

LEAVEN KIDS

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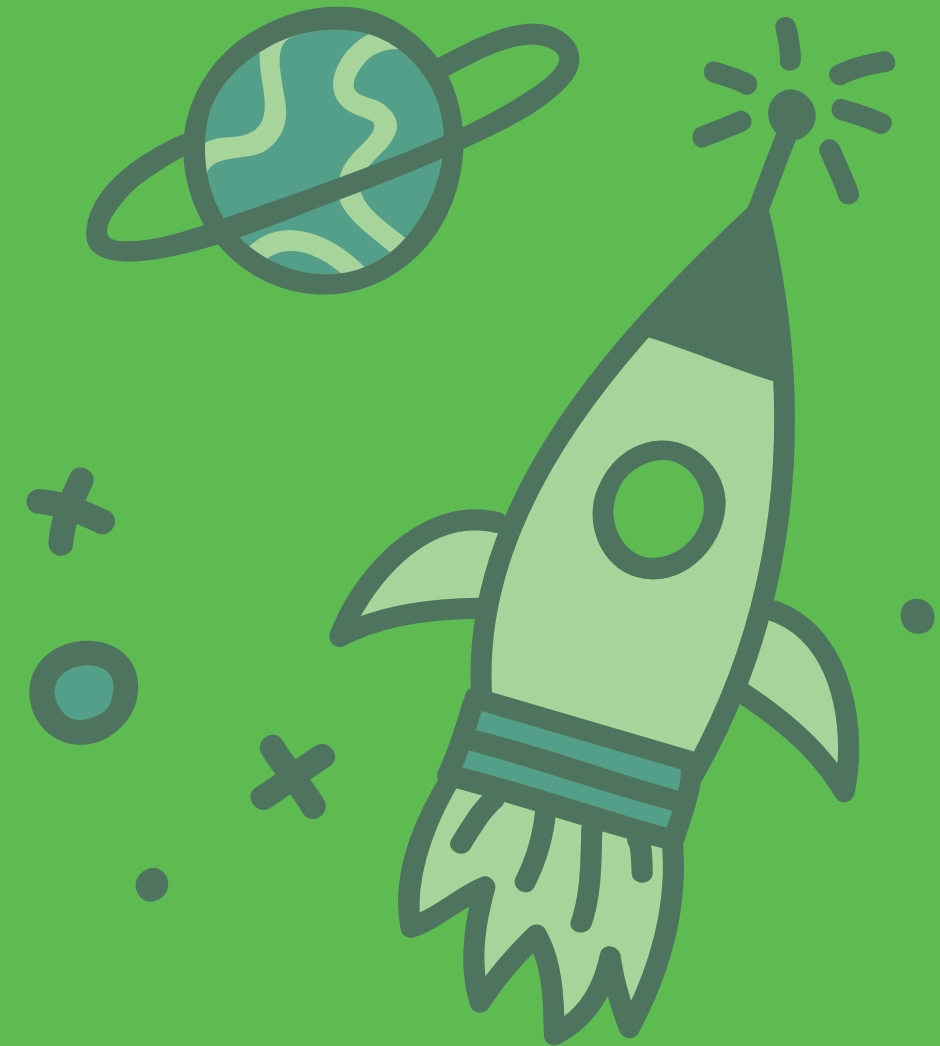
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1. BRAND PERSONALITY



BRAND PERSONALITY

We are the only student learning center where you live that provides a safe environment for people who care deeply about their community so that generational transformation happens.

We clear the obstacles to move in and stay, through sustainable people and processes that always consider the cost. We lead people to change that inspires active participation with a go-to partner for proven solutions.

OUR FIVE ATTRIBUTES:

Physically

Bold

Socially

Empowering

Emotionally

Compassionate

Spiritually

Christ-centered

Intellectually

Intentional

2. LOGO



LOGO VARIATIONS

1. PRIMARY LOGO

This is the official corporate logo of Leaven Kids. Use this version on external communications or when additional messaging that provides organizational context is not present.

2. LANDSCAPE LOGO

This landscape version of our logo may be used for applications that require a more compact design (ie: a website header).

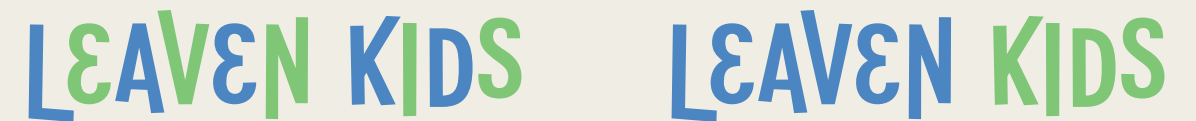
3. ICON

The icon is used as a visual anchor to tie the communication back to the brand when other versions of the logo are not present. It can also be used as a design element.

