Science Scholars Academy

BRAND MANUAL & IDENTITY

Visual Identity for Science Scholars Academy (SSA)

Brand Manual & Identity

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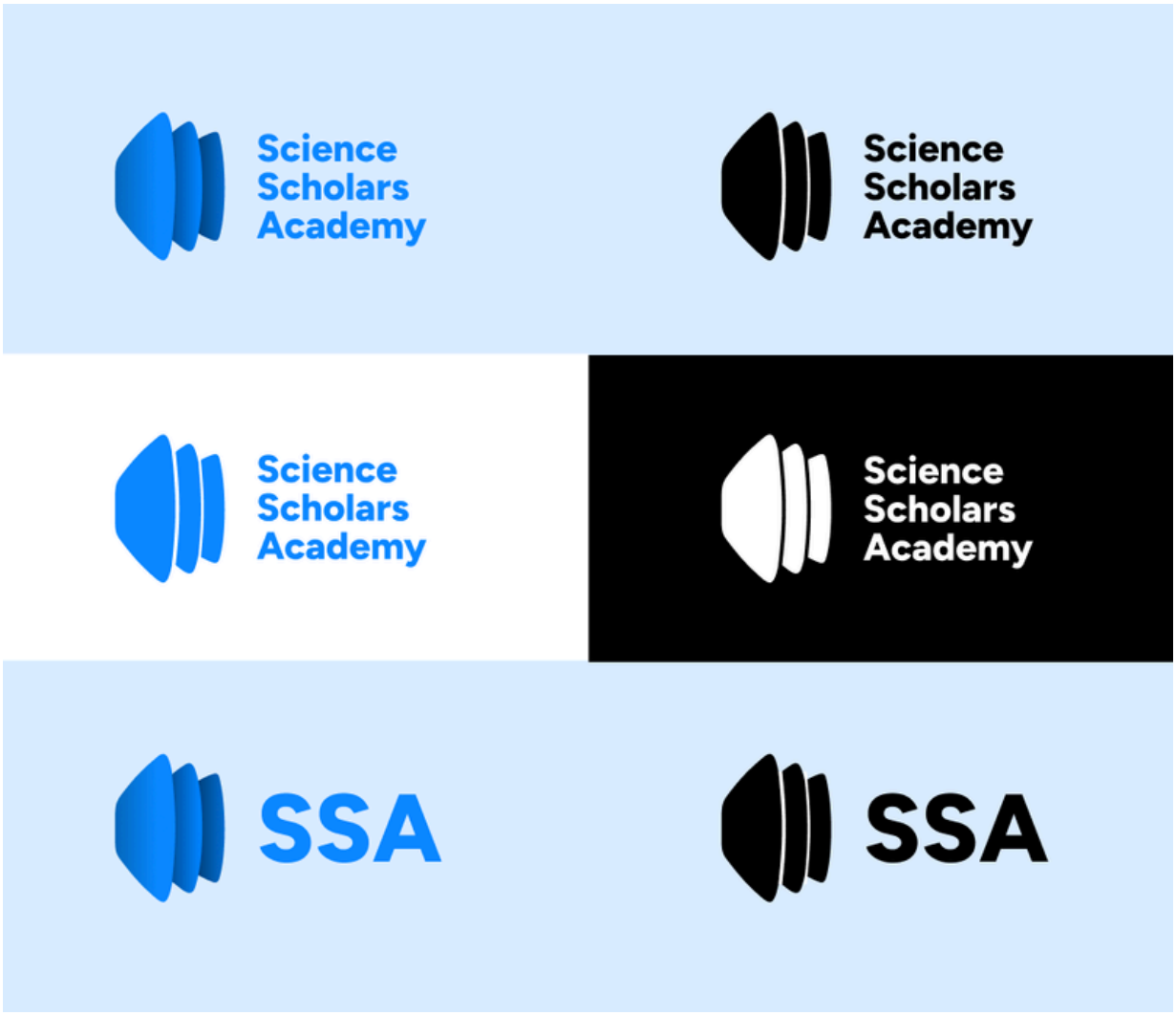
01

Brand Strategy & Identity

WELCOME & INTRODUCTION

Welcome to the official Brand Identity Manual for Science Scholars Academy (SSA). This document serves as a foundational guide for our visual and verbal communications. As a forward-thinking, secure, cloud-based learning platform, SSA is engineered to deliver structured academic content with precision, modern efficiency, and technological excellence.

The purpose of this book is to maintain strict visual consistency across all digital interfaces, applications, and corporate materials. By adhering to these guidelines, we ensure that our brand identity reflects the trust, credibility, and innovative spirit required to support scholars and educators globally.



BRAND VISION & MISSION

Our core purpose drives every product decision, interface design, and curriculum structure we build.

The Vision
To become the premier global cloud-based ecosystem for science and technology education, breaking down geographical barriers and empowering the next generation of researchers, engineers, and scholars with seamless access to high-quality learning materials.

