



**BLACK FOREST
ACADEMY**
KANDERN, GERMANY



BFA

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Introduction

Since its founding in 1956, Black Forest Academy has remained steadfast in its mission to support global missions and provide a quality education that equips students to influence their world through biblical thought, character, and action. While BFA's mission has not wavered, the world has grown increasingly digital, and the need for a clear, consistent, and compelling visual identity has become increasingly important.

The visual identity guide was developed to support and strengthen how we tell BFA's story. It provides a unified framework for communicating who we are—our values, our purpose, and our legacy—across all platforms and audiences. By aligning visual elements such as logos, typography, color, and imagery, the guide ensures that every expression of BFA reflects the excellence and intentionality at the heart of BFA's work.

This consistency not only enhances recognition and trust, but also helps convey the depth and impact of BFA's story—from its origins in Basel in 1956 to its ongoing role in supporting the global mission community today.





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About BFA

Located on the edge of Germany's Black Forest, BFA is an international Christian school for both boarding and day students. With a history dating back to 1956, BFA offers robust academics, family-style boarding, and a Christ-centered community.

BFA serves families living locally and, through its boarding program, families living in over 40 countries around the world. The school's approach to education is holistic and a BFA student has significant opportunities for growth.

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Mission & Vision

The mission of Black Forest Academy is to equip students to influence their world through biblical thought, character, and action.

Black Forest Academy's vision is globally-minded Christians changing their world for Christ.

01

VISUALS

Black Forest Academy Colors

Which color code should I use?

Different types of color codes are used for different mediums and purposes.

CMYK colors are used for designs that will be printed on paper – use this color code if you are printing on a BFA printer or through an online vendor.

RGB and HEX values are both used to display color on a screen. If your design will be viewed digitally, you should use one of these color codes.



Schwarzwald Navy

HEX#: 002147
RGB: 0,33,71
CMYK: 100,87,42,51
Pantone: 282 C



1956 Blue

HEX#: 002E6E
RGB: 0,46,110
CMYK: 100,80,0,40
Pantone: 294 C



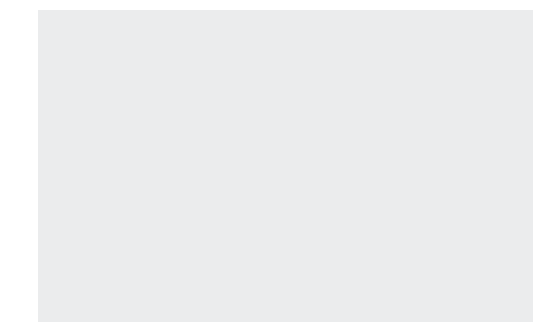
BFA Blue

HEX#: 034EA2
RGB: 3,78,162
CMYK: 100,80,0,0
Pantone: 2945 C



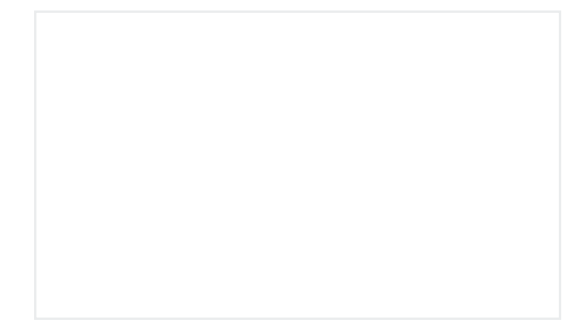
Falcon Blue

HEX#: 27AAE1
RGB: 39,170,225
CMYK: 70,15,0,0
Pantone: 298 C



Sausenburg Grey

HEX#: EBEBEB
RGB: 235,236,237
CMYK: 7,4,4,0
Pantone: 663 C



Pure White

HEX#: FFFFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

Secondary Colors

Inspired by the colors of the roof tiles of the church steeple in the center of Kandern, we chose several colors to compliment our primary colors. By integrating these colors into our current palette, we are providing a spark that supports the BFA stories we tell and reminds us of the town we call home.

A general rule for using these colors is to follow the 60/30/10 rule. With 60% of your design a primary color, 30% a primary color, and 10% a secondary color. This ensures the primary color palette is not diluted or lost in any way.



