

Brand Use & Style Guide



Esperanza

Strengthening Our
Hispanic Community

Introduction

Welcome to the Esperanza Brand Use & Style Guide.

The successful implementation of a new brand requires cohesiveness of all materials circulated internally and externally. This requires oversight by the Marketing and Communications Departments to ensure that all pieces fit within the guidelines set by this document.

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Logo System

Logo System / Brand Architecture

Tiers

Within the brand system there are four tiers of brand architecture: Parent Brand, Sole + Sister Entities, Partnerships, and Programs.

PARENT BRAND



SOLE + SISTER ENTITIES



**Due to the size and nature of Teatro and Arts Center, they are formatted as Tier 2 logos and an exception to the groupings outlined here*

This exception must be approved by Marketing when applied to future applications



PARTNERSHIPS



PROGRAMS



Logo System / Tier 1 – Parent Brand

Parent Logos

The parent logo applies to the overarching Esperanza brand. All new logos will fall under the parent brand.

Rules

The parent tagline logo should be the first and primary logo used for Tier 1 dominant material.

The parent logo should be used subsequently after the use of the primary logo or alongside any Tier, or 4 dominant material.

PARENT



PARENT + TAGLINE



Logo System / Tier 2 - Sole + Sister Entities

Sole + Sister Entity Logos

Sole and sister entities should get the tier 2 logo styling—all words the same type size.

The logo for this Tier will be provided in all forms. This file is not to be copied, cut, cropped or manipulated in any way. Please only share and use the original high resolution file.

Logo vs. Typeset Names

You may find the need to typeset the entity name on materials for headlines or titles. This can be done on a case-by-case basis, but should never be the only brand identifier for external materials. If used, be sure to pair with the parent logo or correct tier logo.

TIER 2 EXAMPLE

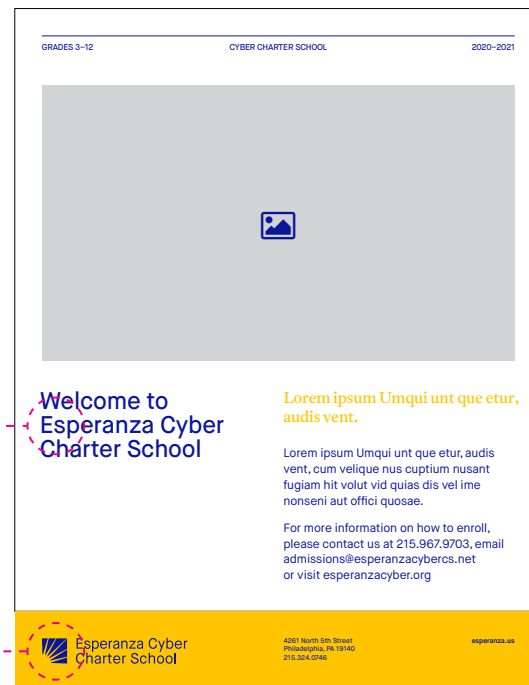


Esperanza Cyber Charter School

TYPESET EXAMPLE

Welcome to Esperanza Cyber Charter School

Appropriate logo used on external materials, even if name is typeset in headline.



Logo System / Tier 3 - Partnerships

Partnership Logos

Partnership logos should get the tier 3 logo styling. In this template, "Esperanza" (+ any necessary program name) should be typeset in the larger font and the partner name in the smaller.

A template has been provided to create future logos within this tier. When using the template, be sure to outline fonts, use the correct color modes/breakdowns, and save as a new file—these instructions are also available in the template file.

Logo vs. Typeset Names

You may find the need to typeset the partnership name on materials for headlines or titles. This can be done on a case-by-case basis, but should never be the only brand identifier for external materials. If used, be sure to pair with the parent logo or correct tier logo.

TIER 3 EXAMPLE

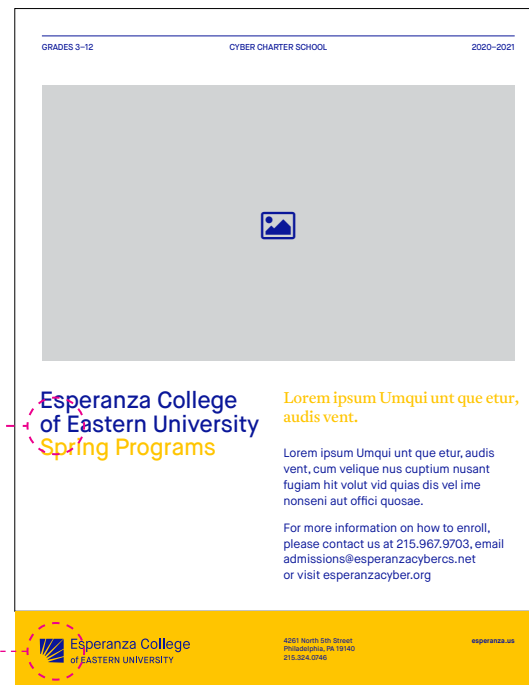


Esperanza College
of EASTERN UNIVERSITY

TYPESET EXAMPLE

Esperanza College
of Eastern University
Spring Programs

Appropriate logo used on external materials, even if name is typeset in headline.



