



CONSTITUTION

COACH

**Brand Resources
and Guidelines**

Introduction

Welcome Patriot Academy Constitution Coaches! In order to help you bring liberty to your community we want to continue to equip you with the resources you need. We are thankful that you want to use our Brand Resources but want to ensure you are using our assets in the correct way. We have established Brand Guidelines for those who want to use our logo for advertising any Patriot Academy Constitution Coach related events.

With a diverse range of people using our Brand Resources, we have created these guidelines to help create consistency of use. Through these clear, concise efforts, the Patriot Academy brand will be easily recognized helping to create continued growth.

These guidelines are to help provide clarity on how you can and can-not use Patriot Academy's Constitution Coach Brand Resources for marketing and other purposes.

Patriot Academy assets are available to use without pre-approval, granted you follow these guidelines. Use of Patriot Academy's logo and brand assets in ways not covered in this guide are not allowed without prior written consent from Patriot Academy's Director of Marketing.

How to use the Brand Resources

- ✓ You should use the Constitution Coach logo to promote your Constitution Classes and any events you are hosting as part of the Constitution Coach program.
- ✓ You should use the Constitution Coach logo when mentioning Patriot Academy for any social, print, or digital marketing purposes.

How not to use the Brand Resources

- ✗ Don't manipulate the logos to imply sponsorship of or endorsement from Patriot Academy.
- ✗ Don't use the Patriot Academy Brand Resources to imply you are an employee of Patriot Academy.
- ✗ Don't combine the Patriot Academy logo with any other logo, company name, mark, or generic terms.
- ✗ Do not distort, angle, use special effects, change the proportions, or alter the colors of the logo in any way.

Official Constitution Coach Logo

The Constitution Coach mark which should be included as part of all Coach promotional materials.



Reverse Logo

In situations where the official logo can't be used, the reverse logo is equally impactful and can be used for optimal readability.



Only use Patriot Academy logos found within the Constitution Coach dashboard [insert hyperlink] and not found anywhere else. Make sure you check the PA Brand Resources in these guidelines often to ensure you are using the most up to date version.

Do Not



Change colors



Rotate



Add effects or treatments



Stretch or skew

Patriot Academy Course Images

Patriot Academy approved course images may be used in conjunction with the Constitution Coach logo.

Courses include: Constitution Alive, Biblical Citizenship in Modern America, and Constitutional Defense



Frequently Asked Questions

Can I use Patriot Academy logo on my products; like tablecloths, business cards, etc?

Yes, we encourage you to use the approved logos found within the Brand Guidelines for your promotional purposes at your events. However, we do not permit the use of our logos for use on merchandise such as clothing, hats, or mugs.

Do I need to request permission for each use of the Patriot Academy logo?

Patriot Academy does not require permission to use our logo as long as you adhere to the Brand Guidelines.

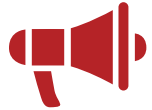
Can I use PA logos I found somewhere else on the Internet?

You should only use the official Patriot Academy resources that are available within the Constitution Coach Dashboard.

*By using Patriot Academy Brand resources, you acknowledge that you have read and understand the Patriot Academy guidelines and agree to follow them.

Promoting Your Class

Coaches! Here are a few recommended ways to promote your class:



Word of mouth

Tell your friends and have them tell their friends.



Social media

Post on your feed, direct message, or create an event and invite everyone you know.



Posters, flyers, & postcards

Pass announcements out at your local churches, businesses, and public spaces around your community.



Local newspaper

Place an ad in your local paper. Utilize personal and local channels. Do not place national media.