



Brand Guidelines

Visual Identity & Standards

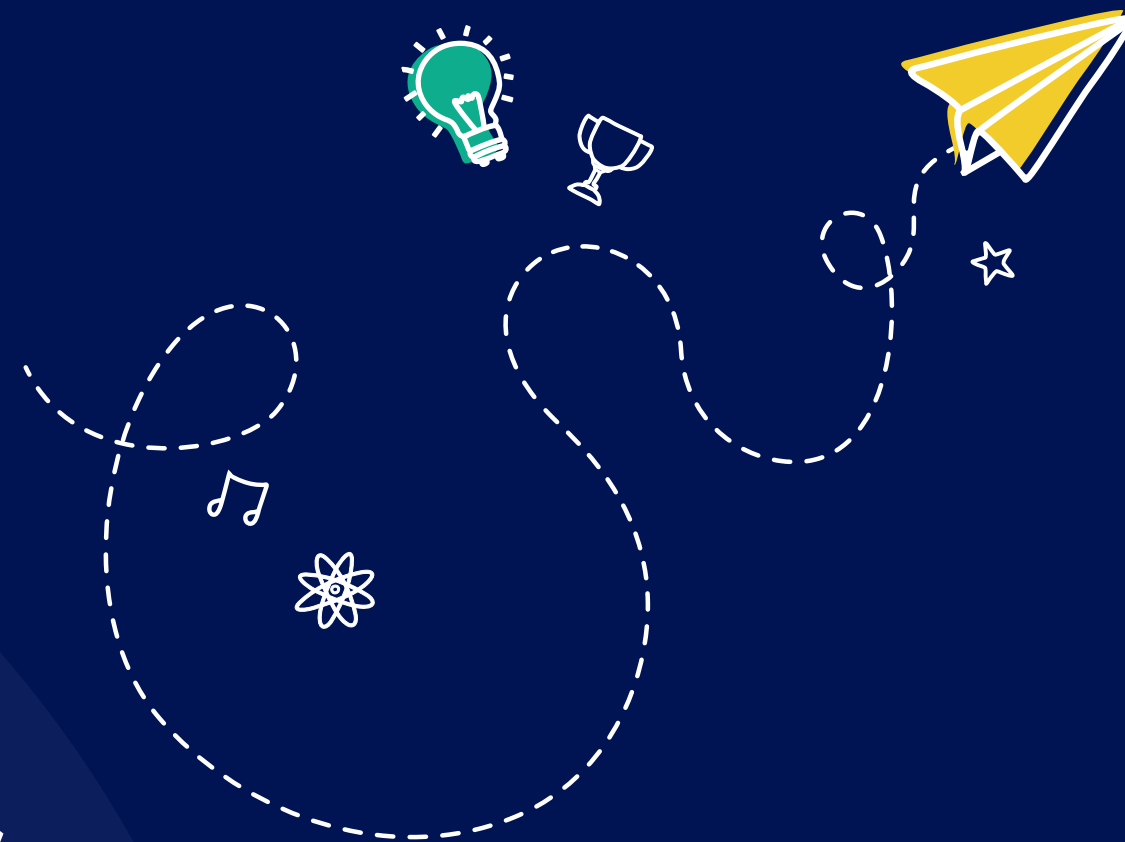


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01

Brand Overview



Our Purpose Statement

Action Day Schools is a *highly respected leader* for children's programs in the Bay Area, providing excellence in child care, elementary and middle school education, and enrichment activities for children from birth through 8th grade.



We are a group of dedicated and passionate employees who provide a quality, safe and nurturing program that focuses on the growth and development of the whole child in a semi-structured environment.

We offer full-day, year-round, individualized programs with a multitude of enrichment activities on site.

Our employees are the heart of our company and it is our commitment to provide competitive pay, exceptional professional development, and a company culture that is family-oriented and embraces community.

By carrying out our purpose, we will ensure the longterm success and financial stability of our company.

Our Philosophy

Action Day School operates on a non-discriminatory basis. Each child is respected as an individual without regard to race, color, religion, national origin or ancestry.



One of the key differences in our philosophy has been the importance we place on finding the right teachers and staff to enrich the school environment. We believe that it's the adults that set the stage for holistic success and are proud that our carefully chosen staff truly care about children. It is pivotal that when each child enters the school environment, he or she finds an adult who truly cares for him or her.

It is our hope that each child will leave at the end of the day feeling better about themselves, equipped with the knowledge that they can accomplish tasks that they couldn't do when the day began.

We endeavor to provide an environment that produces emotionally fulfilled and academically capable students.

Our schools' doors opened in 1968 with the desire to celebrate and grow a child's sense of marvel and curiosity. Our founders recognized the tremendous learning that happens during a child's development and sought to provide programs that capitalized on this curiosity to promote emotional, physical, and social growth. We believe our whole child approach has far reaching influence that drives multi-faceted success that endures through elementary school, middle school, and even adult life.

Over all the years of operation, we have maintained a philosophy that encourages what we call a "semi- structured program." Teachers set specific goals for each child that responds to their academic and emotional needs. The children are "led to" not "made to" take part in these activities. We feel that this semi-structured program optimizes individual growth and promotes intellectual freedom.

Our Mission

We create *excitement*
for learning in a fun and
loving environment.

Tagline

Discover the *fun*
in a life of learning.

