

# Brand Guidelines



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# Intro

## Key Concepts & Ideas

- 3 brands/logos (Simple Higher Ed, Simple Syllabus, Simple Prep).
- Try to keep some consistency with the current brand in shapes or colors.
- All logos need to work together. This is more than creating three logos, it's three brands that are all related.
- All logos need to have full color, solid, and inverse variations.



**SIMPLE**  
**HIGHER ED**

## Logo

- Updated chevrons from the original Simple Syllabus logo
- Stacked text also comes from the past logo; this time we are emphasizing certain parts in each logo








## Clearspace

Clear space around the logo is equal to the space between the chevrons in the Simple Higher Ed logo (**LG**). Nothing should be closer to the logo than this.

**Note:** the chevrons start at the bottom of the text for balance.

The **LG** spacing is based off of the space between the chevrons in the Simple Higher Ed logo. All of the other sizes are based on doubling or reducing by half.

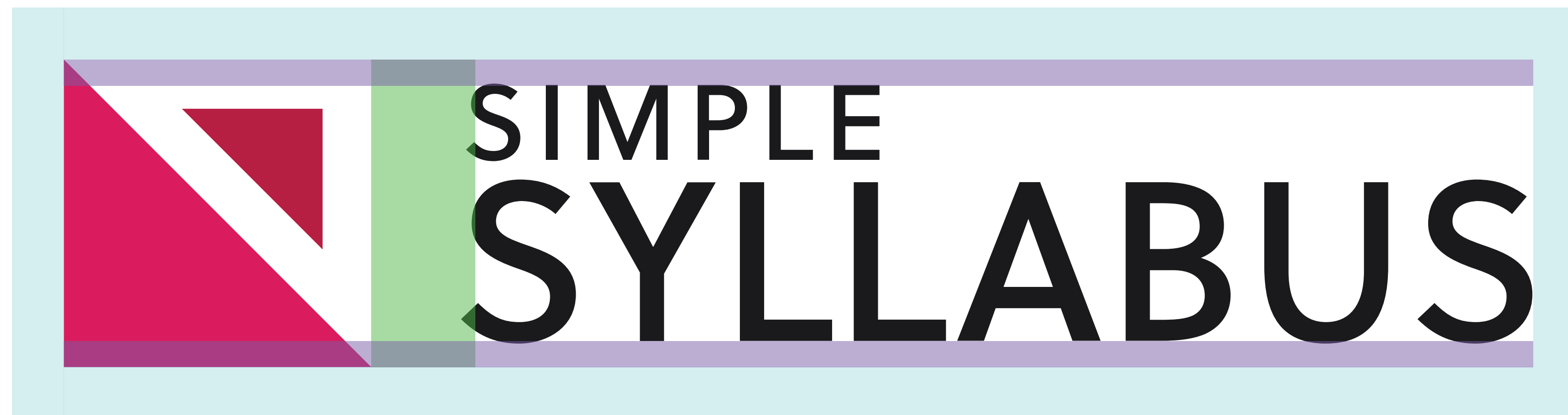


	<div data-bbox="1526 371 2055 512">  <div> <div>SIMPLE</div> <div>HIGHER ED</div> </div> </div> <div data-bbox="1526 840 2055 981">  <div> <div>SIMPLE</div> <div>HIGHER ED</div> </div> </div>	<div data-bbox="3225 71 3305 153">  </div> <div data-bbox="2475 371 3005 512">  <div> <div>SIMPLE</div> <div>HIGHER ED</div> </div> </div> <div data-bbox="2475 840 3005 981">  <div> <div>SIMPLE</div> <div>HIGHER ED</div> </div> </div>	
<div data-bbox="136 1384 343 1444"> <h1> Variants </h1> </div> <div data-bbox="136 1468 1266 1598"> <p> The logo should use white text on darker backgrounds and black text on lighter backgrounds. Sometimes the logo will need to be single color and should follow the same rules. </p> </div>	<div data-bbox="1379 1384 1669 1425"> <h2> Light Background </h2> </div> <div data-bbox="1379 1438 1606 1476"> <p> Black: #1A1A1D </p> </div>	<div data-bbox="2335 1384 2622 1425"> <h2> Dark Background </h2> </div> <div data-bbox="2335 1438 2575 1476"> <p> White: #FFFFFF </p> </div>	
<div data-bbox="143 1810 713 1847"> <p> Simple Higher Ed Brand Guidelines </p> </div>	<div data-bbox="1386 1810 1755 1847"> <p> Simple Higher Ed Logo </p> </div>		<div data-bbox="3235 1810 3298 1847"> <p> 004 </p> </div>



