



# Brand Identity Guidelines

June 2023

This is a guide to the basic elements that make up **YES Prep brand**. Have a look – it will help you get to know us better.

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**A word on branding.** Our brand expresses who we are and what we stand for through visual and messaging elements that work together for all communications. It's our personality defined in a way that differentiates us from everyone else – all said in a voice unique to us.





*Brand Identity*

*Icon*



**yes prep**  
PUBLIC SCHOOLS

*Logotype*

*Descriptor*

*School Name*

**Southeast Secondary**

**Components of the brand identity include:**

- Icon
- Logotype
- Descriptor
- School Name (or other label)



Because of the size of our organization, we have several different versions of our brand identity. Familiarize yourself with them so you know which version to use and how to use it appropriately.



#### Logotype & Descriptor

The icon with adjacent text and descriptor, “public schools”.



#### Logotype

The icon with adjacent text.



#### Icon

The stand-alone “y” icon.



North Forest Elementary

#### Logotype, Descriptor & School

The icon with adjacent text and descriptor followed by school name.



North Forest Elementary

#### Logotype & School

The icon with adjacent text and school name underneath.



North Forest Elementary

#### Icon & School

The icon with school name underneath.



#### Specialty

The icon with adjacent text as a specialty.

To celebrate the **25TH ANNIVERSARY** of YES Prep, a unique set of logos are available for use through June 2024.

These temporary, limited-use designs have been created to align with our visual identity and provide a consistent method of recognizing this important milestone. Use of this logo should be reserved to high-level, system-wide communications and collateral, such as event promotions or letterhead. This logo will sunset following the 2023-2024 school year.



**Anniversary Logo**



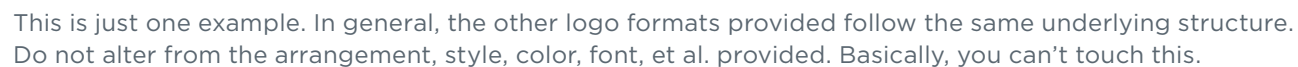
**Anniversary, Logotype, Descriptor**

## Restrictions

Unless approved by COMMS/Marketing, don't apply to materials that could extend beyond the academic year, such as stationery, signs, et cetera, and other items with longer shelf lives to avoid waste.

Do not alter from the arrangement, style, color, font, et al. provided. Basically, you can't touch this.





**Let it be.** Other elements do not have permission to intrude on the personal space of the YES Prep brand identity, even if they ask permission. No.



We're pretty sure that no organization, ever, has wanted to use their logo smaller, but just in case, there are limits.



Pretty straight forward, right? If other elements come into frame, it will alter the perception of the identity and diminish its impact.



**Updating school names.** With the expansion into elementary education, all YES Prep names should include Elementary/Secondary.

**Why add Secondary if there is no Elementary school with the same name?**

- Subtly emphasizes that YES Prep now serves students from pre-K to 12th grade
- Creates cohesion among the logos and naming conventions for all YES Prep schools rather than having two groups of logo styles
- Creates clarity for potential parents and other YES Prep outsiders on what grades each school serves



**Centering the name.** With the longer school names, the campus line is now centered underneath the entire logo for balance and space.



Avoid using the vertical logo that includes Public Schools.



We have logos in different formats and colors.  
A few of them are shown below.



There's a variety of logos that you can apply to promotional materials and products, but you still have to be careful. Read on to discover how to apply them properly.

# Logo Do's and Don'ts.

Consistency builds brand recognition over time and there are things you should and shouldn't do in regards to the brand identity.

1

**Clearspace**

The logo needs adequate space around it so that clarity is maintained at all times.

2

**Minimum Size**

In certain instances, if the logo is too small the descriptor text will be illegible.

3

**Distortion & Effects**

Do not stretch, italicize, skew, distort, squash or add crazy 3D effects to the logo.

4

**Color**

Do not use colors that are not in the approved color palette. If you're not sure, ask or just don't do it.

5

**Positioning**

Do not alter the spatial relationships of the icon, logotype, descriptor text or labels underneath the logo.

