

# Branding Guidelines



# The Basics

## Introduction

Welcome to the Beacon Branding Guidelines document. This document will outline the Beacon brand, as well as best practices for brand presentation.

## Why Follow Guidelines?

Beacon's brand should be reliably consistent, and strive to reflect the reliability of the organization itself. When the styles and components of branded content all follow a single set of guidelines, the brand presents an image of consistency, reliability and professionalism.



# Personality

## Guidance

In the early stages of the Beacon branding process, a personality (nicknamed "Guidance") was created by compiling a mood-board (fig. 1), organization summary and list of keywords that all serve to outline the brand's core emotions, principles and values.

This personality was the foundation upon which the Beacon brand was created, and should serve as a guideline for the look and feel of all branded material.

## Mood Board

The Beacon mood-board communicates the rough visual feel of the brand. It matches soothing, professional shades of blue with scenes of classrooms, students and instructors; bright, hopeful shades of gold with uplifting emotions and body language; and cool shades of gray with clean, approachable UI.

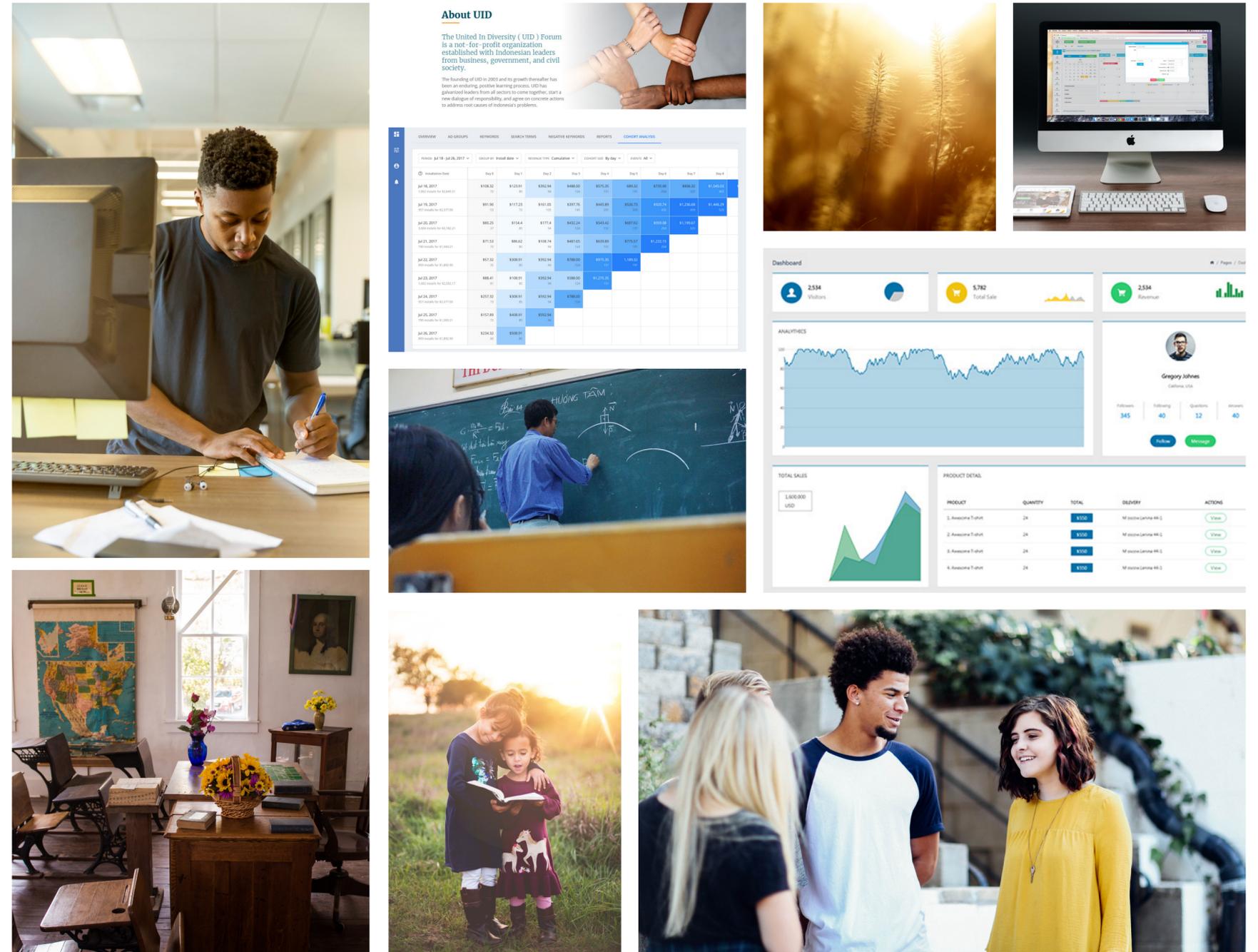


Fig. 1

# Personality Contd.

## Organization Summary

Beacon's "organization summary" accurately describes Beacon as an organization in terms that match the feel of the mood-board:

*Beacon is a robust toolkit that empowers teachers and student behavior specialists to track and treat student behavioral issues efficiently and effectively. Beacon strives to improve the emotional and behavioral health of students through meaningful faculty-student relationships.*

## Keywords

Beacon's keywords describe the brand's core principals, values and emotions, and were a guiding element in the creation of the mood-board and organization summary:

*Best practice • Security • Improvement • Effective • Structural Guidance • Supportive • Empowering • Hopeful*

# Lockups

## Main

Beacon's main lockup (fig. 2) is to be used whenever possible and appropriate, especially when introducing or representing the organization as a whole.

## Icon

Beacon's icon may be used on its own (fig. 3) when unambiguous. For example: the use of the icon on the cover of this document is an appropriate usage of the icon on its own, as this is an internal document that likely won't be viewed by anyone without prior knowledge of the Beacon brand.



Fig. 2



Fig. 3

# Spacing & Sizing

## Main

The minimum white space around Beacon's main logo should be equal to the width/height of the wordmark's "o" (fig. 4). This white space prevents the logo from appearing "crowded".

## Icon

When shown alone, the white space around the icon should be equal to the circumference of the golden dot, including the imaginary "stroke" (fig. 5).

## Sizing

Do not show the Beacon logo any smaller than a 25-pixel width of the icon (fig. 6).



Fig. 4

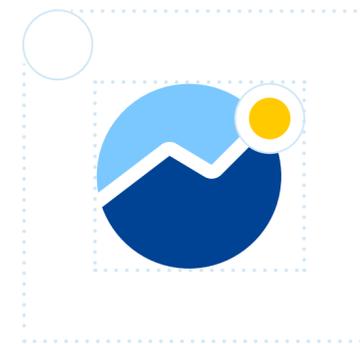


Fig. 5



Fig. 6

# Logo Color Palettes

## Main

Beacon's main logo (fig. 7) is the core of the Beacon brand. Use this whenever possible and appropriate. This logo is especially useful when introducing the brand or representing the organization as a whole.

## Black

Beacon's logo may be displayed in all-black on light surfaces (fig. 8). This is a variation on the main logo, and should only be used when using the main logo would be difficult or unnecessary.

## White

Beacon's logo may be displayed in all-white on dark surfaces (fig. 9). This is a variation on the main logo, and should only be used when using the main logo would be difficult or unnecessary.



Fig. 7

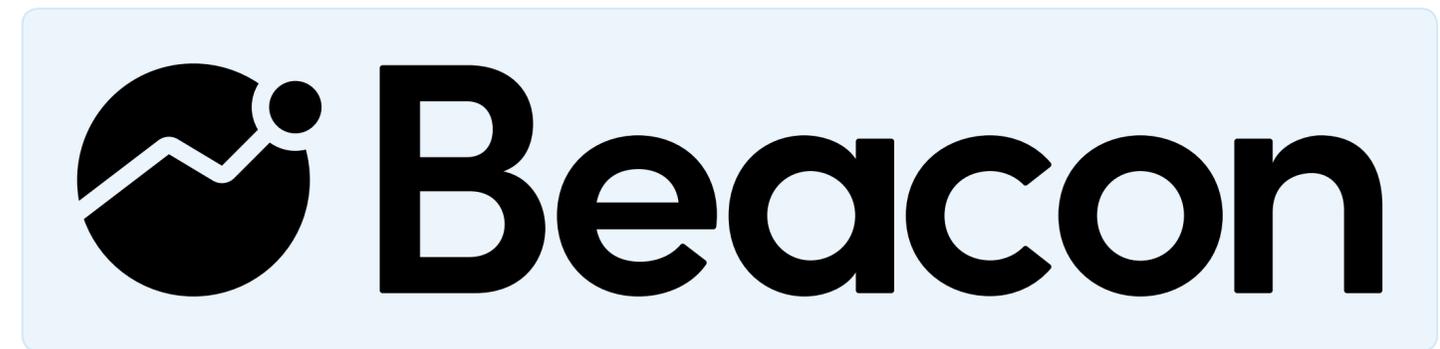


Fig. 8



Fig. 9

# Do's & Dont's

## Do's

Uphold Beacon's personality and brand consistency by following the rules and guidelines laid out in this document. When in doubt, consult the mood-board, organization description and/or keywords and strive to match the tone they set.

