



# SWLA HOMESCHOOL ATHLETIC CLUB

## IDENTITY GUIDELINES

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## Introduction

**There has never before been a unified identity program for Sports Teams at SWLA Home-school Athletic Club.**

**The guidelines and brand elements presented here are meant to align our many teams' looks and create a sense of shared DNA while also allowing each to have its own distinctive appearance.**

## Our Story

In 2005, SWLA-HAC emerged from the passion for sports among children, as parents noticed a lack of high school-level offerings. Extensive research revealed the existence of a league in Louisiana open to homeschool teams. Responding to this opportunity, five families collaborated to establish the Varsity Boys Basketball Team. The subsequent year saw the formation of a Varsity Girls Basketball Team, followed by the expansion to include Baseball and Softball teams. In 2011, the inaugural Football Team was established, and by 2013, the first Girls Volleyball Team and Cheer Squad were added. The year 2015 marked our first Track Meet, and the introduction of a Pep Squad. From a modest start with 7 athletes, we have witnessed remarkable growth, now engaging over 100 individual athletes across various sports. Our participation in the National Christian Homeschool Championships has resulted in triumphant victories in both Basketball and Volleyball.

This book isn't just about establishing rules, it's about giving you a toolkit to help tell that story.

You'll learn about our logos and marks, and when and where to best use them. You'll learn about the usage of colors and typography.

It's important to understand that any messages we distribute represent our teams, our organization, and everyone that cherishes them.

It's why we have to get it right, and why this book is here to help.

## Mission Statement

Southwest Louisiana Home School Athletic Club is dedicated to the belief that a comprehensive education for young individuals extends beyond academics to include active participation in sports. As a volunteer-driven organization, we serve homeschool children in the Lake Charles Area of Southwest Louisiana, providing young men and women, both teenagers and pre-teens, the chance to engage in organized sports within a Christian environment.

We are proud members of the Association of Christian Educators of Louisiana, aligning our values with a broader network dedicated to fostering Christian education principles. In our commitment to enriching the experiences of our participants, SWLAHAC actively seeks more opportunities through tournaments and actively participates in the National Christian Homeschool Championships. Through these avenues, we aim to contribute to the holistic development of our participants, nurturing both their physical and spiritual well-being. By blending athletics with a Christian environment, SWLAHAC endeavors to instill valuable life skills and promote a balanced educational experience for homeschooling families in our community.

## Core Values

To know what we're branding, we must first understand the core values of not just our athletics, but our Organization as a whole:

### UNION, JUSTICE, CONFIDENCE

The SWLA Knights exemplify the essence of the Louisiana Motto, "Union, Justice, Confidence," embodying the profound values embedded in this guiding principle. As a collective force, our team epitomizes the spirit of union, fostering a sense of togetherness and common purpose among all members. In every endeavor, whether on or off the field, the Knights embrace the virtue of justice, upholding fairness, integrity, and respect in their actions. This commitment to justice reflects the belief that a united community thrives on principles of equity and shared responsibility. Additionally, the unwavering confidence exhibited by the SWLA Knights is a testament to their faith in the power of justice to unite and uplift. Through their actions and dedication, the team embodies the unity of purpose experienced by all Louisiana residents and the collective confidence in the transformative power of justice.

### FAIR PLAY FOR ALL

As representatives of our teams, alumni, fans and state, we commit to represent the best in ourselves. We play by the rules and treat each other, our opponents, officials and fans with respect.

SWLA Knights is dedicated to helping athletes to realize their highest potential—physically, mentally, and spiritually.

Each coach strives to instill the following core values in every athlete:

- **Diligence** - they are hard workers; they keep to the task and finish it.
- **Discipline** - they conduct themselves in an orderly and obedient fashion.
- **Humility** - they are free from pride and arrogance; their achievements are a byproduct.
- **Integrity** - they are what they claim to be and demonstrate this by consistently doing what is right.
- **Self-control** - they use wise self-restraint in all aspects of life

- **Responsibility** - they are dependable; they know what they need to do, and they do it.
- **Submissiveness** - they are willing to yield to leaderships' authority, judgement, or decision.
- **Attentiveness** - they demonstrate interest in the words, actions, and feelings of someone else.
- **Supportiveness** - they help others in words and actions.
- **Contentment** - they are happy and satisfied with what they have.