# SIMPLE SYLLABUS

Simple Syllabus Logo



## Clearspace

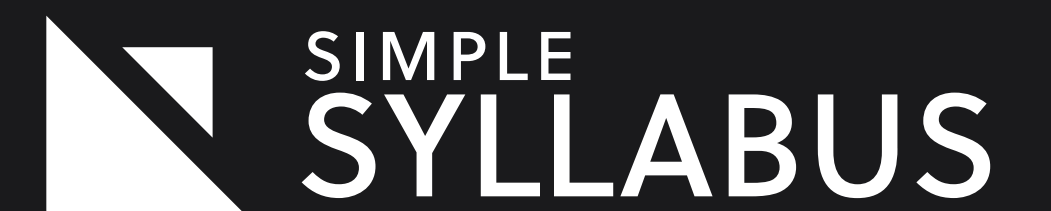
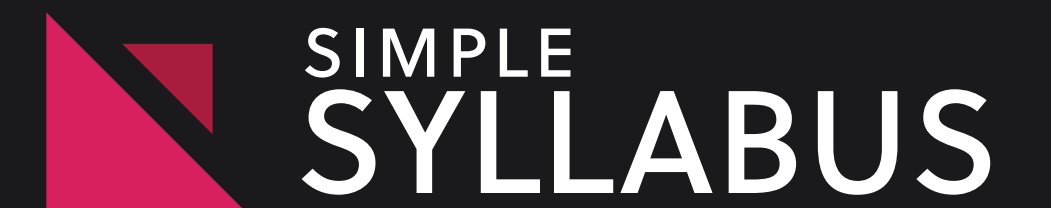
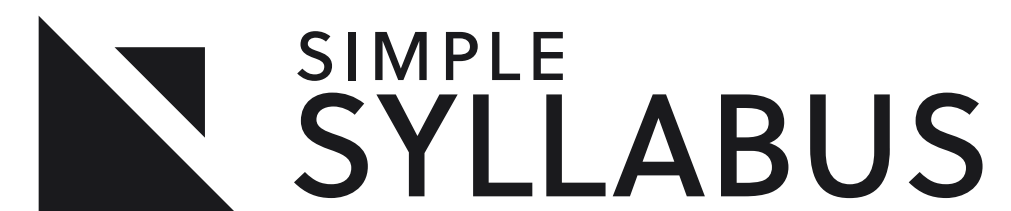
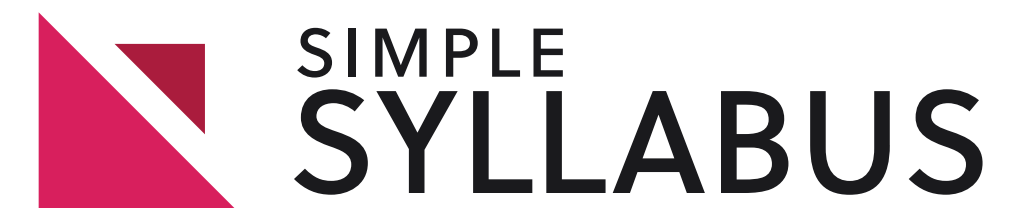
Clear space around the logo is equal to the space between the chevrons in the Simple Higher Ed logo (**LG**). Nothing should be closer to the logo than this.

The icon is **MD** taller than the text in both directions.

The **LG** spacing is based off of the space between the chevrons in the Simple Higher Ed logo. All of the other sizes are based on doubling or reducing by half.







## Variants

The logo should use white text on darker backgrounds and black text on lighter backgrounds. Sometimes the logo will need to be single color and should follow the same rules.

## Light Background

Black: #1A1A1D

## Dark Background

White: #FFFFFF



Simple Prep Logo








Clearspace

Clear space around the logo is equal to the space between the chevrons in the Simple Higher Ed logo (**LG**). Nothing should be closer to the logo than this.

The icon is **MD** taller than the text in both directions.