The Mission
To deliver structured academic content through secure, intuitive, and high-performance digital platforms. We blend advanced technology with rigorous pedagogy to make complex scientific education accessible, engaging, and highly measurable for students worldwide.

CORE VALUES & ATTRIBUTES

The cultural and operational pillars defining how Science Scholars Academy interfaces with the world are detailed below:

Core Value	Strategic Meaning	Design Translation in Our System
Academic Rigor	Commitment to accurate, deep, and structured educational paths.	Clean, perfectly aligned typographic layouts and highly legible sans-serif font choices.
Technological Innovation	Embracing cloud capabilities, secure delivery, and cutting-edge digital UI/UX design.	Layered geometric shapes, deep tech blues, and translucent visual styles in the icon.
Empowerment	Giving scholars the tools, accessibility, and clarity they need to succeed.	A bright, vibrant primary blue accent that feels energetic, clear, and motivational.
Security & Trust	Protecting academic integrity and platform data through reliable engineering.	Solid, stable geometric geometry and a dependable dark corporate base palette.

02

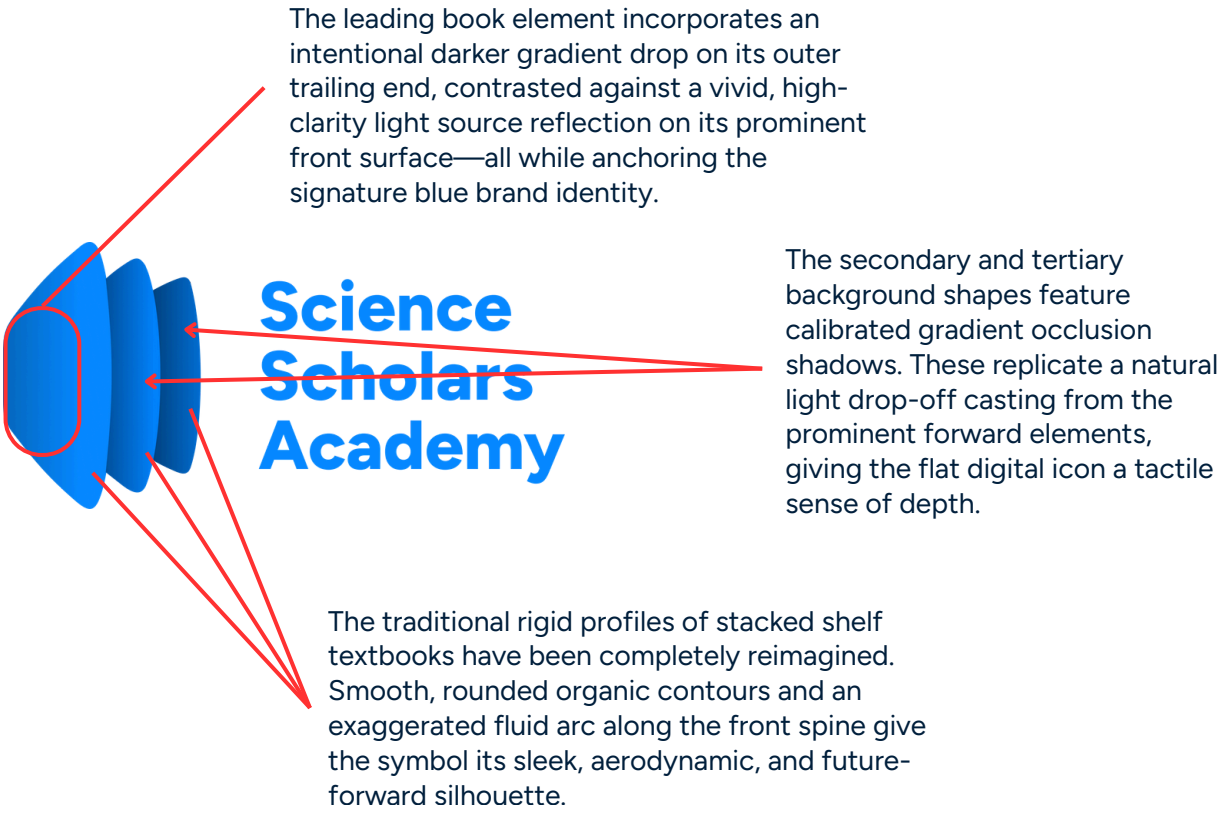
Core Logo Guidelines

THE PRIMARY FULL-COLOR LOGO

The primary full-color logo is the definitive, preferred visual identifier for Science Scholars Academy. It should be deployed across major customer-facing touchpoints, including our cloud-based platform interfaces, official web assets, dynamic presentations, and primary marketing campaigns.

The logo utilizes a precise horizontal configuration where the geometric logomark stands proudly to the left of a three-tier, left-aligned typographic lockup.

