

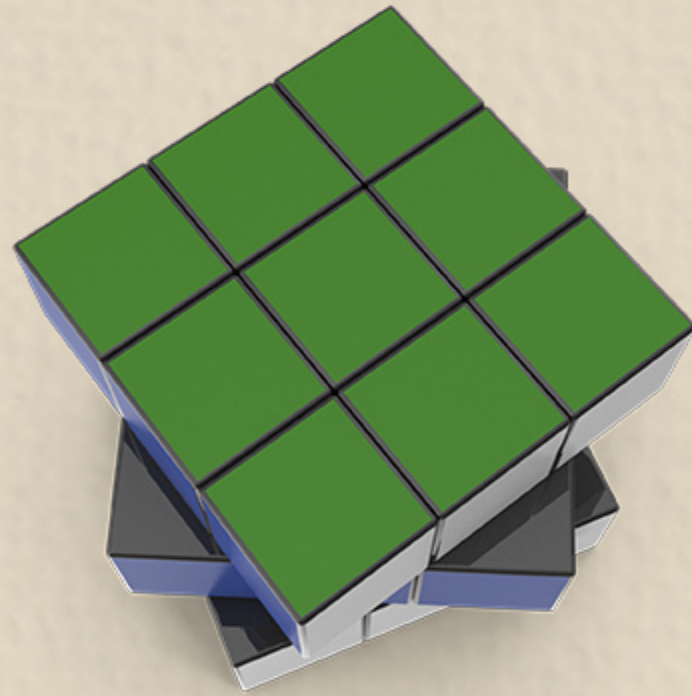


BRAND GUIDELINES

All about our organization's branding and visual identity

Welcome

01



These brand guidelines are designed to ensure a consistent look and tone in all forms of communication.

The upcoming sections will help you understand our brand, what it stands for, and how to convey it in the best way possible.

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INTRODUCTION



03

About Us

The Attollo Program, part of The Children Deserve a Chance Foundation, is a college access and leadership development program for high school students in Lancaster County, Pennsylvania. The organization was founded in 2008 by Jordan Steffy. Throughout our programs, we emphasize three main areas of growth for our students: radical self-inquiry through reflection and introspection, performing complex tasks at an exceptional level, and sharing their stories in an empowering manner. We accomplish this through rigorous and transformative programming designed to prepare students for college and life in the professional world.

Mission

Our mission is to support success-oriented students from diverse backgrounds in their pursuit of academic achievement, self-empowerment, and social engagement.

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THE LOGO

Our Logo

Our logo is the pillar of our identity. It ensures an individual and consistent image of the organization. The logo is comprised of the name of the organization , with a benchmark comprised of a two toned Shield.

Primary Logo

The primary logo consists of two parts: The wordmark and the benchmark. The logo was created using specific proportions that give it a balanced appearance.

Brandmark Logo

The Shield serves as the foundation for the brandmark. Its integrity allows for a wide range of applications



Primary Logo



Brandmark Logo

Alternate Logos



Program Logos



Consistent elements; side dots, original shield design, Attollo blue circle.

Senior Logos



Consistent elements; ivy on the side, original shield design, Attollo blue circle.

LOGO USAGE

HERE IS A DETAILED EXPLANATION ON HOW TO APPLY THE LOGO ON VARIOUS BACK GROUNDS

THE LOGO CAN BE ALSO BE PLACED ON A VERY LIGHT OR DARK BACKGROUND AS LONG AS IT IS ALWAYS VISIBLE. A BUSY BACKGROUND SHOULDNT BE USED FOR THE LOGO.

MAKE SURE THE BACKGROUND IS LIGHT ENOUGH SO THAT IT DOES NOT AFFECT THE LOGOS VISIBILITY WHEN USING IT ON IMAGES AND COLORFUL BACKGROUNDS.



Main logo on light background



Alternate white logo on darker background



Alternate white logo on darker background



Alternate white logo on darker background



Main logo on lighter image



White logo on darker image

LOGO MISUSE

MAINTAINING AND PROTECTING OUR BRANDS IDENTITY DEPENDS ON THE PROPER USE OF OUR LOGO. IT IS COMPLETELY FORBIDDEN TO USE OUR LOGO IN THESE WAYS.

