

remake 
learning

Brand Guidelines

SUMMER 2023



Contents

Brand Messaging

4 Tagline, Secondary Messaging

Brand Identity

6 Logo
7 Logo Configurations
9 Clear Space / Minimum Size
10 Color Versions
11 Background Control
12 Misuse

Visual Toolkit

14 Color Palette
15 Typography
17 Type Treatment
19 Brand Graphics
24 Working Group Logos
25 Photography Styles
26 Example Layouts

Digital Communications

29 Email Newsletter
30 Presentation Template
31 Social Media Account Graphics
32 Social Media Assets

Print Communications

34 Postcard
35 Exhibit Graphics
36 Member Badge

Branded Promotional Items

38 Water Bottle / Cap
39 T-Shirts
40 Stickers

Contact

41 Contact

Brand Messaging

PRIMARY TAGLINE

A network that
sparks equitable
learning practices

SECONDARY MESSAGING

Spark new ways of learning

It's time to think boldly about education

Spark new connections in education

Spark something new

Join the movement

Brand Messaging

Shown above is Remake Learning's primary tagline, along with a sample of secondary messaging. The primary tagline is the main description of Remake Learning, used to help introduce the brand.

Brand Identity



Our Logo

As the foundation of Remake Learning identity, our logo is an essential element for any brand communication.

PRIMARY



SECONDARY



HORIZONTAL



ICON



Logo Configurations

Shown here are the various logo configurations available for use. The Primary or Secondary versions should be used for most applications. Horizontal is available for layouts where space is limited. The Icon is used for applications such as social media avatars.

TAGLINE

**remake
learning** 

A network that sparks
equitable learning practices

BADGE



Logo Configurations

Shown here are logo configurations for including the tagline, or for a member badge.



Clear Space

Remake Learning logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This protects the logo from competing visual elements such as text and supporting graphics.

As shown in the exhibit, the minimum amount of clear space that surrounds the logo in any application is equal to a factor of X, with X being equal to the height of the stacked type in the Remake Learning logo lockup.

Minimum Size

Remake Learning logo can be scaled to a variety of sizes. However, at extremely small sizes, the readability may become compromised. To ensure that each configuration of the logo is always legible, please follow the recommended minimum sizes shown above.

FULL COLOR



REVERSE

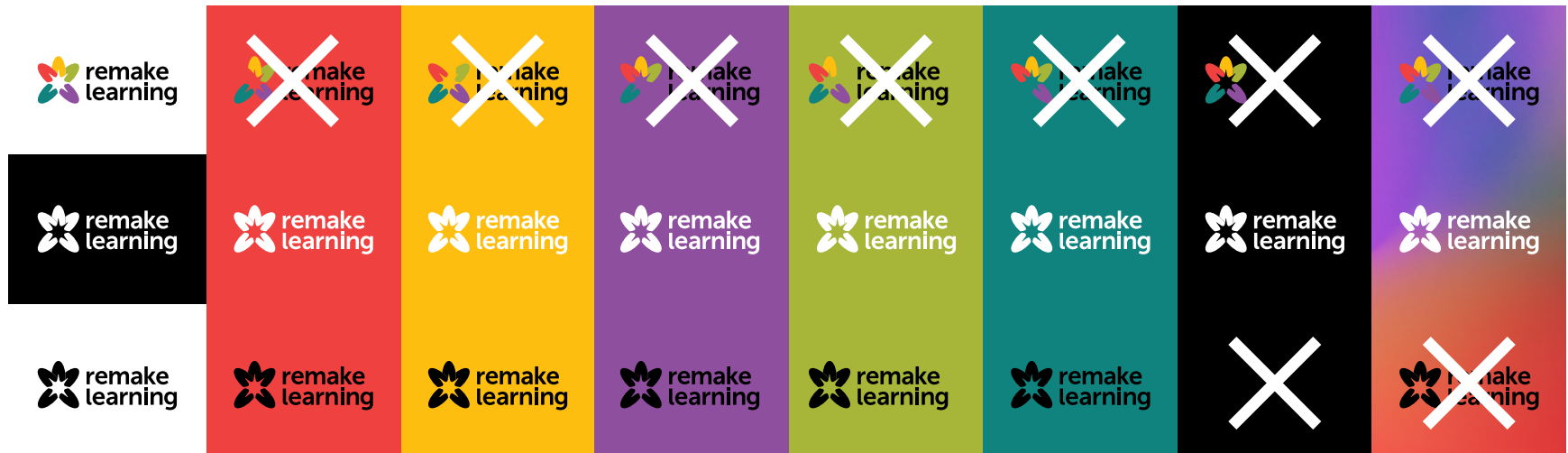


BLACK



Color Versions

Shown above are the three main color versions of the logo: full color, reverse, and black.



