



Brand Identity Guidelines

August 2021

This is a guide to the basic elements that make up **YES Prep**. Have a look – it will help you get to know us better.

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A word on branding. Our brand expresses who we are and what we stand for through visual and messaging elements that work together for all communications. It's our personality defined in a way that differentiates us from everyone else – all said in a voice unique to us.

*Brand Identity**Icon**Logotype**Descriptor**School Name***Southeast Secondary**

Components of the brand identity are:

- Icon
- Logotype
- Descriptor
- School Name (or other label)

Because of the size of our organization, we have several different versions of our brand identity. Familiarize yourself with them so you know which version to use and how to use it appropriately.



Logotype & Descriptor

The icon with adjacent text and descriptor, “public schools”.



Logotype

The icon with adjacent text.



Icon

The stand-alone “y” icon.



North Forest Elementary

Logotype, Descriptor & School

The icon with adjacent text and descriptor followed by school name.



North Forest Elementary

Logotype & School

The icon with adjacent text and school name underneath.



North Forest Elementary

Icon & School

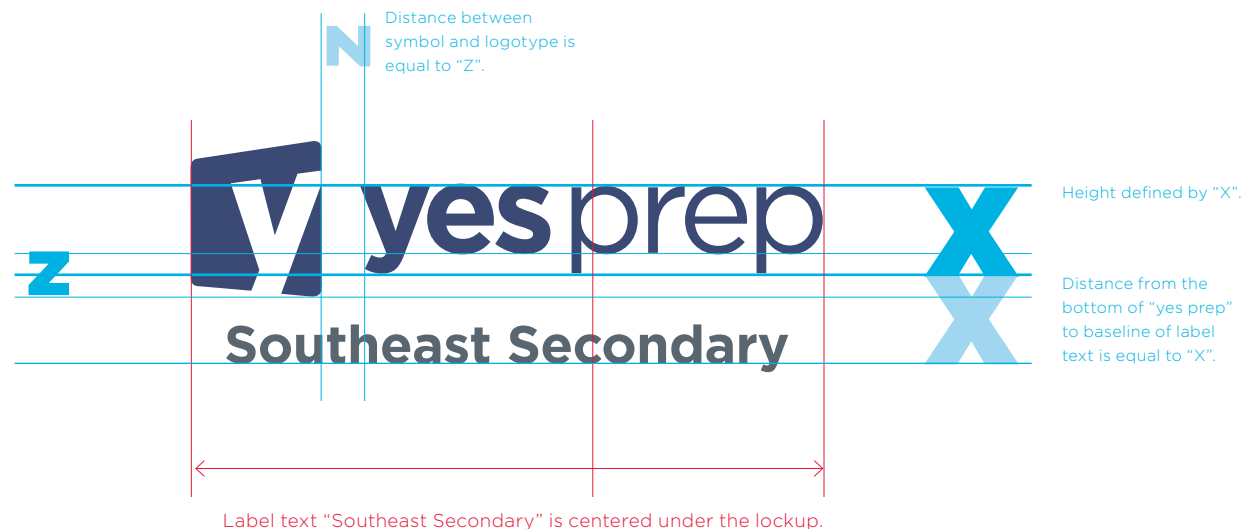
The icon with school name underneath.



Specialty

The icon with adjacent text as a specialty

Lock it up. The logo is crafted with balance and proportion in mind, and has a lot of moving parts. When utilized together, we need to keep them together, as shown.



This is just one example. In general, the other logo formats provided follow the same underlying structure. Do not alter from the arrangement, style, color, font, et al. provided. Basically, you can't touch this.

Let it be. Other elements do not have permission to intrude on the personal space of the YES Prep brand identity, even if they ask permission. No.



We're pretty sure that no organization, ever, has wanted to use their logo smaller, but just in case, there are limits.



Pretty straight forward, right? If other elements come into frame, it will alter the perception of the identity and diminish its impact.

Updating school names. With the expansion into elementary education, all YES Prep names should include Elementary/Secondary.

Why add Secondary if there is no Elementary school with the same name?

- Subtly emphasizes that YES Prep now serves students from pre-K to 12th grade
- Creates cohesion among the logos and naming conventions for all YES Prep schools rather than having two groups of logo styles
- Creates clarity for potential parents and other YES Prep outsiders on what grades each school serves



Centering the name. With the longer school names, the campus line is now centered underneath the entire logo for balance and space.