Logo System / Tier 4 - Programs

Program Logos

Program logos should get the tier 4 logo styling. In this styling, "Esperanza" should not be altered, and program names should be typeset in the smaller font below.

A template has been provided to create future logos within this tier. When using the template, be sure to outline fonts, use the correct color modes/breakdowns, and save as a new file—these instructions are also available in the template file.

Logo vs. Typeset Names

You may find the need to typeset the program name on materials for headlines or titles. This can be done on a case-by-case basis, but should never be the only brand identifier for external materials. If used, be sure to pair with the parent logo or correct tier logo.

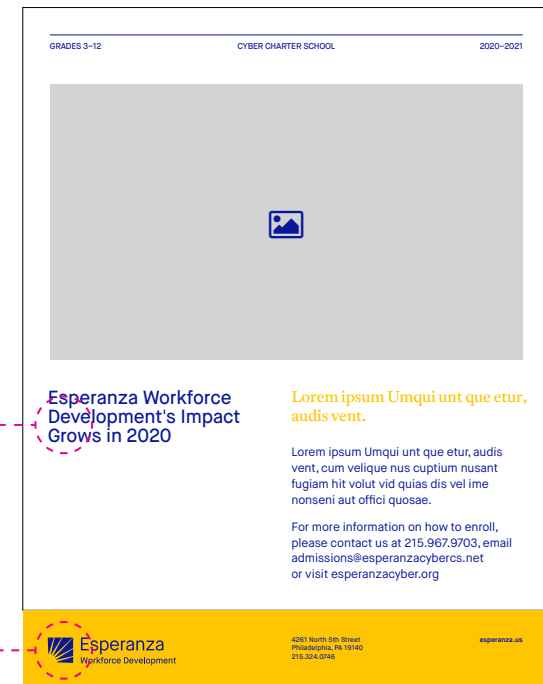
TIER 4 EXAMPLE



TYPESET EXAMPLE

Esperanza Workforce
Development's Impact
Grows in 2020

Appropriate logo used on
external materials, even if
name is typeset in headline.



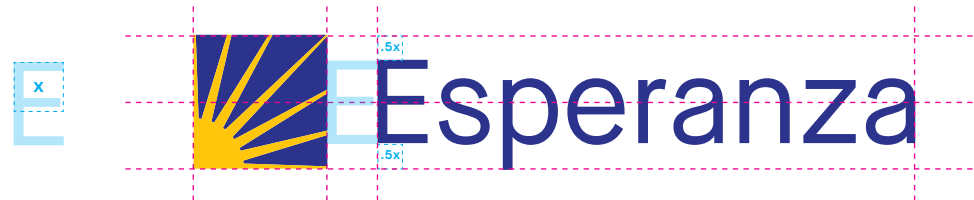
Logo System / Spacing + Sizing Rules

Grid + Spacing

Underlying grids and spacing measurements make sure the components work together to create a unified system.

Spacing and sizing rules outlined here apply to all of the logo tiers respectively.

PARENT



PARENT + TAGLINE



Logo System / Spacing + Sizing Rules

Clear Space

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements. This ideal zone should be no less than 1.5x the width of the "E" in Esperanza.

This recommended clear space ensures optimum legibility and will help give the logo clarity and presence on many different applications and formats.

Spacing and sizing rules outlined here apply to all of the logo tiers respectively.

PARENT



PARENT + TAGLINE



Logo System / Spacing + Sizing Rules

Minimum Size

The logo should be reduced or enlarged proportionately to accommodate different sizes. In a few specific applications where space is especially limited (ex. favicon & social media graphics), these minimum size guidelines may be disregarded.

Spacing and sizing rules outlined here apply to all of the logo tiers respectively.

PARENT

Minimum height
of logomark: .275"



PARENT + TAGLINE

Minimum height
of logomark: .275"



Logo System / Colorways

Colorways

Each of the logo tiers may be used in four different colorways: two-color, blue, gold, and white.

The two color logo is the primary color and should be the first choice used whenever possible.

PMS

The PMS logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are best supported by .EPS and JPEG formats.

RGB

The RGB logo should be used for online usage.

RGB colors are best supported by .EPS and .PNG format.

