



EARLY LEARNING PREP

SINCE

1990

A Place Especially for Kids



LOGO

COLOR VALUES



Pantone: 299C
CMYK: 79, 7, 0, 0
RGB: 0, 163, 224
Hex: #00A3E0



Pantone: 7406C
CMYK: 0, 13, 100, 1
RGB: 241, 196, 0
Hex: #F1C400a



Pantone: 485C
CMYK: 0, 95, 100, 0
RGB: 218, 41, 28
Hex: #DA291C



100% Black / 70% opacity



Original logo can work on dark background or select for a reverse option

One Color Logo Options

If background is warm color logo to be blue color or reversed



If background is cool color logo to be red color or reversed





LOGO FONTS



Cookie Supply Demo Regular

Chalkboard SE

Cookie Supply Demo

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Designer: Hanoded Fonts

Cookie Supply is a handmade display font. It is a bit uneven, a bit rough, yet very friendly, cute and useful. Its suited to work best with products or books for children.

Font is created by: Hanoded Fonts -
<https://www.hanodedfonts.com>

Chalkboard

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
abcdefghijklm
nopqrstuvwxyz**

Chalkboard is a handmade display font. It is a bit uneven, a bit rough, yet very friendly, cute and useful. Its suited to work best with products or books for children.

Font is created by: Hanoded Fonts -
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LOGO
LOGO SIZES



- 0.8" wide smallest size allowed



LOGO

LOGO VARIATIONS



Original Logo should be used when possible



Horizontal version to be used when logo placement area is mainly horizontal
ie: signage, letterboard



Since 1990 in Yellow used when background gives little contrast to original color



LOGO

LOGO RULES

Smallest Size Original Logo 0.8" | 60px



Smallest Horizontal Original Logo Size: 2.5" | 180px



Smallest Horizontal Logo Size: 1.5" | 108px



Color version should be used whenever possible. Optimal background color for logo placement on black, dark purple, light purple, orange or white. Logo should never be boxed in or not show contrast with background. When this occurs use reverse version of logo or the one color logo.



Logo boxed in



Do not Box In Logo



Little contrast with background



use reverse option



one color cool option



one color warm option

LOGO RULES



WELCOME

Lorem ipsum **EARLY LEARNING PREP** dolor sit amet, consectetur adipiscing elit. Sed sit amet augue et leo pellentesque pulvinar. Quisque eu sapien nec lorem varius hendrerit. Donec non aliquam ipsum. Phasellus nec lacus nisi, ac accumsan arcu. Nulla in justo quis odio tincidunt tincidunt eu id sem. Sed quis blandit sapien. Phasellus eros nibh, commodo vel viverra vitae, lobortis eu nulla.

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Text or objects around the logo should give a space of at least the width of icon

TEXT

Titles: Lato Bold (uppercase)
Should be Pantone 485C Red
When is main title

Body Text: Lato Regular black or dark purple #2d1e32

The word Early Learning Prep should always be Upper Case in blue pantone 299C (if possible).



LOGO LOGO IN USE

Business Card




Isaac Hester
DIRECTOR
(313) 549-8721 **OFFICE**
(313) 549-8722 **CELL**
isaachester7@gmail.com

M-F: 7am - 7pm
16950 East Warren
Detroit, MI 48224
www.earlylearningprep.com

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Envelope



16950 East Warren
Detroit, MI 48224
www.earlylearningprep.com

ERNESTO COMODO
907K MARKETING
126 E.64TH ST.
LOS ANGELES, CA 90003

INTELLECTUAL • EMOTIONAL • SOCIAL • PHYSICAL DEVELOPMENT

Email Signature



Isaac Hester
DIRECTOR

(313) 549-8722 **CELL**
isaachester7@gmail.com

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Taking Applications Fall 2020- Sign up Today.

www.earlylearningprep.com

Letterhead



16950 East Warren
Detroit, MI 48224
(313) 549-8721 **OFFICE**
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www.earlylearningprep.com

June 15th, 2020

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Best regards,

Isaac Hester
DIRECTOR

(313) 549-8721 x21
isaachester7@gmail.com

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MERCH



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Brand Guideline presented by 907K. More info: ernesto@907k.com | 310.822.6980