

CREATING FIRST-GENERATION COLLEGE GRADUATES

BRAND GUIDELINES

March 2017

BRAND STRATEGY

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.

OUR STRATEGY BRINGS BREAKTHROUGH'S PERSONALITY TO LIFE

The Collaborative offers an open, forward-looking culture that values academic excellence, intellectual curiosity, a dedicated work ethic and FUN!

Professional

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

Informed

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

Fun

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

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



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

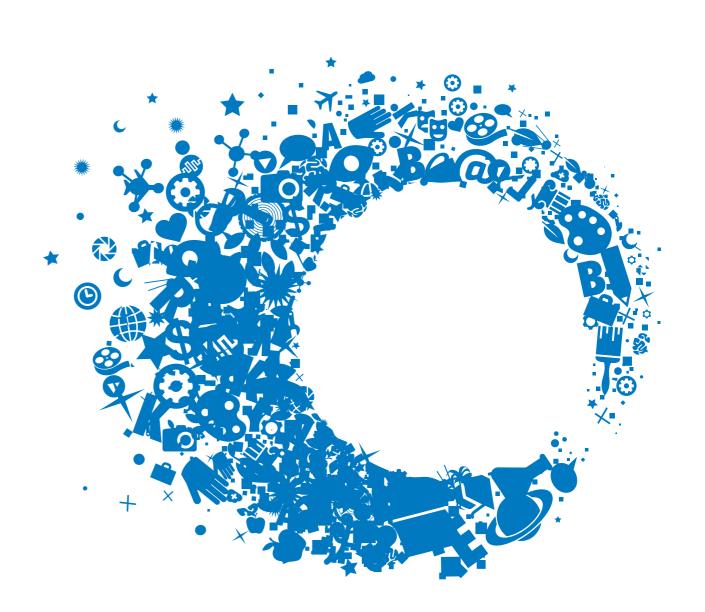
THE BREAKTHROUGH GRAPHIC ELEMENT: The Enzo

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.



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Each year, Breakthrough ambassadors (teaching fellow alumni) play an instrumental role in inspiring the next gene tion of Breakthrough teachers. Ambassadors join an incredible network of Breakthrough alumni on campuses acro nation committed.

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Document descrip

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 add graphic elements to the logo.



Never distort the logo.



Never rotate the logo.



Never lock up the logo with other text.



For negative versions, use only white on blue.



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



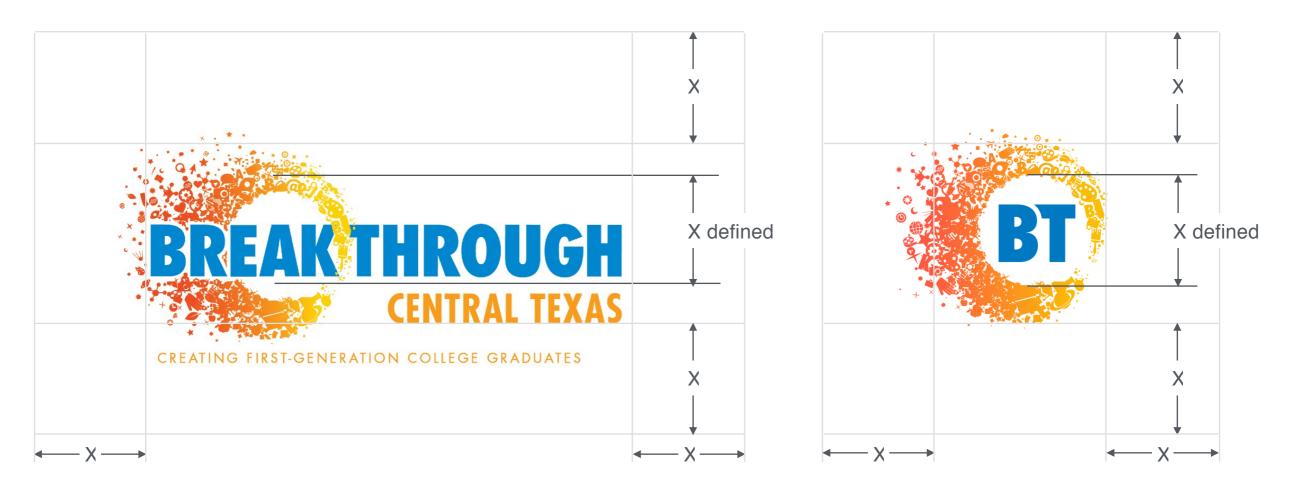
For one-color versions, use only Blue or Gray (50% Black) on White paper/backgrounds.



CLEAR SPACE

LOGO CLEAR SPACE

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 80% 50% **Blue PMS 3005** R0 G116 B201 C85 M19 Y0 K0 80% 50% 80% 50%

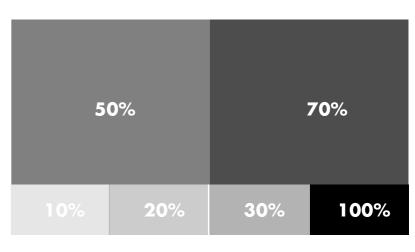
Red PMS 7417

R233 G74 B55 C0 M83 Y85 K0 Orange PMS 1375

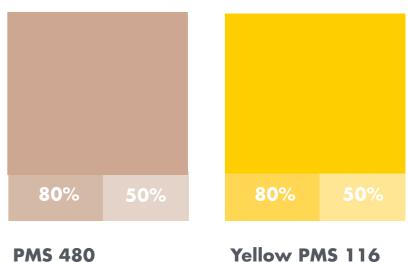
R250 G157 B28

C0 M45 Y100 K0

Secondary



Black and Gray scale



PMS 480 R205 G167 B148 C8 M29 Y32 K13

R255 G210 B3 C0 M16 Y100 K0

TYPOGRAPHY

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.

USE ALL CAPS ONLY Headlines	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&*()	FUTURA STD EXTRA BOLD CONDENSED
ONLY Subheadings	1234567890!@#\$%^&*()	
Subheadings	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Futura Std Bold
Body copy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Futura Std Book

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.**



USE ALL CAPS Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Impact

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

Subheadings

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

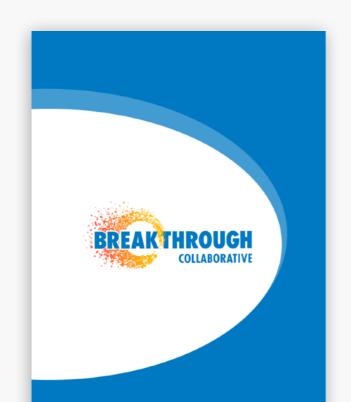
Tw Cen MT Bold

Body copy

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

Tw Cen MT Regular

BREAKTHROUGH SAMPLE COMMUNICATIONS











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BREAKTHROUGH IS MORE THAN EDUCATION

It's about showing your students the world and then making that their world.

Breakthrough is about stretching-stretching your personal limits and your students' so that logather, you both may grow. As a planeer in education reform, Breakthrough is more than an arganization. We are a nationwide movement, tockling the achievement gap with a groundbreaking approach. Through our summer and school-your programs, we increase academic apportunity for highly motivated, underserved middle, and highschool students, putting them on the path to college. We are also the largest proservice too-best-training program in the country, providing best-in-class pre-professional training for more than 1,000 undergraduate teaching fellows each year. As part of this commitment to developing the next generation of fescalers, we offer leadership residencies for professional educators, who support our teaching fellows as instructional acouches.