



# Exploring Your Potential™

## Brand Guidelines

## The best way to protect our brand is to use it correctly and consistently.

These guidelines cover all aspects of using our brand identity and all our brand elements including our fonts and color palette.

### Examples

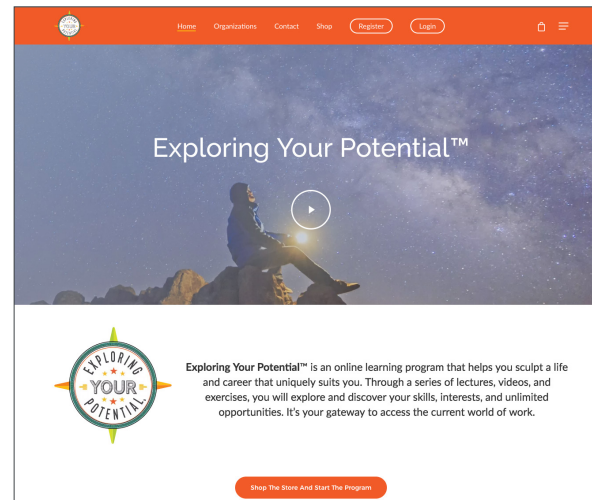
Below are examples of print and digital materials that make the Exploring Your Potential brand in a consistent and uniform way.



Exploring Your Potential Stars Poster



Exploring Your Potential Start Poster



Exploring Your Potential Website



Exploring Your Potential Stars Banner



Exploring Your Potential Start Banner

## What not to do!

Below are some common mistakes in using our logo. None of these examples shown should ever be used. For the correct use, refer to the next page of this brand guideline.



**X Don't** place imagery or distracting patterns behind the logo; always position the logo within a flat or neutral area of colour.



**X Don't** place text or logos closer to the logo than the restricted area, except for approved copy or content.

**EXPLORING  
YOUR  
POTENTIAL**

**X Don't** use other fonts to create the logo.



**X Don't** use other colours for the the block than those specified (unless using a limited palette)

**X Don't** place any other text or graphic within the block.



**X Don't** use any colours other than Exploring Your Potential colours, see colours page (unless using a limited palette).



**X Don't** distort or rotate our logo.



**X Don't** put the logo in a box.

Full Color Logo (cmyk)



Standard

Full Color Logo (cmyk)



Tilted

One Color Logo



Reversed Logo



## Things to remember

Our logo should appear on everything we do.

If you only have one opportunity to use the logo, it must be the full name version.

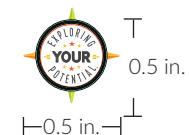
No taglines should be added to our logo.

Remember the exclusion zone and do not distort or try to replicate the logo in any way.

There are color and size restrictions to our logo (see color page) unless a limited palette is being used, and a minimum width and height of .5 inches or 1.27 centimeters square. If this is the case see page 5.

When the words Exploring Your Potential appear in a title, do not eliminate the logo.

Alternative logos are available for any situation.



Standard

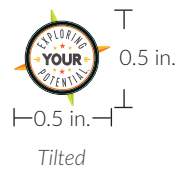
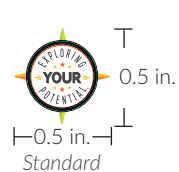


Tilted

## Logo

## Things to remember

If the logo placement requires less than a minimum width and height of .5 inches or 1.27 centimeters square the copy **Exploring Your Potential™ Career Readiness Program** should be in copy beside the logo (see below).



**Exploring Your Potential™**  
Career Readiness Program

Font: Raleway  
Title: Raleway Medium  
Subhead: Raleway Regular

For colors, see page 6.

Raleway Medium (Headline - Exploring Your Potential)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Cervo Regular (Subheadline - Career Readiness Program)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Questions:

If you have any questions about the Exploring Your Potential™ brand.

