



Learning Fives

Branding Style Guide

DYLAN GRINDER DESIGN

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Logotype

PRIMARY LOGO

The Learning Fives logo communicates the community, teamwork, inclusivity, and competitive integrity that define the organization. It features a humanist sans-serif typeface that has energy and modernist leanings paired with an inviting warmth.



ICON LOGO

The icon version of the logotype distills the brand identity into a small, easily recognizable mark for more limited usage. The icon should only be used in places where the consumer knows the brand or where the organization's name is displayed elsewhere.



MINIMUM SAFE AREA

The logo must be placed in such a way as to provide the minimum distance between the logo and any other elements. The buffer space should roughly equal the width of the left-most portion of the icon.



VARIOUS VERSIONS



Color



Black & White



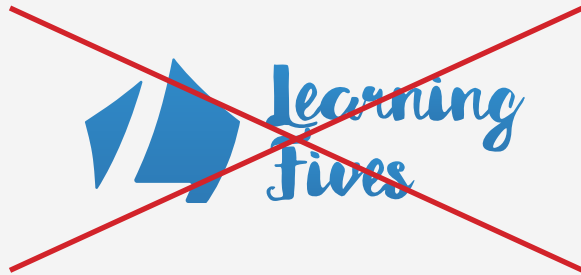
Black & White (Reversed)

INCORRECT LOGO TREATMENT

In order to preserve the organization's brand, avoid these common mistakes in your use of the logo.



Don't stretch or squish



Don't change the type



Don't change the colors



Don't rearrange the logo



Don't place on a textured background

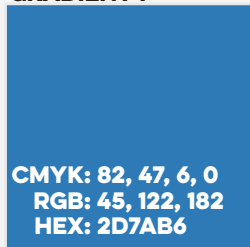
Colors

PALETTE

The Learning Fives brand utilizes colors that connote learning and youth and tie into the colors of Summoner's Rift.

The main primary color is composed of a gradient where possible. If technical limitations prevent the use of a gradient, use gradient 2.

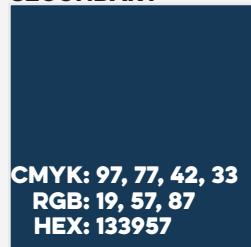
GRADIENT 1



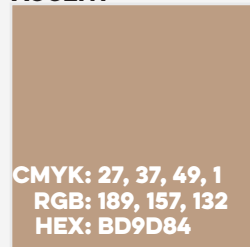
GRADIENT 2



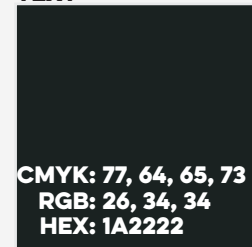
SECONDARY



ACCENT



TEXT



STANDARD WHITE



Typefaces

BRANDING TYPEFACE

The typeface used in the Learning Fives brand is Fira Sans. Fira can be used for both headlines and body copy, with heavier weights (bold and extra bold) and all-caps serving to add emphasis in headings and titles. Fira Sans Book should be used for copy.

LOREM IPSUM

Dolor Sit Amet

To maionsed et excea qui opta nullabo. **Et et is simperum** eum volorae. Ut lautam, sit lam quis maio omniscia *sae et fugitae*. Harum adiatene ratusdame earum illia doluptatis susae numquae id eatem. Nem.

Sample Collateral

BUSINESS CARDS



T-SHIRTS

