



# 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

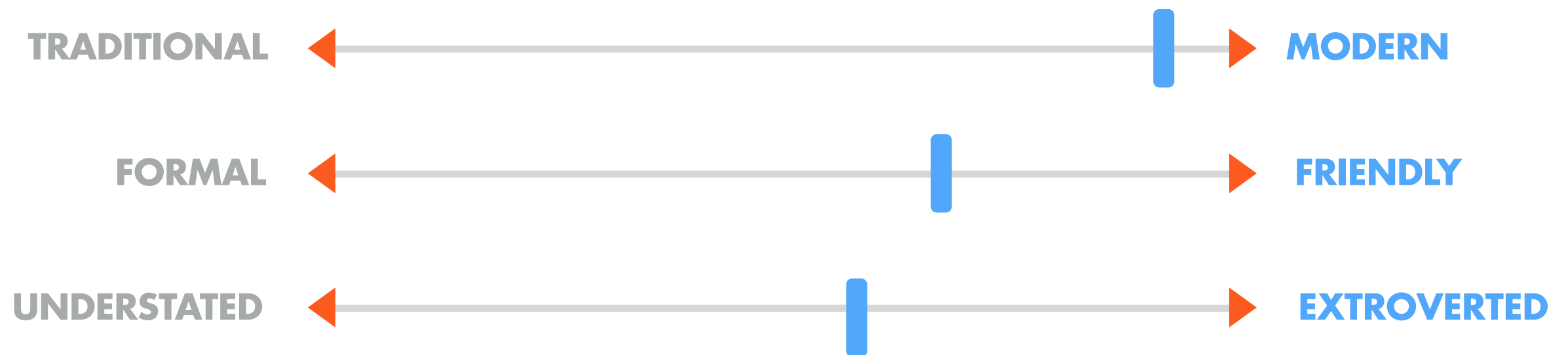
- We like to wear costumes.
- We like to cheer. We know that when learning is engaging and student-focused, outcomes improve.

## 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.



Intoribea poribearum, odis modigent quodion con core quate sed eo.

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

- **Intoribea poribearum, odis modigent quodion con core quate sed eo.**

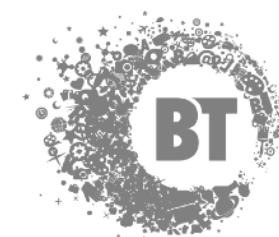
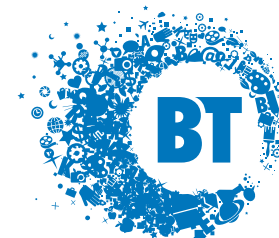
Each year, Breakthrough ambassadors (teaching fellow alumni) play an instrumental role in inspiring the next generation of Breakthrough teachers. Ambassadors join an incredible network of Breakthrough alumni on campuses across the nation committed.



# 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.

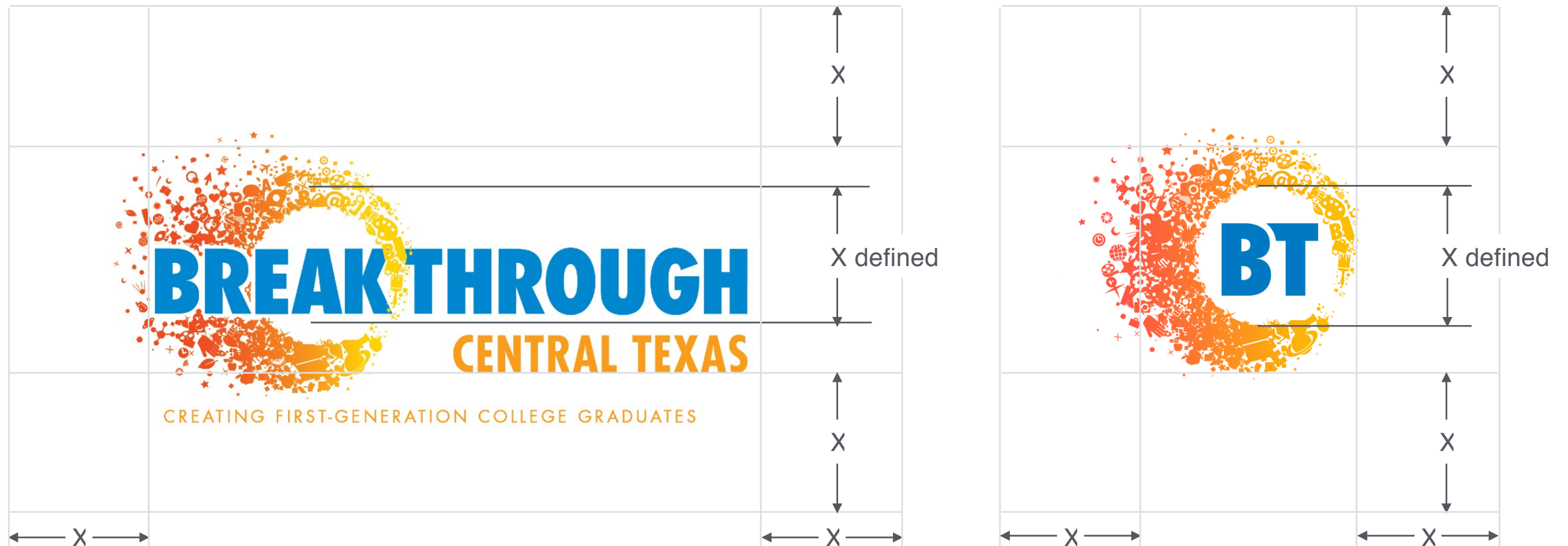


The image features a solid blue background. On the left side, there is a large, white circle. The text 'CLEAR SPACE' is written in white, uppercase letters on the right side of the image, positioned horizontally between the white circle and the right edge.

