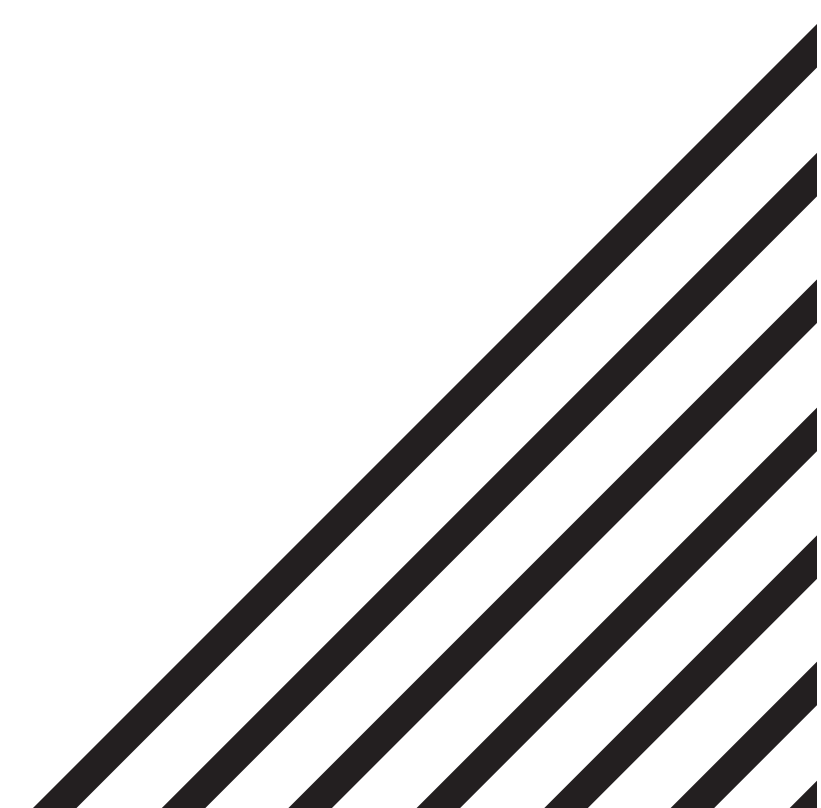
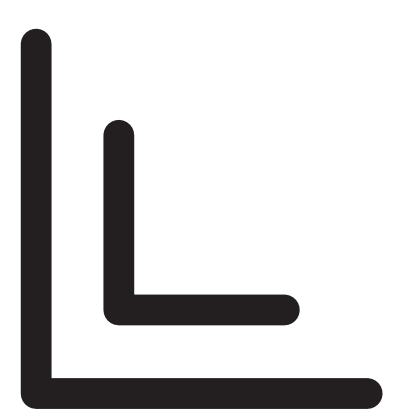


# ***MY SUCCESS: STYLE GUIDE***

08.2018 Version 1



## THE LOGO

The My Success logo is representative of the idea of sharing unique stories of success. The logo is representative of a speech bubble with an arrow bracket representing continued forward momentum toward success. The full color logos feature a gradient box representing the mix of paths leading people from different backgrounds to success.

The My Success logo is versatile and can be used in various versions. The logo functions in each color of the brand as well as knocked out black and white versions. This logo is meant to accommodate various usage instances and be as versatile and unique as the stories it is helping to share.



