

# **Tutor Corps Identity Usage Guidelines**

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## Logo Basics

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## Our Logo

The Tutor Corps logo is composed of a logotype set in Athelas regular

The stacked logo is the primary logo and should be used in most instances.

Always use the logo files provided in the logo pack. Do not re-create.

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TUTOR  
CORPS

# Usage on Backgrounds

The full-color logos should be used only on white and black and less than 15% grey backgrounds. Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



## One Color Use

The full-color logo will not perform well on photography and various background colors. In those cases, the one-color logo should be used.

The one-color logo should be used only on photographs and colors within the Tutor Corps color palette. The one-color logo should only be used in black and white colorways, as shown below.



Note: If design limitations restrict the full range of colors from a project (such as a print project that can only use one or two spot colors), then the logo should be appear in white on red.

# Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements.



# Logo Misuse

Always use the logo files provided in the logo pack.  
Do not re-create.



Do not crop the logo



Do not use drop shadows or any other effects with the logo



Do not use different colours



Do not distort the logo



Do re-create using any other typeface



Do not outline the logotype

# Colors

Below is the official Tutor Corps color palette. Avoid deviating from this core set of colors or creating tints of these values. Generally, the “logo colors” act as pop colors in illustrations or icons, but should not be used in large areas where the full color logo is being used.

