

Brand Guidelines

Academy For Innovation In Medicine

**Georgia's first and only
school combining rigorous
STEMM curriculum with
direct healthcare pathways.**

How to use this guide.

Brand consistency is important for a number of reasons, your brand separates you from your competitors and helps your customers understand who you are and what you do. This guide is a tool to help maintain the consistency of your brand identity. It contains the rules and guidelines for your brand, and how to apply the visual elements as you use your brand across different platforms.

Contents.

Brand DNA	01
Who We Are	08

Brandmarks	09
Primary Logo	10
Secondary Logo	11
Size and Spacing	12
Incorrect Usage	13

Brand Colours	14
Primary and Secondary Colours	15

Typography	16
Brand Typography	17
Typographic Hierarchy	18

Graphic Elements	19
Brand Pattern	20
Illustration and Icons	21

Brand in Use	22
Print Collateral	23
Digital Collateral	24



01 —

Brand DNA



Our brand core, values,
personality and tone.

Who We Are

The Academy for Innovation in Medicine (AIM) is Georgia's first STEMM (Science, Technology, Engineering, Mathematics and Medicine) Middle and High School.

We prepare students for successful careers in healthcare by combining best practices in career focused pathways, rigorous dual enrollment options, work-based learning, and future forward STEMM education.

Brand Vision

AIM's vision is to empower Atlanta's youth to enter and excel in healthcare professions, positively impacting their families, communities, and society at large. Its mission is to empower future healthcare professionals through exceptional instruction, meaningful relationships, and workforce readiness.

Brand Tone

Our voice is confident and innovative, yet approachable and clear. We speak with the precision of science and the warmth of healthcare practitioners, combining professional expertise with genuine encouragement. While we represent cutting-edge STEMM education, we remain accessible and inspiring, guiding students through complex subjects with clarity and purpose.

Innovative

Student-centered

Inclusive

Collaborative

Culturally Responsive

Impactful

Adaptable

02-

Brandmarks



Our logo system
and how to use it.



Primary Logo

The primary logo is used for most collateral unless there are size or space limitations. The primary logo is supplied in positive and reversed formats and in brand colors.

Color Variations

Color variations allow the logo to work in different contexts and with different background colors.



Secondary Logo

The secondary logo is used when there are space limitations. The secondary logo is supplied in positive and reversed formats and in brand colors.

Color Variations

Color variations allow the logo to work in different contexts and with different background colors.



Size & Spacing

For best practice preserve the recommended clear space around the logo to maintain legibility. The clear space for the primary logo is equal to the height of the 'X' as a square. Clear space for the secondary logo is equal to the height of 'X' as a square.

Minimum Sizing

Primary Logo 120px wide digital,
30mm wide print

Secondary Logo 40px wide digital,
10mm wide print



Responsive Scaling

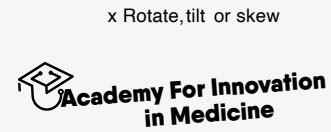


Responsive Scaling



Incorrect Usage

For best practice do not alter or distort the logos and brandmarks in any way. Any change, large or small, alters the impact and consistency of your brand and logo. Here are some common mistakes to avoid.



x Add effects e.g.glow



x Replace elements



x Crop elements



x Outline logo



x Over similar background



x Incorrect resolution



03 —

Brand Colors



Our brand colors and
how to use them.

Color Palette

Color is one of the first touch-points of a brand, and to maintain the look and feel a consistent color palette should be used.

Secondary Color Palette

The secondary color palette gives the brand more flexibility while still maintaining consistency. Use this palette to compliment the primary color palette.

RGB 11 / 79 / 108
CMYK 90 / 27 / 0 / 58
HEX(#0B4F6C)

RGB 246 / 246 / 246
CMYK 00 / 00 / 00 / 00
HEX##f6f6f6

RGB 43 / 183 / 202
CMYK 79 / 9 / 0 / 21
HEX#2ab7ca

RGB 254 / 104 / 71
CMYK 0 / 59 / 72 / 0
HEX#fe6847

RGB 228 / 245 / 247
CMYK 8 / 1 / 0 / 3
HEX#E4F5F7

RGB 116 / 116 / 116
CMYK 0 / 0 / 0 / 0
HEX#747474

RGB 67 / 46 / 74
CMYK 9 / 38 / 0 / 71
HEX#432e4a

RGB 240 / 236 / 242
CMYK 1 / 3 / 0 / 5
HEX#F0ECF2

RGB 255 / 233 / 228
CMYK 0 / 9 / 11 / 0
HEX#FFE9E4

04—

Typography



Our brand type and
typographic hierarchy.

Brand Typography

Brand typefaces should be used in all print and digital collateral to keep the brand looking consistent across all platforms. Please note, use the logo typeface sparingly.

