NGLC

Brand Identity Standards Manual

2017

Contents

If you have any questions please contact Kristen Vogt, kvogt@educause.edu

Why Manuals Matter

Identity is more than compliance to standards; it is about delivering a brand-consistent experience that your audience will grow to trust. The NGLC identity is a key component for developing the brand's strength and reputation through an expected application.

01 About NGLC

Core Principles

Next Generation Learning Challenges was founded in 2010 on two core principles:

First, that the experience of students in our schools needs to be more about learning and less about teaching.

Second, while we all have a role to play, it is the educators who should lead this transformation, because they are closest to the students and the learning.

Challenges & Initiatives

NGLC performs many functions, but these actions can be segmented into two distinct categories: *Challenges & Initiatives.*

CHALLENGES

We invest in field-based innovators through challenge-based grants, to help them design and build next gen schools.

INITIATIVES

We lead independant projects which aim to engage the most crucial and timely needs of the *Next Gen Learning* ecosystem.

02 Stakeholders & Audiences

The Problem Solver

THE PROBLEM SOLVER

THE INNOVATOR

THE COMMUNITY

THE CURIOUS

INDIVIDUAL

"I need specific help on a specific topic, or I need specific resources for a specific question."

NGLC

"We offer a wide spectrum of information and resources that answer a majority of the questions around next gen learning.

The Innovator

THE PROBLEM SOLVER

THE INNOVATOR

THE COMMUNITY

THE CURIOUS

INDIVIDUAL

"I want to push my organization and ideas further, and would love a platform, or even backing, to accomplish my goals."

NGLC

"We offer grants and continual support that correspond to several challenges. We exist to serve you and support you in your efforts."

The Community

THE PROBLEM SOLVER

THE INNOVATOR

THE COMMUNITY

THE CURIOUS

INDIVIDUAL

"I know about next gen learning and it's exciting to me (as I think about the future of education.) How can I be part of this larger movement?"

NGLC

"We have a community of educators and innovators who are excited for you to learn with us. Come learn about these other people, and hopefully you can contribute in some way."

The Curious

INDIVIDUAL

" I've heard about next generation learning (or some part of it), and I want to know more."

NGLC

"We can introduce you to next gen learning and its efforts in education. We can challenge you through stories and articles while exposing you to a community that is engaging these challenges."

03 # Logomarks & Abstractions

The following section defines the primary functions of the logo which is the foremost identifier of the NGLC brand. In order for the identity to remain recognizable and memorable to your audience, it is important to establish a set of guidelines that ensure the logo's accurate application and usage.

Your Logo(s)

About the main logo
The logo is the principal identifier for the brand's visual identity. This identity must be used consistently by adhering to the standards set in this manual. Applying the logo as indicated helps leverage the value of the identity.

Anatomy
Your Logo(s) are identified by a primary mark, a brand mark, and a secondary mark.

How to use
A few things to keep in mind when duplicating the logo:

• Use the colors correctly.

• If the medium doesn't allow for proper use, see other ways of using the logo.

• Make sure the logo is duplicated correctly and stands out wherever it is being used.

PRIMARY MARK

NEXT GENERATION LEARNING CHALLENGES

FULL BRAND MARK

SECONDARY MARK

# Your Logo(s)

Primary Mark

The primary mark is your identity's shorthand, the most easily recognizable icon. It is in many ways the Nike *swoosh*. Since many educators refer to *Next Generation Learning Challenges* as *NGLC,* The Primary mark reflects that colloquialism.

Brand mark

The brand mark is the the formal representation of your brand's identity. While the primary mark is the shorthand for audiences in the community, the full brand mark is an introduction to new audiences, and may be used on letterheads & business cards. The brandmark is composed of two main elements: the mark (logomark) and the organization's name. This setup is the complete lockup for the main logo in its full color form.

PRIMARY MARK

MARK   NAME

NEXT GENERATION LEARNING CHALLENGES
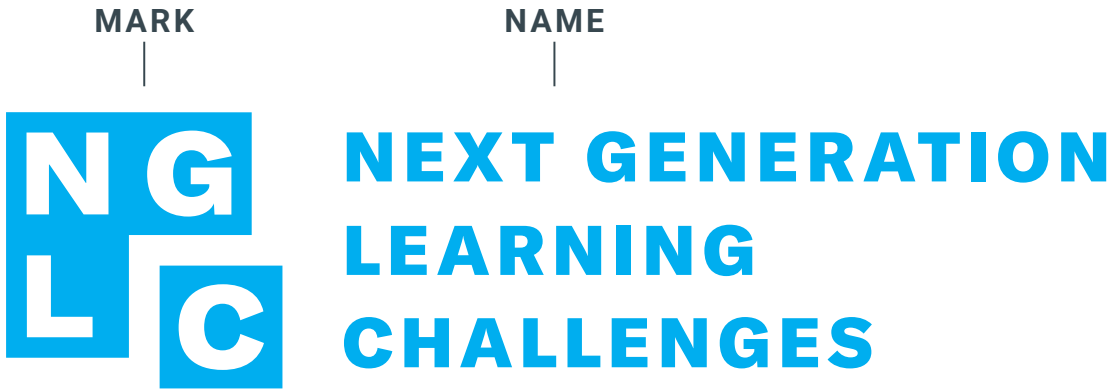
FULL BRAND MARK
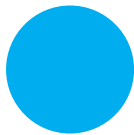
|	**RGB**	**HEX**	**CMYK**	**Pantone**
	0/174/239	#00aeef	90/0/0/0	2995 U

Greyscale Logo

Usage

The logo is available as grayscale or white (knocked-out) versions. When the full-color version of the logo does not allow sufficient contrast or visual gravitas, or if color output is restrictive, then the grayscale or white version may be utilized.

NGLC NEXT GENERATION LEARNING CHALLENGES

NGLC NEXT GENERATION LEARNING CHALLENGES
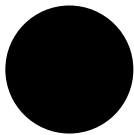
RGB
0/0/0

HEX
#000000

Process Black
100%

Logo Consistency

Restricitons and Consistency

In order to preserve the logo's functionality and identity, it may not be altered in any manner other than indicated in this standards manual. No color alterations, no photographic effects such as filters, textures or drop shadows, no rotating the logo or skewing the proportions, and no altering the typeface.
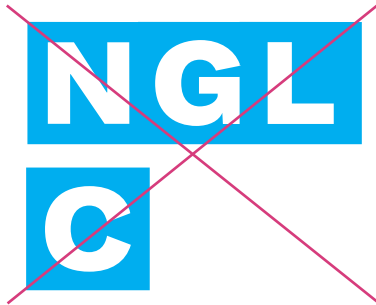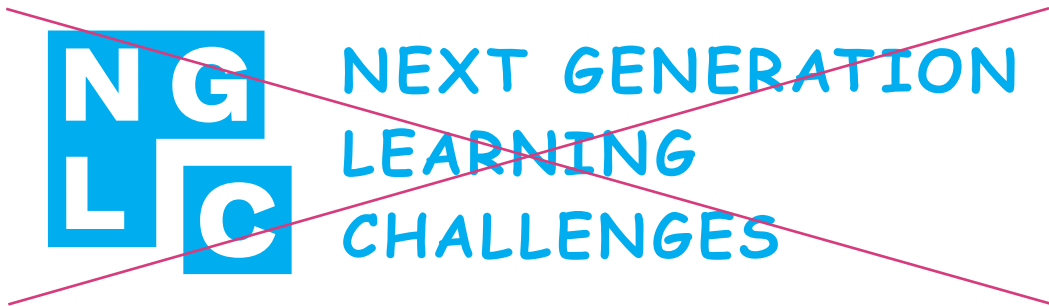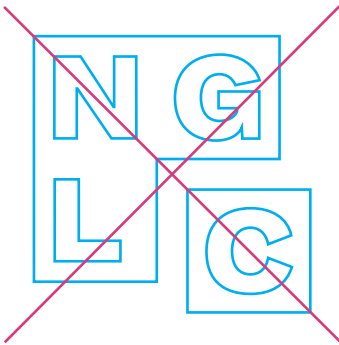
Logo Sizing

Because the identity is flexible, there is a framework for scaling it; as opposed to fixed dimensions. An ideal logo size should be determined first by measuring the width of the document it is applied to. That unit is X. A practical height for the logo is 1-10th to 1/16th of X.