Our Values



Quality

Professional, Hard Working,
Consistent, Customer-Focused



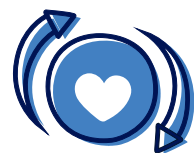
Community

Unity, Team Work,
Family, Respect



Trust

Reliable, Accountable, Honest,
Integrity, Communication



Dedication

Heart-Centered, Loyal, Passionate,
Growth & Development Oriented

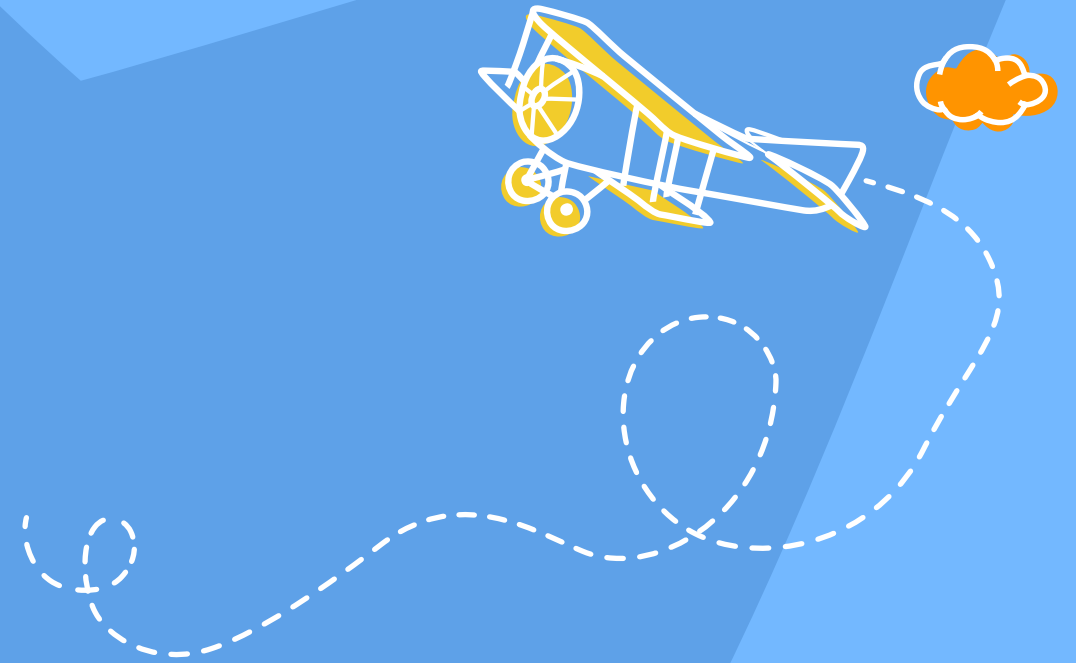


Fun

Enthusiasm, Loving,
Humor, Creative

2022

Identity System



Master Logo

This logo is our primary identifier and most valuable asset. It should be present on all brand materials and used consistently, without alteration.



Master Logo

Color Variations

There are three variations of our master logo.

Full color logos are primary and can be used interchangeably. Select which version of the logo to use based on background color.

White logos should be used more limitedly. Follow the specifications on this page.



Full Color (Light Backgrounds)

For placement on light color backgrounds, most commonly white.



Full Color - Reverse (Dark Backgrounds)

For placement on dark color backgrounds, most commonly Primary Navy from our color palette. Be wary of contrast between the logo mark Primary Blue color and background.



White Knockout

Use only for rare applications, or when there is not enough contrast between the logo mark Primary Blue color and background.

Clear Space

The logo should always be prominent. To ensure that it has visual impact in all applications, surround it with sufficient clear space—free of type, graphics, and other elements that may compete. Refer to the diagram on this page for specifications.



Minimum clearspace is equal to the height of the "A" in our logo.

Scale

To safeguard legibility, we have specified a minimum size requirement for our master logo. See the diagram to the right for digital and print specs.



Minimum scale is equal to a height of 40 px or 0.54 in.

Logo Misuse

It is critical that the logo is applied consistently on all materials. The design, scale, and color should not be altered in any way. Refer to this chart for examples of unacceptable treatments.



Do not add a drop shadow or other effects.



Do not alter the color.



Do not outline or add a stroke.



Do not resize the logo text.



Do not distort, skew, stretch, or resize disproportionately.



Do not rotate.



Do not remove the logomark.



Do not select a version of the logo that compromises contrast & legibility.



Do not place logo on a busy background that compromises contrast & legibility.

Partnership Usage

To highlight our partnerships with other organizations and companies, follow the lockup examples on this page to match proportion, balance and scale for horizontal and vertical alignment.

Action Day Schools master logo should always be on either the left side of or above the partner logo.

Horizontal Alignment



Vertical Alignment



Program Logos

Action Day Schools is made up of four age group programs: Infant Care, Preschool, Elementary, and Middle. Program-specific content makes up a large percentage of our marketing collateral. We have standardized lockups for all core programs.

When it is important to distinguish the content of one program from the other, use the standardized lockups featured on this page.

Follow the guidelines on the next eight pages to ensure consistency.

Infant Care



Preschool



Elementary School



Middle School



Infant Care Program Logo

This logo is our primary identifier and most valuable asset for Action Day Schools Infant Care program. It should be present on all brand materials specific to infant care and used consistently, without alteration.



Infant Care Program Logo Color Variations

There are three variations of our Infant Care program logo.

Full color logos are primary and can be used interchangeably. Select which version of the logo to use based on background color.

White logos should be used more limitedly. Follow the specifications on this page.



Full Color (Light Backgrounds)

For placement on light color backgrounds, most commonly white.



Full Color - Reverse (Dark Backgrounds)

For placement on dark color backgrounds, most commonly Primary Navy from our color palette. Be wary of contrast between the logos Primary Yellow color and background.



White Knockout

Use only for rare applications, or when there is not enough contrast between the logos Primary Yellow color and background.

Preschool Program Logo

This logo is our primary identifier and most valuable asset for Action Day Schools Preschool program. It should be present on all brand materials specific to preschool and used consistently, without alteration.



