

BRAND

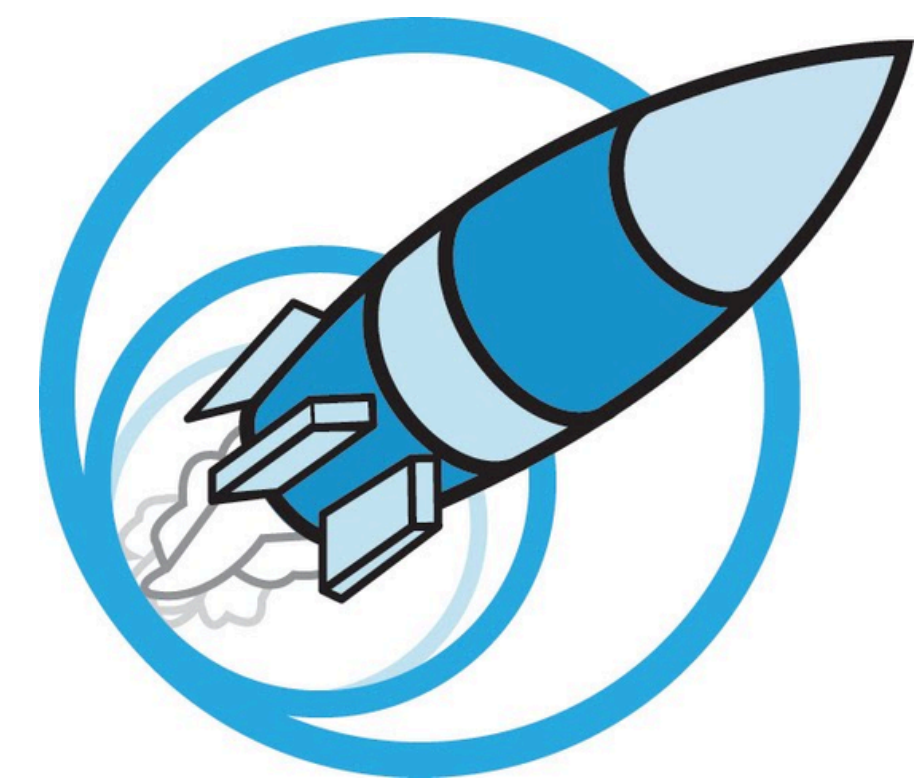


SCIENCE LEADERSHIP ACADEMY
ATHLETICS



GUIDELINES

SLA IDENTITY



**SCIENCE LEADERSHIP ACADEMY
SCHOLASTIC CREST**



**SCIENCE LEADERSHIP ACADEMY
ATHLETIC MAIN LOGO**

The SLA identity is rooted in the school's core values: inquiry, research, collaboration, presentation, and reflection. These values are more than academic, they define how our community moves, thinks, and grows. Visually, SLA has long used a circular emblem to represent this process, continuous, evolving, and interconnected. The circle stands for innovation and unity, key pillars of our school's culture.

At the heart of this athletic rebrand is the Rocket, an extension of SLA's forward-thinking identity. The Rocket isn't just a mascot. It's momentum. It's drive. It reflects the ambition and energy of our student body, both in the classroom and on the field. By putting the Rocket at the center of our athletic identity, this brand connects the school's intellectual mission to its athletic pride.

COLOR

Since its founding, SLA has embraced a clean, bold palette anchored in royal blue and white—colors that have become synonymous with the school’s athletic teams. These two tones aren’t flashy, but that’s intentional. Their simplicity stands for clarity, focus, and discipline. This isn’t about noise; it’s about identity.

For the purposes of this rebrand, I’ve named our specific blue Rocket Blue (#0028C7). It’s vivid and confident, instantly recognizable, and grounded in tradition. White complements it with a sense of balance and integrity. Together, Rocket Blue and white form a visual identity that’s sharp, memorable, and proudly SLA.