1.



2.



3.



LOGO APPLICATIONS

CLEAR SPACE

Always make sure there is ample clear space around the logo. As a visual guide, the clear space should be roughly the double the width of the letters in the logo, shown as “X” shown below. The same rule applies when using the icon version of the logo.



MINIMUM SIZE

In order to negate the possibility of a poor visual representation, reproduction of the logo on printed collateral may not be smaller than 1” wide. For digital applications, reproduction of the logo may not be smaller than 100px wide.

When using the logo icon alone, reproduction for printed collateral may not be smaller than 0.5” wide. For digital applications, they must be at least 30px wide.



LOGO APPLICATIONS (CONT.)

FULL COLOR LOGO

The full color logo may be used on solid color backgrounds. It may be placed on an image background as long as there is plenty of contrast between the image and the logo.



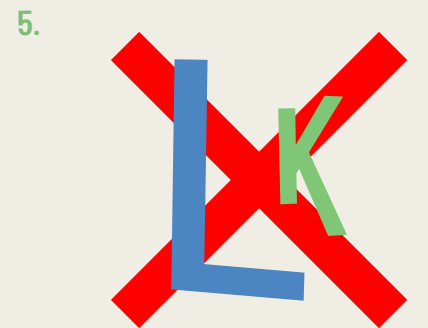
BLACK OR WHITE LOGO

The black or white version of our logo should be used when the logo is placed on complex images or backgrounds that do not provide enough contrast to support the full color logo.



LOGO RESTRICTIONS

1. Do not put the logo in a tight box. Give it room to “breathe.”
2. Do not distort or skew the logo.
3. Do not fill the logo with a gradient.
4. Do not stretch the logo taller or wider; always keep it proportional.
5. When using the icon logo, don’t change size relationship between the letters in the icon.
6. Do not place the full color version of the logo on busy backgrounds. Make sure there is plenty of contrast so the logo is clear and recognizable.



3. DESIGN ELEMENTS



COLOR PALETTE

The use of color is a key component of our brand. Our primary brand colors are blue and green. The secondary colors are indigo and cream. To help maintain proper balance, the colors and the amount in which they are used is indicated by the size of the color blocks to the right.

Our palette is bright and fun, with colors that can be used together in a variety of ways to create exciting designs. Always keep contrast in mind when selecting color combinations.

C: 72 M: 41 Y: 1 K: 0
R: 75 G: 133 B: 195
HEX: 4C85C5

C: 66 M: 0 Y: 93 K: 0
R: 93 G: 187 B: 81
HEX: 5CBB51

C: 89 M: 96 Y: 25 K: 13
R: 65 G: 47 B: 111
HEX: 412F6F

C: 5 M: 4 Y: 9 K: 0
R: 241 G: 237 B: 228
HEX: F1EDE4

TYPEFACES

The primary typefaces for the Leaven Kids brand are Jaywalker and Proxima Nova. Use these typefaces on all official brand communications.

PRIMARY FONTS:

JAYWALKER

Headline & Pull Quotes

Proxima Nova Regular

Body Copy

Proxima Nova Bold

Call To Action

VISUAL TONE

To the right is the original visual inspiration board for our brand's visual language. From this direction we created a unique look and feel for Leaven Kids that focuses on fun colors, kid-friendly patterns, and authentic photography.

We will take a closer look at these visual elements over the next few pages.



PHOTOGRAPHY

We take an authentic approach to photography—photos used should feel natural, genuine, and full of light. Photos of happy children playing or studying should be used most often, though landscapes and textures may be used in appropriate contexts. When selecting photos of people, be mindful to showcase images that reflect the diverse population of our organization.



ILLUSTRATIONS & PATTERNS

We use playful, kid-friendly patterns and illustrations to add depth and visual interest to our designs.

1. DOODLE PATTERN

This fun pattern can be used as a vibrant texture, or pulled back as a subtle background element.



2. STAND-ALONE ILLUSTRATIONS

Illustrations can be used to add interest and fill negative space.

Note: Similar styles of patterns and illustrations may be used with approval from the Leaven Kids communications team.

2.





THANK YOU

Thank you for reviewing and honoring the story and guidelines for the Leaven Kids brand.

Our brand is a reflection of our organization and something we desire to maintain and nurture.

If you need more information, require brand assets or have specific questions, please contact:

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