



# iLEAD Schools

## Corporate Identity & Branding Guidelines

Updated 11/18



## iLEAD Corporate Logos at a glance

The iLEAD Corporate logo is approved for use in two different configurations; The “Horizontal” configuration and the “Circle” configuration. All logo configurations should be accompanied by at least one **TM** designation.



## iLEAD School & Program Logos at a glance



# what is branding?

**Branding:** To form an overall perception of any product, service or organization in the consumer's mind throughout every aspect of the experiential continuum. From the logo mark, typography and colors, to staff behavior, lighting conditions, dress, environmental graphics, the music that plays in a TV commercial, the photography in a print ad, and the tone of voice in which a key idea is communicated.

Branding is usually the result of collaboration among designers, strategists, researchers, and writers, where every discipline—web, advertising, public relations, identity design— come together to cohesively and consistently deliver the aspirations, values and benefits of the product, service or organization.

Successful branding creates positive associations, both tangible and intangible, and establishes consistent expectations in the mind of the consumer.

# iLEAD Mark & Type

## Elements of the identity

**The iLEAD mark element** is the touchstone of iLEAD's visual identity. The four interlocking **'quotes'** and their respective **colors** represent the interrelated aspects of the educational process and the entire spectrum of educational options available at iLEAD. **The running figure** created within the negative space represents the forward progress of our learners as they move along the iLEAD K-12 project-based learning path to success.

**The iLEAD type element** is derived from the classic chiseled serif typeface, Anavio Bold. It is a strong, traditional and highly readable font that provides a stable counter balance to the movement, playfulness and forward gesture of the mark.

The **iLEAD** type element must always be set with a lower case **"i"** followed by upper case **LEAD**. The only exception is when **ilead** is used within an email address or website url.



## iLEAD Corporate Logos

The **iLEAD Corporate logo** is approved for use in two different configurations; The “Horizontal” configuration and the “Circle” configuration.

**The iLEAD Brand Line;**  
**Free To Think. Inspired To Lead.**

is an integral component of the iLEAD visual identity and is to be used in all instances where the logo is represented in communications unless otherwise approved for limited environmental signage & graphic communications and special circumstances.

All logo configurations should be accompanied by at least one **TM** designation.



Horizontal Configuration



Circle Configuration



## iLEAD School/Program Logos

All **iLEAD School/Program logos** are in the “Circle” configuration. One of the four corporate colors is designated and identified as the “key” color for each school, learning center or program as demonstrated here.

The only exceptions for School/Center/Program logos outside of the circle configuration are for use in specific naming and branding elements on signage and environmental graphics as reviewed and approved by iLEAD Schools Development.

**The “SCVi” exception:** Because of it’s unique position as the founding school and the equity acquired in the SCVi name, the use of the SCVi Logotype is allowed in all SCVi school communications providing all other iLEAD corporate identity standards are adhered to.



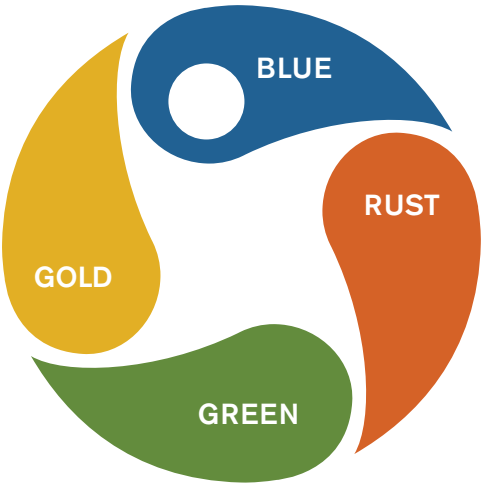
# iLEAD Corporate Colors

The **iLEAD Visual Identity** is further defined by the use of four distinctive colors; Gold, Blue, Rust and Green. Whenever the logo is reproduced in color the positioning of these colors must be as shown in the guidelines.

The color formulas as defined are the closet formulas for matching the approved iLEAD colors in a variety of media and reproduction processes.