HEX#: a5d0ec
RGB: 165,208,236
CMYK: 7,4,4,0
Pantone: 291 C

HEX#: 216785
RGB: 165,208,236
CMYK: 88,53,32,10
Pantone: 7699 C

HEX#: cf7a2e
RGB: 207,122,48
CMYK: 16,59,96,2
Pantone: 7412 C

HEX#: ac5938
RGB: 172,89,56
CMYK: 24,73,86,13
Pantone: 7592 C

HEX#: efc751
RGB: 239, 200, 82
CMYK: 0,15,77,7
Pantone: 129 C

HEX#: a5d0ec
RGB: 165,208,236
CMYK: 7,4,4,0
Pantone: 872 C (Gold)

HEX#: a1c961
RGB: 161,201,97
CMYK: 41,3,81,0
Pantone: 367 C

HEX#: 537c39
RGB: 83,124,57
CMYK: 71,31,100,16
Pantone: 7742 C

HEX#: bb162d
RGB: 187,22,45
CMYK: 18,100,90,9
Pantone: 186 C

HEX#: 83151c
RGB: 131,21,28
CMYK: 29,100,93,35
Pantone: 202 C

HEX#: a0a09e
RGB: 160,160,158
CMYK: 40,32,34,1
Pantone: 887 C (Silver)

HEX#: 2d2926
RGB: 45,41,38
CMYK: 67,64,66,68
Pantone: Black C

NOTE: These colors are meant to be a compliment to the primary colors in the toolkit; they are intended to be used sparingly, yet effectively, to enhance the schools primary colors.

Typefaces & Fonts

BFA uses three typefaces consistently. Lato and Montserrat are our two sans-serif typefaces and our serif typeface is aptly called Young Serif.

You can download these fonts from Google Fonts [here](#).

LATO

Lato is our primary typeface used for headings, subheadings in all applications (web, print, etc.). It is often used in all caps.

Black
Regular
Light

Montserrat

Montserrat is our main typeface for body copy and text. It is great for emails, letterhead, and all other content that is meant to be read at length. Montserrat Alternates is occasionally used in promotional pieces.

Bold
Medium
Regular
Light

Young Serif

Often used in outward facing BFA materials, Young Serif is our alternate typeface. It provides creative flexibility and brings a lively, academic quality to designs.

Regular

Typeface

Fonts

02

LOGOS

Institutional Lockup

The institutional lockup combines the BFA seal with the horizontal lockup, representing both the institution and the school together.

This mark is intended to be used as a primary introduction to Black Forest Academy.

The institutional lockup is appropriate for all uses but is required in situations where formal representation of Black Forest Academy and clear visibility of the school's full name are necessary.

Examples include official documents, college applications, college fairs, admissions materials, signage, etc.

This lockup balances tradition and approachability, ensuring both the seal's institutional authority and the lockup's clarity are preserved in a single, cohesive mark.



BFA Seal



Shield Logo



Horizontal Wordmark

Official BFA Seal

The seal is the historic logo of BFA and draws on our history and core values. With an open Bible as its base, the school's purpose and commitment to empowering global missions is central.

It serves as a mark of authenticity and should be used in all formal or institutional contexts—such as certificates, official documents, signage, and high-level communications. The seal must always appear in its approved form, colors, and proportions, with adequate clear space and no alterations or effects.

It should never be distorted, or modified, or altered in any way.

Consistent use of the seal reinforces BFA's heritage, credibility, and mission.



BFA Seal

Horizontal Lockup

The horizontal lockup is designed to fit horizontal spaces where thinner, longer design is required or preferred. It maintains the shield and uses the horizontal wordmark, keeping the school name and location visible, while offering a more streamlined, balanced appearance.

This lockup provides versatility and is perfect for headers, banners, web banners, and signage, and letterhead.



Shield Logo



Horizontal Wordmark

Stacked Lockup

A lockup is the combination of a logo and a wordmark, providing more clarity through the use of words, and not relying solely on the mark (logo). This provides a professional yet familiar design.

The stacked lockup is the vertical version of the BFA lockup, arranged in a layered layout to create a balanced, central design. It features the shield logo and wordmark, maintaining the school's name and location in a clear, unified structure.

