



Logo Use Guide

The Logo

Our logo builds on previous marks by retaining some of the core concepts while bringing the metaphor of stairs more clearly into focus. We believe the journey of transformation unfolds one step at a time, always upwards towards a larger vision of success and impact for community colleges.

The standard design logos offered (“Logo”) are the exclusive property of Achieving the Dream, Inc. (“ATD”). ATD owns all rights, title and interest in the Logos, including but not limited to, copyright, trademark, service mark, trade dress, moral rights, rights under any statutory protection of fine arts, and otherwise, as applicable.



Logo Specs

In order to ensure the quality of the ATD brand and logo, please apply sizing and space limitations.

minimum
width



90 pixels



20 pixels

minimum
clear space



ATD mark on each side
of logo

Logo Use

Avoid applying these treatments to the logo in order to maintain our brand consistency.

ATD reserves the right to take action against any use of the Logos that does not conform to any of the conditions herein, or that infringes any intellectual property or other rights of ATD or violates applicable law.



Don't make mark disproportionately large



Don't make mark disproportionately small



Don't skew or stretch logo



Don't change logo font



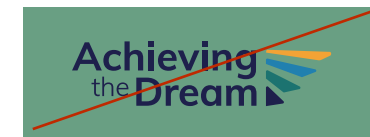
Don't adjust logo colors



Don't change color placement



Don't place full-color logo on non-solid background



Don't place full-color logo on a darker background

Color Palette

ATD's colors are a fusion of the familiar and the modern. Acknowledging what we have accomplished while welcoming our future ventures.

blue

hex: #2180AF
rgb: 33 128 175
cmyk: 83 41 14 0
pms: 2143 C

deep blue

hex: #1E204C
rgb: 30 32 76
cmyk: 99 95 39 39
pms: 2766 C

orange

hex: #F3A335
rgb: 243 163 53
cmyk: 2 41 90 0
pms: 137 C

dark teal

hex: #1C7370
rgb: 28 115 112
cmyk: 85 37 54 15
pms: 4165 C

light gray

hex: #F4F5F1
rgb: 244 245 241
cmyk: 3 1 4 0
pms: 663 C

Typography

The Nobile and Inter fonts are known for their readability and modernism, so they're great for usage in reports as well as larger title graphics.

ATD uses Nobile Bold for titles and Nobile Medium for header copy. Inter Bold is used for buttons and call-out text, while Inter Regular is primarily used for longer body copy and smaller text. Weight variations may be applied as needed for emphasis and hierarchy purposes.

It is recommended to use the brand typeface in all collateral. However, in the event that brand fonts are unavailable, please substitute with Helvetica.

[Download Nobile font family here.](#)

[Download Inter font family here.](#)

Nobile Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Nobile Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Inter Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Inter Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Inter Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**