ROCKET BLUE
#0028C7

**THE
SLA
WORD
MARK**





“SLA” is written in a traditional collegiate font that references the original SLA athletic logo

The curve of the font furthers that reference, paying homage to the circular themes of previous logos

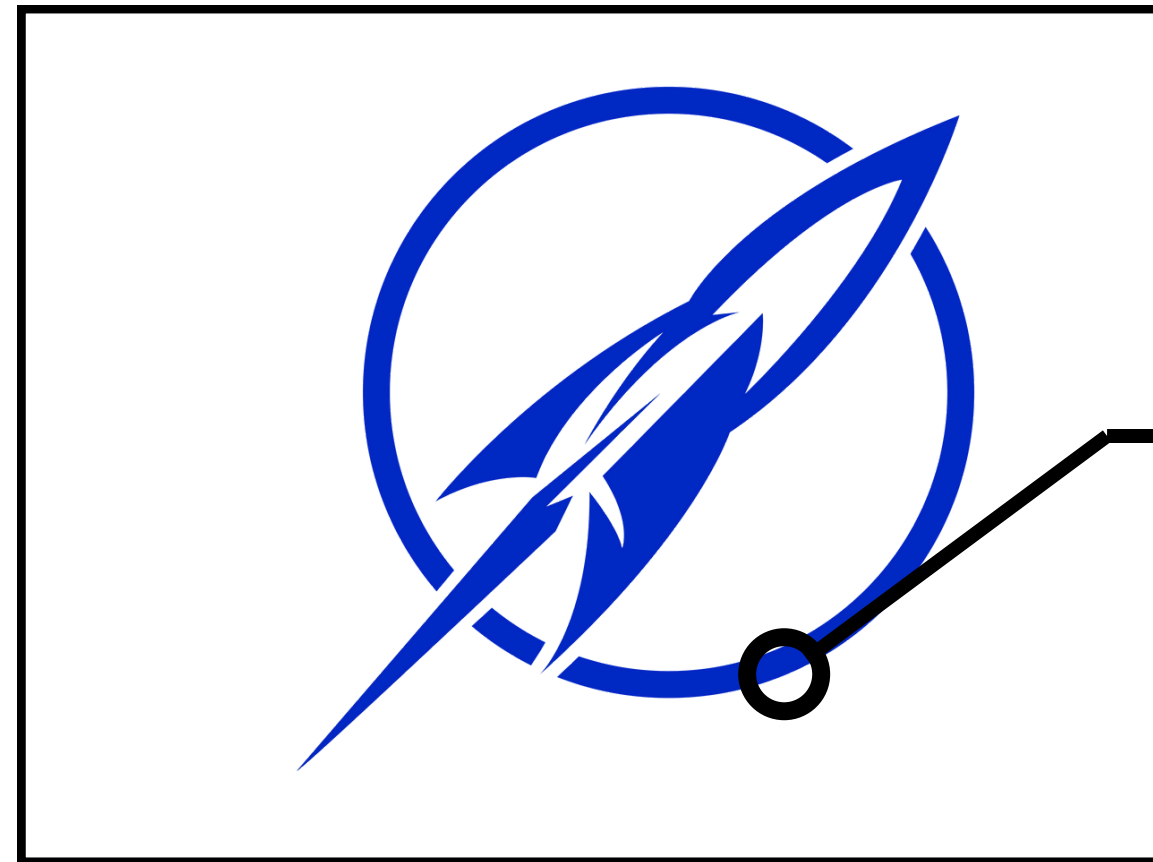
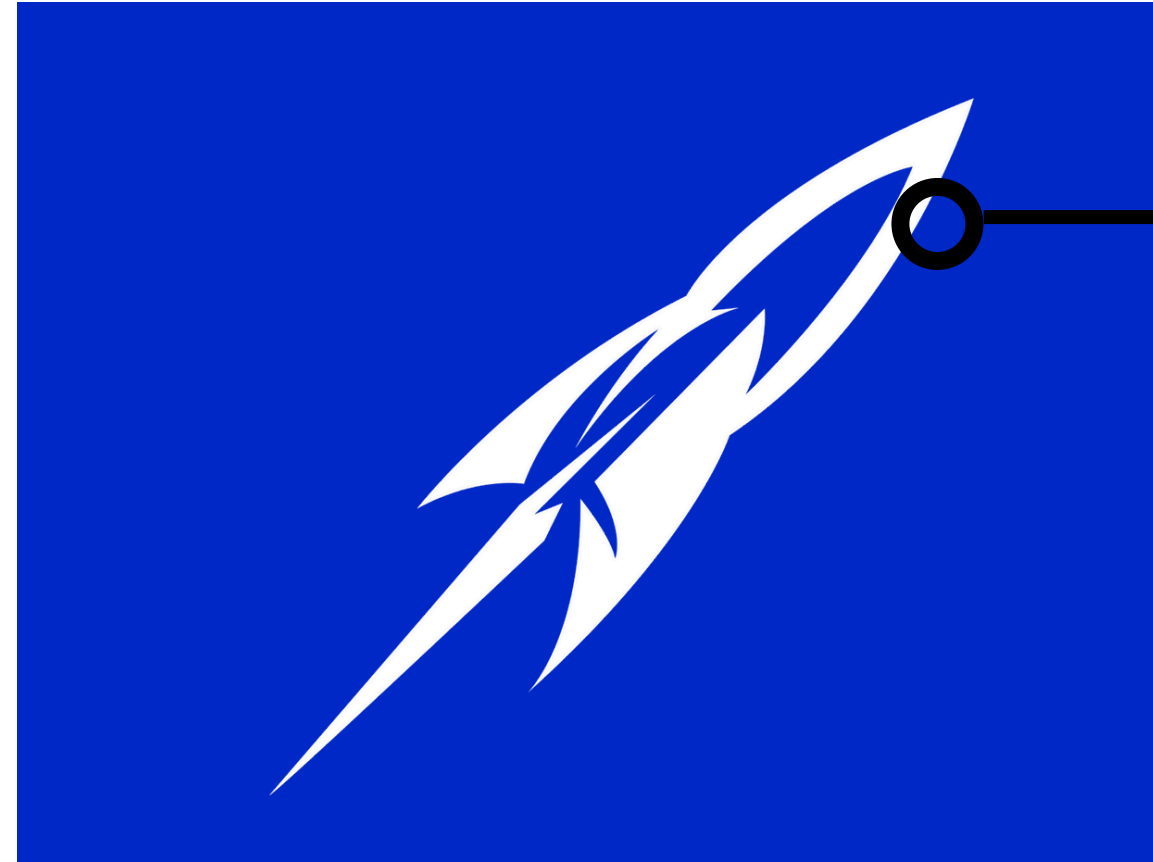
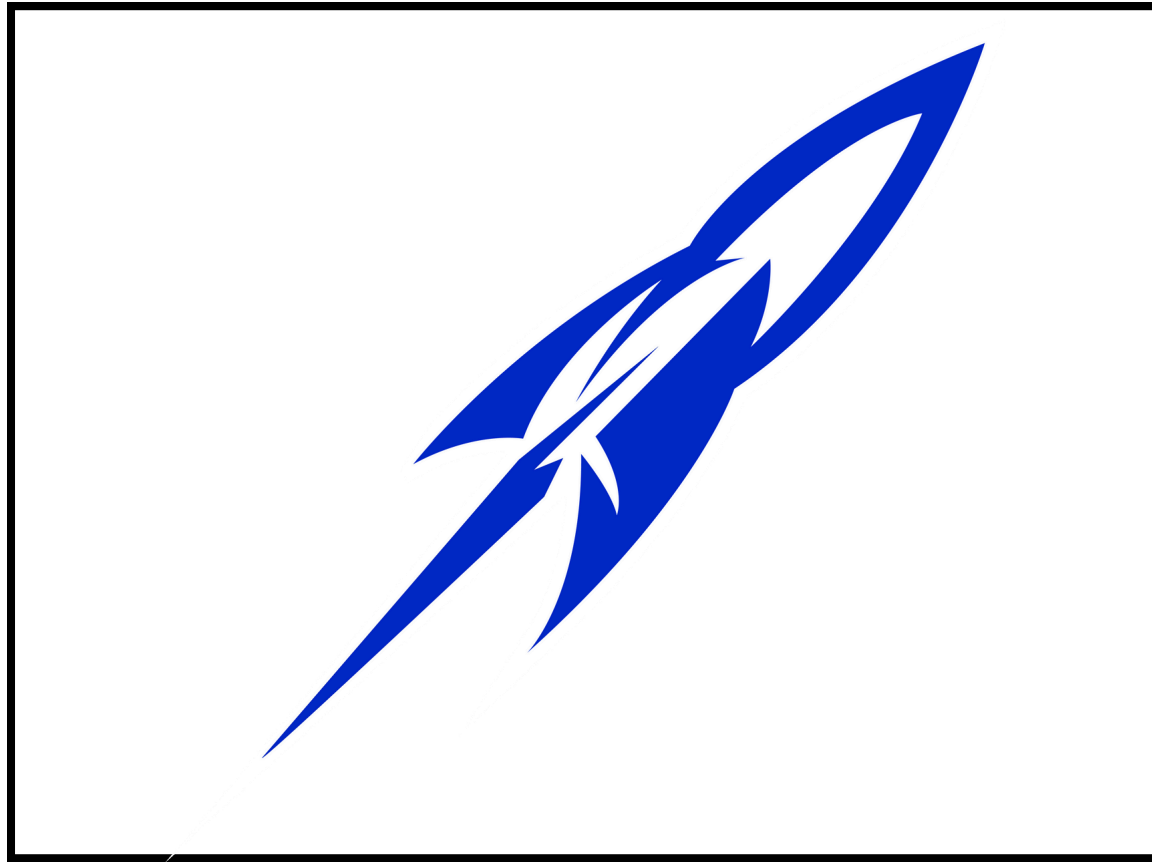