TWO-COLOR



Esperanza

PMS

| | |
|-----|-----------------------------------|
| EPS | Esperanza_parent_twocolor_pms.eps |
|-----|-----------------------------------|

CMYK

| | |
|-----|------------------------------------|
| EPS | Esperanza_parent_twocolor_cmyk.eps |
|-----|------------------------------------|

| | |
|-----|------------------------------------|
| JPG | Esperanza_parent_twocolor_cmyk.jpg |
|-----|------------------------------------|

RGB

| | |
|-----|-----------------------------------|
| EPS | Esperanza_parent_twocolor_rgb.eps |
|-----|-----------------------------------|

| | |
|-----|-----------------------------------|
| PNG | Esperanza_parent_twocolor_rgb.png |
|-----|-----------------------------------|

Logo System / Colorways

Colorways

Each of the logo tiers may be used in four different colorways: two-color, blue, gold, and white.

If the primary logo with blue and gold can not be used. The secondary option **MUST** be blue if possible.

PMS

The PMS logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are best supported by .EPS and JPEG formats.

RGB

The RGB logo should be used for online usage.

RGB colors are best supported by .EPS and .PNG format.

BLUE



PMS

EPS Esperanza_parent_blue_pms.eps

CMYK

EPS Esperanza_parent_blue_cmyk.eps

JPG Esperanza_parent_blue_cmyk.jpg

RGB

EPS Esperanza_parent_blue_rgb.eps

PNG Esperanza_parent_blue_rgb.png

GOLD



PMS

EPS Esperanza_parent_gold_pms.eps

CMYK

EPS Esperanza_parent_gold_cmyk.eps

JPG Esperanza_parent_gold_cmyk.jpg

RGB

EPS Esperanza_parent_gold_rgb.eps

PNG Esperanza_parent_gold_rgb.png

Logo System / Colorways

Colorways

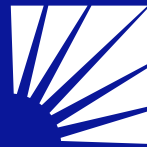
Each of the logo tiers may be used in four different colorways: two-color, blue, gold, and white.

A black logo is available but will not be provided without special request (such as newsprint, or specific sponsorship requests) and approval.

COLOR MODES

Black and white logos will translate across all color modes.

WHITE



Esperanza

| | |
|-----|----------------------------|
| EPS | Esperanza_parent_white.eps |
|-----|----------------------------|

| | |
|-----|----------------------------|
| PNG | Esperanza_parent_white.png |
|-----|----------------------------|

White versions of your logo need a transparent background, which is not supported in JPEG format.

BLACK



Esperanza

| | |
|-----|----------------------------|
| EPS | Esperanza_parent_black.eps |
|-----|----------------------------|

| | |
|-----|----------------------------|
| JPG | Esperanza_parent_black.jpg |
|-----|----------------------------|

| | |
|-----|----------------------------|
| PNG | Esperanza_parent_black.png |
|-----|----------------------------|

Logo System / Violations

Violations

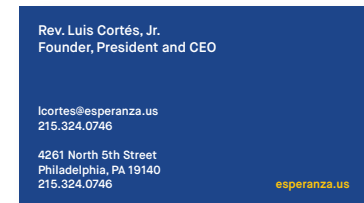
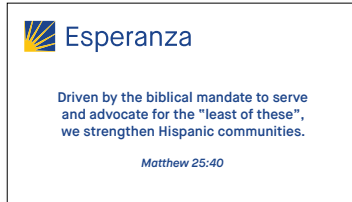
Do not stretch, rearrange,
or colorize logo. Do not
scale elements separately.



Logo System / Parent Logo Application

Application

The two-color logo should be used whenever possible. The logo may be used centered or locked to a corner margin.



4261 North 5th Street | Philadelphia, PA 19140 | 215.

Logo System / Parent Logo Application

Application

The two-color logo should be used whenever possible. The logo may be used centered or locked to a corner margin.

Additional colorways of each logo are available for use, and should be selected with consideration to the color guidelines on page 28.



Logo System / Components

Component Breakdown

There are a series of consistent components that make up each of the logos.

LOGOMARK

The logomark is the icon of the logo and may be used as artwork separate from the full logo lockup. It should always be oriented with the sunburst coming from the bottom left.

LOGOTYPE

On pieces where the logomark is being used separately, but another brand identifier is needed, the logotype may be used.

LOGOTYPE + TAGLINE

In instances where the tagline is used as part of the logo and not typed out in text, this logotype may be used.

LOGOMARK



LOGOTYPE

Esperanza

LOGOTYPE + TAGLINE

Esperanza
Strengthening Our
Hispanic Community

Logo System / Separating Components

Using Components Separately

The separation of logo components will allow for flexibility and variety across branded materials.

The separation of the logo components should be reviewed and approved by the Marketing and Communications department.

When using the logomark and logotype separately on the same page of digital and print materials, they should be scaled proportionally to how they appear in the logo.



Appropriate Proportion
Components are scaled proportionally to how they appear in the logo.



