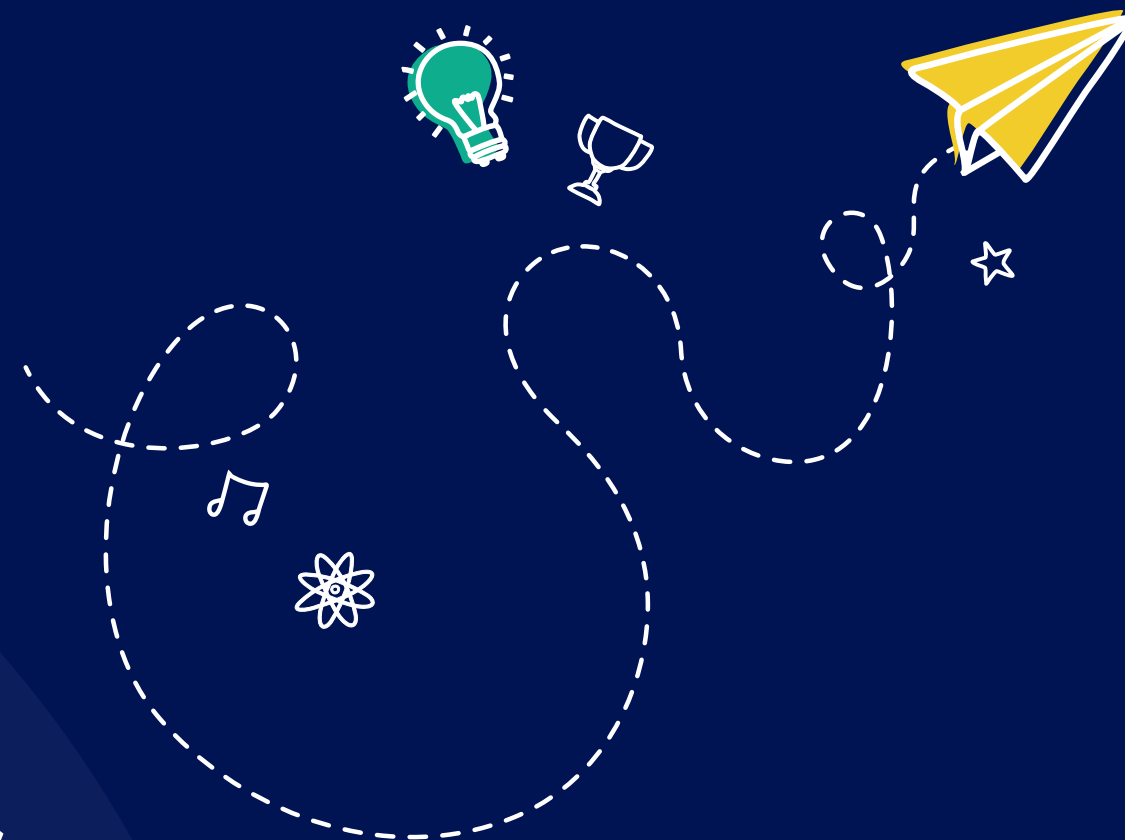




Brand Guidelines

Visual Identity & Standards



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 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



