



# uplifteducation

## Logo, Branding & Style Guidelines

*Updated July, 2021*

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# Uplift Education Logos

## General Usage

The Uplift Education logo is available in two basic formats, horizontal and vertical. These are the only two official logos. The logo which contains “Shine Through” below is no longer used.



Note: The inside of the sun icon shall remain white when logo is placed on color background, as in the example below.



All correspondence and collateral at the network, including emails, should include the Uplift Education logo. See [Email Signatures](#) for more information.

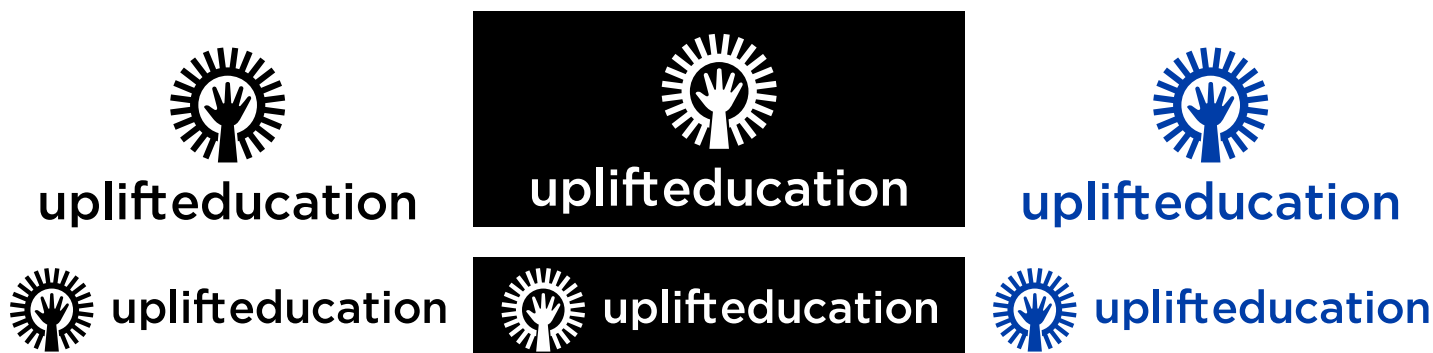
## Grayscale Version

Should a grayscale version of the logo be needed, use one of the versions below. Blue converts to black, and yellow converts to 50% black.



## One color

Should a one color logo be needed (generally for t-shirts or other promotional items in order to keep costs minimized) please use one of the versions below in either white, black or PMS 293.



# Uplift Education Logos

## Logo Colors

Official colors for the Uplift Education logo are PMS 293 (blue), PMS 123 (yellow), and white. The logo can also be reproduced in grayscale or one color as needed and as indicated above. See the [Color Guide](#) for more details.

## Logo Availability & Formats

All official Uplift logos can be downloaded at [www.uplifteducation.org/logos](http://www.uplifteducation.org/logos)

Each logo is available in three file formats:

- JPG - this format is good for general printing needs. JPG logos do NOT have a transparent background. The jpg logos are in a high resolution format which is good for printing.
- PNG - this format has a transparent background. It is good for general printing and should be used in place of the jpg format when using the logo on top of a colored background. It is also a smaller file size and is good for use in emails or other electronic communication.
- EPS - this format is also called a vector format. This format is scalable to any size while maintaining smooth edges on the artwork. This is a larger file size, so should only be used when providing a logo to a vendor for t-shirts, promotional items or large format printing (such as signage). NOTE: a vector software program, such as Adobe Illustrator, is required to open and view an EPS file. Most vendors should have this type of software available.

Should you have any questions about logo usage or formats, please contact [design@uplifteducation.org](mailto:design@uplifteducation.org).

## Logo Restrictions

Uplift logo should be used only in one of the versions shown on the previous page.

### DO NOT:

- Scale the logo below 1/2" tall for the horizontal version or 1-1/4" wide for the vertical version when using the logos for print or digital applications.
- Scale the logo below 3/4" tall for the horizontal version or 1-1/4" wide for the vertical version when using the logos on apparel. For swag items, logos should be sized to fit the available imprint area.
- Scale the logo disproportionately. Hold the shift key down on the keyboard while scaling to maintain the aspect ratio.
- Alter the placement or size of any of the elements of the logo independently.
- Use the hand and sun icon independently without the Uplift Education words

If you have any questions regarding the usage of the Uplift logo, please contact [design@uplifteducation.org](mailto:design@uplifteducation.org).