Preschool Program Logo Color Variations

There are three variations of our Preschool program logo.

Full color logos are primary and can be used interchangeably. Select which version of the logo to use based on background color.

White logos should be used more limitedly. Follow the specifications on this page.



Full Color (Light Backgrounds)
For placement on light color backgrounds, most commonly white.



Full Color - Reverse (Dark Backgrounds)
For placement on dark color backgrounds, most commonly Primary Navy from our color palette. Be wary of contrast between the logos Primary Blue color and background.



White Knockout
Use only for rare applications, or when there is not enough contrast between the logos Primary Blue color and background.

Elementary School Program Logo

This logo is our primary identifier and most valuable asset for Action Day Schools Elementary School program. It should be present on all brand materials specific to elementary school and used consistently, without alteration.



Elementary School Program Logo Color Variations

There are three variations of our Elementary School program logo.

Full color logos are primary and can be used interchangeably. Select which version of the logo to use based on background color.

White logos should be used more limitedly. Follow the specifications on this page.



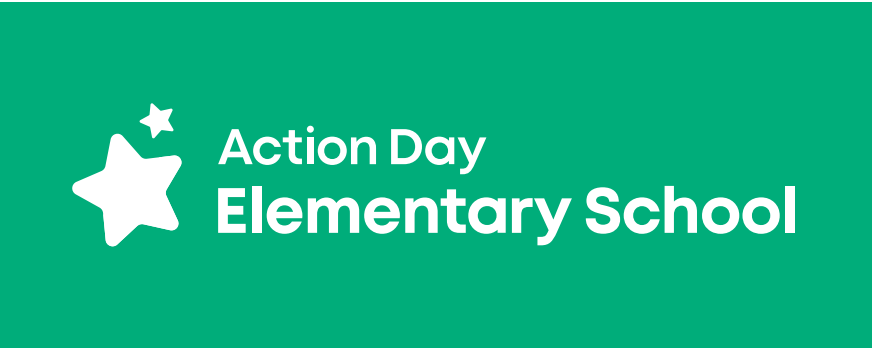
Full Color (Light Backgrounds)

For placement on light color backgrounds, most commonly white.



Full Color - Reverse (Dark Backgrounds)

For placement on dark color backgrounds, most commonly Primary Navy from our color palette. Be wary of contrast between the logos Kelly Green color and background.



White Knockout

Use only for rare applications, or when there is not enough contrast between the logos Kelly Green color and background.

Middle School Program Logo

This logo is our primary identifier and most valuable asset for Action Day Schools Middle School program. It should be present on all brand materials specific to middle school and used consistently, without alteration.



Middle School Program Logo Color Variations

There are three variations of our Middle School program logo.

Full color logos are primary and can be used interchangeably. Select which version of the logo to use based on background color.

White logos should be used more limitedly. Follow the specifications on this page.



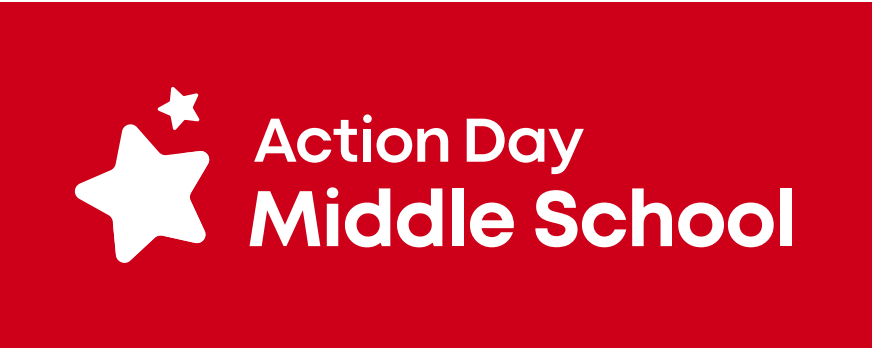
Full Color (Light Backgrounds)

For placement on light color backgrounds, most commonly white.



Full Color - Reverse (Dark Backgrounds)

For placement on dark color backgrounds, most commonly Primary Navy from our color palette. Be wary of contrast between the logos West Valley Red color and background.



White Knockout

Use only for rare applications, or when there is not enough contrast between the logos West Valley Red color and background.

Elementary School Cubs Mascot Logo Variations

The cubs mascot is a secondary identifier and an additional asset for Action Day Schools Elementary School program. It may be present on all branded swag materials specific to elementary school and used consistently, without alteration.

There are four variations of our Elementary School Cubs mascot logo.

Select which version of the logo to use based on available space and desired amount of descriptors included.

Do not pair these logo variations with the Elementary School program logo. See the following page for mascot and program logo lockup usage.



Mascot & Program Logo Lockup

When pairing the Elementary School Cubs mascot with the Action Day Elementary School program logo use one of the two lockup variations on this page.

Select which version of the lockup to use based on background color. Follow the specifications on this page.

See page 47 for sample swag executions.



Full Color (Light Backgrounds)

For placement on light color backgrounds, most commonly white.



Full Color - Reverse (Dark Backgrounds)

For placement on dark color backgrounds. Be wary of contrast between the lockups Kelly Green color and background.

Middle School Wildcats Mascot Logo Variations

The wildcats mascot is a secondary identifier and an additional asset for Action Day Schools Middle School program. It may be present on all branded swag materials specific to middle school and used consistently, without alteration.

There are four variations of our Middle School Wildcats mascot logo.

Select which version of the logo to use based on available space and desired amount of descriptors included.

Do not pair these logo variations with the Middle School program logo. See the following page for mascot and program logo lockup usage.