Example Incorrect Use



Logo System / Separating Components

Using Components Separately

Merch and signage may be exceptions to the proportion rule when needed—this use and scaling is left to the designers discretion.

All merch designs must be reviewed and approved by the Marketing and Communications department.



Logo System / Vertical Space

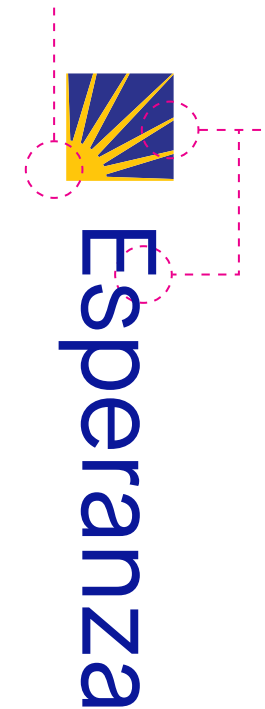
Vertical Use

In rare occasions where a vertical logo is required, the components may be locked up together to fit a vertical space. The spacing is up to the designers discretion, but the proportion and logomark orientation should follow the guides outlined on pages 11 and 19.

This configuration should only be used when absolutely necessary. This configuration must be reviewed and approved by the Marketing and Communications department before use.



Correct Orientation
Logomark does not reorient, sunburst should always be in the bottom left corner.



Separate Components
Lockup uses the two separate logomark and logotype components, grouped together, to fit a vertical space.

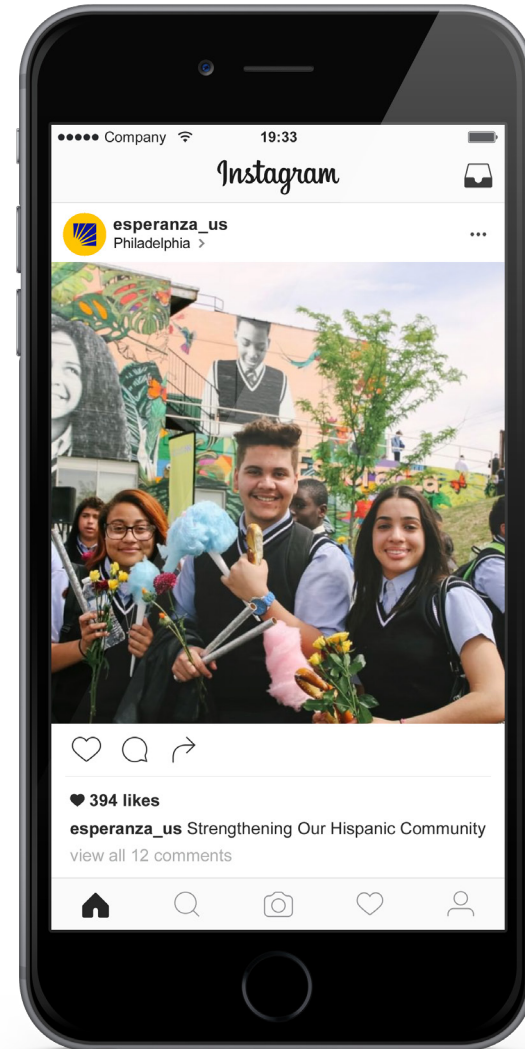
Logo System / Circular Space

Circular Use

When contained in a circle, scale the logomark in a way that does not crop any of the squares edges.

Social Media

All social media accounts and channels must display the same logomark. No alternations to the logomark are to be made.



Color Palette

Color Palette / Primary Colors

Primary Colors

Fully saturated blue and gold are the primary colors of the brand and should be most prominently used, especially on materials within the parent tier.

All colors should be implemented intentionally with respect to proper contrast and legibility.

PMS

The PMS colors should be used for professional, offset printing.

CMYK

The CMYK colors should be used in professional printed pieces that require CMYK printing and full color images.

RGB

The RGB colors should be used for online usage.

BLUE

| | |
|------|-----------------------|
| PMS | 286 C |
| CMYK | c100 / m85 / y14 / k3 |
| RGB | r10 / g22 / b154 |
| HEX | #0a169a |

GOLD

| | |
|------|----------------------|
| PMS | 123 C |
| CMYK | c1 / m23 / y100 / k0 |
| RGB | r255 / g197 / b0 |
| HEX | #FFC500 |

Color Palette / Secondary Palette

Secondary Colors

Secondary and tertiary palette colors can be used to create a vibrant and colorful system.

Only use one secondary or tertiary color as the main color on any individual piece. All colors are best paired with the parent blue.

All colors should be implemented intentionally with respect to proper contrast and legibility.

CMYK

The CMYK colors should be used in professional printed pieces that require CMYK printing and full color images.