# Department Logos

## General Usage

Each department under the Uplift Education Central Management Office has a department logo available for use. The logo comes in a vertical and horizontal format.

These are the **ONLY** official logos that should be used for department use. These logos can be used for apparel, swag, and other department-specific correspondence. No department is allowed to create their own logo.



## Logo Colors

Official colors for the Uplift Education logo are PMS 293 (blue), PMS 123 (yellow), white and PMS 179 (orange).

See the complete [Color Guide](#) for more details. If you need a department logo in a one-color version please fill out an iHelp ticket.

## Logo Availability & Formats

All official Uplift department logos can be downloaded at [www.uplifteducation.org/logos](http://www.uplifteducation.org/logos). Each logo is available in four file formats as described on page three. If you do not see your department's logo listed in the available department logos, please fill out an iHelp ticket.

## Logo Restrictions

Uplift department logos should be used **ONLY** in one of the available formats shown.

### DO NOT:

- Scale the logo below 1/2" tall for the horizontal version or 1-1/4" wide for the vertical version when using the logos for print or digital applications.
- Scale the logo below 3/4" tall for the horizontal version or 1-1/4" wide for the vertical version when using the logos on apparel. For swag items, logos should be sized to fit the available imprint area.
- Scale the logo disproportionately. Hold the shift key on your keyboard down while scaling to maintain the aspect ratio.
- Alter the placement or size of any of the elements of the logo independently.

## Approval

No artwork approval is needed as long as the above guidelines are followed. Should you have any questions about logo usage or formats, please contact [design@uplifteducation.org](mailto:design@uplifteducation.org).

# Program Logos

## General Usage

A program logo is a logo designed for a specific recurring program, event, or activity within the Uplift Education network. A program can be externally or internally directed, as long as it is hosted or managed by a group or department within Uplift Education. Program logos are designed for marketing and branding and should reflect our general style of design. Program logos are not encouraged for one-time events.

Here are some general guidelines:

- A program logo must be used in conjunction with an official Uplift Education logo or an official department logo, unless the program logo contains the Uplift logo in its entirety.
- A program logo may use the Uplift logo sun/hand icon as part of its logo, but the full Uplift Education logo or department logo must also be included on any correspondence or marketing materials.
- A program logo DOES NOT have to include the Uplift Education logo, but as stated above, the full Uplift Education logo or department logo must also be included on any correspondence or marketing materials.
- The Uplift or Department logo can be in a different location on the collateral or swag.

Here are some examples of approved program logos and their usage:



# Program Logos



Full Uplift Education logo included as part of program logo



Full Uplift Education logo included as part of program logo

## Creation and Approval

Program logo creation can be requested by filling out an iHelp ticket. Please allow 10-15 working days for logo creation.

**ALL program logo designs and usage must be approved prior to usage if not created by the Communications Department. Send approval requests to [design@uplifteducation.org](mailto:design@uplifteducation.org) or submit an iHelp ticket.**

**Any program logos currently in use which don't meet the above guidelines must be discontinued or redesigned. Please fill out an iHelp ticket to request a redesign.**

# School Logos

## General Usage

Each Uplift campus has a set of school logos available for use on correspondence, marketing materials, apparel and swag. NOTE: this does not apply to everyday scholar uniforms, which have their own set of guidelines. There are several approved logos for each school. A sample of the logos available are shown below, along with the guidelines for usage:

## Block Letter

The block letter CANNOT be used alone. You must use one of the block letters with the name included. If you use the block letter without the school name, then the school name logo or school crest must be included somewhere on the item. Full color and one color versions of each logo are available.

This logo must be accompanied by a school name logo or school crest somewhere on the item.



These logos can stand alone and do not have additional logos with them.



# School Logos

## School Name

The school name logos below can be used on their own. They are available in full color or one color.