6

**Labels and Descriptor Text**

Do not create new or alter existing text within the logo.

7

**Context**

Do not place the logo on an image (or portion of an image) or background that is too busy.

8

**Rotation**

Do not rotate the logo.

9

**Breaking**

Do not break apart the logo from the predetermined proportions to make room for more stuff.

10

**Independent Enlargement**

Do not alter the size of any of the components independent of the others. Always scale uniformly.



The integrity of the logo should be respected at all times. Here are visual examples of the “Don’ts” described on the previous page.



Any modification of the brand identity only serves to confuse its meaning and diminish its impact.

**Know your audience.** One way to narrow down which YES Prep logo to use in promotional materials and products is to know your audience.

### Internal Audience



People that make up YES Prep, i.e. staff, students, families, board of directors. Shares the same mission and core values and are familiar with the YES Prep brand. For this reason, you are able to use a less formal logo, such as the “Y” icon or for schools the “Y” icon with school name only.

### External Audience

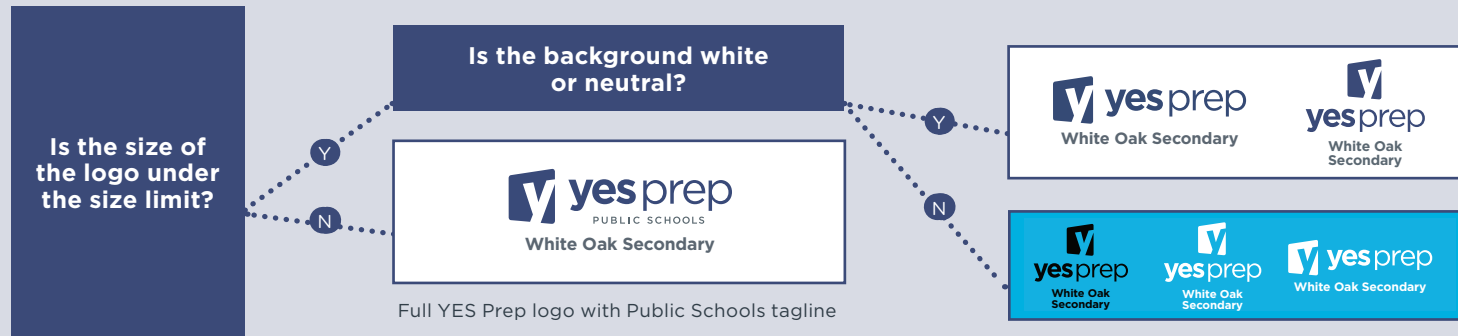


People outside of YES Prep who may or may not be familiar with our organization. An external audience would be the community in general, elected officials, media, etc. You should use the official logo that has the name of our organization: YES Prep Public Schools, and for our schools, the logo that has both our YES Prep name and the name of their school.