## THE LOGO

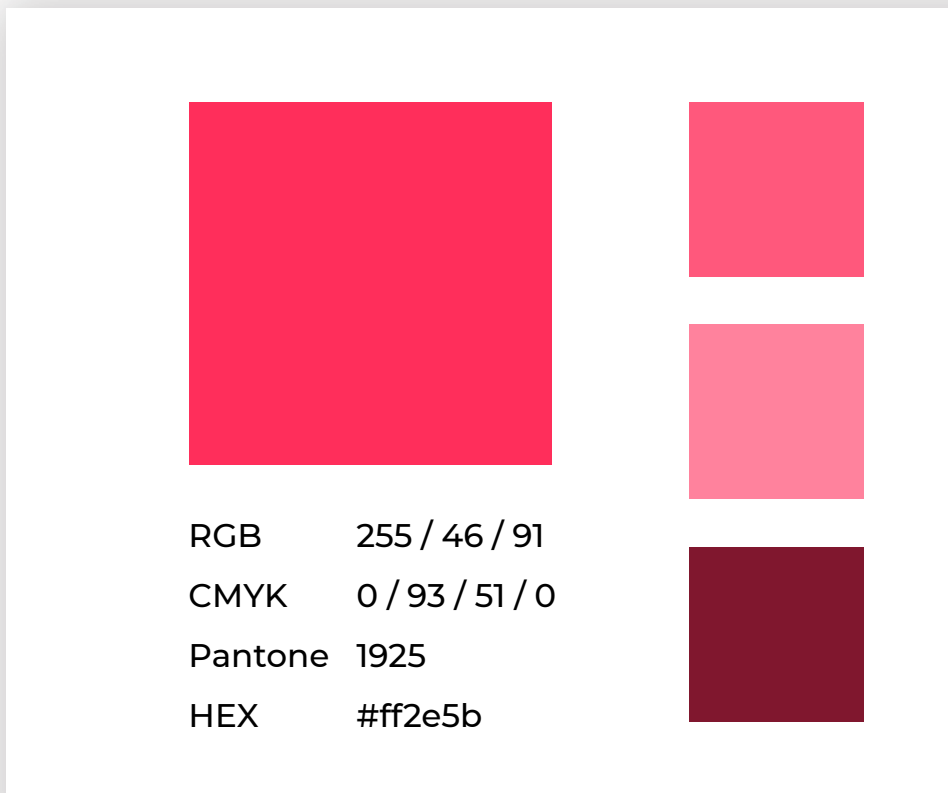
The My Success Logo can function with the ACT parent brand logo as well as partner logos. The ACT logo will always come first when shown with the My Success logo and partner organization logos. The logos are separated by a thin grey line.



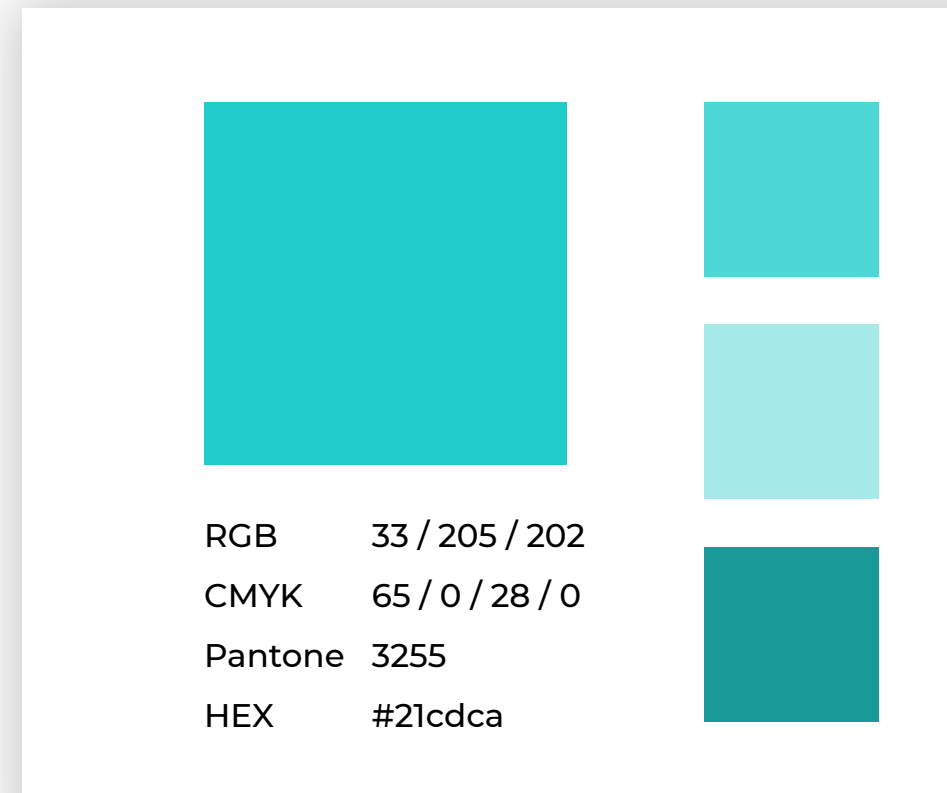
## THE COLORS

The colors in the My Success brand are bright and bold to help establish the tone of the campaign. The color palette features a primary red with secondary shades of blue and green. Tertiary shades of those colors are included for use in gradients and complementary elements.