**In addition, each coach teaches and exemplifies the following characteristics:**

- **Safety** - we always maintain the highest safety standards.
- **Character** - we focus on developing character traits in our athletes.
- **Skill Development** - we teach fundamental sport skills.
- **Participation** - we provide opportunity for maximum participation.
- **Mentoring Relationships** - we establish coaches as mentors to our athletes.
- **Competence** - we build competent teams.
- **Competition** - we build competitive teams
- **Peer Relationships** - we strengthen peer relationships.
- **Fun** - we make the athletic experience enjoyable for the athlete.

## The New SWLA Brand

The visual side of branding starts with the cornerstone of our identity: the new SWLA Brand.

The new brand consists of 3 colors, Navy, Orange, and White. No lighter shades of orange or bevel effects or extra outlines are needed.

There is now only one version of the brand, regardless of light or dark backgrounds. Additional colorways may be used to ensure the marks remain prominent on different backgrounds, but the overall design remains the same.

While the updated brand isn't the only logo for SWLA Knights Athletics, it should always be given top priority to ensure that it remains the primary mark associated with SWLA Knights Homeschool Athletic Club.

Remember that our logos are seen not just by ourselves and our fans, but will be seen by the rest of the nation and world.



Only use the current version of the brand in its approved applications and lockups. Any questions regarding the modification of the brand or using expired marks for special events should be directed to the SWLA Board of Directors and must be approved before use.

Do not use old or modified versions of the SWLA Knights Brand.

## Spacing and Staging

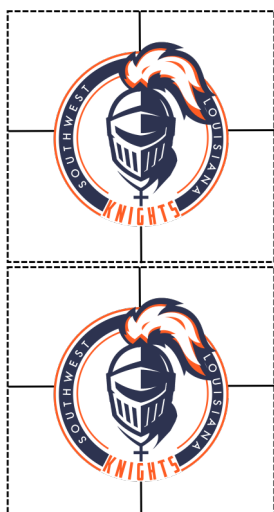
The SWLA Knights Brand should always be given plenty of breathing room so as to not get lost amongst other design elements.

Maintain a distance of at least one-eighth the width of the SWLA Knights Brand around the entire perimeter of the brand in your designs.



The SWLA Knights, Knights and Lady Knights wordmarks or any large letterhead placed alongside the brand should not be equal to or exceeding the height of the brand.

A good rule of thumb for the proportional height of wordmarks or letterhead next to the brand is the main horizontal body of the brand, as seen below.



# SWLA KNIGHTS

# FOOTBALL

## Primary Colors

### ORANGE

C0 M79 Y93 K0

R254 G92 B35

HEX #FE5C23

**Navy and Orange** have been a core part of SWLA Knight's identity from the very beginning. In fact, these colors were the original foundation on which the rest of our identity was built.

### NAVY

C87 M80 Y43 K38

R45 G51 B80

HEX #2D3350

The logo for Modestolite, featuring the word "MODESTOLITE" in a bold, white, sans-serif font. The text is centered within an orange rectangular background. Two thin white diagonal lines cross the orange rectangle, one from the top-left corner to the bottom-right, and another from the top-right corner to the bottom-left.

## Typography

**MODESTOLITE** is the new primary typeface of SWLA Knights Athletics.

MODESTOLITE should not be considered a font. It should be used sparingly and only on SWLA Knights Athletics-related materials so that it doesn't become diluted or used in improper fashion. Limited usage of MODESTOLITE outside of SWLA Knights, Knights and Lady Knights wordmarks—for example, nameplates on uniforms or banners—is permissible, but must be approved by the SWLA Knights Board of Directors. Usage of MODESTOLITE for numbers on team uniforms is encouraged.