# Which logo should I pick? A user's guide.

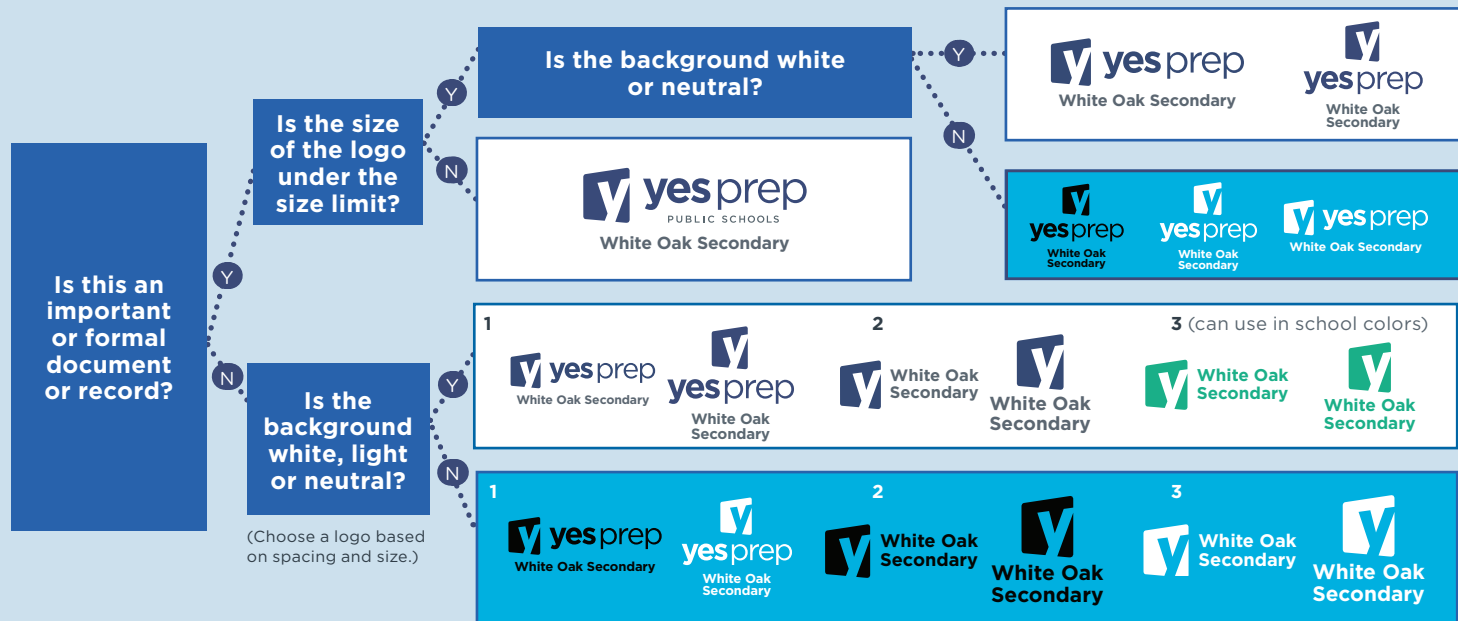
## External Audience

Examples: signage, letterheads, public flyers, presentations



## Internal Audience

Examples: flyers and other communications with students, staff and families; in-school signs; uniforms