There is no perfect ratio of document size to logo, so the safe minimum sizes are 0.5" in height for the primary and full brandmark; and 0.22" for the Secondary mark.

The primary objective for any logo application is legibility. The logo should be prominently placed and easy to read.

PRACTICAL APPLICATION:
Document width = X

LOGO HEIGHT RANGE = 1/10-1/16X

1/16X

MINIMUM SIZES
(displayed at actual size.)

NEXT GENERATION LEARNING CHALLENGES

HEIGHT: 0.5"

0.22"

Logo Abstractions

The NGLC mark is a flexible and dynamic design that can respond to any challenge, initiative or topic. The C block in NGLC can change color depending on the challenge or subject matter of the application.

Challenge Titles
When the challenge title is displayed, both the title and C block should be the same color. The challenge title can be broken into one or two lines. It may also be displayed on white and colored backgrounds.

CHALLENGE APPLICATIONS

LOGO WITH CHALLENGE TITLE

NGLC TECHNOLOGY TOOLS

NGLC DESIGNING FOR EQUITY

NGLC PROFESSIONAL LEARNING

NGLC ENABLING CHANGE

Free Space

There must always be a free space surrounding a logo. This space is the minimum area around the logo where no other content is allowed. Free space was established to ensure prominence to the logo.

This unit is relative to the size of the logo; specifically the height of the c-block. We can refer to this measurement as the *C-height.*

However, you'll notice our logo isn't like other logos. Our logo is not rigid, it's dynamic. There is a free space around the NGL block, but the C block defines a live area.

C-HEIGHT

C-WIDTH

LIVE AREA

Building on
the Cornerstone

There are, *of course*, exceptions to the free space rule. Challenge titles & initiative titles are just such exceptions. When titling a challenge or initiative, the gutter space *around* the C-block serves as the ideal unit of measure.

C

NGLC REIMAGINING ASSESSMENT

NGL C
NEXT GEN
PROFESSIONAL
LEARNING
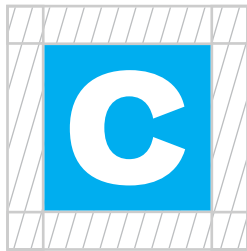
Constructing Challenge Titles

This is a guide to constructing the NGLC Logo with corresponding challenge titles.

Space
The block of space around the challenge title is always equivalent to the C-height. The size of the title should be 3/5th, or 60% of the C-height. while inset space in the block makes up the other 2/5th the C-Height.

The Title
The Logo, challenge titles and Initiatives are set in the font, *work sans.* This is a free font which can be downloaded here.

Please note this is the only context to use work sans and it should never be used for any other piece of communication.

NGLC TECHNOLOGY TOOLS

1/5 C-HEIGHT

C-HEIGHT

1/5 C-HEIGHT

TITLE SIZE: 3/5 C-HEIGHT
WORK SANS
TRACKING: 50PT

The Secondary Mark

There are times when the brand identity must complement other identities. This includes joint partnerships and NGLC initiatives. In those instances, the secondary mark is most appropriate for use. The Secondary mark is never used alongside the company name, like in the full brand mark. This is to ensure an even distribution in visual weight between NGLC and it's partners.

NGL C

NGL C   BILL & MELINDA GATES *foundation*

Partnerships

The C-width is a good unit of measure to define how far away the partner logo should be from the NGLC logo. The C-height serves a guideline for how tall that partner logo should be.

Partnerships Educause

NGLC is an initiative of EDUCAUSE. The partnership between the two brands has a distinct impact on the NGLC brand. Its usage is restricted to only reinforce the NGLC brand and not be used as the main brand identifier.

SAMPLE APPLICATIONS
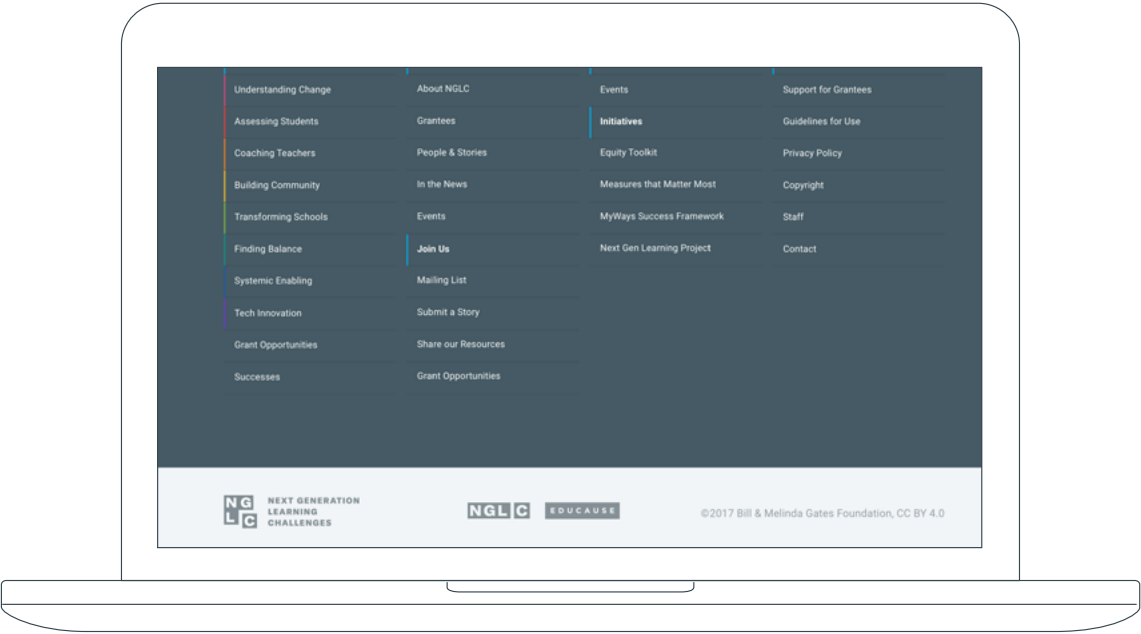
Initiatives

The secondary mark can also be applied to the identities of initiatives. As a good rule of thumb, the initiatives have a lighter cyan swatch than the NGLC cyan. This is to ensure that NGLC is not lost in the lockup.

There is no golden rule as to what size the initiative lockup should be in comparison to the NGLC logo. We recommend that shorter names like "MyWays" be displayed at *1.5x* the C-height. While longer initiative names like, "Measures that Matter Most" be displayed at *1x* C-height.

NGL C   C-HEIGHT

MYWAYS   1.5X C-HEIGHT

NGL C   C-HEIGHT

MEASURES THAT   C-HEIGHT

MATTER MOST   C-HEIGHT

	RGB	HEX	CMYK	Pantone
	79/195/247	#4fc3f7	65/ 0/ 3/ 0	2985 U

04 # Layout & Composition

The following section describes how the logo can be laid out on any piece of communication. The application of these standards and restrictions will allow the brand identity to achieve a thorough consistency. Samples of the brand identity elements applied to various mediums.