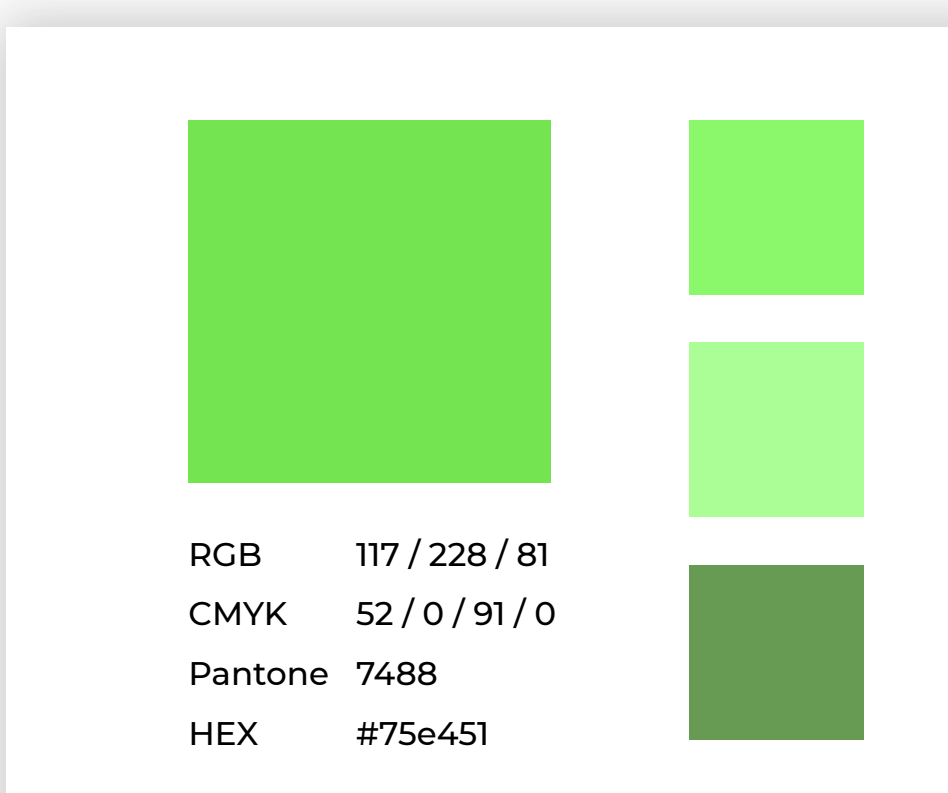
Black is used as a neutral with all colors in the palette.



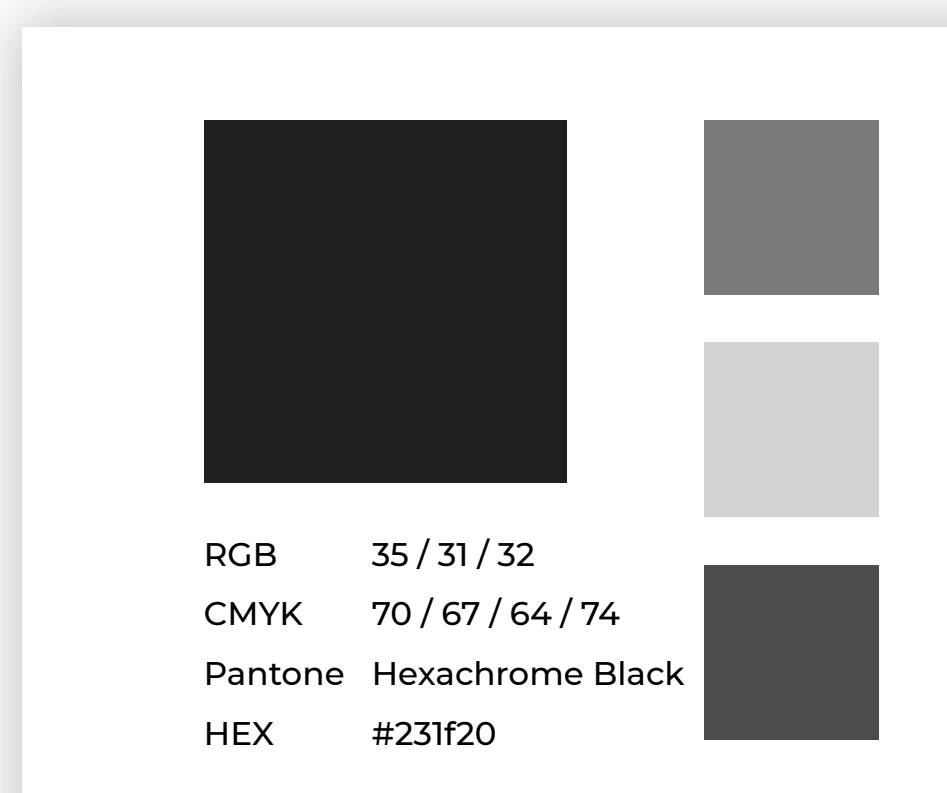
RGB 255 / 46 / 91  
 CMYK 0 / 93 / 51 / 0  
 Pantone 1925  
 HEX #ff2e5b