## Logo Colors

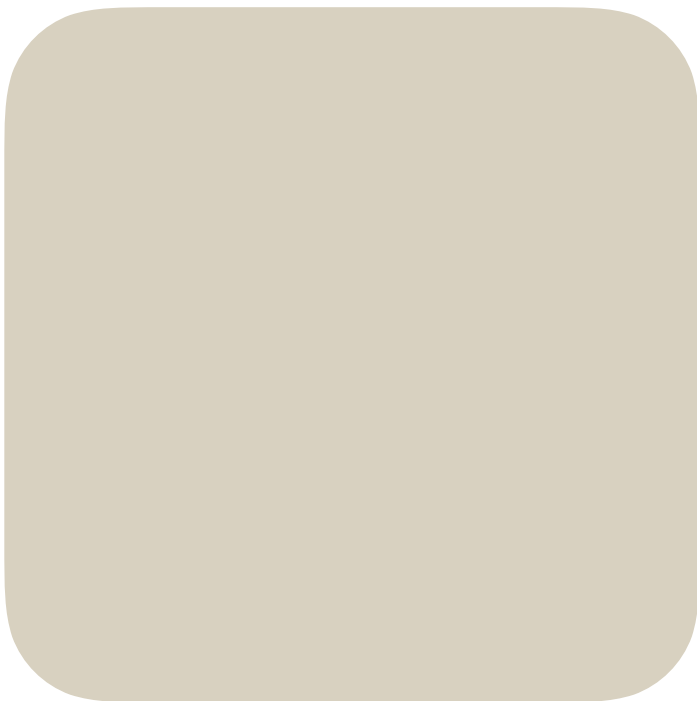


C: 15  
M: 100  
Y: 90  
K: 10  
HEX: BE1E2D



C: 0  
M: 0  
Y: 0  
K: 80  
HEX: 58595B

## Accent Colors



C: 10  
M: 10  
Y: 20  
K: 5  
HEX: D8D1C0



C: 5  
M: 5  
Y: 10  
K: 2  
HEX: E9E5DB

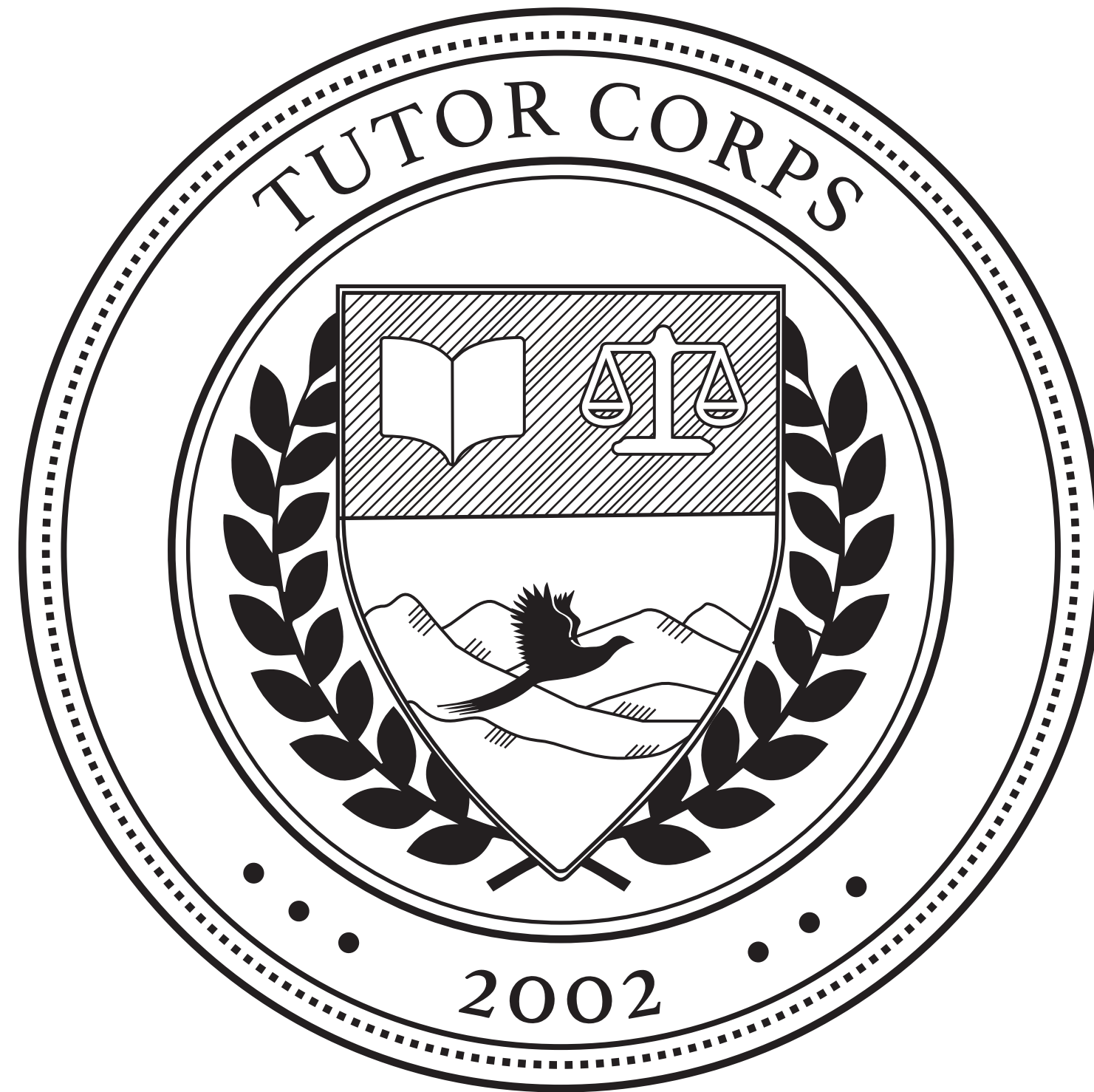


## Seal

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## Seal

In general, the seal reads best in formal correspondence and materials. The main logo is recommended for other communications.



### Signature + Seal (Formal)

This signature configuration is best suited for formal materials: official letterhead, prestigious event invitations, awards, etc. As a refined illustration, the Tutor Corps seal emblem does not reproduce well in small applications and on many online venues.

The Seal has a formal and official quality to it, and therefore is not widely used on casual communications related to events and social applications.

The Seal may be used on any Tutor Corps communication which reflects the brand mission or administration.

The seal is always one color, in black or white. The background field of the seal will usually appear in white.