North Forest Elementary



North Forest Elementary



**North Forest
Elementary**



**North Forest
Elementary**

Avoid using the vertical logo that includes
Public Schools.

We have logos in different formats and colors.
A few of them are shown below.



There's a variety of logos that you can apply to promotional materials and products, but you still have to be careful. Read on to discover how to apply them properly.

Logo Do's and Don'ts. Consistency builds brand recognition over time and there are things you should and shouldn't do in regards to the brand identity.

1

Clearspace

The logo needs adequate space around it so that clarity is maintained at all times.

2

Minimum Size

In certain instances, if the logo is too small the descriptor text will be illegible.

3

Distortion & Effects

Do not stretch, italicize, skew, distort, squash or add crazy 3D effects to the logo.

4

Color

Do not use colors that are not in the approved color palette. If you're not sure, ask or just don't do it.

5

Positioning

Do not alter the spatial relationships of the icon, logotype, descriptor text or labels underneath the logo.

6

Labels and Descriptor Text

Do not create new or alter existing text within the logo.

7

Context

Do not place the logo on an image (or portion of an image) or background that is too busy.

8

Rotation

Do not rotate the logo.

9

Breaking

Do not break apart the logo from the predetermined proportions to make room for more stuff.

10

Independent Enlargement

Do not alter the size of any of the components independent of the others. Always scale uniformly.

The integrity of the logo should be respected at all times. Here are visual examples of the “Don’ts” described on the previous page.



Any modification of the brand identity only serves to confuse its meaning and diminish its impact.

Know your audience. One way to narrow down which YES Prep logo to use in promotional materials and products is to know your audience.

Internal Audience



People that make up YES Prep, i.e. staff, students, families, board of directors. Shares the same mission and core values and are familiar with the YES Prep brand. For this reason, you are able to use a less formal logo, such as the “Y” icon or for schools the “Y” icon with school name only.

External Audience



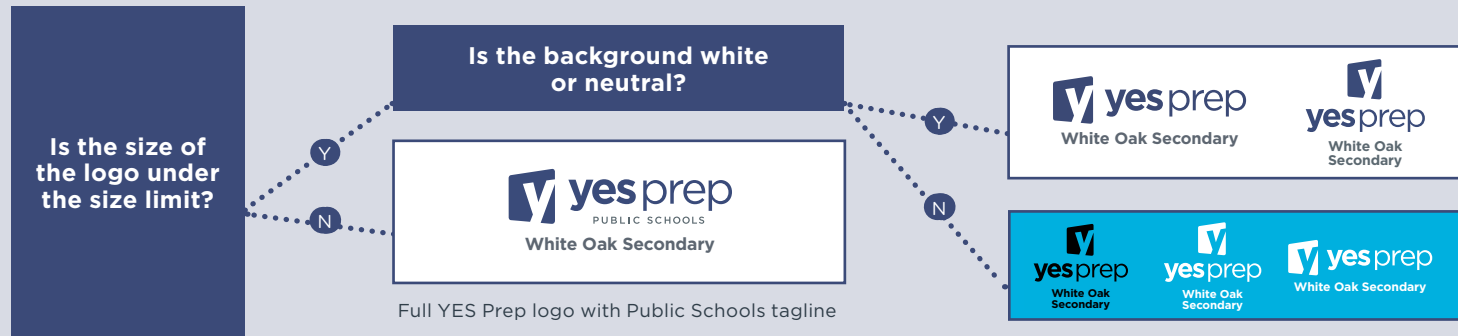
People outside of YES Prep who may or may not be familiar with our organization. An external audience would be the community in general, elected officials, media, etc. You should use the official logo that has the name of our organization: YES Prep Public Schools, and for our schools, the logo that has both our YES Prep name and the name of their school.

Which logo should I pick? A user's guide.

