



Brand Identity Kit: Teacher Use

This document provides resources and guidelines for use in creating anything associated with Blue Sky Education, LLC that is shared with the public. You will find examples and non-examples to help you stay on the Blue Sky Education brand while promoting your teaching business!

Blue Sky Education, LLC Standard Color Palette

#86b7e3

#1561b1

#123974

#89b8ff

#fae616

#f3ecb6

#ffffff

#000000

Usage Guidelines:

Use of the specific hex codes (the # and numbers/letters with each color) provided in the BSE Standard Color Palette above ensure that the color displayed on your screen is the actual color the viewer will see on their screen. Please do not guess or choose "close enough" shades, as we need to maintain continuity in branding.

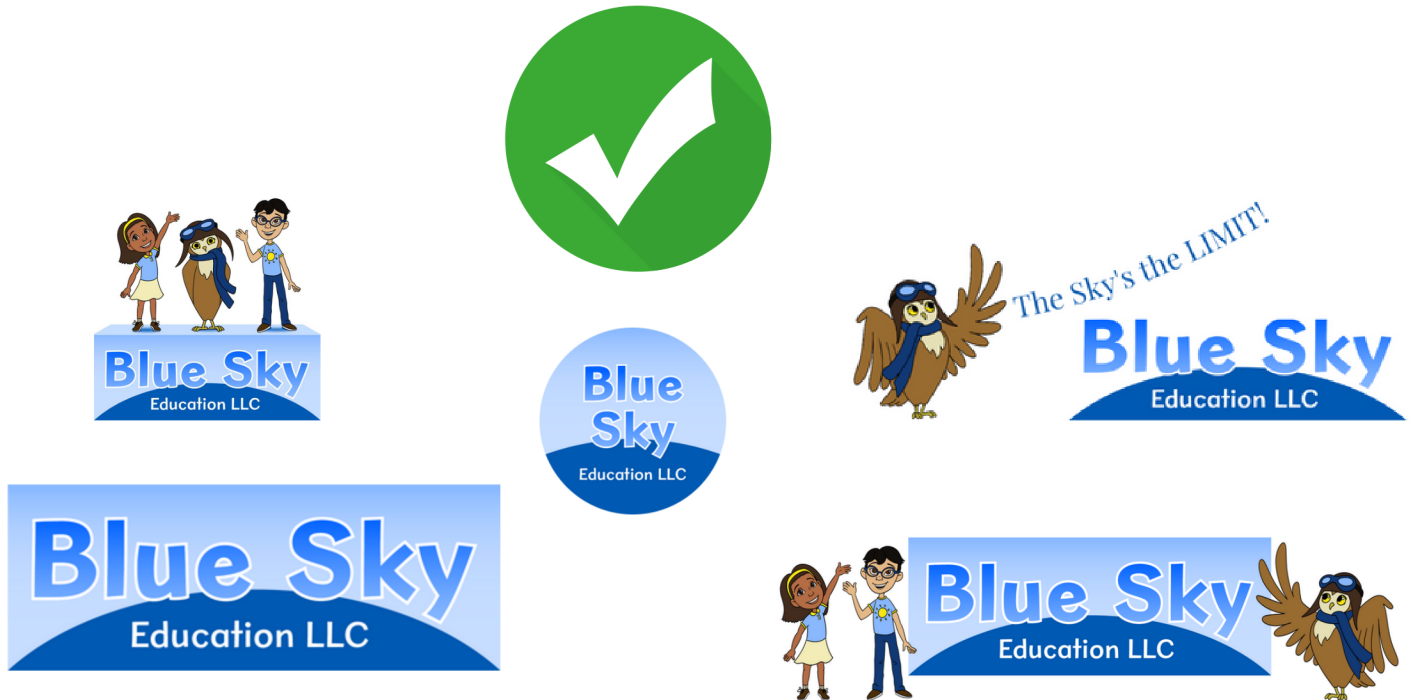
Logos



How to use Logos on a White Background

Background

Use any Logo with a background color on a white background:



Non-Examples for Logo Use

DO NOT use transparent logos on a white background



Using a Logo on a Colored Background

Choose Background Colors from the Approved Color Palette

Use Standard Logos on Colored Backgrounds



DO NOT Use Transparent Logos on Colored Backgrounds



Using a Logo on a Colored Background

Choose Background Colors from the Approved Color Palette

Use Standard Logos on Colored Backgrounds



DO NOT Use Transparent Logos on Colored Backgrounds



Using a Logo on a Colored Background

Choose Background Colors from the Approved Color Palette

Use Standard Logos on Colored Backgrounds



DO NOT Use Transparent Logos on Colored Backgrounds



Using a Logo on a Colored Background

Choose Background Colors from the Approved Color Palette
Use Standard Logos on Colored Backgrounds



DO NOT Use Transparent Logos on Colored Backgrounds



Using a Logo on a Colored Background

Choose Background Colors from the Approved Color Palette

Use Standard Logos on Colored Backgrounds



DO NOT Use Transparent Logos on Colored Backgrounds



Using a Logo on a Colored Background

DO NOT Use Logos on Similar Colored Backgrounds



Non-Examples for Logo Use

DO NOT use ANY logos on an Unapproved Background Color



Characters

Alex



Amy



Ollie



Usage Guidelines

Please consider the size and scale of the characters when grouping them together or adding to another element. Full-size Ollie is slightly larger than Alex and Amy; Alex and Amy are approximately the same height and overall size.