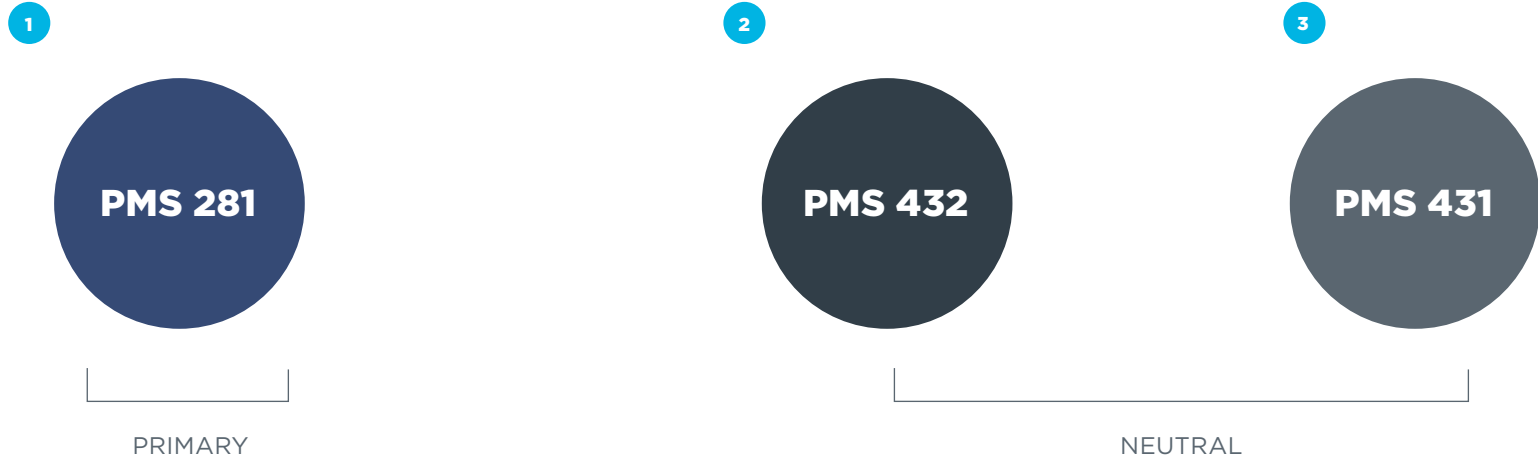


# Colors

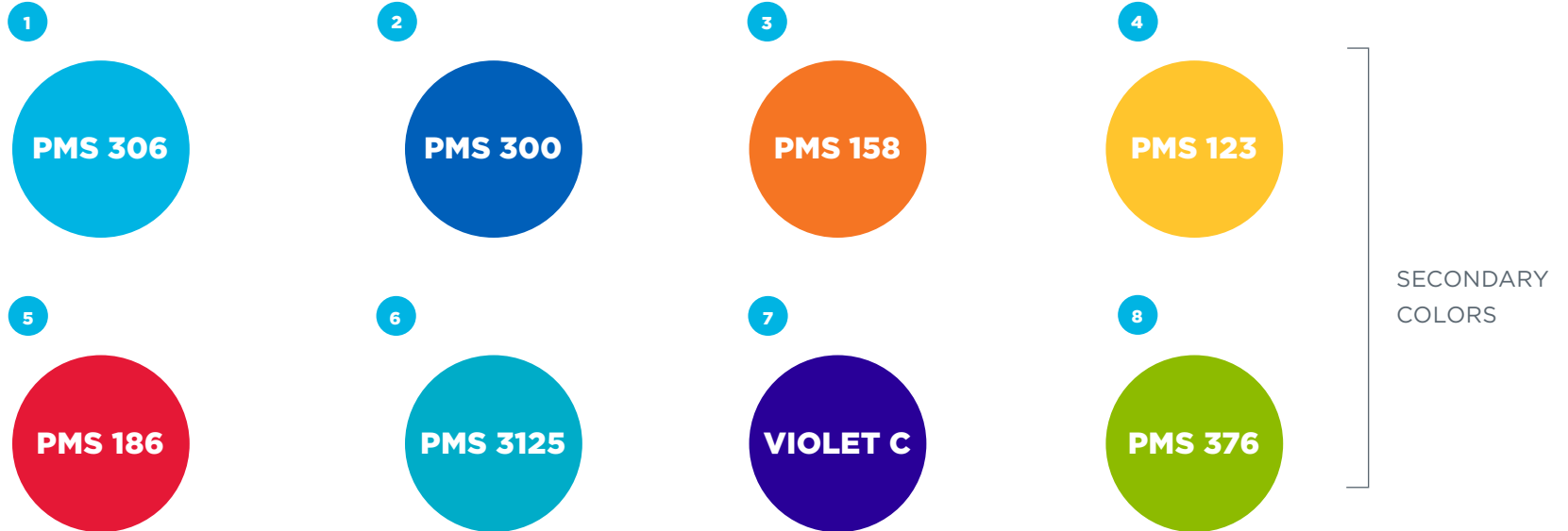




Our colors give us personality. We have a primary, or “corporate” color, a neutral pair and an extensive secondary palette to brighten things up.



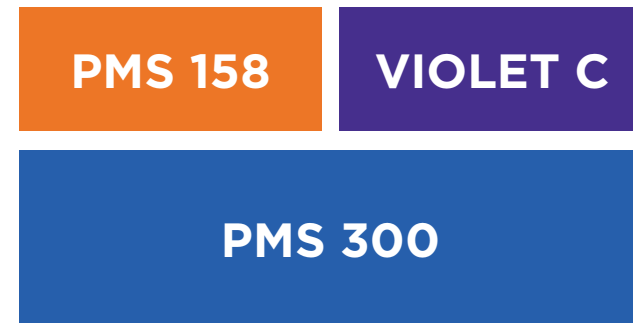
Our secondary palette is really extensive. This secondary color palette speaks to our rich, diverse culture – and colorful personality. Many of these colors complement our school color palettes.



Select wisely and make sure colors complement each other.



Here are some suggested color palettes to use when mixing our primary and secondary colors.



