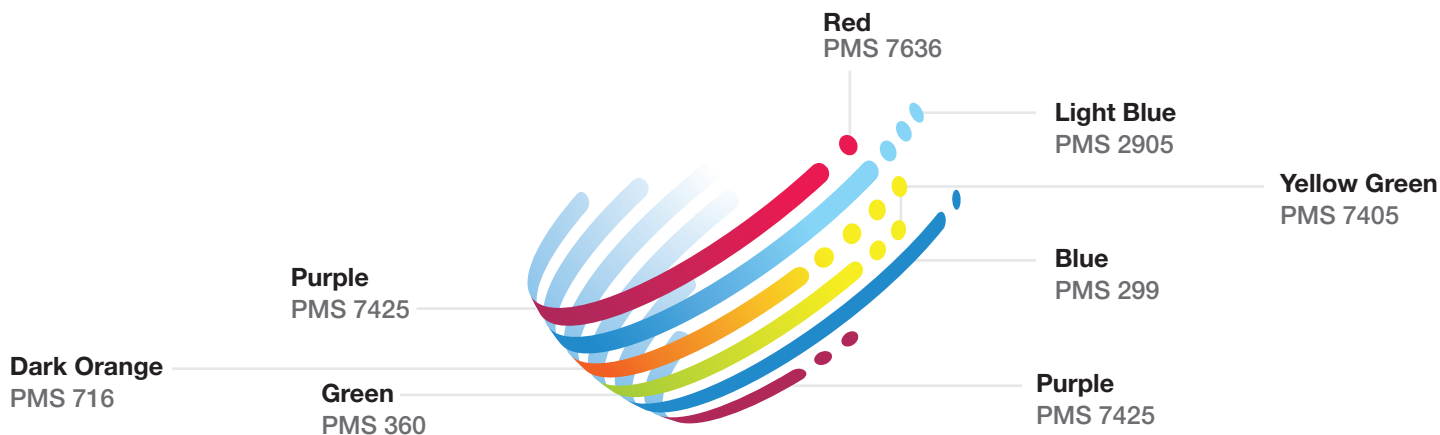




CENTER FOR
TEACHER
INNOVATION
transforming the journey

BRAND GUIDELINES

CORRECT LOGO USAGE, VALUES AND SUPPORT



CENTER FOR TEACHER INNOVATION










transforming the journey

Gold
PMS 1235

Dark Blue
PMS 7706

Blue
PMS 299

Primary Colors

								
Red PMS 7636	Light Blue PMS 2905	Blue PMS 299	Dark Orange PMS 716	Gold PMS 1235	Yellow Green PMS 7405	Purple PMS 7425	Dark Blue PMS 7706	Green PMS 360
Values: R:235 G:30 B:81	Values: R:136 G:212 B:246	Values: R:24 G:138 B:203	Values: R:240 G:96 B:36	Values: R:245 G:190 B:32	Values: R:251 G:237 B:33	Values: R:175 G:42 B:90	Values: R:7 G:82 B:114	Values: R:164 G:204 B:57
C:1 M:99 Y:60 K:0	C:42 M:0 Y:0 K:0	C:79 M:35 Y:0 K:0	C:0 M:77 Y:98 K:0	C:3 M:25 Y:97 K:0	C:4 M:0 Y:93 K:0	C:26 M:96 Y:47 K:8	C:96 M:64 Y:36 K:18	C:41 M:0 Y:100 K:0
HEX: EB1E51	HEX: 88D4F6	HEX: 188ACB	HEX: F06024	HEX: F5BE20	HEX: FBED21	HEX: AF2A5A	HEX: 075272	HEX: A4CC39



CENTER FOR
**TEACHER
INNOVATION**
transforming the journey

Primary Typeface:
Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface:
Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tertiary Typeface:
Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Grayscale Use of Logo

60% Black



70% Black

CENTER FOR
**TEACHER
INNOVATION**

100% Black

70% Black

transforming the journey

Black and White Use of Logo

100% White



100% Black

CENTER FOR
**TEACHER
INNOVATION**

100% Black

100% Black

transforming the journey

100% Black

Normal and Reversed Logo



Logo appearance against a light/white background



Logo appearance against a dark background

Use of Logo: Vertical Lockup



Use of Logo: Horizontal Lockup

