

+ BRAND STANDARDS MANUAL

Keep Learning...
OUR FUTURE DEPENDS ON IT.

+ WHAT IS KEEP LEARNING?

Keep Learning is a group of private businesses, government, media and educators who recognize we need to change our perceptions of education in mid-Michigan if we want our community to grow and thrive in the 21st century.

What is this manual for?

This manual provides policies and procedures for the use of the Keep Learning...Our Future Depends On It. logo and other key identity elements by:

- + Explaining corporate, subsidiary and product names and how they are used correctly.
- + Describing the elements of Keep Learning's corporate identity, including the logotype and corporate colors.
- + Illustrating common mistakes in using the logo.



THE KEEP LEARNING... LOGO

The Keep Learning... Logo is the one graphic element that universally identifies Keep Learning... Our Future Depends On It and their effort. Whenever the Keep Learning... logo appears in print or electronic communications, it should be reproduced in its complete form as shown in this guide.

Proper use of the logo gives Keep Learning... a clearly recognizable visual identity and strengthens the organization's public image. For this reason, the logo should never be altered, modified, or obstructed in any way or reproduced in other than its complete form.

Background proper usage



Minimum Size usage



Backgrounds

To maintain brand consistency, the logo should never be printed on any other background color than the designated yellow or white. The logo itself is to be only printed in black.

Size

Always reproduce the emblem at a recognizable size. The minimum recommended sizes are 150 pixels wide for websites and 2 inches wide in print.

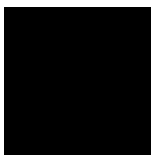
Special Uses of the Logo

For embossing and foil stamping, the reverse logo file may be used. Keep Learning... does not supply files for embroidery purposes.



THE KEEP LEARNING... LOGO

Official Logo Colors



+ BLACK

CMYK= 0C - 0M - 0Y - 100K

RGB= 0R - 0G - 0B

HEX= #000000



+ PANTONE 108

CMYK= 0C - 6M - 95Y - 0K

RGB= 247R - 242G - 0B

HEX= #FFFF00

Keep Learning... Colors

The official Keep Learning... colors are black and yellow. The logo should appear in these colors on Web sites, in four-color publications, and in any other application where full color is possible.

Logo Placement

The Keep Learning... logo is to be placed in the lower right corner of it's perspective piece. No matter the orientation of the canvas, portrait or landscape.

Logo Placement Example



+ THE KEEP LEARNING... LOGO

Improper Logo Usage



Do not rotate the Keep Learning... logo.



Do not use the Keep Learning... logo in any other color(s) than black.



Do not embellish the Keep Learning... logo in any way.



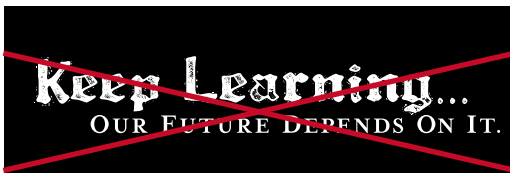
Do not place the Keep Learning... logo on top of a photograph or complex artwork.



Do not attempt or allow anyone to recreate the Keep Learning... logo.



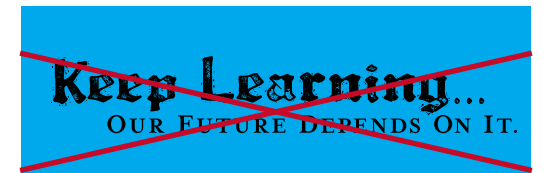
Do not separate the Keep Learning... logo from its slogan.



Do not reverse out the Keep Learning... logo onto a black or colored background.



Do not stretch the Keep Learning... logo.



Do not place the Keep Learning... logo onto any color other than the designated yellow.

+ KEEP LEARNING... FONTS

The designated typeface for the Keep Learning... brand is Helvetica Neue Condensed font family. Samples of this font and it's Keep Learning... uses are found below. The use of any other font is unacceptable.

Heading Style = Helvetica Neue - Bold Condensed - All Caps

LEARNING = EARNING

Sub-Heading Style = Helvetica Neue-Condensed

Keep Learning is about more than parents, schools, and even kids. Keep Learning is about the quality of life, here in mid-Michigan, for each and every one of us. It's about your business, and its future success. Ultimately, Keep Learning is about ensuring each capital area resident, including you, has instilled within him or her a deep and ongoing commitment to education.

+ BILLBOARDS

The Keep Learning... billboard campaign was designed to create public awareness through simplicity of message. The use of the yellow was meant to solicit an educational awareness as well as a visual uniqueness in the marketplace. The billboard slogans were created through extensive research and provide a direct and concise message that speaks to our cause and to our target audience.

Below is an example of an existing Keep Learning... billboard along with basic design standards for the Keep Learning... billboards.



+ PRINT ADVERTISING

The Keep Learning... print advertising was designed to create public awareness through simplicity of message. The use of the yellow was meant to solicit an educational awareness as well as a visual uniqueness in the marketplace. The consistency in the Keep Learning... brand lend itself well to the variety of advertisement sizes.

Below are examples of various Keep Learning... print advertisements along with basic design standards to be followed.

Standard Color Advertisement

Using the visual center of the page to make the ad's message the focal point of the ad.

EDUCATION = JOBS

+ Only 27% of all parents say getting a good education is essential for getting ahead in life.

+ LearnForOurFuture.org

Space created and used to isolate and draw attention to logo while leaving the focus on the ad's message and Keep Learning... website.

Keep Learning...
OUR FUTURE DEPENDS ON IT.

The advertisement is set against a solid yellow background. The text is in black. A red double-headed arrow points from the top text to the main headline. Another red double-headed arrow points from the bottom text to the main headline. A red arrow points from the URL to the main headline. A red arrow points from the logo to the bottom right corner.

Standard Black & White Advertisement

EDUCATION = JOBS

Only 27% of all parents say getting a good education is essential for getting ahead in life.

+ LearnForOurFuture.org

Website URL isolated from message and logo.

Keep Learning...
OUR FUTURE DEPENDS ON IT.

The advertisement is on a white background. The text is in black. A red arrow points from the URL to the main headline. A red arrow points from the logo to the bottom right corner.

Logo consistently placed in designated lower right corner.

+ OTHER STANDARDS

Below are a number of graphic standards that need to be followed when presenting the Keep Learning... brand.

\$1 Million Check Printing Standards

Should the Keep Learning... \$1 Million Check be printed. The artwork must be printed on a yellow paper stock. The closest color match to the designated Keep Learning... yellow is required for ultimate effectiveness. The weight of the stock may vary.

Do Not Use Photography

A conscious effort was made in the development of the Keep Learning... brand and collateral materials to avoid the use of photography. Photography, especially that involving people, will limit the reach of the Keep Learning... message and date the material.

+ LearnForOurFuture.org