



Brand Guidelines

Demystifying AI for Black and Latino Educators

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MISSION & VISION



To demystify AI for Black and Latino educators, empowering them to become confident leaders who transform teaching and learning through culturally-grounded innovation.

By 2030, every educator of color will have the tools, training, and community support to lead the AI revolution in their schools and districts.

Why This Matters

The future of education is being written now. If Black and Latino educators aren't at the table shaping how AI is integrated into schools, we risk perpetuating the same inequities that have plagued our education system for generations. AI in Action ensures that educators of color aren't just users of AI—they're the architects of its implementation in service of equity.

BRAND STORY



The Challenge

For decades, Black and Latino students have faced persistent achievement gaps—not because of lack of potential, but because of systemic barriers. Technology was supposed to level the playing field, but instead, it often widened the divide. Now, AI threatens to do the same.

The educators serving our most vulnerable communities—those who understand the cultural context, who speak the language, who've lived the experience—were being left out of the conversation about AI in education. Missing voices. Missing perspectives. Missing opportunities.

The Awakening

Dr. William Gideon, founder of The Right Path Educational Consulting, saw this gap firsthand. While working with school districts across the country, he noticed that even the most innovative, tech-savvy educators of color were hesitant about AI. Not because they didn't see its potential—but because they didn't see themselves in the conversation.

The Solution

AI in Action was born from a simple but powerful idea: Black and Latino educators don't need to catch up to the AI revolution—they need to lead it. We created a platform that combines three critical elements:

- Culturally-grounded AI training
- Practical tools that work in real classrooms

- A supportive community of peers who get it

Today, AI in Action serves thousands of educators across the country, transforming hesitation into confidence, and fear into leadership. We're not just teaching people how to use AI—we're building a movement of culturally-competent AI leaders who will shape the future of education for all students.

TARGET AUDIENCE



Our services are designed for six distinct audience segments, each with unique needs, pain points, and goals:

- 1. K-12 Teachers (Grades PreK-12)**
- 2. School & District Leaders (Principals, APs, Instructional Coaches)**
- 3. Superintendents & C-Suite Executives**
- 4. Higher Ed Administrators & Faculty**
- 5. Workforce Development Leaders**
- 6. Policymakers & EdTech Influencers**

BRAND VOICE & TONE



Our voice is the consistent personality that comes through in everything we say. Our tone adapts to context, but our voice stays true.

1. Authoritative (Not Arrogant)

We speak from deep expertise in education, equity, and technology. We've been in classrooms. We've led districts. We know what works. We cite research, share data, and back up bold claims with evidence.

"✓ GOOD: "Our research with 1,200 educators shows..."

"✗ BAD: "Some people think AI might help..."

2. Accessible (Not Condescending)

We break down complex AI concepts into plain language without dumbing them down. We assume intelligence, not prior knowledge. We define terms, use analogies, and avoid jargon unless necessary.

"✓ GOOD: "Think of AI as a teaching assistant that never sleeps..."

"✗ BAD: "Leveraging ML algorithms to optimize pedagogical outcomes..."

3. Urgent (Not Alarmist)

We communicate that the AI revolution is happening now, and educators can't afford to sit on the sidelines. But we inspire action through opportunity, not fear.

"✓ GOOD: *"By 2030, AI will reshape every classroom. Lead the change."*

"✗ BAD: *"If you don't learn AI now, you'll be obsolete."*

4. Human-Centered (Not Tech-Obsessed)

We celebrate technology as a tool to amplify human potential, not replace it. We lead with people, relationships, and stories—not features and specs.

"✓ GOOD: *"Ms. Jackson cut her grading time in half so she could mentor students..."*

"✗ BAD: *"Our AI tool processes 10,000 data points per second..."*

5. Culturally Grounded (Not Generic)

We speak to the specific realities of Black and Latino educators. We reference their lived experiences, honor their cultural contexts, and never default to one-size-fits-all solutions.