The Cornerstone

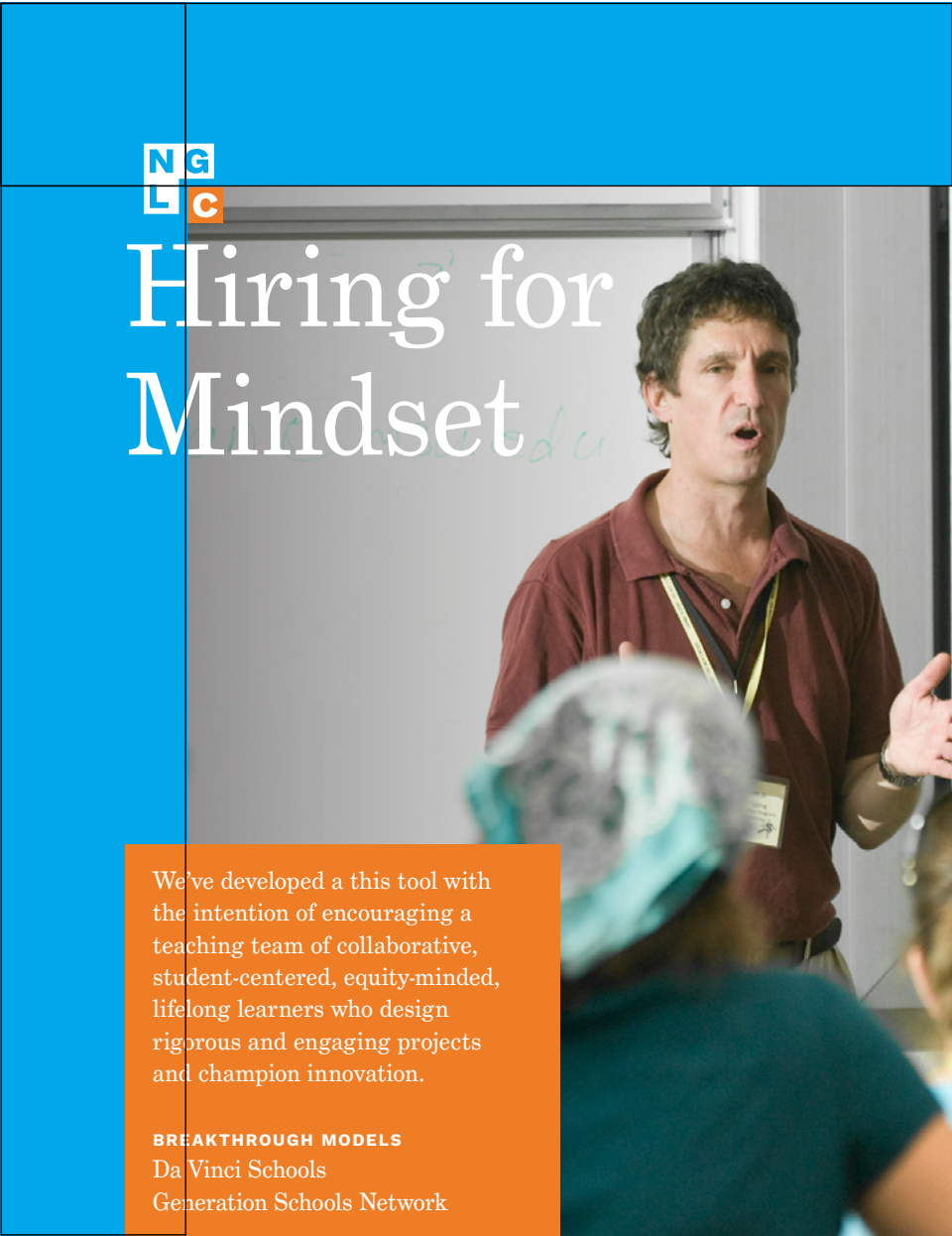This identity system was developed to reflect the fact that the challenges are the foundation of all NGLC's initiatives.

Regardless of materials and dimensions, this flexible layout will compose the C as the jumping off point.
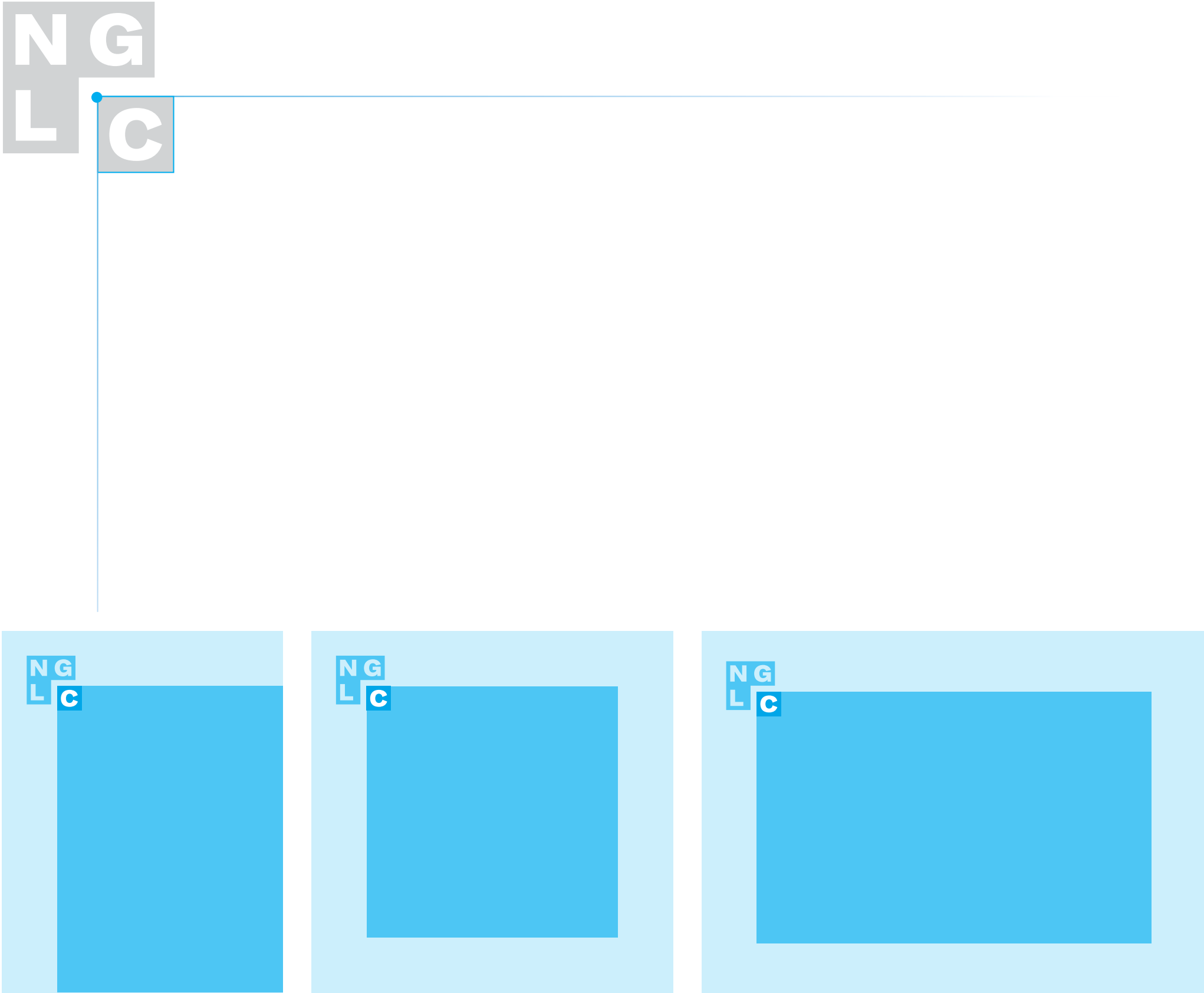
Sample Print Applications

Notice how the logo is used to define margins and carve out space for different kinds of content. As you'll also notice, type can break free from the rigid constraints of the margins. This juxtaposition of tight alignment and freedom can breath life into a composition.