## School Crest

The school crests can be used on their own. They are available in full color or one color.



## Logo Colors

Official colors for each school logo can be found in the [Color Guide](#). It is recommended that one color logos be reproduced in black, white, gray, or one of the school's official colors.

## Logo Availability & Formats

All official school logos can be downloaded at [www.uplifteducation.org/uplift\[your school name\]logos](http://www.uplifteducation.org/uplift[your school name]logos). For example: [uplifteducation.org/upliftthamptonlogos](http://uplifteducation.org/upliftthamptonlogos) or [uplifteducation.org/upliftgrandlogos](http://uplifteducation.org/upliftgrandlogos). They can also be found through Uplink on the Development page.



# School Logos

Each logo is available in three file formats:

- JPG - this format is good for general printing needs. JPG logos do NOT have a transparent background. The jpg logos are in a high resolution format which is good for printing.
- PNG - this format has a transparent background. It is good for general printing and should be used in place of the jpg format when using the logo on top of a colored background. It is also a smaller file size and is good for use in emails or other electronic communication.
- EPS - this format is also called a vector format. This format is scalable to any size while maintaining smooth edges on the artwork. This is a larger file size, so should only be used when providing a logo to a vendor for t-shirts, promotional items or large format printing (such as signage). NOTE: a vector software program, such as Adobe Illustrator, is required to open and view an EPS file. Most vendors should have this type of software available.

Should you have any questions about logo usage or formats, please contact [design@uplifteducation.org](mailto:design@uplifteducation.org).

## Logo Restrictions

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School logos should be used only in one of the formats shown on the previous page.

### **DO NOT:**

- Scale the logos below 3/4" when using the logos for print or digital applications.
- Scale the logo below 1-1/2" tall when using the logos on apparel. For swag items, logos should be sized to fit the available imprint area.
- Scale the logo disproportionately. Hold the shift key on your keyboard down while scaling to maintain the aspect ratio.
- Alter the placement or size of any of the elements of the logo independently.
- Change the font on any logos.
- Use the block letter without the school name logo or crest included somewhere on the piece.
- Use the school name without the word Uplift. For example, you must use Uplift Hampton. You cannot use just Hampton.

# Apparel and Swag

## General Usage

Apparel and swag (promotional items) follow all general logo usage guidelines. Creative designs and phrases (not trademarked) can be used on t-shirts as long as an official Uplift logo, Uplift department logo, or an official school logo (for schools) is included somewhere on the item. Note: you do not need to include an Uplift logo for school branded items. Below are some examples of items that meet branding guidelines and items that do not.



**YES**

Includes an approved school logo



**YES**

Includes an approved school logo



**YES**

Uses official Uplift Education department logo



**NO!**

Alters official Uplift Education logo



**NO!**

Alters the school name and does not include school logo



**NO!**

Alters the school name and does not include "Uplift" before school name



**NO!**

Does not include full school logo



**NO!**

School logo must be in black, white, gray or official school color

## Colors

When choosing colors for your shirt and designs, we encourage you to stick with official school or Uplift colors, however, we know that color is a great way to be creative. If you want to choose a different color for a t-shirt, your imprint should be in either an official school or Uplift color or in black, white or gray. Refer to the [Color Guide](#) for official school colors.

# Apparel and Swag

## Creation and Approval

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T-shirt design creation can be requested by filling out an iHelp ticket. Please allow 10-15 working days for art creation. If you need help sourcing an item, please include that in your iHelp ticket.

**ALL apparel and swag artwork must be approved prior to usage if not created by the Communications Department. Send approval requests to [design@uplifteducation.org](mailto:design@uplifteducation.org) or by filling out an iHelp ticket.**

Items produced without approval which do not meet guidelines are subject to reprint at the department's or school's expense.

# Athletic Logos

## General Usage

The Communications Department has created official mascot logos for each campus. These logos can be found through your school's logos page ([www.uplifteducation.org/uplift](http://www.uplifteducation.org/uplift)*[your school name]* logos).

School mascot logos should be used for athletic uniforms, P.E. t-shirts, spirit wear and other sports-related apparel and swag.