Background Control

The logo was designed to be adaptable to a range of background requirements. However, it is essential that the logo is always highly legible in every application. As a rule of thumb, a dark logo should not be used on a dark background, nor should a light logo be used on a light background.



Never re-arrange the elements of the logo.



Never distort the logo.



Never re-typeset the logo.



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



Never outline the logo.



Never apply a color outside of Remake Learning palette to the logo.



Never re-arrange colors within the logo.



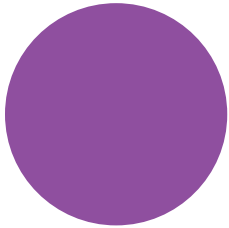
Never stylize the logo in any way.

Misuse

Any misuse of the logo artwork diminishes its integrity and that of Remake Learning brand as a whole. The exhibits featured here represent some common misuses that must be avoided whenever designing with the logo. Remember that the logo must never, under any circumstances, be altered or re-created. Only use approved files when reproducing these marks.

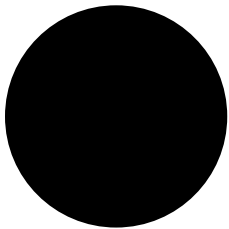
Visual Toolkit

PRIMARY



Purple

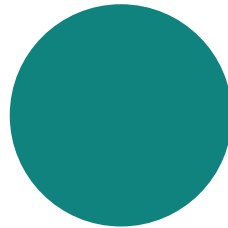
PMS	267
CMYK	50 / 82 / 0 / 0
RGB	143 / 79 / 159
HEX	#8f4f9f



Black

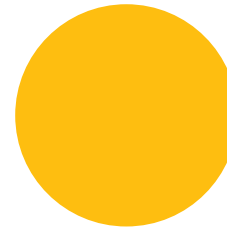
PMS	Black
CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	#000000

SECONDARY



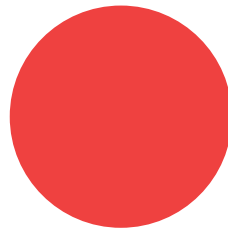
Teal

PMS	322
CMYK	85 / 30 / 52 / 7
RGB	16 / 131 / 127
HEX	#10837f



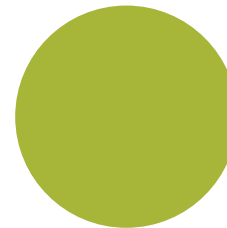
Yellow

PMS	108
CMYK	0 / 20 / 100 / 0
RGB	254 / 190 / 16
HEX	#febe10



Red

PMS	185
CMYK	0 / 90 / 78 / 0
RGB	239 / 65 / 64
HEX	#ef4140



Green

PMS	381
CMYK	40 / 16 / 100 / 0
RGB	167 / 181 / 57
HEX	#a7b539

Color Palette

Remake Learning palette consists of 6 colors. Purple and Black should be used as the primary colors, while the secondary colors should be used as accents or as part of color backgrounds.

PMS: Use when printing a spot color

CMYK: Process color used when printing

RGB: Use when color is going to be used in a digital environment

HEX: Use when color is going to be used on a website

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MUSEO SANS 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MUSEO SANS 500

Primary Typeface

Our primary typeface is Museo Sans. The family includes a comprehensive range of weights and can be used for headlines, titles, and text in both print and web applications.

For more information, please visit the following URLs:

<https://www.fontsquirrel.com/fonts/museo-sans>

<https://fonts.adobe.com/fonts/museo-sans>

Swear Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SWEAR DISPLAY BOLD

Highlight Font

Swear Display Bold is available as a highlight font, to be used for special headlines or copy with an emotional emphasis.

