

# **LEARNING FOR LIFE™**

**UPLIFTING STUDENTS • BUILDING CHARACTER • DEFINING LEADERSHIP**

## **BRAND GUIDELINES**

## MESSAGING EXPLORATION

### VISION

The vision, as previously discussed and agreed upon is strong as is, and really in line with direction of the brand and the promise of the product.

To provide engaging and relevant PreK-12 solutions that positively impact academic performance, social & emotional maturity, character development, and career education for all students.

## MESSAGING EXPLORATION

### MISSION: REFINED

The mission, rewritten to reflect more accurately the result and achievement LFL believes in and strives for while more explicitly establishing credibility, and reflecting the appeal to educators and other facilitators in offering LFL to their students.

To empower students to build exceptional character and leadership skills by guiding them through an innovative, research-based curriculum that enhances the learning experience and teaches the skills necessary to succeed both academically and throughout their lives.

## MESSAGING EXPLORATION

### BRAND PILLARS

The pillars are a quick visual component to pull the reader into learning more about what LFL is and what it offers. It's a fast summation of many of the qualities and potential results of Learning for Life.

**UPLIFTING** STUDENTS

**BUILDING** CHARACTER

**DEFINING** LEADERSHIP

# THE MARKS

Primary use should be the gradient version which uses the color band in between. Secondary use can be the grey versions.

COLOR ON WHITE



COLOR ON GREY



GREY ON WHITE



WHITE ON GREY



PADDING

The padding around the mark should always be equal to the total height of the mark itself.



# USAGE

The Mark should always live on a legible surface, and should always live on white, a brand color, or an image that allows for good legibility.

CORRECT



INCORRECT



INCORRECT



CORRECT



# THE ICON

The icon is to be used as a large graphic. This icon can be used anywhere as long as contrast is not an issue.

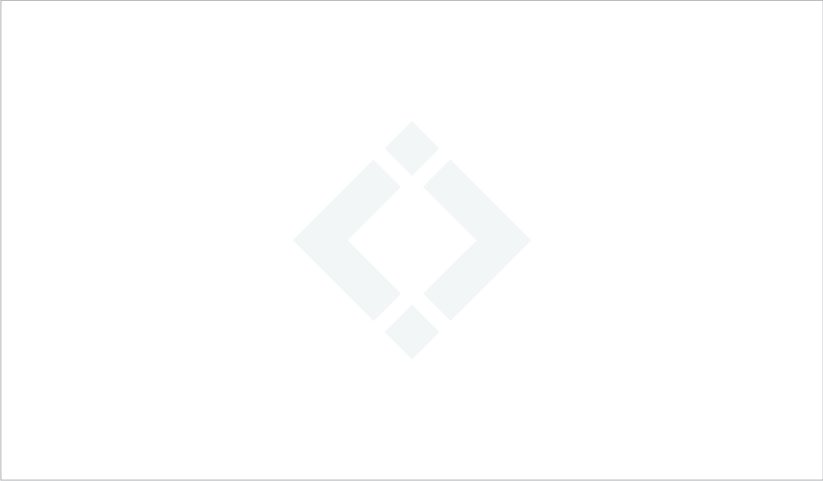
COLOR ON WHITE



COLOR ON GREY



GREY ON WHITE



GREY ON GREY





USAGE

This mark should always be used as a large graphic when used alone. The graphic can be used in a repetitive form to create a large graphic.

CORRECT



INCORRECT



CORRECT



CORRECT



# PALETTE

The palette consists of Blacks, Greys, Orange and Red.  
The gradient is made by combining the Orange and Red  
tone in a horizontal format.



Hex: 000000	Hex: 6d6f71	Hex: f2f3f4
C: 0	C: 0	C: 4
M: 0	M: 0	M: 2
Y: 0	Y: 0	Y: 2
K: 100	K: 70	K: 0
Pantone: Black 2 C	Pantone: Cool Grey 9 C	Pantone: Cool Grey 1 C



Hex: fbaf3f	Hex: ee3825
C: 0	C: 0
M: 35	M: 93
Y: 85	Y: 98
K: 0	K: 0
Pantone: 136 C	Pantone: 172 C



Hex: fbaf3f	Hex: ee3825
C: 0	C: 0
M: 35	M: 93
Y: 85	Y: 98
K: 0	K: 0
Pantone: 136 C	Pantone: 172 C

**TYPOGRAPHY**

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Typography should be the Halis Typeface.

HEADLINE: HALIS R - BLACK

**THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG**

SUBHEADLINE: HALIS R - REGULAR

The Quick Brown Fox Jumps Over The Lazy Dog

BODY COPY: HALIS R - REGULAR

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