"✓ GOOD: *"For educators serving multilingual families, AI translation tools..."*

"✗ BAD: *"For all educators everywhere, our generic AI solution..."*

- Does this sound like it could only come from AI in Action?
- Would a Black or Latino educator reading this feel seen and understood?
- Are we leading with people and stories, not just tech features?
- Is the language accessible without being condescending?
- Does this inspire action through opportunity (not fear)?

IMAGERY GUIDELINES

Photography Style

Subjects: Exclusively Black & Latino Educators

Every image should feature Black and/or Latino educators as the primary subjects. This is non-negotiable. Our audience must see themselves reflected in our visuals.

Settings: Modern, Tech-Forward Environments

Classrooms should look contemporary—smart boards, laptops, collaborative spaces. Avoid dated technology or traditional 'sage on a stage' setups. Show innovation in action.

Mood: Confident, Engaged, Forward-Thinking

Subjects should appear empowered and in control. Avoid passive or uncertain expressions. We want to convey mastery, not struggle.

Lighting: Cinematic, Warm, Professional

Use dramatic lighting to create depth and visual interest. Warm tones (not sterile fluorescent). Professional quality that rivals Madison Avenue campaigns.

AI-Generated Images (Nano Banana 2.5)

For hero images, social media graphics, and marketing materials, we use Gemini 2.5 Flash Image (Nano Banana) to generate culturally authentic, brand-aligned imagery.

Technical Requirements

- Model: Gemini 2.5 Flash Image (Imagen-3.0-generate-002)
- Resolution: 1024x1024px minimum (social), 1920x1080px (hero images)
- Format: PNG with transparency support
- Aspect Ratio: 16:9 (landscape), 1:1 (social square), 9:16 (vertical)

Quality Standards & Approval Process

Technical Requirements:

- Resolution: 300 DPI minimum for print, 72 DPI for web
- Color Profile: sRGB (web), CMYK (print)
- File Size: <2MB for web, uncompressed for print

Cultural Authenticity Checklist:

- Does this image center Black/Latino educators?
- Are skin tones accurately represented (no lightening)?
- Does the setting feel modern and aspirational?
- Would our audience feel proud to share this image?

Review & Approval:

All imagery must be reviewed by Dr. Gideon or designated brand steward before publication. When in doubt, choose authenticity over perfection.

BRAND PILLARS

Our five brand pillars are the philosophical foundation of AI in Action. Every program, every resource, every message should connect back to at least one of these pillars.

We believe that AI literacy is the new civil right. Just as reading and writing unlocked opportunity in the 20th century, understanding AI will determine who thrives in the 21st. But AI literacy isn't just about using tools—it's about understanding how they work, recognizing their limitations, and questioning their biases. We teach educators to be critical consumers and thoughtful implementers of AI, not passive users. This means understanding concepts like machine learning, natural language processing, and algorithmic bias in plain language. It means knowing when AI is the right solution and when human judgment is irreplaceable. We demystify AI without dumbing it down, because our audience deserves to be empowered by knowledge, not intimidated by jargon. Every AI in Action training starts with the fundamentals: What is AI? How does it learn? What can it do well? What does it get wrong? And most importantly: How do we ensure it serves all students equitably?

Today's students will enter a workforce transformed by AI. By some estimates, 65% of them will work in jobs that don't exist yet—and nearly all jobs will require some level of AI fluency. This isn't a distant future; it's happening now. Educators need to prepare students not just to use AI tools, but to think critically about their role in an AI-integrated economy. We help educators move beyond traditional career readiness to AI-era workforce preparation. This means teaching students to work alongside AI, to understand its capabilities and limitations, and to develop uniquely human skills—creativity, empathy, ethical reasoning—that AI can't replicate. We partner with industries, community colleges, and workforce development organizations to ensure our content reflects real-world demands. From coding bootcamps to customer service training, we show educators how AI is reshaping every sector—and how to position their students for success. Because the achievement gap of the 21st century won't just be academic—it will be technological. And we refuse to let Black and Latino students be left behind.

