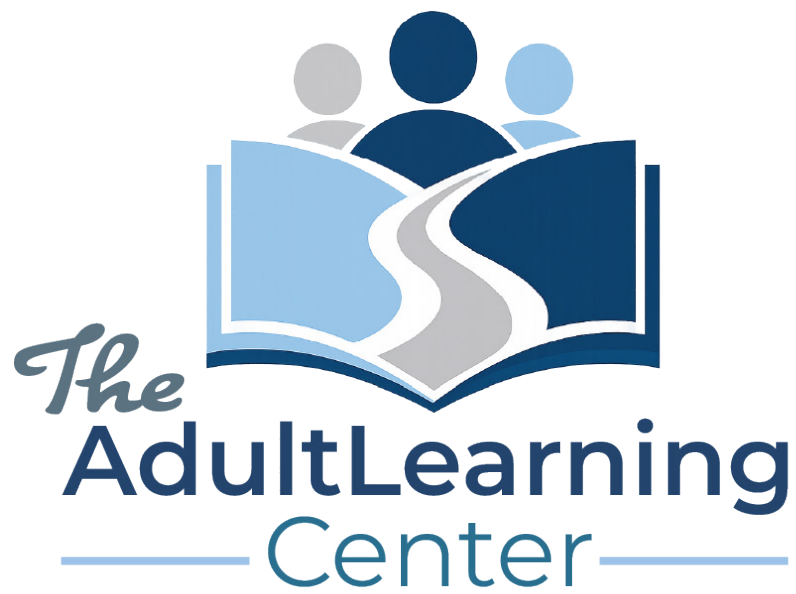




CONNECTING ADULTS TO LEARNING  
BUILDING SKILLS  
STRENGTHENING COMMUNITIES

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# STYLE GUIDE

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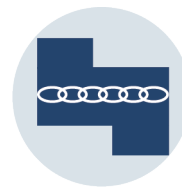
OUR BRAND, OUR MISSION, OUR INFLUENCE



CONNECT



BUILD



STRENGTHEN

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The Adult Learning Center is a nonprofit organization in the state capital. The staff supports adult learning programs across the state by providing resource and support to educators. We help adults build the skills to reach their goals.

# BRAND FOUNDATION

**OUR PURPOSE**

The Adult Learning Center supports adult learners and educators across the state by providing accessible, engaging, and practical learning opportunities . The brand communicates trust, growth, accessibility and lifelong learning.

**OUR PERSONALITY**

**WELCOMING**—approachable & inclusive  
**PROFESSIONAL**—credible & reliable  
**MODERN**—innovative & forward-thinking  
**EMPOWERING**—growth & success  
**CALM**—clear, organized, & user-friendly

## COLOR SYSTEM

|                                                                                                |                                                                                             |                                                                                            |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <div>CAPITOL BLUE<br/>#174A6B</div> <div>main headings, buttons, navigation, &amp; links</div> | <div>SKY BLUE<br/>#99C5E8</div> <div>accent color, callouts, &amp; section highlights</div> | <div>SLATE BLUE-GREY<br/>#5B7180</div> <div>secondary headings, icons, &amp; borders</div> |
| <div>COOL GREY<br/>#D9E1E5</div> <div>content boxes, tables, &amp; section backgrounds</div>   | <div>LIGHT GREY<br/>#F3F6F7</div> <div>Primary page background</div>                        | <div>CHARCOAL<br/>#263238</div> <div>body text for readability &amp; accessibility</div>   |

**TYPOGRAPHY**  
**Montserrat**  
Primary typeface—page titles, section headings, navigation, buttons, & labels

**Open Sans**  
Secondary typeface—body copy, instructions, course descriptions, captions, & supporting content

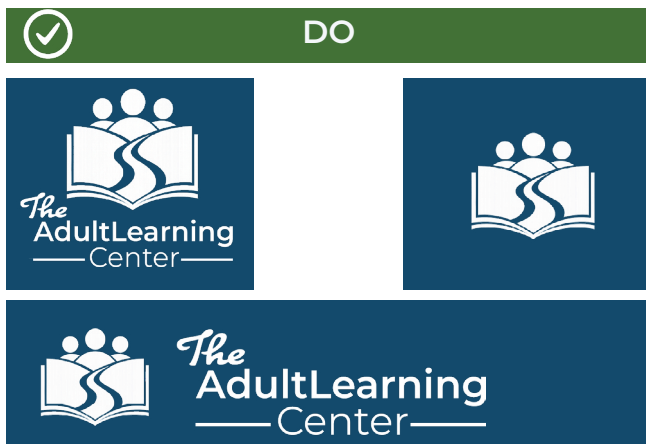
|                           |          |
|---------------------------|----------|
| <b>H1 Main Page Title</b> | 32-40 pt |
| <b>H2 Section Heading</b> | 22-24pt  |
| <b>H3 Subheading</b>      | 16-20 pt |
| <b>Button/Lab</b>         | 12-14 pt |
| Body Text                 | 12-14 pt |
| Captions                  | 10-11 pt |

# BRAND IN PRACTICE

## LOGO USE

**Protect the brand.** Maintain clear space around the logo & preserve its proportions. Do not stretch, rotate, add colors or place it on a colored or patterned background.

**Approved use:** Use full color for light backgrounds and use the white logo on dark backgrounds. Keep the logo large enough to be legible.



## BUTTONS



## PHOTOGRAPHY & IMAGERY

Show adult learners and educators in authentic classrooms, online, in the workplace, and in community settings. When program students and educators are used, be sure to document their consent to be photographed on our release forms. Prioritize diversity, collaboration, technology use, and moments of progress. Avoid AI images and stock photos.



*Learning doesn't stop when school ends. The Adult Learning Center connects with students, helps them reach their goals, and strengthens communities across the state.*

# Thank you

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for helping us empower adult learners across our state.

*For any questions on use of logos, Adult Learning Center assets, imagery, and style guidelines, contact the webmaster at [webmaster@learningcenter.org](mailto:webmaster@learningcenter.org).*

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