10

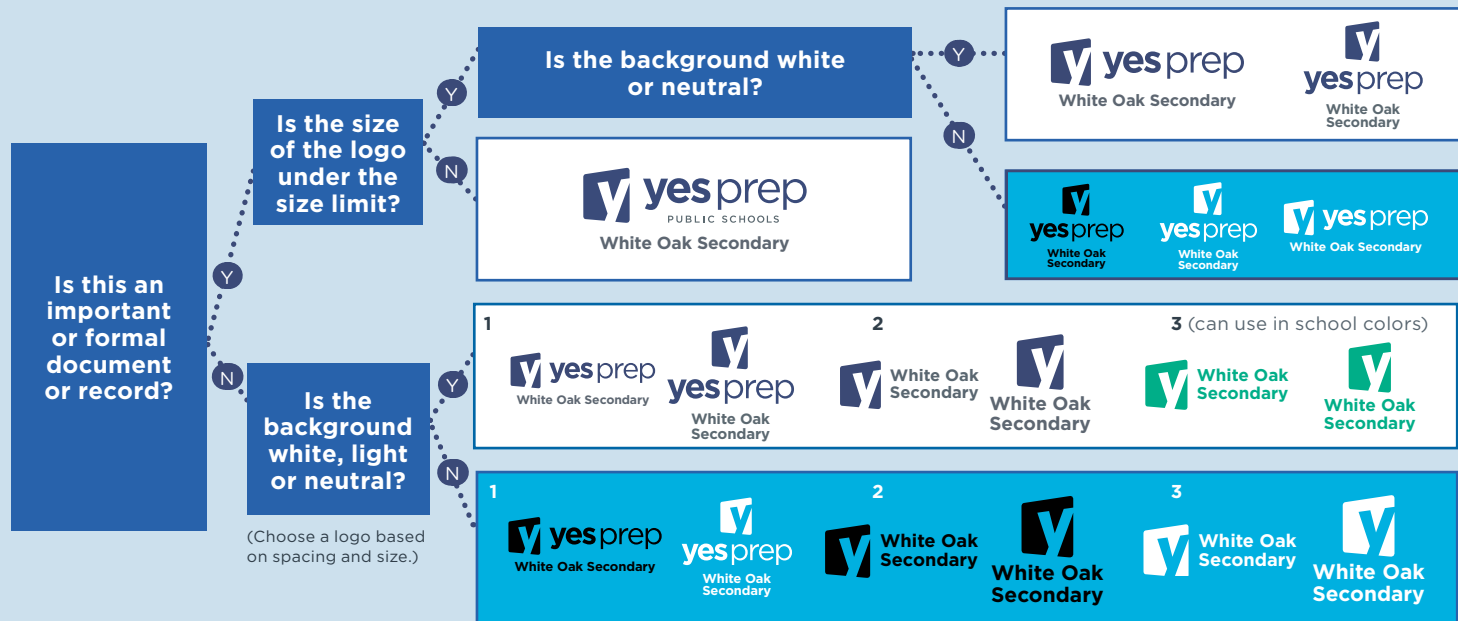
External Audience

Examples: signage, letterheads, public flyers, presentations



Internal Audience

Examples: flyers and other communications with students, staff and families; in-school signs; uniforms