**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

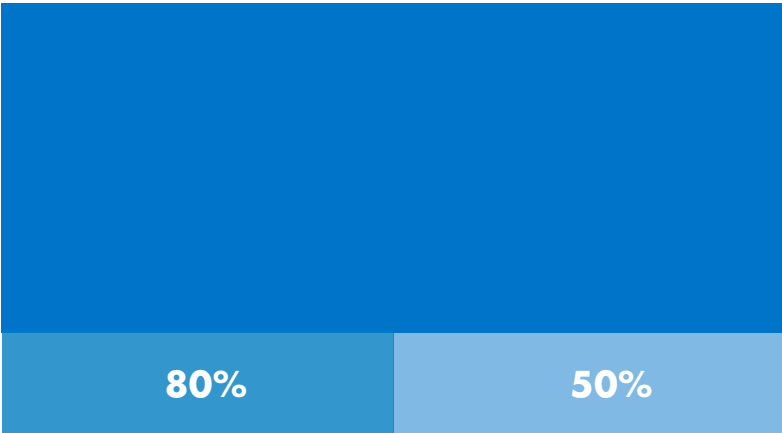
Use our primary  
for headlines.

Use our secondary  
for charts.

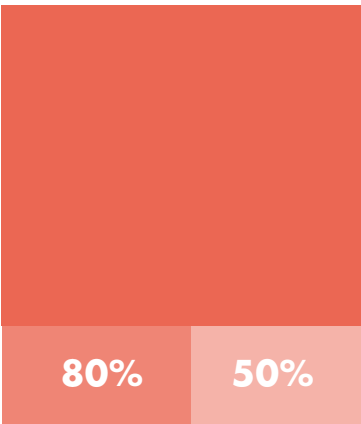
Use Black for small-font  
body copy.

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

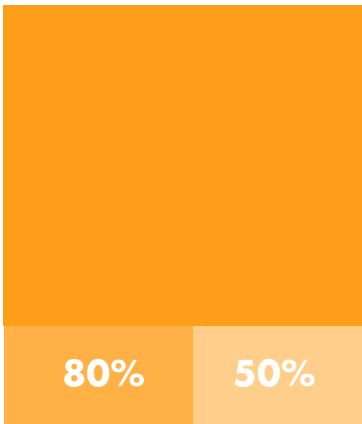
## Primary



**Blue PMS 3005**  
R0 G116 B201  
C85 M19 Y0 K0

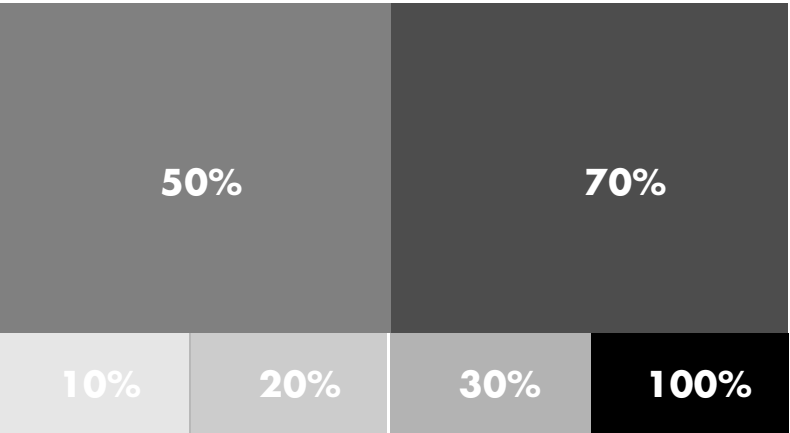


**Red PMS 7417**  
R233 G74 B55  
C0 M83 Y85 K0

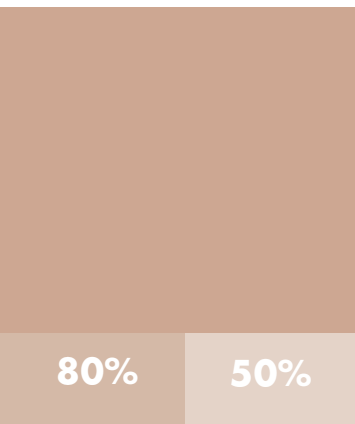


**Orange PMS 1375**  
R250 G157 B28  
C0 M45 Y100 K0

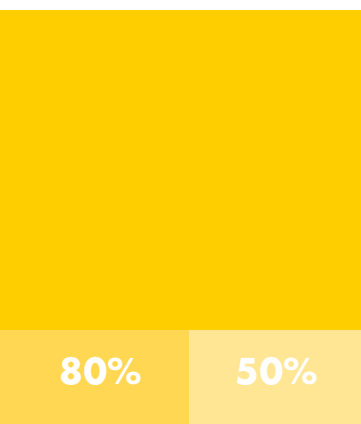
## Secondary



**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 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** **FUTURA STD EXTRA BOLD CONDENSED**  
**1234567890!@#\$%^&\*()**

USE ALL CAPS  
ONLY  
Subheadings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **FUTURA STD BOLD CONDENSED**  
**1234567890!@#\$%^&\*()**

Subheadings

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

Body copy

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



# 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  
ONLY  
Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Impact

Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Tw Cen MT Bold

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Tw Cen MT Regular

# BREAKTHROUGH SAMPLE COMMUNICATIONS