Usage follows the same general branding guidelines as all other logos. Refer to the [School Logos](#) and [Apparel and Swag](#) section for details on usage.

## Logo Restrictions

Athletic logos are designed to provide a consistent image for your school, as well as provide a consistent look across our network.

Within each folder of athletic logos is a usage guideline showing how each logo can be used and if an accompanying school logo or crest is required. Please refer to that document for details.

Mascot images and colors can be mixed and matched as long as the overall design follows guidelines.



# IB® and Special Edition Logos

## General Usage

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International Baccalaureate® (IB) logos may be used by schools authorized in any of the IB® programs. Logos should be used in email signatures (see [email signatures page](#)), and can also be used on any correspondence, apparel or swag if desired.

Use of an IB® logo will follow the same branding guidelines as all other logos.

Special Edition logos, such as anniversary logos, will be created for network and campus use from time to time. These logos will generally have a limited usage and will be accompanied by their own set of branding guidelines.

## Logo Availability & Formats

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IB® logos for each campus are available through your school's logos page ([www.uplifteducation.org/uplift\[your school name\]logos](http://www.uplifteducation.org/uplift[your school name]logos)).

There are logos for PYP, MYP, DP, Continuum, and general program logos. Additionally, there are logos that combine your school's crest or name with the IB logos.

Most logos are available in full color and in one color format in a variety of file types.

## Logo Restrictions

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### DO NOT:

- Scale the logo below 1/2" tall for the horizontal version or 1-1/4" wide for the vertical version when using the logos for print or digital applications.
  - Scale the logo below 3/4" tall for the horizontal version or 1-1/4" wide for the vertical version when using the logos on apparel. For swag items, logos should be sized to fit the available imprint area.
  - Scale the logo disproportionately. Hold the shift key on your keyboard down while scaling to maintain the aspect ratio.
  - Alter the placement or size of any of the elements of the logo independently.
-

# IB® and Special Edition Logos

## IB® Logo Usage and Restrictions

IB logos can be used by schools authorized in one or more IB® programs. Below are samples of the logos that are available and how each logo can and cannot be used. For more details, refer to the [IB's Brand Guidelines](#).

### School and IB® Logos



School and IB logos can be used in place of the normal crest or block/name logo. Maintain the white space around the logos as included in the files.

### IB World School and Program Logos



Any of the above logos can be used on correspondence and marketing materials along with an official school logo or crest. They must be used exactly as shown.

### DO NOT:

- Use the PYP, MYP or DP logos except with information related to only that program. For example, if you are developing a flyer about the PYP Programme, use the above PYP logo along with your regular school logo. All other times use the IB world school logo.
- Use the IB Continuum logo unless you are authorized in PYP, MYP and DP. The continuum logo as shown above (with the IB logo) can be used along with an official school logo.

# IB® and Special Edition Logos

## DO NOT:

- Allow parent or student groups to use ANY of the IB® logos. Logo use is restricted for use by authorized schools only.
- Alter the logos in any way, including the white space around the logos as included in the files.
- Place the logos on top of photos.

For questions on placement or usage, refer to the [IB's Brand Guidelines](#) or contact [design@uplifteducation.org](mailto:design@uplifteducation.org).

If you need a 1-color or other format, please fill out an iHelp ticket.

# Email Signatures

## General Usage

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Official email signatures should be used on all email correspondence from an Uplift email account.

## Download

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A link to the official school email signature for your school is available through your school's logos page ([www.uplifteducation.org/uplift\[your school name\] logos](http://www.uplifteducation.org/uplift[your school name] logos)). A link to the Uplift email signature (for all CMO employees) is available on [www.uplifteducation.org/logos](http://www.uplifteducation.org/logos)

## Signature Setup

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Copy the email signature from the location above and paste the signature into the Microsoft Outlook signature area. Once pasted, replace the placeholders with your name, title, email and phone number.

For detailed instructions on setting up a signature in Outlook, refer to [this article](#).

## Signature Restrictions

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### DO NOT:

- Alter the signature in any way except to replace the placeholders with your information.
- Delete any of the information, including the Open Records Notice.
- Change any of the hyperlinks. School signatures will go to the school's Facebook page, and the network Twitter, Instagram, and LinkedIn sites.