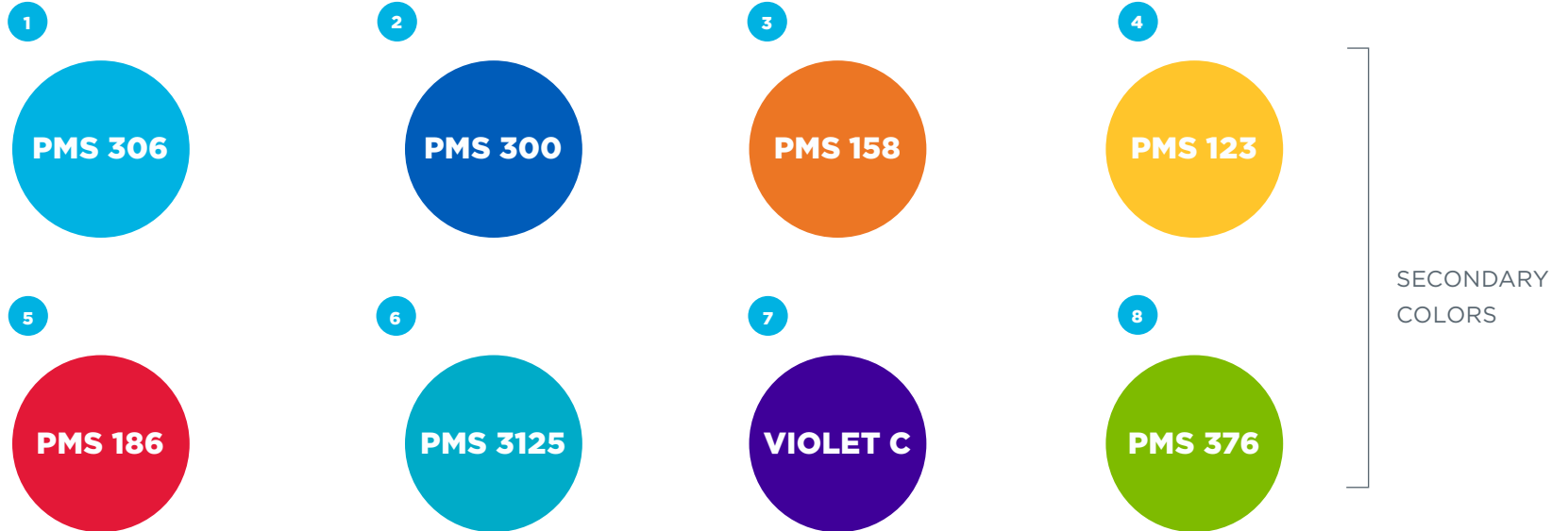
Colors



Our colors give us personality. We have a primary, or “corporate” color, a neutral pair and an extensive secondary palette to brighten things up.

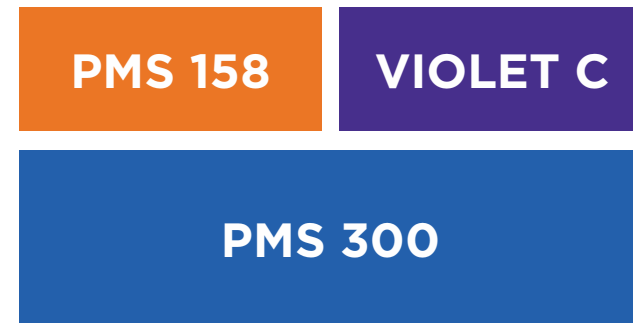
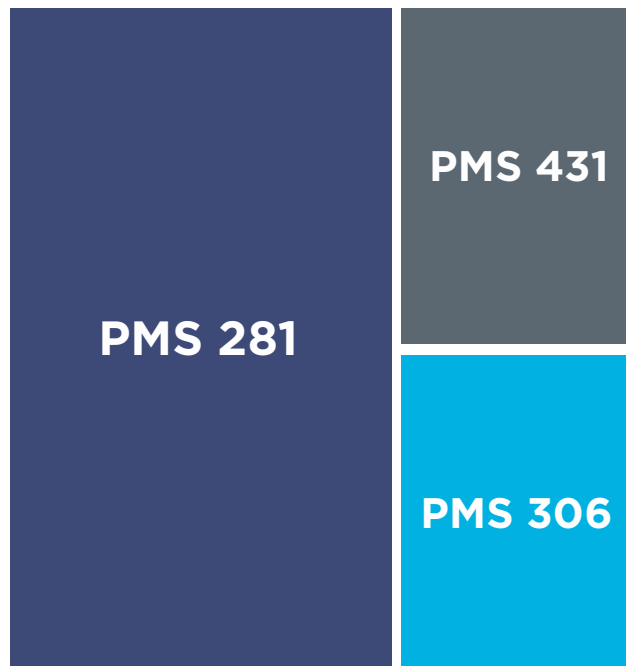


Our secondary palette is really extensive. This secondary color palette speaks to our rich, diverse culture – and colorful personality. Many of these colors complement our school color palettes.



Select wisely and make sure colors complement each other.

Here are some suggested color palettes to use when mixing our primary and secondary colors.



Typography



Typography is a key element in communicating a unified personality. The type family “Gotham” is our primary font. It gives us a modern, yet approachable and “open” voice.

For Print

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$\$%&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$\$%&*)

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$\$%&*)

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$\$%&*)

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$\$%&*)

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$\$%&*)

THIN

The Gotham type family is a modern sans serif font that excels in a broad range of use in applications from large display type to smaller reading text. It should be used in all communication materials whenever possible.

We realize that the preferred type family isn't always available. For that reason, we've selected Arial as the font family for online and other internal communications.

For Internal & Online Use

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%&*)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%&*)**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%&*)**

Bold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%&*)*

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%&*)

Regular

The type family Arial has been selected as a secondary typeface and can be used in communication materials including day-to-day correspondence in transmittals, faxes and other MS Office® applications whenever Gotham is not available.

