

“The Land Between”

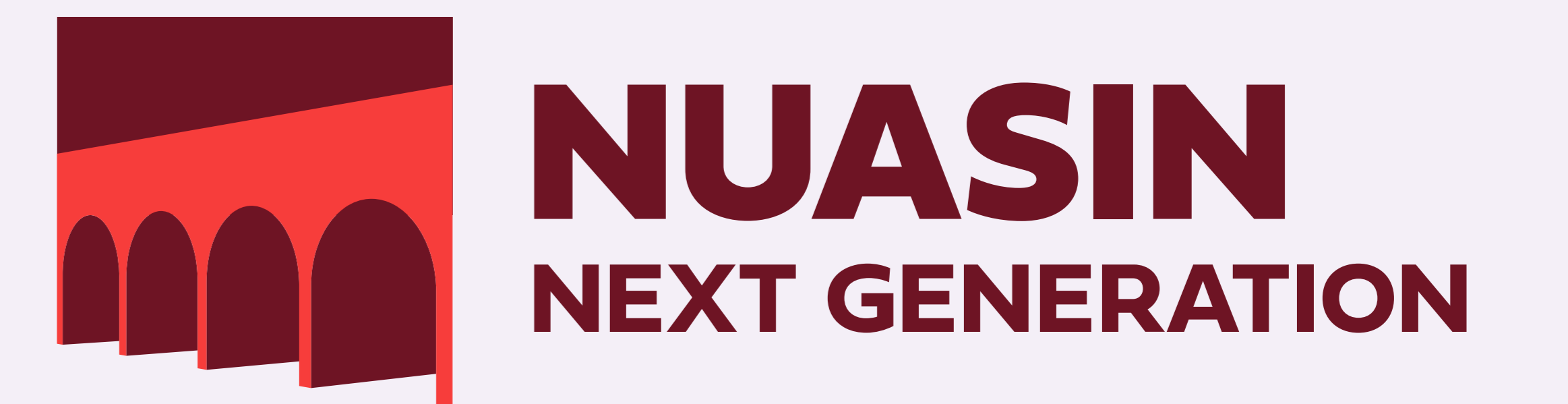
Logo and Brandmark



Brandmark