BROCHURES

Hiring for Mindset

We've developed a this tool with the intention of encouraging a teaching team of collaborative, student-centered, equity-minded, lifelong learners who design rigorous and engaging projects and champion innovation.

BREAKTHROUGH MODELS
Da Vinci Schools
Generation Schools Network

NGL C REIMAGINING SPACE, TIME AND STAFFING

SPACE

Rethinking spaces is about experience first, and things second.

FROM THE THIRD TEACHER BY CANNON DESIGN

Sample Print Applications

The full brandmark can best be applied on formal introductions, like letterheads and business cards. These are suggested layouts for both of those applications.

LETTERHEAD

BUSINESS CARDS

Sample Digital Applications

The logo is just as flexible on digital applications as it is on print applications.

Sample Digital Applications

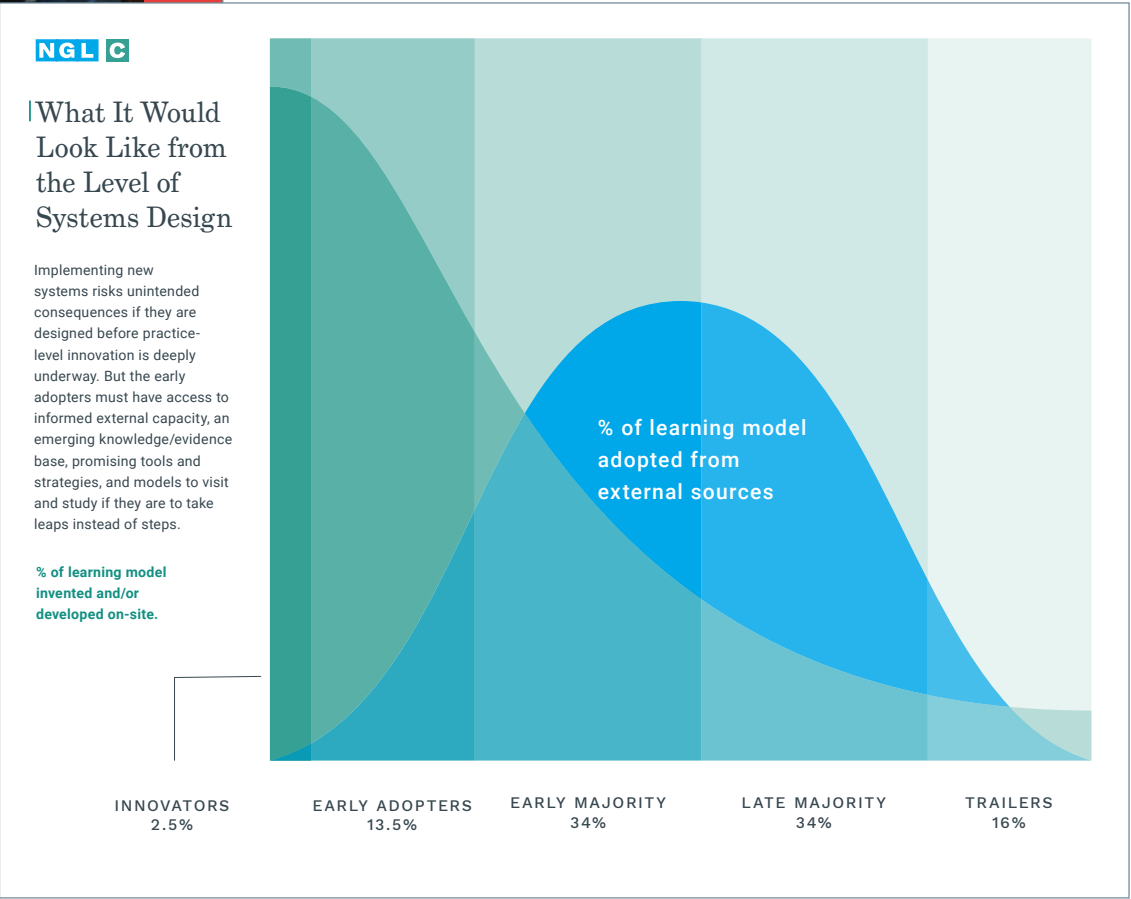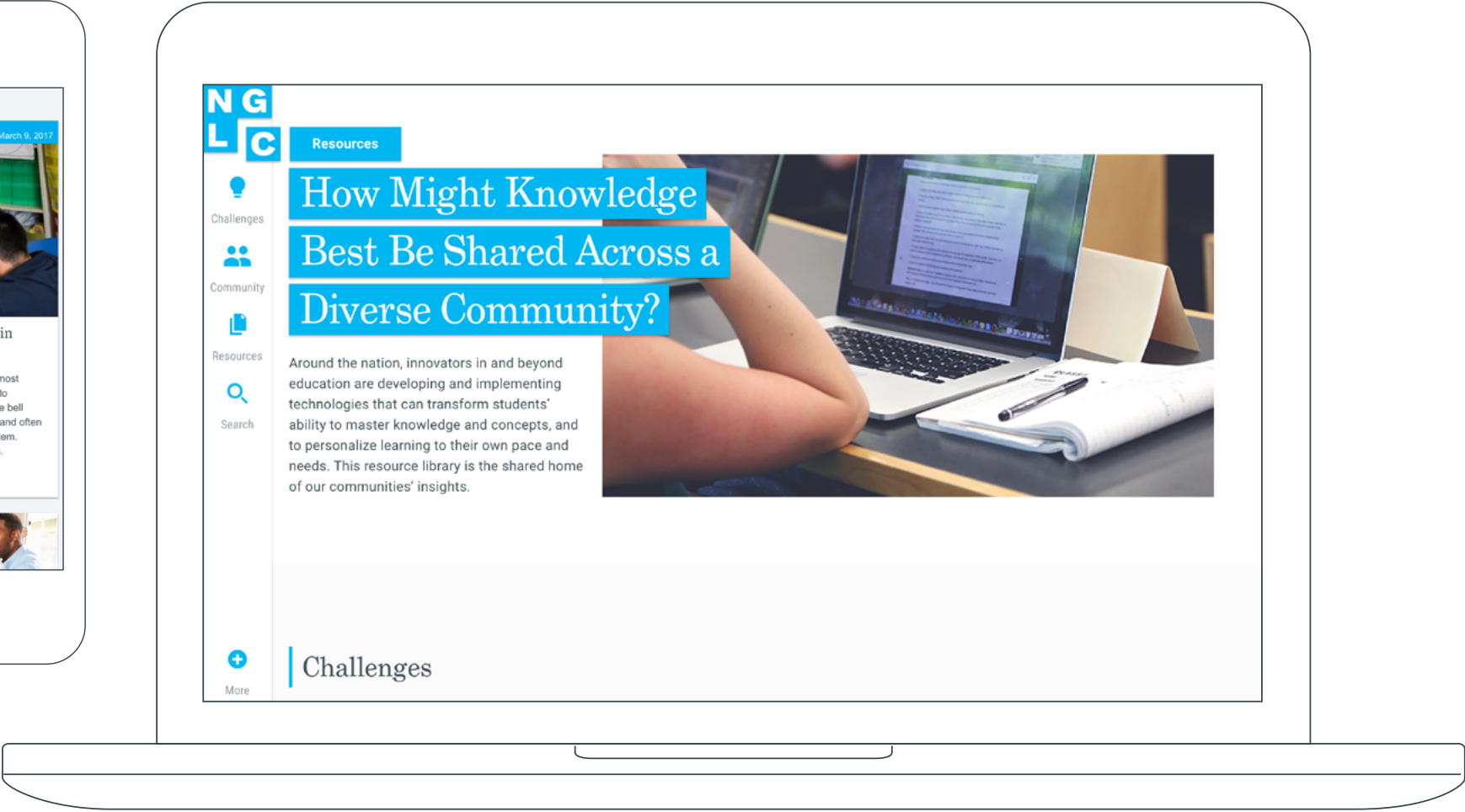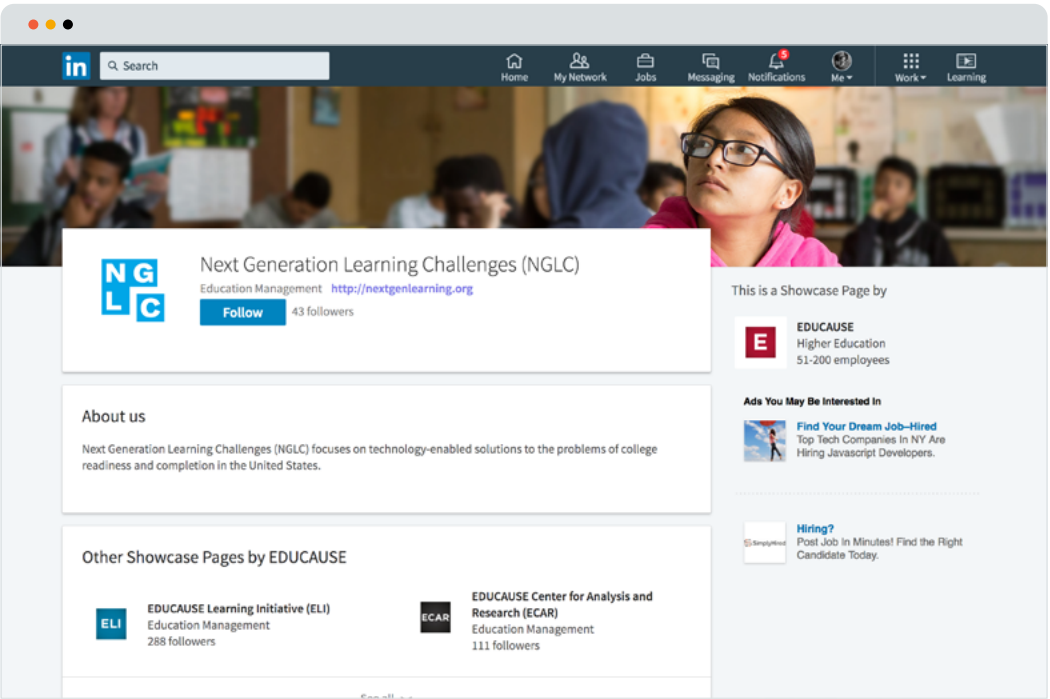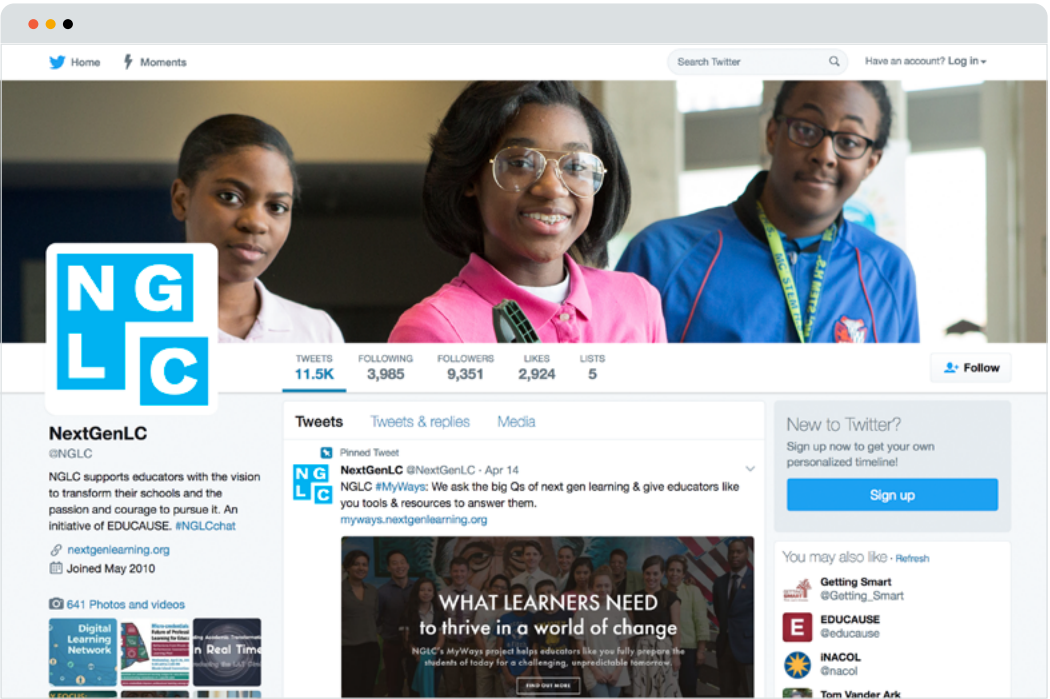**EMAIL NEWSLETTER**