Mascot & Program Logo Lockup

When pairing the Middle School Wildcats mascot with the Action Day Middle School program logo use one of the two lockup variations on this page.

Select which version of the lockup to use based on background color. Follow the specifications on this page.

See page 48 for sample swag executions.



Full Color (Light Backgrounds)

For placement on light color backgrounds, most commonly white.



Full Color - Reverse (Dark Backgrounds)

For placement on dark color backgrounds. Be wary of contrast between the lockups West Valley Red color and background.

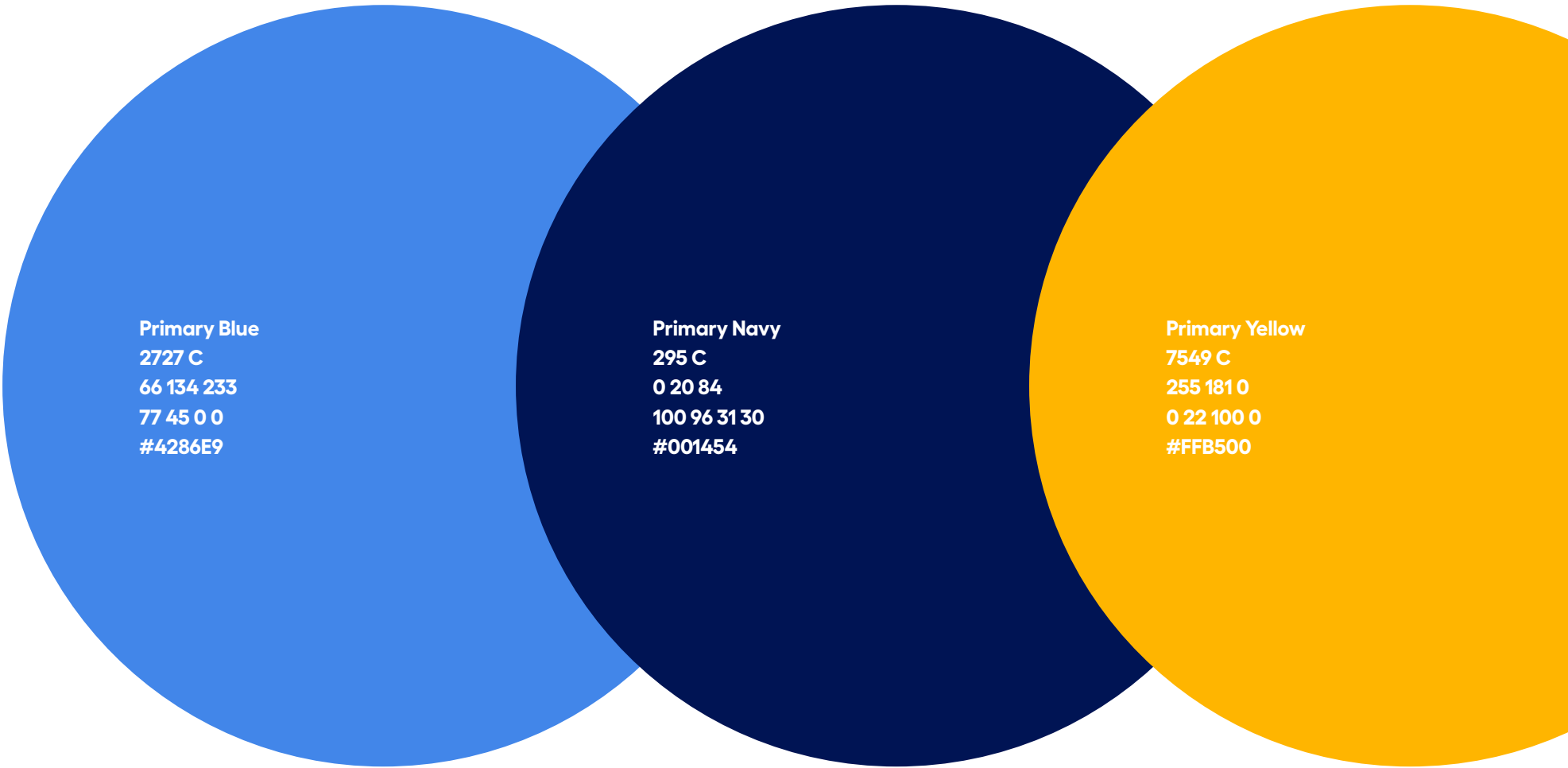
03

Color Palette



Primary

Derived from our master logo, Primary Blue, Primary Navy, and Primary Yellow play a crucial role in building a strong and recognizable brand. They are approachable, distinctive, and representative of the excitement in our loving environments. They should be applied broadly to our materials.



Full Color Palette

Color plays a key role in Action Day Schools visual identity. The palette reflects a brand that is encouraging, engaging, and enthusiastic.

The blues and greens are associated with confidence, and imagination, while the yellows and reds represent gentleness, and curiosity.

Some colors may be used more extensively than others, but overall, our brand is grounded in blues that are complimented by warmer accents.