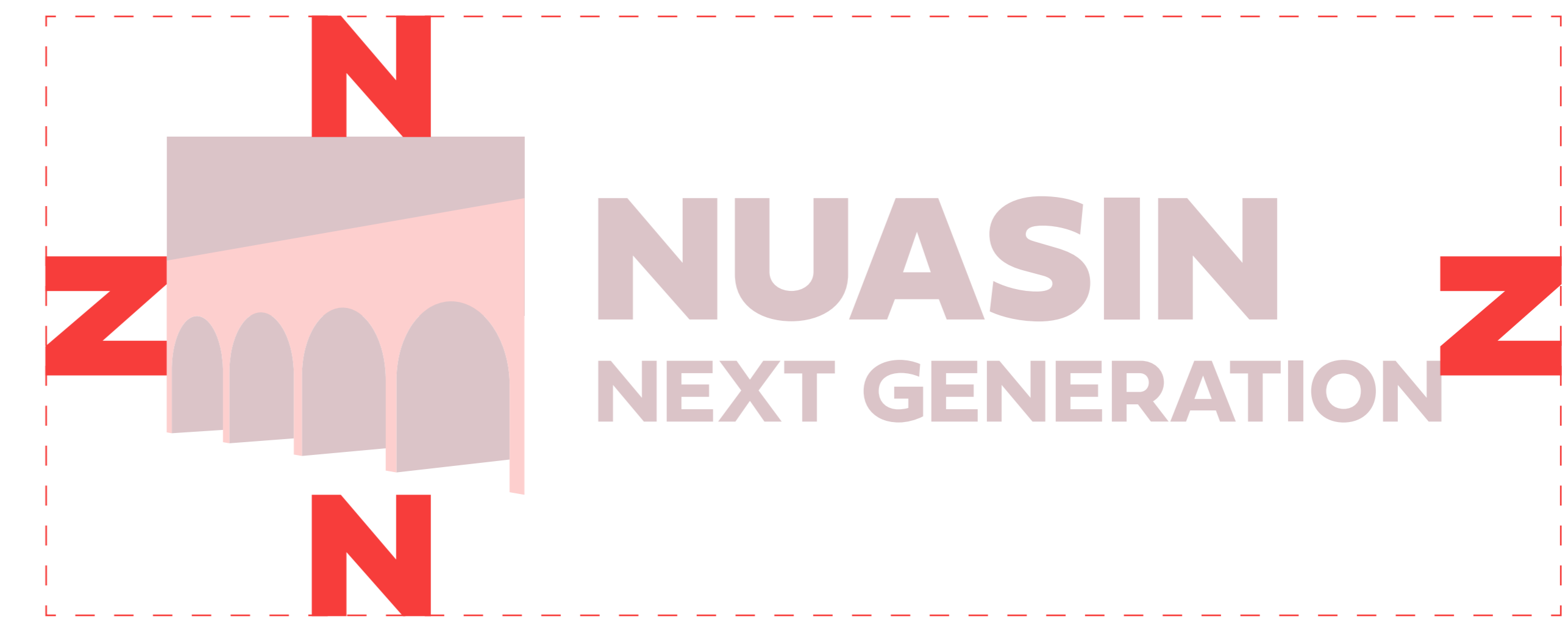
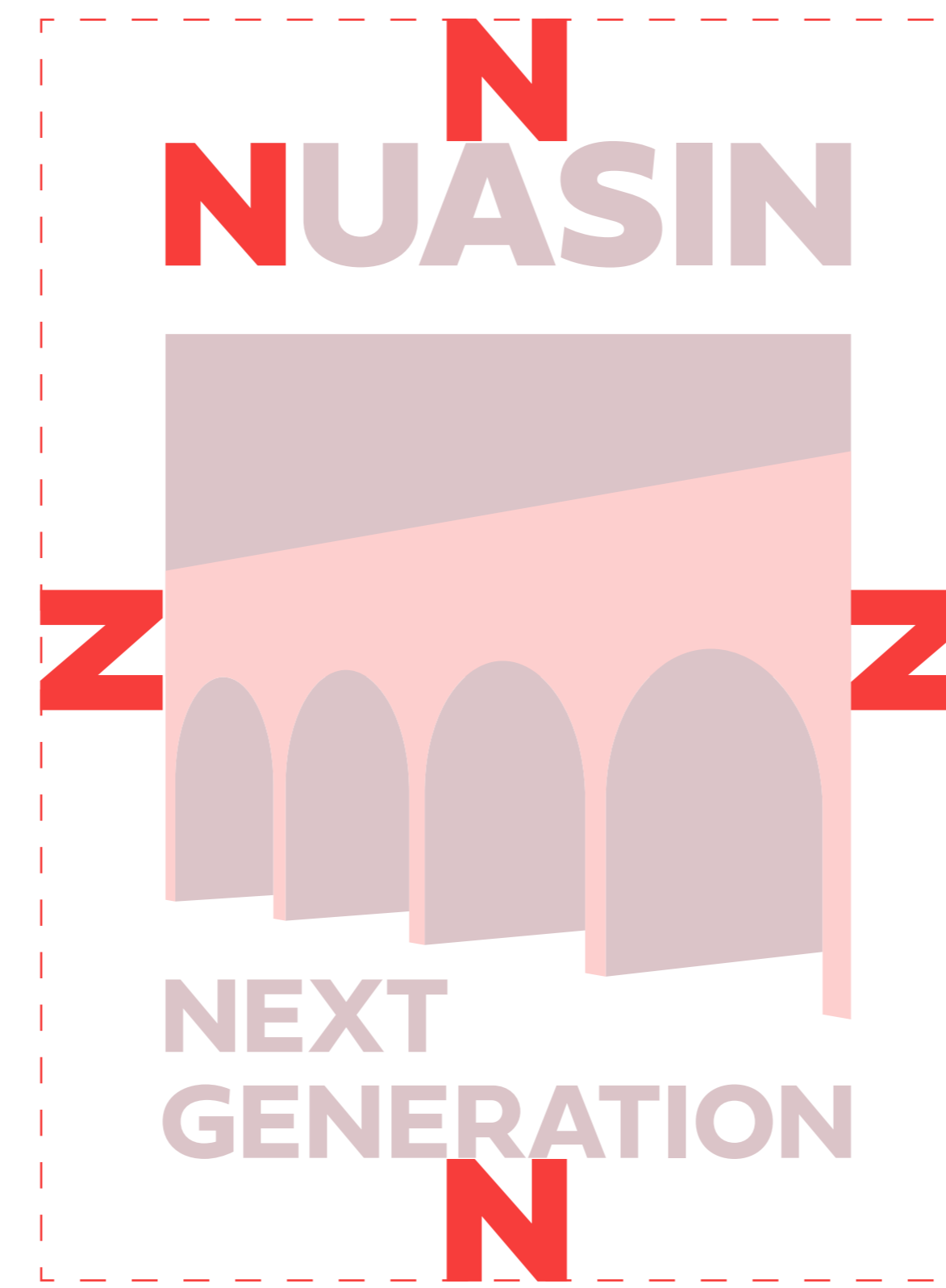
Primary Logo



