



*Every student. Every chance. Every day.*

Access Academies  
Brand Style Guide

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# OUR HISTORY

Access was founded in 2005 by a small group of St. Louisans convinced that education was the most enduring path out of poverty. Embracing an innovative model that emphasized extended school days, a challenging enrichment curriculum, and hands-on counseling, they started the first Academy with 15 students in a single South City middle school.

Today, Access partners with three middle schools and 26 private high schools, and it serves over 500 students across the St. Louis metropolitan area.



## VISION & MISSION

— BRAND POSITION

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## OUR VISION

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Access envisions a vibrant St. Louis community where equity in education allows every child to think, dream, and achieve big.

---

## OUR MISSION

---

Access propels middle school students who have been historically underserved through high school and on to college and career success with enrichment, counseling, and scholarships.

Every **student**. Every **chance**. Every **day**.





## LOGO OVERVIEW

— OUR LOGO

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# Access

*Every student. Every chance. Every day.*

Based on Gotham Medium

*Gotham Book Italic*

## PRIMARY + SECONDARY

— OUR LOGO

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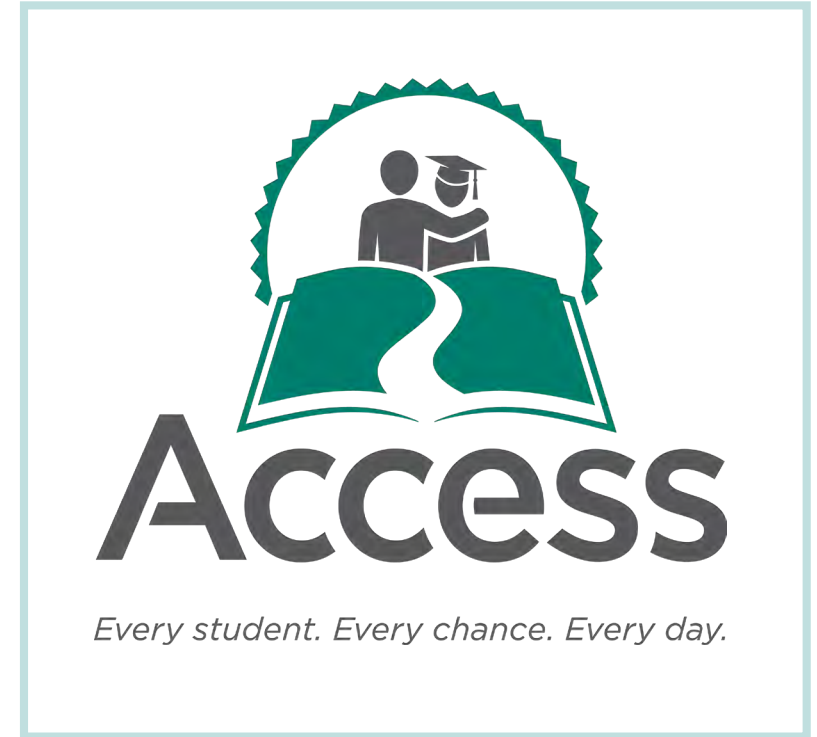
### PRIMARY + SECONDARY

Access primary logo should be used in all designs.

The secondary logos should be used if a situation arises where the primary logo either will not fit or does not make sense to be used.

Using the color version of the logos should be priority, however, the black logos are okay to use when overlaying on imagery..

#### PRIMARY LOGO



#### HORIZONTAL LOGO





## COLOR VARIATIONS

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#### WHITE VERSION



#### BLACK VERSION



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## CLEAR SPACE

## OUR LOGO

## CLEAR SPACE

In order to maintain clarity, legibility, and visibility, we always keep a set distance around our Primary and Horizontal logo, which should not be violated by text or image.

We use a clear space of “s” around our logos, where “s” equals the height of the letter “s” in our “Access”. For the horizontal logo, the clear space should be approximately the same.

## PRIMARY LOGO



## HORIZONTAL LOGO



# PARTNERSHIP GUIDE

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### LOCKUPS

When the logos are placed horizontally, the Access logo should always be placed to the left side of our partner logo and should be divided by a line.

When the logos are placed vertically, the Access logo should always be placed on top of our partner logo and should be divided by a line.

The space between elements is equal to the width of the lowercase “S” in the word Access from the word mark. Partner logo should match the height of our Access logo.

