



Style Guide

Prepared For:
Ann Arbor Language Partnership (A2LP)

Prepared By:
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Logotype Design



CMYK
0.100.100.0
RGB
255.0.0

CMYK
0.0.100.0
RGB
255.255.0

CMYK
100.0.52.35
RGB
0.166.80

CMYK
100.28.0.6
RGB
0.173.240

CMYK
0.0.0.30
RGB
178.178.178



CMYK
0.0.0.90
RGB
25.25.25

Concept Description

Main Concepts in Design Consideration:

- Culture
- Language
- Conversation and Dialogue
- Education
- Collaboration and Partnership
- Children

The motif of word bubbles represents the communicative and conversational aspects of language education. The overlay of multiple word bubbles creates the clear definition of overlap areas, which simultaneously highlight the different parties involved and the collaboration between those involved in the partnership.

The triadic color palette comprised of largely primary colors convey the youthful and energetic nature of the partnership and its focus on children.

Typography

Logotype Font

Arial Rounded MT Bold

The Arial Rounded MT Bold typeface was selected for its impactful yet clean and uncluttered appearance in both small and large font sizes. The rounded edges complement the playful color scheme and emphasizes the educational aspects of the project. The typeface has enough but not overbearing personality to create an identity when combined with the graphical element of the logotype.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Logotype Scalability

5"



3"



1"



.5"



Free Space | Safety Area



Color Variants



T-Shrt Designs

Adult



Front

Logotype Width: 1.5"
Logotype Height: 1.92"



Back

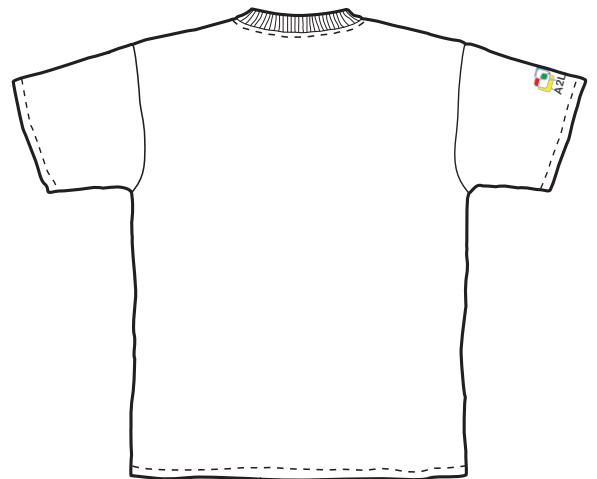
Logotype Width: 11.00"
Logotype Height: 4.00"

Youth



Front

Logotype Width: 9.00"
Logotype Height: 2.5"



Back (Sleeve LEFT)

Logotype Width: 1.00"
Logotype Height: 1.28"