



LEAD THE WAY BRAND STYLE GUIDE



OCTOBER 2024



Contents

Introduction	02
Color Pallet	03
Typography	04
The Logo	05
Icons	06
Graphics	07
Photography	08
Social Media	09
Sample Collateral	10
	11

Introduction

About Lead the Way

Lead the Way (formerly Lead the Way Learning Academy) is a youth development organization focused on empowering students through personalized learning, social-emotional growth, and career readiness programs. With the integration of the Inspireducation curriculum, it has expanded its postsecondary planning and college readiness services, offering a more comprehensive pathway for youth success. The rebranding reflects Lead the Way's enhanced mission to guide students toward fulfilling their potential and achieving long-term success.

The brand guide for Lead the Way (LTW) ensures a unified and consistent identity across all brand touchpoints, providing clear guidelines for visual elements, messaging, and tone.

LEAD THE WAY



Color Palette

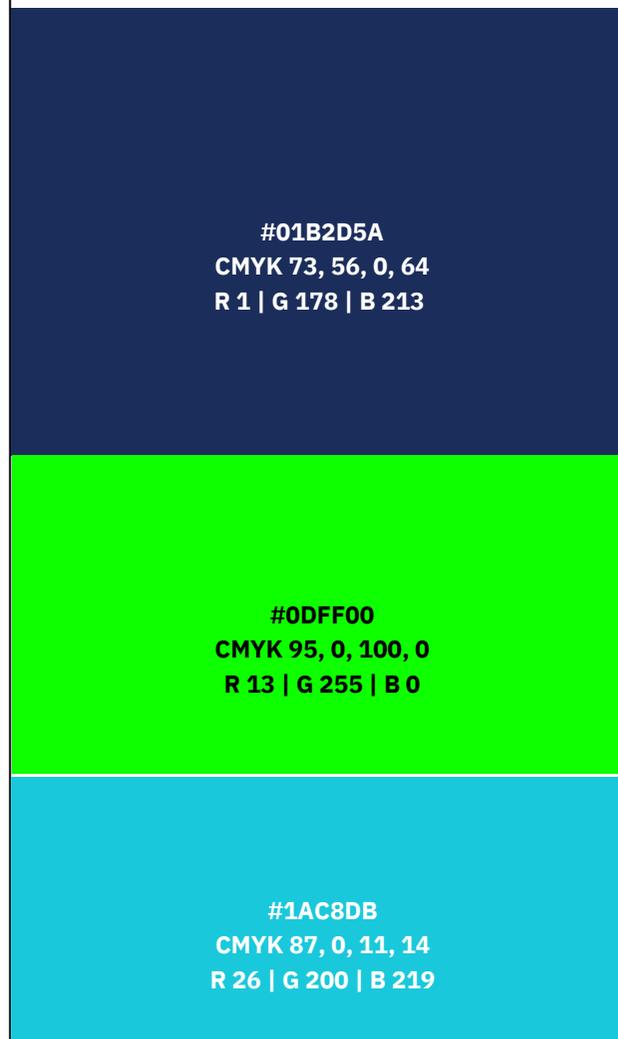
Primary Colors

Lead the Way's color palette features **Dark Imperial Blue** (#1B2D5A), symbolizing trust, stability, and professionalism, reflecting the organization's dependable guidance and commitment to student success.

Bright Cyan (#1AC8DB) represents innovation, clarity, and growth, aligning with Lead the Way's focus on fostering personal and career development.

Finally, **Neon Green** (#0DFF00) conveys energy, vitality, and forward-thinking, emphasizing the organization's dynamic approach to empowering youth and inspiring them to pursue their passions confidently. Together, these colors embody Lead the Way's mission of stability, growth, and resilience.

LEAD THE WAY



Dark Imperial Blue

This dark navy blue reflects strength and reliability, aligning with Lead the Way's mission.

Neon Green

The bright green (#0DFF00) symbolizes energy, vitality, and innovation, perfectly aligning with Lead the Way's mission to inspire and empower youth.