RGB

The RGB colors should be used for online usage.

BLUE TINT

| | |
|------|--------------------|
| CMYK | c22 / m0 / y0 / k0 |
|------|--------------------|

| | |
|-----|--------------------|
| RGB | r193 / g232 / b251 |
|-----|--------------------|

| | |
|-----|---------|
| HEX | #C1E8FB |
|-----|---------|

GOLD TINT

| | |
|------|--------------------|
| CMYK | c1 / m1 / y28 / k0 |
|------|--------------------|

| | |
|-----|--------------------|
| RGB | r254 / g245 / b196 |
|-----|--------------------|

| | |
|-----|---------|
| HEX | #FEF5C4 |
|-----|---------|

Color Palette / Tertiary Palette

Secondary Colors

Secondary and tertiary palette colors can be used to create a vibrant and colorful system.

Only use one secondary or tertiary color as the main color on any individual piece. All colors are best paired with the parent blue.

All colors should be implemented intentionally with respect to proper contrast and legibility.

CMYK

The CMYK colors should be used in professional printed pieces that require CMYK printing and full color images.

RGB

The RGB colors should be used for online usage.

MAGENTA

| | |
|------|--------------------|
| CMYK | c3 / m75 / y0 / k0 |
| RGB | r255 / g100 / b194 |
| HEX | #FF64C4 |

GREEN

| | |
|------|---------------------|
| CMYK | c50 / m0 / y65 / k0 |
| RGB | r111 / g224 / b119 |
| HEX | #6FE077 |

ORANGE

| | |
|------|---------------------|
| CMYK | c0 / m74 / y82 / k0 |
| RGB | r255 / g106 / b57 |
| HEX | #FF6A39 |

Color Palette / Application

Color Pairings

Only use one secondary or tertiary color as the main color on any individual piece. All colors are best paired with the parent blue.

All colors should be implemented intentionally with respect to proper contrast and legibility.

WHITE AND GRAY BACKGROUNDS



Two-color logo is best used on white and gray backgrounds.

DARK BACKGROUNDS



Yellow and white logos are best used on blue or other dark backgrounds.

BRIGHT BACKGROUNDS



Blue logo is best used on light, bright, and colorful backgrounds.

Color Palette / Color Application

Incorrect Use

To retain brand recognition, there are a few guidelines provided of what to avoid.

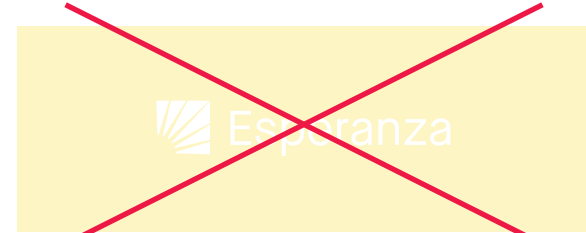
PLEASE DO NOT:



Do not use the two-color logo on colorful backgrounds.



Do not use the yellow logo on colorful or bright backgrounds due to legibility concerns.



Do not use color and logo combinations with low visibility and contrast.

Typography

Typography / Typefaces

Typefaces

The consistent application of a limited number of fonts will reinforce the graphic identity and give communications a cohesive look.

Use the blue brand color for text when possible.

Primary

Maison Neue is the primary brand font.

It may be used in Book, Medium, and Bold weights and can be applied for headlines, titles, details, and body copy.

Arial can be used when Maison Neue is not available.

Licenses for using Maison Neue may be found at milieugrotesque.com.

Aa

Maison Neue Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Maison Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Maison Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary

Antwerp is the secondary brand font.

It may be used in Regular weights and applied when additional levels of hierarchy are needed such as callouts, quotes, or special content.

Georgia can be used when Antwerp is not available.

Licenses for using Antwerp may be found at a2-type.co.uk.

Aa

Antwerp Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography / Type in Use

Type Application

Typography should be intentionally applied to achieve successful hierarchy.

Use the blue brand color for text when possible.

Maison Neue
Bold / All Caps

SUPERHEAD

Maison Neue
Medium

Title or headline

Antwerp
Regular

Byline or subhead

Body copy. Con cum voluptatem fugit aute cusandaepa debita
sequostis eaqueFacienis dolecae. Itatia venti quam, totatio beat
dolupta ni quamet que moluptatquo omniscil ea quibus ent ipic to
dolestis at.

Simpore perferi onsequi temque ressi conet odis es ea volo
eatectisinum explatquid quibeatur? Qui ab inum sitatet volum
idesequi occum sit, sendiate alic tem ipidunde volore mostio teste
prattem exerferatur?