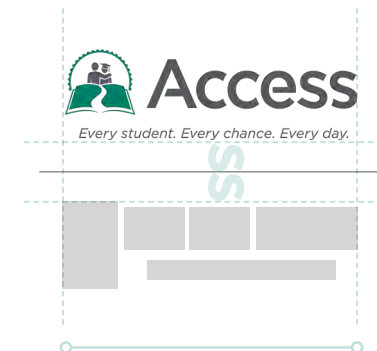
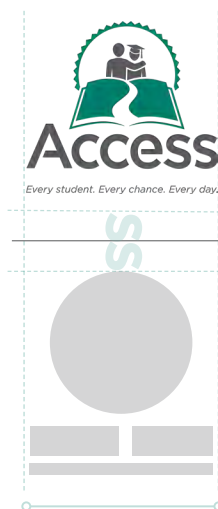
For best possible contrast, use the positive version with a black line on white and bright backgrounds.

On darker backgrounds, use the negative version, with a white line.

#### HORIZONTAL LOGO



#### VERTICAL LOGO



# Color Palette



# PRIMARY COLORS

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**PMS:** 327  
**HEX:** #007E6C  
**RGB:** 0/126/108  
**CMYK:** 100/0/58/32



**PMS:** 425  
**HEX:** #58595B  
**RGB:** 88/89/91  
**CMYK:** 0/0/0/80

# ACCENT COLORS

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**PMS: 564**  
**HEX: #82BFBF**  
**RGB: 130,191,191**  
**CMYK: 42/0/19/11**