# Typography



Typography is a key element in communicating a unified personality. The type family “Gotham” is our primary font. It gives us a modern, yet approachable and “open” voice.

#### For Print

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#\$\$%&\*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#\$\$%&\*)

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#\$\$%&\*)

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#\$\$%&\*)

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#\$\$%&\*)

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#\$\$%&\*)

THIN

The Gotham type family is a modern sans serif font that excels in a broad range of use in applications from large display type to smaller reading text. It should be used in all communication materials whenever possible.



We realize that the preferred type family isn't always available. For that reason, we've selected Arial as the font family for online and other internal communications.

For Internal & Online Use

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;?!@#\$%&\*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;?!@#\$%&\*)

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;?!@#\$%&\*)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;?!@#\$%&\*)

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;?!@#\$%&\*)

Regular

The type family Arial has been selected as a secondary typeface and can be used in communication materials including day-to-day correspondence in transmittals, faxes and other MS Office® applications whenever Gotham is not available.



# Secondary



# Brays Oaks Secondary

## The Cavaliers

### Official School Logos



### Color Palette



PMS 200

PRIMARY



PMS 303

SECONDARY



COOL  
GRAY  
5

COMMON

### School Level Logos



### PMS 200

R 195  
G 4  
B 48  
  
C 16  
M 100  
Y 87  
K 6

Hex #C30430

### PMS 303

R 2  
G 42  
B 58  
  
C 96  
M 72  
Y 52  
K 56

Hex #022A3A

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED



# East End Secondary

## The Explorers

### Official School Logos



### Color Palette



PRIMARY



SECONDARY



COMMON

### School Level Logos



#### PMS 283

R 146  
G 192  
B 234  
  
C 40  
M 13  
Y 0  
K 0

Hex #91COEB

#### PMS 429

R 163  
G 170  
B 174  
  
C 37  
M 27  
Y 27  
K 0

Hex #A3AAAD

#### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



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# Fifth Ward Secondary

## The Titans

### Official School Logos

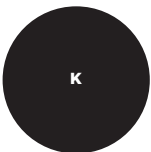


### Color Palette



PMS 505

PRIMARY



K

SECONDARY



COOL  
GRAY  
5

COMMON

### School Level Logos



### PMS 505

R 113  
G 45  
B 61  
  
C 43  
M 86  
Y 58  
K 38

Hex: #6E2636

### BLACK

R 0  
G 0  
B 0  
  
C 0  
M 0  
Y 0  
K 100

Hex: #000000

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



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# Gulfton Secondary

## The Force

### Official School Logos



### Color Palette



PMS 430

PRIMARY



PMS 534

SECONDARY



COOL  
GRAY  
5

COMMON

### School Level Logos



### PMS 430

R 124  
G 134  