Antwerp
Regular

Title or headline

Maison Neue
Book

Intro copy. Simpore perferi onsequi temque
conet odis es ea volo eatectisinum explatquid
quibeatur? Qui ab inum sitatet volum

Maison Neue
Bold / All Caps

SUBHEAD

Body copy. Con cum volupta
fugit aute cusandaepa debita
tur sequostis eaque facienis
dolecae. Itatia venti quam.

SUBHEAD

Body copy. Con cum volupta
fugit aute cusandaepa debita
tur sequostis eaque facienis
dolecae. Itatia venti quam.

Maison Neue
Book

Style Application

Style Application / Templates

Template Use

The style application examples on the following pages have been provided as templates.

All content and coloring is *For Placement Only* (FPO) and should be replaced with the appropriate content, image (CMYK), and logo files.

When using templates, always "Save As" a new file before adjusting content, color, and images.



4261 North 5th Street | Philadelphia, PA 19140 | 215.324.0746 | esperanza.us

GRADES 3-12

CYBER CHARTER SCHOOL

2020-2021

Esperanza Cyber Charter School Spring Enrollment

Now Accepting All PA Students Grades 3-12

For more information on how to enroll, please contact us at 215.967.9703, email admissions@esperanzacyber.org, or visit esperanzacyber.org



The Heart of Latino Arts & Culture



2020

esperanza.us

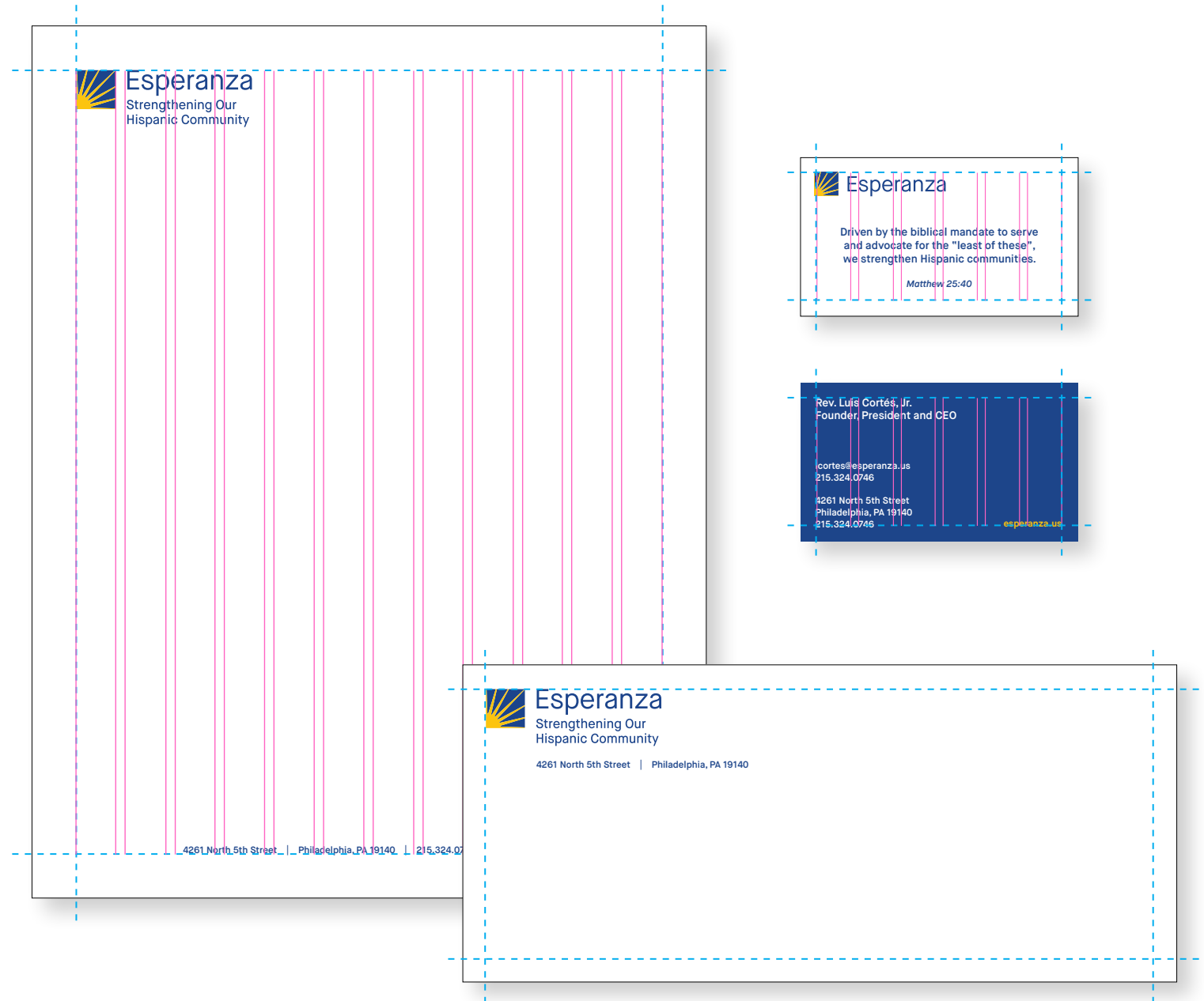
Strengthening Our Hispanic Community

Style Application / Stationery

Stationery

A 12- and 6-column grid are used to ensure consistent alignment and margins within individual pieces.