- The Logomark Anatomy: "The visual identity is comprised of a distinct graphic element harmonized with a structured typographic layout. The standalone logomark finds its - conceptual origins in a series of three academic books arranged linearly on a library shelf, captured through a dynamic large-to-small spatial perspective."
- The Modern Refinement: "To align with a contemporary digital ecosystem, the structural elements have been refined into stylized forms featuring softly curved edges, smooth color gradients, and realistically blurred depth tracking."
- Monochrome Separation Rule: "For application environments utilizing line art, flat vectors, or single-color iterations, the overlapping book elements must remain separated from one another by a precise, uniform 2px stroke boundary line to preserve depth hierarchy."



Science Scholars Academy

THE ACRONYM / SHORT-FORM VARIANT

In fast-paced layouts or internal communications where immediate, high-impact brand recognition is needed, use the short-form acronym variant. This version swaps out the stacked, three-tier full name for the bold SSA acronym block.

Application Guidelines

- Responsive Scale Systems: Use this configuration for layouts where the full "Science Scholars Academy" typography would become too small to read comfortably, such as mobile banners, email signatures, presentation footers, and co-branded partner segments.
- Typographic Alignment: The uppercase SSA letterforms align neatly with the vertical center of the logomark, creating a powerful, balanced silhouette.
- This acronym / short-form variation logo is not the main or primary logo and can not be used in scenarios that favour the use of the primary logo.

Flat Monochrome & Single-Color Line Art Layouts

When technical or production limitations prevent the use of full-color gradients, shadows, and smooth light blooms, use the flat, single-color monochrome systems.

VISUAL MEANING & GEOMETRY OF THE MARK

The Science Scholars Academy (SSA) logomark transitions traditional academic symbolism into a modern, forward-looking digital icon. It is engineered with precise geometric proportions, fluid contours, and dynamic depth layering.

Conceptual Origins & Narrative

- The Academic Foundation: The visual identity originates from a series of three academic books arranged linearly on a library shelf, captured through a dynamic large-to-small spatial perspective.
- Modern Refinement: Traditional rigid book profiles are replaced with smooth, rounded organic contours and an exaggerated fluid arc along the front spine, giving the symbol a future-forward silhouette.

Geometric & Architectural Breakdown

- Leading Book (Primary Surface): Features a vivid, high-clarity light source reflection on its prominent front face, contrasted by an intentional darker gradient drop on its trailing end to anchor the signature blue identity.
- Secondary & Tertiary Elements: Incorporate calibrated gradient occlusion shadows to replicate natural light drop-off casting from the forward element, giving the digital icon tactile depth.
- Monochrome Separation: For line art, flat vector, or single-color applications, the overlapping book shapes are separated by a precise, uniform 2px stroke boundary line to preserve structural depth and layer hierarchy.

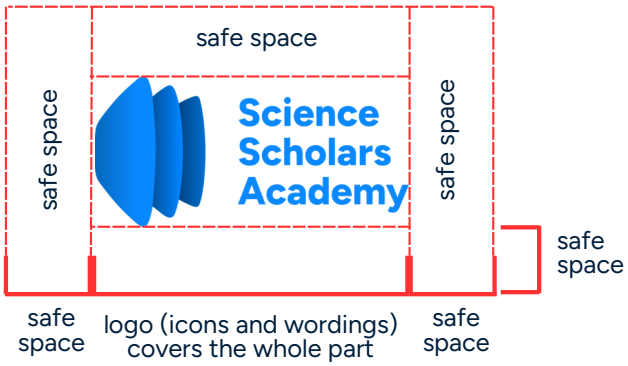
2.3 CLEAR SPACE & MINIMUM SIZING

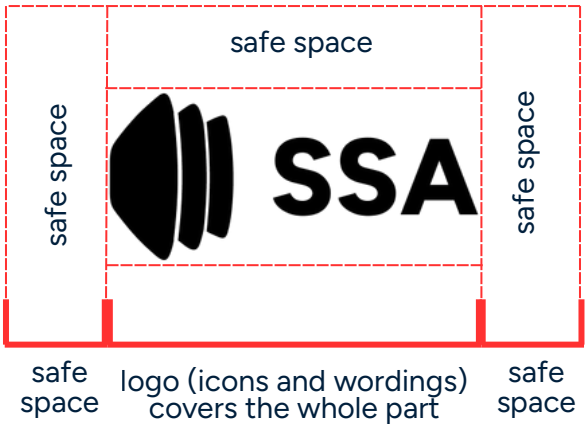
To preserve the visual impact, legibility, and architectural integrity of the Science Scholars Academy | SSA logomark across digital and print applications, strict clear space and minimum sizing requirements must be observed.

Clear Space Requirements

- The Clearance Rule: The minimum exclusion zone is defined using a standardized height unit based on the height of the logotype.
- Exclusion Zone: A mandatory clear margin surrounding all four sides of the logo lockup must be maintained at all times.
- Prohibition: No secondary text, graphics, background patterns, page edges, or structural UI elements may encroach within this designated perimeter..