Secondary Logo

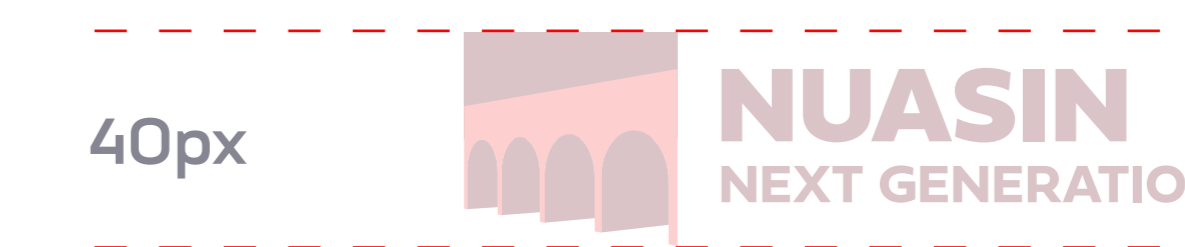
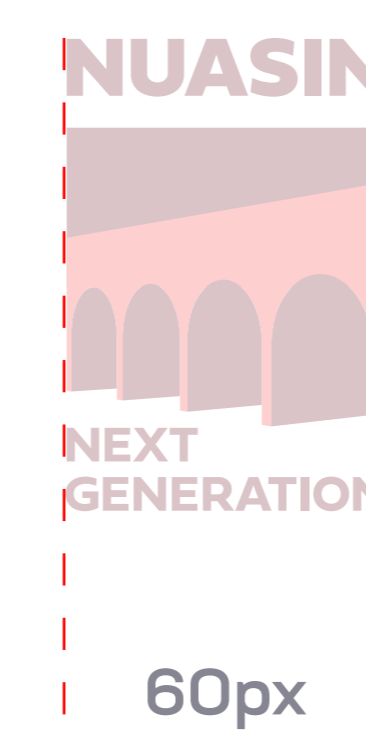
Logo Usage