B 141

C 55  
M 40  
Y 37  
K 4

Hex: #7A868C

### PMS 534

R 28  
G 53  
B 94

C 98  
M 85  
Y 36  
K 27

Hex: #1A355E

### COOL GRAY 5

R 180  
G 178  
B 176

C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED

# Hobby Secondary

## The Aviators



### Official School Logos



### Color Palette



PMS 7715

PRIMARY



PMS 7549

SECONDARY



PMS 442

COMMON

### School Level Logos



### PMS 7715

R 19  
G 96  
B 102

C 97  
M 44  
Y 53  
K 22

Hex: #136066

### PMS 7549

R 253  
G 181  
B 43

C 0  
M 35  
Y 100  
K 0

Hex: #FDB52B

### PMS 442

R 158  
G 172  
B 172

C 41  
M 24  
Y 29  
K 0

Hex: #9EACAC



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# Home Office

## The Stars

### Official Logos



### Color Palette



PRIMARY

#### PMS 281 U

R 63  
G 73  
B 113  
  
C 85  
M 69  
Y 22  
K 7

Hex: #3F4971



SECONDARY

#### PMS 431

R 92  
G 103  
B 112  
  
C 64  
M 46  
Y 39  
K 11

Hex: #5C6770



COMMON

#### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED

# North Central Secondary

## The Trailblazers

### Official School Logos



### Color Palette



PMS 021C

PRIMARY



PMS 286

SECONDARY



COOL  
GRAY  
5

COMMON

### School Level Logos



### PMS 021C

R 255

G 82

B 0

C 0

M 82

Y 100

K 0

Hex: #F05423

### PMS 286

R 0

G 51

B 161

C 100

M 84

Y 11

K 3

Hex: #0033A1

### COOL GRAY 5

R 180

G 178

B 176

C 31

M 25

Y 27

K 0

Hex: #B4B2B0



INCLUDED

# North Forest Secondary

## The Legends

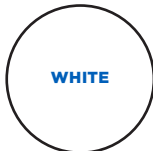
### Official School Logos



### Color Palette



PRIMARY



SECONDARY



COMMON

### School Level Logos



### PMS VIOLET

R 65  
G 0  
B 153  
  
C 90  
M 100  
Y 1  
K 2

Hex: #410099

### WHITE

R 255  
G 255  
B 255  
  
C 0  
M 0  
Y 0  
K 0

Hex: #FFFFFF

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED



# Northbrook High

## The Raiders

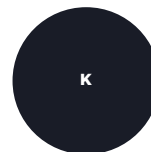
### Official School Logos



### Color Palette



PRIMARY



SECONDARY



COMMON

### School Level Logos



### PMS 7421

R 106  
G 27  
B 49  
  
C 38  
M 94  
Y 63  
K 45

Hex: #6A1B31

### BLACK

R 0  
G 0  
B 0  
  
C 0  
M 0  
Y 0  
K 100

Hex: #000000

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED

# Northbrook Middle

## The Knights

### Official School Logos



### Color Palette



PMS 319

PRIMARY



PMS 532

SECONDARY



COOL  
GRAY  
5

COMMON

### School Level Logos



#### PMS 319

R 32  
G 203  
B 212  
  
C 66  
M 0  
Y 21  
K 0

Hex: #2DCCD3

#### PMS 532

R 28  
G 31  
B 42  
  
C 81  
M 73  
Y 56  
K 68

Hex: #1A1E29

#### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED

# Northline Secondary

## The Revolutionaries

### Official School Logos



### Color Palette



PMS 306

PRIMARY



PMS 307

SECONDARY



COOL  
GRAY  
5

COMMON

### School Level Logos



### PMS 308

R 0  
G 179  
B 227  
  
C 69  
M 2  
Y 4  
K 0

Hex: #00B3E3

### PMS 307

R 0  
G 106  
B 166  
  
C 88  
M 49  
Y 9  
K 1

Hex: #006AA6

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 27  
M 22  
Y 23  
K 0

Hex: #B4B2B0



K

INCLUDED

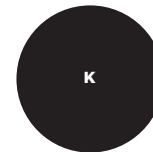
