

# BREAKTHROUGH CENTRAL TEXAS BRAND GUIDELINES

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

## THE BREAKTHROUGH COLLABORATIVE BRAND POSITIONING: THE RIPPLE EFFECT

- Just as a stone thrown into a body of water creates ripples that radiate outward toward its shores, one's passion and energy can create an enriching and successful experience that radiates through his or her students' lives and their families.
- And we also know that for many students from underserved communities, 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.
- Creating benefits that multiply throughout communities.

## OUR PRIMARY LOGO

### THE BREAKTHROUGH CENTRAL TEXAS BRANDMARK

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.

1.5"



#### LOGO WITH TAGLINE

Should be used as primary logo. The logo should never be less than 1.5" in height, as shown above.

For one color printing, use all blue logo!

For black and white printing, use gray logo!



#### LOGO WITHOUT TAGLINE

Should be used as a secondary option, when logo is less than 1.5" in height. The logo should never be less than 0.5" in height, as shown below.

0.5"

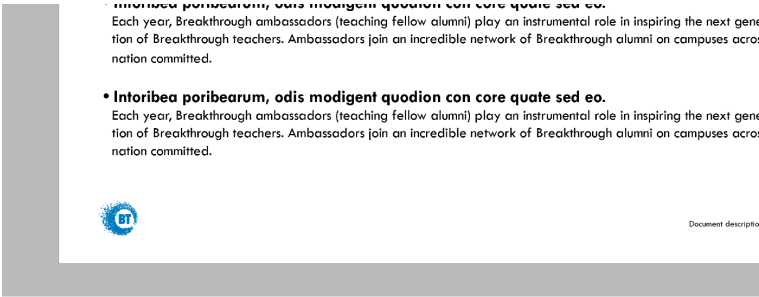


BRANDMARK: USING IT AS A MONOGRAM



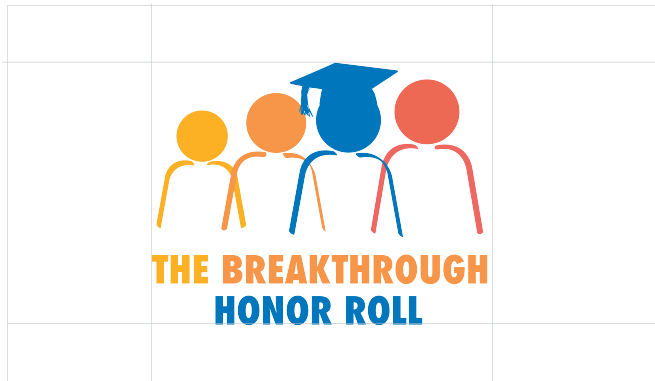
Monogram  
Use only in special cases; should never coexist with the main logo in the same space. For communication team use only.

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.



APPROVED LOGOS FOR SPECIFIC PROGRAM USE

Logos below were created based on specific branding needed for to grow awarness of specific programs. Please use the logo with care in every application. Always use the artwork provided without alteration or manipulation. Graphics in logos should not be cropped for other program or marketing uses.



COLOR PALETTE

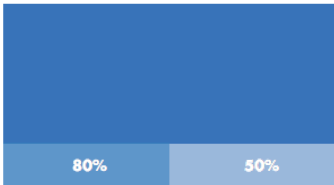
Use our primary for headlines.

Use our secondary for charts.

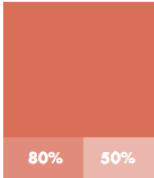
Use Black for small-font body copy.

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

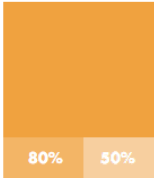
Primary



Blue PMS 3005  
R0 G116 B201  
C85 M19 Y0 K0



Red PMS 7417  
R233 G74 B55  
C0 M83 Y85 K0

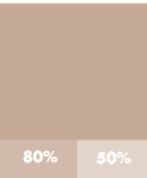


Orange PMS 1375  
R250 G157 B28  
C0 M45 Y100 K0

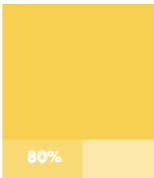
Secondary



Black and Gray scale



PMS 480  
R205 G167 B148  
C8 M29 Y32 K13



Yellow PMS 116  
R255 G210 B3  
C0 M16 Y100 K0

TYPOGRAPHY

We prefer that you use out primary fonts as often as possible for all communications. If you are unable to use these primary fonts, please use Calibri or Century Gothic (only and if necessary) as a secondary font option. All Futura fonts are loaded in Breakthrough’s Team Canva for easy use.

USE ALL CAPS  
ONLY  
Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%\$^&\*()

FUTURA STD EXTRA BOLD CONDENSED

USE ALL CAPS  
ONLY  
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%\$^&\*()

FUTURA STD BOLD CONDENSED

Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()

Futura Std Bold

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%\$^&\*()

Futura Std Book

GOOGLE SUITE FONTS

We understand Futura fonts are not available in the Google Suites. Please reference branded templates for Google Slides use. For Google Docs, Sheets or any other Google Suite platform, please use approved fonts below for the creating of any marketing materials.

USE ALL CAPS  
ONLY  
Headlines &  
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!#\$%^&\*[]

Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!#\$%^&\*()

Calibri

Subheadings  
Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!#\$%^&\*()

Century  
Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!#\$%^&\*()

Poppins