

# RedefinedED

## Atlanta

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*Adopted October, 2025*

# Talking Points

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## Mission

RedefinED Atlanta engages community, advocates for equity, and funds critical work to drive systemic level improvements in K-12 public education for students and families.

## Vision

To transform Atlanta into a city where every student in every community receives a great K-12 public education.

## Tagline

Every student. Every school. Every community.

*Use the full tagline, exactly as written. Do not abbreviate or alter punctuation.*

## Universal Descriptors

- **Short:** RedefinED Atlanta is a locally based champion of K–12 public education.
- **Long:** RedefinED Atlanta is a locally based nonprofit working to ensure every Metro Atlanta student has access to trajectory-changing K–12 public education options. The organization works closely with educators, families, community partners, and civic leaders to create more opportunities and support new ideas that lead to broad-scale change.

## The Headlines

- **Who We Are:** RedefinED Atlanta is a locally based champion of equitable public education.
- **What We Do:** We partner with communities to expand access to high-quality public schools and drive lasting change.
- **How We Do It:** We invest in powerful ideas and proven solutions that help create better schools and opportunities for every student.
- **Where We Do It:** Our work spans the Metro Atlanta region, with a focus on communities most in need of greater access to excellent public education options.
- **Why We Do It:** A student's potential shouldn't be limited by their zip code. Yet across Metro Atlanta, access to high-quality public school options remains inequitable. That's why we're working to level the playing field. Students are counting on us to create a future full of opportunity, and we can't afford to wait.

## Areas of Focus

- We work to make sure every student in Metro Atlanta has access to a great K–12 public school—no matter where they live.
- We bring families, educators, and community partners together to shape a shared vision for public education.
- We support big ideas and long-term solutions that tackle systemic challenges and create lasting change for students.

# Signature

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The RedefinED Atlanta Signature is a visual representation of our identity, composed of a brandmark and a wordmark. Our Signature should be used in accordance with established guidelines, including the proper use of color, scale, and white space around it and should not be altered in any way.

The brandmark (the Apple) may be used alone **ONLY** after the full signature has appeared in the piece.

## Vertical Version

The vertical signature is preferred and should be used whenever possible.



## Horizontal Version

The horizontal signature may be used when the vertical format creates excessive or awkward white space, disrupts layout balance, or the height cannot be accommodated by the design.



# RedefinED's Name Styling

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## Pronunciation

Redefin•ED Atlanta

## Capitalization

RedefinED Atlanta should always capitalize the R and ED of RedefinED, and the A in Atlanta. Always honor the upper case "ED."

In first use on each occasion, always use the full name. Thereafter, inclusion of 'Atlanta' in the name is elective. Over the phone, when necessary to spell (for couriers, etc.), say the name in full and then spell. Indicate that "ED" is emphasized by capitalization.

## Social Handles

Please use the following capitalization:

**Instagram, X, Facebook:** @RedefinEDATL

**LinkedIn:** @RedefinED-Atlanta

## Website URL

Please use the following capitalization:

redefinedatlanta.org

# Clear Zone & Minimum Size

The signature should have a clear zone on all sides equal to the height and width of “D” in “RedefinED”. When possible, leave more clear space than the minimum indicated here so that no type, design, or photographic elements encroach.



## Minimum Size

In order to maintain legibility of the wordmark, the vertical signature should be sized no less than 0.75" wide, and the horizontal signature should be sized no less than 1.25".



# Logo Usage

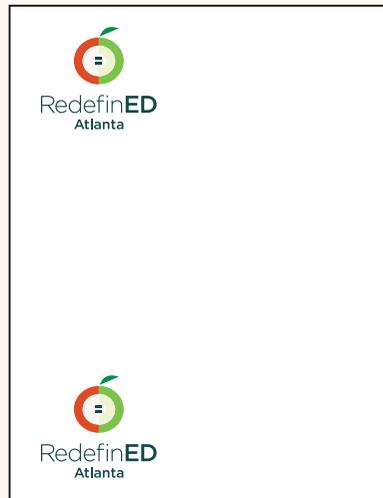
Only approved logo files may be used.

