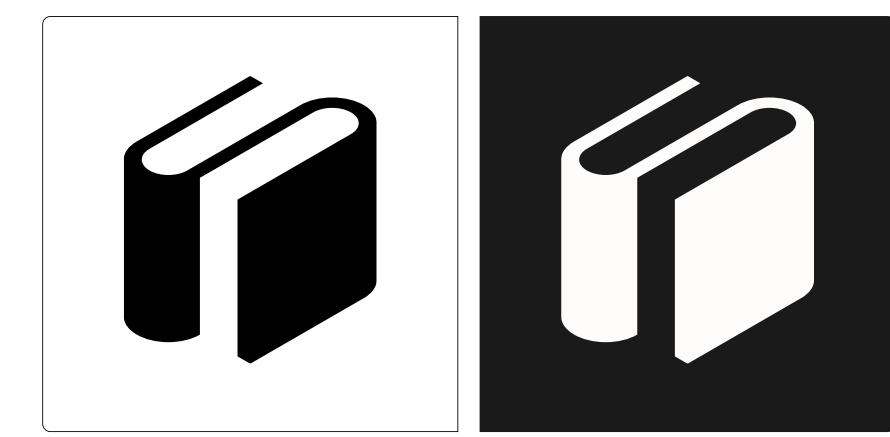
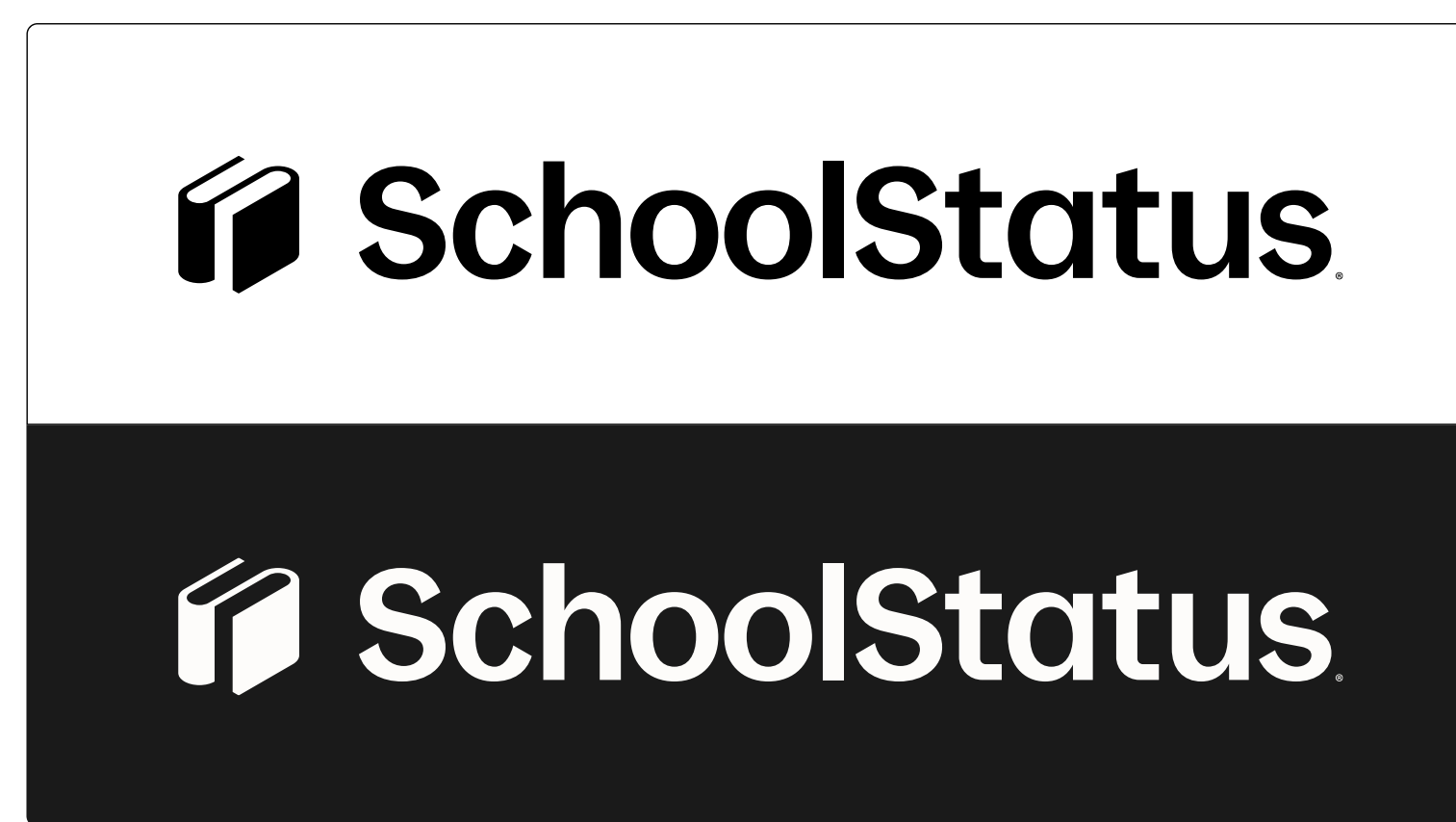


Logo & Marque

The full **SchoolStatus logo lockup** should be used consistently across all of our materials. A black and a reversed version have been created so sufficient contrast can be achieved on both dark and light backgrounds.