Equity isn't just one of our values—it's the lens through which we evaluate every decision. AI has the potential to be the great equalizer in education, or the great divider. The outcome depends on who's at the table shaping its implementation. That's why we center Black and Latino educators in every aspect of our work. We don't just talk about equity; we build it into our processes. Our training content is culturally grounded, drawing on examples and case studies that reflect the realities of high-needs schools. We address algorithmic bias head-on, teaching educators to interrogate AI tools for fairness and cultural responsiveness. We prioritize accessibility, ensuring that our resources work for multilingual learners, students with disabilities, and communities with limited tech infrastructure. And we measure success not by adoption rates, but by impact on the most vulnerable students. Every tool we recommend, every strategy we teach, is evaluated through the equity filter: Does this close gaps or widen them? Does it amplify student voice or silence it? Does it honor cultural identity or erase it? If the answer isn't clear, we go back to the drawing board.

We define innovation not as adopting the latest tech trend, but as reimagining what's possible when powerful tools meet visionary educators. AI doesn't replace great teaching—it amplifies it. We show educators how to use AI to reclaim time for what matters most: building relationships, sparking curiosity, and nurturing whole human beings. Imagine a world where teachers spend less time grading and more time mentoring. Where lesson planning is collaborative, not isolating. Where data insights reveal patterns that human eyes might miss—but human hearts know how to address. That's the innovation we champion. We're not interested in AI for AI's sake. We're interested in AI that makes teaching more human, not less. That's why we curate tools carefully, test them in real classrooms, and only recommend solutions that serve educators and students—not just tech companies. Innovation, for us, means challenging assumptions: Who says differentiation has to be labor-intensive? Who says professional development has to be one-size-fits-all? Who says schools can't lead the AI revolution? We believe educators of color are uniquely positioned to answer these questions—and we give them the tools to do it.

Transformation doesn't happen in isolation. It happens when passionate people come together, share struggles, celebrate wins, and hold each other accountable. That's why community is at the heart of AI in Action. We're not just a platform or a training provider—we're a movement. Every cohort we lead becomes a network of peers who understand the unique challenges of serving Black and Latino students in an AI-driven world. We facilitate connections that last long after the webinar ends. Our online community is a safe space for educators to ask 'stupid questions,' share failures without judgment, and troubleshoot challenges in real-time. We host regular peer learning sessions where educators showcase their AI experiments—the wins and the flops—because both are valuable. And we connect educators to a broader ecosystem: researchers studying AI in high-needs schools, policymakers shaping ed-tech regulations, and industry leaders building the next generation of tools. Because the AI revolution won't be led by lone wolves. It will be led by a pack—a community of educators who refuse to be passive consumers of technology and instead become active architects of an equitable future.

LOGO SYSTEM

AI in Action: Educate, Employ, Empower

Logo Variations

1. Full Color (Primary)

Use: All color applications where full brand expression is needed

Colors: Navy #0B1D3A, Gold #FFD33A, Electric Blue #00D9FF

Background: White or very light neutral

When to use: Print materials, website header, presentations, marketing collateral

2. Reversed (White + Gold on Navy)

Use: Dark backgrounds and premium applications

Colors: White #FFFFFF, Gold #FFD33A

Background: Navy #0B1D3A or dark image

When to use: Dark website sections, video overlays, premium packaging

3. Monochrome Navy

Use: Single-color printing, simplified applications

Colors: All elements Navy #0B1D3A

Background: White

When to use: Black & white printing, newspaper ads, simple documents

4. Monochrome White

Use: White-only applications on dark backgrounds

Colors: All elements White #FFFFFF

Background: Navy, black, or dark imagery

When to use: Dark backgrounds where color isn't available, engraving, embossing

Three Lockup Versions

Version 1: Horizontal Lockup (PRIMARY)

Dimensions: 5:1 ratio (width:height)

Use: Website headers, business cards, letterhead, horizontal spaces

"Minimum size: 120px digital / 0.5" print"

Version 2: Stacked Version

Dimensions: 1:1.5 ratio (width:height)