# Color Guide

## Color Guide

updated July 2021



PMS 293  
C100 M57 Y0 K2  
R0 G103 B177  
#0067b1

PMS 123  
C0 M24 Y94 K0  
R255 G196 B37  
#ffc425

PMS 179  
C00 M79 Y100 K0  
R241 G93 B34  
#f15d22



PMS 368  
C59 M1 Y100 K0  
R118 G189 B24  
#76bd22

Black  
C0 M0 Y0 K100  
R35 G31 B32  
#231f20

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 201  
C0 M100 Y65 K34  
R169 G5 B51  
#a90533

PMS 295  
C100 M56 Y0 K34  
R0 G75 B133  
#004b85

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 2925  
C87 M23 Y0 K0  
R0 G151 B215  
#0097d7

PMS 222  
C0 M100 Y15 K60  
R122 G0 B60  
#7a003c

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 281  
C100 M90 Y31 K35  
R0 G32 B92  
#00205c

PMS 271  
C42 M40 Y0 K0  
R150 G149 B211  
#9695d3

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 186  
C0 M100 Y81 K4  
R227 G24 B55  
#e31837

PMS 295  
C100 M56 Y0 K34  
R0 G75 B133  
#004b85

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 551  
C27 M3 Y0 K13  
R160 G196 B218  
#a0c4da

Black  
C0 M0 Y0 K100  
R35 G31 B32  
#231f20

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



# Color Guide

## Color Guide

updated July 2021



PMS 1595  
C0 M60 Y100 K6  
R230 G122 B30  
#e67a1e

PMS 295  
C100 M56 Y0 K34  
R0 G75 B133  
#004b85

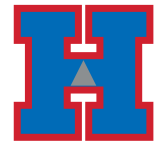
PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 293  
C100 M57 Y0 K2  
R0 G103 B177  
#0067b1

PMS 186  
C0 M100 Y81 K4  
R227 G24 B55  
#e31837

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 1807  
C0 M100 Y96 K28  
R181 G18 B27  
#b5121b

PMS 874  
C0 M20 Y50 K30  
R188 G155 B106  
#bc9b6a

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 282  
C100 M68 Y0 K54  
R0 G45 B98  
#002d62

PMS 279  
C68 M34 Y0 K0  
R80 G145 B205  
#5091cd

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 159  
C0 M66 Y100 K7  
R227 G111 B30  
#e36f1e

PMS 188  
C0 M97 Y100 K50  
R139 G14 B4  
#8b0e04

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 159  
C0 M66 Y100 K7  
R227 G111 B30  
#e36f1e

PMS 467  
C9 M15 Y34 K0  
R231 G210 B173  
#e7d2ad

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 356  
C100 M0 Y91 K27  
R0 G131 B72  
#008348

PMS 124  
C0 M27 Y100 K6  
R238 G179 B16  
#eeb310

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



# Color Guide

## Color Guide

updated July 2021



PMS 269  
C78 M100 Y0 K33  
R70 G22 B107  
#46166b

PMS 123  
C0 M24 Y94 K0  
R255 G196 B37  
#ffc425

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 222  
C0 M100 Y15 K60  
R122 G0 B60  
#7a003c

PMS 2925  
C87 M23 Y0 K0  
R0 G151 B215  
#0097d7

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 295  
C100 M56 Y0 K34  
R0 G75 B133  
#004b85

PMS 376  
C50 M0 Y100 K0  
R141 G198 B63  
#8dc63f

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 342  
C90 M35 Y81 K27  
R0 G103 B72  
#006647

PMS 382  
C29 M2 Y100 K0  
R193 G211 B47  
#c1d22f

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 295  
C100 M56 Y0 K34  
R0 G75 B133  
#004b85

PMS 123  
C0 M24 Y94 K0  
R255 G196 B37  
#ffc425

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91



PMS 269  
C78 M100 Y0 K33  
R70 G22 B107  
#46166b

PMS 376  
C50 M0 Y100 K0  
R141 G198 B63  
#8dc63f

PMS 877  
C46 M38 Y36 K4  
R142 G142 B145  
#8e8e91