### Usage Examples

Letterhead  
Stamps  
Awards  
Invitations  
Gear  
Brochures  
Mission or administration communications

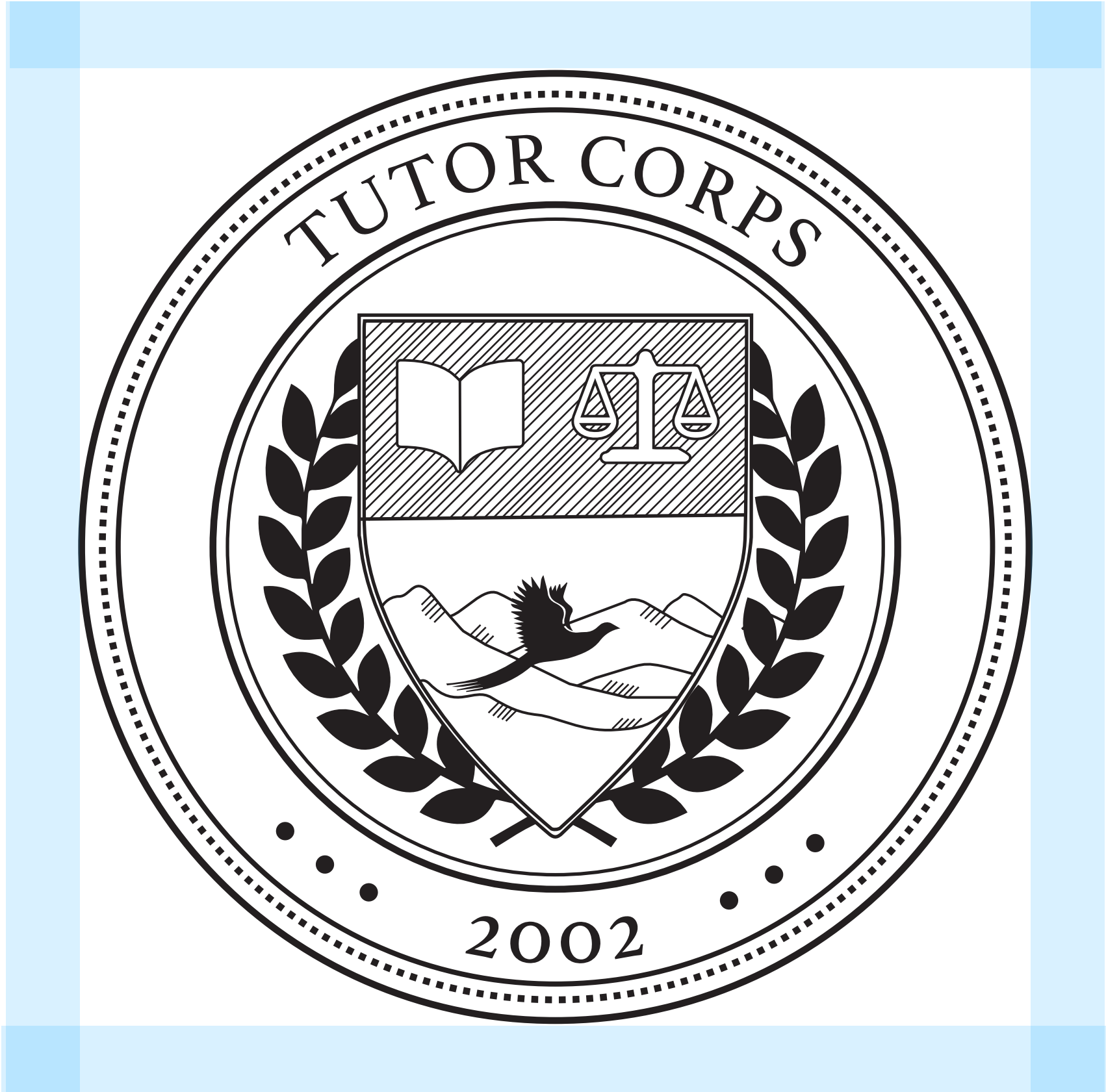
# Seal - Color Background

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Artwork to Come

# Seal Misuse

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Give it enough room to breathe. Do not place other graphics or typography in the minimum clear space area.