Logo Typeface

Qaneles Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

Aa

Headings

Qaneles Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz*

Aa

Body Copy

Qaneles Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Accent

Qaneles Thin

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Aa

Typographic Hierarchy

Use the recommended hierarchy for consistency and best practice legibility. Give the text and elements plenty of evenly spaced room between for a lighter layout feel. Use columns for text displayed on pages a5 and larger, using a 5mm gutter. Color can be incorporated based on collateral.

FontName 00 pts
00 leading
00 tracking

FontName 00 pts
00 leading
00 tracking

FontName 00 pts
00 leading
00 tracking

FontName 00 pts
00 leading
00 tracking

FontName 00 pts
00 leading
00 tracking

Subheading here

Attention Grabbing Headline Here

Elluptinctempos et officabo. Ut et ut et velicantent quibusa volentis et mos untis sum quibus exeritiis molores sincil in nusdae offic temoluptatem expliquiatur mil ipsaped ipicide imosandaes aut faccae inum ut pos autae voluptas estium doluptati ut qui cum lantem volore volorio qui cusam dendanda aut inctiatibusa diorecus ipsum, quodi reic te eatibus torerup tatiatis molorum re ditiis dellor apita corum re, sendipit voloresciur as pa nonsequunt fugitiis eveniaspe et

Quote or accent here

Button Style

05 —

Graphic Elements



Brand pattern,
illustration and icons.

Brand Pattern

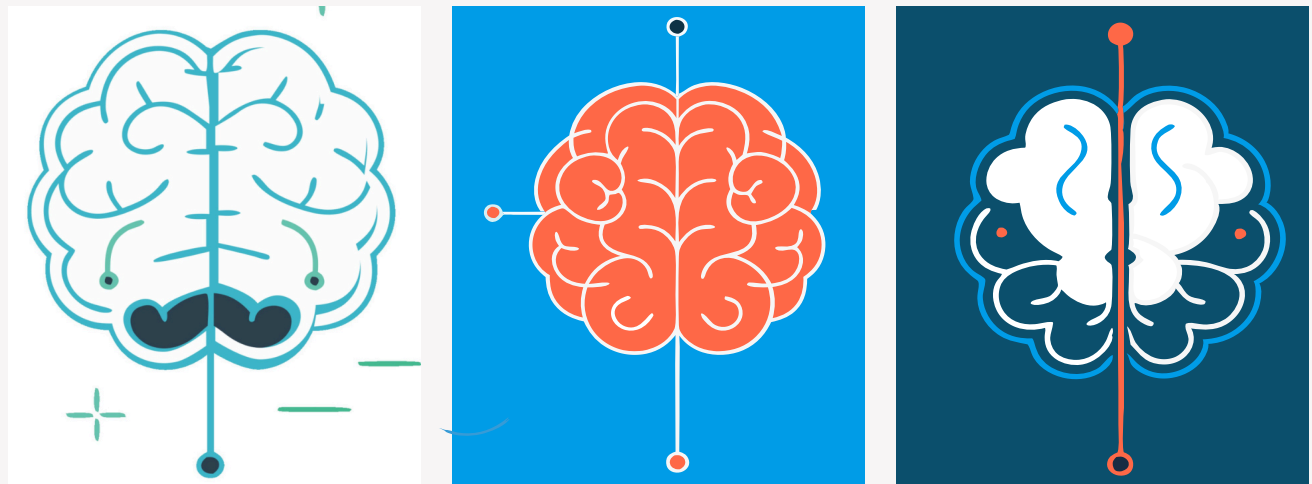
Pattern can be used across print and digital collateral as a way to give the brand some more depth. It adds to your audience's experience and reinforces your visual identity.

Brand Illustration

Illustration is a great tool to communicate with your audience in a way that is unique to your brand. As such the style of illustration should be maintained to keep the brand looking consistent.

Brand Icons

Icons can be used at large or small scale in both print and digital collateral. The icon style should be maintained to keep the brand looking consistent.



06—

Brand in Use



How our brand works
in the real world.

Print Collateral

Your branded prints should aim to tie in with the following examples and mock-ups.

For best results

- Print in CMYK or Pantone
- Test print for color consistency

Things to avoid

- X Print from a RGB document
- X Print from a low resolution document





Academy For Innovation
in Medicine

Digital Collateral

Your digital collateral should aim to tie in with the following examples and mock-ups. Note that variations of the logos are used in different formats to optimize the size and legibility.

For best results



- Use collateral in RGB
- Optimize size for web
- Include alt description tags where possible

Things to avoid

- X Use collateral in CMYK
- X Use collateral at print resolution for web



Georgia's first and only school combining rigorous STEM curriculum with direct healthcare pathways.

EARN THREE CREDENTIALS BY GRADUATION
Graduate with a High School Diploma, Associate Degree, and Medical Certifications — All at Zero Cost.

FIRST-OF-ITS-KIND MEDICAL PATHWAY
Georgia's Only in-STEM Academy with Direct Healthcare Career Preparation and Clinical Experience.

