COMPASS

PARTNERS IN LEARNING

BRAND STANDARDS GUIDE

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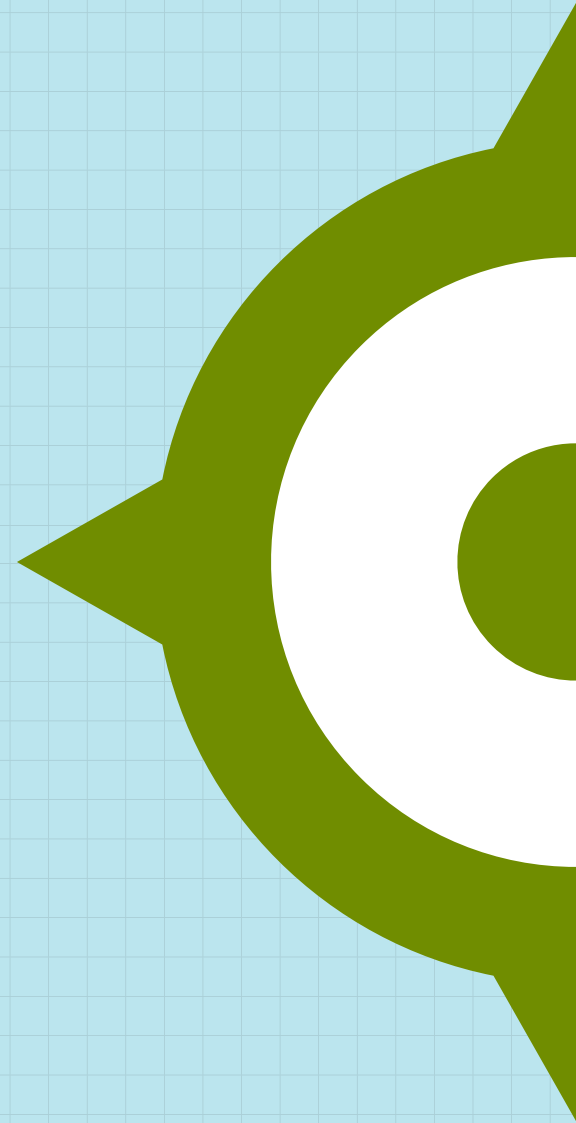
OUR MISSION

To help educational communities meet learners where they are and guide them to where they want to be.

OUR VISION

To empower professional development in an evolving educational landscape by enhancing proven strategies with training, support, and technology.

BRAND STORY

Leading requires learning. As schools and students change, teachers and administrators must be a step ahead. The future of education is constantly evolving. So are we. Compass Partners in Learning has decades of experience providing expert resources, support and direction for professional progress, and better student outcomes. By identifying needs and customizing solutions, we help educational communities build relationships, navigate obstacles to learning, and chart a course to educational excellence. Provided by you. Guided by us. *Compass. Guiding education forward.*

BRAND POSITION

At its essence, the brand position is the starting point for all marketing messages. It's a concise and memorable summation of the Compass brand mission, vision and story.

》》》 *GUIDING EDUCATION FORWARD*

PERSONALITY

Think of the Compass brand as a person. Like a person, every good brand has a distinct personality: character traits, a way of thinking and speaking, a visual style.

Having a distinctive personality and consistent point of view makes Compass more relatable, more memorable, and more trustworthy.

Use these five personality traits to guide content:

Innovative

Compass is guiding education forward with the latest methods and technologies.

Professional

Compass provides applicable expertise through organized, detailed, and customized instruction.

Collaborative

"Partners in Learning" means just that. Compass works with educators to find and implement a plan to meet their goals and needs.

Optimistic

With proven techniques and research-based approaches, we're positive our methods can help educators grow their capabilities.

Empowering

Sharing knowledge is why we're in the education business. Better learning improves our schools and communities.

Innovative. Professional. Collabo

BRAND
TONE & VOICE

Tone and voice bring a brand's personality to life. It is the distinct way Compass communicates. Tone is how a brand says things. Voice is what it says.

Compass Tone & Voice Is:

Knowledgeable
Positive
Confident
Inclusive
Engaging
Encouraging
Welcoming
Inspiring
Clear
Practical

Compass Tone & Voice Is NOT:

Condescending
Arrogant
Outdated
Complicated
Conservative
Tedious
Uninteresting
Exclusive
Unprofessional
Careless

rative. Optimistic. Empowering.

COMPASS

PARTNERS IN LEARNING

Primary
stacked

Secondary
horizontal

With Modifier

Without Modifier

Wordmark

Icon

To best display our Compass marks with pride, we have unique versions of each mark specifically designed to work best on any given background. The grid below showcases which logos to use based on the shade of the background.

Minimum Size

Be aware of legibility. If the logo becomes too small, people will not be able to see it. See below for exact minimums for the different styles of logos.