RGB 33 / 205 / 202  
 CMYK 65 / 0 / 28 / 0  
 Pantone 3255  
 HEX #21cdca



RGB 117 / 228 / 81  
 CMYK 52 / 0 / 91 / 0  
 Pantone 7488  
 HEX #75e451



RGB 35 / 31 / 32  
 CMYK 70 / 67 / 64 / 74  
 Pantone Hexachrome Black  
 HEX #231f20

## THE TYPOGRAPHY

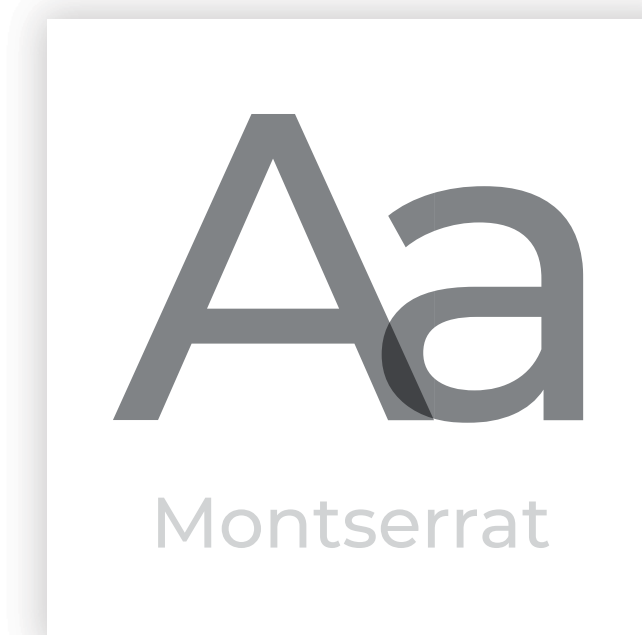
The My Success brand used a combination of two typefaces. Fugaz One is used exclusively for headings, titles, or other information that is at the top of the information hierarchy.

Headlines and titles should be set in all caps, whereas longer form information can be set in sentence case to retain readability. Headline text is often set in slanted boxes where appropriate.

Montserrat is used as the body text typeface, and should be employed whenever there is a long passage of text. All of Montserrat's weights are available to in this brand, however the recommendation is to use Regular or Medium for normal text, and Bold for emphasis text.



[Access font here.](#)



[Access font here.](#)

### REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**LOREM IPSUM DOLOR SIT AMET**

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### EXTRABOLD

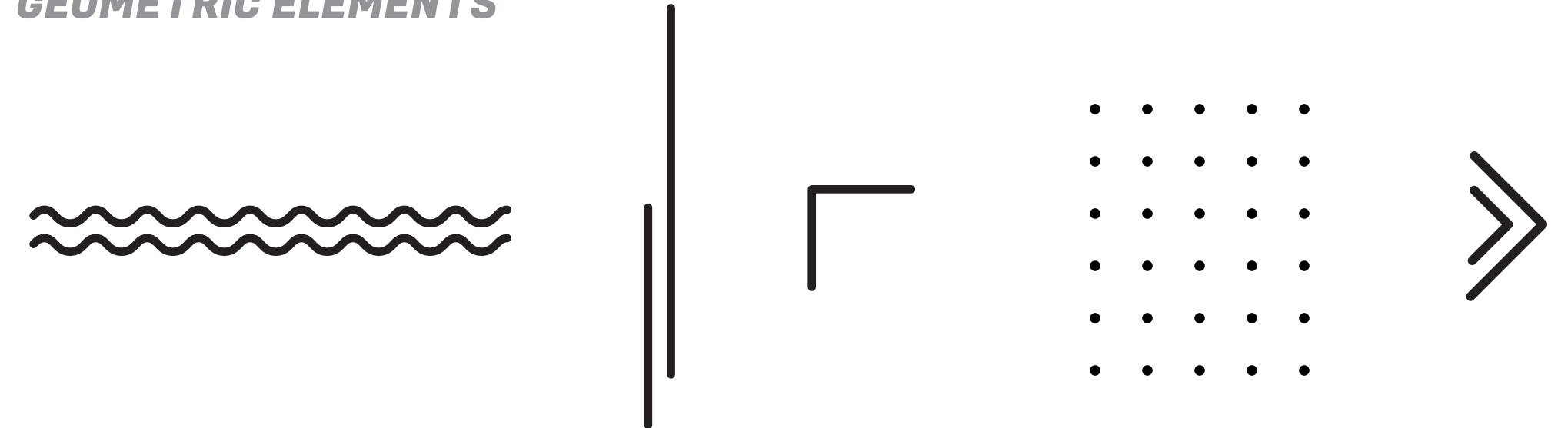
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## THE ICONOGRAPHY

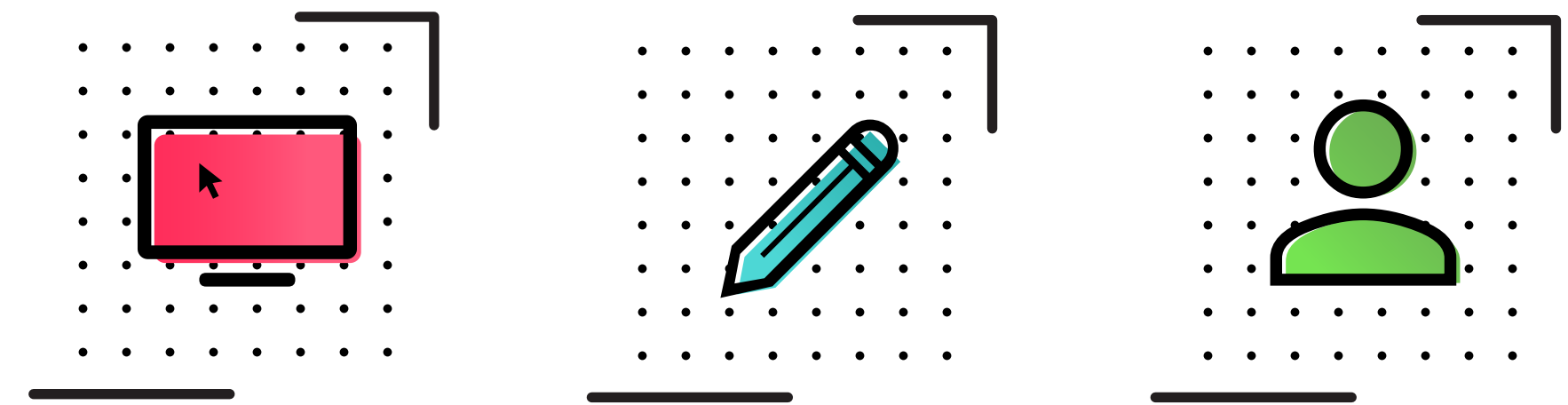
A large part of the My Success brand is the geometric elements that lend to its unique and bold style. This document features a few prominent geometric elements used throughout the My Success brand. When using these elements insure that line weight is consistent, the exact weight will vary depending on usage.

Icons can be used as part of the My Success brand to help illustrate any idea quickly. Icons should use black line work with bold color fills to feel consistent with the My Success brand. Geometric elements should be used with the logos where applicable.

### GEOMETRIC ELEMENTS



### ICON ELEMENTS





## THE PHOTOGRAPHY

Photography for the My Success brand should be people focused. This will reinforce the overall campaign goal. These photos can be stock photography or real photos of the people being featured by the My Success campaign.

When designing with photography the black or white version of the My Success logo can act as a photo frame to highlight a person and their story. This is an acceptable use of the logo. Geometric elements can also interact with photography being used in a design.

