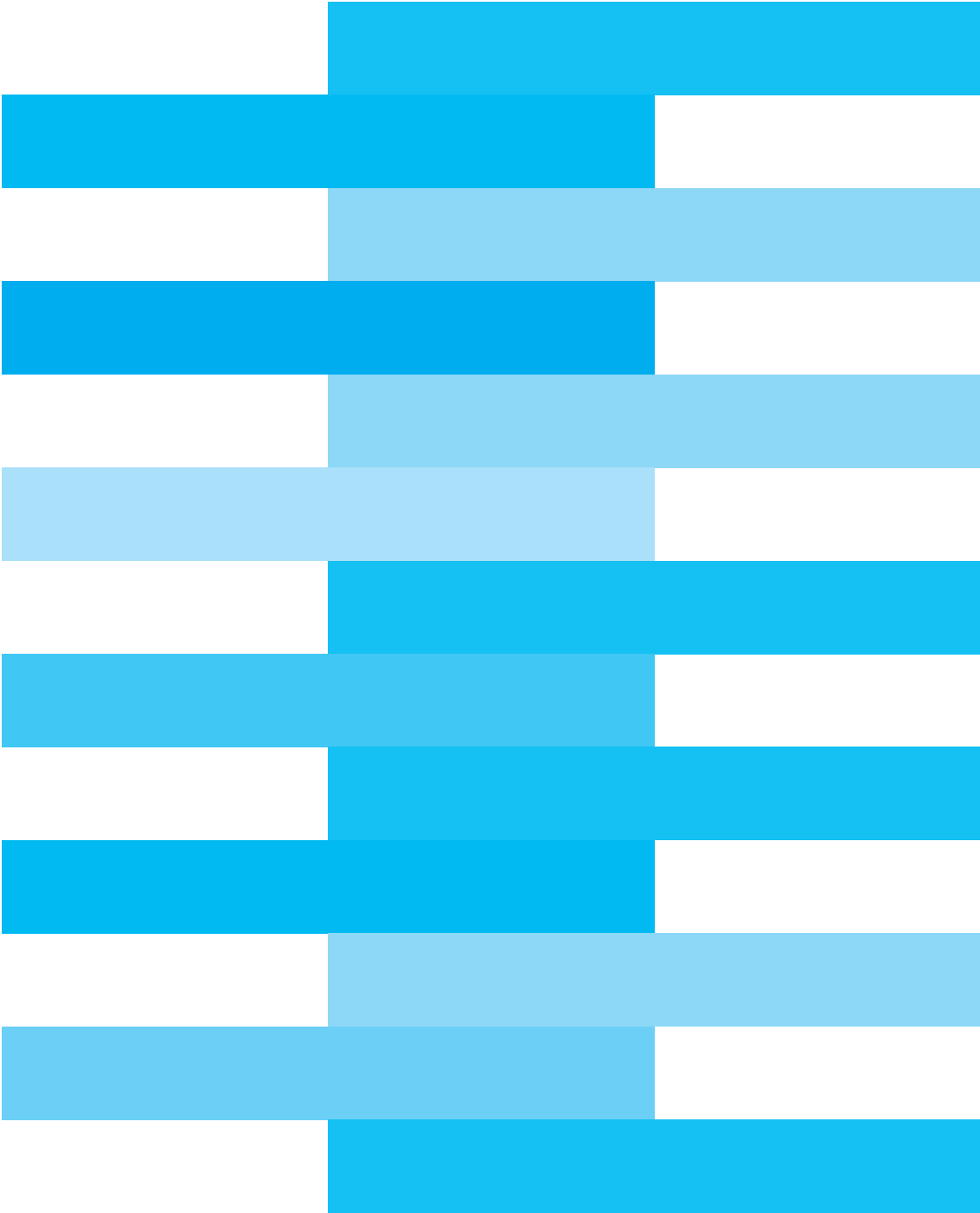


# NEXT GENERATION LEARNING CHALLENGES IDENTITY STANDARDS GUIDE

September 2012 Version 1.1



## TABLE OF CONTENTS

### 1.0 INTRODUCTION

#### 1.1 HOW TO USE THIS GUIDE

### 2.0 ORGANIZATIONAL MESSAGING

### 3.0 IDENTITY ELEMENTS

#### 3.1 THE ICON

#### 3.2 THE PRIMARY SIGNATURE

#### 3.3 COLORATION

#### 3.4 SIZING RESTRICTIONS

#### 3.5 CLEAR SPACE RESTRICTIONS

#### 3.6 UNACCEPTABLE SIGNATURE TREATMENTS

### 4.0 CO-BRANDING

## 1.0 INTRODUCTION

The Next Generation Learning Challenges (NGLC) grantees and partners are part of a growing community of educators and innovators focused on increasing student success through applied technology to dramatically improve college readiness and completion in the United States.

