

LOGO USAGE GUIDE



Expect More Arizona®

WHAT IS THIS GUIDE FOR?

A single, simple brand will help you leverage the power of Expect More Arizona's identity, allowing Expect More Arizona to make the greatest impact possible.

Your identity is more than your logo. It is a design scheme composed of a number of core elements that combine to create a distinctive look and feel, making your brand instantly recognizable. This guide will explore these core elements and assist you in designing and producing compelling communications with consistency, creativity and flexibility.

Many of the standards set forth in this guide depend on size, proportion and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these design standards will ensure that Expect More Arizona's brand is always expressed clearly and compellingly.



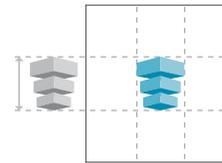
LOGO & ICON





LOGO

The logo should be used in situations that benefit from the additional context and voice of your full name.



ICON

The icon configuration of your logo is a secondary element for marketing materials and brand collateral.

Your logo serves as the most concise visual expression of your brand. Uplifting, encouraging and forward-thinking, it is an essential element for any brand communications.

NEGATIVE SPACE

Expect More Arizona's logo should always be surrounded by a generous field of negative space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements, such as text and supporting graphics.

As shown above, the absolute minimum amount of clear space that should surround your logo is equal to the height of the "E". The absolute minimum amount of negative space that should surround your icon is equal to its height.



Expect More Arizona®



Expect More Arizona®



Expect More Arizona®
THE MOVEMENT FOR
WORLD-CLASS EDUCATION



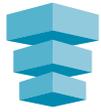
Expect More Arizona®
THE MOVEMENT FOR WORLD-CLASS EDUCATION

VERTICAL

HORIZONTAL

ITERATIONS

The vertical orientation of Expect More Arizona's logo should be used whenever possible. Some design applications or layouts may not allow for vertical formatting, in which case the horizontal orientation may be used.



Expect More Arizona®
EL MOVIMIENTO PARA
LA EDUCACIÓN DE CLASE MUNDIAL



Expect More Arizona®
EL MOVIMIENTO PARA LA EDUCACIÓN DE CLASE MUNDIAL

VERTICAL

HORIZONTAL

SPANISH ITERATIONS

These iterations of Expect More Arizona's logo should be used in Spanish language applications.



ENGLISH



SPANISH

SEAL

Although the vertical orientation of Expect More Arizona's logo is preferred, some special applications may use the seal.



LOGO

ICON

SEAL

MINIMUM SIZE

Many collateral formats often necessitate a small logo. Your logo can be scaled to a variety of sizes. However, at extremely small sizes, legibility may be compromised. To ensure that the logo is always legible, it should never be reproduced smaller than shown in the exhibits above.

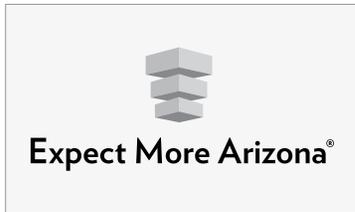
In addition to print size, we've specified the minimum size for screen applications in pixels.



LOGO & SYMBOL: Full Color



LOGO & SYMBOL: Reverse



LOGO & SYMBOL: BW



LOGO & SYMBOL: BW Reverse

COLOR VARIATIONS

To accommodate a range of uses, reproduction techniques and printing requirements, three logo color variations are available for use.

The Full Color variation is preferred for brand communications. The Reverse variation should be used when placing the logo against a dark colored background. The BW and BW Reverse variation should only be used when needing a one color logo.

Utilize Expect More Arizona's brand colors for backgrounds whenever possible. These logo variations may be placed against imagery or colors outside of the color palette only if absolutely necessary.



Never distort the logo.



Never outline the logo.



Never apply the logo to a background that does not provide sufficient contrast.



Never stylize the logo.



Never apply a color outside of the Expect More Arizona palette to the logo.

MISUSE

Any misuse of the logo artwork diminishes its integrity and that of the Expect More Arizona brand as a whole. The examples above illustrate some common misuses that should be avoided in design. Never alter or recreate the logo.

COLOR





BLUE

PMS: 663C

CMYK: 100/0/10/25

RGB: 0/139/176

HEX: #008BB0



BROWN

PMS: 411C

CMYK: 0/27/36/72

RGB: 104/80/64

HEX: #685040



CREAM

PMS: 7501C

CMYK: 0/4/20/6

RGB: 241/227/197

HEX: #F1E3C5

EXPECT MORE ARIZONA'S COLOR PALETTE

Color is a key component of any identity. Using these colors consistently across brand communications will build brand recognition for Expect More Arizona by contributing to a unified look and feel.