“Rockets” wordmark and font has a modern and slick font referencing SLA’s push to innovate, but unifies it with tradition

The new rocket logo is tied with the SLA wordmark showing the union of athletics and academics

THE ROCKET LOGO





The new Rocket logo is a sleek, modern symbol of motion and ambition. Its clean lines and sharp angles reflect the drive, precision, and forward-thinking spirit of SLA. Built for versatility and recognition, it bridges tradition and innovation, honoring the past while propelling the school into the future

A major part of the SLA identity, the circle surrounding the rocket represents unity and innovation. The new rocket logo dawns this circle, inspired by SLA's current athletic and scholastic logo



**THE
ROCKETS
WORD
MARK**

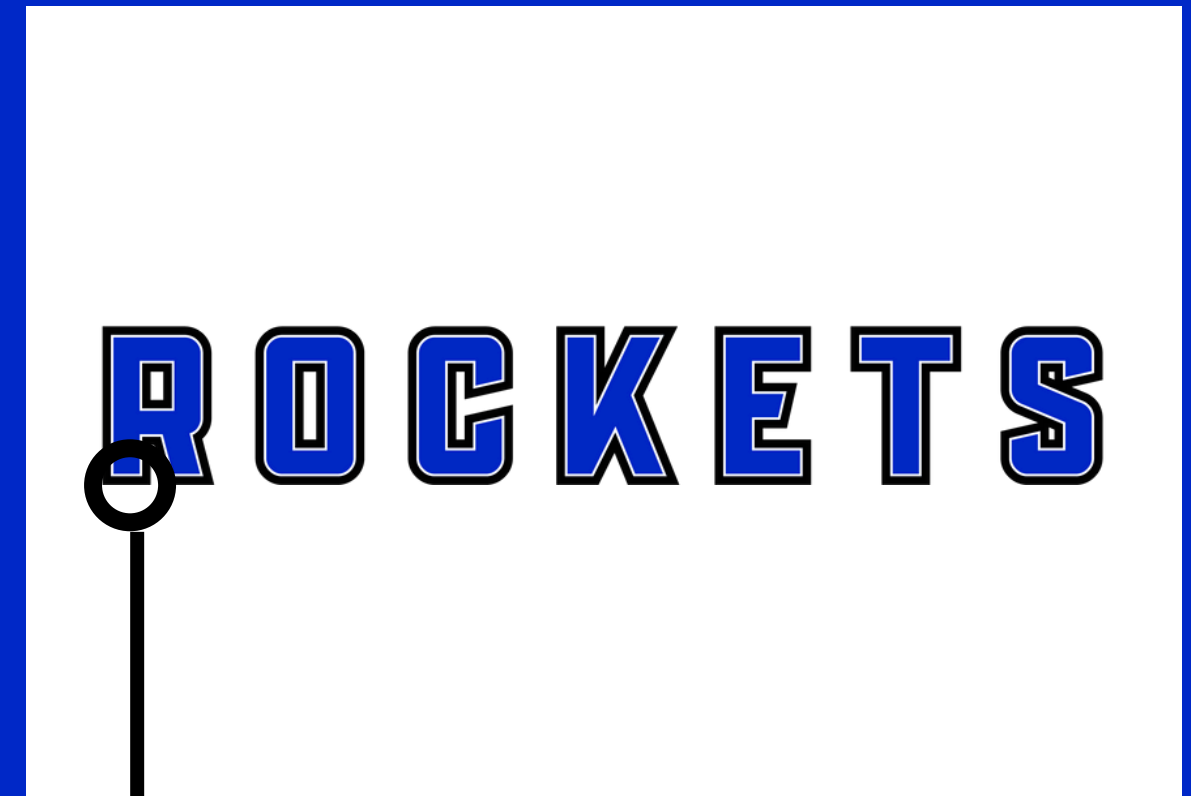




The cursive "Rockets" wordmark is a classic sports design that pays homage to previous SLA sports teams that have donned a similar logo on their uniform



This version of the cursive wordmark has the rocket logo attached, as if the rocket has spelled out the letters in the sky



Found on the "SLA" wordmark, this version of the "Rockets" wordmark uses a modern font that represents innovation

