



brand identity at a glance

Positioning Statement

Breakthrough is the leading college access and success nonprofit in Central Texas. For 25 years, we have partnered with thousands of middle and high school students who aspire to be the first in their family to graduate with a degree or certificate. We make a radical, long-term commitment to students, to and through college, unlocking the power of education and a lifetime of opportunity. We support the whole student with personalized services, work closely with community partners, campuses, and employers, and advocate for our students with lawmakers.



Key Messages

- We're in it for the long haul
- Breakthrough supports the whole student
- We get real results



Logo Color Variations & Lock-Ups



PRIMARY MULTI-COLOR



PRIMARY MULTI-COLOR ICON



REVERSED WHITE



REVERSED WHITE ICON



PRIMARY BLUE

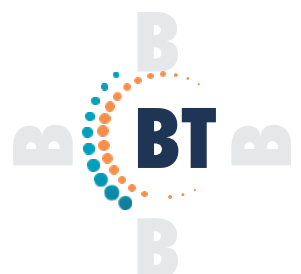


PRIMARY BLUE ICON



Logo Spacing & Visibility

The spacing around the logo and icons should roughly be the height of the "B" in the logo.





Color Palette

Primary

CMYK: 95.80.40.35
RGB: 32.53.85
#203555

CMYK: 78.19.20.0
RGB: 2.159.189
#009FBD

CMYK: 0.54.78.0
RGB: 248.141.73
#F88D49

Body Copy

**BODY COPY
(DIGITAL & PRINT)**
CMYK: 0.0.0.0
RGB: 255.255.255
#FFFFFF

**BODY COPY
(DIGITAL)**
CMYK: 0.0.0.70
RGB: 109.110.113

BODY COPY (PRINT)
CMYK: 0.0.0.90
RGB: 65.64.66
#414042

Secondary

CMYK:
56.85.0.0
RGB: 134.68.162
#8644A2

CMYK:
1.12.86.0
RGB: 255.217.62
#FFD93E

CMYK:
1.0.0.9
RGB: 230.231.232
#E6E7E8



Typography

Futura Std Black (headline)

Futura Std Extra Bold (alternate headline)

Futura PT Bold (subheader)

Body Copy Fonts Futura Book
Poppins Regular

Alternate Fonts

When Futura PT is not available, using the Google font family Jost is the preferred alternate text for Breakthrough brand standards. Jost can easily be downloaded via Google Fonts.

Jost Extrabold (headline)

Jost Light (alternate headline)

Jost Medium (subheader)

Jost Light (body)

NEED MORE?

For detailed logo usage, photography standards, accessibility, templates, and messaging guidance, contact communications@breakthroughctx.org for the full Brand Style Guide.