The Seal should not be altered in any way, such as by extending or condensing the emblem, outlining or adding borders, adding drop shadows or other special effects, or extracting any component as a stand-alone symbol.

## Sub Brands

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## Sub Brands

All new departments and sub brands should use the same structure unless specifically considered.

Unique unit logos create confusion for people interacting with Tutor Corps and undermine our visual identity overall.

**TUTOR**  
CORPS | Online

**TUTOR**  
CORPS

**TUTOR**  
CORPS

**TUTOR**  
CORPS | Foundation

Online

Foundation

### Font styles convey specific meaning

Within the unit signature system, certain text styles and sizes are used to communicate specific levels of hierarchy relative to the unit in question: Please use only Aleo Light Font in mixed case for your unit name and do not change the font size or tracking.

# Sub Brand with Seal

All new departments and sub brands should use the same structure unless specifically considered.



For each sub-brand, a formal combination of the Tutor Corps name and seal with an individual official sub-brands name – this lockup functions as that unit’s logo. Using this system allows Tutor Corps to demonstrates official status and proper visual hierarchy, and it unifies the experience for people interacting with Tutor Corps.

# Sub Brands Color

The full-color logo will not perform well on photography and various background colors. In those cases, the one-color logo should be used.

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**Sub Brand - Pacific Preparatory**

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**TUTOR**  
**CORPS** | Pacific  
Preparatory  
School



This sub-brand configuration is unique to Pacific Preparatory School. Only use this combination when communicating from Tutor Corps about Pacific Preparatory school, from an administration or mission position. In all other communications for Pacific Preparatory School, use the primary PPS logo.

# Social Media or Favicon

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TC



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Use this favicon only when the Tutor Corps logo will be too small and illegible, such as a Twitter or facebook Icon, or website favicon.

**Pacific Preparatory**

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**Pacific Preparatory**

The primary Pacific Preparatory logo is composed of a logotype set in Athelas regular

Always use the logo files provided in the logo pack. Do not re-create.

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PACIFIC  
PREPARATORY

PACIFIC  
PREPARATORY

# Usage on Backgrounds

The full-color logos should be used only on white and less than 15% grey backgrounds. Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

PACIFIC  
PREPARATORY



## One Color Use

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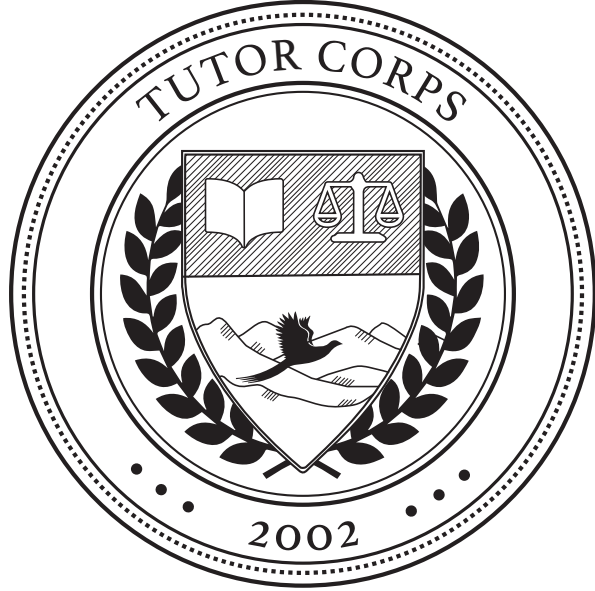
**Logo Clear Space**

Ensure there is adequate space between the logo and surrounding elements.



# Pacific Preparatory with Seal

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PACIFIC  
PREPARATORY

Initially, the Pacific Preparatory seal will be the main Tutor Corps seal. An additional seal may be made in the future. Please follow the same usage guidelines for this seal as for the main logo seal lock up.



**Thank you**

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