JERSEY MOCKUPS

BASKETBALL



SOCCER



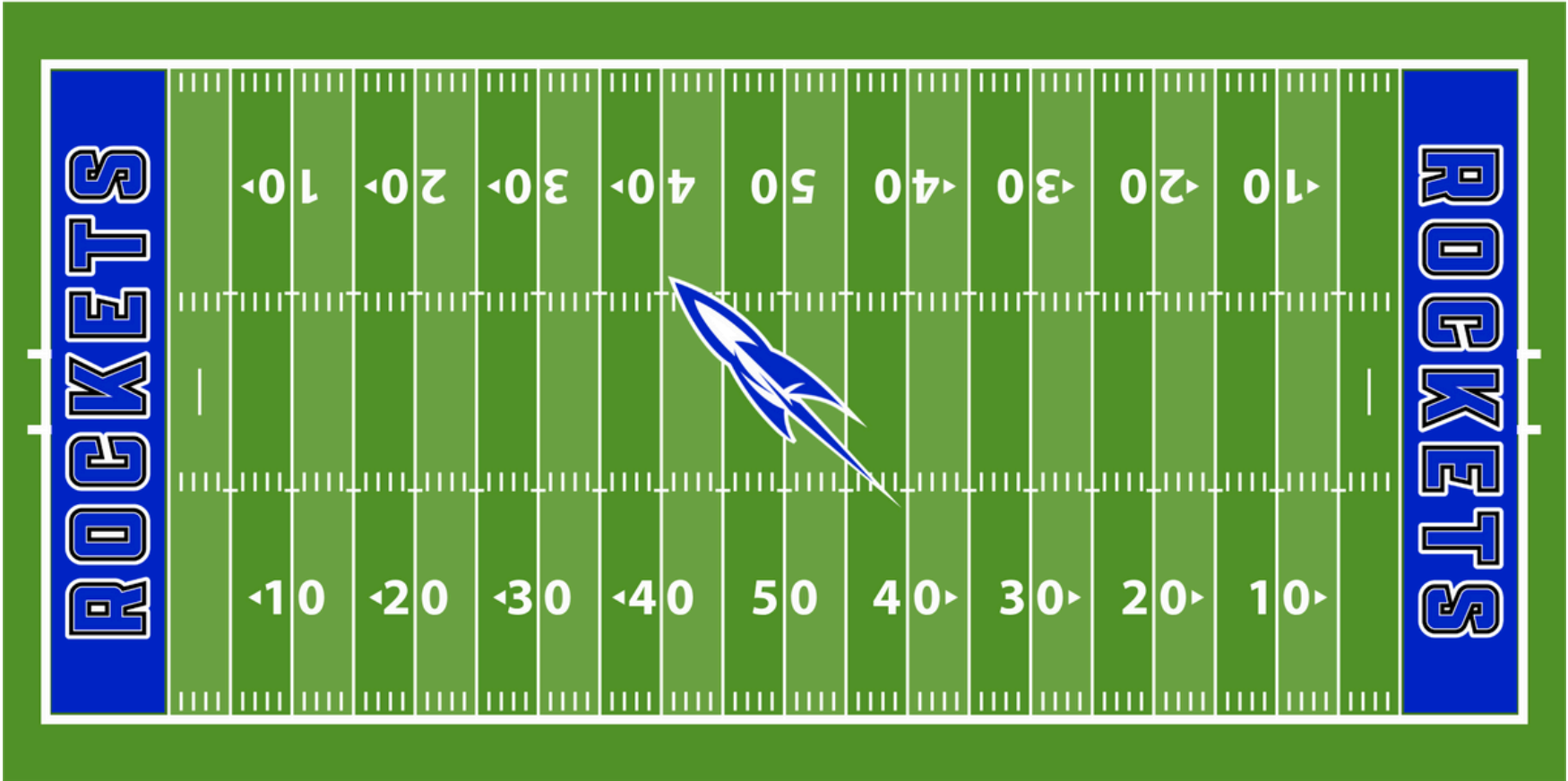
