CLASS TRACKS™

BRAND STYLE GUIDE

PART ONE BRAND STANDARDS

Get to know us better. This is a guide to the basic styles and elements that make up our brand identity.

CONTENTS

WHO SHOULD USE THIS

These guidelines apply to all digital and print media properties of Class Tracks. Any one, internal or external, working with or on these properties is required to adhere to these standards.

WHY USE THESE GUIDELINES

These guidelines explain how to correctly depict and embody our brand ethos consistently across all visual media in various markets while maintaining the integrity of our company.

1 BRAND IDENTITY

OUR LOGO

This is the primary logo for Class Tracks™. The logo has two versions - stacked and horizontal.

WE SPENT CONSIDERIABLE TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT

All uses of the Class Tracks™ logo must adhere to these standards, logo usage not outlined here is considered mean to our brand.

Primary logo may only be in these colors

CLASS TRACKS ™

CLASS TRACKS ™

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CLASS TRACKS ™

CLASS TRACKS ™

CLASS TRACKS ™

Approved colored background extensions of our logo.

CLASS TRACKS™

CLASS TRACKS ™

CLASS TRACKS ™

CLASS TRACKS ™

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Adelle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OUR TYPOGRAPHY

This is our primary typographic style, getting it right is paramount. **Raleway** is our title font, **Adelle** is our subtitle and subheadings font, and **Lato** is the workhorse, its our main body font for digital and print.

USAGE

Our typeface is a very important part of our brand. The typography associated with this heirachy should be consistent on all platforms for digital and consistent in print usage as well.

Our selection of typefaces is designed to enhance our brand in multiple mediums. These typefaces will be used differently depending on whether we are designing for print, web or mobile applications.

Raleway, and **Raleway Dots** is to be primarily used on large print design materials - posters etc.

Adelle and **Lato** are the backbone of our typography for digital and print design.

Raleway

Raleway and Raleway Dots is intended for major title use on print design materials. It is especially idea for large poster, banners, signs, conference stand-ups and similar uses. Below are typefaces from the Raleway font family that are on-brand:

THIN

REGULAR

BOLD

HEAVY

DOTS

This typeface is always capitalized and Raleway Dots is always at least 50pt in size when used.

Adelle

WE LOVE THIS FONT! Adelle is used for headings in print and always in digital - usage guidelines for digital platforms are detailed in the Digital Style Guide in Part Two of this document. When necessary Adelle Thin can be used for paragraph and body copy in print materials. Below are typefaces from the Adelle font family that are on-brand:

Thin

Thin Italic

Regular

SemiBold

Semibold Italic

Bold

Heavy

Lato

Lato is the primary paragraphy and body copy typeface for all things print and digital. The light face should only be used in cases where the font size is larger that 8pt for print and should never be used in digital smaller than 14px. The different weights and italics are used adding interest and highlighting key information. Below are typefaces from the Lato font family that are on-brand:

Light

Light Italic
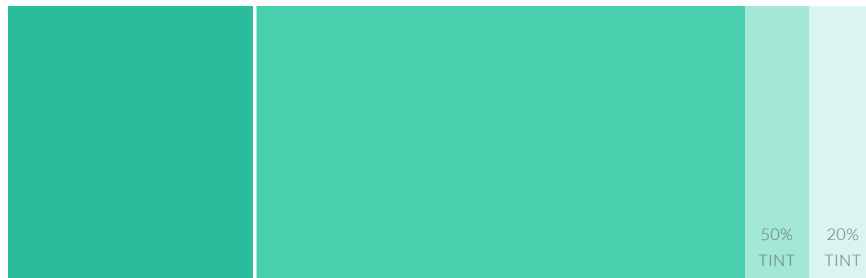
Regular

Regular Italic

Bold

Black

Black Italic

3 BRAND COLOR SYSTEM

Class Tracks Turqouise

		50% TINT	20% TINT

	HEX	#45BA9B	#4FCEAD
	RGB	69, 186, 155	72, 206, 173
	CMYK	67, 0, 17, 27	62, 0, 16, 19

Class Tracks Blue

		50% TINT	20% TINT

HEX	#518DD6	#609EE9
RGB	81, 141, 214	96, 158, 233
CMYK	62, 34, 0, 16	59, 32, 0, 9

Class Tracks Dark Colors

	HEX	#434A54	#656E77	#AAB3BC	#D4D9DD	#E5E8ED
	RGB	67, 74, 84	101, 110, 119	170, 179, 188	212, 217, 221	229, 232, 237
	CMYK	20, 12, 0, 67	15, 8, 0, 53	10, 5, 0, 26	4, 2, 0, 13	3, 2, 0, 7
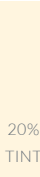
PRIMARY COLOR

