

360 Academic Sports Academy Style Guide

COLOR PALETTE



Harvest Gold

#E1C47C

RGB (225, 196, 124)

Cloud Burst

#242C52

RGB (36, 44, 82)

Shadow

#8C8448

RGB (140, 132, 72)

Waterloo

#7C7C8C

RGB (124, 124, 140)

TYPEFACES:

Times New Roman (used for all materials)

*New official font for media kit will be demoed to see if it makes sense

360 Academic Sports Academy

Official Name:

360 Academic Sports Academy

Second Reference: “360”

Third Reference: 360 ASA

About 360 Academic Sports Academy:

360 Academic Sports Academy is a 501 (c)(3) non-profit organization that provides a combination of academic support and sports training to student-athletes in the New York City area to guide them toward success in high school, college and beyond. We help individual athletes improve their skills and grow their confidence in order to build future leaders who will effect positive change in their communities.

Year Founded:

2020 by Luis Monell

360 Academic Sports Academy Address:

PO Box 340893

Brooklyn, NY 11234

Phone Number:

(347) 440-5320

SG

Email:

Info@360asa.org

Boilerplate/End Marks:

360 Academic Sports Academy is a 501 (c)(3) nonprofit organization that provides a combination of academic support and sports training to student-athletes in the New York City area to guide them toward success in high school, college and beyond.

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Official Font:

Milestone One Regular Font, Size 12 pt.

Voice and Tone:

Voice:

The voice of all 360's materials is welcoming, informative, positive, trustworthy, inspiring and focuses on its student-athletes, how it benefits them, the programs it offers and calls on NYC student-athletes to join 360 to transform their lives.

Organization Material: "Our mission is to provide the academic and athletic support, focus, and guidance needed to help build future leaders who will effect positive change into their communities. #change #activism #nonprofit #dogood #baseball #sports #develop #train"

Tone:

The tone of all 360's materials matches the voice, as it continues to try to garner more and more student-athletes to join 360.

Official Names and Titles:

Luis Monell - Founder

Second Reference: Monell

Bill Mitchell - Co-Executive Director

Second Reference: Mitchell

John M. Samuels - Board Member

Second Reference: Samuels

Joseph L.D. - Board Member

Second Reference: Joseph

Paul Allen - Board Member

Second Reference: Allen

Alison Morpurgo - Board Member

Second Reference: Morpurgo

Anthony Cavallaro - Board Member

Second Reference: Cavallaro

Lesia Bates-Moss - Board Member

Second Reference: Moss

Stan Lai - Board Member

Second Reference: L Lai

Peter Buckley - Board Member

Second Reference: Buckley

SG

Social Media:

Social Media Handles:

Instagram: @the.360.academy

X: @AcademyThe360

Facebook: @The 360 Academy

Social Media Hashtags:

#Team360

#360ASA

#ScholarAthletes

#StudentSuccess

#AcademicAthlete

#YouthEmpowerment

#360athlete

#NewsletterSpotlight

#AcademicExcellence

#BaseballTraining

#Athlete

#ScholarAthlete

#360AcademicSportsAcademy

Key Words:

Success

Academics

Athletics

Community

Student-athlete

Change

Develop

Support

Training

360 athlete

High school baseball

College baseball

Youth sports

360lete