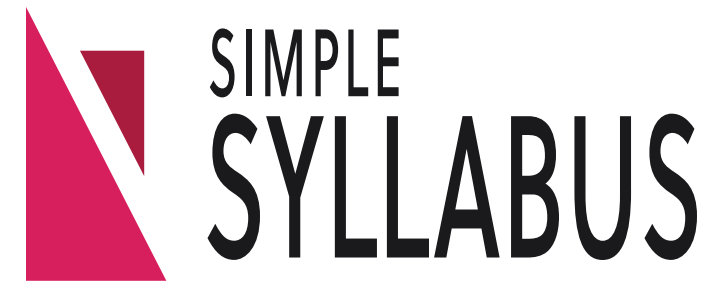
The **LG** spacing is based off of the space between the chevrons in the Simple Higher Ed logo. All of the other sizes are based on doubling or reducing by half.



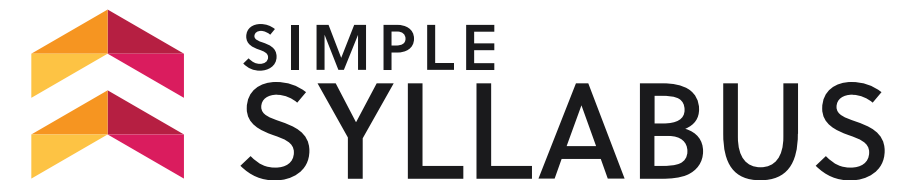
	<div data-bbox="1629 373 2019 508">  </div> <div data-bbox="1629 842 2019 977">  </div>	<div data-bbox="2545 373 2935 508">  </div> <div data-bbox="2545 842 2935 977">  </div>	
<div data-bbox="136 1386 339 1444"> <h1> Variants </h1> </div> <div data-bbox="136 1468 1266 1598"> <p>The logo should use white text on darker backgrounds and black text on lighter backgrounds. Sometimes the logo will need to be single color and should follow the same rules.</p> </div>	<div data-bbox="1379 1386 1669 1476"> <p>Light Background Black: #1A1A1D</p> </div>	<div data-bbox="2335 1386 2622 1476"> <p>Dark Background White: #FFFFFF</p> </div>	
<div data-bbox="143 1812 709 1849"> <p>Simple Higher Ed Brand Guidelines</p> </div>	<div data-bbox="1386 1812 1666 1849"> <p>Simple Prep Logo</p> </div>		<div data-bbox="3235 1812 3288 1849"> <p>010</p> </div>



Do not use the Simple font in other weights/typefaces.

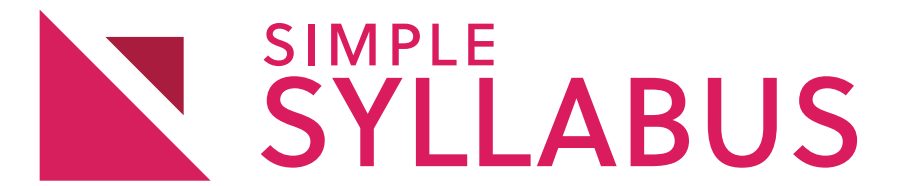


Do not stretch or manipulate the logo.



