



BRAND BOOK

Asia's premier Tech and Design School

V. SY 2024

ABOUT iACADEMY



Founded in 2002, iACADEMY's specialized programs in **Computing, Business, and Design** were developed to address the mismatch between graduates of academic institutions and the actual needs of the industry. Since then, iACADEMY has produced 96% job placement rate through its strong industry partnerships.

Some of iACADEMY's industry partners include Toon Boom, PWC, Unity, and The BLOKC, among many others. Its main campus is strategically located in Makati City's Central Business District in order to place students within reach of industry practitioners, over two hundred internship partner organizations, and rockstar faculty.

This prestigious network of companies and prime location gives students the perfect platform to immerse themselves in their chosen fields during their 960-hour college internship program. This balance of theory and experience-based learning ensures that they become industry ready as well as industry-relevant upon graduating.

iACADEMY's success in its Makati Campus has demanded expansion and the only way to grow is to bring the type of education that iACADEMY offers closer to people. In 2023, iACADEMY opened its first regional campus in Cebu IT Park. Its initial offerings are Software Engineering, Game Development, Real Estate Management, Animation, and Multimedia Arts and Design.

iACADEMY continues to push the boundaries of innovative education and nontraditional learning by creating an inclusive environment and progressive culture that encourages students to be daring in their pursuit of excellence so they can become the **Game Changers** that they are meant to be.

MODERN CASUAL CLEAN CONFIDENT

These key words help guide and define the **brand's style**, not only in terms of **look** (*design for web graphics and print material*), but also **feel** (*language, messaging, interaction*).

96% Job Placement Rate

iACADEMY has developed strong industry partnerships that produce 96% job placement rate **within 6 months after graduation**. iACADEMY continues to pave the way and reinvent education by offering degree programs that are highly specialized in Computing, Business, and Design following an Output Based Education approach that allow students to **learn through hands-on experience and from industry experts**.

Industry Partners



... and more!

Puey Quinones · Bobby Pontillas · Jerrold Tarog · Avel Bacudio · Carl Papa
Gianluca Guglielmo · Ronnie del Carmen · Keith Sicat · Jon Cuyson · John Padua · Francis Napalit



ROCKSTAR FACULTY & CO-TEACH ROSTER

iACADEMY's rockstar faculty and mentors is comprised of industry experts who bring real-world experience to the classroom.

These professionals lead workshops and teach courses, providing students with invaluable insights and practical skills that prepare them for success in their careers.

game changer
game changer
game changer
game changer

iACADEMY refers to its students as **Game Changers** — individuals who have the potential to **create positive change** and **leave a lasting impact in the community** through the work that they do.

*Inspiration
Initiative
Innovation
Involvement
Integrity*



game changer
game changer
game changer
game changer

THE SEAL



The **iACADEMY Academic Seal** shall be used in authenticating the correctness of official academic documents such as diplomas, transcript of records, and various certifications issued by the school. It may also be used as the main design for medals and certificates given as awards in competitions or for academic achievements.

No other elements should be seen behind the logo, meaning the background must be a plain color, or the logo must be placed in a section of a photo that isn't too busy or distracting that would limit the visibility of the shield. In certain cases when the background used is the same shade of blue as the logo, a version of the shield with a thin white stroke should be used.

The iACADEMY Seal is composed of several elements significant to the institution:

TORCH

The torch is a universally recognized symbol for light. iACADEMY, being an educational institution, brings light to the world by ensuring that our students carry the iACADEMY brand of a focused education that aims to provide all the skills they would need to succeed in their career of choice.

CHANGING THE WORLD

Instead of a flame, the torch holds in its center an illustration of the changing world. iACADEMY is a progressive institution that takes the fast changing global society into the equation and updates educational curricula according to the current demands and standards of the different fields that students would enter upon completion of their respective programs.

CITY SKYLINE

iACADEMY is located in the heart of the Central Business District. Our students are not only given the very best possible training and education but are also immediately immersed in an area where the future is in the present.

SHIELD

iACADEMY is committed to arm our students with the knowledge and skill sets that they would need in their fields of choice. Every program is designed and updated with full consideration to the current progress and significant developments of the global market.

CIRCLES

The inner circle represents the circles of support and influence that surround us: family and friends, teachers and advocates.