WEBSITE

Sample Digital Applications

SOCIAL MEDIA PAGES

SQUARE ICON

CIRCLE ICON WITH MARK

FAVICON WITH MARK

05 # Typography

NGLC uses three main typefaces: Grad (serif), Roboto (sans-serif)
and Bitter (slab serif). Typography is a core communication component
and should be considered integral to the brand.

Primary Typefaces: Grad

Grad reflects that academic nature of NGLC, and it's exploratory personality.

The typeface application is not prescriptive, it is suggestive. The actual usage will be dictated by the application and the designer, who will make the best decision as to how the type should work. However, in general, Grad works best for:

• Headlines

• Pull quotes

✓ **Available for print and web/digital**
If Grad is not available, the free-font Playfair Display may be used, or it may be replaced with the system font, Times New Roman.

Grad is available with a typekit account or for purchase here

Playfair Display can be downloaded here

Grad: Regular, *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

the Future of Public Education.

"Perhaps most interesting of all is that by simply creating a more effective classroom design, you can improve students' performance by 25%."

Primary Typefaces: Roboto

Roboto is Google's typographic workhorse. It has a streamlined geometric construction, whilst featuring friendly open curves. This makes for a font that NGLC can use to classify, tag and connect the dots.

The typeface application is not prescriptive, it is suggestive. The actual usage will be dictated by the application and the designer, who will make the best decision as to how the type should work. However, in general, Roboto works best for:

• Captions

• Tags

• Titles

• Short-form Body Copy

⚠️ **In use for digital applications only**
Roboto is only meant for digital useage. Univers will replace any instance of Roboto for print applications.

Roboto can be downloaded here

Univers may be purchased here

Roboto: Regular, *Italic*, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

The Center for Innovation in Education (CIE)
Initiative Partner
Putting learners and learning at the center, CIE strives to be a national voice to build consensus around a new, more coherent vision of education and to help state and local systems develop and act on robust theories of change.

Primary Typefaces: Bitter

Bitter is specially designed for comfortably reading on any computer or device. It combines the large x-heights and legibility of the humanistic tradition with subtle characteristics in the characters that inject a certain rhythm to flowing texts.