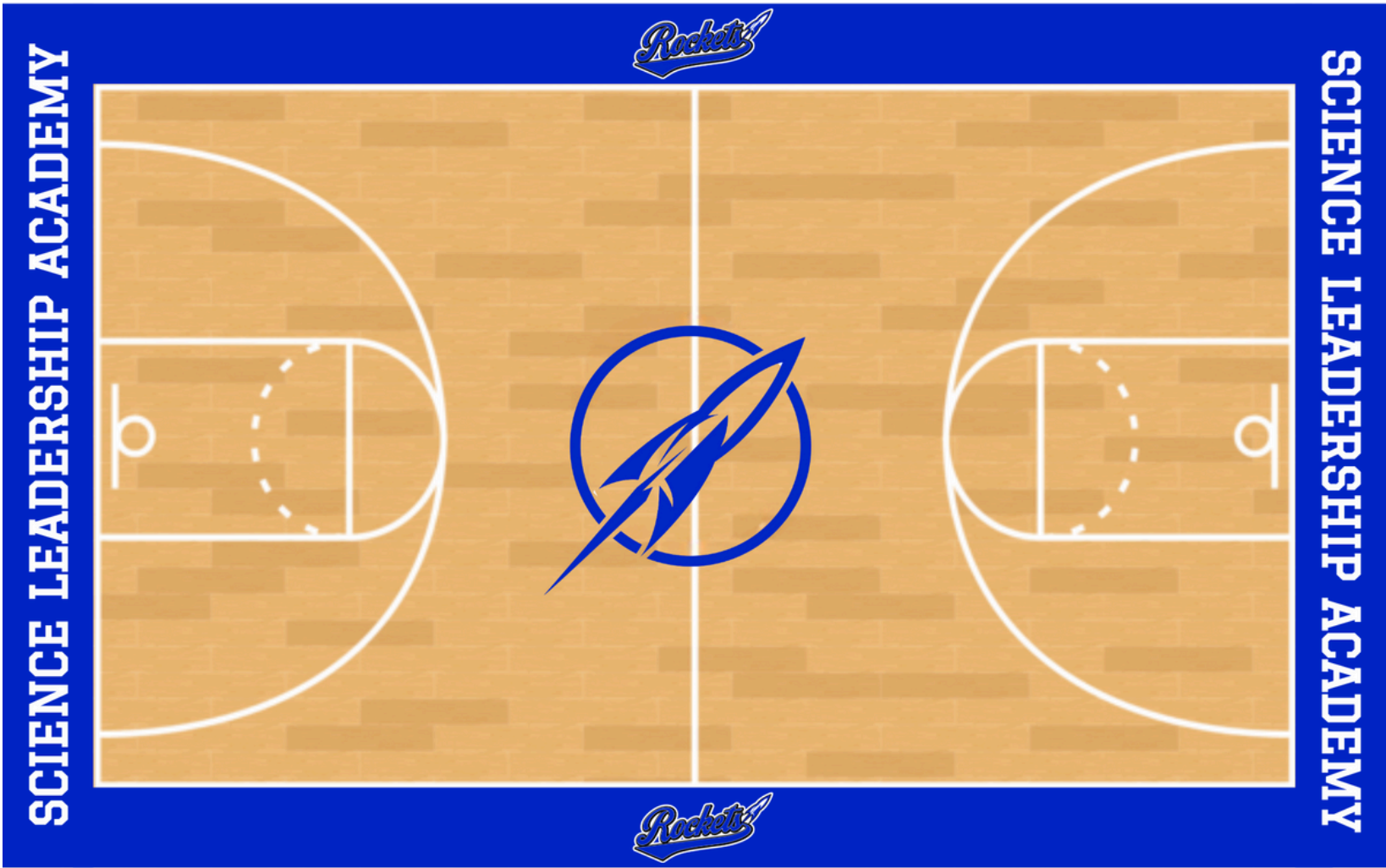
BASEBALL