Bright Cyan

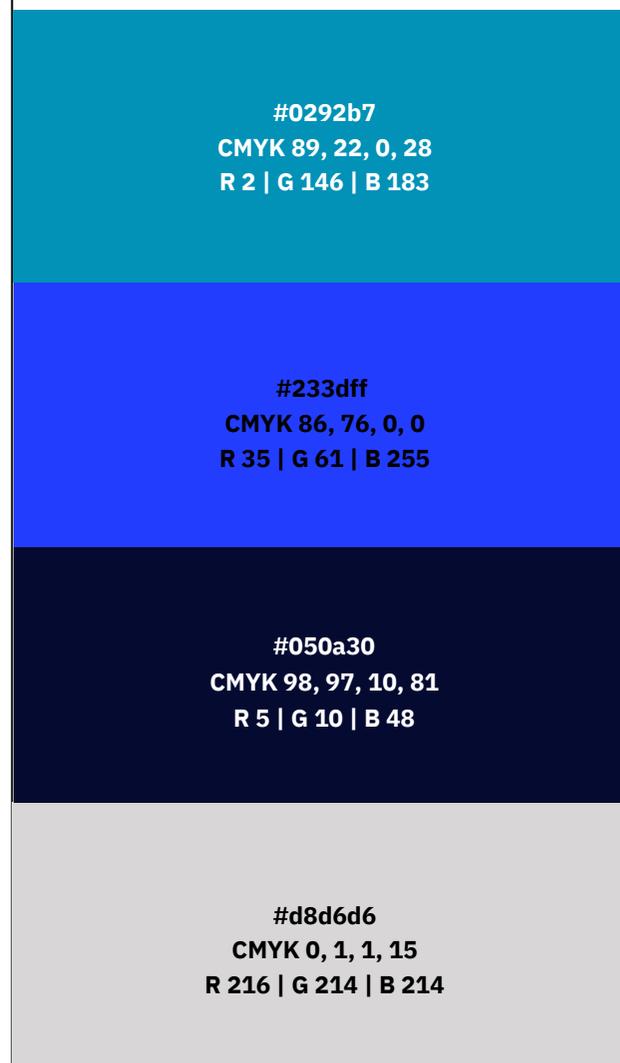
This bright teal represents freshness and innovation, supporting Lead the Way's focus on growth and forward-thinking initiatives.

Color Palette

The **secondary colors**—#0292b7 (Bright Cerulean), #233dff (Bright Blue), #d8d6d6 (Light Gray), and #050a30 (Midnight Blue)—should be used strategically to complement and enhance the primary color palette. **Bright Cerulean** and **Bright Blue** add vibrancy and energy, making them ideal for highlighting important information or calls to action. The **Light Gray** provides a neutral backdrop, balancing bolder tones and ensuring legibility, while **Midnight Blue** adds depth and contrast, perfect for grounding designs or emphasizing trust and professionalism. Together, these colors create a cohesive, dynamic visual identity that supports the brand's message.

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

LEAD THE WAY



Bright Cerulean

Bright Cerulean reflects the brand's commitment to clarity, innovation, and youth empowerment.

Bright Blue

Bright Blue embodies the brand's focus on confidence, stability, and aspiration. Its bold and dynamic hue represents leadership and excellence.

Midnight Blue

This deep midnight blue represents trust, authority, and stability, reinforcing a brand's focus on strength and reliability.

Light Gray

This soft light gray tone conveys a sense of neutrality, balance, and calm, often used to complement bolder colors and provide a clean, professional appearance within a brand's visual identity.

Typography

About Avenir and Playfair Display

Avenir: A classic sans-serif typeface that's sleek and sophisticated, ideal for conveying clarity and forward-thinking.

Playfair Display: A serif typeface with high contrast and a slightly dramatic flair, perfect for headlines or quotes that need emphasis. should

Primary: Avenir

Aa

IBM PLEX

ABCDEFGHIJKLM

abcdefghijklmnopqrz

0123456789

Secondary: Playfair Display

Aa

OPEN SANS

ABCDEFGHIJKLM

abcdefghijklmnopqrz

0123456789

Typography Applied

Clarity: Avenir's modern, geometric design embodies transparency and simplicity, perfectly aligning with Lead the Way's dedication to providing clear, accessible guidance for students.