**PMS: 179**  
**HEX: #EF4136**  
**RGB: 239,65,54**  
**CMYK: 0,90,85,0**

## AREAS OF SERVICE

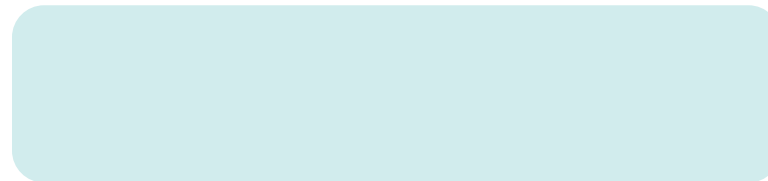
### COLOR PALETTE



**PMS:** 7466  
**HEX:** #00ABBD  
**RGB:** 0,171,189  
**CMYK:** 100,0,30,0



**PMS:** 2755  
**HEX:** #150958  
**RGB:** 21,9,88  
**CMYK:** 100,100,0,50



**PMS:** 566 C  
**HEX:** #D1ECEC  
**RGB:** 209,236,236  
**CMYK:** 17,0,7,0



**PMS:** Wm. Grey 7  
**HEX:** #9B8579  
**RGB:** 155,133,121  
**CMYK:** 40,45,50,5



**PMS:** 144  
**HEX:** #F7941E  
**RGB:** 247,148,30  
**CMYK:** 0,50,100,0



**PMS:** Col Grey 5  
**HEX:** #B1B3B6  
**RGB:** 177,179,182  
**CMYK:** 0,0,0,35

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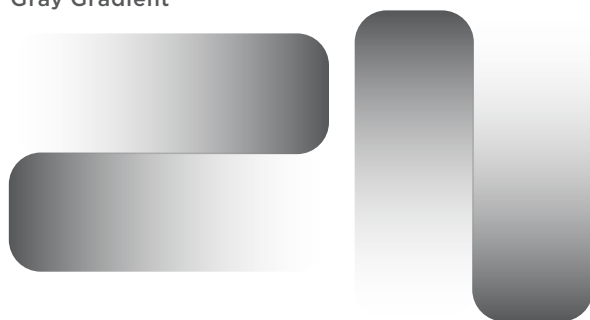
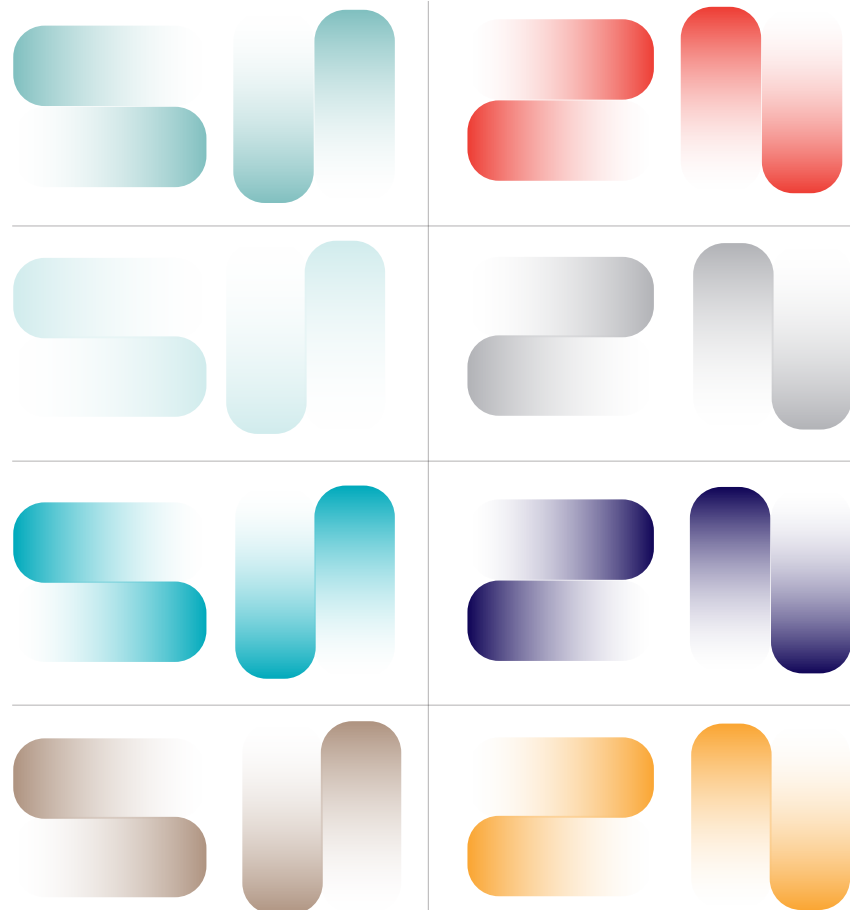
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**SINGLE COLOR GRADIENTS**

## — COLOR PALETTE

**Teal Gradient****Gray Gradient****Teal + Gray Gradient****Secondary Palette Gradients**

# SINGLE COLOR EXAMPLES

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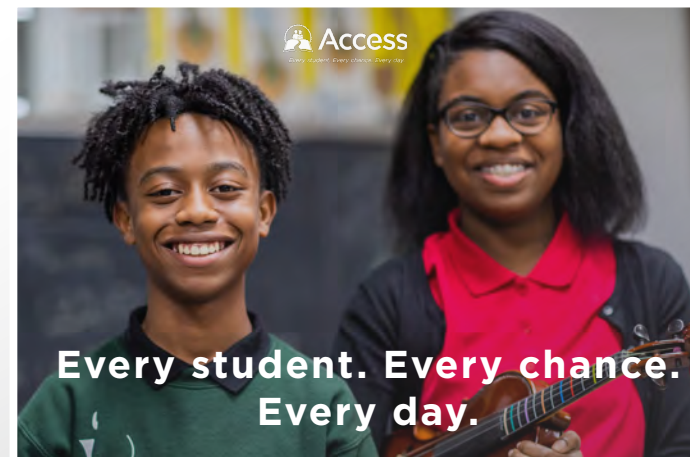
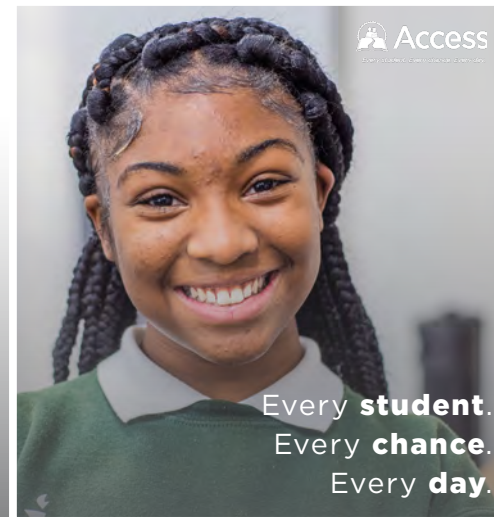
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# DUAL GRADIENT COLOR

## COLOR PALETTE

The gradient can be used in any digital branded designs for Access.

The gradient is a blend of our Primary, Accent, and Area of Service colors.