This manual provides guidelines to ensure that all communications are a true reflection of NGLC and that they convey a clear and consistent identity—helping to build and maintain NGLC’s reputation.

A brand is more than a logo. It is a series of elements that together project NGLC’s personality to our audiences. It’s an expression of the organization’s role and value. The official messages and identity described in these pages should be used consistently across the entire NGLC community, including partners, grantees, and funders. We all play an important role in bringing this identity to life and maintaining its integrity.

### 1.1 HOW TO USE THIS GUIDE

This guide contains approved descriptive and standard graphic elements of the NGLC identity system. It has been prepared and distributed to ensure the success of the brand through consistency of use. The guidelines presented here are fundamental yet flexible enough to allow for individual expression. This guide takes the form of an Adobe Acrobat 8.0 PDF file for viewing on Mac or Windows PC platforms. In addition, the complete file or its individual pages can be printed on 8 1/2” x 11” (vertical) paper, preferably with a color printer. The NGLC signature and symbol are provided as digital vector art files.

Listed below are the codes used in naming the Next Generation Learning Challenges signature variations as well as some sample file names. These names will accompany some of the referred graphics throughout this guide. Supplemental art and support graphic files provided include:

- Signature and icon files in PDF
- Illustrator EPS format for print use
- PNG format for Word documents and PowerPoint presentations
- JPG format for Web use

For further information regarding NGLC’s visual and message expressions, please contact:

**Michelle Diaz**  
Marketing Manager, NGLC  
mdiaz@educause.edu  
(303) 939-0303

This guide, the NGLC logo signatures, and other templates can be downloaded at: [www.nextgenlearning.org](http://www.nextgenlearning.org) (this URL will be finalized in mid-September).

## 2.0 ORGANIZATIONAL MESSAGING

**Boilerplate:** Next Generation Learning Challenges (NGLC) accelerates educational innovation through applied technology to dramatically improve college readiness and completion in the United States. This multi-year program provides investment capital to expand the use of proven and emerging learning technologies, collects and shares evidence of what works, and fosters innovation and adoption of solutions which will dramatically improve the quality of learning in the United States, particularly for low-income students and students of color.

**Short description:** Next Generation Learning Challenges (NGLC) accelerates educational innovation through applied technology to dramatically improve college readiness and completion in the United States.

**Organizational Partners and Funders:** Next Generation Learning Challenges (NGLC) is a partnership led by EDUCAUSE and funded primarily by the Bill & Melinda Gates Foundation. Other partners include the League for Innovation in the Community College, the International Association for K-12 Online Learning (iNACOL), and the Council of Chief State School Officers (CCSSO). Funding for NGLC has also been provided by the William and Flora Hewlett Foundation.

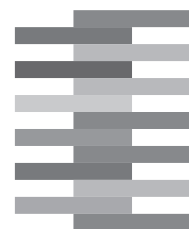
## 3.0 IDENTITY ELEMENTS

The guidelines contained in this section provide direction for the use of the identity system. The graphic identity icon is the cornerstone of the new identity system. The graphic identity icon helps make the connection to building upon, and working through learning challenges and alludes to the importance of coming together. It also shows how NGLC can help with overcoming these challenges. The following pages include an inventory of the elements of the new identity system and some practical guidelines for structuring a cohesive suite of communications around it.

### 3.2 THE ICON

The only acceptable icon is pictured at right. It may not be reconstructed or altered in any way. It must be reproduced from high-resolution digital files. Refer to page 2.6 for minimum size requirements. Contact Michelle Diaz for guidelines on the use of the icon in special situations. The Next Generation Learning Challenges icon has been designed to function as part of a flexible and cohesive visual system. The icon can be used alone or combined with the wordmark (shown on page 2.2) to create Signatures. The icon may never be re-created or redrawn. Always use the approved electronic art, available on our website—please see page 1.1 for contact information.

