

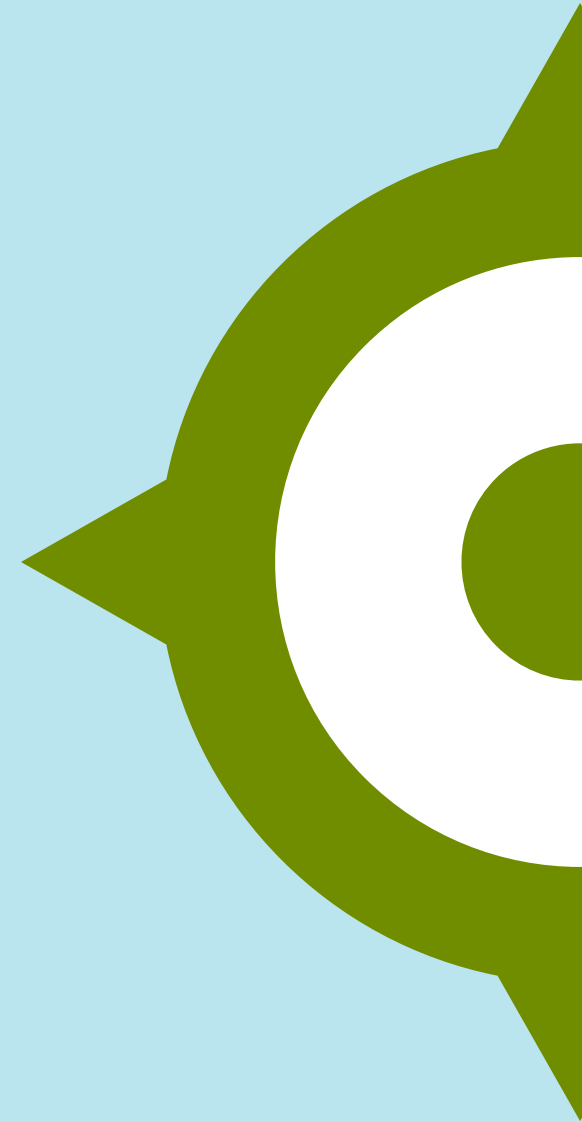
COMPASS

PARTNERS IN LEARNING

BRAND STANDARDS GUIDE

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OUR

MISSION

To partner with schools, families, and communities to meet individuals where they are and guide them to where they want to be.

OUR

VISION

A future where schools, families, and communities are connected to support all individuals.

BRAND

STORY

Leading requires learning. As schools, families, and communities grow, those who support learners must stay a step ahead. The future of education is constantly evolving, and so are we.

Compass Partners in Learning brings decades of experience strengthening the people, leadership, and systems that shape strong learning environments at school, at home, and throughout the community. Through expert guidance and tailored support, we build confidence, deepen connections, and move education forward together.

By listening first and aligning efforts, we help schools, families, and communities chart a course toward meaningful, lasting impact. Because learning doesn't happen in just one place, we ensure it extends beyond the classroom and into the spaces where individuals live, connect, and grow.

Driven by you. Guided by us. Compass. Guiding Education Forward.

BRAND

POSITION

At its essence, the brand position is the starting point for all marketing messages. It's a concise and memorable summation of the Compass brand mission, vision and story.

»»» GUIDING EDUCATION FORWARD





BRAND PERSONALITY

Think of the Compass brand as a person. Like a person, every good brand has a distinct personality: character traits, a way of thinking and speaking, a visual style.

Having a distinctive personality and consistent point of view makes Compass more relatable, more memorable, and more trustworthy.

Use these five personality traits to guide content:

Innovative

Compass is guiding education forward with the latest methods and technologies.

Professional

Compass provides applicable expertise through organized, detailed, and customized instruction.

Collaborative

“Partners in Learning” means just that. Compass works with educators to find and implement a plan to meet their goals and needs.



Optimistic

With proven techniques and research-based approaches, we’re positive our methods can help educators grow their capabilities.

Nurturing

Compass is committed to supporting every family, educator, and community regardless of background, circumstances, or needs.



BRAND

TONE & VOICE

Tone and voice bring a brand's personality to life. It is the distinct way Compass communicates. Tone is how a brand says things. Voice is what it says.

Compass Tone & Voice Is:

Knowledgeable
Positive
Confident
Inclusive
Warm
Compassionate
Encouraging
Welcoming
Inspiring
Clear
Practical

Compass Tone & Voice Is NOT:

Condescending
Arrogant
Rigid
Complicated
Conservative
Stuffy
Uninteresting
Exclusive
Unprofessional
Careless



COMPASS PARTNERS IN LEARNING

The Visuals



Primary
stacked



Secondary
horizontal



With Modifier



Without Modifier

COMPASS

COMPASS

Wordmark



Icon



Minimum Size

Be aware of legibility. If the logo becomes too small, people will not be able to see it. See below for exact minimums for the different styles of logos.