<div>Dark Navy</div> <div>289 C</div> <div>0 17 45</div> <div>94 83 51 66</div> <div>#00112D</div>	<div>Ocean</div> <div>2945 C</div> <div>6 100 160</div> <div>93 61 12 1</div> <div>#0664A0</div>	<div>Orange</div> <div>Bright Orange C</div> <div>255 118 0</div> <div>0 67 100 0</div> <div>#FF7600</div>	<div>Dark Green</div> <div>7720 C</div> <div>0 104 84</div> <div>90 36 72 24</div> <div>#006854</div>	<div>Ruby Red</div> <div>202 C</div> <div>128 0 8</div> <div>29 100 100 38</div> <div>#800008</div>
<div>Primary Navy</div> <div>295 C</div> <div>0 20 84</div> <div>100 96 31 30</div> <div>#001454</div>	<div>Primary Blue</div> <div>2727 C</div> <div>66 134 233</div> <div>77 45 0 0</div> <div>#4286E9</div>	<div>Primary Yellow</div> <div>7549 C</div> <div>255 181 0</div> <div>0 22 100 0</div> <div>#FFB500</div>	<div>Kelly Green</div> <div>7716 C</div> <div>0 173 122</div> <div>82 0 71 0</div> <div>#00AD7A</div>	<div>West Valley Red</div> <div>3546 C</div> <div>206 0 25</div> <div>14 100 100 4</div> <div>#CE0019</div>
<div>Royal Blue</div> <div>072 C</div> <div>52 39 128</div> <div>98 100 14 4</div> <div>#342780</div>	<div>Sky Blue</div> <div>292 C</div> <div>116 183 255</div> <div>47 18 0 0</div> <div>#74B7FF</div>	<div>Gold</div> <div>109 C</div> <div>241 204 43</div> <div>6 17 94 0</div> <div>#F1CC2B</div>	<div>Mint Green</div> <div>3268 C</div> <div>13 173 141</div> <div>78 5 58 0</div> <div>#0DAD8D</div>	<div>Coral Red</div> <div>1788 C</div> <div>231 39 43</div> <div>3 98 93 0</div> <div>#E7272B</div>

Program Colors

Action Day Schools marketing collateral is largely made up of program-specific content. We have standardized color ranges for each of four age group programs: Infant Care, Preschool, Elementary, and Middle.

When it is important to distinguish the content of one program from the other, use the standardized color ranges featured on this page.

See a design sample of standardized program-specific color range on page 45.

Infant Care

Primary Yellow
7549 C
255 181 0
0 22 100 0
#FFB500

Preschool

Primary Blue
2727 C
66 134 233
77 45 0 0
#4286E9

Elementary School

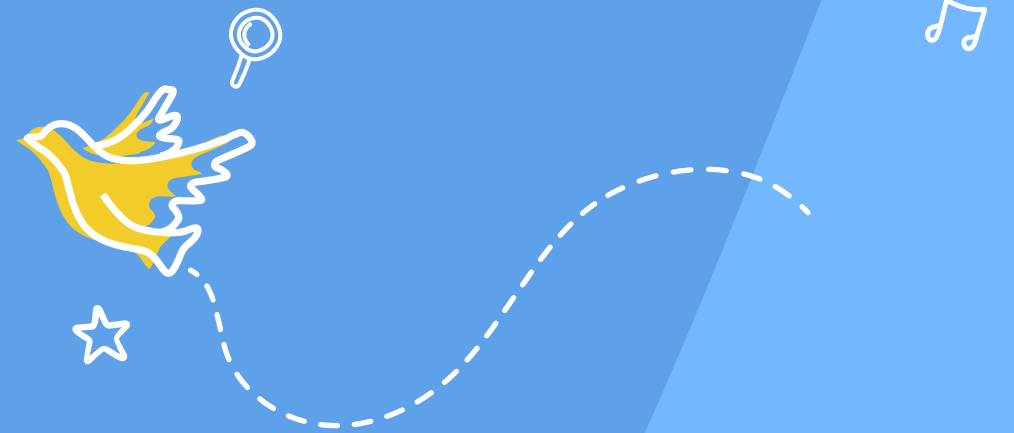
Kelly Green
7716 C
0 173 122
82 0 71 0
#00AD7A

Middle School

West Valley Red
3546 C
206 0 25
14 100 100 4
#CE0019

04

Font Families



Primary Font

Felix

Felix is our company font for both web and print. Accessible, clean and friendly, it makes our content easy to read and provides great design flexibility.

We have selected four weights to help highlight key messages and achieve a system of informational hierarchy.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?*%&.:;--—(/), [\] ^ { | } “ ” „ § < > < > > _ ... ·
@ % ° ¶ ¡ # © ® ™ ¼ ½ ¾

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?*%&.:;--—(/), [\] ^ { | } “ ” „ § < > < > > _ ... ·
@ % ° ¶ ¡ # © ® ™ ¼ ½ ¾

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?*%&.:;--—(/), [\] ^ { | } “ ” „ § < > < > > _ ... ·
@ % ° ¶ ¡ # © ® ™ ¼ ½ ¾

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?*%&.:;--—(/), [\] ^ { | } “ ” „ § < > < > > _ ... ·
@ % ° ¶ ¡ # © ® ™ ¼ ½ ¾

Secondary Font

Handsome

Handsome font may be used to accentuate specific words and provide more impactful messaging.

Bold

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

0 1 2 3 4 5 6 7 8 9

! ? * % + . : ; - - - — (/) , [\] ^ { | } “ ” „ § < > « » _

@ % ¢ ¶ ℓ # © ® ™ ¼ ½ ¾

Font Hierarchy

The following recommendations show how various font weights may be applied to emphasize key messages and create a system of informational hierarchy.

Use this page as a general reference and baseline; it is not prescriptive. You can modify treatments and apply other weights as needed to nuance informational hierarchy and help differentiate our materials.

H1

Lorem ipsum dolor sit amet
consectetur adipiscing elit.

H2

Donec ac lectus ut velit fermentum gravida?

Body

Vivamus ipsum ante, eleifend vitae euismod in, ultrices sapien. Donec ac lectus ut velit fermentum gravida at et quam. Praesent nunc orci, luctus ut lorem ut, pellentesque molestie. Lorem ipsum dolor sit amet consectetur adipiscing elit. Cras iaculis massa urna, ut volutpat arcu malesuada nec. Nam ut libero ut magna placerat.