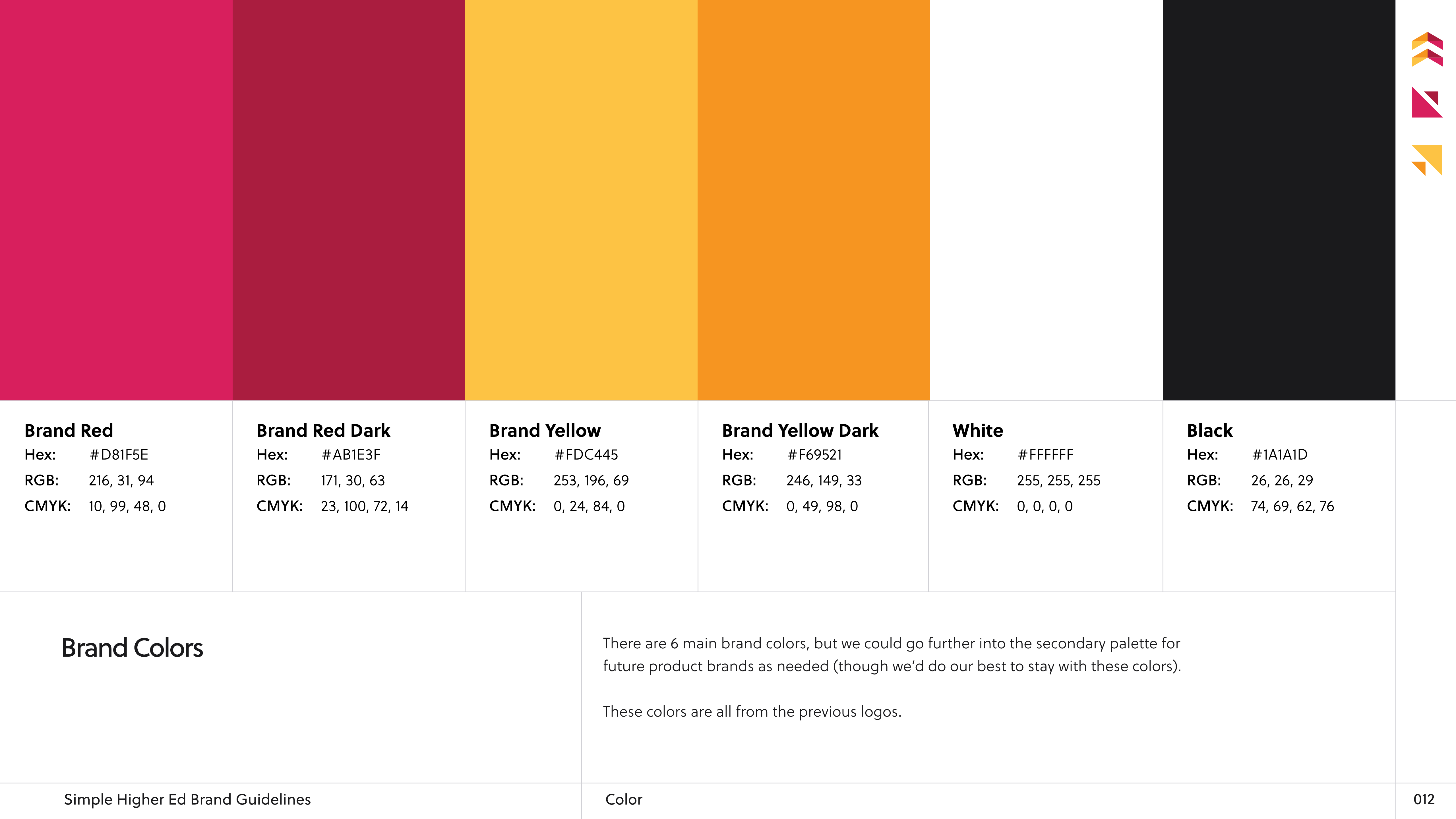
Do not pair a logo with with an icon that belongs with a different "brand."