With Modifier



Without Modifier



Clear Space Usage

When using the primary mark, be sure to provide clear space to ensure uninterrupted readability. The recommended amount of clear space should be equal to the width or height of the letter C in COMPASS.



Logo Usage

The Compass mark has been designed in various versions and color variations to ensure flexibility and adaptability for assorted uses and applications. Please adhere to the approved marks and refrain from modifying the mark in any way, as this could affect readability, consistency and recognition. Here are a few examples of how the mark should not be used in application.



Do not change the color of any of the logos.

This will change the look and feel of the brand.



Rotating the logo creates visual inconsistency, alters the lockup and makes the brand name harder to read.



Do not adjust the proportions or layout of the icon and word marks when used together.

Changing this lockup will dilute the brand and cause inconsistencies in our visual appearance.



Avoid applying a drop shadow to any of the logos.

This effect will soften the appearance and result in an undesired effect.



Do not add any additional outlining to any of the marks.

The application of additional outlining creates additional visual clutter and takes away from the simplicity we strive to achieve.



When using the logo on a dark background, use only marks approved for such use as denoted in a previous page.

Reversing the colors of the Compass mark alters and transforms the shapes and lines of the logo creating something similar but inconsistent.

BRAND

FONTS



Headings

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()?



Text/Body

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()?



BRAND COLORS

PRIMARY COLORS

Sylvan Lake

PMS 534 C
CMYK 92, 78, 34, 21
RGB 42, 65, 105
HEX #2a4169

Buffalo Green

PMS 4123 C
CMYK 61, 27, 100, 9
RGB 112, 141, 0
HEX #708d00

Buffalo Green (Web)

RGB 126, 158, 0
HEX #7e9e00

SECONDARY COLORS

Sky Blue

CMYK 24, 0, 5, 0
RGB 187, 229, 238
HEX #bbe5ee

River Blue

CMYK 71, 25, 0, 36
RGB 47, 121, 162
HEX #2f79a2

Rose Quartz

CMYK 13, 100, 49, 1
RGB 205, 30, 89
HEX #cd1e59

Meadowlark

CMYK 2, 18, 72, 0
RGB 249, 205, 97
HEX #f9cd61

Midnight

CMYK 91, 79, 54, 69
RGB 6, 21, 40
HEX #061528

Signal Flare

CMYK 4, 90, 90, 0
RGB 228, 65, 49
HEX #e44131

Cloudy Sky

CMYK 7, 2, 0, 11
RGB 210, 221, 226
HEX #d2dde2

White

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff

MONOTONE ORGANIC CLUSTER

PATTERN USAGE

The Organic Cluster Pattern can be used as a background element and should be changed to a monotone graphic. See the color breakouts listed below each color option.