This version is best suited for most applications, including print materials, stationery, and formats where a compact, centered presentation is preferred. It reinforces the school's identity while preserving clarity and visual hierarchy across various uses.



Shield Logo

Stacked Wordmark

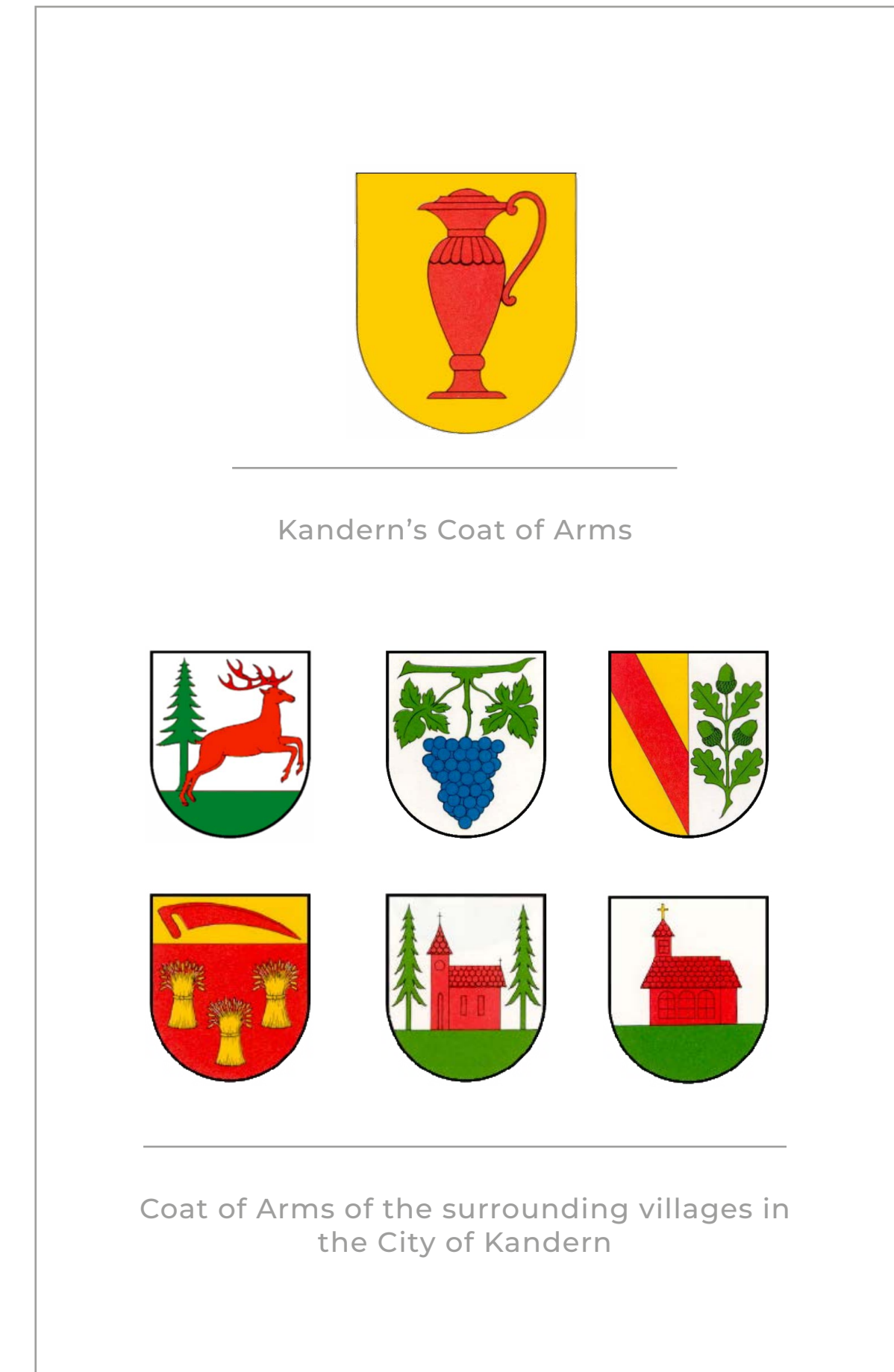
BFA Shield Logo

Inspired by our German heritage in the Black Forest, and the communities around us, the shield symbolizes our roots, mission, and values. The trees and Bible present a picture of a forest along a stream, with BFA situated in the middle. This image is not only geographically accurate, but also calls to mind the imagery found in Psalm 1 and Jeremiah 17.