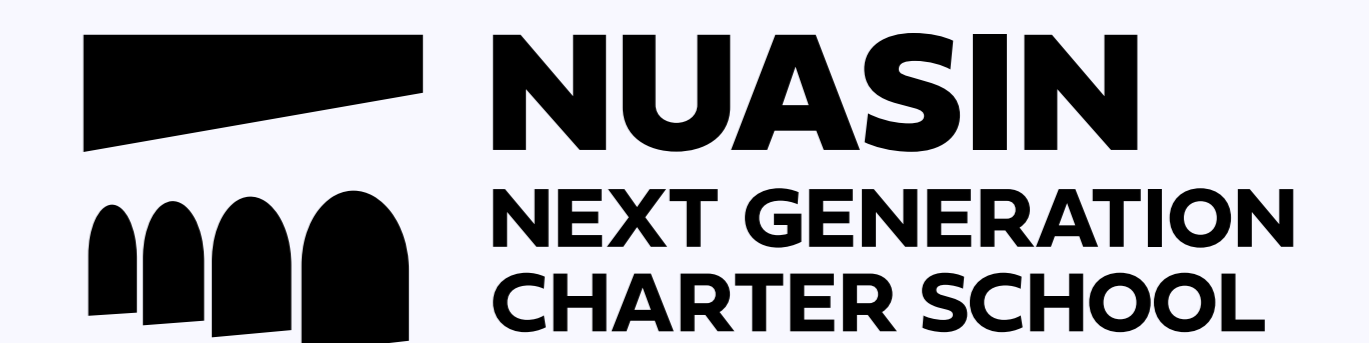
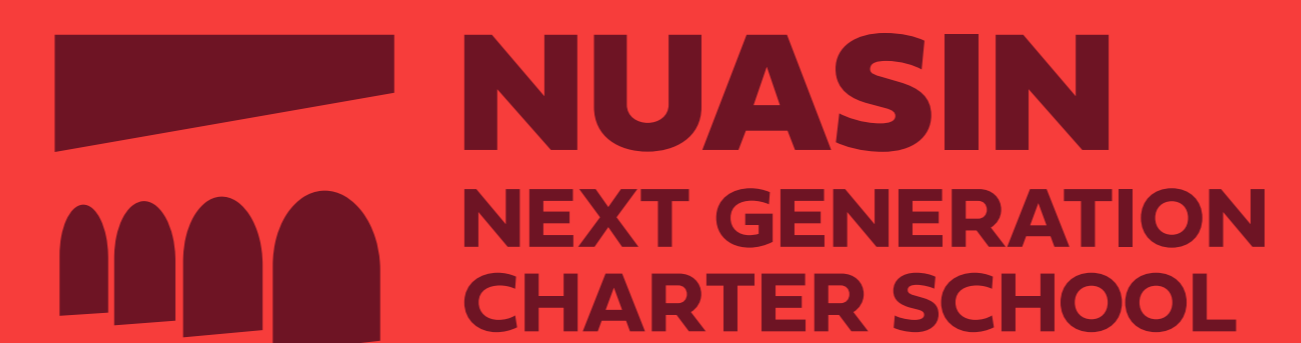
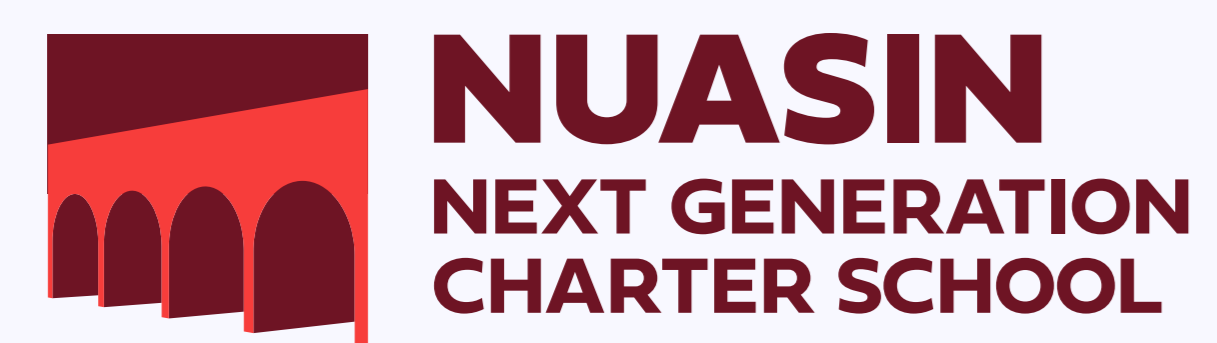
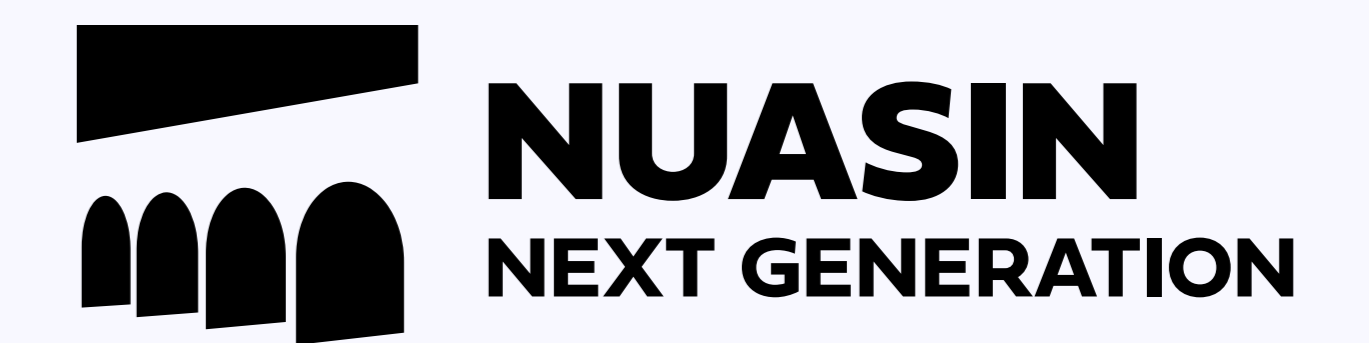
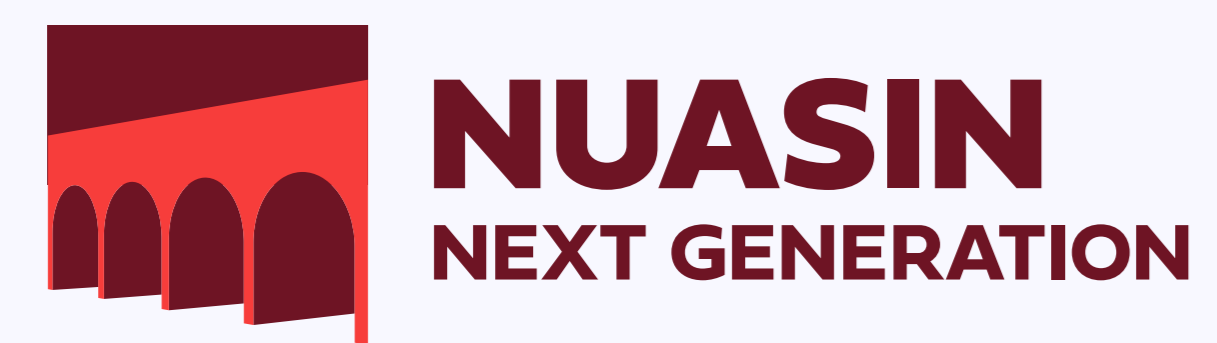
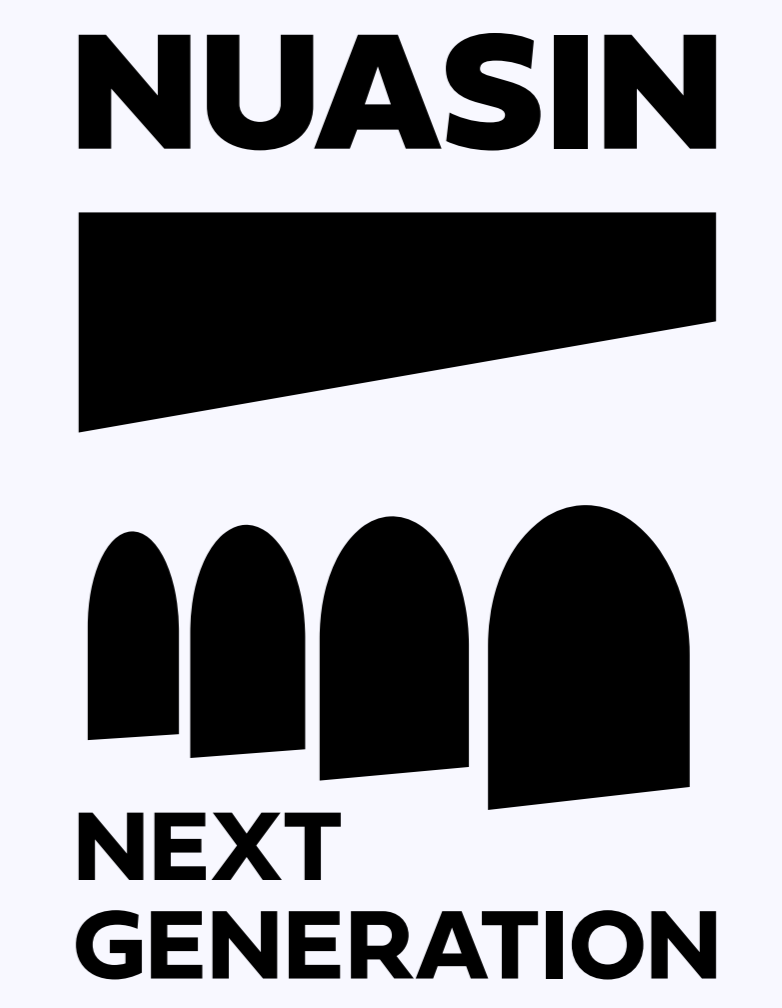
The Nuasin Next Generation Charter School logos should always be surrounded by a proportional margin. Use the height of the letter 'N' in 'Nuasin' as a reference for the size of this margin.



The primary logo should never scale down below 60px in width.

The secondary logo should never scale down below 40px in height.





VISUAL IDENTITY

Color

Red

#f83d3a

Light Purple

#5c49db

Light Yellow

#f6ae2d

Light Green

#21b05a

Burgundy

#6e1423

Dark Purple

#281182

Dark Yellow

#a44200

Dark Green

#1e3c2a

White

#ffffff

Paper

#f8f8ff

Magnolia

#f4eff7

Shade

#b4aab1

Gray

#75666b

Brand Black

#210c0f

Typography

The Nuasin Next Generation Charter School brand uses two type families. Fieldwork is used for headings and calls-to-action while Halcom is used for Body and Quote text.

The two type families can be purchased or synced from the links below.

Fieldwork Hum

<https://fonts.adobe.com/fonts/fieldwork>

<https://www.myfonts.com/fonts/tipotype/fieldwork/>

Halcom

<https://fonts.adobe.com/fonts/halcom>

<https://www.fontspring.com/fonts/northern-block/halcom>

FIELDWORK HUM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FIELDWORK HUM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HALCOM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Example Collateral



Example Collateral