# Northside Secondary

## The Pride

### Official School Logos



### Color Palette



PRIMARY



SECONDARY



COMMON

#### BLACK

R 0  
G 0  
B 0  
  
C 0  
M 0  
Y 0  
K 100

Hex: #000000

#### PMS 312

R 0  
G 93  
B 185  
  
C 100  
M 62  
Y 7  
K 1

Hex: #00A7CE

#### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0

### School Level Logos



INCLUDED



# Northwest Secondary

## The Hawks

### Official School Logos



### Color Palette



PRIMARY



SECONDARY



COMMON

### School Level Logos



### 540 U

R 63  
G 82  
B 111  
  
C 82  
M 66  
Y 36  
K 19

Hex: #3F526F

### PMS 375 U

R 115  
G 201  
B 45  
  
C 58  
M 0  
Y 100  
K 0

Hex: #73C92D

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED

# Southeast Secondary

## The Wizards

34

### Official School Logos



### Color Palette



PMS 116

PRIMARY



PMS 288

SECONDARY



COOL  
GRAY  
5

COMMON

### School Level Logos



### PMS 116

R 255  
G 206  
B 0  
  
C 0  
M 18  
Y 100  
K 0

Hex: #FFCE07

### PMS 288

R 0  
G 45  
B 116  
  
C 100  
M 87  
Y 27  
K 19

Hex: #002D74

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED

# Southside Secondary

## The Giants

### Official School Logos

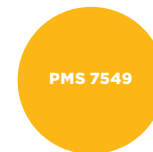


### Color Palette



PMS 1955

PRIMARY



PMS 7549

SECONDARY



PMS 288

COMMON

### School Level Logos



#### PMS 1955

R 143  
G 19  
B 54

C 29  
M 100  
Y 70  
K 27

Hex: #8F1336

#### PMS 7549

R 255  
G 183  
B 0

C 0  
M 31  
Y 100  
K 0

Hex: #FFB700

#### PMS 288

R 0  
G 45  
B 115

C 100  
M 88  
Y 27  
K 19

Hex: #092C74



INCLUDED

# Southwest Secondary

## The Mavericks

### Official School Logos



### School Level Logos



### Color Palette



PRIMARY



SECONDARY



COMMON

#### PMS 354

R 0  
G 175  
B 67  
  
C 95  
M 0  
Y 100  
K 0

Hex: #00AF43

#### PMS 300

R 0  
G 93  
B 185  
  
C 100  
M 62  
Y 7  
K 1

Hex: #005CB9

#### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



INCLUDED



# West Secondary

## The Marvels

### Official School Logos



### Color Palette



PMS 485

PRIMARY



PMS 2955

SECONDARY



COOL  
GRAY  
5

COMMON

### PMS 485

R 226  
G 38  
B 28  
  
C 6  
M 98  
Y 100  
K 1

Hex: #E2261C

### PMS 2955

R 0  
G 55  
B 100  
  
C 100  
M 78  
Y 36  
K 28

Hex: #003763

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0

### School Level Logos



INCLUDED

# White Oak Secondary

## The Owls

### Official School Logos



### School Level Logos



### Color Palette



PRIMARY



SECONDARY



COMMON

### PMS 339

R 0  
G 177  
B 136  
  
C 83  
M 0  
Y 63  
K 0

Hex: #00B188

### PMS 1375

R 249  
G 159  
B 30  
  
C 0  
M 44  
Y 99  
K 0

Hex: #F99F1E

### COOL GRAY 5

R 180  
G 178  
B 176  
  
C 31  
M 25  
Y 27  
K 0

Hex: #B4B2B0



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# Elementary



# A few words on elementary branding

Our elementary brand is an extension of our overall YES Prep brand with a few differences in visual elements.

Our elementary branding has unique but complementary colors, typography and graphic elements to help amplify a playful visual personality.