The shield should be used independently only in contexts where it is clear that the environment is explicitly associated with Black Forest Academy (i.e. on campus). When used alone, it reinforces the school's identity and adds visual recognition, but it must never appear in isolation in ambiguous contexts, to prevent confusion or misrepresentation.



BFA Shield Logo



Kandern's Coat of Arms

Coat of Arms of the surrounding villages in the City of Kandern

Wordmarks

A wordmark is a logo comprised of unique, stylized text, usually an organizations name, with no additional icons or symbols. The BFA wordmarks can be used in almost all contexts.

The stacked wordmark is the primary version of Black Forest Academy, designed for standard use where a central, vertical arrangement works best. It emphasizes the school's name clearly and is a strong presence in print, digital, and signage applications.

The alternate wordmark is the horizontal version, created for linear or wide layouts where the stacked wordmark may feel too tall. It provides flexibility while keeping the school name prominent and legible, making it ideal for banners, headers, and other horizontal spaces.

Both wordmarks reinforce BFA's identity with clarity and consistency across all communications.



Stacked Wordmark



Horizontal Wordmark

Applications

Consistent application ensures that the BFA logo remains clear, legible, and visually unified across all uses, and ensures our colors are used properly. The logo should always be applied on backgrounds that provide sufficient contrast for both the shield and wordmark to remain distinct.

Approved color combinations include the primary BFA palette as well as neutral backgrounds that support clarity and accessibility. The logo may appear in full color, black, or white, depending on the background tone. Clear space must be maintained around all sides of the logo to preserve visibility and impact—no other graphic elements, text, or images should encroach on this area. When placing the logo on color fields, photography, or textured backgrounds, ensure the logo stands out with strong contrast and remains the primary visual focus.



Sample backgrounds for white logos



Suggested Color Combinations



Always give appropriate clear space around logos.

03 ATHLETICS

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Athletic Logos

The Athletics and Black Forest Falcons marks embody the strength, spirit, and purpose of BFA athletics.

As Falcons, we compete for Him—playing with excellence, humility, and unity. These marks visually express that mission, connecting our teams to the larger BFA community while giving our athletic program its own distinct identity.

These logos are to be used on uniforms, facilities, and spirit materials to inspire pride and represent our commitment to honoring God through sport.



Falcons Lockup



For Him Wordmark



Falcon Icon



Falcons Wordmark

Sport-Specific Logos

Sport-specific logos extend the BFA Falcons identity to individual athletic teams while maintaining a unified look across all BFA sports.

Each sport has a Falcon lockup, BFA lockup, and wordmark. This creates a consistent yet distinctive representation for every team. These logos help build team spirit, clarity, and recognition in both school and competitive settings. They should always follow the approved color palette, typography, and design standards to ensure visual cohesion within the overall BFA Athletics brand.

Any proposed changes or custom marks should be first approved by the BFA Communications team.