Application Environment	Primary Full-Color Lockup	Acronym Varian	Standalone Logomark
Digital Platforms	160 px width	100 px width	32 px × 32 px
Favicon & Mobile Icons			16 px × 16 px (desaturated line art)
Print & Physical Media (300 DPI)	38 mm (1.5 in) width	25 mm (1.0 in) width	10 mm (0.4 in) width





2.4 HIGH-CONTRAST MONOCHROME LAYOUTS

When technical, physical, or production constraints prevent the use of full-color gradients, depth shadows, and light reflections, single-color high-contrast monochrome systems must be deployed.

Application Scenarios

- Production Limitations: Embossing, debossing, engraving, laser etching, screen printing, or single-ink physical collateral.
- Interface Utility States: High-contrast accessibility modes, low-powered display panels, dark line-art icons, and low-ink document prints.

Monochrome Design & Separation Rules

- Flat Solid Black (Light Surfaces): Used on white, off-white, or high-luminance background surfaces where full-color assets cannot be rendered.

- Flat Solid White (Dark Surfaces): Reversed out on dark corporate blues, deep gray backgrounds, or dark mode UI canvas areas to maintain maximum contrast.

- Uniform 2px Boundary Stroke: To prevent the overlapping book shapes from blending into an unrecognizable silhouette, all single-color iterations must feature a precise, uniform 2px stroke separation boundary between intersecting vector layers.
- No Gradients or Drops: All subtle gradient drops, soft light blooms, ambient occlusion shadows, and blur tracking effects are completely removed in these layouts.

2.5 INCORRECT LOGO APPLICATIONS (THE "DON'TS")

To maintain brand integrity, visual authority, and legal consistency across all applications, the Science Scholars Academy | SSA logomark and logotype must never be altered, distorted, or reconfigured. The following misuse cases are strictly prohibited.

Prohibited Treatments

- Do Not Distort or Stretch: Never stretch, skew, compress, or alter the natural aspect ratio of the logomark or typography.
- Do Not Reconfigure Lockup Layouts: Do not alter the relative positions, spatial distance, or alignment between the standalone logomark and the typography.
- Do Not Change Brand Colors: Never replace the primary digital blues, gradients, or dark corporate background shades with unapproved colors.
- Do Not Apply Arbitrary Effects: Do not add unapproved drop shadows, outer glows, heavy strokes, bevels, or non-brand gradient overlays over the logomark.
- Do Not Omit Separation Boundaries in Monochrome: Never remove the mandatory uniform 2px stroke boundary when using flat single-color vector layouts, as this collapses the depth hierarchy.
- Do Not Place Over Low-Contrast or Busy Backgrounds: Avoid placing full-color or light logos directly over complex photographic backgrounds, detailed patterns, or low-contrast surfaces that compromise legibility.
- Do Not Encroach on Clear Space: Never allow secondary headlines, body text, UI buttons, page boundaries, or decorative graphics to breach the designated clearance margin.

Some of the unofficial use of the logo

Do not reduce logo opacity or apply low transparency that destroys contrast and visibility.

Do not recolor the logomark or typography with non-brand palette colors.

Do not distort, stretch, or alter the natural aspect ratio of the logo lockup.

Do not place the logo directly over complex, high-contrast graphic elements or patterned backgrounds.

Do not use unapproved grayscale or dark vector fills on light surfaces without proper contrast rules.

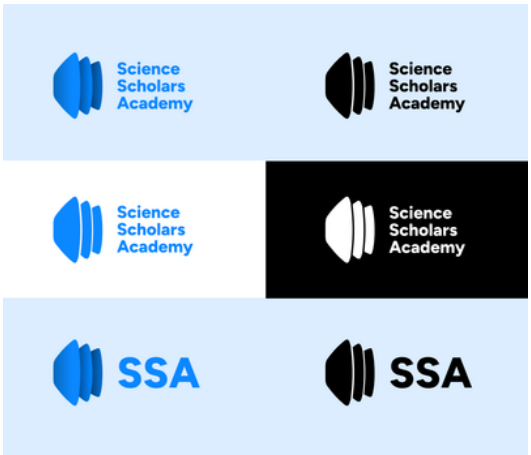
Do not apply dark, desaturated gradient fills over the logomark elements.

Do not apply heavy black strokes or thick outer borders around the logomark and text.

Do not place light or low-opacity white logo assets on white or bright background surfaces.

Do not use flat, desaturated gray fills that blur logo details and compromise legibility.

The most correct logos to use



The approved logo configurations establish the official visual lockups for Science Scholars Academy | SSA to maintain high contrast and clarity across all platforms. The primary full-color logo with vibrant blue gradients is standard for light digital surfaces, while the reversed white version targets dark interfaces. High-contrast monochrome black and white variants utilize precise 2px separation lines for single-color production or utility states, and the compact SSA acronym lockup serves as the responsive solution for space-constrained mobile layouts.