It should be used as an accent in the design to help create visual interest and draw the eye in to important elements.

Here are just a few examples, feel free to explore other color combinations.

Careful consideration must be taken if the gradient is used in a printed design.



#00ABBD

#007E6C



#007E6C

#D1E6EC



#82BFBF

#58595B



#58595B

#EF4136



#F7941E

#150958



#150958

#00ABBD



#F7941E

#EF4136

# USAGE EXAMPLES

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# Counseling



Individualized Support Increases Academic Success  
 Research proves that strong relationships are the foundation for student success. At Access, every student is embraced and supported by a community of trusted, caring adults who help them succeed in and persist in school, work, and life. Our individualized counseling ensures every student's academic, social, financial, and emotional needs are met.



Every **student**. Every **chance**. Every **day**.



## Your Donation Provides Critical Support

**Donate Today!**

# Typography

Every student.  
Every chance.  
Every day.



Every student.  
Every chance.  
Every day.



Every student.  
Every chance.  
Every day.



Every student.  
Every chance.  
Every day.



Every student.  
Every chance.  
Every day.



Every student.  
Every chance.  
Every day.

Every student.  
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## FONT FAMILY

## — TYPOGRAPHY

# Gotham

Access uses the Gotham font family for all marketing & advertising pieces. Clean and contemporary, this font provides a clear, straightforward brand voice from bold headlines to small body copy.

# Roboto Slab

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Gotham Book  
**AaBbCc 0123**

Gotham Medium  
**AaBbCc 0123**

Gotham Bold  
**AaBbCc 0123**

Gotham Black  
**AaBbCc 0123**

Gotham Ultra  
**AaBbCc 0123**

Roboto Slab Thin  
**AaBbCc 0123**

Roboto Slab Light  
**AaBbCc 0123**

Roboto Slab Regular  
**AaBbCc 0123**

Roboto Medium Black  
**AaBbCc 0123**

Roboto Slab Black  
**AaBbCc 0123**

## SECONDARY PRINT FONT

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# Roboto

Use for Body

# Roboto Slab

Use for headlines

Roboto Light  
AaBbCc 0123

Roboto Regular  
AaBbCc 0123

Roboto Medium  
AaBbCc 0123

Roboto Bold  
AaBbCc 0123

Roboto Black  
AaBbCc 0123

Roboto Slab Thin  
AaBbCc 0123

Roboto Slab Light  
AaBbCc 0123

Roboto Slab Regular  
AaBbCc 0123

Roboto Medium Black  
AaBbCc 0123

Roboto Slab Black  
AaBbCc 0123

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## TYPE STYLING

## — TYPOGRAPHY

Use for headlines

**Roboto Slab**

Use for Body

**Gotham**  
— **Roboto**

Replace Gotham with Roboto when using the Secondary print font.

**Header**  
Roboto Slab  
Thin/Light

**Headline**  
Roboto Slab  
Black

**Subhead**  
Gotham  
Bold

**Body Copy**  
Gotham  
Light/ Book/ Bold/  
Medium/ Italic

**Footer**  
Gotham  
Medium/ Italic

Access Academies

October, 17th, 2023

**Access  
Academies****Every student.  
Every chance. Every day**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[www.accessacademies.org](http://www.accessacademies.org)