The typeface application is not prescriptive, it is suggestive. The actual usage will be dictated by the application and the designer, who will make the best decision as to how the type should work. However, in general, Bitter works best for:

• Articles & Stories and other long-form copy.

✔ **Available for print and web/digital**
If Bitter is not available, it may be replaced by the system font Georgia.

Bitter can be downloaded here

Bitter, Regular, *Italic*, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Why does this Grant Matter?

This grant opportunity is intended to catalyze new and improve upon promising efforts in assessment for learning design.

Goal One: Advance our understanding of assessment's essential roles in the learning process, as learning models become more personalized, less cohort-restricted, more competency-based, and student-centered.

Goal Two: Help to inform and develop crucial enablers such as a) models of assessment and accountability system design, b) models of educator capacity building, and/or c) use of technology tools, all to advance Goal One.

Why does this Grant Matter?

The development of models that build educator capacity to gather, interpret, and apply professional judgment based on multiple and varied forms of evidence across a wide range of student competencies.

The design and exploration of systems of aligned assessment and accountability policies that embrace and enable richer/deeper success definitions for students and multiple, varied forms of measurement of student progress towards those definitions.

The use of technology tools within systems of assessment to enable educators using formative assessment and related data to better inform instruction and a student-centered learning experience.

Print Fonts

This is an overview of all the print fonts in use on the NGLC documents.

Grad
If Grad is not available, the free-font Playfair Display may be used, or it may be replaced with the system font, Times New Roman.

Grad is available with a typekit account or for purchase here

Playfair Display can be downloaded here

Roboto
Roboto must be replaced by Univers for any print application.

Univers may be purchased here

Bitter
Bitter can be downloaded here

Grad: Regular, *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers: Regular, *Italic*, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bitter, Regular, *Italic*, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sample Type Layout: Web/Digital

Sample layout using Grad, Roboto, and Bitter.

Creating Sustainable Innovation with iPASS

Examine six environmental factors that may encourage — or impede — students' performance.

Donna Desrochers
rpk GROUP
Annapolis, Maryland

Assessing our first environmental factor

NGLC recognizes both a design problem and a cost problem in K-12 education, which is leading to disengagement and unacceptable dropout rates. First, the prevailing school model largely reflects a century-old factory model that has become a "one-size-fits-none" strategy. Because every learner starts with different strengths and weaknesses and progresses at different rates.

"Perhaps most interesting of all is that by simply creating a more effective classroom design, you can improve students' performance by 25%."

Some emerging school models suggest that technology can facilitate a more student-centric approach within a constrained budgetary environment. When used primarily as an enabler of personalized learning for all students, technology has the potential to accelerate mastery of critical content and skills by all students, particularly those who are behind.

Sample Type Layout: Print

Sample layout using Grad, Univers, and Bitter.

Creating Sustainable Innovation with iPASS

Examine six environmental factors that may encourage — or impede — students' performance.

Donna Desrochers
rpk GROUP
Annapolis, Maryland

Assessing our first environmental factor

NGLC recognizes both a design problem and a cost problem in K-12 education, which is leading to disengagement and unacceptable dropout rates. First, the prevailing school model largely reflects a century-old factory model that has become a "one-size-fits-none" strategy. Because every learner starts with different strengths and weaknesses and progresses at different rates.

"Perhaps most interesting of all is that by simply creating a more effective classroom design, you can improve students' performance by 25%."

Some emerging school models suggest that technology can facilitate a more student-centric approach within a constrained budgetary environment. When used primarily as an enabler of personalized learning for all students, technology has the potential to accelerate mastery of critical content and skills by all students, particularly those who are behind.

TITLE
Grad
Tracking: -5pt
Size: 36pt
Leading: 45pt

INTRO TEXT
Grad
Tracking: 10pt
Size: 19pt
Leading: 27pt

BY LINE
Univers Roman & Bold
Tracking: 5pt
Size: 14pt
Leading: 22pt

SUBHEAD
Bitter
Tracking: 10pt
Size: 11pt
Leading: 18pt

PULLQUOTE
Grad Italic
Tracking: 10pt
Size: 19pt
Leading: 27pt

BODY COPY
Bitter
Tracking: 10pt
Size: 11pt
Leading: 18pt

System Font Alternatives

There will inevitably be times when some one either cannot or did not download the NGLC font family. Imagine a scenario in which you send a powerpoint presentation to an educator, who will give a presentation to their school administrators. In such an occassion you will need system fonts that are pre-built into most computers.

Grad: Regular, *Italic* ⟶ Times New Roman: Regular, *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto: Regular, *Italic*, **Bold** ⟶ Helvetica: Regular, *Italic,* **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bitter, Regular, *Italic*, **Bold** ⟶ Georgia, Regular, *Italic*, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

06 # Color

The NGLC identity shares a message of hopeful, relational knowledge. This section describes how we can use colors to help convey those ideas.

Color Overview

NGLC has a wide palette of bright saturated colors, and nuetral toned-down colors. The cyan and greys act as the NGLC standard. They reflect the organization as a whole.

Each challenge has been designated one bright color. This rationale is a reflection of the idea that all NGLC's activity is centered around challenging the next gen learning community.

Future Use
In the future, new challenges may take on the color coding of a sunsetted challenge, or they may take on a different swatch of challenge they most relate to.

Primary Palette

This is the primary palette for NGLC. It's *primary* in the sense that it is independant of any challenges, ergo it is independant of any challenge color-coding. This palette should be considered the canvas upon which challenges colors will be applied.

RGB: 0/174/239

HEX: #00AEEF

CMYK: 90/0/0/0

Pantone: 2995 U

RGB: 79/195/247

HEX: #4fc3f7

CMYK: 65/0/3/0
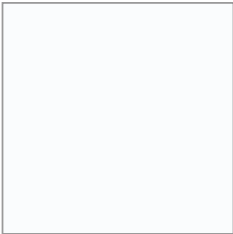
Pantone: 2985 U

RGB: 250/252/253

HEX: #fafcfd

CMYK: 4/3/6/7

Pantone: Cool Grey 1U

RGB: 69/90/100

HEX: #455a64

CMYK: 30/17/8/51

Pantone: Cool Grey 11 U
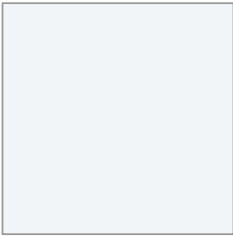
RGB: 241/245/248

HEX: #f1f5f8

CMYK: 7/4/6/14

Pantone: Cool Gray 3 U
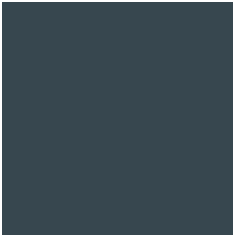
RGB: 55/71/79

HEX: #37474f

CMYK: 58/43/70/54

Pantone: Black 3 U

RGB: 120/144/156

HEX: #78909c

CMYK: 47/31/29/4

Pantone: 430 U
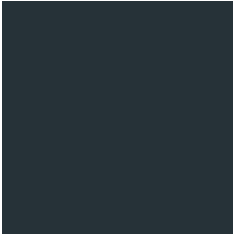
RGB: 38/50/56

HEX: #263238

CMYK: 80/65/58/56

Pantone: Black 36 U

Challenges Palette

This palette consists of bright colors which is useful for complementing the NGLC cyan, as it brings a visceral assocsation to any individual challenge.

How to use
NGLC has a vivid palette, but the overuse of bright, high-contrast colors can be overwhelming. These colors should be used one at a time, in combination with the NGLC primary palette of cyan and nuetrals.

