



STYLE GUIDE

1.0 INTRODUCTION

Disclaimer	4
Introduction/Strategies	5

2.0 LOGO

Logo and Safe Zones	7
Stacked Logo Variations.....	8
Horizontal Logo Variations	9
Logo Mark Variations.....	10
Incorrect Usage	11
Use on Photos	12

3.0 COLOR

Color Palette	14
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4.0 TYPOGRAPHY

Typeface	16
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INTRODUCTION

DISCLAIMER

Important Notice

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Terms and Conditions

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How To Use This Document

This document is a collection of information, artwork, drawings, and specifications that will enable development teams to implement IDEA concepts with consistent branding. It is important that all guidelines and specifications are followed as indicated in this document. Variations or interpretations of the design can result in an inconsistent execution and a diluted brand experience. Digital files of the documents herein can be requested from IDEA or its development team.

INTRODUCTION/STRATEGIES

Brand Strategies

IDEA has developed a brand identity that is memorable and easily identified by clients. The logos have a distinctive look and feel. With frequency and consistency, IDEA will continue to build awareness in the market place.

When used properly, the corporate identity program will serve the needs of IDEA through many years of growth and future business.

Brand Introduction

Every brand has a unique set of visual and verbal assets that contribute to its overall brand identity. Consistency across all touchpoints is critical to delivering the positioning and signaling to those we serve that we are the trusted leader in our category.

These brand standards provide the foundation for leveraging the identity and key brand assets in marketing collateral, presentations and other materials to maintain the integrity of the IDEA brand.

2.0

LOGO

LOGOS AND SAFE ZONES



Safe Zones

Safe zone guidelines should be followed when placing our logos. This means that there should always be a healthy amount of space maintained between our logos and any element surrounding it on a given brand material. Pictured is a guide to be followed when determining spacing. These guides apply across all logo variations and applications.

Logos

Faculty, staff, and administrators are encouraged to use either version of our logo and to use your judgement on which logo is appropriate for your advertisement, website, flyer, social media post, etc. On the next two pages we provide recommendations on when to use each logo.

STACKED LOGO VARIATIONS



Stacked Logo Usage

Our stacked logo should be used on various applications such as digital, print, web, and merchandise. Variations of this logo includes an all white and black version to be used on contrasting backgrounds.

The stacked logo is *ideal* (but not limited) for usage on digital mediums such as social media posts, profile photos, and images (reference page 12), and instances where space is limited. This logo also applies well on top of solid shapes for a dynamic look.

HORIZONTAL LOGO VARIATIONS

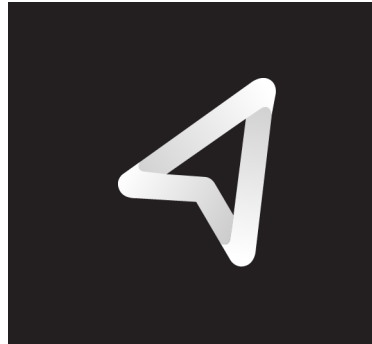


Horizontal Logo Usage

Our horizontal logo should be used on various applications such as print, web, and merchandise. Variations of this logo include an all white and black version to be used on contrasting backgrounds.

The horizontal logo is *ideal* (but not limited) for usage on print mediums such as document headers. It can also be utilized online and in print for areas where the stacked logo does not fit.

LOGO MARK VARIATIONS



Logo Mark Usage

The logo mark can also be used as an individual icon. Variations of this icon include an all white and black version. The icon can be used for use as a watermark or other graphic elements. Safe zone guidelines apply to logo icon as well.

INCORRECT USAGE



1. Don't distort*



2. Don't rotate any aspect of the logo*



3. Don't change colors of the logo*

**These usage rules apply for both the stacked and horizontal logos as well as the logo mark.*

USE ON PHOTOS

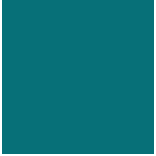


Pictured are a few ways our logos should and should not be used on top of photographs. With each option be sure the logo is not being obstructed by the image and proper contrast is maintained. The logo can be used within a box on top of a photograph. However, safe zone guidelines should be followed when utilizing this technique.*

**These usage rules apply for both the stacked and horizontal logos as well as the logo mark.*

COLOR

COLOR PALETTE



#017179
RGB: 1, 113, 121
CMYK: 89, 40, 47, 13
Pantone: 7714 C
*



#8ad2d8
RGB: 138, 210, 216
CMYK: 44, 0, 16, 0
Pantone: 121-4 C
*



#bfd95f
RGB: 191, 217, 95
CMYK: 29, 0, 80, 0
Pantone: 160-7 C
*

These colors were chosen to communicate an energetic, inviting, and professional tone to our audience. The suggested use for these colors is in the CMYK version.

* Primary Color

** Secondary Color



#f78d29
RGB: 247, 141, 41
CMYK: 0, 54, 95, 0
Pantone: 715 C
**



#515251
RGB: 81, 82, 81
CMYK: 65, 57, 56, 34
Pantone: 179-13 C
**

4.0

TYPOGRAPHY

TYPEFACE

PRIMARY FONT

Open Sans

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
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
1 2 3 4 5 6 7 8 9 0

Secondary Font

Poppins

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
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
1 2 3 4 5 6 7 8 9 0

Font Usage

Open Sans and Poppins are the official typefaces for IDEA. For main headers/titles Open sans bold or semibold should be used. Open sans regular should be utilized for body copy. Poppins should be utilized for headers/subheaders and accents. Poppins can be used in any weight, but keep in mind that when utilizing headers/subheaders, medium and semibold are ideal. Hierarchy rules should be remembered when utilizing multiple font weights. The use of this typeface drives home consistency throughout the brand. No other typefaces should be used on official brand materials.

For inquiries about the correct usage of the IDEA brand identity, or to obtain files for use in materials being produced for IDEA, please contact IDEA or JNT Company, LLC.

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THANK YOU!
