



Brand Guide

Breakthrough Public Schools

breakthroughschools.org | info.bt.school

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Breakthrough Public Schools

**Supporting scholars from kindergarten
through career.**

Breakthrough Public Schools (BPS) is a network of K-8 free, public charter schools, including five schools throughout Greater Cleveland. We ensure each child has the skills and confidence to pursue any path that leads to the future of their dreams. Our dedicated team of teachers is passionate about creating a love for learning in all scholars, preparing them for a choice-filled life and bright future.

3615 Superior Avenue E
Building 44, Suite 4403A
Cleveland, OH 44114



VISUAL BRAND ELEMENTS

BPS Logo

BPS Logo

Our logo is the key building block of our identity and the primary visual element that identifies us. The BPS logo has two color configurations and are used based on their background.

The logo with the Breakthrough Purple should be used on white and light-colored backgrounds, including light-colored photography.

The white reverse version of the logo should be used on dark backgrounds and dark-colored photography.

Hold down the SHIFT key when scaling.

[Download logo files here.](#)

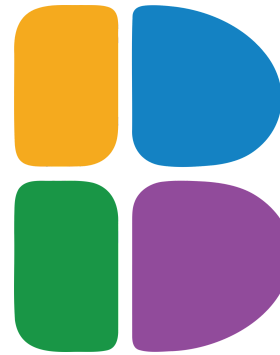


BPS Logo

Our “B” logo is an additional building block of our brand and an elegant visual element that identifies us. This logo should be used in specific circumstances where the primary logo would appear too small, for example, on social media and certain merchandise items.

Hold down the SHIFT key when scaling.

[Download logo files here.](#)



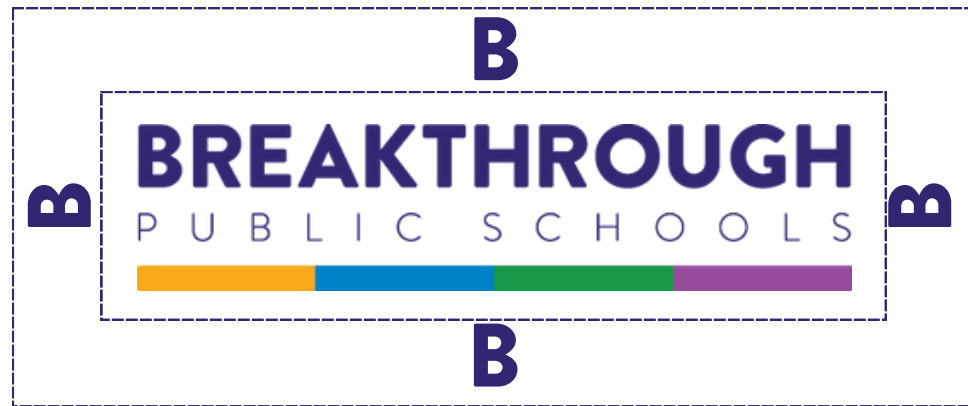
BPS Logo

SIZE SPECIFICATIONS

To preserve the integrity of the BPS logo and identity, all elements of the logo must be easily readable. The recommended minimum allowable sizes for all versions of the logo are shown to the right.

CLEAR SPACE

All versions of the logo have minimum clear space. The clear space is determined by the height of the “B” in the primary logo. No other competitive design elements should be placed within this space, including type, photography and illustrations. Photography and illustrations may still be used as background elements.



BPS Logo

The logos have a fixed relationship and should never be altered, outlined, or embellished in any way. Do not skew the appearance of the logos and/or use on unapproved backgrounds.

X



X



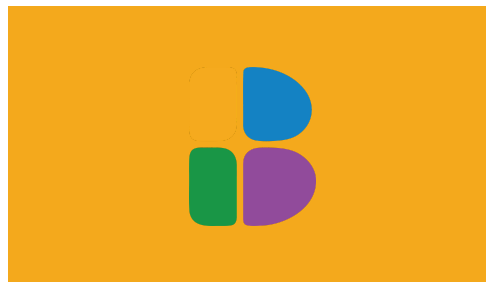
X



X



X



X



VISUAL BRAND ELEMENTS

Campus Logos and Mascots

Campus Logos and Mascots

Breakthrough Public Schools has five campuses in the greater Cleveland area. Each campus has their own identifying logo. The logo usage guidelines from the primary logo extends to the campus logos.