BRIGHT, BOLD, SIMPLE AND TO THE POINT

These are our primary colors. These colors integral to our brand identity across all visual media. Main titles, headings, text, and most backgrounds will use one of these three colors or combinations of them.

| | | 50% TINT | 20% TINT |

HEX #F4B959 #FDCC68
RGB 72, 207, 173 254, 205, 95
CMYK 65, 0, 16, 19 65, 0, 16, 19
333 C 333 C

HEX #E75844 #F56F5C
RGB 72, 207, 173 247, 110, 87
CMYK 65, 0, 16, 19 65, 0, 16, 19
333 C 333 C

HEX #D74859 #E95969
RGB 72, 207, 173 72, 207, 173
CMYK 65, 0, 16, 19 65, 0, 16, 19
333 C 333 C

HEX #9680D7 #AC96E7
RGB 72, 207, 173 72, 207, 173
CMYK 65, 0, 16, 19 65, 0, 16, 19
333 C 333 C

50% TINT 20% TINT

SECONDARY COLORS

JUST AS BOLD, BRIGHT, CONFIDENT, SIMPLE AND TO THE POINT

These are our secondary colors. These colors are used for adding fun and playfulness to our brand. These see more action in the interaction design of our digital applications as well as project and event specific print designs.

PART TWO DIGITAL STYLE GUIDE

This is an example of a heading over a banner or hero image.

Primary Web Colors

Photography with blue gradient

When using the typeface for web related projects and designs, please adhere to these guidelines. CSS snippets are provided for clear and effective communication. All uses of ClassTrack's family of fonts on web properties should be consistent with these guidelines.

```css
h1 {
    font-family: Adelle;
    font-size: 65px;
    font-weight: Bold;
    margin: 7.5px 0;
}
```

```css
h2 {
    font-family: Adelle;
    font-size: 40px;
    font-weight: Bold;
    margin: 10px 0;
}
```

```css
h3 {
    font-family: Adelle;
    font-size: 25px;
    font-weight: 400;
    color: #616973;
    margin: 5px 0;
}
```

```css
h4 {
    font-family: Lato;
    font-size: 17px;
    font-weight: 900;
    margin: 5px 0;
}
```

Lorem Ipsum

Lorem ipsum dolor sit amet, vidisse nusquam vituperatoribus his ne. Mel audire maluisset no. Nec ut verterem euripidis forensibus.

Consul Detracto

Ea consul detracto constituto mei, malorum volutpat moderatius mei ne, id habeo mundi inermis usu. Cu viris feugiat apeirian sit, ei ferri docendi quo, ea eros voluus eum. Vis brute postea accusamus ea, in pri debet cetero posidonium, mel et error oblique labores.

Eros Adipisci

Qui ne eros adipisci, vim eu quis cibo. Sit utinam graece ex. Modo nostrum ponderum te vis, apeirian conclusionemque eos ei. Mea cu wisi oblique, mei possim inimicus ex. Nam ut everti option corpora, ea brute fuisset complectitur vis.

Qui Adipisci

"Aeterno bonorum id eos, mel ea denique temporibus. Sale virtute ei vim, pro option petentium philosophia an."

```css
body p {
    font-family: Lato;
    font-size: 13px;
    font-weight: 400;
    color: #AA3BC;
    margin: 3.5px 0;
}
```

```css
body p a {
    color: #48CFAD;
    text-decoration: underline;
}
```

```css
body hr {
    color: #d2f2ea;
}
```

```css
body blockquote {
    color: #5D9CEC;
    font-size: 20px;
    font-weight: 100;
    margin: 7.5px 0;
    padding: 0 15px 0;
}
```