03

Typography & Typography Hierarchy

3.1 PRIMARY BRAND TYPEFACE (HEADINGS)

Figtree is the primary display and heading typeface for Science Scholars Academy | SSA. Chosen for its clean geometry, modern friendliness, and exceptional legibility, Figtree gives brand headlines an approachable yet authoritative tone across both digital screens and print media.

- Primary Weights: Bold (700) and SemiBold (600).
- Application: Main section headers, hero banners, app titles, modal titles, and prominent UI callouts.
- Style Guidelines: Always set with tight tracking (-1% to -2%) at large display sizes to maintain a compact, structural silhouette.

3.2 SECONDARY FONT FAMILY (BODY TEXT & DATA)

Figtree also serves as the workhorse font family for all body content, data presentation, UI components, and long-form academic material, ensuring unified typographic harmony throughout the entire platform.

- Secondary Weights: Medium (500) and Regular (400).
- Application: Core body text, course descriptions, data tables, code snippets, form labels, and navigation elements.
- Style Guidelines: Rendered with standard tracking (0%) and generous line height (140%–150%) to deliver an effortless, high-legibility reading experience for scholars and educators.

3.3 TYPOGRAPHIC SCALE & HIERARCHY MATRIX

Level	Role / Element	Weight	Size	Line Height	Tracking
Display 1	Hero Section / Main Page Titles	Bold (700)	48 px (3.0 rem)	115%	-2%
Heading 1 (H1)	Major Document & Screen Headers	Bold (700)	32 px (2.0 rem)	120%	-1%
Heading 2 (H2)	Section Titles & Card Headers	SemiBold (600)	24 px (1.5 rem)	125%	-0.5%
Heading 3 (H3)	Subsections & Modal Headings	SemiBold (600)	20 px (1.25 rem)	130%	0%
Body (Large)	Subtitles & Lead Paragraphs	Medium (500)	18 px (1.125 rem)	145%	0%
Body (Standard)	Primary Reading Text & Paragraphs	Regular (400)	16 px (1.0 rem)	150%	0%
Caption / Label	UI Badges, Table Headers, Labels...	Medium (500)	14 px (0.875 rem)	135%	+0.5%
Small / Micro	Footnotes, Legal Text, Timestamp...	Regular (400)	12 px (0.75 rem)	130%	+1%

Figtree Bold (700)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree SemiBold (600)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Medium (500)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Regular (400)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Medium (500)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Regular (400)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Light (300)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Bold (700)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree SemiBold (600)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Medium (500)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Regular (400)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Medium (500)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Regular (400)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Figtree Light (300)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

04 Color Architecture

4.1 PRIMARY BRAND PALETTE (DIGITAL BLUE UI)

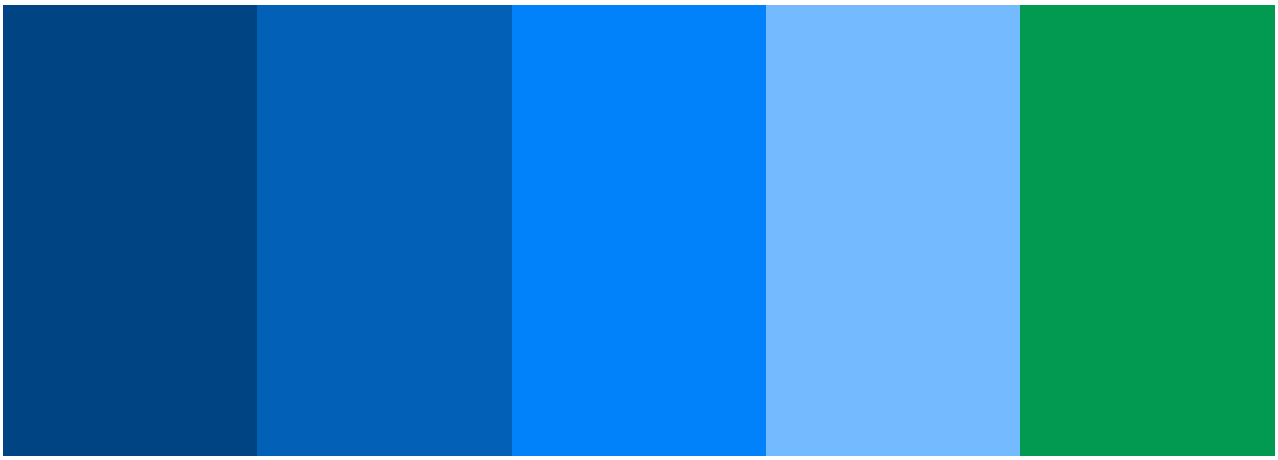
Color is one of our most powerful tools for communicating the Science Scholars Academy (SSA) brand identity. Because we exist primarily as a digital, cloud-based educational platform, our color system is engineered specifically for screen performance, user interface (UI) clarity, and prolonged academic focus.