Use: Square formats, vertical spaces, narrow columns

"Minimum size: 100px digital / 0.4" print"

Version 3: Icon-Only Mark

Dimensions: 1:1 ratio (perfect square)

Use: Social media avatars, app icons, favicons, small applications

"Minimum size: 32px digital / 0.25" print"

Clearspace Rules

Unit of measurement: Height of letter 'E' in 'Empower'

Apply on ALL sides: Top, bottom, left, right

Measure from edge of logo to nearest element

Minimum clearspace = 1E (one 'E' height)

Preferred clearspace = 2E (two 'E' heights) for premium applications

Never place other logos, text, or graphics within clearspace

Incorrect Usage Examples

- Stretching or distorting logo proportions
- Changing colors outside brand palette
- Adding drop shadows, outlines, or effects
- Placing on busy backgrounds without treatment
- Rotating logo at angles
- Rearranging text elements
- Using low-resolution or pixelated versions
- Placing logo too close to page edges

COLOR PALETTE SPECIFICATIONS

AI in Action: Educate, Employ, Empower

PRIMARY COLORS

INNOVATION NAVY

The Foundation of Authority & Trust

Brand Meaning:

Trust and reliability in educational technology

Authority and expertise in AI-driven learning

Intelligence and depth of content

Primary Usage:

Main backgrounds for slides and documents

Primary text on light backgrounds

Structural elements (headers, footers, navigation)

BREAKTHROUGH GOLD

The Spark of Excellence & Innovation

Brand Meaning:

Excellence and premium quality

Energy and dynamic transformation

Achievement and success

Primary Usage:

Call-to-action buttons and links

Highlighting key statistics

Brand pillar icons and accents

ELECTRIC BLUE

The Pulse of Technology & Future

Brand Meaning:

Cutting-edge technology and AI

Future-forward thinking

Digital innovation and connectivity

Primary Usage:

Interactive elements (buttons, links)

Technology visualizations

Glow effects on digital platforms

APPROVED COLOR COMBINATIONS

Navy + Gold (PRIMARY PAIRING)

Use Case: Main brand identity, high-energy presentations

Ratios: Navy 70-80%, Gold 20-30%

Contrast: 8.3:1 (AAA rated)

Navy + Electric Blue (TECH-FORWARD)

Use Case: Technology content, AI demonstrations, digital products

Ratios: Navy 75-85%, Electric Blue 15-25%

Contrast: 4.8:1 (AA rated)

Navy + Gold + Electric Blue (FULL PALETTE)

Use Case: Complex data visualization, multi-section content

Ratios: Navy 60-70%, Gold 20-25%, Electric Blue 10-15%

Contrast: All combinations meet AA minimum

WCAG ACCESSIBILITY COMPLIANCE

TYPOGRAPHY SYSTEM

AI in Action: Educate, Employ, Empower

TYPEFACE OVERVIEW

Primary Typeface: Arial Bold

Purpose: Logo, major headlines, emphasis, commanding attention

Characteristics:

Weight: Bold only

Style: Modern, confident, accessible

Availability: Universal system font

When to use:

All logo text

H1 and H2 headlines

Section titles

Call-to-action buttons

Secondary Typeface: Arial Regular

Purpose: Body copy, captions, subheadings, readability

Characteristics:

Weights: Regular, Italic

Style: Clean, readable, universal

Availability: Universal system font

When to use:

All body text

Paragraphs

Lists and bullet points

Captions

Navigation text

Accent Typeface: Courier Bold

Purpose: Data callouts, technical details, statistics, emphasis

Characteristics:

Weight: Bold only

Style: Monospaced, technical

Character: Fixed-width spacing

When to use:

Statistics and data points

Technical specifications

Numbers requiring emphasis

Percentages and metrics

TYPOGRAPHY HIERARCHY

TYPOGRAPHY FORMATTING RULES

Rule 1: Never use more than 3 type sizes on one page

Rule 2: Maintain consistent hierarchy throughout

Rule 3: Allow generous white space between elements

Rule 4: Never use all caps for body text

Rule 5: Use italics sparingly for emphasis

ACCESSIBILITY STANDARDS

Minimum Font Sizes (WCAG Compliance):

