Visual Identity Elements

BEYOND THE ACADEMY PRIMARY IDENTITY
This is the main logo of the Beyond The Academy brand. Its form represents transformation and the “breaking out” of established structures.

BEYOND THE ACADEMY SECONDARY IDENTITY
This graphic element can be used on its own, within existing branded environments. Note: This mark should never be used as the sole representation of Beyond The Academy.

BEYOND THE ACADEMY WORD MARK
A typography expression of the identity is available as a secondary identity element that can be used when space or context permits it.
Color System

Primary Colors

WARM BLACK
RGB: 45, 42, 38
CMYK: 67, 64, 67, 67
HTML: 2D2A26

WHITE
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HTML: FFFFFF

Secondary Colors

GREEN
RGB: 175, 204, 108
CMYK: 35, 4, 74, 0
HTML: AFCC6C

BLUE GREEN
RGB: 127, 187, 176
CMYK: 51, 9, 34, 0
HTML: 7FBBB0

LIGHT YELLOW
RGB: 254, 240, 132
CMYK: 2, 1, 59, 0
HTML: FEF084

WARM RED
RGB: 229, 100, 37
CMYK: 5, 75, 100, 0
HTML: E56425

Gradients

COOL GRADIENT
A BLEND OF
#AFCC6C AND #7FBBB0

WARM GRADIENT
A BLEND OF
#FEF084 AND #E56425

Color Hierarchy

This visual represents how to consider the amount of each color when applying them within a branded environment.
Color Application For Visual Identity Elements

(WARM) BLACK AND WHITE
The Beyond The Academy visual identity elements are always applied in two brand colors: warm black and white. Either is appropriate. Choice should be informed by optimum contrast and legibility.

GRADIENT UNDERLAYS
The gradients available within the color system can be layered under the primary brand mark. This application is intended to be variable. And although there is no set location for the gradient to be placed, look for balanced placements and micic the overall shape and size of the logo itself.
Typography

Primary Font Family

**PROXIMA NOVA**

**PROXIMA NOVA LIGHT**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**PROXIMA NOVA REGULAR**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**PROXIMA NOVA MEDIUM**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**PROXIMA NOVA BOLD**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**PROXIMA NOVA BLACK**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and classic sans faces. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

Proxima Nova is the primary font of the Beyond The Academy identity and should be used in all headline and call-out situations. It is also flexible enough to be used in body copy applications.

Proxima Nova is available in limited weights within the Google G Suite programs.

Adobe Font link [here](#).

Secondary Font Family

**EB GARAMOND**

**EB GARAMOND**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**EB GARAMOND**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

**EB GARAMOND**

ABCDEFHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

EB Garamond is a digital extension of the classic serif font Garamond. It retains all the sophistication and characteristic of its historic sibling, with a little more flexibility and performance enhancements for screen-based applications.

EB Garamond is a compliment to Proxima Nova and is available to extend the typographic system in long form applications where large amounts of body copy exist.

EB Garamond is available within the Google G Suite programs and for use free through Google Fonts, link [here](#).
SAFE AREA
Always allow for an appropriate amount of space around identity assets. Use the elements shown above as guides.

VIOLATIONS OF THE IDENTITY SYSTEM
To maintain the integrity of this brand, do not alter the identity elements from their original form. 1) Don't scale elements disproportionately. 2) Don't substitute fonts. 3) Don't render elements in non-brand colors. 4) Don't separate elements. 5) Don't remove elements. 6) Don't substitute elements for another element. 7) Don't rotate marks arbitrarily. 8) Don't render marks in any other color other than Warm Black or White, even if it's another approved brand color.