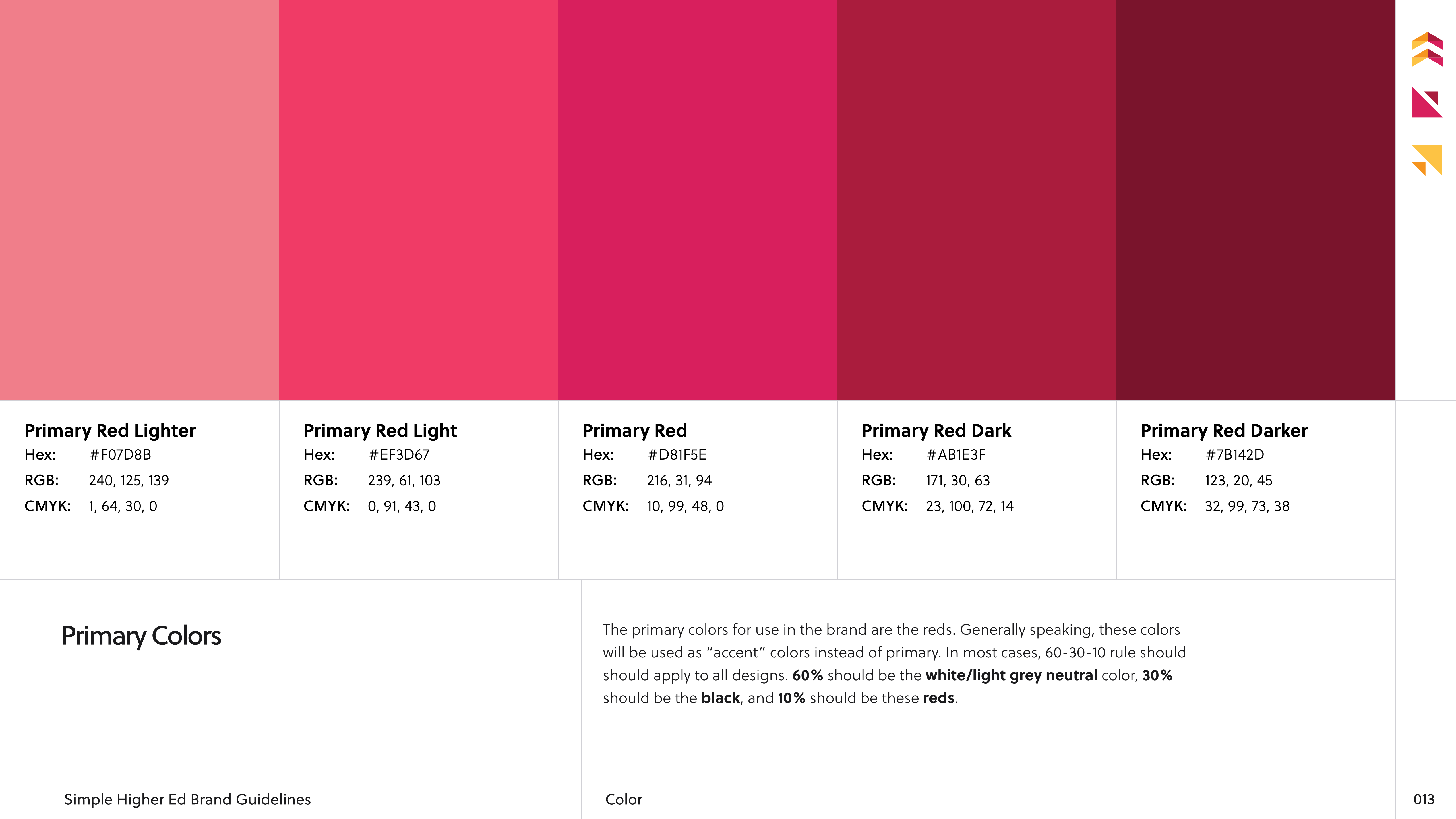
Do not use the text by itself.



Restrict text to only use black or white (not any of the brand colors), whichever has the highest contrast ratio. This ensures the logo remains accessible.










<b>Red Lighter</b> Fail	<b>2.59</b>	<b>Red Light</b> Pass AA+	<b>3.78</b>	<b>Red</b> Pass AA	<b>4.88</b>	<b>Red Dark</b> Pass AAA	<b>7.08</b>	<b>Red Darker</b> Pass AAA	<b>10.61</b>
<b>Red Lighter</b> Fail	<b>2.42</b>	<b>Red Light</b> Pass AA+	<b>3.53</b>	<b>Red</b> Pass AA	<b>4.56</b>	<b>Red Dark</b> Pass AAA	<b>6.61</b>	<b>Red Darker</b> Pass AAA	<b>9.91</b>
<b>Red Lighter</b> Pass AA	<b>6.67</b>	<b>Red Light</b> Pass AA	<b>4.58</b>	<b>Red</b> Pass AA+	<b>3.55</b>	<b>Red Dark</b> Fail	<b>2.45</b>	<b>Red Darker</b> Fail	<b>1.63</b>

Primary Colors Accessibility



				
<div>Secondary Yellow Light</div> <div>Hex: #FDC445</div> <div>RGB: 253, 196, 69</div> <div>CMYK: 0, 24, 84, 0</div>	<div>Secondary Yellow</div> <div>Hex: #FDB615</div> <div>RGB: 253, 182, 21</div> <div>CMYK: 0, 31, 100, 0</div>	<div>Secondary Yellow Dark</div> <div>Hex: #F69521</div> <div>RGB: 246, 149, 33</div> <div>CMYK: 0, 49, 98, 0</div>	<div>Secondary Yellow Darker</div> <div>Hex: #D47928</div> <div>RGB: 212, 121, 40</div> <div>CMYK: 14, 61, 100, 2</div>	
<div>Secondary Colors</div>		<p>Yellow is the main secondary color. It’s hard to make yellow and accessibility work well together, especially on a light background. Because of that, yellow should mostly be used for decoration more than actual UI.</p>		
Simple Higher Ed Brand Guidelines		Color		015