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# Gothic A1

# Roboto Slab

Gothic A1 Thin  
AaBbCc 0123

Gothic A1 Regular  
AaBbCc 0123

Gothic A1 Medium  
AaBbCc 0123

Gothic A1 Bold  
AaBbCc 0123

Gothic A1 Black  
AaBbCc 0123

Roboto Slab Thin  
AaBbCc 0123

Roboto Slab Light  
AaBbCc 0123

Roboto Slab Regular  
AaBbCc 0123

Roboto Medium Black  
AaBbCc 0123

Roboto Slab Black  
AaBbCc 0123

# WEB STYLING

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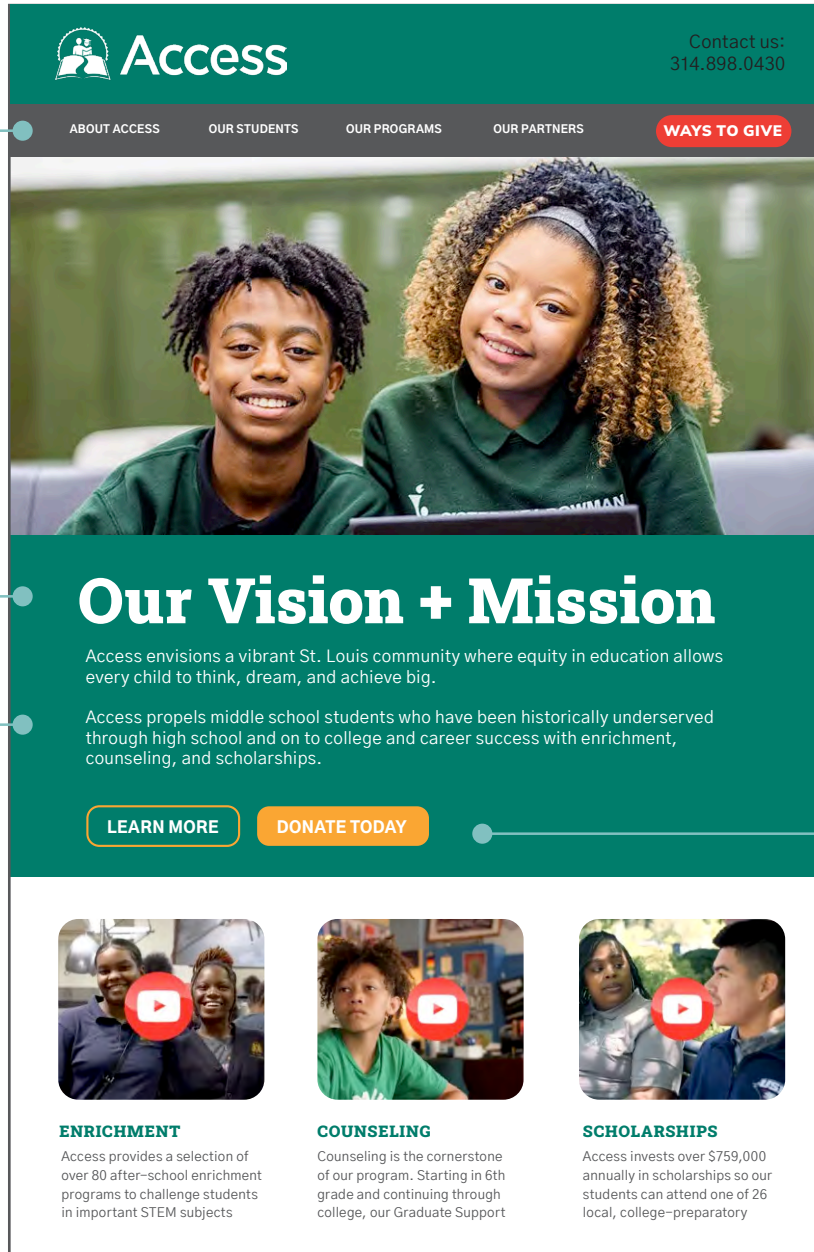
Gothic A1 – Bold

**Headline**

Roboto Slab

**Body Copy**

Gothic A1 – Regular



Contact us:  
314.898.0430

- ABOUT ACCESS
- OUR STUDENTS
- OUR PROGRAMS
- OUR PARTNERS
- WAYS TO GIVE**

Call to action

## Our Vision + Mission

Access envisions a vibrant St. Louis community where equity in education allows every child to think, dream, and achieve big.

Access propels middle school students who have been historically underserved through high school and on to college and career success with enrichment, counseling, and scholarships.

LEARN MORE

DONATE TODAY



**ENRICHMENT**

Access provides a selection of over 80 after-school enrichment programs to challenge students in important STEM subjects



**COUNSELING**

Counseling is the cornerstone of our program. Starting in 6th grade and continuing through college, our Graduate Support



**SCHOLARSHIPS**

Access invests over \$759,000 annually in scholarships so our students can attend one of 26 local, college-preparatory

# Examples

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**Access**  
*Every student. Every chance. Every day.*

Mr A Sample  
Sample Company  
Sample Street  
Sampletown

Dear Mr Sample

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos? Excludatiurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresnepoetas, an quos et praesens et postera respuat aetas?"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto estiunior anno." Utor permissio, caudaeque pilos ut equinae paulatim vello unum,demo etiam unum, dum cadat elusus ratione ruentis acervi, qui reddit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit. Ennius et sapines et fortis et alter Homerus, ut critici dicunt, levitercurare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert.

Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte. Hos ediscit et hos arto stipatatheatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo. Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et lova iudicat aequo. Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbiliun dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema. Si meliora dies, ut vina,poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor.

Yours sincerely,

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# SCHOOL SIGNAGE

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GRADIENTS

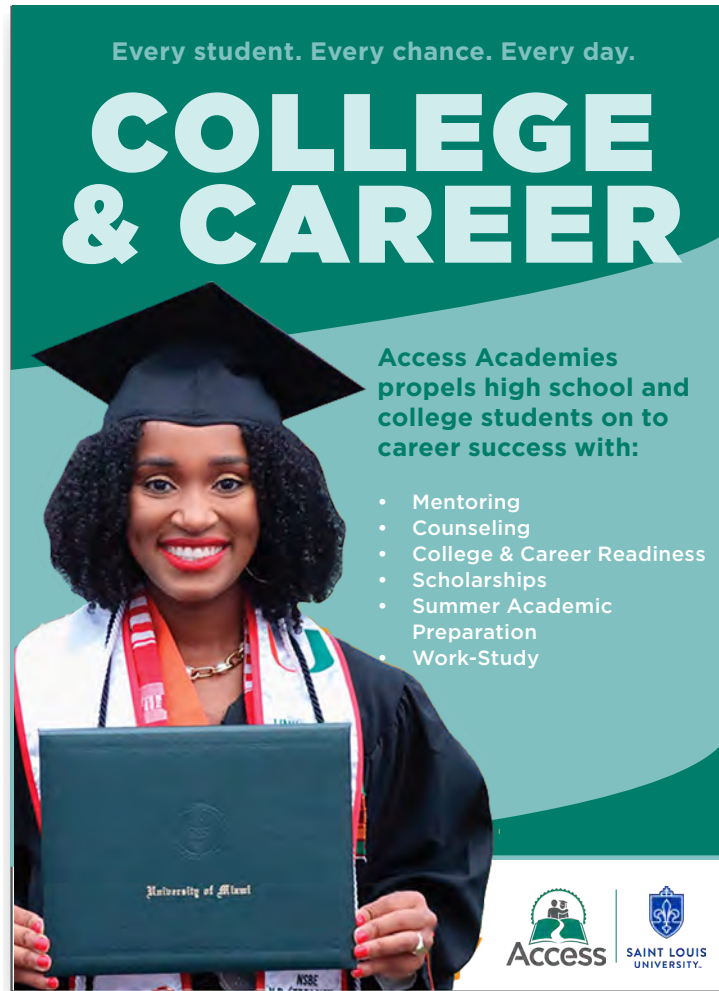
- Single Gradient Color
- Gradient Examples
- Dual Gradient Color
- Usage Examples

TYPOGRAPHY

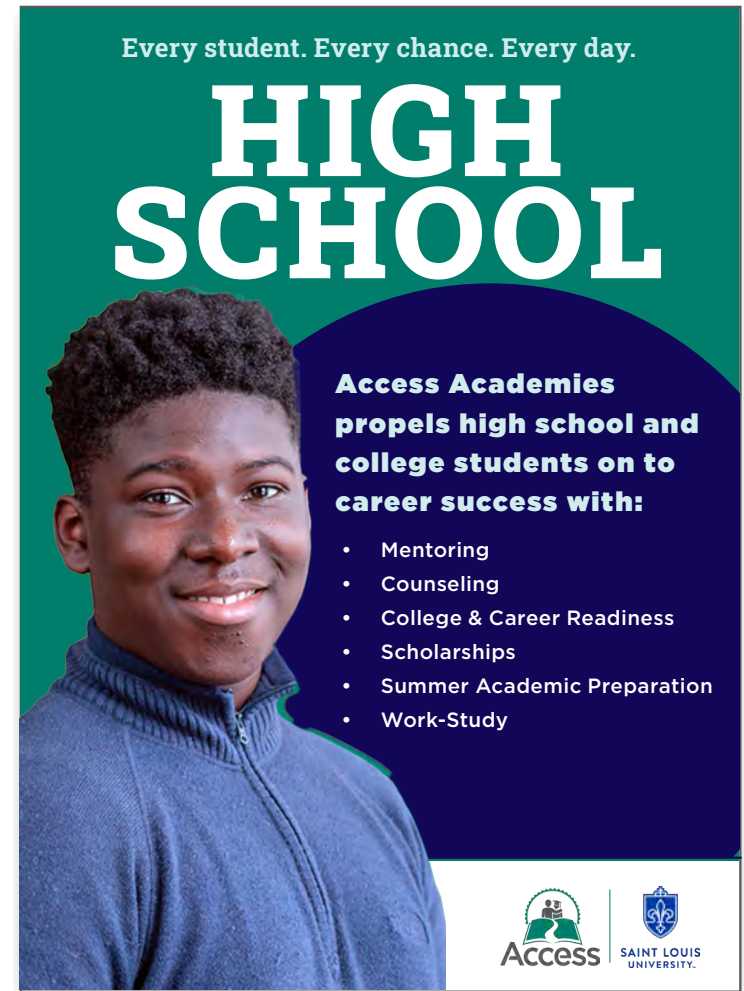
- Font Family
- Secondary Fonts
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EXAMPLES