USING OUR LOGO APPROPRIATELY AND CONSISTENTLY IS KEY TO ESTABLISHING BRAND RECOGNITION. BE SURE TO KEEP AWAY FROM THESE ERRORS AND ALWAYS USE APPROVED ARTWORK.



Do not change font



Do not add outline



Do not SKEW or warp text



Do not alterate shield color



Do not place on off contrasted background



Do not sacrifice legibility

LOCKUPS

USE AN ATTOLLO BLUE OR WHITE SEPARATING LINE TO KEEP THE CLEAR SPACE WHILE ADDING A PARTNER LOGO NEXT TO OUR LOGO.



LOGO PLACEMENT

 ATTOLLO  ATTOLLO  ATTOLLO

 ATTOLLO  ATTOLLO  ATTOLLO

 ATTOLLO  ATTOLLO  ATTOLLO



TYPOGRAPHY

PRIMARY

Governor is our primary typeface. This font will be used for headlines and sub-headlines in all the applications of our brand like website, print, apps design etc.

GOVERNOR

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT, SED
DO EIUSMOD TEMPOR INCIDIDUNT UT
LABORE ET DOLORE MAGNA ALIQUA.

AA

BB CC DD EE FF JJ KK LL
MM NN OO PP QQ RR SS
TT UU VV WW XX YY ZZ

ALTERNATE HEADLINES

LEAGUE GOTHIC ANTON

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT,
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR

SECONDARY

Maven Pro is our secondary typeface of our brand. This font will be used for body text. We use fonts that are both functional and easy to read. The font was designed to work well on the web, print, app designs etc.

MAVEN PRO

Aa

MAVEN PRO MEDIUM

Bb, Cc, Dd, Ee, Ff, Jj, Kk, Ll, Mm,
Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv,
Ww, Xx, Yy, Zz

Aa

MAVEN PRO BOLD

Bb, Cc, Dd, Ee, Ff, Jj, Kk, Ll, Mm,
Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv,
Ww, Xx, Yy, Zz

Aa

MAVEN PRO BLACK

Bb, Cc, Dd, Ee, Ff, Jj, Kk, Ll, Mm,
Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv,
Ww, Xx, Yy, Zz