Yellow Light		Yellow		Yellow Dark		Yellow Darker	
Fail		Fail		Fail		Pass AA+	
Yellow Light		Yellow		Yellow Dark		Yellow Darker	
Fail		Fail		Fail		Pass AA+	
Yellow Light		Yellow		Yellow Dark		Yellow Darker	
Pass AAA		Pass AAA		Pass AAA		Pass AA	

Secondary Colors Accessibility

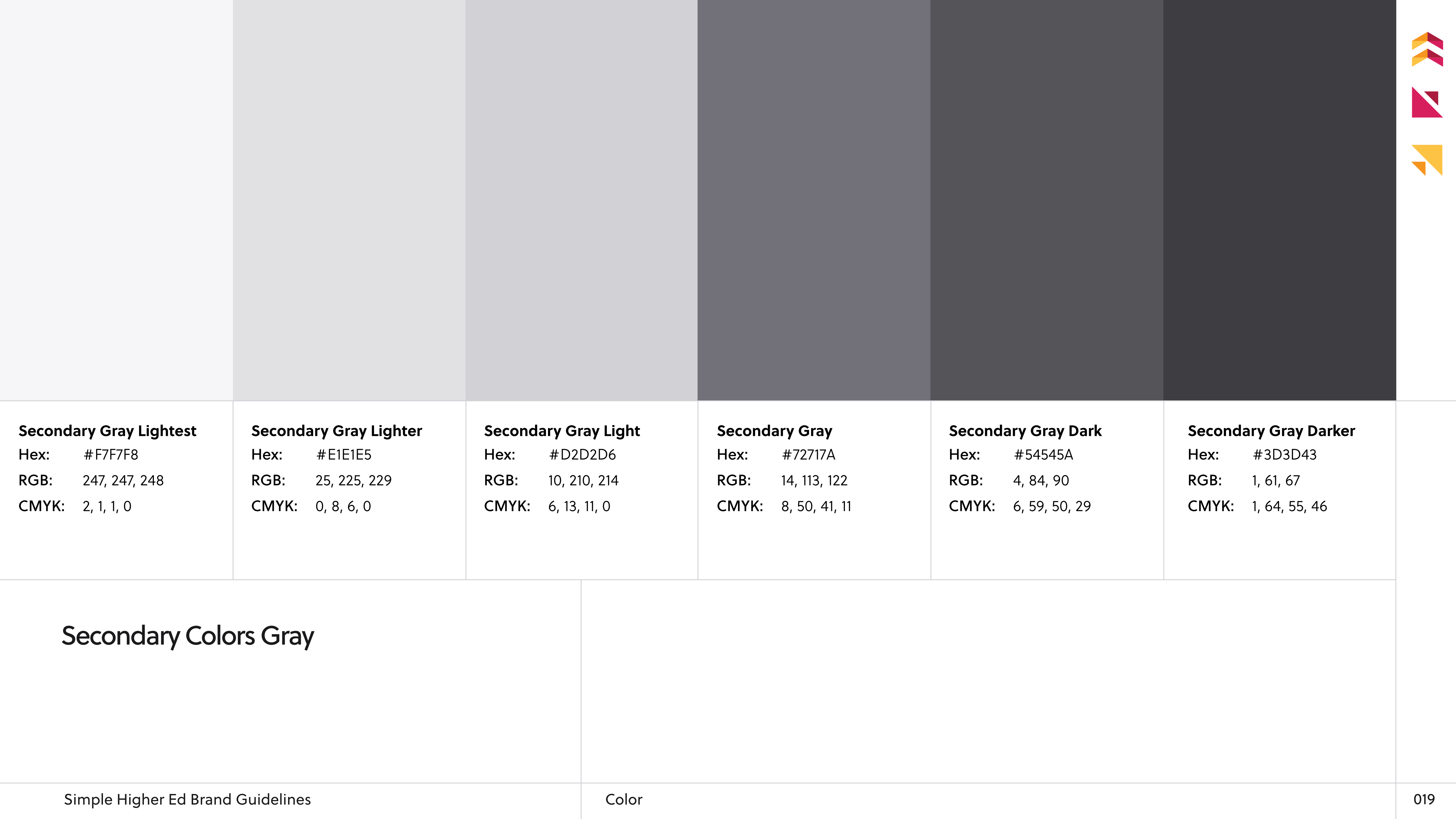




<b>Secondary Green Light</b> Hex: #9EC953 RGB: 158, 201, 83 CMYK: 43, 1, 87, 0			<b>Secondary Green</b> Hex: #749B3F RGB: 116, 155, 63 CMYK: 60, 21, 100, 4			<b>Secondary Green Dark</b> Hex: #5A7635 RGB: 90, 118, 53 CMYK: 67, 34, 100, 20			<b>Secondary Blue Light</b> Hex: #69B6DD RGB: 105, 182, 221 CMYK: 55, 12, 4, 0			<b>Secondary Blue</b> Hex: #3C88AF RGB: 60, 136, 175 CMYK: 77, 36, 18, 0			<b>Secondary Blue Dark</b> Hex: #275A73 RGB: 39, 90, 115 CMYK: 88, 59, 38, 18					
<b>Secondary Orange Light</b> Hex: #F5834F RGB: 245, 131, 79 CMYK: 0, 60, 74, 0			<b>Secondary Orange</b> Hex: #F26A2F RGB: 242, 106, 47 CMYK: 0, 73, 92, 0			<b>Secondary Orange Dark</b> Hex: #E45725 RGB: 228, 87, 37 CMYK: 5, 81, 100, 0			<b>Secondary Purple Light</b> Hex: #DF4A9A RGB: 223, 74, 154 CMYK: 7, 86, 0, 0			<b>Secondary Purple</b> Hex: #B5206B RGB: 181, 32, 107 CMYK: 28, 100, 32, 3			<b>Secondary Purple Dark</b> Hex: #901D56 RGB: 144, 29, 86 CMYK: 38, 100, 43, 18					
Secondary Colors																				
Simple Higher Ed Brand Guidelines						Color												017		

