

EDUCATIONMATTERS LOGO AND STYLE GUIDE

The EducationMatters, PLUS Campaign, Distinguished Alumni, and Kafé12 logos are only to be used with permission from EducationMatters. Please contact Donna Rapp (drapp@educationmatters.ca) about using the logo or receiving a picture file. Please do not use any of these examples as they are not high resolution.

The name EDUCATIONMATTERS shall always appear as one word, with no space between 'education' and 'matters' in either all capitals or as an uppercase/lowercase combination:

EDUCATIONMATTERS
EducationMatters

EducationMatters logo font is: BAUHAUS. The logo appears in the following formats:

- 1) Colour version
PMS 1675U
RGB Colour Values 145R/45G/0B
CMYK Colour Values 0C/69M/100Y/43K



- 2) Black & White version



- 3) Reversed white on colour or black (no example here)

The font used for the **PLUS Campaign** brand is also BAUHAUS. The logo and colours as seen to the right are:

- Chalkboard: PMS 553
- Background of the PLUS Brochure: PMS 7483



The **Distinguished Alumni Awards** logo is seen here:

- Purple colour
- Light gray colour



EducationMatters is also the project lead for **Kafé12**, a community engagement vehicle. “Kafé12” shall always be spelled as one word without a space between “Kafé” and “12”. There shall always be an accented é at the end of Kafé. The Kafé12 logos appear in the following formats:

- 1) Plain logo

Kafé12

- 2) Embellished logo



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