BACKGROUND

Rose Quartz

CMYK 13, 100, 49, 1
RGB 205, 30, 89
HEX #cd1e59

BACKGROUND

Sylvan Lake

CMYK 92, 78, 34, 21
RGB 42, 65, 105
HEX #2a4169

BACKGROUND

Buffalo Green

CMYK 61, 27, 100, 9
RGB 112, 141, 0
HEX #708d00

BACKGROUND

Meadowlark

CMYK 2, 18, 72, 0
RGB 249, 205, 97
HEX #f9cd61

BACKGROUND

Open Sky

CMYK 24, 0, 5, 0
RGB 187, 229, 238
HEX #bbe5ee

BACKGROUND

Signal Flare

CMYK 4, 90, 90, 0
RGB 228, 65, 49
HEX #e44131

CLUSTER COLOR

Blossom

CMYK 5, 85, 20, 1
RGB 224, 75, 130
HEX #E04b82

CLUSTER COLOR

Blue Gill

CMYK 81, 47, 21, 2
RGB 55, 120, 161
HEX #3778a1

CLUSTER COLOR

Wheatgrass

CMYK 46, 18, 85, 0
RGB 152, 175, 85
HEX #98af55

CLUSTER COLOR

Coneflower

CMYK 6, 29, 76, 0
RGB 238, 183, 88
HEX #eeb758

CLUSTER COLOR

Muted Open Sky

CMYK 29, 4, 8, 0
RGB 177, 214, 225
HEX #b1d6e1

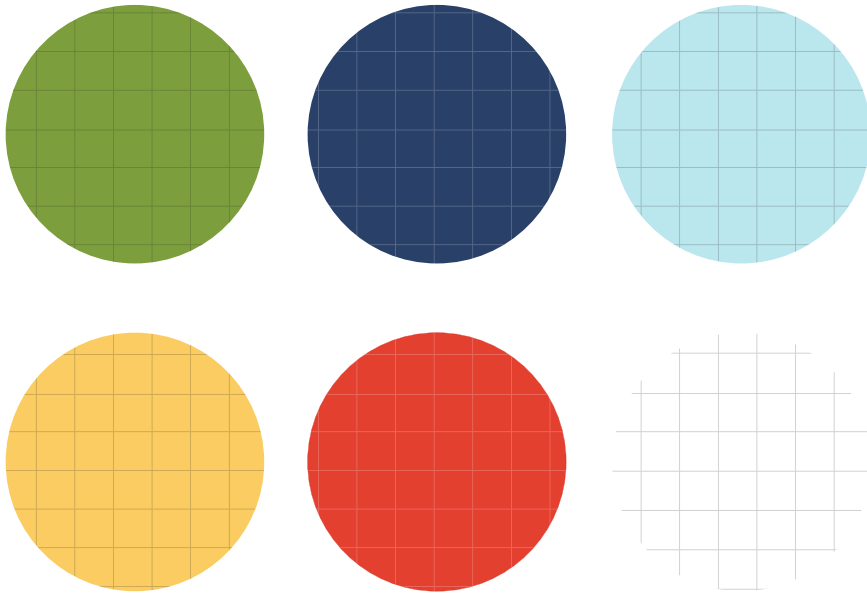
CLUSTER COLOR

Red Horizon

CMYK 0, 82, 71, 0
RGB 240, 85, 76
HEX #f0554c

ADDITIONAL PATTERNS

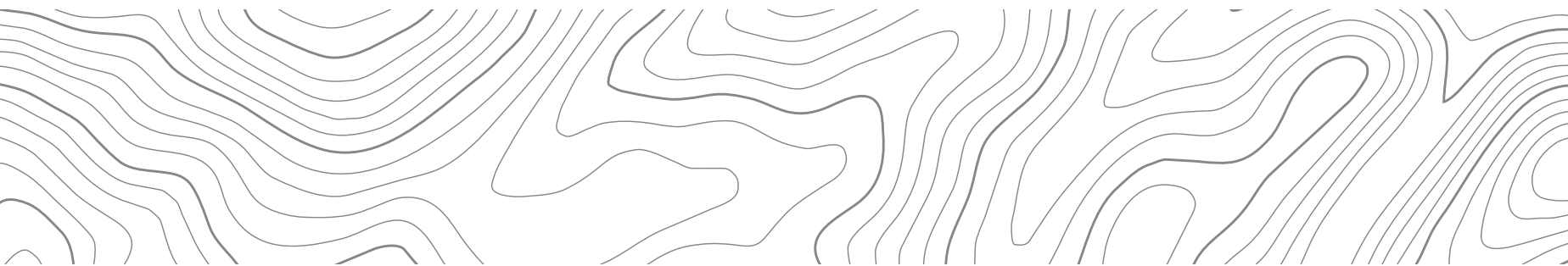
Grid Backgrounds



"C"peat



Topographic Map



VISUAL
GRAPHIC ELEMENTS

ORGANIC CLUSTER PATTERN



HAND DRAWN SHAPES



BRAND

ACCESSIBILITY

Aa White Text #FFFFFF	Aa Sylvan Lake Text #2A4169	Aa Buffalo Green (Web) Text #7E9E00	Aa Cloudy Sky Text #D2DDE2	Aa Rose Quartz Text #CD1E59	Aa Meadowlark Text #F9CD61	Aa River Blue Text #2F79A2	Aa Midnight Text #061528	Aa Signal Flare Text #e44131	Aa Open Sky Text #bbe5ee
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White Background #FFFFFF	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Sylvan Lake Background #2A4169	Aa	Aa	A	Aa	Aa	Aa	Aa	Aa	Aa	A
Buffalo Green (Web) Background #7E9E00	A	A	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Cloudy Sky Background #D2DDE2	Aa	Aa	Aa	Aa	A	Aa	A	Aa	Aa	Aa
Rose Quartz Background #CD1E59	Aa	Aa	Aa	A	Aa	A	Aa	A	Aa	Aa
Meadowlark Background #F9CD61	Aa	Aa	Aa	Aa	A	Aa	Aa	Aa	Aa	Aa
River Blue Background #2F79A2	Aa	Aa	Aa	A	Aa	A	Aa	A	Aa	Aa
Midnight Background #061528	Aa	Aa	Aa	Aa	A	Aa	A	Aa	Aa	A
Signal Flare Background #e44131	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Open Sky Background #bbe5ee	Aa	A	Aa	Aa	Aa	Aa	Aa	A	Aa	Aa

KEY

COMPLIANT WITH NORMAL TEXT
at least 16px in regular weight

COMPLIANT WITH LARGE TEXT ONLY
at least 18.66px in bold weight or 24px

NON-COMPLIANT WITH
WCAG 2.0 AA Standards

webaim.org/resources/contrastchecker



compass.bhssc.org/