Green Light Fail	1.90	Green Pass AA+	3.24	Green Dark Pass AA	5.17	Blue Light Fail	2.25	Blue Pass AA+	3.94	Blue Dark Pass AAA	7.61
Green Light Fail	1.78	Green Pass AA+	3.03	Green Dark Pass AA	4.83	Blue Light Fail	2.10	Blue Pass AA+	3.68	Blue Dark Pass AAA	7.11
Green Light Pass AAA	9.09	Green Pass AA	5.34	Green Dark Pass AA+	3.35	Blue Light Pass AAA	7.70	Blue Pass AA+	4.40	Blue Dark Fail	2.27
Orange Light Fail	2.51	Orange Pass AA+	3.05	Orange Pass AA+	3.72	Purple Light Pass AA+	3.77	Purple Pass AA	6.23	Purple Dark Pass AAA	8.55
Orange Light Fail	2.35	Orange Fail	2.85	Orange Pass AA+	3.48	Purple Light Pass AA+	3.52	Purple Pass AA	5.82	Purple Dark Pass AAA	7.99
Orange Light Pass AA	6.88	Orange Pass AA	5.67	Orange Pass AA	4.65	Purple Light Pass AA	4.59	Purple Fail	2.78	Purple Dark Fail	2.02

## Secondary Colors Accessibility



Gray Lightest Fail	1.07	Gray Lighter Fail	1.30	Gray Light Fail	1.51	Gray Pass AA	4.82	Gray Dark Pass AAA	7.60	Gray Darker Pass AAA	10.79
Fail	0	Gray Lighter Fail	1.22	Gray Light Fail	1.41	Gray Pass AA	4.50	Gray Dark Pass AAA	7.10	Gray Darker Pass AAA	10.07
Gray Lightest Pass AAA	16.17	Gray Lighter Pass AAA	13.27	Gray Light Pass AAA	11.48	Gray Pass AA+	3.59	Gray Dark Fail	2.28	Gray Darker Fail	1.60



## Secondary Colors Accessibility

# Soleil

Light  
Book  
Bold

## General Use Font

This font must be purchased to be used in other places besides the logo.