For more information, please visit the following URLs:

<https://fonts.adobe.com/fonts/swear-display>

<https://ohnotype.co/fonts/swear>

SWEAR DISPLAY BOLD

Special display headline treatment.

MUSEO SANS 900

Heading lorem ipsum

MUSEO SANS 900

SECONDARY

Caborem dolupit vid es doloria dende voluptet
voloreiustio torenimi, odis excus explaut ma volorio.
Nem volens mi, seque conserspe isimporibus et eius dit
pore exero et dolorent es utem id exera coneturem eum
dunt, quiam, quaspiende volorum et doluptiunt mod
quosa quis ab ipsum fugitio nsequam, omnimus andiam
ut volut que sandunt quam ipsae pero magnis repraes cus
si rehenimodis exeriscid enduntia quo esequid emperfe
ritestibus a dicil ium am et quaecae la illuptati conet ipsa
a accuptaquat endi odipsus dolorro doloreres ut

MUSEO SANS 500

Type Treatment

The exhibit above shows the relationship of different type treatments used together. Note that Swear Display is reserved for a large special headline treatment and that Museo Sans is used for the rest of the copy elements.

MUSEO SANS 900

Primary Headline Goes here.

MUSEO SANS 900

Heading lorem ipsum

MUSEO SANS 500

Caborum dolupit vid es doloria dende voluptet
voloreiustio torenimi, odis exces explaut ma volorio.
Nem voles mi, seque conserspe isimporibus et eius dit
pore exero et dolorent es utem id exera coneturem eum
dunt, quiam, quaspiende volorum et doluptiunt mod
quosa quis ab ipsum fugitio nsequam, omnimus andiam
ut volut que sandunt quam ipsae pero magnis repraes cus
si rehenimodis exeriscid enduntia quo esequid emperfe
ritestibus a dicil ium am et quaecae la illuptati conet ipsa
a accuptaquat endi odipsus dolorro doloreres ut

SWEAR DISPLAY BOLD

Special featured headline treatment goes here.