Print: 16pt body text minimum (12pt for small print)

Digital: 16px body text minimum (never smaller)

Color Contrast Requirements:

WCAG AA: 4.5:1 minimum for normal text

WCAG AAA: 7:1 minimum for normal text

All brand text combinations meet or exceed AA standards

CONTACT & RESOURCES

AI in Action: Educate, Employ, Empower

Brand Management, Digital Assets, and Professional Development Access

Brand Management & Design

Alexandria's Design

Lead Designer: Charles Martin, Creative Director

Email: charlesmartinedd@gmail.com

Website: AlexandriasDesign.com

Services: Brand identity, visual design, digital content creation

Hours: Monday-Friday, 9 AM - 6 PM Eastern Time

Response Time: 24-48 hours for inquiries

Client Organization

The Right Path Educational Consulting Inc.

Lead Consultant: Dr. William Gideon, Ed.D.

Email: contact@therightpathed.com

Website: TheRightPathEd.com

Mission: Professional development for educational leaders navigating AI implementation

Services: AI literacy training, educational leadership coaching, policy analysis

DIGITAL BRAND KIT

Download Location:

Google Drive: [Link to be added - shared folder]

Alternative Access: Request via charlesmartinedd@gmail.com

Updated: Quarterly (February, May, August, November)

Brand Kit Contents

LOGO FILES: Full Color, Reversed, Monochrome variations (.AI, .EPS, .SVG, .PNG)

COLOR SWATCHES: Adobe (.ASE), Apple (.CLR), Sketch (.sketchpalette), Figma

TYPOGRAPHY SPECIMENS: Visual references, font files, web font CSS

IMAGE ASSETS: Hero images, background patterns, stock photography

TEMPLATES: Social media (Instagram, YouTube, Twitter, LinkedIn), Podcast artwork, Presentations

BRAND GUIDE PDF: Complete 15-page guide (print and screen optimized)

PROFESSIONAL DEVELOPMENT ACCESS

Podcast Platforms:

Apple Podcasts: [Link to be added upon launch]

Spotify: [Link to be added upon launch]

YouTube: [Channel link to be added]

Google Podcasts: [Link to be added]

Amazon Music/Audible: [Link to be added]

Website PD Portal: TheRightPathEd.com/podcast

SOCIAL MEDIA GUIDELINES

YouTube: [Channel link] - Full episodes, shorts, behind-the-scenes

Twitter/X: @AlinAction - Quick insights, discussions, highlights

Instagram: @AlinAction - Quote cards, episode announcements

LinkedIn: AI in Action - Professional Development (Company Page)

TikTok: @AlinAction - Quick tips, myth-busting

Facebook Group: AI in Action: Educator Community [Private group]

VISUAL LANGUAGE

Our visual language extends beyond logo and color. These geometric elements, effects, and patterns create a cohesive, tech-forward aesthetic across all brand touchpoints.

Geometric Elements

HEXAGONS (Primary Shape)

Hexagon Styles:

- Outline: 2-4px stroke, Navy or Gold
- Filled: Navy, Gold, or Electric Blue backgrounds
- Pattern: Tessellated grids with 10-20% opacity for backgrounds

Effects & Treatments

GRADIENTS

Additional Effects:

- Tech Glow: Electric Blue (#00D9FF) outer glow, 10-20px, 50% opacity
- Gold Accent Glow: Gold (#FFD33A) subtle glow, 5-10px, 30% opacity
- Drop Shadows: Navy (#0B1D3A) at 20% opacity, 4-8px offset, 10-15px blur
- Overlays: Navy at 60-80% opacity for text legibility on images

Data Visualization

Animation & Motion

Animation Principles:

- Timing: 0.3-0.8 seconds for UI transitions, 2-4 seconds for ambient animations
- Easing: Ease-out for entrances, ease-in for exits, ease-in-out for movements
- Gradient Shift: Slow morph between Navy-Gold-Blue (3-5 seconds)
- Floating Particles: Hexagons/circles drift upward with fade (2-4 seconds)
- Glow Pulse: Electric Blue glow pulses subtly (1.5-2 seconds)
- Network Lines: Animate line draw-in effect (0.5-1 second per line)

Quality Control Checklist

Before finalizing any visual element:

- Brand colors used correctly (Navy #0B1D3A, Gold #FFD33A, Electric Blue #00D9FF)
- Hexagon proportions maintained (not stretched or distorted)
- Effects applied consistently (glow radius, shadow settings)
- Gradients flow in specified direction (45° diagonal for Navy-Gold)
- Accessibility maintained (text legibility, contrast ratios)
- File optimized for web (PNG/SVG for graphics, MP4 for animations)

APPLICATION EXAMPLES

These application examples demonstrate correct brand implementation across key platforms. Use these specifications as templates for creating new branded materials.

Podcast Episode Artwork

Specifications (3000x3000px): • Dimensions: 3000x3000px (square, podcast standard) • Background: Navy #0B1D3A with hexagon pattern overlay (10% opacity) • Episode Number: Courier Bold 72pt, Gold #FFD33A, top right • Session Title: Arial Bold 120pt, White, centered • Logo: 300px width, bottom center, full color version • File Format: PNG or JPG, under 512KB for podcast platforms

Instagram Post Templates

Twitter/X Profile Header

Specifications (1500x500px): • Dimensions: 1500x500px (3:1 ratio) • Background: Navy #0B1D3A with hexagon pattern gradient • Tagline: Arial Bold 72pt, centered, White or Gold • Logo: 200px width, left side with clearspace • Accents: Electric Blue glow effects on geometric elements • Safe Zone: Keep text/logo 50px from edges for mobile cropping

YouTube Video Thumbnail

Specifications (1280x720px): • Dimensions: 1280x720px (16:9, YouTube standard) • Title Text: Arial Bold 96pt MINIMUM (readable at 320x180px preview) • Episode Number: Courier Bold 72pt, Gold, top corner • High Contrast: White text on Navy OR Gold text on Navy (never light on light) • File Size: Under 2MB, JPG format • Readability Test: Must be legible when scaled to 320x180px thumbnail size

Website Homepage Hero

Specifications (1920x1080px): • Dimensions: 1920x1080px (responsive down to 375px mobile) • Background: Navy-to-Electric Blue gradient (top to bottom) • Headline: Arial Bold 96pt desktop, 48pt mobile, White • Subheadline: Arial Regular 32pt desktop, 20pt mobile, Gold accent • CTA Button: Gold background, Navy text, Arial Bold 24pt, min 180px width • Hero Image: Right side (60% width), modern educator with tech, Navy overlay 40%

Email Newsletter Header

Specifications (600x200px): • Dimensions: 600x200px (email-safe width) • Background: Navy solid #0B1D3A (no gradients for email compatibility) • Logo: 150px width, left-aligned with 20px margin • Newsletter Title: Arial Bold 36pt, Gold, centered • Issue Number: Arial Regular 18pt, Electric Blue, below title • Format: PNG (no transparency), optimized for email clients (Outlook, Gmail)

File Naming Conventions

Standard Format: [platform]_[content-type]_[date]_[version] Examples:
•
podcast_ep042_20250124_v1.png • instagram_quote-card_20250124_final.png
•
youtube_thumbnail_ep042_v2.jpg • web_hero_homepage_20250124.png
•
email_header_jan2025_v1.png

DO'S & DON'TS

These standards ensure brand consistency and quality across all materials. Follow these do's and don'ts to maintain professional, accessible, and impactful brand communications.