Based on my estimate, purchasing this font would cost: **\$461.20**.

A potentially cheaper alternative would be a typeface called Avenir.

- Print + Digital intertwined
- Classic Geometric that will last
- Strong with several weight options
- High X-height to help with reading









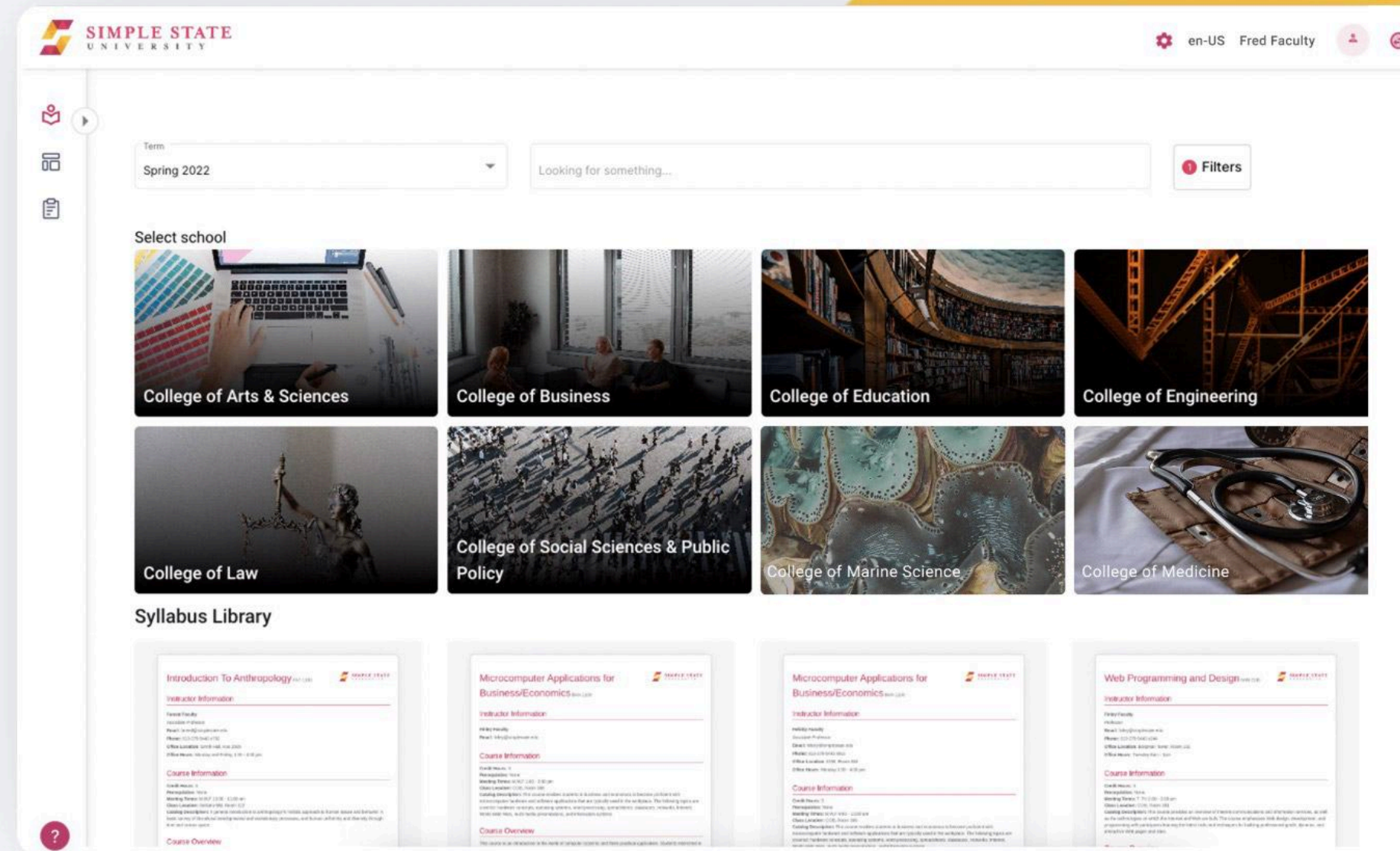


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