THE BREAKTHROUGH BRAND STRATEGY

Our new Brand Strategy was developed in partnership with key stakeholders from across the Collaborative, and positions Breakthrough for further success in the future by:

- Telling a foundational story that inspires people, funders, organizations and partners to donate time and resources to Breakthrough Collaborative’s critical mission.

- Better reflecting a singular vision of Breakthrough Collaborative and its affiliates.

- Creating brand consistency across our affiliates, in both messaging and visual expression, to support our Collaborative’s integrated approach.

- Delivering a distinctive brand experience that engages new partners and creates stronger relationships with existing donors.

- Reinforcing the Collaborative’s reputation for excellence to keep attracting great talent.
The Collaborative offers an open, forward-looking culture that values academic excellence, intellectual curiosity, a dedicated work ethic and FUN!

**OUR STRATEGY BRINGS BREAKTHROUGH’S PERSONALITY TO LIFE**

**Professional**

- We take education seriously, even though we like to have fun.
- We present Breakthrough as professionally as possible.

**Fun**

- We like to wear costumes.
- We like to cheer. We know that when learning is engaging and student-focused, outcomes improve.

**Informed**

- We know and care about issues in education.
- We know the difference between Common Core and Core Power Yoga!

**Caring**

- We take care of each other. Breakthrough is a supportive community where everyone counts.
HOW WE WANT OUR COMMUNICATIONS TO LOOK AND FEEL

The new expression of Breakthrough’s personality

- **TRADITIONAL**
- **UNDERSTATED**
- **FORMAL**
- **EXTROVERTED**
- **MODERN**
- **FRIENDLY**
THE BREAKTHROUGH COLLABORATIVE
BRAND POSITIONING: THE RIPPLE EFFECT

We have a special story that we have to tell, because our students need a Breakthrough

Just as a stone thrown into a body of water creates ripples that radiate outward toward its shores, one teacher’s passion and energy can create an enriching and successful experience that radiates through his or her students’ lives.

And we also know that for many under-resourced individuals, a college education can be the catalyst not only for personal fulfillment but also for positive changes within their families, and by extension, their communities.

However, in an era of almost constant change, how we educate under-resourced students across the U.S. has remained static and is largely unsuccessful.

That’s where Breakthrough has come in. Leveraging a long-term model and a national network of diverse education professionals and trained student-teachers, the Collaborative has been effectively equipping those most in need to achieve academic success for decades through an innovative, multifaceted and proven approach.

Breakthrough Collaborative bridges the all-too-common gap between under-resourced individuals and a college degree through a long-term, multi-stakeholder approach that creates benefits for an ever-widening circle of individual students, teachers, families and communities.

*Creating benefits that multiply throughout our communities.*
OUR NEW LOGO
THE BREAKTHROUGH GRAPHIC ELEMENT: The Enzo

The Enzo is a visual representation of Breakthrough’s new brand position. It serves as a visual shorthand for ripples of success in the communities that our affiliates serve.

Each icon symbolizes a unique element in the Collaborative’s approach to delivering opportunity for high-achieving students in the underserved communities where our affiliates operate.

The Enzo represents the portal of opportunity through which our students, student-teachers, and teacher-coaches “break through.”
THE BREAKTHROUGH CENTRAL TEXAS BRANDMARK

More than any other element, the brand logo represents Breakthrough’s ideals to its audience. Please use the logo with care in every application. Always use the artwork provided without alteration or manipulation.

Logo with tagline
Should be used as primary logo. The logo should never be less than 1.5” in height. When smaller than 1.5” in height, use logo without tagline. Logo should never be smaller than .5” in height.

Monogram
Use only in special cases; should never coexist with the main logo in the same space. For communication team use only.
BRANDMARK: USING IT AS A MONOGRAM

PLEASE DO NOT USE UNLESS FURTHER INSTRUCTED

The monogram is an alternative brand logo; it should never be placed in the same space or on the same page as the main brand logo. Use it to brand small or tiny spaces, like page footers or small items.
LOGO: SINGLE-COLOR VERSION

For single-color version, use only Blue and Gray (50% Black) versions.

For the affiliate logos, use the same treatment.

Logo
Use only Blue or Gray (50% Black).

Icon
Use only Blue or Gray (50% Black).
LOGO USES

Never rearrange the logo elements.

Never distort the logo.

Never lock up the logo with other text.

Never change the color of the logo artwork; always use the logos as provided.

Never add graphic elements to the logo.

Never rotate the logo.

For negative versions, use only white on blue.

For one-color versions, use only Blue or Gray (50% Black) on White paper/backgrounds.
The logo’s clear space is defined by the height of the interior white space in the Enzo.

Minimum size for logo use.

The logo should never be less than 0.5” in height, as shown to the right.
OUR EVOLVED COLOR PALETTE

Use our primary for headlines.

Use our secondary for charts.

Use Black for small-font body copy.

Balance use of primary and secondary pallets to create subtle outcomes.

Primary

Blue PMS 3005
R0 G116 B201
C85 M19 Y0 K0

Red PMS 7417
R233 G74 B55
C0 M83 Y85 K0

Orange PMS 1375
R250 G157 B28
C0 M45 Y100 K0

Secondary

Black and Gray scale

50% 70%
10% 20% 30% 100%

80% 50%

80% 50%

80% 50%

80% 50%

80% 50%

PMS 480
R205 G167 B148
C8 M29 Y32 K13

Yellow PMS 116
R255 G210 B3
C0 M16 Y100 K0
We have defined our typography style to achieve a distinctive look across our identity. We prefer that you use our primary fonts as often as possible for all communications. If you are unable to use these primary fonts, we have provided secondary fonts, referenced on the following page. To set headline copy, use only the **all caps** in Futura STD Extra Bold and Bold **Condensed** to create visual interest.

<table>
<thead>
<tr>
<th>USE ALL CAPS ONLY</th>
<th>HEADLINES</th>
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<tbody>
<tr>
<td><strong>ABCDEFGHJKLMNOMPQRSTU VWXYZ</strong></td>
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**Subheadings**

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**Body copy**

<table>
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<tr>
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<th><strong>Futura Std Book</strong></th>
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**ALTERNATIVE TYPOGRAPHY**

We have identified secondary fonts for applications where it is not possible to use our primary fonts. These fonts are available in Windows Office. Our preferred style of headline copy is *only all caps in Impact.*

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<tr>
<th><strong>ALTERNATIVE TYPOGRAPHY</strong></th>
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