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.

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.
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 awareness 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.

**TYPOGRAPHY**

We prefer that you use our 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.

**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.