Please contact [David@ExploringYourPotential.com](mailto:David@ExploringYourPotential.com)

### Raleway Medium 500 (Module and Section Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Lato Regular (Sub Heads, Body/Paragraph)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Raleway fonts can be found at:

<https://fonts.google.com/specimen/Raleway>

Lato fonts can be found at:

<https://fonts.google.com/specimen/Lato>

**COURSE 1: DISCOVERING YOUR OPTIONS** (Lato Bold, 18 px, all caps, #414447)

# Module 1: Who Are You? (h1)

(Raleway Medium 500, 36 px #4BBFAE)

## Section Subheads

### 3. Advice from Industry Pros (h2)

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(Lato Bold , 28 px #F05A2 )

**EYP Subhead** (h3) (Lato Bold , 24 px #414447)

**EYP Subhead** (h4) (Lato Bold , 24 px #F05A2 )

**Advice from Industry Pros** (h5) (Lato Bold , 18 px #414447 )

**Advice from Industry Pros** (h6) (Lato Bold , 16 px #414447 )

### Paragraph or body copy

Our life experiences shape us into the unique people we are. They are so incredibly important! These experiences and how you responded to them are also incredible sources of information for you as you move forward into your next stages of life. What events impacted you? How did they impact you? What did you learn?

(Lato Regular, 16 px, #414447)

We just brought to the surface a lifetime  
of experiences that make you, you.

Take a moment to realize just how unique you are!

(Raleway Medium 500, 38 px #4BBFAE)

## Course Overview Page

Below are specs for the Course Overview Page in Moodle. These specs would be consistent on the Course Overview Page across all four courses.

**Course 1: Discovering Your Options - MASTER**  
Dashboard / My courses / Course 1: Discovering Your Options

**Overview** (Raleway Medium 500, 36 px #4BBFAE Aligned Center)  
50 px  
20 px  
Get a clear sense of who you are, what you want to achieve, what skills and experience you have to leverage, and what will truly make you happy. Then you can make it happen. (Lato Regular, 16 px, #414447 Aligned Center)  
30 px

**Course 1: Pre-Survey** (Raleway Medium 500, 36 px #4BBFAE Aligned Left)  
30 px

**Module 1: Who Are You?** (Raleway Medium 500, 36 px #4BBFAE Aligned Left)  
30 px  
125 px  
125 px  
20px  
40px  
It's crazy to start thinking about what you want to do without really looking at who you are. What drives you, motivates you, inspires you? Let's start to figure that out now. (Lato Regular, 16 px, #414447 Aligned Left) (Text centered on square)  
(Text block max width of 400 px)  
30 px

**Module 2: Dream Big** (Raleway Medium 500, 36 px #4BBFAE)  
125 px  
125 px  
20px  
40px  
Setting your expectations high gives you something exciting to focus on, build towards, and stir up your wildest of ambitions. Don't (Text centered on square)

## Forms

### Infield Top Aligned Forms (Responsive)

When a curser is in a field, border turns from a 1 pixel grey (#414447) to a green (#AFCD37)

#### Form

|                           |                             |                                                                              |                            |
|---------------------------|-----------------------------|------------------------------------------------------------------------------|----------------------------|
| First/Given Name<br>Nancy | Last/Surname<br>Mars        | Gender<br><input checked="" type="radio"/> Male <input type="radio"/> Female | Date of Birth              |
| Your email address        | Re-enter your email address | Your phone number                                                            | Re-enter your phone number |
| Address/Postal Address    |                             | Address/Postal Address additional line                                       |                            |
| City                      | State                       | Country                                                                      | Zipcode                    |

Copy or instructions inside form: First/Given Name (Lato Light, 11 px, (#414447)

Aswers typed in by user are dark blue, example; (John (#2B3990)

#### Expandable Form Field

### Infield Top Aligned Forms (Responsive)

|                                    |
|------------------------------------|
| What did you learn about yourself? |
|------------------------------------|