RAYS

The outer rays reflect our place within the greater society to which we dedicate our learnings to contribute to continuing progress.

THE SHIELD



The **iACADEMY Shield** was used for marketing collaterals, both print and digital, from 2015 to 2019.

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THE HEX



The **iACADEMY logo** is consist of a **mark and associated logotype**, manually typeset in Montserrat.

The Hexagon has been integral to iACADEMY's visual identity since its founding in 2002. At the first campus in Buendia, the building's facade featured a hexagon, which students began to associate with iACADEMY. The six sides of hexagon also represent community and the five core values that we instill in every Game Changer.

Aside from representing the school's name, the "i" in the logo represents students' individuality, uniqueness, and creativity.





MAIN NAVY #11326F C=100 M=90 Y=29 K=16

SHS #66A6F5 C=55 M=27 Y=0 K=0

SODA #1EAFEC C=68 M=13 Y=0 K=0

SBLA #EB2540 C=2 M=97 Y=3 K=0

MAIN BLUE #014FB3 C=94 M=76 Y=0 K=0

SOC #FDD030 C=1 M=17 Y=90 K=0

DARE TO BE DIFFERENT.





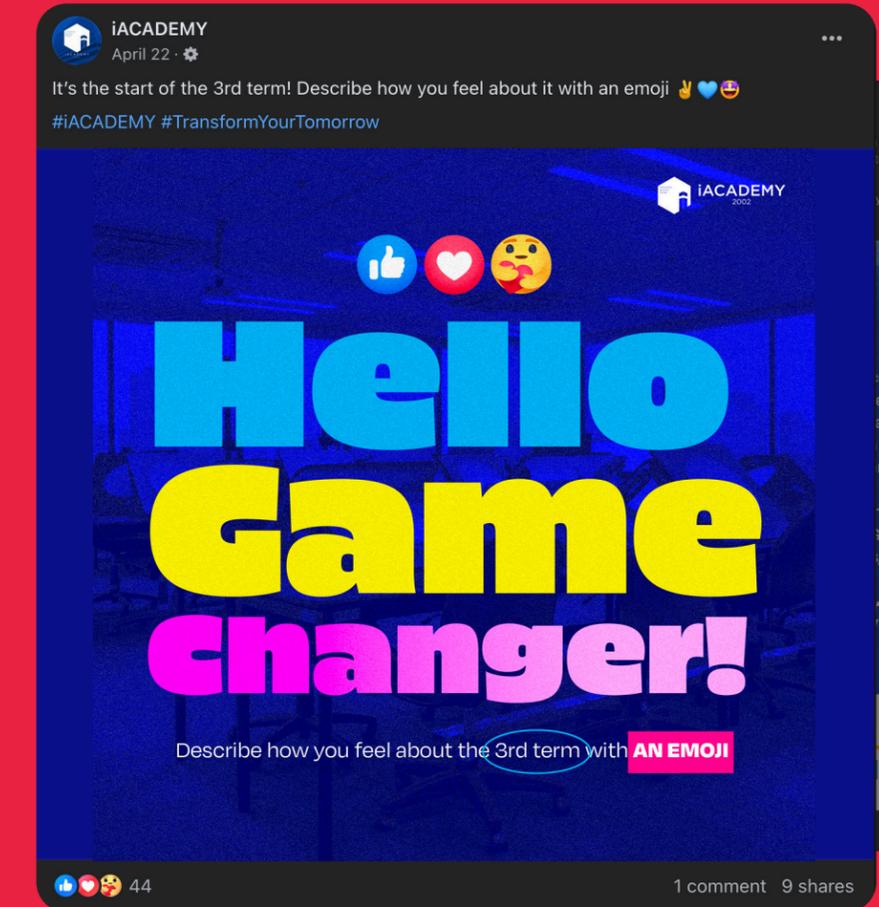
1 Degular

2 The quick brown fox jumps over the lazy dog

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Tone & Messaging

Light-hearted, friendly, but still polite and proper. Smilies and emojis are encouraged but should not overpower the text.



**GAME CHANGERS,
NON-TRADITIONAL,
BULLYPROOF,
96% JOB PLACEMENT RATE,
INNOVATIVE**

These are phrases that we want iACADEMY to be associated with and are used often in copy, content, speeches, pitches, etc.



**To know more about iACADEMY, visit
www.iacademy.edu.ph**



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