- Stationery
- School Signage
- Icon Patterns
- Pattern Usage



Gotham font only



Gotham and Roboto Slab

# ICON PATTERNS

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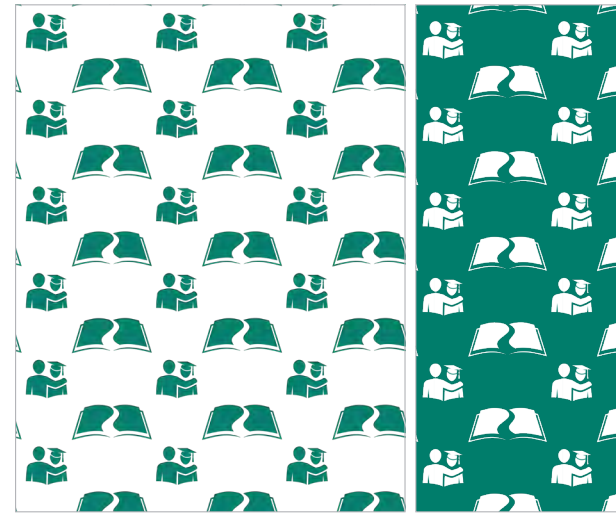
**EXAMPLES**

- Stationery
- School Signage
- Icon Patterns
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Pattern #1



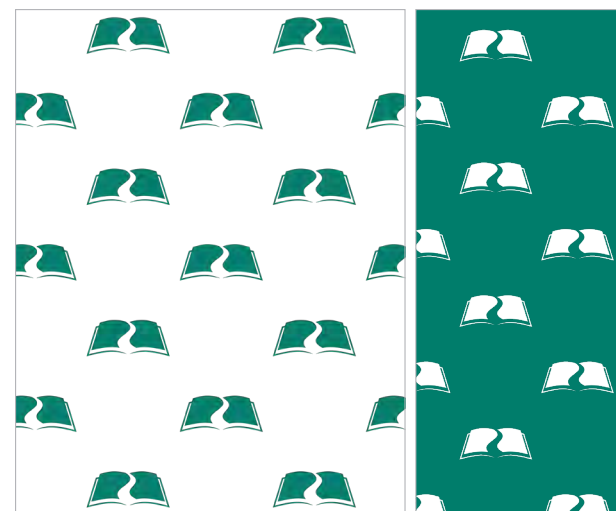
Pattern #2



Pattern #3



Pattern #4



# PATTERN USAGE

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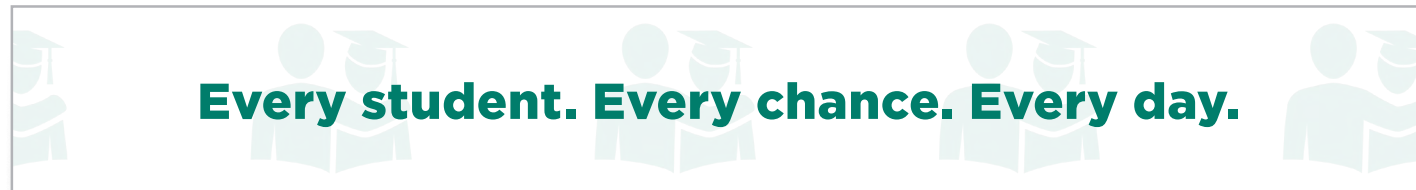
Image Background



Tote Bag



Banner



Navigation Bar



# THANK YOU

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