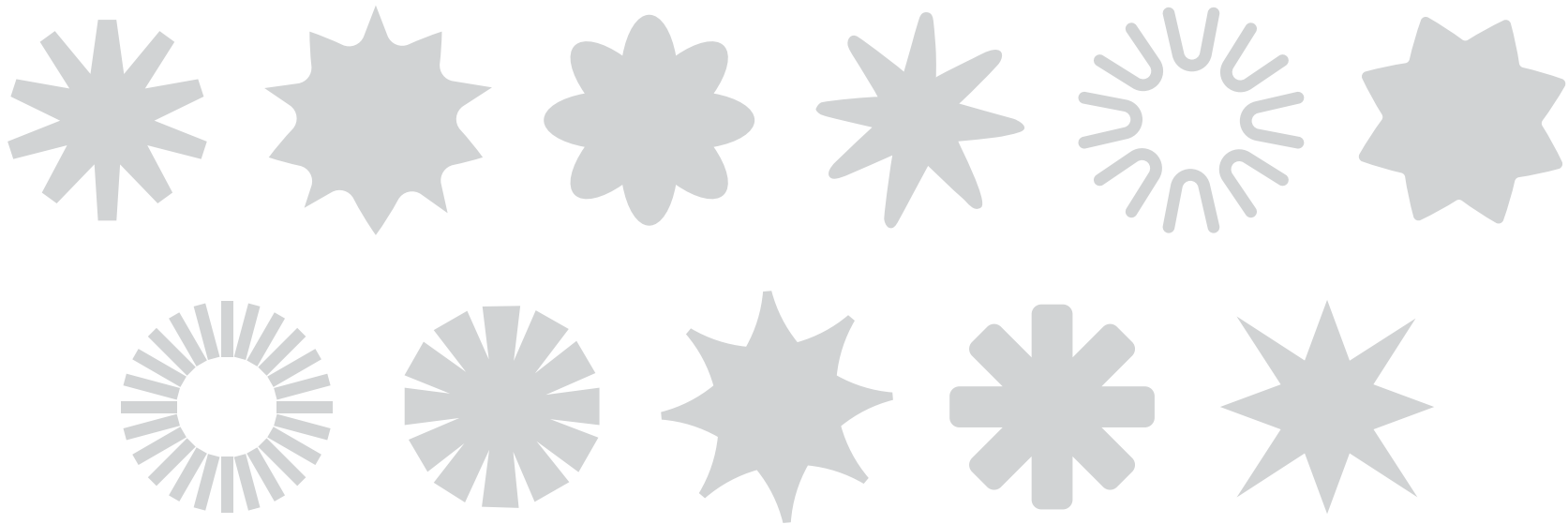
Type Treatment

The exhibit above shows the relationship of different type treatments used together. In this case, Swear Display is used as a special callout, secondary in hierarchy to the primary headline.



Gradient Background

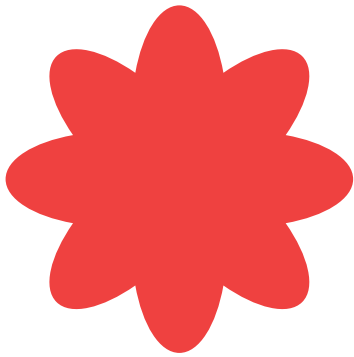
A gradient made from the color palette may be used as a background for layouts.



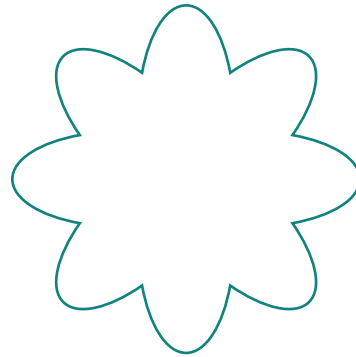
Sparks

A core element to the Remake Learning visual toolkit are graphic sparks. These come in many different shapes to show the diversity of ideas found in our network.