Sport-Specific Lockup



Sport-Specific Alternate Wordmark



Sport-Specific Wordmark

04

MORE
LOGOS

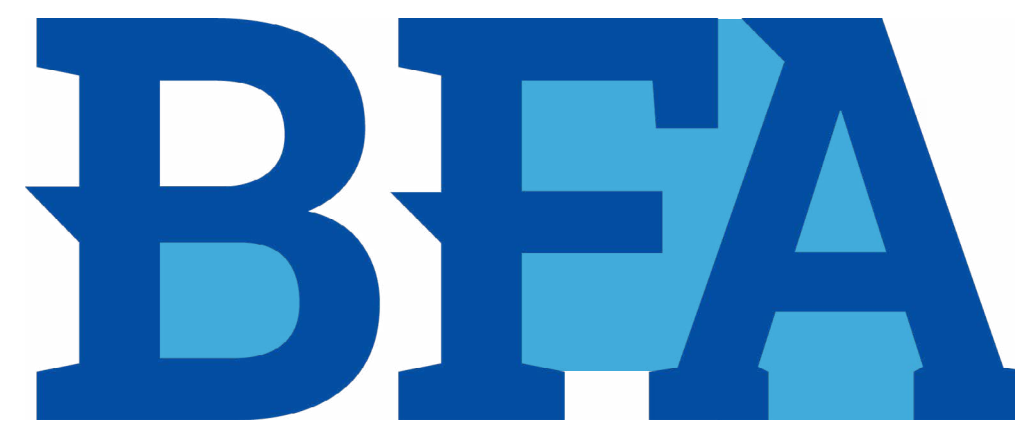
Acronym Logo

The BFA acronym logo is drawn from the school's visual heritage and incorporates key elements of the Black Forest Academy identity, including the shield, the dorm/school symbol, and the church icon. Together, these elements reflect BFA's commitment to developing the whole student through academic excellence, Christian community, and spiritual growth.

Rooted in the mission to equip students to influence their world through biblical thought, character, and action, the logo serves as a concise and recognizable expression of the school's identity and values.



Acronym Mark



The mission of BFA hidden within the mark.



Thought | Character | Action

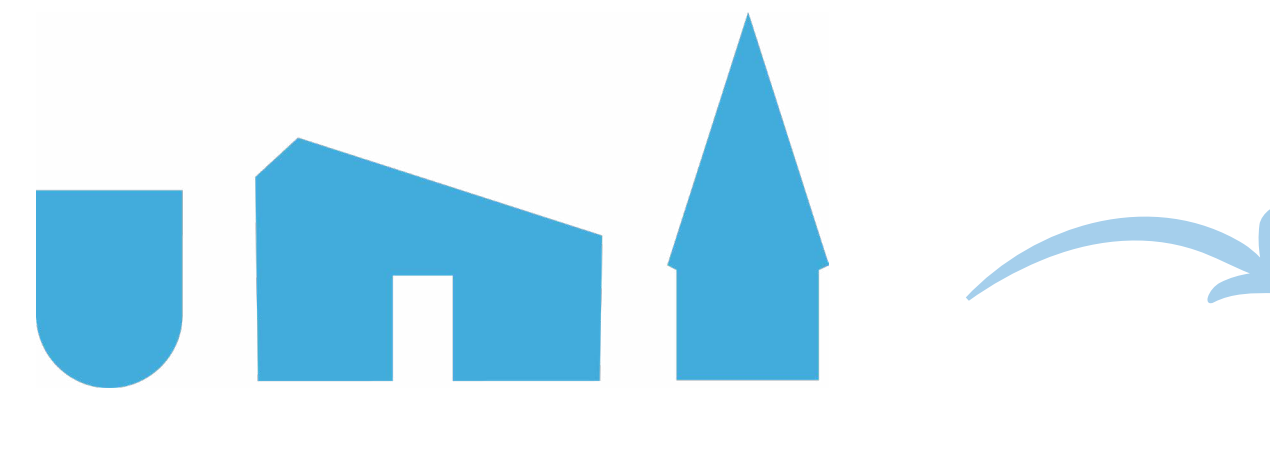
Mission Mark

Drawing from the three icons within the BFA acronym, we created a unique mark that embodies BFA's mission as a school.

By incorporating the imagery of a shield, dorm/school, and church into one mark, we found that this mark can literally and metaphorically represent BFA and its mission.

The design resembles the town of Kandern, while the upper curved border symbolizes the globe and our part in global missions. The steeple breaks the border, pointing upward, pointing to Christ.

We use this mark to represent BFA's Expected Student Outcomes which are an extension of the school's mission statement.



Mission Icons



Mission Mark

Alumni Logo

Drawing from the three icons within the BFA acronym, we can create a unique mark that embodies BFA's mission as a school.

By incorporating the imagery of a shield, dorm/school, and church into one mark, we found that this mark can literally and metaphorically represent BFA and its mission.

The design resembles the town of Kandern, while the upper curved border symbolizes the globe and our part in global missions. The steeple breaks the border, pointing upward, pointing to Christ.

We use this mark to represent BFA's Expected Student Outcomes which are an extension of the school's mission statement.



Official Alumni Logo



White Alumni Logo