Forward-Thinking: Its sleek, refined lines and contemporary feel represent progress and innovation, mirroring the academy's mission to prepare students for future success.

Elegance and Professionalism: Playfair Display combines modern elegance with a timeless sense of professionalism, reinforcing Lead the Way's commitment to inspiring leadership, personal growth, and academic excellence.

LEAD THE WAY

Use Playfair Display for main headings and titles. Its high contrast and elegant curves draw attention, making key messages stand out. 20 Pt

Use Avenir for subheadings and secondary text. Its sleek appearance complements the more dramatic Playfair Display without overshadowing it. 14 Pt

Body Text: Avenir is ideal for body text in brochures, websites, and other long-form content. Its clean and modern design ensures readability and clarity. 10 Pt

The Logo

PRIMARY LOGO

White Background with Navy Blue

Blue: This is the primary logo and should be used whenever possible on light or neutral backgrounds to showcase the brand's core colors. Ideal for use in print, digital documents, and web pages where the Navy Blue name offers clear contrast and reinforces the brand's identity.

- **Navy Blue Background with Lime Green Name:** Best for vibrant, high-contrast designs like social media graphics or presentations.
- **Gray/White Version:** A minimalist option for formal documents or monochromatic designs where subtlety is needed.
- **All-White Version:** Perfect for dark backgrounds or image overlays, offering a clean and sleek look.



Primary Logo

The **primary logo** for Lead the Way features a bold compass icon, symbolizing direction, leadership, and guidance, encircled by the organization's name in a clean, modern typeface. The circular design reflects unity and forward movement, while the deep navy color conveys professionalism, trust, and stability. This full logo is used in formal or prominent settings where both the icon and text are essential for brand recognition and clarity.

SIZING

When the logo is displayed at smaller sizes, the compass icon can serve as a visual accent or tag, with the text removed to prevent readability issues.

LEAD THE WAY



CLEAR SPACE

The minimum clear space for the Lead the Way logo is defined as "x," where "x" is equal to one-sixth of the height of the compass icon. Ensure a minimum clear space of 2x around the icon and text, with 4x above and below the text. Whenever possible, aim to maximize the clear space for optimal presentation. Always scale the logo proportionally to maintain its integrity and legibility.

POSITIONING AND ALIGNMENT

The copy (or text) is usually placed in the top crest to emphasize unity and balance between the symbol of direction (the compass) and the organization's mission. However, separating them allows strategic flexibility in designs, such as using just the text for clean, straightforward messaging or the compass alone for visual impact.

Program Icons

Each icon symbolizes a core program (e.g., Career Readiness, College Readiness, Family Engagement), serving as a visual cue across all materials, both digital and print. Use the icons consistently to enhance recognition and streamline user experience when navigating our services.

SIZING

Small Icons: 24x24 to 48x48 pixels.
Best for navigation menus, buttons, and small graphics.

Large Icons: 64x64 to 128x128 pixels.
Use for section headers, key feature highlights, or banners.

PROGRAM ICONS



Career Readiness



Social/Emotional Learning
& STEAM



Family Engagement



College Prep



Leadership Development

Ensure icons are used uniformly across all platforms—web, mobile, print—maintaining the same design, color, and style. This ensures a cohesive brand experience, no matter where or how our audience interacts with Lead the Way.

Core Value Icons

Core Value icons should be used consistently across all materials to reinforce our commitment to these values. Display them on the website, brochures, and internal documents to emphasize the driving principles behind our programs and services, ensuring they are visible in key sections like "About Us" and integrated into presentations or workshops that highlight our mission.



Empowerment

Enabling students to confidently take control of their futures by making informed choices.



Self-Actualization

Helping students discover and understand themselves to create their best futures and fulfill their potential.



Collaboration

Building meaningful connections within the community to foster support



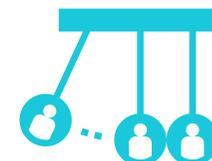
Innovation

Continuously evolving programs to meet the changing needs of students and the workforce.



Inclusivity

Providing equal opportunities and support to all students, regardless of their background.