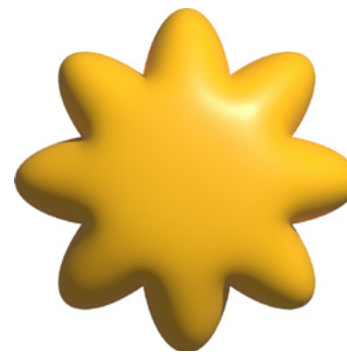
SOLID



OUTLINE

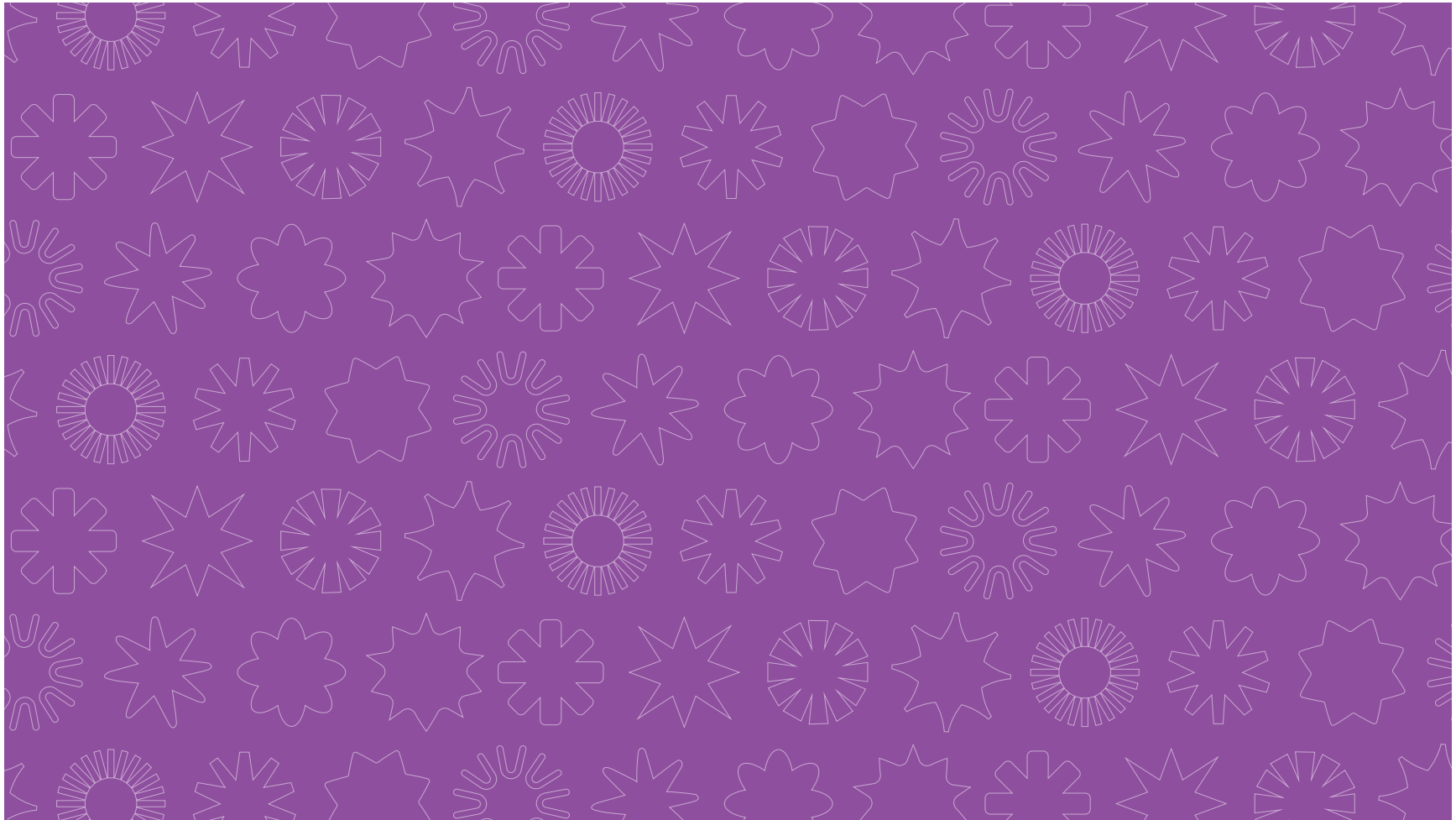


DIMENSIONAL



Spark Styles

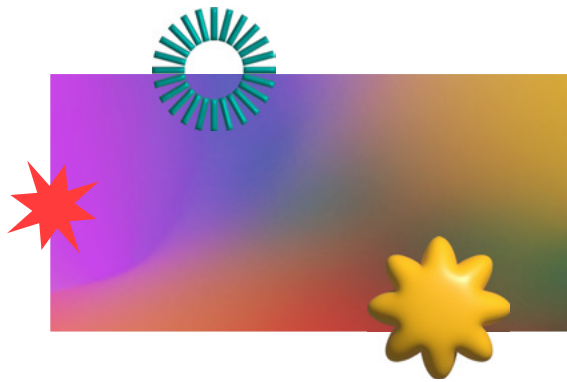
The sparks may be used in any of the colors from the brand color palette, and may be rendered in solid, outline, or dimensional styles.



Spark Pattern

A pattern made from all of the different sparks may be used as a background for layouts.

GRAPHIC ACCENTS



CONTAINER



PATTERN



Spark Usage

This exhibit shows different ways of using sparks: as graphic accents, a container for photographs, or as the background pattern.

LOGO ICON
(SINGLE COLOR)



REMAKE LEARNING
WORDMARK

remake learning
STE(A)M
ECOSYSTEM

MUSEO SANS 900



remake learning
**Personalized
Learning**
WORKING GROUP



remake learning
**Maker Learning
Collaborative**
WORKING GROUP



remake learning
CSforPGH
WORKING GROUP

Working Group Logos

The logo icon may be used along with Museo Sans, creating individual lockups to identify each Remake Learning working group. Only a single color from the brand palette may be used for each working group lockup.



