

BRAND GUIDE

Breakthrough Public Schools

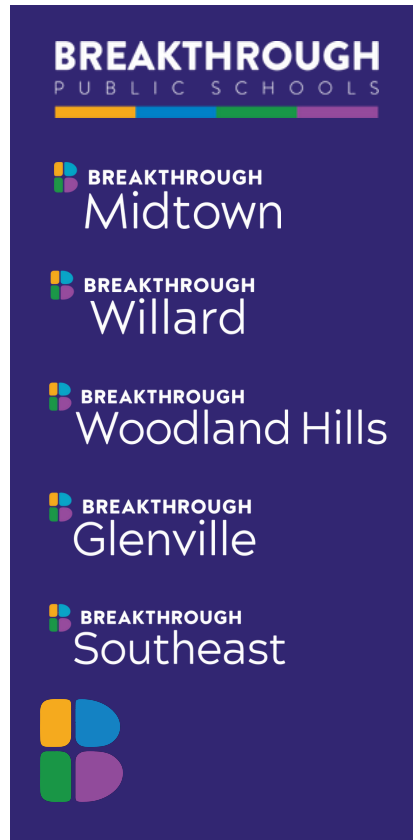
The brand guide is essential for building a strong, cohesive identity across our network, both internally and externally. It ensures consistent messaging, visuals, and tone across all schools and communications.

All brand materials and resources are available on the InfoHub at info.bt.school

Logos

Our logos are the key building block of our identity and the primary visual element that identifies us. They have a fixed relationship and should never be altered, outlined, or embellished in any way. Do not skew the appearance of the logo. Hold down the SHIFT key when scaling.

[Access logo files.](#)



Mascots

Each school has primary and secondary mascot logos with a unified look. Use only approved mascots for swag, uniforms, etc.

[Access mascot files.](#)

Midtown Bulldogs



Glenville Tigers



Woodland Hills Lions



Willard Bobcats



Southeast Lions



Color

The signature brand color, Breakthrough Purple, should be used first and most frequently on general Breakthrough materials. This establishes brand recognition amongst our internal and external constituents.



Breakthrough Purple

RGB: 51 / 39 / 115 | CMYK: 96 / 100 / 14 / 16 | #322672



Breakthrough Light Purple

RGB: 199 / 191 / 242 | CMYK: 20 / 23 / 0 / 0 | #C7BFF2



Breakthrough Yellow

RGB: 245 / 170 / 28 | CMYK: 2 / 37 / 100 / 0 | #F4A91C



Breakthrough Blue

RGB: 0 / 129 / 198 | CMYK: 100 / 34 / 0 / 2 | #0081C6



Breakthrough Green

RGB: 27 / 150 / 71 | CMYK: 84 / 16 / 100 / 3 | #1A9647



Breakthrough Bright Purple

RGB: 149 / 75 / 157 | CMYK: 47 / 84 / 0 / 0 | #944B9D

Typography

Breakthrough's main typeface is Brandon Grotesque, which can be downloaded to your system here. Proxima Nova, the secondary typeface, is a standard, universal typeface that complements Brandon Grotesque in the body text.

[Download the typeface.](#)

Brandon Grotesque Bold

Titles and Headers

Brandon Grotesque Regular

Body Copy

or **Proxima Nova or Calibri**

Alternate when Brandon Grotesque is unavailable

Photography

[Photos from the network can be viewed and downloaded here.](#)

Looking for something specific or would like to have an event photographed?

[Access the request form here.](#)

Google Slides Deck Template

A presentation is often the first impression of Breakthrough, so we want it to be strong. To help, we've created a Google Slides template that handles the branding—just add your content. Text boxes are small on purpose to encourage spreading content across slides—less is more to keep your audience engaged.

[Access Google Slides template.](#)

Need a review or update? The Communications team is happy to help!

Letterhead Template

Letterhead is an important representation of our organization and your school. Having an on-brand letterhead lends credibility and is an easy way to display professionalism.

[Access the Letterhead templates.](#)

Swag

Using approved brand logos and mascots on swag items is important to create a strong, unified look that reinforces our identity for both internal and external audiences. Teams should not generate their own swag. All swag requests should be made using the form on the InfoHub.

[Have a swag request? Submit it using this form.](#)

Canva Templates

Use the provided Canva templates as a guide to create on-brand materials for school events, announcements, and more. These templates help ensure a consistent look and feel across all communications.

[Access the Canva templates.](#)

Design Request

If you need something designed or branded, please use this form to submit your request. We recommend allowing at least a 2-week lead time for design work.

[Access the request form.](#)

Business Card Request

Use the official business card order form to place your order. Please do not create your own business cards—this ensures brand consistency across the network.

[Access the request form.](#)

Email Signature

Only use approved email signatures provided by the network, please do not create your own.