The official SSA primary palette consists of a five-color spectrum: four distinct shades of blue designed to build our core visual architecture, and one specific green accent. With these varying depths of blue, we create a visual environment that conveys intelligence, stability, and trust, while the strategic green accent prevents our designs from feeling strictly monochromatic.

Application Rule: The Dynamic Gradient System

In our primary full-color logomark, these three blues are not isolated; they feature a darker shadow on the extreme end and a brighter light shade on the opposite end, creating realistic occlusion shadows from the source of light. When designing brand assets, marketing materials, or large background elements, designers are encouraged to utilize smooth, linear gradients blending SSA Primary Blue down into Deep Trust Blue to replicate the depth and modern form found in the logomark itself.

Gradients should never be applied to typography, and must be completely removed when utilizing the flat single-color line art logo variations).



Deep Trust Navy (Darkest Blue)	**Academy Mid-Blue**	**SSA Primary Blue (The Vanguard)**	**Sky Canvas Blue (Light Accent)**	**The Design Accent Green**
HEX: #004484	HEX: #0360b7	HEX: #0182fb	HEX: #73bbfe	HEX: #029950
RGB: 0, 68, 132	RGB: 3, 96, 183	RGB: 1, 130, 251	RGB: 115, 187, 254	RGB: 2, 153, 80
CMYK: 100, 48, 0, 48	CMYK: 98, 48, 0, 28	CMYK: 100, 48, 0, 2	CMYK: 55, 27, 0, 0	CMYK: 99, 0, 48, 40
HSV: 209°, 100%, 52%	HSV: 209°, 98%, 72%	HSV: 209°, 100%, 98%	HSV: 209°, 55%, 100%	HSV: 151°, 99%, 60%
HSL: 209°, 100%, 26%	HSL: 209°, 97%, 36%	HSL: 209°, 99%, 49%	HSL: 209°, 98%, 72%	HSL: 151°, 97%, 30%

The official five-color SSA brand palette, progressing from core structural blues to our minimal green accent.

Deep Trust Navy (Darkest Blue)

Visual Representation: The first and darkest block on the palette strip.
The Meaning: Represents institutional rigor, unwavering stability, and platform security.
Digital UI Application: Use this color to ground the design. It is ideal for typographic subheadings, structural borders, footer backgrounds, and areas of the interface that need visual weight without relying on stark black.

Academy Mid-Blue

Visual Representation: The second block from the left, a deep, saturated mid-tone blue.
The Meaning: Acts as the vital bridge between our deep-rooted foundations and our active elements.
Digital UI Application: Perfect for secondary elements, gradient transitions, and hover states on interface components.

SSA Primary Blue (The Vanguard)

Visual Representation: The central, highly vibrant electric blue block.
The Meaning: Represents the cutting edge of science and immediate digital accessibility.
Digital UI Application: This is our "Hero" color. Use it for primary calls-to-action (CTAs), primary logotype lettering, active button states, and key graphical highlights.

Sky Canvas Blue (Light Accent)

Visual Representation: The fourth block, a soft, light blue tone.
The Meaning: Brings air, space, and approachability to the digital layout.
Digital UI Application: Used for soft background panels, active state highlights, and separating distinct content sections without creating harsh borders.

Sky Canvas Blue (Light Accent)

Visual Representation: The fourth block, a soft, light blue tone.
The Meaning: Brings air, space, and approachability to the digital layout.
Digital UI Application: Used for soft background panels, active state highlights, and separating distinct content sections without creating harsh borders.

The Design Accent Green

Visual Representation: The final block on the right, a vibrant, emerald-toned green.
The Rule of Minimal Use: This green is strictly an accent color. It is used very minimally in our layouts solely to enhance the visual design and prevent the platform from feeling overwhelmed or "filled" by only blues.
Digital UI Application: Use sparingly for success states, minor graphical accents, or tiny visual pop elements that need to stand out from the dominant blue architecture.

A Note on Black and White (The Utility Tones)

While the five-color spectrum defines the visual personality of the Science Scholars Academy, Pure White (#FFFFFF) and Solid Black (#000000) play a critical role in our design system.
Within our brand architecture, black and white are not considered "brand colors." Instead, they are treated as foundational utility tones.

- The Rule of Text & Canvas: Black and white are used almost exclusively for foundational body typography, high-contrast readable text, and neutral background canvases.
- Monochrome Exceptions: They are also the strict defaults for our single-color line art and inverse logo applications when full color cannot be used. They provide the necessary contrast to let the primary blues and the green accent stand out effectively without competing for attention.

4.2 SUPPORTING CANVAS & BACKGROUND TONES

To ensure the primary blues stand out, the supporting palette utilizes high-contrast neutral and tinted canvas tones. These colors govern the background environments where the logo and text are placed.