[Download logo files here.](#)



Campus Logos and Mascots

Each campus also has their own primary and secondary mascot logos, shown to the right, in this order:

- Glenville Tigers
- Willard Bobcats
- Midtown Bulldogs
- Woodland Hills Lions
- Southeast Lions

[Download logo files here.](#)



VISUAL BRAND ELEMENTS

Color Palette

Color Palette

The signature brand 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
HEX #322672

Breakthrough Yellow

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

Breakthrough Blue

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

Breakthrough Green

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

Breakthrough Light Purple

RGB: 199 191 242
CMYK: 20 23 0 0
HEX #C7BFF2

Breakthrough Bright Purple

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

VISUAL BRAND ELEMENTS

Typography

Typography

Breakthrough's main typeface is Brandon Grotesque and can be downloaded to your system. Our selected typeface is modern, clean, legible, and has a variety of weights.

Brandon Grotesque should be used for all headline, subhead, and body copy. Special care should be used when selecting weights and sizes for each typographic element in order to maintain proper hierarchy of information across all brand assets.

For instances when Brandon Grotesque is unavailable, please use Proxima Nova. If Proxima Nova is also not available, please use Calibri.

[Download Brandon Grotesque here.](#)

Brandon Grotesque

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Proxima Nova

Light
Regular
Bold
Black

VISUAL BRAND ELEMENTS

Photography

Photography

Breakthrough showcases their passion and dedication to their students and staff through joyful, bright, and well-lit photography.

[Approved photography for your use can be found here.](#)

Looking for more specific photography?
Email Ashley Lemley at
ashley@jetpackgroup.com



VISUAL BRAND ELEMENTS

Templates

BREAKTHROUGH
PUBLIC SCHOOLS

Title of Presentation

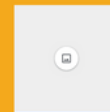
Subtitle of Presentation

Section Title

Subtitle of the section title

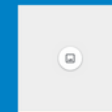


A beautiful quote will go here and it will inspire all who read it.



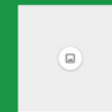
Number 1

A small description of number 1



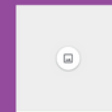
Number 2

A small description of number 2



Number 3

A small description of number 3



Number 4

A small description of number 4



15700 Lotus Drive, Cleveland OH 44128
(P) 216.586.3887
(F) 216.561.1121



9401 Willard Avenue, Cleveland OH 44114
(P) 216.586.3892
(F) 216.651.1959



1417 E 36th Street, Cleveland OH 44114
(P) 216.456.2080
(F) 216.249.0106



12523 Woodside Avenue, Cleveland OH 44108
(P) 216.367.9392
(F) 216.761.7398

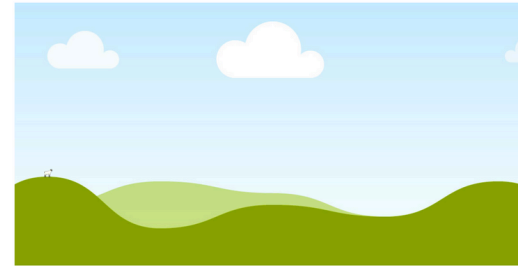


9201 Crane Avenue, Cleveland OH 44105
(P) 216.367.9392



3615 Superior Avenue | Bldg 44, Suite 4403A
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216.456.2086



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This is space for a subheading sentence to provide more context.

This is space for some body copy even more context for an event announcement. This is space for to exist to provide even more co or general announcement. This i body copy to exist to provide ev for an event or general announc

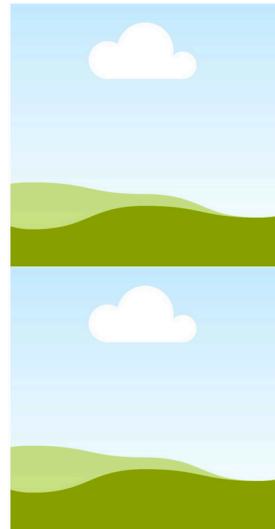
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RSVP or Contact Information

CALL OR TEXT
123.456.7890

EMAIL
name@email.com