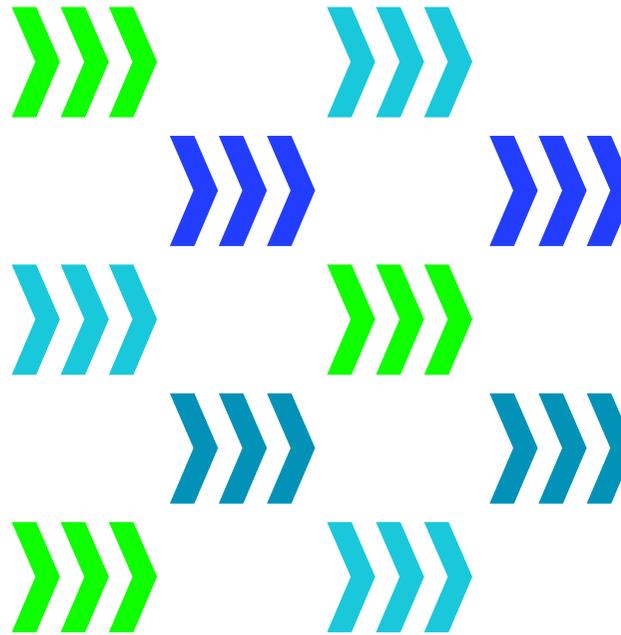
Impact

Delivering tangible outcomes that lead to postsecondary readiness and long-term success.

Arrow Graphic

INDIVIDUAL ARROW

The arrow graphic element symbolizes direction, movement, and progress, aligning with Lead the Way's mission to guide students toward their goals. Whether used individually or as a group in a pattern, the arrows represent continuous growth and forward momentum.



ARROW PATTERN

The arrow pattern can be featured in designs to emphasize progress in student journeys, transitions between sections, or as decorative elements to reinforce the theme of movement and leadership. Use the arrows in both digital and print materials to create dynamic visuals that inspire action and advancement.

When applied as a background, the arrows create a dynamic yet minimalist visual that enhances the design without overwhelming content. It works well behind text, images, or section dividers to create movement across pages or screens.

Brush Mark

The brush mark draws attention to the title or a core message, giving it prominence and highlighting the dynamic nature of Lead the Way.

It breaks up text-heavy designs and adds a layer of visual engagement without overwhelming the content.

Always position the brush mark under main headings or titles (e.g., "Empowering Tomorrow's Leaders").

Ensure the mark aligns horizontally with the text above it for a clean, balanced look.



The brush mark should be slightly wider than the text it accentuates, extending just beyond the left and right edges of the title.

Keep it proportional to the size of the heading, so it doesn't overshadow or compete with the text.

Use a color from the brand palette that contrasts with the background and complements the title text. The brush mark should stand out but remain cohesive with the overall design.

If the title is in a dark color, opt for a lighter or vibrant tone for the brush mark, and vice versa.

Photography

Photography for the Lead the Way brand should **authentically capture the essence of student growth, community engagement, and academic success**. Images should reflect **diversity** and **inclusivity**, featuring students and families in real, candid moments that evoke emotion and connection. Photos should emphasize action, showcasing students actively learning, leading, and participating in hands-on experiences. Consistent, bright, and positive visuals will reinforce Lead the Way's mission to empower youth and guide them toward successful futures.

LEAD THE WAY

Use real, candid photos that capture genuine moments, such as students engaged in learning, families interacting, or staff providing guidance. Avoid overly staged or generic stock photos to maintain authenticity.

Showcase a diverse range of students and families to reflect the inclusivity of Lead the Way's programs. Ensure representation across different ethnicities, genders, and backgrounds.



Photography

Photography for the Lead the Way brand should authentically capture **the essence of student growth, community engagement, and academic success**. Images should reflect diversity and inclusivity, featuring students and families in real, candid moments that evoke emotion and connection.

Photos should emphasize action, showcasing students actively learning, leading, and participating in hands-on experiences.

Consistent, bright, and positive visuals will reinforce Lead the Way's mission to empower youth and guide them toward successful futures.