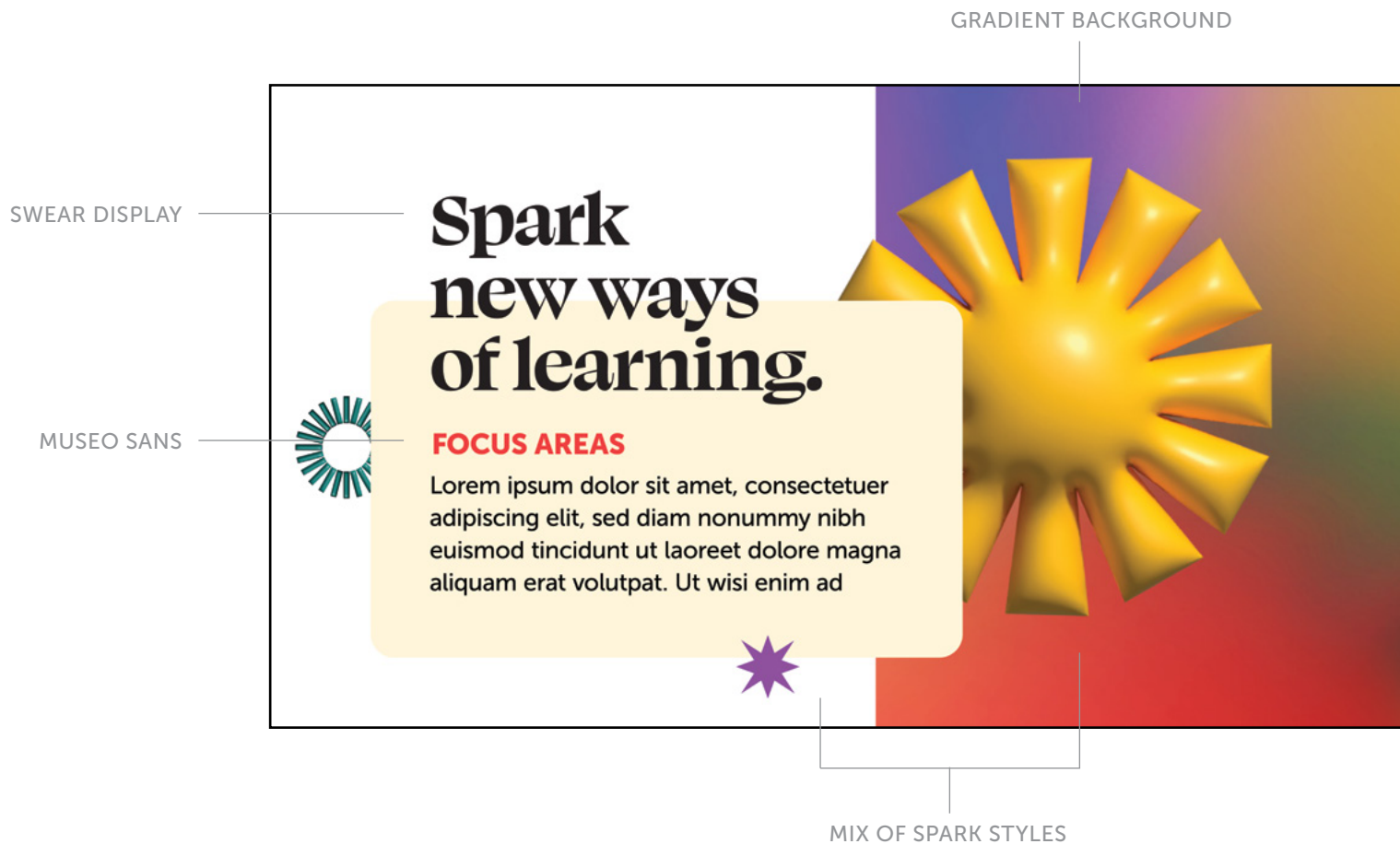
FULL COLOR



FULL COLOR WITH DARK OVERLAY
(FOR USE WITH TEXT)

Photography Styles

When using photography, consistent style is important to bring cohesion and impact to brand communications. Photographs should be in full color and left untreated. A dark overlay may be used to create contrast for applying text.



Example layout

Above is an example of the visual toolkit elements being used to create a layout.



Example layout

Shown above are various ways to use the visual toolkit elements within a design layout.

