

# THE RIGHT PATH

## PODCAST

*AI in Action. Educate. Employ. Empower.*



### Brand Style Guide

The Right Path Educational Consulting Inc.

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# Vision Statement

We envision a future where AI empowers every educator and student to reach their full potential, transforming education through innovation, accessibility, and lifelong learning.

## Our Vision

The Right Path Podcast is more than a media platform—it's a leadership resource. We guide educators, administrators, and community leaders through the intersection of AI, workforce development, and educational transformation.

Our vision centers humanity and equity in every conversation about technology. We believe AI adoption should be a tool for removing barriers and creating opportunity—not another mechanism that widens gaps.

As The Guide, we illuminate pathways forward. We provide clarity in complexity, practical wisdom for real-world challenges, and a trusted voice for those navigating unprecedented change in education.

## Core Principles

### Clarity Through Complexity

We make AI accessible and understandable. No jargon, no hype—just practical knowledge educators can use.

### Equity as Foundation

Every innovation discussion centers on access and opportunity. Technology should serve all students.

### Educators as Leaders

We position educators not as passive recipients of change, but as architects of educational futures.

# Mission Statement

Our mission is to empower educators and educational leaders with AI-driven solutions that enhance teaching effectiveness, streamline administrative processes, and create personalized learning experiences for all students.

## Three Pillars: Educate. Employ. Empower.

### **Educate**

Build AI literacy and trust through clarity. Demystify technology for educators, leaders, and communities with practical knowledge they can apply today.

### **Employ**

Connect K-12 and higher education to workforce pipelines. Create career pathways that prepare students for the jobs of tomorrow with real-world AI skills.

### **Empower**

Amplify voices missing from the AI conversation. Center equity and access to ensure technology serves all students, families, and communities.

## Supporting Values

### **Community as Catalyst**

Collective wisdom and shared experience drive our approach. We rise together, learning from each other's successes and challenges.

### **Excellence Without Exception**

We hold ourselves to the highest standards because our communities deserve nothing less.

# Brand Evolution

Our brand represents the evolution of education from traditional methods to AI-enhanced learning. We bridge the past, present, and future of education, honoring proven pedagogy while embracing transformative technology.

## The Guide Archetype

The Right Path Podcast embodies The Guide brand archetype. We illuminate pathways forward for educators navigating change. We provide clarity in complexity, practical wisdom for real-world challenges, and a trusted voice for those leading transformation.

## Our Journey

### Past

Traditional educational methods served their time but left gaps in equity and accessibility.

### Present

AI technology emerges as a transformative force. With intentional leadership, it can close gaps rather than widen them.

### Future

The Right Path Podcast guides educators to architect the future of AI-enhanced learning with humanity at the center.

# Thought Leadership

The Right Path Podcast leads the national conversation on AI in education through podcasts, webinars, speaking engagements, and strategic content. We don't just participate in the discourse—we shape it.

## Podcast Format

**Format:** 45-minute episodes with three structured segments

**Structure:** Educate (0-15 min) → Employ (15-30 min) → Empower (30-45 min)

**Production:** High-quality audio with professional editing and clear pacing

**Visual:** Clean, editorial aesthetic with purple accent branding

## Content Pillars

### AI Literacy

Building understanding and trust through clear, practical knowledge

### Workforce Development

Connecting education to career pathways and real-world opportunities

### Equity & Access

Centering voices and perspectives often missing from tech conversations

### Innovation in Practice

Showcasing what's actually working in classrooms today

### Community Voices

Amplifying educator experiences and lived wisdom

## Platform Strategy

### LinkedIn

Thought leadership, professional discourse, executive engagement

### Instagram

Behind-the-scenes, community building, visual quotes

## **Twitter/X**

Real-time commentary, news curation, industry discussion

## **YouTube**

Full episodes, educational content, extended conversations

# Logo System

## Primary Logo

The Right Path Podcast logo features the purple R-in-circle mark. This clean, modern symbol represents guidance, direction, and the path forward.



*Primary Logo - Purple Mark*

## Logo Construction

The R mark uses our primary purple (#6B2D8B), representing wisdom, leadership, and innovation. The circular container suggests completeness and the journey of continuous learning.

## Clear Space

Maintain a minimum clear space around the logo equal to the height of the 'R' on all sides. This ensures the logo maintains visual impact and isn't crowded by other elements.

## Minimum Size

Digital: 36px wide | Print: 0.5 inches wide

Below these sizes, use the full wordmark instead.

## Logo Variations

## **Full Color**

Purple mark on white or light backgrounds

## **Reversed**

White mark on purple or dark backgrounds

## **Monochrome**

Single color for limited production contexts

# Brand Color Palette

Our color palette centers on white backgrounds with purple accents—clean, professional, and editorial. This approach creates visual clarity and lets content breathe.

## Primary Colors

Color Name	Hex	RGB	Usage
White	#FFFFFF	RGB(255, 255, 255)	Primary background, clarity, openness
Royal Purple	#6B2D8B	RGB(107, 45, 139)	Primary accent, wisdom, leadership
Charcoal	#2C2C2C	RGB(44, 44, 44)	Body text, professionalism

## Secondary Colors

### Light Purple (#8B4DAB)

Hover states, highlights, secondary accents

### Dark Purple (#4A1D61)

Dark mode, emphasis, contrast

### Gray 600 (#6B6B6B)

Secondary text, captions

### Gray 200 (#E5E5E5)

Borders, dividers, subtle backgrounds

## Color Ratios

Maintain an 80-90% white background ratio across all materials. Purple should accent, not dominate.

This creates the clean, editorial aesthetic that defines our brand.