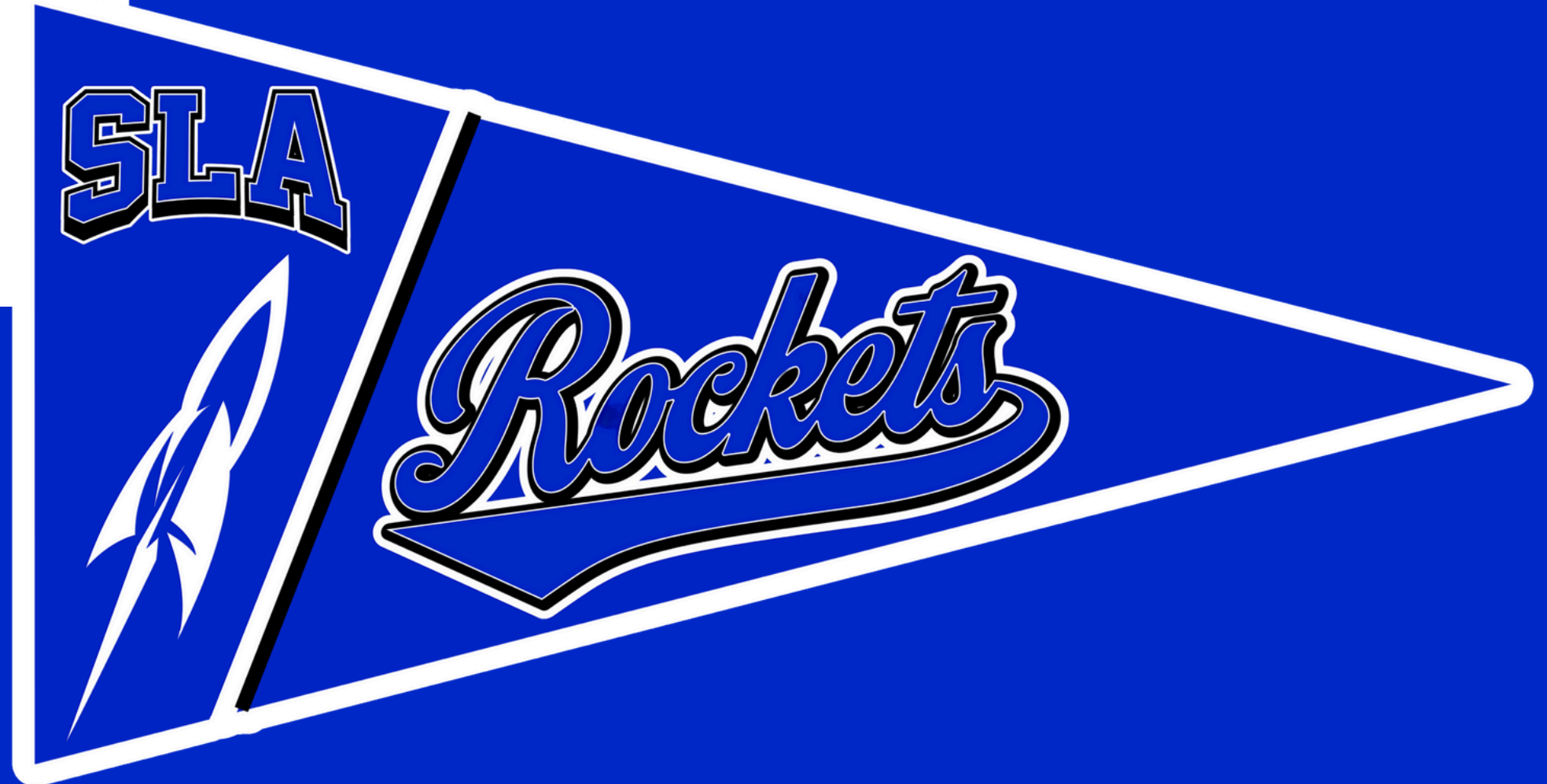
FRISBEE



FIELD/COURT MOCKUPS



BANNER MOCKUPS



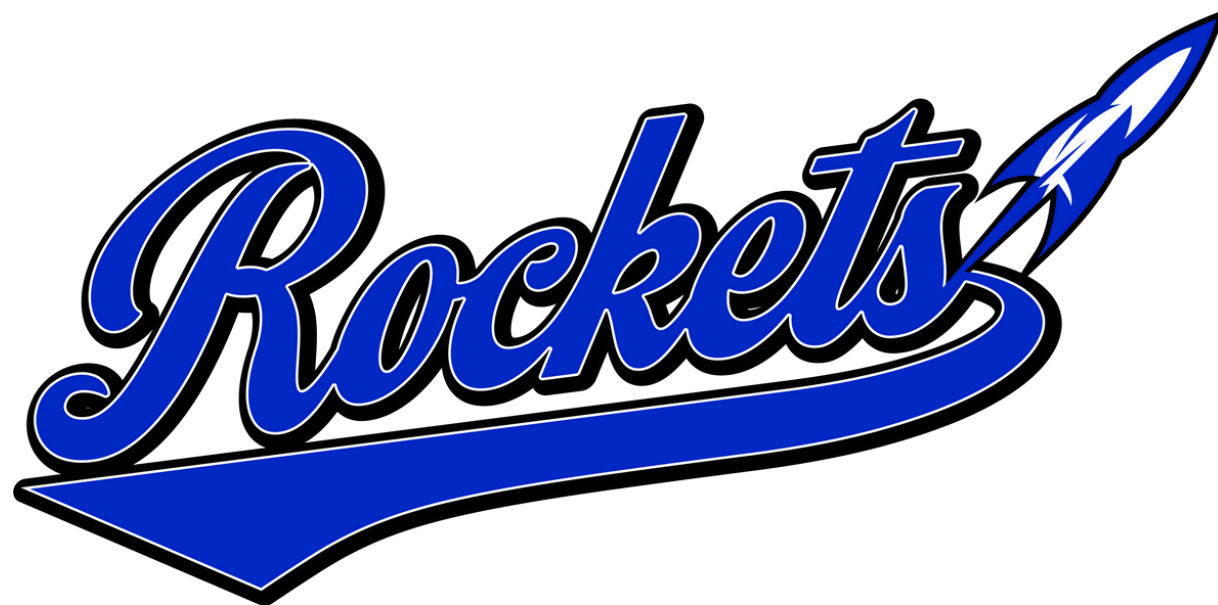
SLA

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ROCKETS

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