Each challenge has been designated one color. In the future, new challenges may take on the color coding of a sunsetted challenge, or they may take on a different swatch of challenge they most relate to.

Enabling Change
RGB: 215/70/127
HEX: #D7467F
CMYK: 11/66/0/0
Pantone: Rhod. Red U

Technology Tools
RGB: 124/179/66
HEX: #7CB342
CMYK: 48/0/95/4
Pantone: 376 U
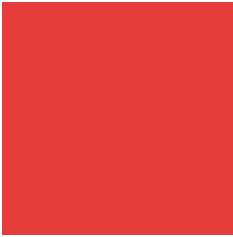
Professional Learning
RGB: 229/61/57
HEX: #e53d39
CMYK: 0/81/54/0
Pantone: 185 U
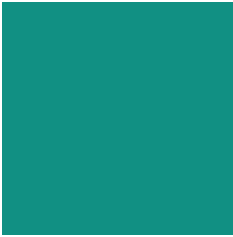
Reimagining Assessment
RGB: 17/144/131
HEX: #119083
CMYK: 78/0/42/0
Pantone: 3272 U

Building Community
RGB: 239/125/37
HEX: #ef7d25
CMYK: 0/53/89/0
Pantone: 165 U

New Designs for School
RGB: 35/88/170
HEX: #2358aa
CMYK: 98/52/0/0
Pantone: 2935 U

Designing for Equity
RGB: 248/188/46
HEX: #f8bc2e
CMYK: 0/25/86/0
Pantone: 129 U
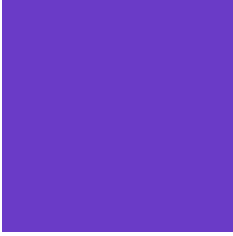
Why Schools Need to Change
RGB: 106/59/199
HEX: #6a3bc7
CMYK: 52/60/0/0
Pantone: Violet U

Color Ratios

As a general guideline, color usage depends largely on the needs of the individual application. But in order to create a consistent visual platform, the color chart can serve as a guide to balance colors correctly.

How to Use
The color ratio wheel displays the proportions of how much of any color from the palette should be used. NGLC cyan should be the most frequently used color, beacuse it is the common thread between the challenge colors. No two challenge colors should be juxtaposed together.

The nuetral colors play a vital complementary role. The light grays are most frequently used, as they act to balance out the intensity of the chromatic palette. While the darker grays are seldomly used; mostly for high-focus interactions like website navigation.

This ratio should be viewed holistically. The usage of colors should be intentional, serving the balance and harmony of the composition and not using every color in the palette for every situation.

CHROMATIC PALETTE PROMINENCE:

NEUTRAL PALETTE PROMINENCE:
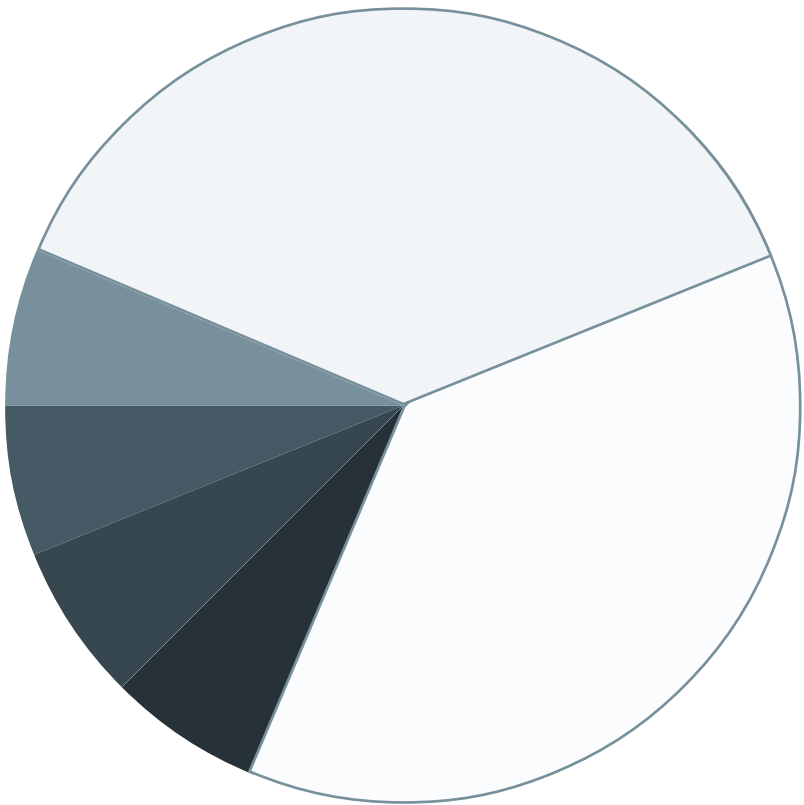
Color Ratios for Individual Challenges

These color ratios help illustrate the relationship between the individual challenge colors and the primary palette. Any individual challenge color should interact most frequently with NGLC cyan. No two challenge colors should be juxtaposed together.
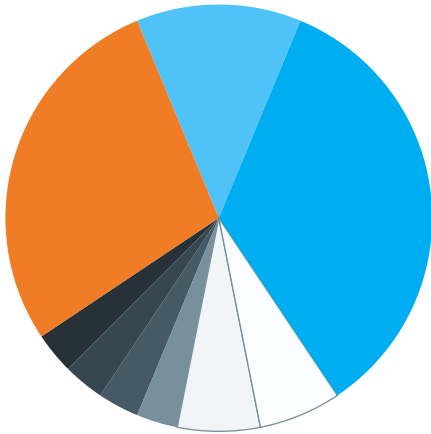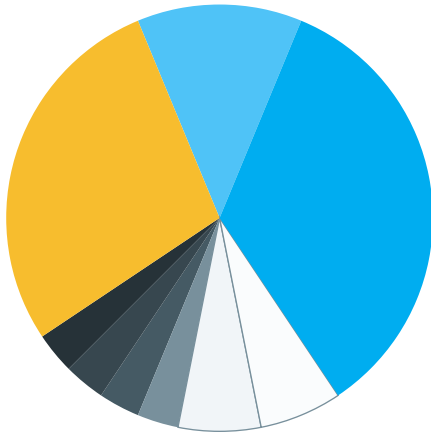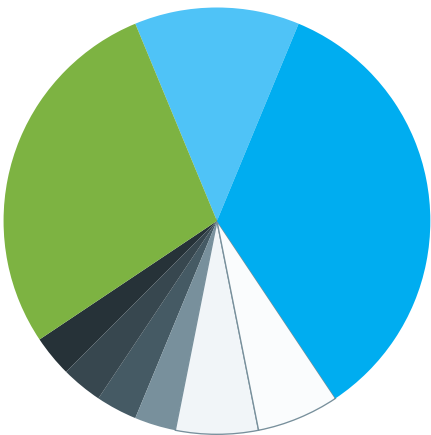
Enabling Change
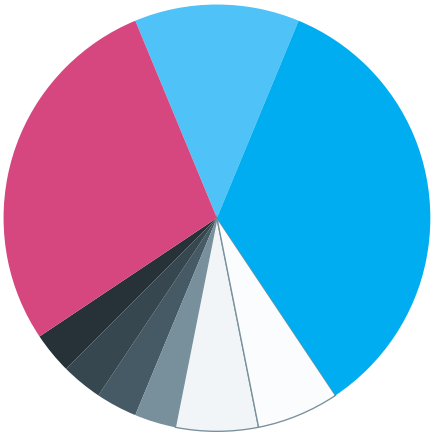
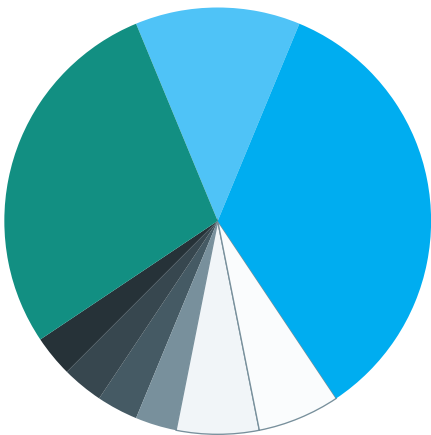**Professional Learning**
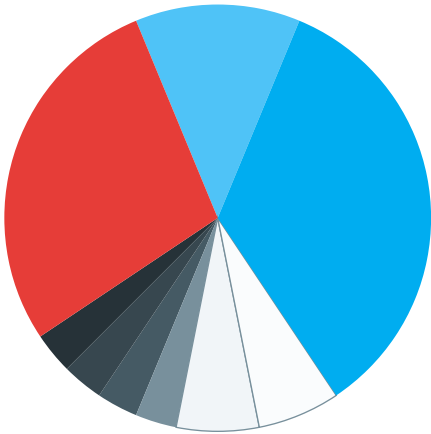
Building Community