Our **logo marque** is made from two books, one turned around to represent that we are breaking away from old methods of thinking to create a new approach to supporting student and educator success.

The marque can be used alone only in select circumstances, such as for the avatar our social media platforms.



Color Palette

We are a dynamic, empathetic, and sophisticated brand that stands out in a sea of “elementary” palettes and visuals.

Brand-level designs can use black, grey, white, and the darkest version of green, purple, and blue. Magenta and gold are used sparingly, mainly as accent colors for illustrations and data visualization.

Product-Specific Colorways

Each of our product types have a dedicated color palette to make them easily distinguishable.

SchoolStatus Brand

SCHOOLSTATUS WHITE HEX #FDFCFA R253 G252 B250 C0 M0 Y1 K1	SCHOOLSTATUS BLACK HEX #1A1A1A R26 G26 B26 C0 M0 Y0 K90	SCHOOLSTATUS CHARCOAL HEX #3E424A R62 G66 B74 C16 M11 Y0 K71	SCHOOLSTATUS MID GREY HEX #C5C7C7 R197 G199 B199 C1 M0 Y0 K22	SCHOOLSTATUS MID GREY HEX #EEF0F0 R238 G240 B240 C1 M0 Y0 K6	SCHOOLSTATUS MAGNETA HEX #E91E73 R40 G33 B133 C70 M75 Y0 K48	SCHOOLSTATUS GOLD HEX #FFCF52 R0 G64 B132 C100 M52 Y0 K48
Connect →						
SCHOOLSTATUS FOREST HEX #006064 R0 G96 B100 C100 M4 Y0 K61	SCHOOLSTATUS EMERALD HEX #0CA895 R12 G168 B149 C93 M0 Y11 K34	SCHOOLSTATUS LIME HEX #C0F37F R192 G243 B127 C21 M0 Y48 K5	SCHOOLSTATUS TEA GREEN HEX #E2FCB R226 G255 B203 C11 M0 Y20 K0			
Attend →						
SCHOOLSTATUS AUBERGINE HEX #282185 R40 G33 B133 C70 M75 Y0 K48	SCHOOLSTATUS INDIGO HEX #5B2DE0 R91 G45 B224 C59 M80 Y0 K12	SCHOOLSTATUS LAVENDER HEX #A5EF8 R165 G126 B248 C33 M49 Y0 K3	SCHOOLSTATUS LILAC HEX #E2CBFF R226 G203 B255 C11 M20 Y0 K0			
Boost →						
SCHOOLSTATUS NAVY HEX #0040B4 R0 G64 B132 C100 M52 Y0 K48	SCHOOLSTATUS PEACOCK HEX #1561D2 R21 G97 B210 C90 M54 Y0 K18	SCHOOLSTATUS CORNFLOWER HEX #76C1FF R118 G193 B255 C54 M24 Y0 K0	SCHOOLSTATUS SKY HEX #C1EDFF R193 G237 B255 C24 M7 Y0 K0			

Illustration Accents

Typography

Civil is a crossover between static and dynamic sans-serif styles created by Matyáš Machat. It is confident, contemporary, and easy to read at a variety of sizes, managing excellent legibility on a small scale without too many aesthetic compromises.

Civil provides a clean but not cold design language and lights up in headlines and subheads with an array of details. Character sets include decorative elements like arrows, circled numbers, and roman numerals.

Civil has different stylistic sets, which can be seen in the lowercase g and l. When working with this font, ensure that the “Alternative g” and “Alternative l” are activated. The “l” should have a curve at bottom and “g” needs to be double stacked.

Questions?

If you have any questions, please reach out to the Brand Marketing team for support.

Civil

AaBbCcDdEeFfGgHhIiJjKkLlMm
 NnOoPpQqRrSsTtUuVvWwXxYyZz
 0123456789

- **Light** (occasional usage, guidelines TBD)
- **Regular** (body copy)
- **Medium** (Social & Ad headlines, Buttons)
- **Semibold** (Headlines, subheads(?) or should those be medium?)

marketing@schoolstatus.com