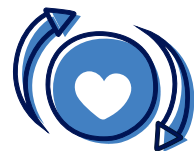
Community

Unity, Team Work,
Family, Respect



Trust

Reliable, Accountable, Honest,
Integrity, Communication



Dedication

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

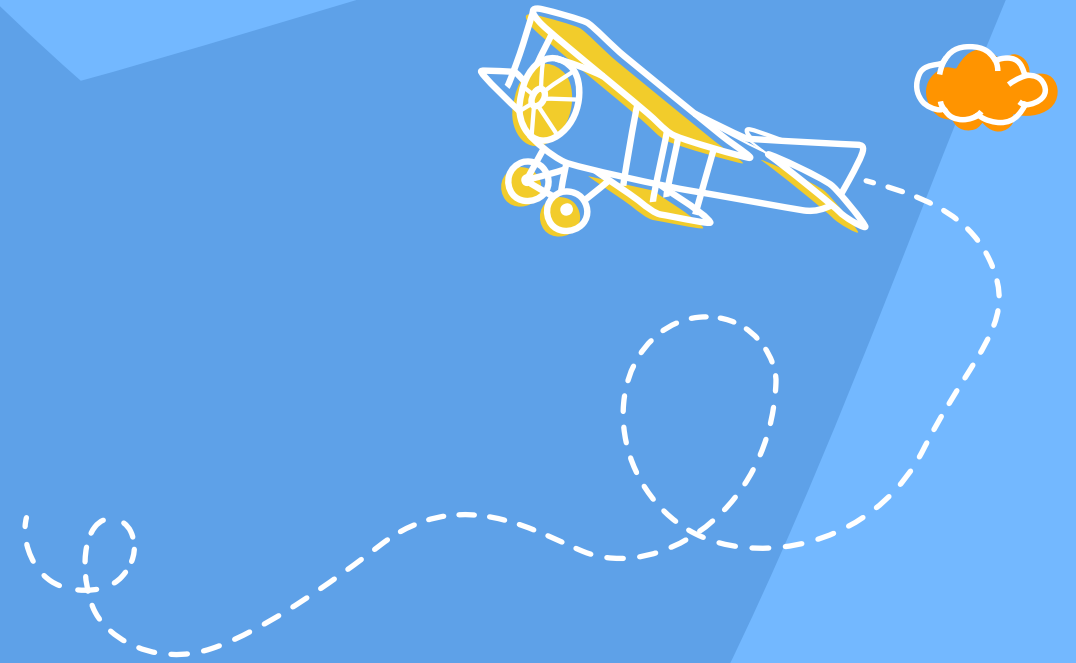


Fun

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.

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



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.



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.