To embrace a cohesive system, the same size, scale, and version of the logo is suggested for all parent brand stationery when possible.



Style Application / Brochures

Brochures

Use of consistent margins, a stable grid, and levels of typography hierarchy can help achieve visual balance across a variety of materials. The application of these principles should remain consistent on a singular piece, but offer flexibility across materials.

Templates are a starting point for applying these principles.



Hanglines

Using consistent hanglines across multiple materials will create a cohesive look.

*Example here:
2.25 in top
container for
header*

Consistent Type Sizes

When creating multiple pieces in a system, use consistent type styling when possible.

*Example here:
36pt font
Headline*

Margins

Using consistent margins across multiple materials will help establish consistency.

*Example here:
Equal margins around bottom, left, and top of logo (left example) to the bottom, left, and top (above line) of right example. See how image is slightly shorter on magenta version to accommodate height.*

Alignment

Intentional alignment of grouped elements will create visual consistency.

*Example here:
Logo, url, year all top aligned within the linework.*

Style Application / Brochures

Brochures

Use of consistent margins, a stable grid, and levels of typography hierarchy can help achieve visual balance across a variety of materials. The application of these principles should remain consistent on a singular piece, but offer flexibility across materials.

Templates are a starting point for applying these principles.



Margins

Equal margins give definitive places for content to lock to.

Example here:
0.375 in margins

Type Hierarchy

Establishing type hierarchy can help drive content focus.

Example here:
36pt *Maison Neue Medium* for Headers
11pt *Maison Neue Medium* for Subcopy

Linework

Rules and lines can be used to contain content.

Example here:
0.5pt lines

Grid

Use of a grid will provide opportunities to align content evenly and mathematically.

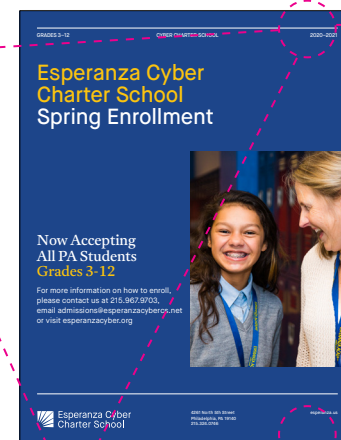
Example here:
12-column grid

Style Application / One Sheets

One Sheets

Use of consistent margins, a stable grid, and levels of typography hierarchy can help achieve visual balance across a variety of materials. The application of these principles should remain consistent on a singular piece, but offer flexibility across materials.

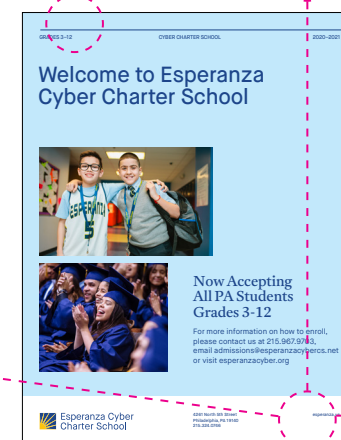
Templates are a starting point for applying these principles.



Headers

Consistent headers across a group of materials will unify pieces with different design and content.

Example here: Top aligned header with right, left, and centered content.



Footers

Consistent footers across a group of materials will unify pieces with different design and content.

