EMPOWERMENT THROUGH
CREATIVE EDUCATION

LOGO & BRAND
IDENTITY GUIDELINES

CONTENTS

1. LOGO SPECIFICS

2. TYPOGRAPHY

3. COLOR SPECS

4. LOGO STYLES

5. BEST PRACTICES

1. LOGO SPECIFICS

PRIMARY

These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo.

EMPOWERMENT THROUGH CREATIVE EDUCATION

WHEN TO USE

Used in main logo and
tagline text
Logo is all lower case
Tagline is ALL CAPS with
higher kerning value

FUTURA MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()

WHEN TO USE

Used for headings and titles
Should always be ALL CAPS

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()

WHEN TO USE

Used for subheadings,
smaller titles, and an
alternate for headings

FUTURA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()

WHEN TO USE

Used for body text on
website and print media

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

2. TYPOGRAPHY

3. COLOR SPECS

PRIMARY

These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo.

PROCESS	C70 M67 Y65 K74
SCREEN	R34 G31 B31
WEB	HTML #231f20

PROCESS	C1 M38 Y83 K0
SCREEN	R247 G169 B69
WEB	HTML #faae1a

PROCESS	C0 M0 Y0 K0
SCREEN	R255 G255 B255
WEB	HTML #ffffff

SECONDARY

These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo. These colors make up the primary stuff in the logo.

PROCESS	C0 M90 Y85 K0
SCREEN	R239 G65 B54
WEB	HTML #ef4136

PROCESS	C54 M0 Y100 K0
SCREEN	R130 G195 B65
WEB	HTML #82c341

PRIMARY

Used for light to medium backgrounds
Can be used with or without tagline

ALTNERNATE

Solid colors with no texture
Used for darker backgrounds
Can be used with or without black inside circle

ALL BLACK

Used for lighter backgrounds
Should be used without any color inside circle

ALL WHITE

Used for darker backgrounds where alternate logo does not work

4. LOGO STYLES

5. BEST PRACTICES

PRIMARY

These colors make up the primary stuff in the logo. These colors make up the

ALTNERNATE

These colors make up the primary stuff in the logo. These colors make up the

ALL BLACK

These colors make up the primary stuff in the logo. These colors make up the

ALL WHITE

These colors make up the primary stuff in the logo. These colors make up the