iSchool initiative

BRAND GUIDELINES

LOGO VARIATIONS

FONTS & COLORS

DOs & DON'Ts

LOGO VARIATIONS
FULL COLOR

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The logo works on white or black backgrounds, in horizontal or vertical applications.

SINGLE COLOR

When a monochromatic, single color application is
required the logo can be displayed in flat black or white.

SOCIAL MEDIA

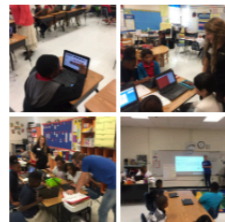For use on social media profiles use the mark by itself. It is designed to perfectly fit in a circle.

iSchool Initiative
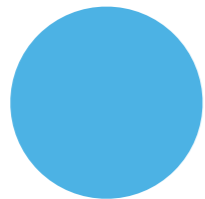@iSchoolAdvocate

Follow

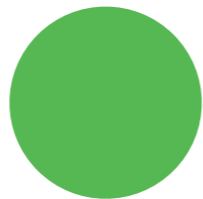## We had so much fun!

Antwayne Sanders @asanders2010
Eagle scholars creating PowerPoint presentations with @iSchoolAdvocate. @ParklaneES
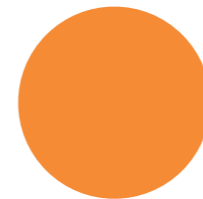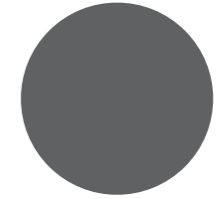
11:20 AM - 30 Sep 2017

LOGO FONT & COLORS

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#12C3F3 #4CB748 #F49022 #58585B

Gotham Rounded

124567890+

Bold

Medium

Book

Light

Gotham Rounded is a beautiful font that looks amazing in larger print, however it is not as legible in body text. For this reason iSchool Initiative uses **Proxima Nova** on its website and printed catalogs.

Helvetica is also an acceptable choice when Proxima Nova is not easily accessible.

The Logotype is a slightly modified version of Gotham Rounded.

Proxima Nova was used in this Style Guide.

DO

Always put the logo on a clean background. That allows it to stand out.

Give it space! At least half of the mark hight on all sides.

DO NOT

Don't put the logo on patterned or colorful backgrounds.

Don't crowd the logo with other graphics.

These fundamental guidelines apply to all iSchool Initiative Brands and Logos including ESCAPE the BUS and SLED.