Call Out

Praesent nunc, luctus ut lorem *pellentesque molestie.*

CTA

ETIAM LOBORTIS

05

Graphics & Imagery

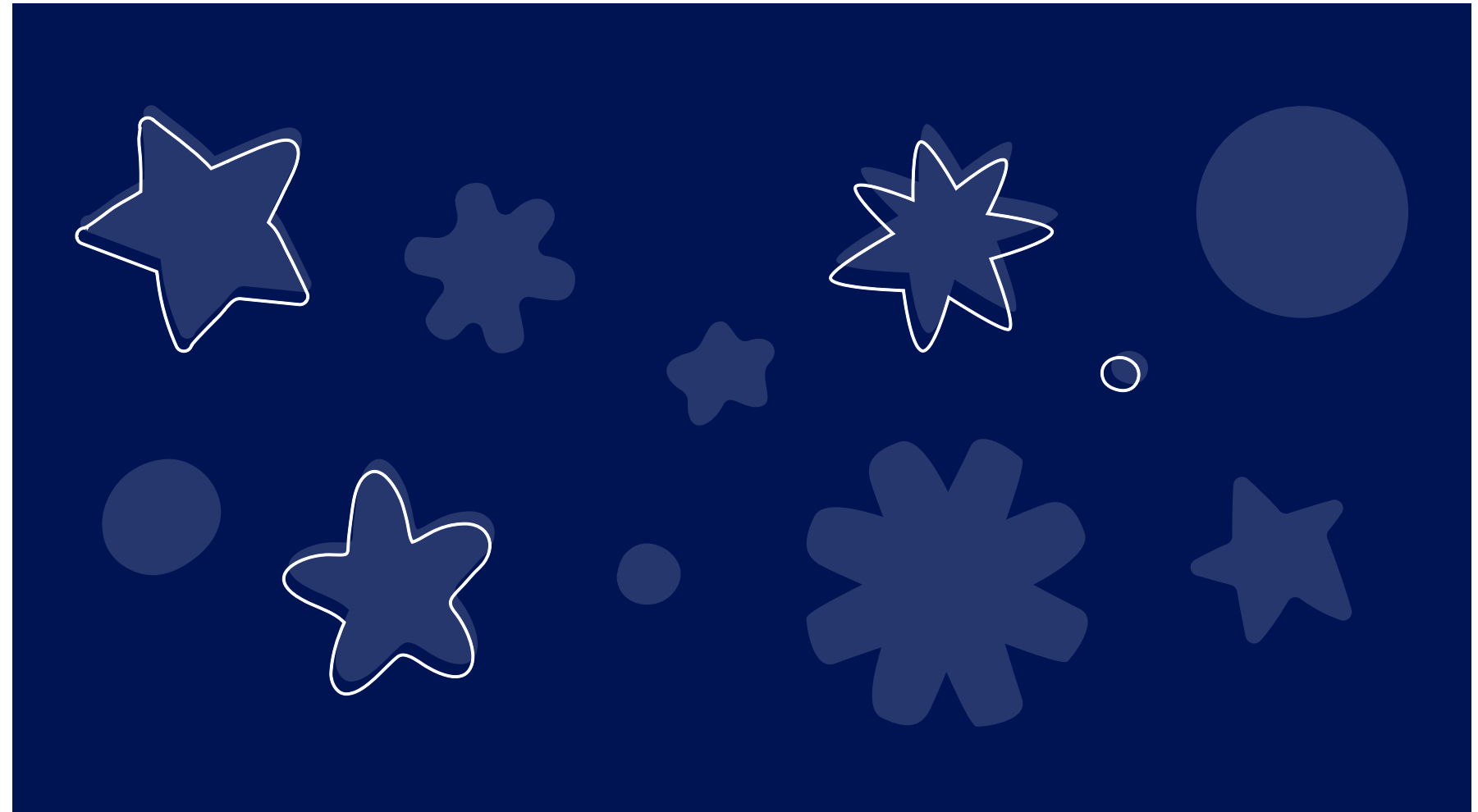


Shapes

Shapes can be applied as a watermark for a subtle graphical background treatment. They should be large and cropped to an edge; do not show the full symbol. Shapes can also be used as small illustrative accents.

All types of shapes can overlap with other content, graphics, or photography.

Do not recreate the graphics. See examples of shape usage on pages 42–46.

