



atlantic
IMPACT



Brand
Style
Guide

Download assets at:
[ATLANTICIMPACT.ORG/BRAND](https://atlanticimpact.org/brand)

Our Logo

THE ATLANTIC IMPACT LOGO is the combination of three symbols, a paper airplane, cardinal north, and an open book.

The logo has three variations; a main version with the logo elements stacked, a horizontal alternate version that should be used depending on the space

the logo needs to fill, and a small sizes version where the logo is adjusted for better legibility when printed at small sizes.

MAIN LOGO



- > Download all variations of the logo in multiple formats at: atlanticimpact.org/brand.
- > Each logo has three file formats: a CMYK JPG file, an RGB PNG file and a Vector PDF.

ALTERNATE HORIZONTAL VERSION



SMALL SIZES VERSION



- > When using the logo on a color background, the base of the paper airplane and the word "Impact" should be white.

PROGRAM LOGOS



Our Typefaces

THE ATLANTIC IMPACT BRAND is built off of the pairing of two typefaces, the sans serif Arquitecta and the serif Queulat.

For larger headline type, use the serif typeface Queulat, particularly the medium or bold weights. Smaller paragraphs of text (like this one) should be set in Arquitecta, using the regular or medium weight.

- If you want to underline text in a paragraph, make the underline one of the four brand colors, like this.
- For lead-ins for the first paragraph of a section, try taking the first few words and making them all uppercase, a smaller type size, and a heavier weight. For example, in the above first paragraph, the text is 14pt, but the lead-in is 9pt, all caps, and Arquitecta Heavy.

Arquitecta Bold — 18pt

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Arquitecta Bold — 14pt

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Arquitecta Medium — 11pt

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Queulat Bold — 22pt

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Queulat Bold — 14pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Our Colors

FOUR BRIGHT COLORS establish the Atlantic Impact brand. The colorful nature of designs created with the brand colors helps set the organization apart from competitors at a quick glance.

- While the **gold color** could be considered the primary brand color (as it's used for the Atlantic Impact logo), designs should use a balanced combination of all four colors.

- When pairing **two colors** together, the Gold and Network Red pair best, as well as Field Green and Atlantic Blue.
- The black color **isn't actually pure black**, but a very dark gray. Styling text in a dark gray (instead of pure black) is more pleasing to the eye and an easier read.
- Of the three provided color values, you should use **CMYK** for printed materials, **RGB** for digital, on screen designs, and **HEX** for web code.

Network Red

CMYK 0, 76, 100, 0
RGB 250, 96, 49
HEX #FA6031

Field Green

CMYK 35, 2, 87, 0
RGB 173, 206, 101
HEX #ADCE65

Gold

CMYK 0, 25, 100, 0
RGB 255, 192, 68
HEX #FFC044

CMYK 67, 21, 1, 0
RGB 94, 174, 217
HEX #5EAED9

Atlantic Blue

Black

CMYK 0, 0, 0, 91 **RGB** 61, 61, 61 **HEX** #3D3D3D

Photography

THE IMAGERY for Atlantic Impact is art directed to inspire joy, curiosity, and a sense of travel. Please use photography as a tool to demonstrate a diversity of experience, people, and places. Here are some tips and tricks to get you started:

- Leverage imagery that focuses on youth engaged in team building or technical exercises.
- **Pull back:** Show youth or program leaders within the context of their environments. Not every image used should focus solely on a group of individuals.
- Positive or upbeat images of participants are preferred. Show youth in pleasing or mutually engaging situations (smiles always welcome).
- Whenever possible, always try to capture shots of individuals that exclude branded apparel or logos.



Collages

COLLAGES are a great way to layer your artwork. Use the collage as an opportunity to create unique or exciting juxtapositions when laying out a piece of print matter.



- Place a piece of torn paper behind an image or layer with a scribbled line.
- Find these graphical assets inside the **“Atlantic Impact Brand Assets”** folder.

What Does Atlantic Impact Believe?

Our Mission

To be a leader in city-centered field trips and globally immersive travel for students.

Our Vision

We envision a future where all students are economically viable, academically competitive, and transformed through immersive travel experiences.

One Sentence Elevator Pitch

We combine local field trips and immersive global travel to boost a student's academic, economic, and professional mobility.

Our Values

LEADERSHIP DEVELOPMENT

We believe in building a student's capacity to be leaders in spite of social or cultural differences. We inspire students to achieve self efficacy, logical decision making, fulfillment of actionable goals, and personal reflection.

EXPERIENTIAL LEARNING

We foster educational exchange and participation by exploring the lived experiences of other individuals, cultures, and historical movements.

BUILDING EMPATHY

We help build a student's emotional maturity by teaching them to consider the perspectives of their peers and colleagues.

BUILDING NETWORKS

We believe in providing positive role modeling and guidance that equips students with the essential skills and resources needed to advance their personal and professional ambitions.

NURTURING PEER TO PEER RELATIONSHIPS

We help to nurture strong social bonds that build camaraderie and follow students far beyond higher education and into the formative stages of their careers.

- **Please note:** As your organization evolves, so should your mission, vision, and the values of your brand. Revisit them every 6–12 months.



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