Digital



Latest News



Building futures, breaking down barriers

Pittsburgh's growing network of pre-college STEM programs are opening doors and changing lives

[READ MORE](#)



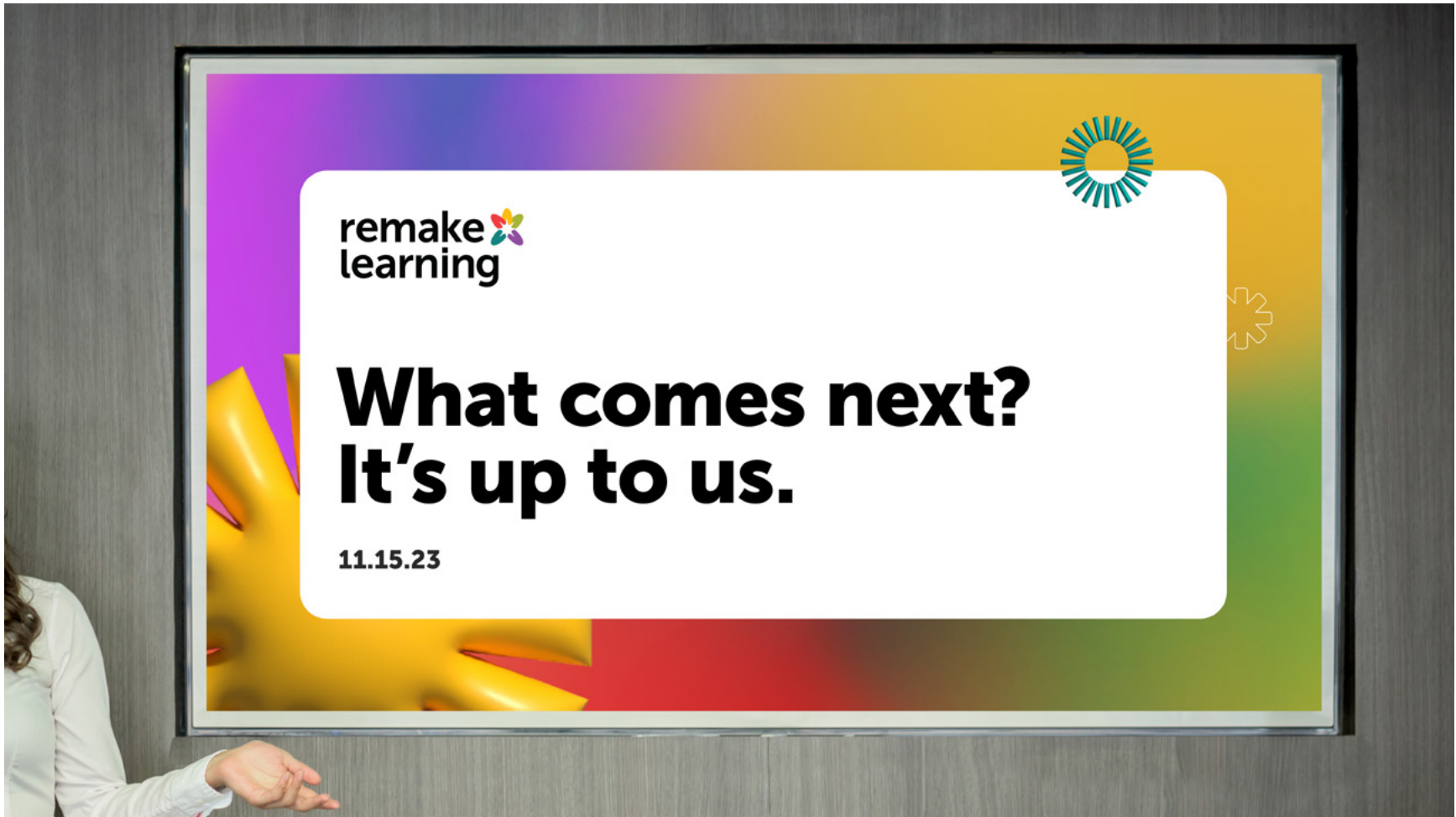
FEATURED MEMBER

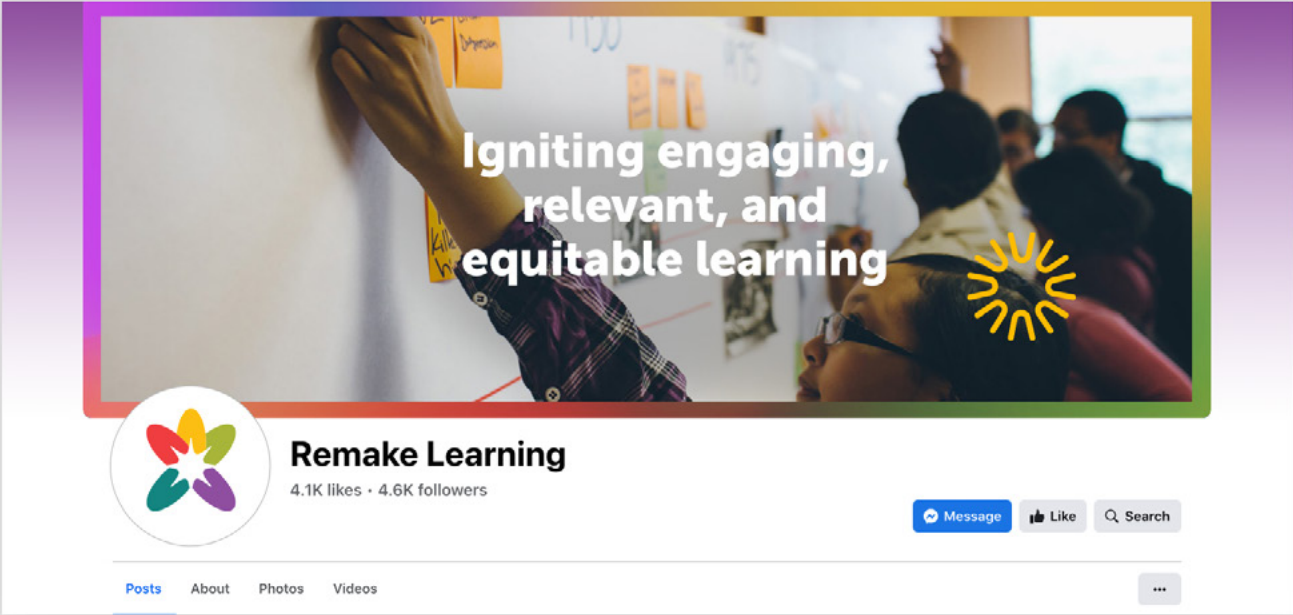
Deborah Acklin

"I was a kid whose life was changed by PBS and WQED," says Deb Acklin, president and CEO of WQED Multimedia. Her commitment to Remake Learning springs primarily from her dedication to 50% children-focused programming for the network, which