Logo Usage Standards

Color Usage Standards

Typography Standards

Critical Requirements:

- DO: Use AI-generated images featuring Black and Latino educators exclusively
- DO: Show modern, tech-forward educational environments
- DO: Preserve authentic skin tones (no lightening or whitewashing)
- DO: Include age diversity (20s-60s) across leadership levels
- DO: Feature contemporary technology (tablets, smart boards, AR/VR)
- DON'T: Use generic stock photos with white subjects
- DON'T: Show dated technology (overhead projectors, CRT monitors)
- DON'T: Use images that reinforce stereotypes
- DON'T: Alter skin tones or facial features in post-processing

Quality Assurance Checklist

Before publishing any branded material:

- Brand colors used correctly (Navy #0B1D3A, Gold #FFD33A, Electric Blue #00D9FF)
- Logo clearspace maintained (2x logo height)
- Typography hierarchy followed (Arial/Courier system)
- Color contrast meets WCAG AA minimum (4.5:1 for text)
- Imagery features Black/Latino educators authentically
- File naming convention followed ([platform]_[type]_[date]_[version])
- Files optimized for platform (size, format, dimensions)
- Spell check and grammar review completed
- Madison Avenue rubric score: 90/100 minimum

Our social media presence amplifies our mission to revolutionize education through AI-driven coaching and leadership development. These guidelines ensure consistent, engaging, and authentic communication across all platforms.

Platform Strategy Overview

Hashtag Strategy

Brand Hashtag (Always Include): #AlinAction - Our unique brand identifier Topic Hashtags (Use 2-3): #EdTech #AlinEducation #EducationalLeadership #FutureOfEducation #K12Innovation #HigherEd Community Hashtags (Use 1): #BlackEducators #LatinoLeaders #EduTwitter #EdChat #TeachersOfInstagram Platform Guidelines:

- Twitter/X: 3-5 hashtags maximum
- Instagram: 8-15 hashtags (can go in first comment)
- LinkedIn: 5-10 hashtags
- TikTok: 3-5 hashtags + trending sounds
- YouTube: In description, not title

Our Voice Is: • Authoritative yet approachable - We know our stuff, but we're not stuffy • Tech-savvy and forward-thinking - We embrace innovation while honoring tradition • Culturally grounded - We center Black and Latino voices and experiences • Action-oriented - We inspire AND equip educators to make change We Avoid: ■ Jargon without explanation ■ Corporate speak or buzzwords ■ Negativity or criticism without solutions ■ Political partisanship (we focus on education equity) ■ Overpromising or hype without substance

Key Performance Indicators

Crisis Communication Protocol

If negative feedback or controversy arises: 1. Pause all scheduled posts immediately 2. Assess the situation (is it isolated or widespread?) 3. Respond within 24 hours with transparency and accountability 4. Acknowledge concerns, apologize if warranted, outline corrective action 5. Monitor closely and engage with community feedback 6. Document learnings and update guidelines accordingly Never: ■ Delete comments or block users (unless spam/harassment) ■ Respond defensively or argue publicly ■ Ignore the issue hoping it will fade ■ Issue generic "sorry if you were offended" non-apologies

Attribute	Details
Demographics	Ages 25-55, majority female, 60% Black/Latino, urban/suburban districts
Pain Points	Overwhelmed by EdTech options, limited PD time, need culturally relevant tools
What They Gain	Practical AI tools for daily use, lesson plan generation, differentiation support
Topics That Resonate	AI for equity, classroom management, student engagement, time-saving tools

Attribute	Details
Demographics	Ages 35-60, mixed gender, 50% Black/Latino, high-needs schools
Pain Points	Building teacher capacity, equity gaps, data-driven decisions, limited budgets
What They Gain	School-wide AI strategy, teacher training plans, data analytics guidance
Topics That Resonate	AI for equity, leadership, strategic planning, building teacher buy-in

Attribute	Details
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Demographics	Ages 45-65, mixed gender, 30% Black/Latino, district-level decision makers
Pain Points	Board accountability, ROI on tech, equity compliance, future workforce prep
What They Gain	District-wide AI roadmaps, executive briefings, policy frameworks
Topics That Resonate	Strategic vision, equity, workforce development, measurable outcomes