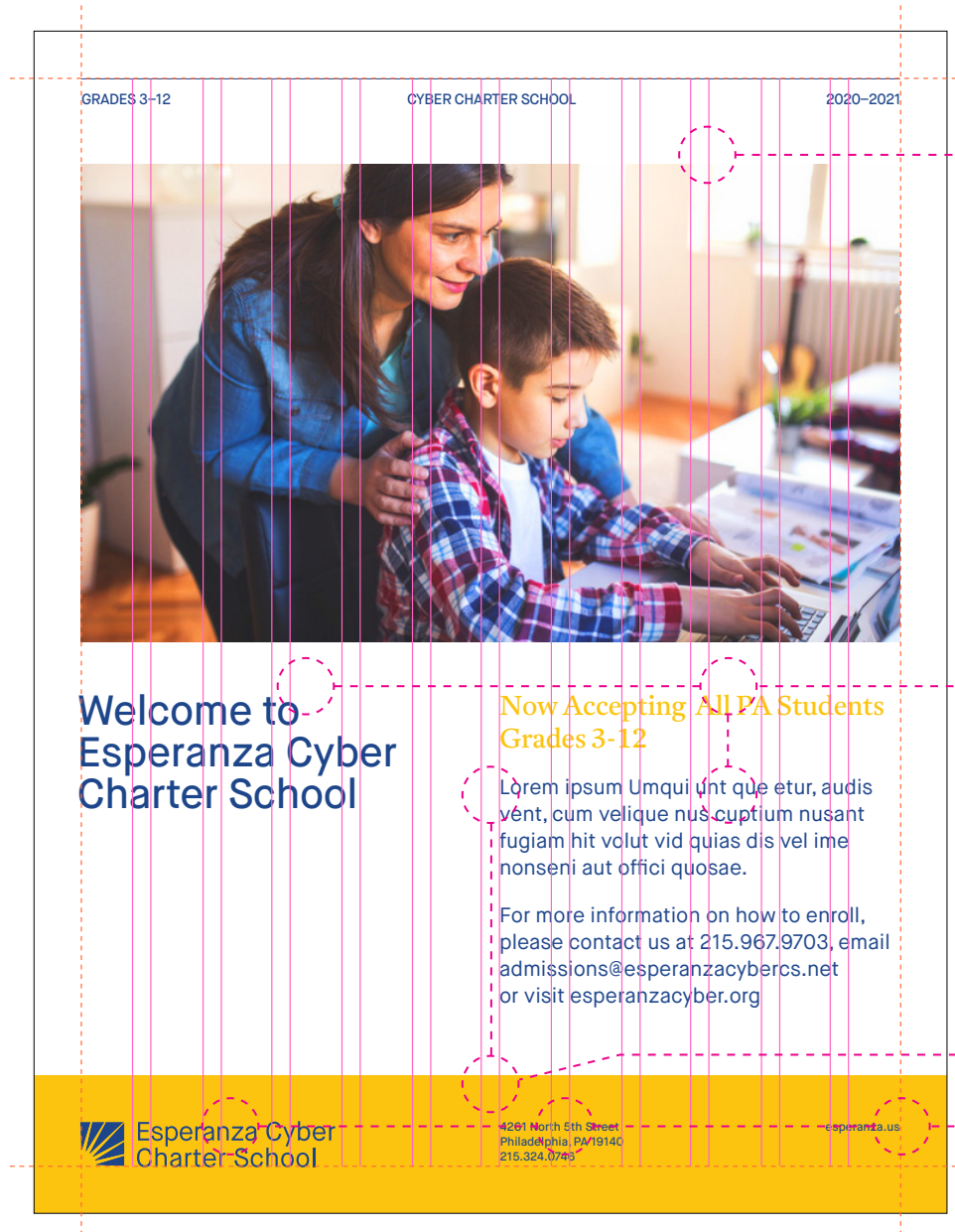
Example here: Same size footer container with top aligned content and consistent logo size.

Style Application / One Sheets

One Sheets

Use of consistent margins, a stable grid, and levels of typography hierarchy can help achieve visual balance across a variety of materials. The application of these principles should remain consistent on a singular piece, but offers flexibility across materials.

Templates are a starting point for applying these principles.



Grid

Use of a grid will provide opportunities to align content evenly and mathematically.

Example here:
12-column grid

Type Hierarchy

Establishing type hierarchy can help drive content focus.

Example here:
28pt Maison Neue Medium for Headers
18pt Antwerp Regular for Subhead
14pt Maison Neue Book for Body

Alignment

Intentional alignment on the vertical and horizontal grid.

Example here:
Content aligned on the same gridline as footer content.

Example here:
Footer content top aligned.

General Rules

General Rules/ Do's & Dont's

Questions/Concerns

Any logo related questions or concerns about branding or specific design should be directed to the Marketing & Communications department.

Disclaimer:

Strong branding is essential for unifying Esperanza's image as well as increasing recognizability. In light of this, please be aware corporate has the authority to override any logo applications or design work that may be considered conflicting or harmful to the strength of the brand.

General Rules

- The Esperanza logos should never be placed over an image or background that is not a solid background.
- There is only one (1) logo mark for social media. This logo mark should be used for all social channels across the organization.
- Alternations of the logo are not to be made; this includes color, formatting, typography or the separation of logomark and text.
- Independent copies of the logo are not to be made. Never cut or copy the logo from a past project or website as this will only reduce the quality of the logo overtime. Use the original high resolution version shared or reach out to Marketing.
- The primary and secondary fonts are to be used for all branding and creative purposes.
- The color codes provided for all primary, secondary and tertiary colors are the colors that must be used, similar colors are not acceptable.
- Rule of thumb, if any text is not legible the logo is too small.
- The use of alternative sun-rays as a design accent is prohibited.
- When in doubt, refer to the Marketing and Communications department.