Secondary



Brays Oaks Secondary

The Cavaliers

Official School Logos



Color Palette



PMS 200

PRIMARY



PMS 303

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



PMS 200

R 195
G 4
B 48

C 16
M 100
Y 87
K 6

Hex #C30430

PMS 303

R 2
G 42
B 58

C 96
M 72
Y 52
K 56

Hex #022A3A

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

East End Secondary

The Explorers

Official School Logos



Color Palette



PRIMARY



SECONDARY



COMMON

School Level Logos



PMS 283

R 146
G 192
B 234

C 40
M 13
Y 0
K 0

Hex #91COEB

PMS 429

R 163
G 170
B 174

C 37
M 27
Y 27
K 0

Hex #A3AAAD

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Eisenhower High

The Eagles

Official School Logos



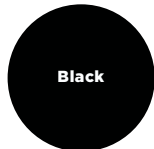
School Level Logos



Color Palette



PRIMARY



SECONDARY



COMMON

PMS Yellow

R 255
G 221
B 0

C 2
M 9
Y 100
K 0

Hex: #FFDD00

PMS 7549

R 0
G 0
B 0

C 100
M 100
Y 100
K 100

Hex: #000000

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0

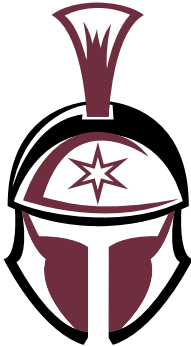


INCLUDED

Fifth Ward Secondary

The Titans

Official School Logos

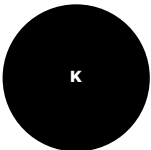


Color Palette



PMS 505

PRIMARY



K

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



PMS 505

R 113
G 45
B 61

C 43
M 86
Y 58
K 38

Hex: #6E2636

BLACK

R 0
G 0
B 0

C 0
M 0
Y 0
K 100

Hex: #000000

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Gulfton Secondary

The Force

Official School Logos



Color Palette



PRIMARY



SECONDARY



COMMON

School Level Logos



PMS 430

R 124
G 134
B 141

C 55
M 40
Y 37
K 4

Hex: #7A868C

PMS 534

R 28
G 53
B 94

C 98
M 85
Y 36
K 27

Hex: #1A355E

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Hobby Secondary

The Aviators



Official School Logos



Color Palette



PMS 7715

PRIMARY



PMS 7549

SECONDARY



PMS 442

COMMON

School Level Logos



PMS 7715

R 124
G 134
B 141

C 55
M 40
Y 37
K 4

Hex: #136066

PMS 7549

R 28
G 53
B 94

C 98
M 85
Y 36
K 27

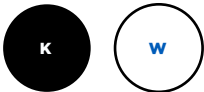
Hex: #FDB52B

PMS 442

R 125
G 134
B 140

C 54
M 40
Y 37
K 4

Hex: #9EACAC



INCLUDED

Hoffman Middle

The Hornets

Official School Logos



School Level Logos

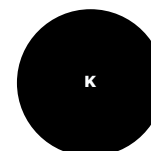


Color Palette



PMS 109

PRIMARY



K

SECONDARY



COOL
GRAY
5

COMMON

PMS 109

R 0
G 177
B 136

C 83
M 0
Y 63
K 0

Hex: #FFD100

BLACK

R 0
G 0
B 0

C 0
M 0
Y 0
K 100

Hex: #000000

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Home Office

The Stars

Official Logos



Color Palette



PRIMARY