Attribute	Details
Demographics	Ages 35-65, mixed gender, 40% Black/Latino, HBCUs/MSIs focus
Pain Points	Preparing future teachers, academic integrity, digital equity, research funding
What They Gain	Teacher prep curriculum, faculty PD, research partnerships
Topics That Resonate	Pedagogy, academic integrity, culturally responsive teaching, research

Attribute	Details
Demographics	Ages 30-55, mixed gender, 50% Black/Latino, community colleges/nonprofits
Pain Points	Skills gap, job displacement, limited resources, underserved communities
What They Gain	AI career pathways, industry partnerships, upskilling programs
Topics That Resonate	Future of work, career readiness, economic mobility, equity access

Attribute	Details
Demographics	Ages 40-70, mixed gender, 20% Black/Latino, state/federal agencies
Pain Points	Evidence-based policy, public trust, digital divide, ethical AI governance
What They Gain	Research briefs, policy frameworks, thought leadership, partnership opportunities

Topics That Resonate

Data-driven policy, equity, governance, systemic impact

✓ WE ARE	✗ WE'RE NOT
Confident	Cocky
Direct	Blunt
Passionate	Preachy
Optimistic	Pollyannaish
Real	Cynical

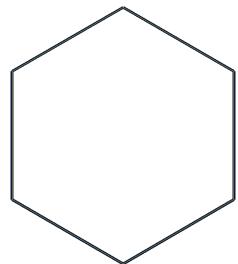
LOGO SYSTEM

Our logo system includes variations for different use cases while maintaining brand consistency across all touchpoints.

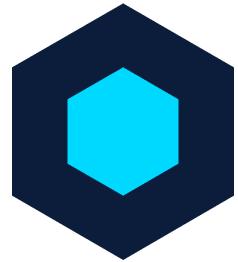
Primary Logo



Secondary Logo (Horizontal)



Icon Logo



COLOR PALETTE

Primary: Navy Blue

#0B1D3A

Authority, Trust, Professionalism

Secondary: Gold

#FFD33A

Optimism, Warmth, Excellence

Accent: Electric Blue

#00D9FF

Innovation, Technology, Future

TYPOGRAPHY

Primary Font: Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Used for: Headlines, Titles, Navigation, Call-to-Action buttons

Secondary Font: Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Used for: Body text, Paragraphs, Descriptions, UI elements

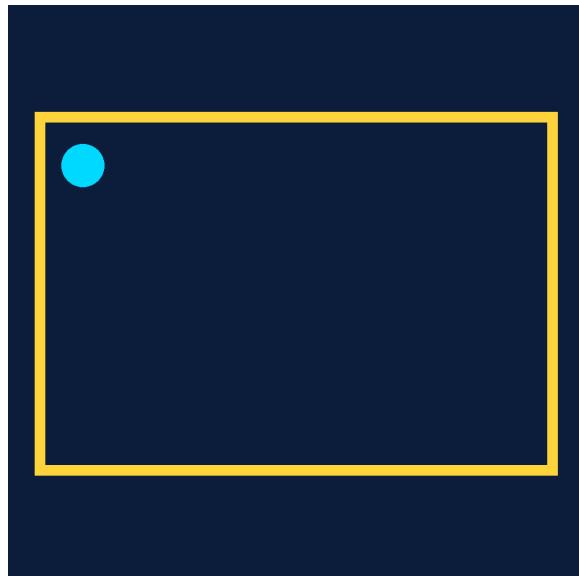
APPLICATION EXAMPLES

These templates demonstrate how to apply the brand identity across various digital platforms.

Podcast Template



Instagram Quote Template



Instagram Stat Template



Facebook Template



Linkedin Template



Email Template



CONTACT & RESOURCES

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LinkedIn: linkedin.com/company/the-right-path-edu

Brand Assets

For brand assets, templates, and guidelines, please contact the marketing team. All brand materials should be used in accordance with these guidelines to maintain consistency and brand integrity.