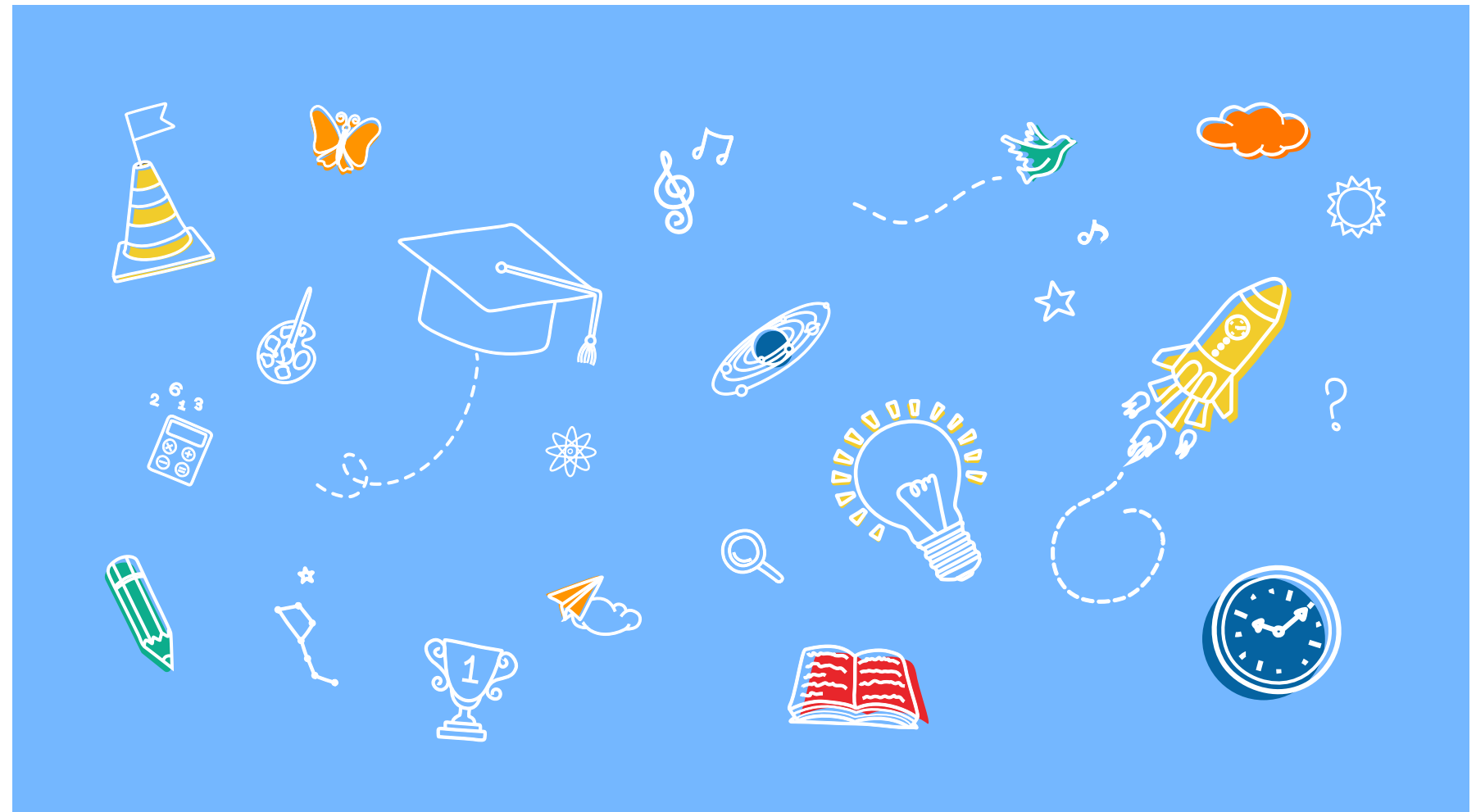


Illustration

The samples on this page reflect our set illustration style.

Illustration can be used as small accents when paired with imagery or large graphics when imagery is not present.

Only use illustrations provided in the asset library and colors in our palette. Keep a similar look and feel as these examples.



Silhouetted Imagery Style

The silhouetted images are a distinct visual element that standouts, and when used they should be large and prominently displayed with illustrative accents. Silhouetted images can overlap shapes graphic elements.

Do not overlap or place content on top of silhouetted images.

To ensure visual impact in all applications, surround it with sufficient clear space—free of type and other elements that may compete.

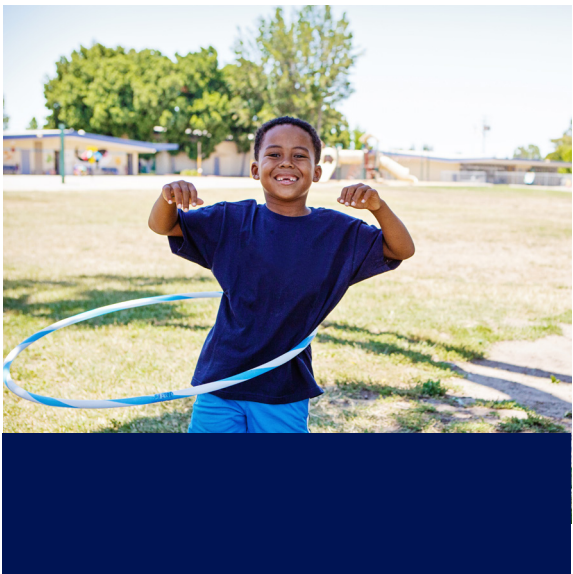


Standards

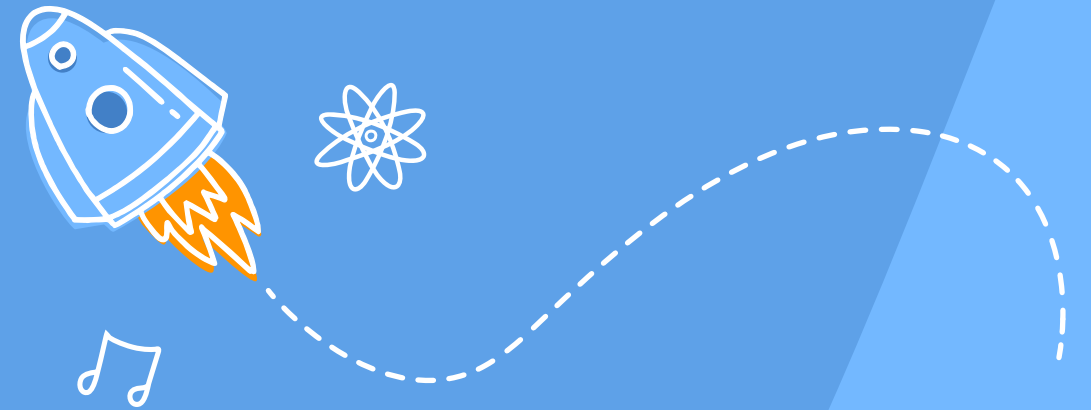
Photography is an important part of our brand—it brings life and authenticity to our content, puts faces to our students, staff, volunteers and community, and is the single-most effective way to build trust with our families.

