



VISUAL IDENTITY GUIDELINES

2019

ABOUT ACE SCHOLARSHIPS

ACE Scholarships is a Denver-based 501 (c)(3) founded in 2000 to provide children from low-income families with equal access to quality schools. ACE has a direct impact in the lives of children from needy families by providing scholarships to the private school of their choice.

ACE scholars have consistently attained high graduation rates, ACT scores, and college matriculation rates, providing evidence that once empowered to choose the educational setting that is best for them, any child can succeed.

ACE has provided more than 35,000 scholarships over the course of our history, paid scholarship commitments totaling more than \$83 million, and today provides funding to 6,991 students, partnering with 673 private schools across eight states.

VISION

Every child has equal access to a quality education.

MISSION

To provide children of low-income families with scholarships to private schools in grades K-12, and to advocate for expanded school choice.

LEGACY

Since 2000, ACE has provided over 35,000 scholarships to children of low-income families, totaling more than \$83 million.

THE ACE SCHOLARSHIPS LOGO

The ACE logo should be immediately recognizable, consistent and representative of ACE quality and value. Correct usage is essential.



THE ACE SCHOLARSHIPS LOGO GUIDELINES

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.
2. A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined on Logo Clearspace page.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the pencil and letter forms.
4. Logo artwork should always appear upright.
5. Logo artwork is preferred to be against a solid background to ensure maximum and proper contrast.
6. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
7. Do not put a white box around the logo when placed on a dark background.
8. Do not reproduce the logo in colors other than those specified in these guidelines.

LOGO CLEAR SPACE

The minimum clear space for the ACE Scholarships logo is defined as the width of the pencil graphic, as applied to all four sides of the logo (not including the low tail of the "p".) The clear space rule should be maintained as the logo is proportionately enlarged or reduced in size. This spacial guideline enhances the strength of the logo image and prevents competing elements from diminishing the brand identity of ACE Scholarships.



LOGO COLOR USAGE - PRINT AND WEB COLLATERAL

The ACE Scholarships logo consists of pencil graphic with an established color palette alongside deep gray lettering. "ACE scholarships" must remain deep gray, and the pencil image must stay in its same color configuration.

The ONLY exception is with logo usage on a dark background when the white version of the "ACE scholarships" lettering is permitted to improve clarity.



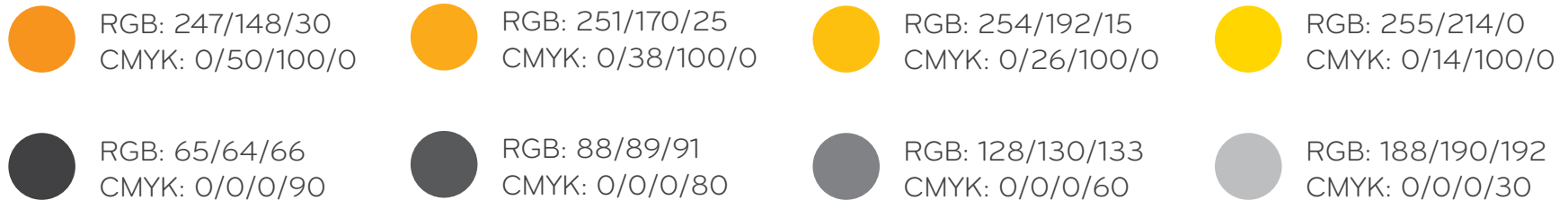
LOGO COLOR USAGE - PROMOTIONAL ITEMS

When full color usage of the logo is impossible, ie. one-color usage for promotional items such as tee shirts or other screen-printing formats, the solid black Illustrator file of the logo may be used. However, the print color must be limited to one of the 4 shades of orange or grey outlined on the ACE Color Identity page.



ACE SCHOLARSHIPS COLOR IDENTITY

ACE Scholarships' color palette consists of 4 primary shades of orange as well as 4 primary shades of grey outlined below. There are 2 additional/secondary colors with limited usage.



The secondary colors below and are to be used sparingly except when additional colors are necessary for data/charts/graphs, ie. a bar color in a bar chart. In graph usage, however, these secondary colors should never be used to represent ACE Scholarships or its students and families directly.



ACE SCHOLARSHIPS TYPEFACES

ACE Scholarships uses two main typefaces for headings, introductory paragraphs, graphs, presentations and minimal body content: Heroic Condensed and Bryant. Used in conjunction, they help communicate the generous mission of the organization in a simple, smart and deliberate way.

Heroic Condensed Regular Heroic Condensed Medium Heroic Condensed Bold

ALL CAPS REGULAR ALL CAPS MEDIUM ALL CAPS HEROIC CONDENSED BOLD

Bryant Regular Bryant Medium Bryant Bold

ALL CAPS REGULAR ALL CAPS MEDIUM ALL CAPS BOLD

ACE SCHOLARSHIPS SECONDARY TYPEFACES

Delicato Pro is the typeface that is to be used for more dense body content, ie. a CHOICE Magazine article.

Delicato Pro Regular *Delicato Pro Italic* **Delicato Pro Bold**
ALL CAPS REGULAR *ALL CAPS ITALIC* **ALL CAPS BOLD**

Lainie Day typeface may be incorporated in ACE Scholarships' collateral and designs, when appropriate, as an ornamental font, ie. the words "presented by" on an invitation.

Lainie Day

THE ACE SCHOLARSHIPS STATE LOGOS

ACE Scholarships' State Logos are below and should be used with the same rules and guidelines as the main logo when appropriate.