COLOR PALETTE

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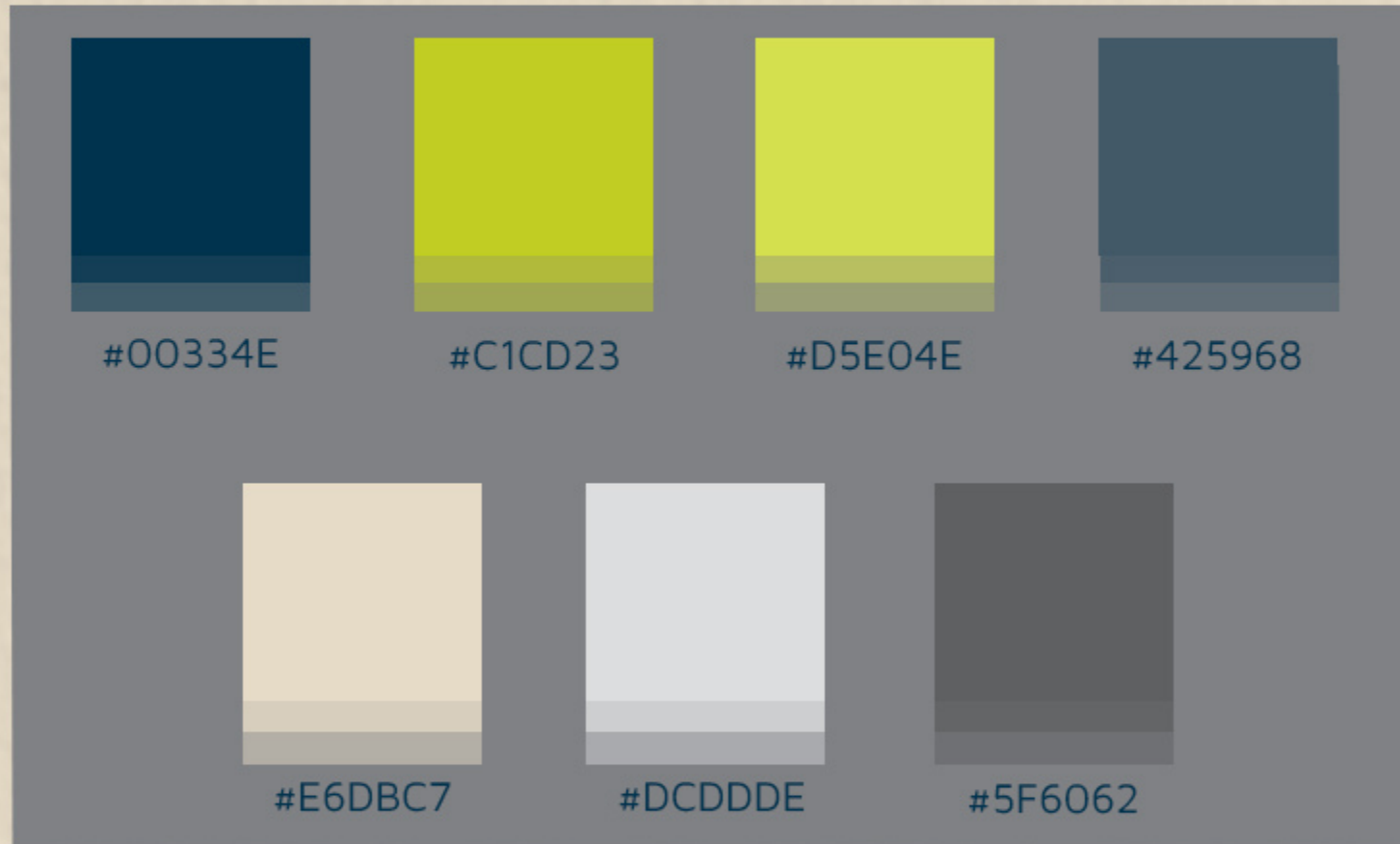
OUR BRAND COLORS

WE HAVE ADOPTED A STRICT COLOR PALETTE WHICH IS RESTRICTED TO THE COLORS TO THE RIGHT. THIS GIVES THE UNIQUE AND VIBRANT LOOK, THAT ENABLES GOVERNOR TO BE DISTINGUISHED INSTANTLY.

HEX CODE: #00334e	ATTOLLO BLUE	HEX CODE: #c1cd23	ATTOLLO DARK GREEN	HEX CODE: #d5e04e	ATTOLLO LIGHT GREEN
80%		80%		80%	
60%		60%		60%	
40%		40%		40%	

COLOR COMBINATIONS

MAIN PALETTE



IF AN INDIVIDUAL IS STARTING A NEW PROGRAM, THEY MUST KEEP THE ATTOLLO BLUE IN THE COLOR PALETTE.

TWO ADDITIONAL SHADES (ONE DARKER AND ONE LIGHTER) OF THE SAME COLOR MAY BE CHOSEN TO PAIR WITH THE ATTOLLO BLUE.

SENIORS



FIRST GEN





ICONOGRAPHY

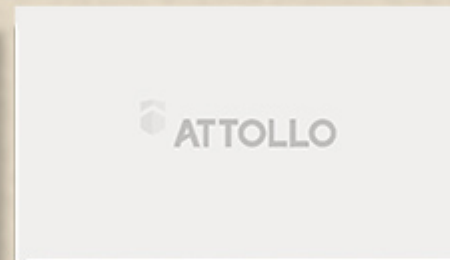
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ICON DESIGNS

There should be a focal point in every narrative. It should also include a hierarchy of elements that work together to convey a single message.



STATIONARY





ATTOLLO

K

I AM
MORE.









ATTOLLO