ABC

2024

A large, stylized capital letter 'O' in the Modestolite typeface. It is dark blue with a thick orange outline.

## Typography

**SWLA KNIGHTS**

**KNIGHTS**

**LADY KNIGHTS**

**SWLA  
KNIGHTS**

**Go KNIGHTS**

## Scripts

Accompanying our primary brand mark and wordmark is a pair of official Knights and Lady Knights scripts using Lobster Font.

The script Knights and Lady Knights marks can be used in all men's and women's sports in applications from social media to uniforms and facilities to add extra flourish for our teams.

*Knights*

*Lady Knights*

TEAM-SPECIFIC EXAMPLES:



**KOMU****A**

**KOMU B** is a supporting typeface meant to stand alongside the brand, the wordmark and scripts.

KOMU B does not have any lowercase characters, so it should be used to denote departments/sports in places like letterheads and signage, or as a large attention-grabbing headline in graphics. It should not be used for large bodies of text.

KOMU B can be accessed through Adobe Fonts.

**A B C D E F G H I J K L M N****O P Q R S T U V W X Y Z****0 1 2 3 4 5 6 7 8 9****SWLA KNIGHTS**  
**—ATHLETICS—****SOCCER**

Department letterhead pairing the SWLA Wordmark with KOMU

Sport name combining the SWLA Brand with KOMU

**Best Uses****HEADLINES, LETTERHEAD AND SIGNAGE**

## Calibri

The **Calibri** font family is a versatile typeface with a variety of weights that can be used in several applications. In fact, you're looking at Calibri right now, as it's the typeface used throughout this branding guide.

Calibri should be used when readability is most important with bodies of text, like press releases and media guides. The Book weight of Calibri is the preferred option for text bodies, with regular, bold and italics available for added emphasis. The light weight can be used when the text is large enough to maintain legibility.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1234567890

Calibri Light

Calibri

Calibri Light Bold

**Calibri Bold**

*Calibri Light Italic*

*Calibri Italic*

*Calibri Light Bold Italic*

***Calibri Bold Italic***

## Best Uses

SUBHEADS AND BODY TEXT

## Uniforms

Our team uniforms are visible in person, in photos, videos and social media. Uniforms worn by our student athletes provide more high-profile branding than any initiative we could undertake as individuals. It is important to follow established guidelines when creating uniforms as we continue to build our team environment.

Establishing a similar look for all teams makes a stronger and more recognizable SWLA Knights brand across the region and country. Because of the importance of establishing and maintaining a strong brand, all uniform designs must be approved by the SWLA Board of Directors.

Our uniforms are a tribute to our past and help build excitement for the future of the SWLA Knights.

### Primary Colors

ORANGE	NAVY
C0 M79 Y93 K0	C87 M80 Y43 K38
R254 G92 B35	R45 G51 B80
HEX #FE5C23	HEX #2D3350

The SWLA Brand or SWLA Knights verbiage should be used in primary locations on uniforms and competition apparel.

The three-color SWLA Brand is the primary logo to be used. Other color variations may be used with approval from the SWLA Board of Directors.

Secondary marks may be used on non-primary locations.

## Sport Specifications



### FOOTBALL

The SWLA Knights Brand should be used on the football helmet. Color Variations and secondary marks, should be approved by the SWLA Board of Directors

### BASEBALL/SOFTBALL

The interlocking SW is a logo tied to the tradition of SWLA Baseball/Softball. It may be used on baseball hats **only**. If the interlocking SW is on the front of the hat, the SWLA Knights Brand must also be on the hat. The SWLA Knights Brand must also be on the uniform in an approved location.

### TRACK/CROSS COUNTRY

The SWLA Knights Brand is to be in the primary location on all competition apparel. Any secondary marks or variation must be approved.

## Sport Specifications



### SOCCER

The SWLA Knights Brand is to be in the primary location on all competition apparel. Any secondary marks or variations must be approved.