PMS 281 U

R 63
G 73
B 113

C 85
M 69
Y 22
K 7

Hex: #3F4971



SECONDARY

PMS 431

R 92
G 103
B 112

C 64
M 46
Y 39
K 11

Hex: #5C6770



COMMON

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

North Central Secondary

The Trailblazers

Official School Logos



Color Palette



PMS 021C

PRIMARY



PMS 286

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



PMS 021C

R 255

G 82

B 0

C 0

M 82

Y 100

K 0

Hex: #F05423

PMS 286

R 0

G 51

B 161

C 100

M 84

Y 11

K 3

Hex: #0033A1

COOL GRAY 5

R 180

G 178

B 176

C 31

M 25

Y 27

K 0

Hex: #B4B2B0



INCLUDED

North Forest Secondary

The Legends

Official School Logos

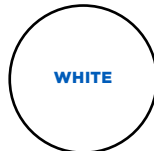


Color Palette



PMS
VIOLET

PRIMARY



WHITE

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



PMS VIOLET

R 65
G 0
B 153

C 90
M 100
Y 1
K 2

Hex: #410099

WHITE

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

Hex: #FFFFFF

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



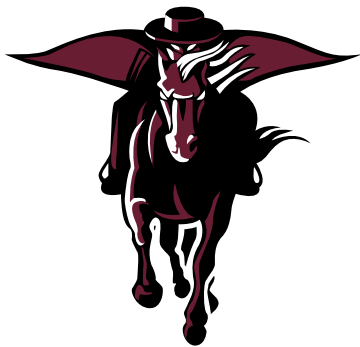
K

INCLUDED

Northbrook High

The Raiders

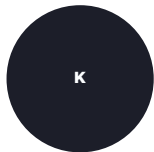
Official School Logos



Color Palette



PRIMARY



SECONDARY



COMMON

School Level Logos



PMS 7421

R 106
G 27
B 49

C 38
M 94
Y 63
K 45

Hex: #6A1B31

BLACK

R 0
G 0
B 0

C 0
M 0
Y 0
K 100

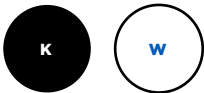
Hex: #000000

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Northbrook Middle

The Knights

Official School Logos



Color Palette



PRIMARY



SECONDARY



COMMON

School Level Logos



PMS 319

R 32
G 203
B 212

C 66
M 0
Y 21
K 0

Hex: #2DCCD3

PMS 532

R 28
G 31
B 42

C 81
M 73
Y 56
K 68

Hex: #1A1E29

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Northline Secondary

The Revolutionaries

Official School Logos



Color Palette



PMS 306

PRIMARY



PMS 307

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



PMS 308

R 0
G 179
B 227

C 69
M 2
Y 4
K 0

Hex: #00B3E3

PMS 307

R 0
G 106
B 166

C 88
M 49
Y 9
K 1

Hex: #006AA6

COOL GRAY 5

R 180
G 178
B 176

C 27
M 22
Y 23
K 0

Hex: #B4B2B0



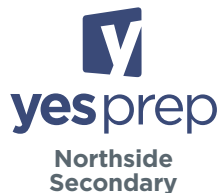
K

INCLUDED

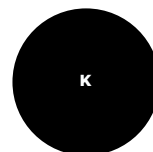
Northside Secondary

The Pride

Official School Logos



Color Palette



PRIMARY



SECONDARY



COMMON

BLACK

R 0
G 0
B 0

C 0
M 0
Y 0
K 100

Hex: #000000

PMS 312

R 0
G 93
B 185

C 100
M 62
Y 7
K 1

Hex: #00A7CE

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0

School Level Logos



INCLUDED

Northwest Secondary

The Hawks

Official School Logos