Pure White (#FFFFFF)
The default primary canvas for all official documents, web layouts, and the standard full-color logo lockup.

Night Sky Navy (#00152A)
A premium, deep corporate dark tone. This is the required background for dark-mode interfaces and the dark app icon variant.

Sky Blue Canvas (#82C8FF)
A soft, highly legible accent background used for presentation slides, social media tiles, and single-color line art layouts.

Pure White (#000000)
Used strictly for high-contrast monochrome logo placements and primary digital body text to reduce eye strain compared to pure white.

4.3 COLOR CONTRAST & ACCESSIBILITY (WCAG COMPLIANCE)

As a global digital education platform, Science Scholars Academy | SSA is fundamentally committed to digital inclusivity and barrier-free learning. Because our scholars interact with complex data and dense academic reading materials, our color application must never cause visual fatigue or exclude users with visual impairments.

To guarantee this, every color pairing within our UI components, web pages, and digital documents must strictly adhere to WCAG 2.1 Level AA contrast requirements. Designers and developers must verify that foreground text and background canvas combinations provide sufficient mathematical contrast to remain universally legible.

Strict Prohibition: Never place the full-color primary blue logo or blue text directly on the dark navy canvas, as the colors will bleed together and completely fail accessibility standards.

Approved High-Contrast Combinations

- Primary Blue on White (The Default Standard) The standard SSA Primary Blue (#007AFF) typography placed on a pure white canvas provides excellent legibility. Because this blue is vibrant, its usage in this pairing should be reserved specifically for main headings, large interface elements, active text links, and prominent buttons. It ensures that primary actions immediately draw the eye while remaining fully compliant for large-scale text.
- White on Dark Canvas (Dark Mode & Premium UI) When utilizing the Night Sky Navy (#00152A) background for dark-mode interfaces, footer blocks, or premium application states, all typography, icons, and logomarks must be rendered in pure solid white (#FFFFFF). This pairing yields an exceptionally high contrast ratio, ensuring crisp readability in low-light environments.

05

Digital Application & Assets

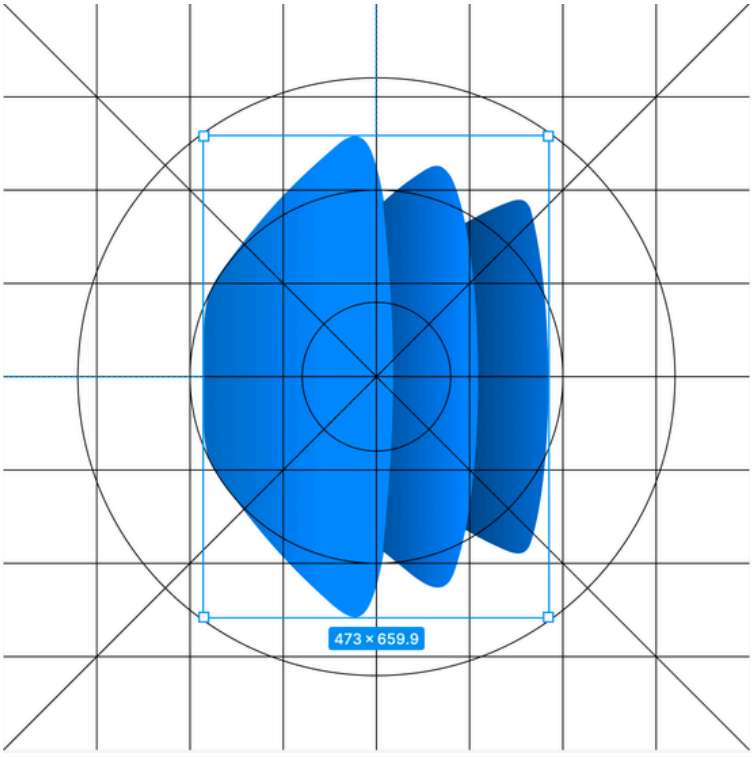
5.1 APP ICON DESIGN FRAMEWORK

In mobile and desktop environments, the Science Scholars Academy is represented by a standalone, highly recognizable app icon. Because digital real estate is limited on home screens and taskbars, the typographic wordmark is completely removed, allowing the three-layered geometric logomark to stand alone as the singular brand identifier.

The app icon is housed within a standard squircle (rounded rectangle) container. To maintain brand consistency across iOS, Android, and web favicon platforms, use the approved background canvases:

- The Standard Light Icon: Features the full-color primary blue logomark centered on a soft Sky Blue canvas. This is the default icon for standard mobile applications and light-mode operating systems.
- The Premium Dark Icon: Features the full-color primary blue logomark centered on a Deep Trust Navy or Night Sky Navy canvas. This provides a sleek, high-contrast alternative for dark-mode operating systems, developer tools, or premium enterprise application tiers.

Icon Scaling & Safe Zones: The logomark must be optically centered within the squircle. It should occupy approximately 60% of the canvas height, leaving a generous, equal border of negative space on all sides so the structural sails do not touch or crowd the curved edges of the container.