Designing for Equity
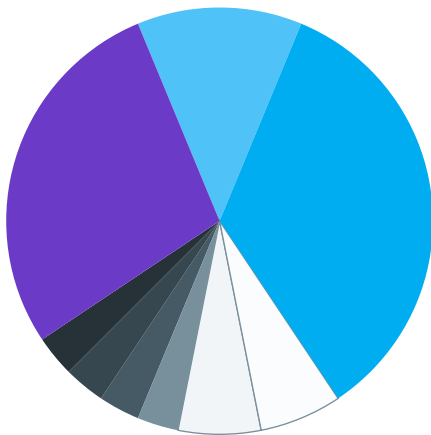
Technology Tools

Reimagining Assessment

New Designs for School
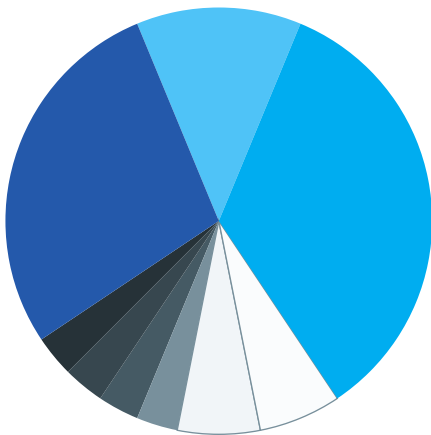
Why Schools Need to Change

07 # Photography

This section conveys the emotion of the brand photography, its visual tone, and all the elements that make it unique to NGLC. Photography can humanize a brand, as well as provide editorial context.

Photography

The imagery used for NGLC should capture the spirit of learning. These photos are warm, authentic, and human-centered. The subject matter is the dynamic energy between the student and the teacher, within the context of the classroom.

We strive for authenticity, when an image features a student or educator, that individual should have a name, be a part of a school, and be a part of the broader NGLC community. All this means is real photos matter, *avoid stock photos as much as possible!*
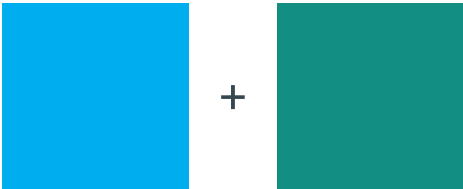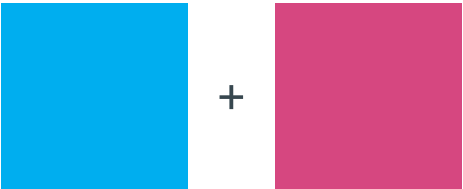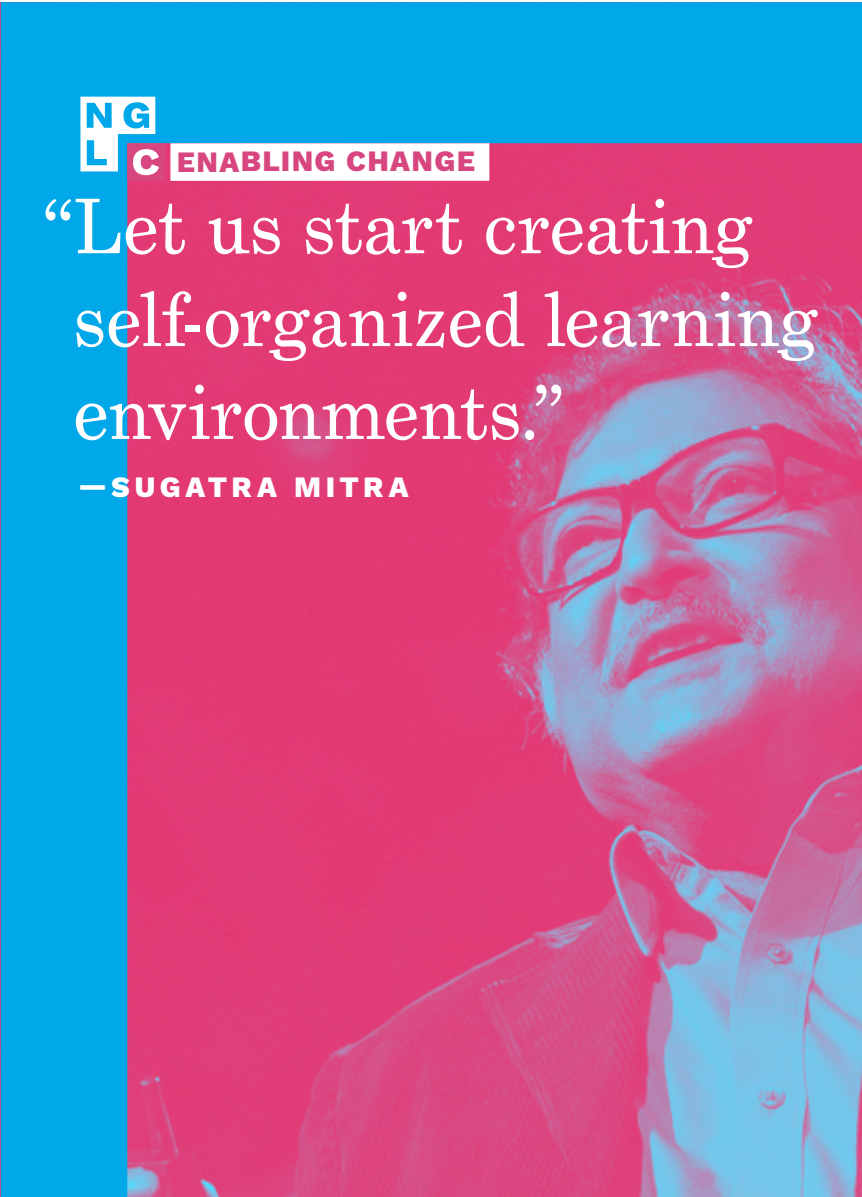
Duotone Photography

NGLC is a diverse of community of passionate educators. A photographic style can and should reflect both those characteristics. The cover of a brochure, digital publication, inspirational poster, or powerpoint presentation, are all excellent opportunities to implement the vibrance of duotone photography.

About Duotones
Duotones are a photographic process in which all the light and dark values of a photograph are remapped to two designated colors, or tones.

We recommend applying any one color from the challenges palette and NGLC cyan, as the two tones in a duotone image.

To make your own duotone imagery, go to:
http://hornil.com/apps/duotone/

NGLC

Thank You!