Color Palette



540 U

PRIMARY



PMS 375 U

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



540 U

R 63
G 82
B 111

C 82
M 66
Y 36
K 19

Hex: #3F526F

PMS 375 U

R 115
G 201
B 45

C 58
M 0
Y 100
K 0

Hex: #73C92D

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Southeast Secondary

The Wizards

Official School Logos



Color Palette



PMS 116

PRIMARY



PMS 288

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



PMS 116

R 255
G 206
B 0

C 0
M 18
Y 100
K 0

Hex: #FFCE07

PMS 288

R 0
G 45
B 116

C 100
M 87
Y 27
K 19

Hex: #002D74

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Southside Secondary

The Giants

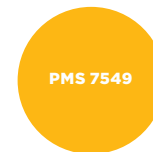
Official School Logos



Color Palette



PRIMARY



SECONDARY



COMMON

School Level Logos



PMS 1955

R 143
G 19
B 54

C 29
M 100
Y 70
K 27

Hex: #8F1336

PMS 7549

R 255
G 183
B 0

C 0
M 31
Y 100
K 0

Hex: #FFB700

PMS 288

R 0
G 45
B 115

C 100
M 88
Y 27
K 19

Hex: #092C74



INCLUDED

Southwest Secondary

The Mavericks

Official School Logos



Color Palette



PMS 354

PRIMARY



PMS 300

SECONDARY



COOL
GRAY
5

COMMON

School Level Logos



PMS 354

R 0
G 175
B 67

C 95
M 0
Y 100
K 0

Hex: #00AF43

PMS 300

R 0
G 93
B 185

C 100
M 62
Y 7
K 1

Hex: #005CB9

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

West Secondary

The Marvels

Official School Logos



Color Palette



PMS 485

PRIMARY



PMS 2955

SECONDARY



COOL
GRAY
5

COMMON

PMS 485

R 226
G 38
B 28

C 6
M 98
Y 100
K 1

Hex: #E2261C

PMS 2955

R 0
G 55
B 100

C 100
M 78
Y 36
K 28

Hex: #003763

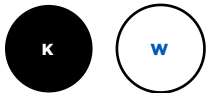
COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0

School Level Logos



INCLUDED

White Oak Secondary

The Owls

Official School Logos



School Level Logos



Color Palette



PRIMARY



SECONDARY



COMMON

PMS 339

R 0
G 177
B 136

C 83
M 0
Y 63
K 0

Hex: #00B188

PMS 1375

R 249
G 159
B 30

C 0
M 44
Y 99
K 0

Hex: #F99F1E

COOL GRAY 5

R 180
G 178
B 176

C 31
M 25
Y 27
K 0

Hex: #B4B2B0



INCLUDED

Elementary



A few words on elementary branding

Our elementary brand is an extension of our overall YES Prep brand with a few differences in visual elements.

Our elementary branding has unique but complementary colors, typography and graphic elements to help amplify a playful visual personality.

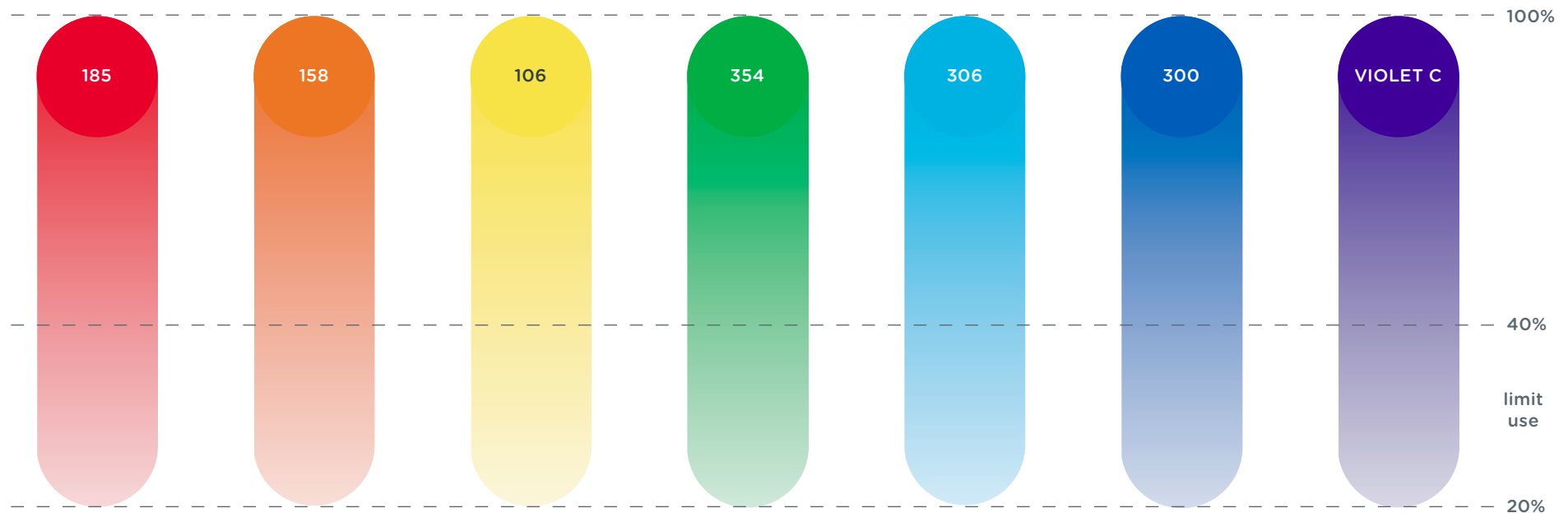
Colors



Elementary Color Palette

43

Here is our elementary color palette. Vibrant, fun and playful. Some colors are derived from our main secondary color palette.