airs educational and creativity content from 6am until 6pm every day of the week.

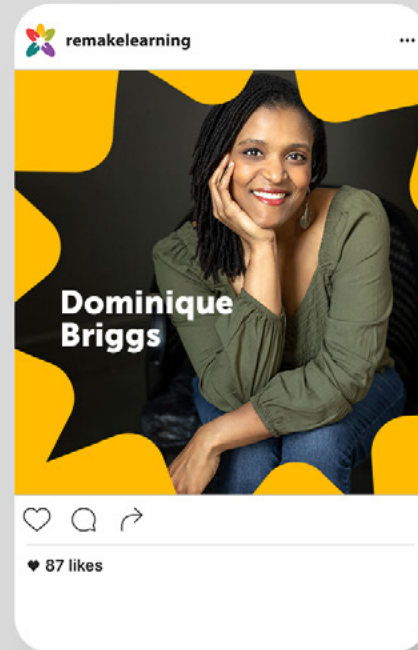
[READ MORE](#)







Social Media Account Graphics



Social Media Assets

Print



Postcard / Mailer Promotion

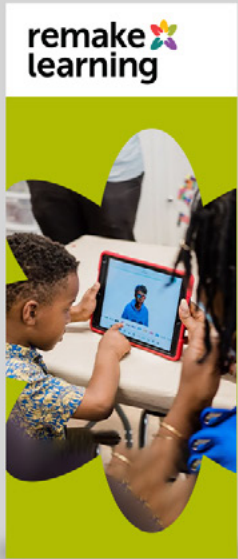


Exhibit Graphics



Member Badge

Branded Promotional Items



Water Bottle / Cap



T-Shirts



Stickers

Contact

If you wish to obtain artwork or have any questions regarding how to handle the application of this identity, please contact Remake Learning.