Characters and Backgrounds

Use White or an Approved Background Color

Alex



Amy



Ollie



Characters and Backgrounds

Use White or an Approved Background Color

Alex



Amy



Ollie



Characters and Backgrounds

DO NOT use ANY characters on any unapproved background colors

Alex



Amy



Ollie



Blue Sky Education, LLC

Standard Typography

Heading: Sweater School Bold

free download [here](#)

Subheading: Source Sands Pro

free download [here](#)

Body Text: Andika

free download [here](#)

Additional Font:

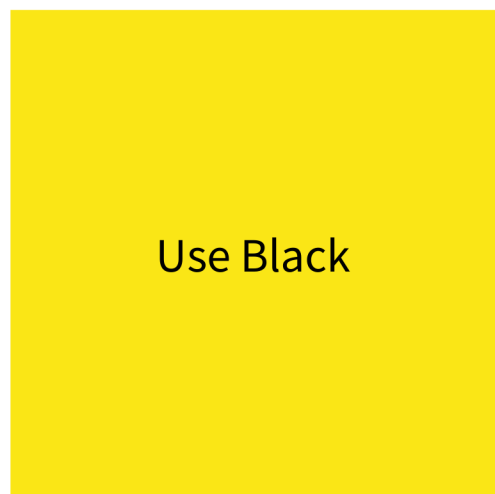
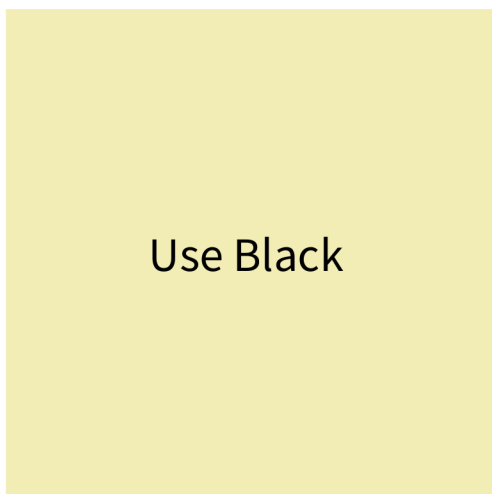
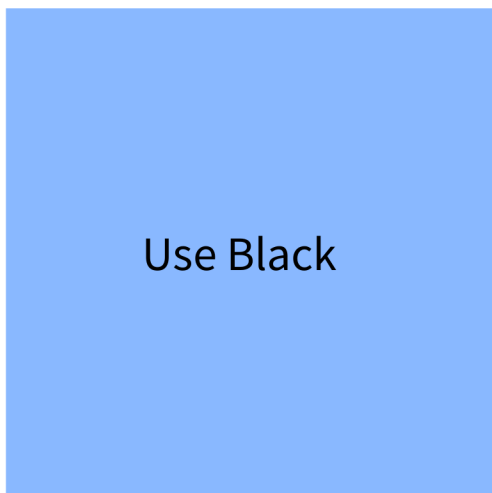
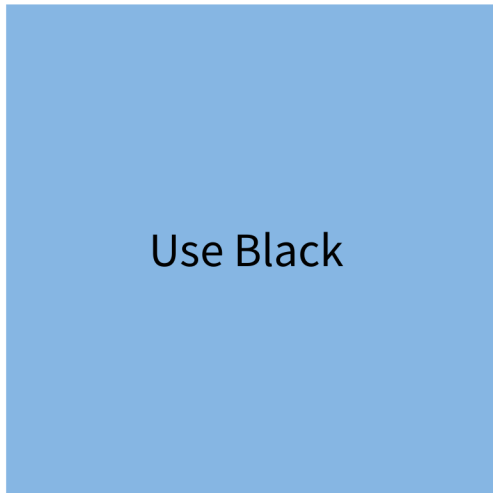
Playfair Display family

free download [here](#)

Usage Guidelines

Be mindful of the contrast and size of the font used when creating any text. Dark backgrounds should use light colors but consider font size as well. All text should be clear and easy to read to maximum effectiveness.

Typography and the Color Palette



Typography and the Color Palette

On a White Background Use:

#1561b1

#123974

#000000