The icon should be perfectly centred within the icon guide lines, ensuring that its entire border remains within the outer circle that defines the icon's safe area. This follows the same design principle used for Android app icons and website favicons, where proper alignment, proportion, and safe spacing are essential.

5.2 DESATURATED & INTERFACE UTILITY STATES

There are specific digital scenarios where the high-vibrancy SSA Primary Blue is too aggressive or distracting for the user interface. For these nuanced situations, a desaturated utility state is required.

- The Desaturated Icon: A softened, low-contrast variation of the app icon featuring a muted, pastel-blue logomark on a matching light-washed canvas.
- Utility Use Cases: This specific variation is strictly reserved for inactive digital states, disabled application features, wireframe mockups, or subtle background watermarks on digital certificates where the logo must be present but not draw immediate focus.

5.3 UI/UX DESIGN SYSTEM COMPONENT EXAMPLES

When constructing the cloud-based learning platform, the logo, typography, and color palette must work together seamlessly to guide the scholar's journey. Below are foundational guidelines for applying the brand identity to user interface components.

Navigation & App Headers

- Desktop View: Use the primary horizontal logo lockup (Logomark + Typography) aligned to the top-left of the navigation bar. The background should be Pure White or Night Sky Navy, utilizing the appropriate full-color or inverse white logo variations.
- Mobile View: Collapse the header to use only the standalone logomark or the short-form "SSA" acronym variant to preserve horizontal screen space.

Buttons & Interactive Elements

- Primary CTAs (Call to Action): Buttons driving core actions (e.g., "Start Course," "Submit Assignment") must be filled with SSA Primary Blue (#0182fb) using white text.
- Hover States: When a user hovers over a primary button, the background should seamlessly transition to the Academy Mid-Blue (#0360b7) to provide immediate interactive feedback.
- Success Indicators: The Design Accent Green (#029950) should be deployed exclusively for system success notifications, such as a "Module Completed" badge or correct quiz answers.

Content Cards & Data Modules

Educational content should be housed within clean, white interface cards featuring soft, blurred drop-shadows (mirroring the occlusion shadows found in the primary logomark). Use Deep Trust Navy (#004484) for card titles and module headings to establish a clear typographic hierarchy, leaving Onyx Black (#0A0A0A) for all dense paragraph reading.

Download the Fonts and logos

If you need to download the brand fonts and all our SSA logo variations in good acceptable quality, please visit www.studywithssa.com/brand-guidelines/

06

Production & Asset Delivery

6.1 OFFICIAL FILE FORMATS & EXTENSIONS

To maintain the highest level of visual fidelity across all mediums, the Science Scholars Academy logo and brand assets are exported in several specific file formats. Always select the correct format for your intended production environment to prevent pixelation, artifacting, or background rendering errors.

SVG (Scalable Vector Graphics)

- Best For: Web development, application UI, and responsive digital design.
- Why: SVGs are infinitely scalable math-based files. They will remain razor-sharp on any screen size, from a mobile phone to a 4K monitor, while maintaining an incredibly small file size. This is the primary format for the cloud platform.

PNG (Portable Network Graphics)

- Best For: Presentations (PowerPoint, Google Slides), social media graphics, and digital documents.
- Why: PNGs support transparent backgrounds, allowing the logo to sit perfectly over the approved canvas colors without an ugly white bounding box.

EPS / AI (Encapsulated PostScript / Adobe Illustrator)

- Best For: Professional print production & large-scale signage.
- Why: These are the master vector files. Printers and manufacturers require EPS files to ensure color accuracy and perfect scaling without any loss of quality.

JPG / JPEG

- Best For: General image sharing or legacy systems that do not support transparency.
- Why: Use JPGs strictly when an opaque background is required (e.g., profile pictures on certain legacy platforms). Note: Never use a JPG if you need the logo on a transparent background.

6.2 FINAL CHECKLIST & SUPPORT CONTACTS

Before publishing any internal or external materials representing Science Scholars Academy, review this final quality-assurance checklist:

The Brand Integrity Checklist

- ☑ Clear Space: Is there enough breathing room around the logo? (Ensure the 50% width rule is applied).
- ☑ Contrast Check: Does the color pairing pass WCAG AA standards? (e.g., no blue logos on dark navy backgrounds).
- ☑ Monochrome Precision: If using the flat, single-color line art logo, is the strict 2px separation line visible between the book layers?
- ☑ Correct Variation: Are you using the appropriate version? (Full logo for standard use, short-form "SSA" for tight spaces, squircle icon for apps).
- ☑ No Alterations: Has the logo been stretched, rotated, recolored, or had unauthorized drop shadows added? If yes, revert to the master files immediately.

Brand Support
For questions regarding these guidelines, approval on specialized brand applications, or to request access to the master vector files, please contact the SSA Design Team at support@studywithssa.com