With Modifier

COMPASS
PARTNERS IN LEARNING

1.5"

Without Modifier

COMPASS

.75"

Clear Space Usage

When using the primary mark, be sure to provide clear space to ensure uninterrupted readability. The recommended amount of clear space should be equal to the width or height of the letter C in COMPASS.

x
x

x
x

COMPASS
PARTNERS IN LEARNING

Logo Usage

The Compass mark has been designed in various versions and color variations to ensure flexibility and adaptability for assorted uses and applications. Please adhere to the approved marks and refrain from modifying the mark in any way, as this could affect readability, consistency and recognition. Here are a few examples of how the mark should not be used in application.

Do not change the color of any of the logos.

This will change the look and feel of the brand.

Rotating the logo creates visual inconsistency, alters the lockup and makes the brand name harder to read.

Do not adjust the proportions or layout of the icon and wordmarks when used together.

Changing this lockup will dilute the brand and cause inconsistencies in our visual appearance.

Avoid applying a drop shadow to any of the logos.

This effect will soften the appearance and result in an undesired effect.

Do not add any additional outlining to any of the marks.

The application of additional outlining creates additional visual clutter and takes away from the simplicity we strive to achieve.

When using the logo on a dark background, use only marks approved for such use as denoted in a previous page.

Reversing the colors of the Compass mark alters and transforms the shapes and lines of the logo creating something similar but inconsistent.

Logo Usage on Backgrounds

In particular instances, the Compass logo may be placed on full-bleed imagery. Position the logo over solid contrasting areas within the image. Use photography that does not compete with the legibility of the logo.

Do not place any logo over an image, texture, or pattern that diminishes the prominence or legibility of the logo.

Be selective about where and when the logo is used against imagery or photography.

FONTS

Headings

»» **Futura Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
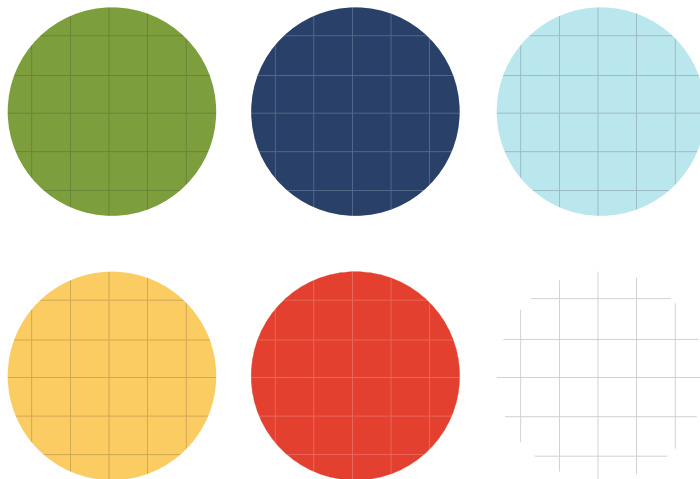01234567890 !@#$%^&*()?**

Text/Body

»» Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#$%^&*()?

Google Alternatives: Poppins (Headings) **Source Sans** (Text/Body)

VISUAL
ELEMENTS

Picture Holder

Grid Backgrounds

"C"peat

Icon Accent

Chevron Arrow

Topographic Map

COLORS

Compass has a distinct palette of colors for use across all mediums. The colors are grouped in categories by primary and secondary.

These colors play a huge role in defining who we are as an organization. Our modern palette helps us stand out and gives an identity to our entire organization. In order to ensure a cohesive and unified brand, these colors should be used consistently.

Secondary colors are to be used sparingly for added accent when necessary. They are primarily for adding emphasis to web uses. Examples include calls-to-action, hover states, and rule lines. Use discretion when utilizing these colors as to not overpower our primary colors.

Primary

Secondary

Sylvan Lake   RGB: #2A4169 - CMYK: 92.78.34.21

Open Sky   RGB: #BBE5EE - CMYK: 24.0.5.0

Buffalo Grass
RGB: #708d00 CMYK: 61.27.100.9

Buffalo Grass Web
RGB: #7E9E00 CMYK: 56.21.100.3

Meadowlark   RGB: #F9CD61 - CMYK: 2.18.72.0

Signal Flare   RGB: #E44131 - CMYK: 4.90.90.0

Midnight   RGB: #061528 - CMYK: 91.79.54.69

HEADINGS: FUTURA BOLD

Subheadings: Futura Bold

Text/Body Copy: Source Sans Pro - Regular

COLOR
ACCESSIBILITY

Certain colors pair well with certain brand fonts. It is imperative that these combinations meet readability and legibility expectations.

Please use the colors above with their respective fonts as much as possible.

If you are ever unsure about pairings use the link below to find an acceptable contrast. There is no solid number to strive for because of font weight variation and background nuances so use your best judgement.

☑ **acceptable**

☑ **acceptable**

☒ **NOT acceptable**

☒ **NOT acceptable**

https://webaim.org/resources/contrastchecker/

https://compass.bhssc.org/