ACCELERATED CAREER ENTRY MODEL
Fast Track Your Medical Career with Professional Certifications and Industry Partnerships by Age 18.

INNOVATIVE DUAL ENROLLMENT MODEL
Take College-Level Courses Here While Still in High School.

6th Grade -- 6th-12th Grade -- 6th-12th Grade -- 6th-12th Grade -- 6th-12th Grade -- 6th-12th Grade

Why Choose Atlanta's Only Healthcare-Focused Charter School?

The AIM Advantage
Where Atlanta's Future Healthcare Leaders Excel

First in Georgia Accelerated First-in-Georgia Accelerated Career Diploma

Real Healthcare Experience

Personalized Success Path

At the Academy for Innovation in Medicine (AIM), we're revolutionizing how Atlanta students prepare for high-demand healthcare careers. AIM combines rigorous academics with real-world healthcare experience — at no cost to your family.

Limited Seats Available for Fall 2026.
Now accepting intent to enroll for grades 6 and 9.

What We Stand For:

Vision: AIM envisions a future where Atlanta's youth thrive in healthcare professions, transforming their families, communities, and society at large.

Mission: AIM empowers future healthcare professionals through exceptional instruction, meaningful relationships, and workforce readiness.

Our Programs:

AIMGEORGIA



WE ARE ENROLLING

Graduate with a High School Diploma, Associate Degree, and Career Credentials — at Zero Cost.

At the Academy for Innovation in Medicine (AIM), we're revolutionizing how Atlanta students prepare for high-demand healthcare careers. AIM combines rigorous academics with real-world healthcare experience — at no cost to your family.

Limited Seats Available for Fall 2026.
Now accepting intent to Enroll for grades 6 and 9.

APPLY AT WWW.AIMGEORGIA.COM

AIMGEORGIA

Academy For Innovation in Medicine

INFO
Sessions Every Wednesday

JOIN US FOR AN EXCLUSIVE INFORMATIONAL SESSION ON AIM: TRANSFORMING EDUCATION TOGETHER!

WHAT WE'LL COVER:

- OUR STORY MEET THE TEAM
- EDUCATIONAL TRANSFORMATION
- OUR TWO-GENERATIONAL APPROACH
- OUR COMMUNITY IMPACT
- Q&A SESSION

WHO IS THIS FOR?

- PARENTS AND GUARDIANS
- EDUCATORS AND COMMUNITY MEMBERS
- ANYONE WHO BELIEVES IN THE POWER OF EDUCATION

JOIN US ON ZOOM AT 7PM

AIMGEORGIA

Academy For Innovation in Medicine



Georgia's First 6-12 STEM Academy, Bridging Science and Medicine

AIMGEORGIA



PRIMARY — QUANELAS BOLD
SECONDARY — QUANELAS ITALIC
BODY COPY — QUANELAS REGULAR

PROMISING EDUCATION

Georgia's **first** and **only** school combining rigorous **STEMM** curriculum with direct healthcare pathways.




EARN THREE CREDENTIALS BY GRADUATION

Graduate with a High School Diploma, Associate's Degree, and Medical Certifications — All at Zero Cost

FIRST-OF-ITS-KIND MEDICAL PATHWAY

Georgia's Only Dual STEMM Academy with Direct Healthcare Career Integration and Clinical Experience



INNOVATIVE DUAL

CAREER ENTRY MODEL

Fast Track Your Medical Career with Professional Certifications and Industry Partnerships by Age 18

Take College-Level Courses from Grade 9, Saving Years of Advanced Medical Training While Still in High School.

12th Grade — 8th-12th Grade — 6th-12th Grade — 8th-12th Grade — 6th-12th Grade — 8th-12th Grade — 6th-12th Grade

ABOUT US

Why Choose Atlanta's Only Healthcare-Focused Charter School?



The AIM Advantage

Where Atlanta's Future Healthcare Leaders Excel

First-in-Georgia Accelerated Career Diploma



Our Unique Advantage

We're the first school in Georgia to fully leverage Accelerated Career Diplomas, enabling students to graduate with both a high school diploma and an Associate's Degree at no cost.

[Sign Up for Information Sessions](#)

Middle School (Grades 6-8)

Transform your child's curiosity into career preparation through:

- Hands-on healthcare simulations in state-of-the-art labs
- Early high school credit opportunities (earn up to 3 credits by 8th grade)
- Personalized learning paths guided by personalized learning paths guided by healthcare professionals
- STEMM focused curriculum aligned with Georgia Standards of Excellence

[Sign Up for Middle School](#)

High School (Grades 9-12)

Graduate ready for immediate health care careers or advanced degrees:

- Earn both a high school diploma AND an Associate's Degree at no cost
- Gain real-world experience through paid healthcare internships
- Graduate with industry-recognized and transferable industry-recognized healthcare certifications
- Direct pathway to high-paying medical careers

[Sign Up for High School](#)

Thank you.

Prepared by
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