Focus on images of people to help our school feel more approachable. Take care in selecting photos that convey a sense of fun and excitement.

Only use stock photography if you cannot find an image from our library to convey your message.

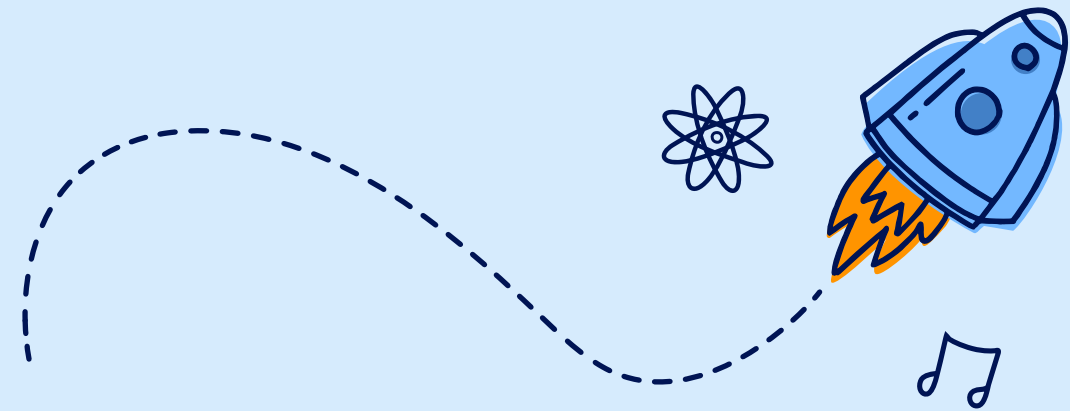


06



Design Samples

How It All Comes Together



Explore these work samples that showcase how our brand's fun, colorful, and energetic elements harmoniously come together, embodying our core values.









Preschool Spaces Available

We have *immediate openings* for preschoolers at our Action Day Mountain View location.

We are an extension of your care. While no one can replace the unique love you offer your child, we assign a Primary Caregiver to each infant to reflect that love on a daily basis! Come take a tour and see why we deliver unparalleled care for your child at Action Day!

333 Eunice Ave, Mountain View, 94040
enrollment@actiondayschools.com
408.677.2477



Discover the fun in a life of learning.







Attention Parents: Family & Friends Open House

Most new families come to us because of your good word.


We would like to thank you for your great referrals by offering you two ways in which you can earn tuition. Tell your friends, coworkers, and family members to attend our upcoming Open House event, mention your name and you will be entered into a drawing to win a \$500 tuition credit!



Saturday, August 5th, 2023
9:00AM – 2:00PM
All Locations


For more information, please visit www.actiondayschools.com
Discover the fun in a life of learning.


Landing Pages




Infant Care ▾Preschool ▾Elementary School ▾Middle School ▾Resources ▾

Elementary School






Our private elementary school provides hands-on, experiential learning that fosters curiosity, critical thinking, and independence.



Transitional Kindergarten

An all-day, academic program for children ready for more structure. TK develops a foundation for reading, math and other core subjects and provides a crucial stepping stone for learners that are not quite old enough for traditional kindergarten.


LEARN MORE →



Kindergarten

A big step for every student. Kindergarteners begin to follow instructions, interact with peers, and complete tasks more independently. They make leaps in all academic subjects and are encouraged to ask questions, share thoughts, and engage in an adventure of discovery and learning.

LEARN MORE →




Infant Care ▾Preschool ▾Elementary School ▾Middle School ▾Resources ▾

LocationsAbout🔍[SCHEDULE A TOUR](#)

Discover the Fun in a Life of Learning

Action Day Schools help your child grow into an independent, creative thinker.

SCHEDULE A TOUR




Programs at Action Day

We offer continuous private school education from infancy to 8th grade.


Infant Care

Birth - 2 years




Preschool

2 - 5 years




Elementary School

TK - 4th grade




Middle School

5th grade - 8th grade




Enrichment Programs


An important part of our curriculum and after-school activities, enrichment programs are designed to help students develop unique interests and talents—without ever leaving campus.




Art



Lego Robotics




Athletics




Music

Elementary School ▾Middle School ▾Resources ▾

LocationsAbout🔍[SCHEDULE A TOUR](#)




Believe in the team.



At Action Day School, our roots are in the passion for teaching. We are committed to facilitating organized sports and are looking forward to offering clinics, camps, and leagues for our community.

Our outdoor area was established for our students to have a fun and go outside for fresh air, play with friends, and learn a new



Swag



Swag



Legal

Action Day Logos

Action Day Schools, Action Day Infant Care, Action Day Preschool, Action Day Elementary, Action Day Middle School and the related logos, partner badges, and icons noted in this Guide are all trademarks or registered trademarks of Action Day Inc.

The Action Day logos may not be used without a written license or express written permission from Action Day such as a partner agreement. All use of the Action Day materials must comply with this Partner Messaging and Branding Guide, Action Day's Brand Guidelines, Action Day's Trademark Use Guidelines, and any applicable license terms.

Credit

Proper trademark attributions should be used on any advertisement, marketing, or other creative or product communication featuring an Action Day logo.

For example:

Action Day and the Action Day logo are trademarks of Action Day, Inc.

Action Day Legal & Compliance Center

<https://actiondayschools.com/legal>

Resources

Assets

For individual brand elements, use this directory

- Logos
- Colors
- Fonts

- Illustrations
- Imagery
- Samples

Questions

If you have any questions about the standards outlined in this guideline, please reach out to marketing@actiondayschools.com