Use real, candid photos that capture genuine moments, such as students engaged in learning, families interacting, or staff providing guidance.

Use high quality original photography when possible, and void overly staged photos to maintain authenticity.

Showcase a diverse range of students and families to reflect the inclusivity of Lead the Way's programs. Ensure representation across different ethnicities, genders, and backgrounds.



Brush Frame

The brush style frame can be used to add a creative, dynamic edge to your photos, giving them a bold and energetic feel.

If the goal is to convey creativity, movement, or energy (e.g., showcasing hands-on learning or leadership activities), the brush frame enhances that lively vibe.

The brush style frame works well when the photo background is light or minimal. It adds depth and creates a strong contrast that makes the photo pop, especially in materials like posters, flyers, or social media graphics.

Use the brush frame to emphasize photography in promotional materials for events or special announcements, making the visuals feel more engaging and dynamic.



Social Media

Ensure that all social media content reflects the brand’s voice, tone, and visual identity. Use consistent fonts, colors, and logos across all platforms.

Stick to a cohesive brand voice—whether it’s inspirational, educational, or community-focused—to maintain a unified message. Use branded visuals, such as images of students, events, or staff, with your logo subtly incorporated.

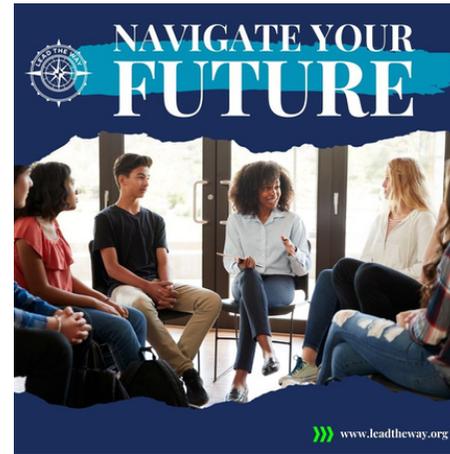
Ensure all images and videos are high-resolution and well-lit, with a clean and professional look. Incorporate short videos or graphics for increased engagement, particularly for Instagram Stories and Reels.

Highlight success stories, milestones, and testimonials from students, staff, and families.

LEAD THE WAY

SAMPLE INSTAGRAM GRAPHIC

- Use personal stories and behind-the-scenes content to create an emotional connection with your audience.



FACEBOOK BANNER



LINKEDIN BANNER



Sample Collateral

PROGRAM FLYER

- **Logo:** Place the brand logo at the top, centered or aligned to the left for immediate brand recognition.
- **Headline:** A short, bold statement or tagline that captures attention. This should reflect the key message of the flyer, such as the organization's mission or a campaign slogan.
- **Hero Image:** A large, high-quality image that represents the theme or purpose of the flyer (e.g., students engaged in learning or community service). This image should visually reinforce the flyer's message.
- **Subheading:** A brief line introducing the flyer's content (e.g., "Our Programs" or "What We Offer").

LEAD THE WAY



LEAD THE WAY >>> EMPOWERING TOMORROW'S LEADERS

Inspiring youth to discover their passions and pursue lifelong success through education, career readiness, and personal growth.



CAREER
READINESS



COLLEGE
PREP



FAMILY
ENGAGEMENT



LEADERSHIP
DEVELOPMENT



SOCIAL EMOTIONAL
LEARNING & STEAM

FOLLOW LEAD THE WAY
ON SOCIAL MEDIA



START YOUR FUTURE TODAY!
WWW.LEADTHEWAY.ORG

- **Design Elements:** Small icons or visuals can be added to each point to break up text and create a more engaging design.
- **CTA Statement:** A prominent, action-oriented statement like "Start Your Future Today!" or "Join Us Now!" should be placed toward the bottom of the flyer to guide the audience to take action.
- **Contact Information:** Include a website, phone number, or email address directly below the CTA for easy follow-up.
- **Social Media Links:** Add icons or links to social media platforms to encourage further engagement.
- **Secondary Logo (Optional):** If applicable, include a smaller version of the logo at the bottom to reinforce brand identity.



LEAD THE WAY

BRAND STYLE GUIDE