C	2
M	100
Y	92
K	0

R	234
G	0
B	41

#E70031

C	3
M	66
Y	99
K	0

R	237
G	118
B	37

#EB7631

C	4
M	5
Y	85
K	0

R	249
G	227
B	70

#F9E254

C	95
M	0
Y	100
K	0

R	0
G	168
B	79

#00AD47

C	81
M	4
Y	5
K	0

R	0
G	178
B	226

#00B3E0

C	100
M	62
Y	7
K	0

R	0
G	99
B	166

#005FB6

C	90
M	100
Y	1
K	2

R	69
G	45
B	140

#410096

Typography



Font

This is Gotham Rounded. It's modern, kid-friendly and fun! The letters are really approachable, making it the ideal candidate for an elementary school system.

Primary—Gotham Rounded

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	LIGHT

& ‰ ? @

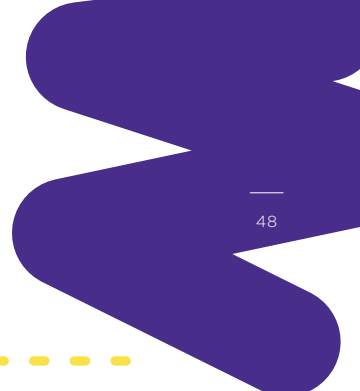
DESIGNER
TOBIAS FRERE-JONES

FOUNDRY
HOEFLER & CO.

YEAR
2009

Logos





Elementary Logos

Official School Logos



School-Level Logos



Sparks Mascot



Sparks is a non-traditional mascot without a pictorial representation, so it's crucial to use it in cases where the context helps add that clarity. Sparks are YES Prep elementary students. When using the Sparks mascot name, it should be interchangeable with the word "student."

- Sparks Code of Conduct
- Sparks Field Day
- Go Sparks!
- 4th Grade Sparks



Sparks Colors

Sparks Color Palette

As the full-color Sparks mascot includes 6 of the 7 elementary palette colors, display options should be limited to preserve the vibrancy of the mascot.



Background: white or light grey/blue

Spark: full color

Text: blue



Background: blue

Spark: full color

Text: white



Background: white

Spark: black

Text: black

(for B&W printing)



Backgrounds: any other/school color

Spark: white

Text: white

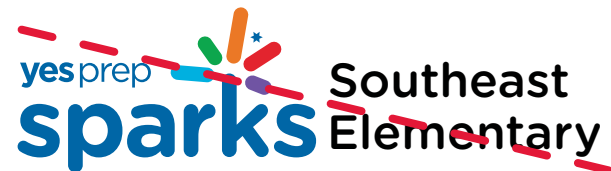
Sparks Mascot Use



When both the YES Prep logo and Sparks mascot are present (such as on shirts and signage), the YES Prep logo should have primary placement and be equal in size or larger than the Sparks mascot.



Just as we do not use the name of the school mascot to take the place of the name of the school, the Sparks mascot should NOT be used in place of the YES Prep logo or on any collateral where YES Prep branding would typically appear — i.e. the inclusion of YES Prep into this logo is not sufficient to replace the main logo.



The Sparks mascot should not be used with the names of the schools. School names should only be incorporated into the main system-wide logos and school logos.



Photography



Photography Inspiration



Photo Guidance

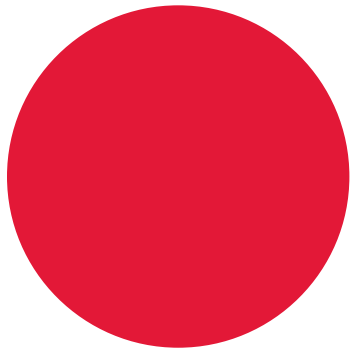
A visual guide for elementary photos is:

- Simple
- Candid
- Bright
- True to life
- Diverse
- Active
- Colorful
- Energetic
- Sincere
- Fun

Use these words to guide you when taking photos or using imagery in collateral.

Elementary Elements

Below are the various elements that are used to enhance the Elementary design collateral. The behavior of the elements are not fixed. They can change color, create patterns, enlarge or move around on the page as needed. See the examples to understand how they can be used.



Circle



Vertical Squiggle



Horizontal Squiggle



Thick Line



Dashed Line

Elementary Examples

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*This document was created by the Communications and Marketing team.
Please contact communications@yesprep.org with questions concerning
the YES Prep Public Schools brand.*

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