# Typography System

Our typography pairs editorial elegance with modern clarity. Crimson Pro brings gravitas to headlines; DM Sans ensures readability in body text.

## Primary Typefaces

### Headlines: Crimson Pro

Elegant serif with editorial character. Use Bold (700) for main headlines, SemiBold (600) for subheadings. Sizes: 28-48pt for headlines, 18-24pt for subheads.

### Body Text: DM Sans

Clean, highly readable sans-serif. Use Regular (400) for body, Medium (500) for emphasis. Size: 11-14pt with 1.5-1.7 line height.

## Typography Hierarchy

Consistent hierarchy ensures content is scannable and accessible:

**Level 1 (Page Titles):** Crimson Pro Bold, 28-36pt, Purple

**Level 2 (Section Headers):** Crimson Pro SemiBold, 18-22pt, Purple

**Level 3 (Subsections):** Crimson Pro SemiBold, 14-16pt, Charcoal

**Body Copy:** DM Sans Regular, 11-14pt, Charcoal

**Captions:** DM Sans Regular, 9-10pt, Gray 600

## Web Fallbacks

When Crimson Pro is unavailable, use Georgia. When DM Sans is unavailable, use system sans-serif or Calibri.

# Imagery Guidelines

All imagery should feel professional, authentic, and human-centered. We feature real educators in genuine moments of engagement, learning, and leadership.

## Photography Style

### Subjects

Educators, administrators, students engaged in meaningful work

### Lighting

Clean, professional lighting—bright but not harsh

### Composition

Thoughtful framing, human connection, genuine emotion

### Color Treatment

Natural colors; avoid heavy filters or artificial effects

### Background

Clean, uncluttered; school/professional environments

## Image Do's

- ✓ Feature diverse representation authentically
- ✓ Show real engagement with technology
- ✓ Capture genuine expressions and interactions
- ✓ Use images that feel current, not dated

## Image Don'ts

- ✗ Generic stock photos with forced diversity
- ✗ Outdated technology (overhead projectors, old computers)

X Overly posed or artificial scenarios

X Heavy filters or neon effects

# Voice & Tone

The Right Path Podcast voice is unmistakable. We speak with authority earned through expertise and lived experience. Our tone adapts to context while maintaining our core identity.

## Voice Characteristics

### **Authoritative & Empowering**

We speak with confidence grounded in expertise, always lifting others up.

### **Clear & Accessible**

Complex ideas made understandable. We never talk down or oversimplify.

### **Equity-Centered**

Every conversation considers who benefits and who might be left behind.

### **Future-Focused**

Always looking ahead with practical optimism. Change is opportunity.

### **Action-Oriented**

Every piece of content drives toward something educators can do today.

## Tone Guidelines

**DO:** Illuminate pathways forward • Provide practical, actionable guidance • Center community voice in every discussion • Acknowledge complexity while offering clarity

**DON'T:** Patronize or oversimplify complex issues • Chase trends without substance • Ignore equity implications • Promise easy solutions to hard problems

## Example Voice

*"We illuminate the path forward—helping educators lead the transformation they want to see."*

# Visual Language

Our visual language extends beyond photography to include patterns, icons, and graphic elements that reinforce The Right Path Podcast identity.

## Graphic Elements

### Clean Lines

Simple, purposeful line work—no unnecessary decoration

### Generous Whitespace

Let content breathe; avoid cluttered layouts

### Purple Accents

Strategic use of purple for emphasis and branding

### Subtle Backgrounds

Off-white or very light gray for section differentiation

## Icon Style

Icons should be:

- Clean and simple (2px stroke weight)
- Purple on white backgrounds
- White on purple backgrounds
- Functionally clear before stylistically interesting

## Layout Principles

### 80-90% White

Backgrounds should be predominantly white

### Strong Hierarchy

Clear distinction between content levels

### Consistent Spacing

Use 8px grid system for all spacing

## **Left-Aligned Text**

Prefer left alignment for readability

# Brand Applications

Consistent brand application builds recognition and trust. These guidelines ensure The Right Path Podcast maintains its distinctive identity across all touchpoints.

## Application Guidelines

### Podcast Episode Artwork

White background, purple accent typography, consistent episode number placement

### Social Media Templates

Platform-optimized sizes, white-dominant with purple accents

### Presentation Decks

Clean layouts, generous whitespace, editorial photography

### Email Newsletters

Mobile-first design, scannable format, clear CTAs

### Website Elements

Responsive design, accessibility-first, fast loading

### Event Materials

Print-ready formats, QR codes for digital connection

## Digital Specifications

### Website

White background, purple accents, accessibility-first

### Social Images

1200×630px (link preview), 1080×1080px (Instagram)

### Podcast Artwork

3000×3000px, white background, purple typography

### Video

16:9 ratio, white/purple intro/outro, captions required

# Do's & Don'ts

Maintaining brand integrity requires consistent application. These guidelines protect The Right Path Podcast identity across all uses.

## Logo Usage

### DO

- ✓ Use approved logo files from the brand asset library
- ✓ Maintain minimum clear space requirements
- ✓ Use purple on white or white on purple only
- ✓ Scale proportionally (lock aspect ratio)

### DON'T

- X Stretch, skew, or distort the logo
- X Add other colors to the logo
- X Add effects (shadows, glows, gradients)
- X Place on busy backgrounds
- X Recreate or modify the logo

## Color Usage

### DO

- ✓ Maintain 80-90% white backgrounds
- ✓ Use purple for accents and emphasis
- ✓ Ensure WCAG AA contrast for all text

### DON'T

- X Use purple as a dominant background color
- X Mix brand colors with unapproved palettes
- X Sacrifice readability for visual effect