## Dont's

When using the Beacon logo, do not:

- Display the wordmark on its own (fig. 10)
- Stretch, skew or rotate the icon and/or logo (fig. 11)
- Use non-approved colors for the logo (fig. 12)
- Reorder the primary colors of the logo (fig. 13)
- Fill the logo with patterns or stripes (fig. 14)
- Give the logo a stroke (fig. 15)
- Add special effects to the logo (fig. 16)
- Add gradations to the logo (fig. 17)
- Use unapproved lockups of the logo (fig. 18)
- Lockup the icon with anything but the wordmark (fig. 19)
- Add elements to the logo (fig. 20)
- Display the logo on overly busy/detailed backgrounds (fig. 21)
- Imitate the wordmark by typing out "Beacon" (fig. 22)



Fig. 10



Fig. 11



Fig. 12



Fig. 13



Fig. 14



Fig. 15



Fig. 16



Fig. 17



Fig. 18



Fig. 19

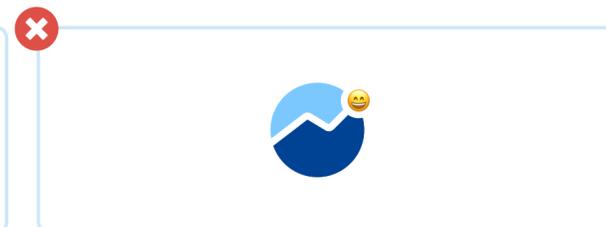


Fig. 20



Fig. 21



Fig. 22

# Color Palettes

## Primary

The colors of Beacon's main logo. A combination of blues and gold that match the tone set by the mood-board.

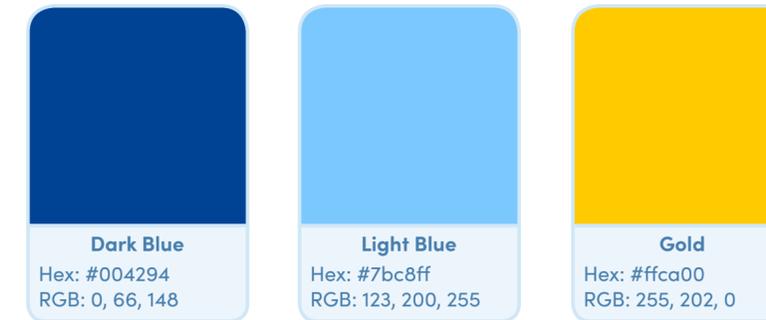
## Neutral

The Neutral palette was designed to anticipate the needs of user interface and marketing design. Near-Black and Blue-Gray are both dark enough to be used as a font color, or as a background for white text. Light Blue-Gray is an appropriate stroke color for subtle partitions. Extra Light Blue-Gray can be used as a background that is able to contrast with both white and dark elements.

## User Interface

The User Interface palette was designed to anticipate some of the most basic user interface design needs: colors for errors, successes and alerts.

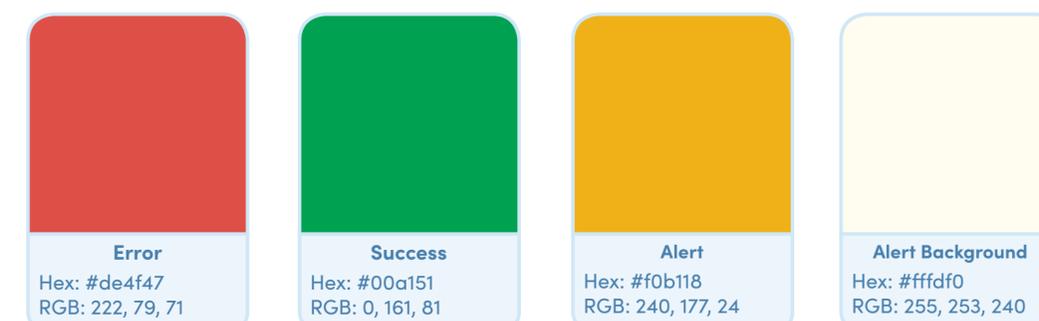
### Primary



### Neutral



### User Interface



# Typeface

## Header

Beacon's header font is Lato Bold. It is the font used in all header copy in this document. Use this font for all headers in branded materials.

## Body

Beacon's body font is Roboto Light. It is the font used in all body copy in this document. Use this font for all body copy in branded materials.

### Beacon For Schools

Beacon is a robust toolkit that empowers teachers and student behavior specialists to track and treat student behavior issues efficiently and effectively. Beacon strives to improve the emotional and behavioral health of students through meaningful faculty-student relationships.

Lato Bold



Roboto Light



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