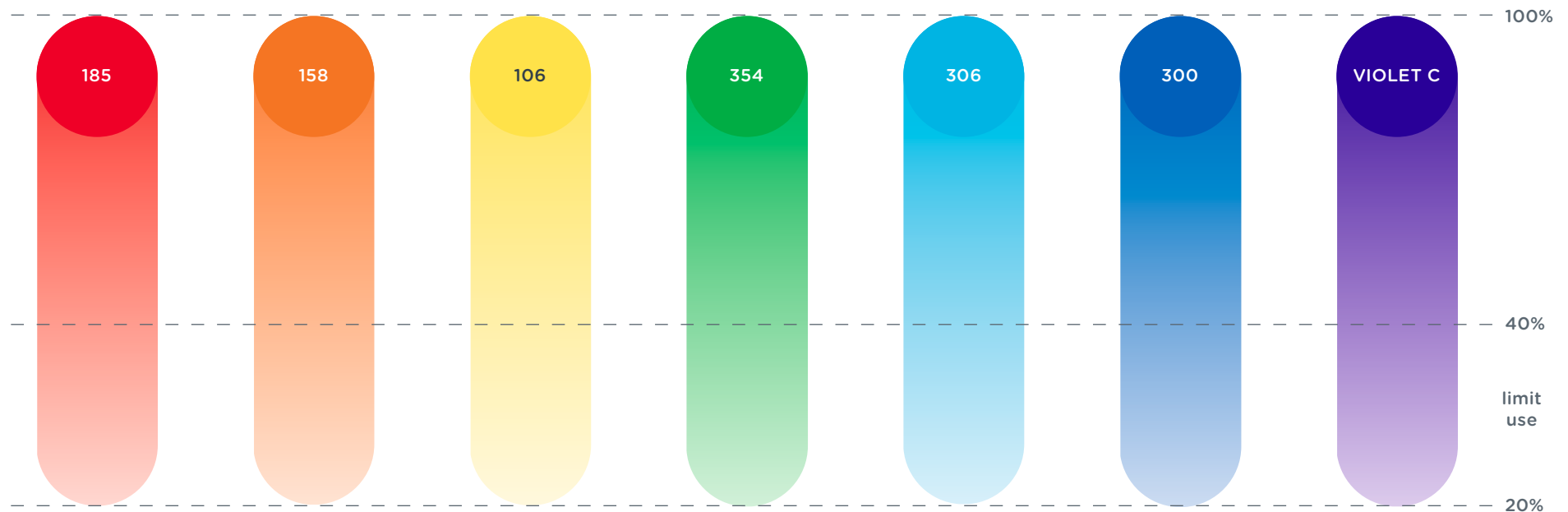
# Colors



# Elementary Color Palette

42

Here is our elementary color palette. Vibrant, fun and playful. Some colors are derived from our main secondary color palette.



C	2
M	100
Y	92
K	0

R	234
G	0
B	41

#E70031

C	3
M	66
Y	99
K	0

R	237
G	118
B	37

#EB7631

C	4
M	5
Y	85
K	0

R	249
G	227
B	70

#F9E254

C	95
M	0
Y	100
K	0

R	0
G	168
B	79

#00AD47

C	81
M	4
Y	5
K	0

R	0
G	178
B	226

#00B3E0

C	100
M	62
Y	7
K	0

R	0
G	99
B	166

#005FB6

C	90
M	100
Y	1
K	2

R	69
G	45
B	140

#410096



# Typography



# Font

This is Gotham Rounded. It's modern, kid-friendly and fun! The letters are really approachable, making it the ideal candidate for an elementary school system.

## Primary—Gotham Rounded

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#\$%&\*)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**LIGHT**



**DESIGNER**  
TOBIAS FRERE-JONES

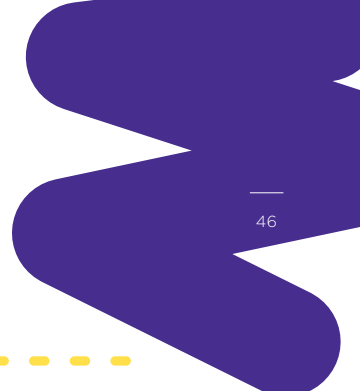
**FOUNDRY**  
HOEFLER & CO.

**YEAR**  
2009



# Logos





# Elementary Logos

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## Official School Logos



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## School-Level Logos





# Photography



# Photography Inspiration



## Photo Guidance

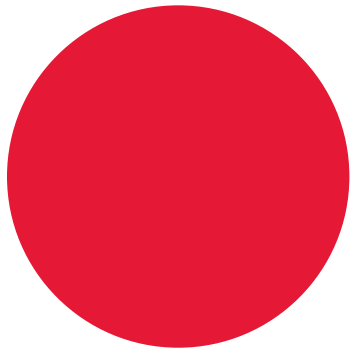
A visual guide for elementary photos is:

- Simple
- Bright
- Diverse
- Colorful
- Sincere
- Candid
- True to life
- Active
- Energetic
- Fun

Use these words to guide you when taking photos or using imagery in collateral.

# Elementary Elements

Below are the various elements that are used to enhance the Elementary design collateral. The behavior of the elements are not fixed. They can change color, create patterns, enlarge or move around on the page as needed. See the examples to understand how they can be used.



**Circle**



**Vertical Squiggle**



**Horizontal Squiggle**



**Thick Line**



**Dashed Line**



# Elementary Examples

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*This document was created by the Communications and Marketing team.  
Please contact [communications@yesprep.org](mailto:communications@yesprep.org) with questions concerning  
the YES Prep Public Schools brand.*

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