### BASKETBALL

The SWLA Knights Brand is to be in the primary location on all competition apparel. Any secondary marks or variations must be approved.



### VOLLEYBALL

The SWLA Knights Brand is to be in the primary location on all competition apparel. Any secondary marks or variations must be approved.

## Sport Specifications



### CHEER

The SWLA Knights Brand is to be in the primary location on all competition apparel. Any secondary marks or variations must be approved.



### TENNIS

The SWLA Knights Brand is to be in the primary location on all competition apparel. Any secondary marks or variations must be approved.

# Social Media

## OVERVIEW

### Mission Statement

Through social media, the SWLA Knights Athletic Club hopes to create an engaged audience that is connected and loyal to the SWLA Knights Brand.

### Primary SWLA Knights Athletics Accounts

The primary athletics accounts should serve as an overview of the entire athletic department. The account outlets should share quality information to help highlight individual teams and/or accounts.

### General Goals for SWLA Knights Social Media

Consistency is important across all social media accounts. Quality is more of a priority than quantity. Information posted on official accounts should represent SWLA Knights in the best possible light and always be appropriate for fans of any age to see.



## Social Media

We've arranged an overview of 10 key guidelines for how to best utilize social media for your sport or department.

1. Stay consistent with design language in photos and graphics. Use the correct logos, fonts and colors to help ensure consistent branding. Templates will be provided to help create graphics. These templates are not mandatory, but the SWLA Knights Board of Directors should be given a heads up before you make any changes to existing templates or create templates of your own.
2. Use the assigned graphics for social media profile icons and header graphics on official SWLA Knights accounts. Please do not create these graphics yourself. Contact the SWLA Knights Board of Directors to have these graphics created for you if you have a new account.
3. While #SWLA-HAC is the primary hashtag for all of SWLA Knights Athletic Club, #GoKnights is encouraged to differentiate athletics accounts from the rest of the SWLA Knights Official Accounts. #GoKnights should always use a capitalized 'G' and 'K' - #swlaknights should be lowercase, unless it is being used as a proper noun or shorthand for "SWLA Knights" (ex. "#SWLAKnights wins team title!"), in which case 'SWLAK' should be capitalized. Use the same capitalization style when promoting SWLA-HAC.com.
4. Let your photos and videos do the talking by keeping captions short and sweet. In many instances, a photo will be powerful enough to tell its own story without the need to add lengthy captions or extra graphics on top of it. Remember to tag student-athletes and coaches that appear in your content, especially when posting videos.
5. Videos should be uploaded directly to Facebook, Twitter and Instagram. YouTube links and embeds are fine for new stories on SWLA Knights, but videos uploaded directly will perform better and create a better user experience on social media networks with their own dedicated video platform. Contact the SWLA Knights Board of Directors for assistance in uploading videos and tips on how best to utilize video on these platforms.
6. Utilize peak posting times for your platform. While every page and audience may be different, we typically see stronger response from fans during a few peak times, such as around

## Social Media

the lunch hour and early to mid-evening. Content may need to be posted multiple times to ensure it's seen by its target audience.

7. Find your voice for your team. Your voice should reflect natural toughness and confidence that comes from being a Knight or Lady Knight. Understand that there is a difference between the tone of your main feed and the “story” functionality in platforms like Instagram.
8. Official or SWLA Knights-affiliated accounts will not comment on specific prospective student-athletes (retweets are allowed), controversial social issues, officiating, league issues or conflicts. We also never comment on fellow institutions or their athletes, coaches or administration
9. Notify the SWLA Knights Board of Directors when any official SWLA Knights account is created, including coaches profiles. Official profile pictures and cover photos should be created before the account is live.
10. Personal accounts—whether they belong to a coach or student-athlete—represent themselves, their team and the SWLA Knights organization itself on social media, intention or not. Each team should have at least one annual meeting where they hear from the Coaching Staff or SWLA Knights Board of Directors about their online presence.