### Dark Orange

RGB: R 240 / G 90 / B 40  
CMYK: C 0 / M 80 / Y 95 / K 0  
HEX: #F05A28



### Orange

RGB: R 95 / G 130 / B 31  
CMYK: C 1 / M 60 / Y 100 / K 0  
HEX: #F4821F



### Gold

RGB: R 253 / G 188 / B 17  
CMYK: C 1 / M 28 / Y 99 / K 0  
HEX: #FDBC11



### Teal

RGB: R 75 / G 191 / B 174  
CMYK: C 65 / M 0 / Y 39 / K 0  
HEX: #4BBFAE



### Green

RGB: R 175 / G 205 / B 55  
CMYK: C 36 / M 2 / Y 99 / K 0  
HEX: #AFCD37



### Dark Blue

RGB: R 65 / G 68 / B 71  
CMYK: C 70 / M 61 / Y 57 / K 42  
HEX: #2B3990



### Dark Grey

RGB: R 43 / G 51 / B 144  
CMYK: C 99 / M 93 / Y 6 / K 0  
HEX: #414447



### Grey

RGB: R 110 / G 111 / B 113  
CMYK: C 58 / M 49 / Y 47 / K 15  
HEX: #6E6F71



## Incorporating Your Logo into existing promotional material

You can add your school or organization's logo to the lower left hand corner of any of the poster's or banners you can download from the promotional materials page.

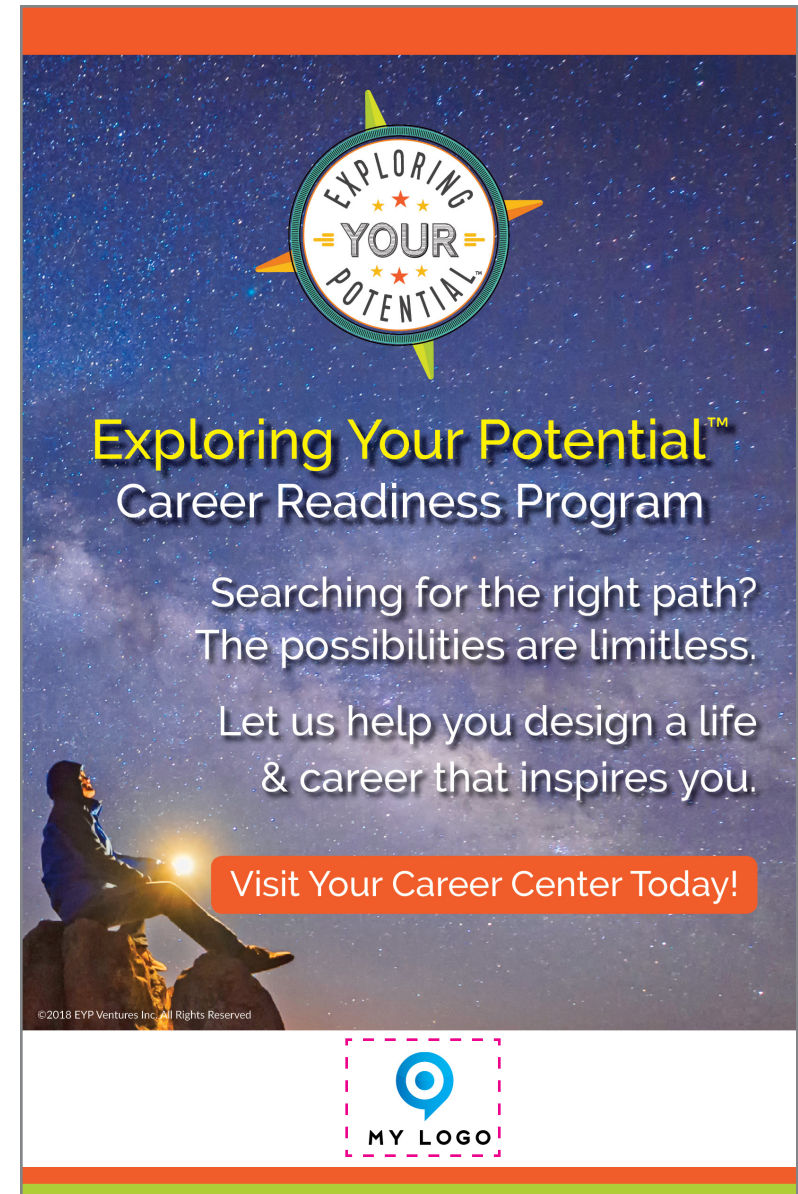
### Questions?

If you have any questions about the Exploring Your Potential™ brand.

Please contact:

**David J. Stine**  
Chief Creative Officer

[David@ExploringYourPotential.com](mailto:David@ExploringYourPotential.com)



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**David J. Stine**  
**Co-Founder /Chief Creative Officer**

[David@ExploringYourPotential.com](mailto:David@ExploringYourPotential.com)