Aqua is approved for use as an additional accent color and should not be used in the logo.

iLEAD Mark Color Formulas  
11/20/18



iLEAD Colors Naming Conventions

<div>GOLD</div>	<div>BLUE</div>	<div>RUST</div>	<div>GREEN</div>	<div>AQUA</div>
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Process Formulas

<div>0/24/93/12</div>	<div>91/63/20/3</div>	<div>12/74/100/2</div>	<div>66/26/100/9</div>	<div>99/37/44/10</div>
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Pantone Formulas

<div>124</div>	<div>647</div>	<div>717</div>	<div>370</div>	<div>7474</div>
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RGB Formulas

<div>226/175/36</div>	<div>35/98/148</div>	<div>214/99/40</div>	<div>99/141/61</div>	<div>0/117/130</div>
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Web Safe Formulas

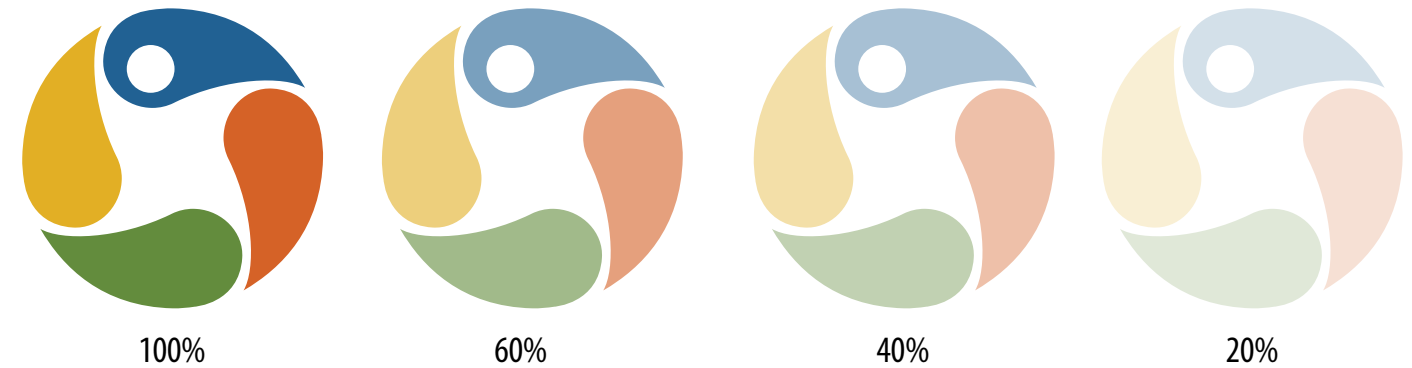
<div>E2AF25</div>	<div>226193</div>	<div>D46227</div>	<div>638C3D</div>	<div>007481</div>
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# iLEAD Logo and Mark Variations

To promote creativity and to exploit branding opportunities, a great deal of flexibility is allowed with regard to the use of the mark and logo, both separately and together, as they are applied to individual branded communications.

All uses falling outside of the corporate Identity guidelines should be submitted to and approved by iLEAD Schools Development prior to reproduction.

Mark Opacity



Black or Single Corporate Color on White



Reversed on Black or Color







# iLEAD Type Families

iLEAD’s primary typeface family is **Berthold Aksidenz**  
**Grotesk, Regular, Condensed and Extended.**

Berthold Aksidenz Grotesk is a classic sans serif with a wide variety of font weights and styles to choose from.

iLEAD’s **Logo typeface** is **Anavio Bold**. This font may also be used in communications when emphasis needs to be placed on headlines or taglines.



Berhold Aksidenz Grotesk Medium Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#\$\$%&!

Berhold Aksidenz Grotesk Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#\$\$%&!

Berhold Aksidenz Grotesk Medium Extended

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#\$\$%&!

Anavio Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890@#\$\$%&!



# iLEAD Branding

The rich color palette and unique design elements within the iLEAD visual identity lend themselves to a vast array of creative branding opportunities.

For more information on utilizing the iLEAD Visual Identity Guidelines and Branding Standards and to obtain logo files and image assets, please contact iLEAD Creative Services.



