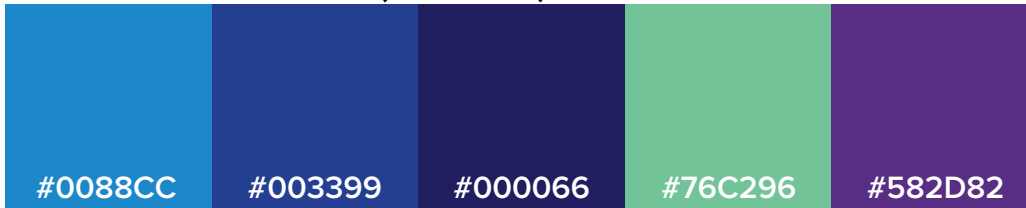


COLOR

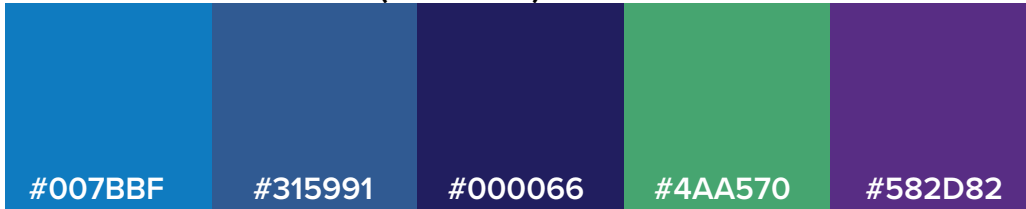


LOGO:
PANTONE
PROCESS BLUE
WEB: #0088CC

PRIMARY PALETTE (BRIGHT)



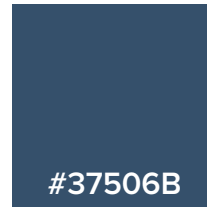
PRIMARY PALETTE (MUTED)



ACCENT PALETTE



EA BLUE



PATTERN



TYPOGRAPHY

Proxima Nova (Adobe Typekit)

PROXIMA NOVA 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
1234567890

PROXIMA NOVA 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
1234567890

PROXIMA NOVA EXTRABOLD

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
1234567890

CLEAN
BOLD
FRIENDLY
STACKED
GEOMETRIC

TYPOGRAPHY

Merriweather (Google Fonts)

Merriweather 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
1234567890

Merriweather 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
1234567890

Merriweather UltraBold

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
1234567890

Lato (Google Fonts)

LATO 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
1234567890

LATO 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
1234567890

LATO BLACK

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
1234567890

LOGO USAGE

LOCKUPS

Standard lockup (fig A+B)

- 14th Street Y logo on left, UJA logo in center, EA logo on right
- Separated by line; see placement guidelines below

UJA + EA lockup (fig C)

- UJA on left, EA on right
- Separated by line; see placement guidelines below

COLOR (figA+B)

For use on white/light backgrounds and photos

- 14th Street Y logo: #0088CC blue/white letters
- Educational Alliance logo: 37506B / CA86B3
- UJA logo: 00A3E0 / 000000
- **Black logos with white letters: used in special circumstances**

For use on medium/dark colored backgrounds and photos:

- **White logos with transparent letters/background**

PLACEMENT & SIZE

14th Street Y logo

- When 14th Street Y logo is used alone, it is placed in the bottom right hand corner when possible

Logo lockup (fig D)

- Positioned at bottom center (or bottom right if center is not possible)
- 14th Street Y logo height = X
- Distance between logos is equal to X
- Logos separated by thin blue or white line; line height = 75% of X
- Minimum clear space around logo lockup = .33% of X

SOCIAL ICONS

- White icons on square blue background (#0088CC)



IMAGERY