### ICON



## PRIMARY SIGNATURES



NEXT GENERATION  
LEARNING CHALLENGES



NEXT GENERATION  
LEARNING CHALLENGES



NEXT GENERATION  
LEARNING CHALLENGES



NEXT GENERATION  
LEARNING CHALLENGES

## PRINT



PMS Process Cyan



PMS 634

## WEB



#00AEEF



#006886

### 3.2 THE PRIMARY SIGNATURE

The primary signature is for use in Next Generation Learning Challenges applications that focus primarily on the organization. Signatures may never be re-created or redrawn. The primary signature may never be used without the icon. Never change the component spacing of the signature. See section 2.7 for unacceptable signature treatments. Always use the approved electronic art, available on our website—please see page 1.1 for contact information.

All Next Generation Learning Challenges signature files for Mac and PC are available at: [www.nextgenlearning.org](http://www.nextgenlearning.org) (final URL will be decided in mid-September). These files include EPS, PNG, and JPG formats.

### 3.2 COLORATION

Next Generation Learning Challenges signature coloration is made up of the following: Pantone® 634 and Pantone® Process Cyan and tints thereof. The respective Web hexadecimals are #00AEEF and #006886.

The color horizontal and vertical signatures can be placed on white or very light backgrounds as long as enough contrast is maintained for legibility.

The black and white signatures (in either orientation) may be placed on any color background as long as enough contrast is maintained for legibility. The black and white signatures should NOT be produced from the color signature through desaturation.

The reversed signatures may be placed on any color background as long as enough contrast is maintained for legibility. All signatures may be reproduced over photographs in positive or reversed formats. The area of the photo chosen must be relatively simple and it must provide sufficient contrast for legibility.

### 3.3 SIZING RESTRICTIONS

For optimal legibility, minimum size requirements have been established for the Next Generation Learning Challenges signatures and icon. Standard sizes of both the letterhead and the business card are shown below. The width of the wordmark is the basis of measurement. Standard size wordmark width: 2" Minimum wordmark width: 1.125"



STANDARD SIZE



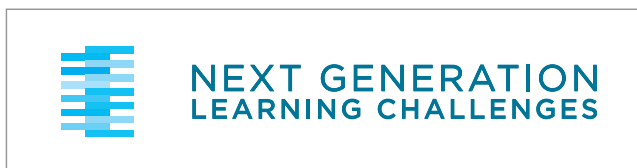
MINIMUM SIZE

### 3.5 UNACCEPTABLE SIGNATURE TREATMENTS

No other colorations for Next Generation Learning Challenges signatures or icon are acceptable. Relative size and location of elements cannot be altered and the wordmark cannot be used alone. The icon must never run without its variety of tints, whether color, black and white, or reversed.

### 3.4 CLEAR SPACE RESTRICTIONS

Maintain a minimum distance between any part of the signature or icon or wordmark and any other elements appearing with it that is equal to the height of the wordmark.



### SOME UNACCEPTABLE TREATMENTS



## 4.0 CO-BRANDING

It is our hope that your institution will proudly portray its inclusion in the NGLC community and encourage you to incorporate the NGLC logo and messaging into your existing institutional communications and marketing vehicles as appropriate.

When using the NGLC signature on external Web sites or other organizational communications vehicles (e.g., PowerPoint presentations, e-newsletters, printed materials, etc.) make sure there is separation from the identity of your organization and that the signature does not interfere with your existing Web page or design structure.

The smallest size for the signature should be 100 pixels (This measurement is the width of the wordmark). A link to the NGLC site ([www.nextgenlearning.org](http://www.nextgenlearning.org)) should be applied to the graphic.

The screenshot displays the iNACOL website layout. On the left, the 'Corporate Members' section is divided into 'Platinum' and 'Gold' tiers. Platinum members include Blackboard and Desire2Learn. Gold members include Advanced Online Academics, edisonlearning, and ODYSSEYWARE. VSCHOOLZ is also listed. A link for 'more corporate members' is provided. Below this is the 'Continuity of Learning' section, which offers resources for schools and states to ensure learning continuity in the event of a pandemic or natural disaster. On the right side of the page, a list of research reports and articles is displayed, including 'Class Connections: High School Reform and the Role of Online Learning', '2011 National Online Teacher of the Year Nominations Now Open', and 'Next Generation Learning Challenges Announced'. A 'Donate Now' button is located at the bottom right of the main content area. The website footer contains navigation links: Home, About, Advocacy, Research, Events, Forum, Membership, Press, and Contact Us.