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BRAND VISUAL IDENTITY

*WELCOME to the Language Learning Project's brand visual identity guidebook. A brand visual identity is a system of visible attributes that give expression to a brand. The following pages detail some of the visual identity elements of logo, color, and typography that have been developed for the Language Learning Project's brand expression. As we consistently apply and use these elements, audiences will gain confidence in us and come to better understand the work we do.*

## PRIMARY LOGO

The Language Learning Project's primary logo takes a circular form. The logo symbol features three human figures — an adult and two children — with conversation bubbles over their heads that are meant to evoke dialogue. The name is arched above the figures and is featured within the logo's cream colored background.

The colors of the logo are drawn from the same overall color palette that is used for the brand identity of Fresno Starting Smart and Strong, the creator of the Language Learning Project. The logotype is bold, strong, and confident.

An alternate, horizontal form of the logo can be employed in certain layouts where it is helpful to have the logotype and logo symbol separated.

Taken together, our logo symbol and logotype convey a sense of joy, empowerment, and connection through language.

### PRIMARY LOGO

the logotype



the logo symbol

### ALTERNATE LOGO FORM



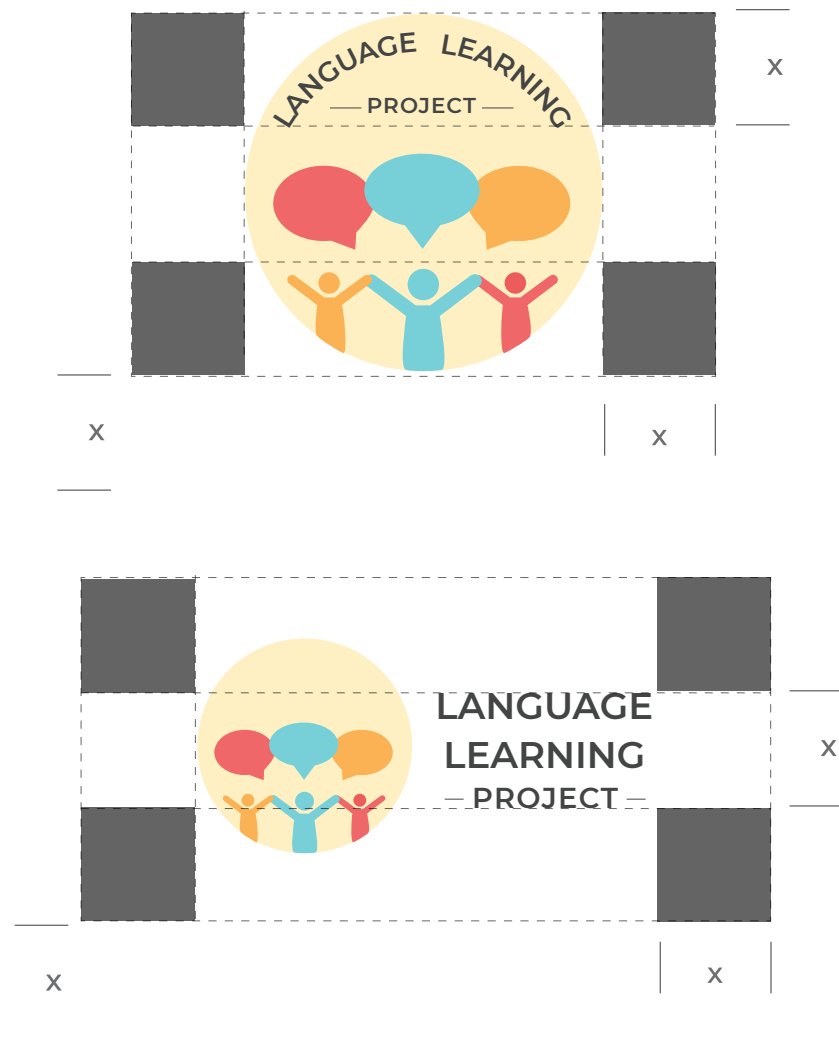
the logo symbol

**LANGUAGE  
LEARNING  
— PROJECT —**

the logotype

# LOGO SPACING

To avoid clutter and give the Language Learning Project's logo prominence, always separate it from other text and graphic elements with a minimum clear space equivalent to the x-height of the logotype titling, as shown in the examples below.



# LOGO USAGE & MISUSE

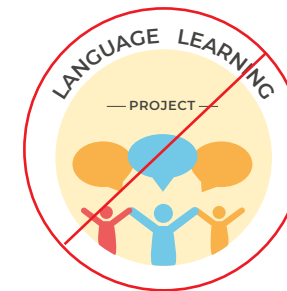
To preserve the integrity of the Language Learning Project's logo, only the configurations and colors referenced in these guidelines are permitted. Do not create new configurations or use new colors. And be mindful of how the logo appears on colored or dark backgrounds to maximize contrast and allow the logo to stand out.



DON'T change the colors as they are used in the logo



DON'T stretch, skew, or rotate the logo



DON'T rearrange elements of the logo



DON'T contain the logo in a box when used on a colored background



DON'T place the logo on a background that contrasts poorly

# COLOR PALETTE

There are five colors that make up the Language Learning Project's logo. The core colors of red, orange, and teal are at once inviting and zestful. The remaining colors — vanilla and bark — can be used for accents, text, and background coloring.

## CORE COLORS



C0 M76 Y54 K0  
R239 G103 B104  
#EF6768



C0 M34 Y76 K0  
R248 G169 B100  
#F8A964



C54 M0 Y6 K0  
R119 G208 B216  
#77D0D8

## COMPLEMENTARY COLORS



C0 M4 Y27 K0  
R250 G245 B212  
#FAF5D4



C76 M69 Y68 K33  
R67 G68 B68  
#434444

# TYPOGRAPHY

The main typeface that is used in the Language Learning Project's brand visual identity is Montserrat. However, to preserve the integrity and uniqueness of the logo, it is recommended that this font be reserved *only* for the logo. Complementary brand fonts are provided below.

PROXIMA NOVA is a great alternative to Montserrat. It is a sans-serif type suitable for titles and headings. It can be downloaded for free from Adobe Fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

HELVETICA NEUE is a sans-serif type that pairs well with Proxima Nova and can be used for multiple purposes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ADOBE GARAMOND is a serif type that suitable for headings and body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

GEORGIA is a common serif font that is available on nearly all software platforms. It is good for use in body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

