Style Guide

Instructions and assets for marketing and technical staff who produce communications on behalf of EdReady.
Logo Variations

EdReady logo lockups include three possible components:
1. the wordmark “EdReady”
2. the Ed head symbol
3. the “Powered by NROC” tag

Note the small print to choose the appropriate graphic for your intended application.

Do NOT alter the proportions, placement, or colors of the EdReady logo elements. See page 6 Local Customization for exceptions.

Do NOT add shadows, outlines, or other effects to the EdReady logos.

The full-color EdReady logo looks best on a white or light gray background with plenty of space around it. Avoid dark or colored backgrounds, and use the 1-color mark when needed.

A white shape is included behind these EdReady logo lockups (shown above). To preserve readability, use these versions of the logo when a subtle background pattern or shading is present. A 15% black or lighter gray background is recommended for use with full-color EdReady logos. See page 5 Supporting Visual Elements for more information.
Main headings are purple. Subheadings use blue. Body text is dark gray. See page 4, Colors.

Appropriate type size will vary with the intended application. Use this example to get a sense of proportion and hierarchy.

As needed, use of the exact messages shown here is encouraged with local adaptation.

The typeface is Proxima Nova, which was selected for its accessible, familiar feel and ease of readability.

When Proxima Nova font is not available, substitute Montseratt, Helvetica, Arimo, or Arial (in order of preference). Montseratt and Arimo are free Google fonts.

If you wish to use Proxima Nova (recommended), you must purchase a license to download and install the appropriate font files.

Font family: Proxima Nova

Main Heading: (Proxima Nova bold, 28pt)

What do you want to be ready for?

Sub Heading: (Proxima Nova bold, 16pt)

EdReady lets you assess your readiness for college math, see study options, and get a personalized study path to fill in knowledge gaps.

Body: (Proxima Nova light, 11pt)

EdReady will help you prepare for college and career goals. Choose one or more of the options on your dashboard to get started.

Web address: (Proxima Nova, bold – all blue)

EdReady.org
Colors are used to unify logo, type, and many of the illustrated elements. A bright and colorful palette brings an encouraging lightness to the subject of college and career readiness.

Purple is used sparingly for the most eye-catching, important elements.

Blue is used for linked text and buttons. Green is commonly a hover color for linked text and buttons.

Aqua, Gold, and Red are used to represent the levels of readiness (“Ready,” “Needs Review,” and “Not Ready”).

Adaptation and/or expansion of the color palette may be helpful to unify the assets provided with your local initiatives.
Supporting Visual Elements

A familiar gallery of supporting images help the viewer to connect the various components of EdReady into one overall message.

- Gray gradient
- Goal “cards” (see image library for additional options)
- “Mathy tile”
- Cloud shapes (always use white on blue background)
- Save time and money
Local Customization

The EdReady interface is built for customization with your own logo.

You can also customize the heading and subheading text as needed.

For additional local context, add any HTML code (e.g., text, images, and embedded videos) to the bottom half of your EdReady homepage.

In some cases, institutions choose to direct students through a learning management system, so the homepage is rarely seen. Regardless, your logo will be at the top left of every page, sitewide.

If your state or institution is planning a large-scale implementation of EdReady, it may be advantageous to lead your initiative with the EdReady name. In such instances, you can customize the name and logo to be meaningful to your state or region. When doing so, we suggest this basic visual format with Proxima Nova Bold (ALL CAPS) as the state name.

Please contact us to discuss local customization of the EdReady name and logo.

Contact: amelton@NROC.org