

LEARN & GROW BRAND IDENTITY GUIDELINES

NOVEMBER 4, 2014



THE LEARN & GROW LOGO

The Learn & Grow logo is inspired by the connection between early learning and a child's ability to thrive. It represents each child's potential to blossom when exposed to a rich early learning environment. It embodies the natural curiosity and innocence of childhood, and the enormous potential within in each and every young child.

TAG LINE

The tag line "Alaska's Commitment to Quality Early Care & Learning" can be used in conjunction with the Learn & Grow logo. When using the tag line, always use the logo version with the tag line attached, as shown on the right.

LEARN & GROW IDENTITY

When Learn & Grow is used in written sections it should always appear in initial caps with an ampersand. Avoid placing the name in quotation marks. Do not substitute an "and" for the ampersand.



Learn & Grow



Learn & Grow

Alaska's Commitment to Quality Early Care & Learning

USAGE & CLEAR SPACE

This logo is our symbol and our stamp of authenticity. It must appear as a signature on all communications and services from our entity, and should only be used by us.

The symbol should never be distorted or modified in any shape or form. Use only the artwork shown at right. Size it so that it is clearly legible and set it apart from any other logos and graphics.

Area of Non-Interference

Ensure that no images, text or graphic elements come into contact with the protected area around the symbol. This area is defined by a margin equal to the height of the specific measure used on all sides of the Learn & Grow logo. The measure is the height of the “L” in “Learn”.

Minimum Size

To ensure legibility, the Learn & Grow logo version with the tag line should never appear smaller than 2.5 inches wide. If the logo must be used at a smaller scale, use the version without the tag line. Ideally this version should be kept at a minimum of 1.25 inches wide.



COLOR

The primary version of the Learn & Grow logo uses two colors:



PMS 277 U
CMYK 28c 86m 30y 2k
RGB 181r 72g 120b
WEB #b54878



PMS 425 U
CMYK 52c 44m 43y 8k
RGB 126r 125g 126b
WEB #7e7d7e

COLOR USAGE

Primary Usage

The standard logo is a two-color version. To avoid undesirable color conflicts, do not apply the color version to any background other than white or a very light tint.

Secondary Usage

When producing materials with dark-colored backgrounds, always choose the reversed (white) version.

Tertiary Usage

For occasions when the two-color version cannot be used—such as for over-printing on a light color background—the tertiary, single-tone version is preferred.

PRIMARY USAGE

2-Color (PMS 277 U & PMS 425 U)



SECONDARY USAGE

1-Color Reversed (White)



TERTIARY USAGE

1-Color (PMS 277) or Black



TYPOGRAPHY

Sans Serif

Futura Book: use in ALL CAPS for headings. If Futura is unavailable Arial may be used.

Serif

Bell MT Regular: use for subheadings, body copy, and captions.

If Bell MT is unavailable Times New Roman may be used.

EXPANDED COLOR PALETTE

An expanded color palette is available for use in branded materials.



PMS 277 U
CMYK 28c 86m 30y 2k
RGB 181r 72g 120b
WEB #b54878



PMS 425 U
CMYK 52c 44m 43y 8k
RGB 126r 125g 126b
WEB #7e7d7e



PMS 130 U
CMYK 0c 47m 92y 0k
RGB 248r 153g 47b
WEB #fd9a2b



PMS 390 U
CMYK 46c 20m 100y 1k
RGB 151r 168g 34b
WEB #97a822



PMS 1665 U
CMYK 3c 74m 77y 0k
RGB 234r 104g 71b
WEB #ea6847

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bell MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789