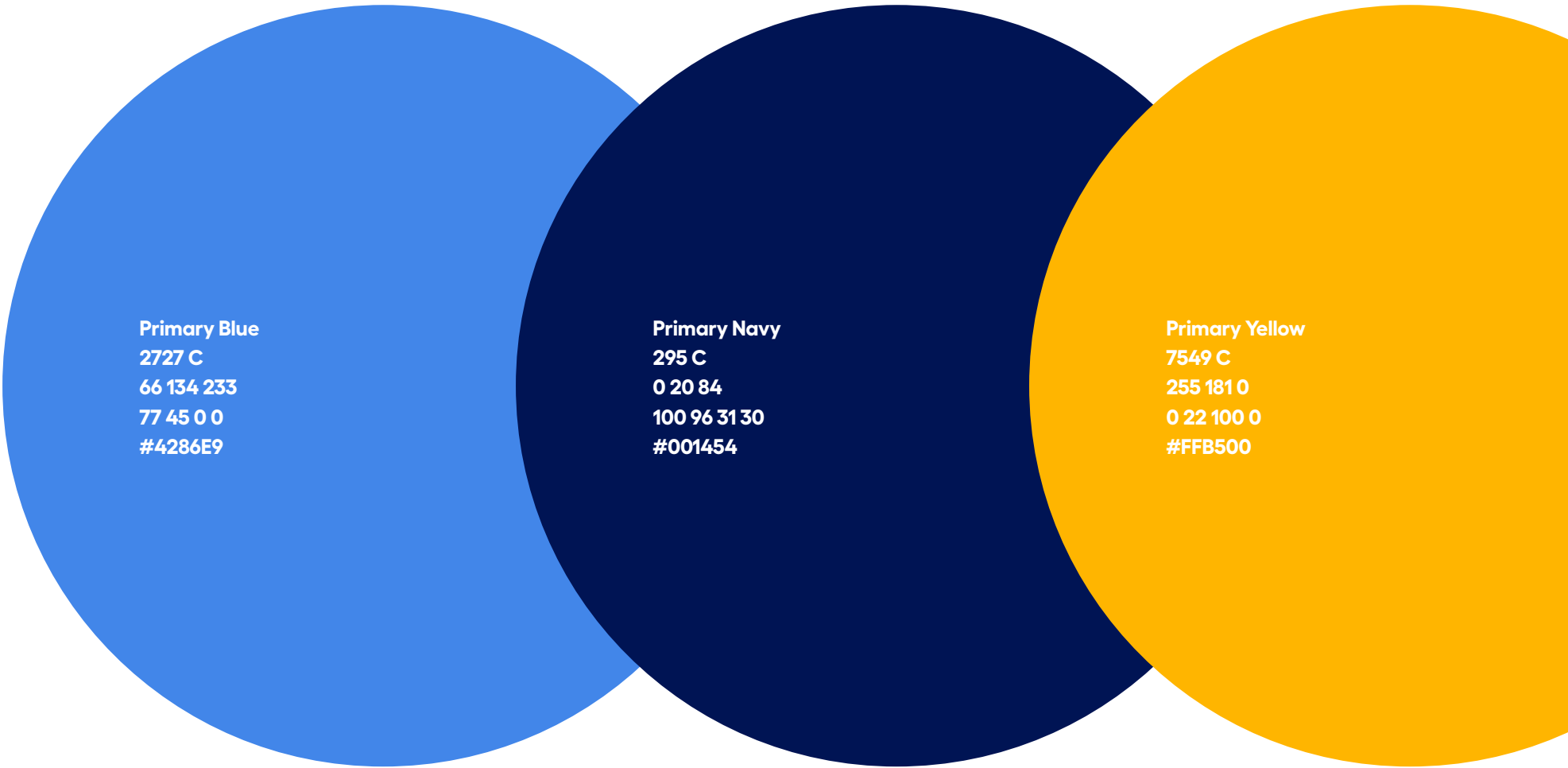
03

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

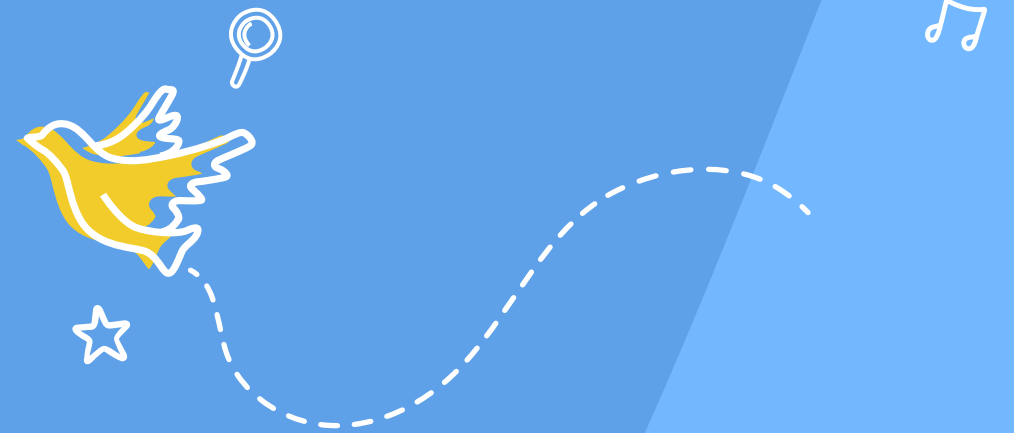
Kelly Green
7716 C
0 173 122
82 0 71 0
#00AD7A

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
!?*%&.:;--—(/),[\]^{|}‘’“”„§<><<>>_...·
@%¶!#©®™¼½¾

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?*%&.:;--—(/),[\]^{|}‘’“”„§<><<>>_...·
@%¶!#©®™¼½¾

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?*%&.:;--—(/),[\]^{|}‘’“”„§<><<>>_...·
@%¶!#©®™¼½¾

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!?*%&.:;--—(/),[\]^{|}‘’“”„§<><<>>_...·
@%¶!#©®™¼½¾

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

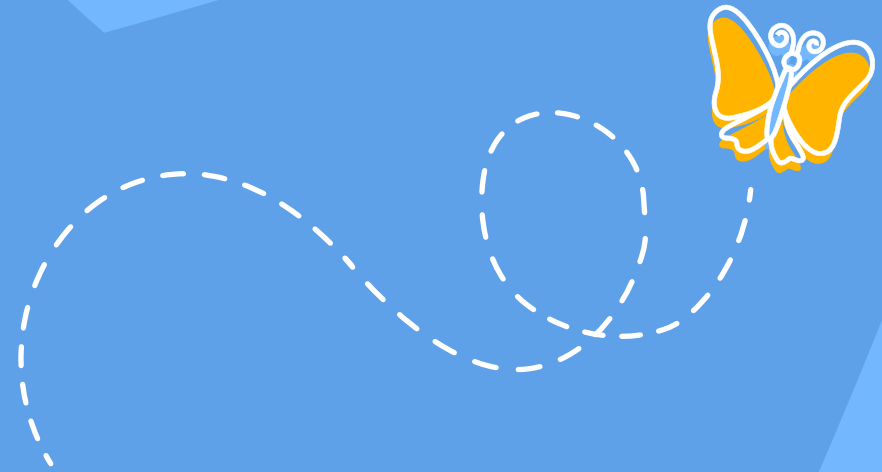
Praesent nunc, luctus ut lorem *pellentesque molestie.*

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.