## Vertical Version

The vertical version is the preferred version and should be used centered when possible, and can also be used left-aligned to maintain layout balance.

## Horizontal Version

The horizontal signature may be used when the vertical format creates excessive or awkward white space, disrupts layout balance, or the height cannot be accommodated by the design. The horizontal logo should be placed left-aligned.



## Improper Logo Usage

Our signature is a core representation of RedefinED and must always appear in its approved forms. To preserve our brand identity, do not alter, distort, or add to the logo in any way.



✘ Do not distort the signature.



✘ Do not alter or omit details of the signature.



✘ Do not use a one-color signature when a full-color reproduction is available.



✘ Do not apply unapproved colors to the signature.



✘ Do not place effects such as glow or drop-shadow behind the signature.



✘ Do not use signature on a dark or low contrast background.

# Alternate Logos

When a dark background color obstructs the wordmark, the alternate light wordmark logo may be used. One color logos may be used only when color logos are not workable due to production limitations, single-ink printing, or digital restrictions. When using one color logos, default to Chalk or Evergreen versions before Black or White. If the number of colors must be limited to four (such as for embroidery or screen printing), the four-color logo may be used (see page 12).



# Typography

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Outfit and Nunito Sans are required in externally-facing documents and assets and preferred in internal communications, except when use of a fallback font is required. Different font types for campaigns or collateral cannot be used unless a separate identify has been requested and pre-approved.

Use Outfit Medium in title case for headlines and titles. Use Nunito Sans Regular (Nunito Sans Normal in Google Slides and Google Docs) in sentence case for body copy in both web and print documentation. Nunito Sans bold or italic may be used for emphasis. Do not use Google font “Nunito,” which is different from Nunito Sans.

## Outfit Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!%&#**

Download:

<https://fonts.google.com/specimen/Outfit>

## Nunito Sans Regular/Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!%&#

## Nunito Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!%&#**

## *Nunito Sans Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!%&#*

Download:

<https://fonts.google.com/specimen/Nunito+Sans>

## Fallback Font

For documents frequently shared externally in Word format (such as contracts), please use Arial to ensure readability and compatibility across devices. This prevents formatting issues when recipients do not have our fonts installed.

## Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!%&#

# Color Palette

Text should be primarily Evergreen, or White on Evergreen background. Evergreen, Chalk, and White are suitable background colors. Old School Red, Leaf Green, Fresh Green, and Pear are primarily used as accents, with Old School Red being used to bring attention to calls to action.

<b>Evergreen</b> R18 G72 B73 C93 M14 Y53 K57 HEX #124849	<b>Chalk</b> R255 G247 B243 C0 M3 Y3 K0 HEX #FFF7F3	<b>Old School Red</b> R226 G74 B1 C6 M86 Y99 K1 HEX #E24826
<b>Leaf Green</b> R0 G145 B76 C88 M16 Y94 K6 HEX #00904C	<b>Fresh Green</b> R124 G194 B75 C56 M0 Y94 K0 HEX #7CC24B	<b>Pear</b> R238 G244 B210 C7 M0 Y23 K0 HEX #EEF4D2
<b>Rich Black</b> R0 G0 B0 C60 M40 Y40 K100 HEX #000000	<b>White</b> R255 G255 B255 C0 M0 Y0 K0 HEX #FFFFFF	

## Accessibility

Maintaining enough contrast between the text and background color makes content more legible and accessible. Choosing a dark background and a light text — or vice versa — can help achieve this contrast. This applies to buttons and icons as well. Color contrast should meet level AA of the W3C Web Content Accessibility Guidelines and can be tested at [whocanuse.com](http://whocanuse.com).

 Accessible						
 Accessible when text is at least 24 px or 19 px bold						
 Not Accessible						

# Imagery Style

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Our photography should capture the people who bring RedefinED to life—students, educators, and community members—shown in authentic RedefinED settings whenever possible. People are always the focus, whether they are looking directly at the camera or engaged naturally in their environment.

Images should feel bright, unfiltered, and genuine, with the subject in crisp focus and the background softly blurred to draw the eye. Photos should maintain sharp corners, without border radius or rounded edges, and should not have graphic elements, overlays, filters, or decorative treatments applied.

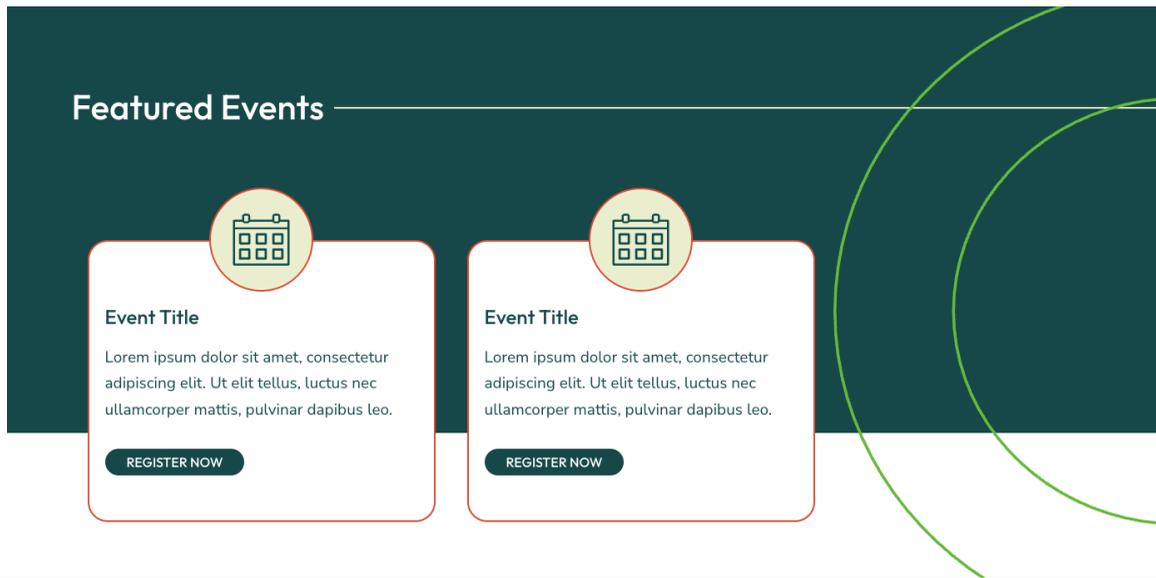
Whenever possible, use partner photography or commissioned photography that highlights RedefinED’s work directly, ensuring that our imagery feels both personal and true to our mission.

Do not use AI generated photos under any circumstances.



# Graphics & Icons

Thin strokes (2 px) applied as heading rules or borders can create visual interest and accent color.



## Arcs

Arc lines (based on the shapes found in our logomark) can be layered under or over background color blocks to create additional interest. The ends of the arc should be flush with either the left or right edge of the document or viewport. Ensure the lines do not obstruct readability of text.



## Icons

Icons should maintain color contrast and have a uniform line weight.



# Application Examples

For clothing items, use the preferred full color version of the logo on a solid background of Evergreen, Black, or White. If the number of colors is limited due to production or cost, use the Chalk one color logo on an Evergreen or Black background.



For other items, use the preferred full color logo whenever possible, using the wordmark that produces as much contrast as possible with the background. If the number of colors is limited due to production or cost, use the Chalk one color logo on an Evergreen or Black background.



If the number of colors must be limited to four (such as for embroidery or screen printing), the four-color logo may be used. If the number of colors is limited to below four, use the one color logo. Do not further alter the logo.



# Contact

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For questions related to this brand document, please contact:

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