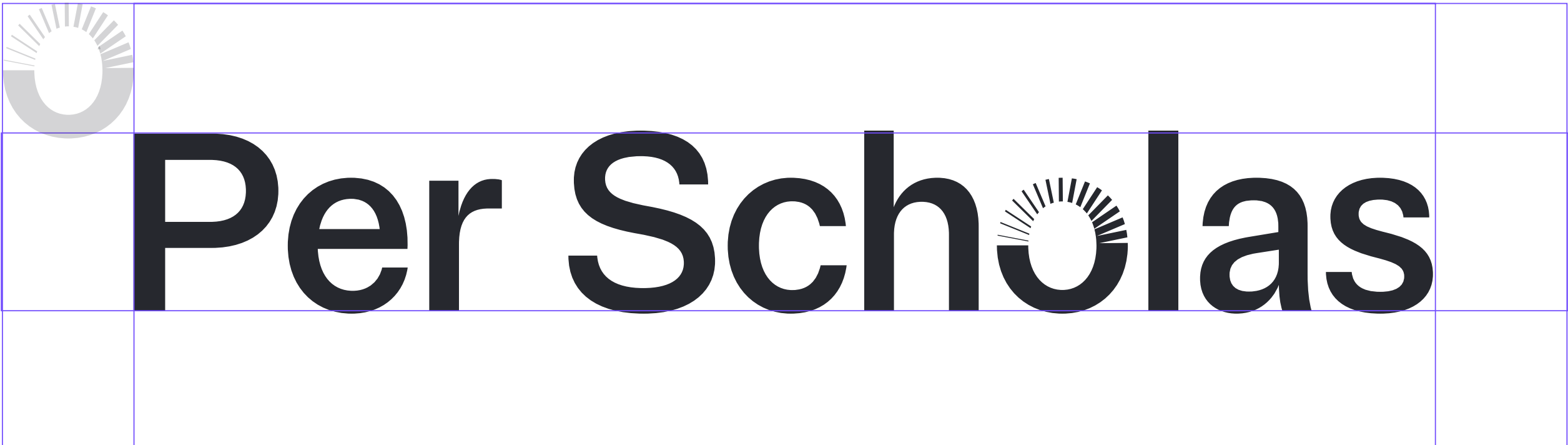


Per Scholas

Wordmark Clearance & Size

The clear space around the logo defines the area into which no other typography and graphic elements can intrude. It ensures visibility, clarity and visual impact of the logo.

The minimum clear space around the logo is equal to the height and width of the letter “o”. The formula shown applies to all sizes of the logo system for the brand.



Per Scholas

Minimum Size

Digital: 310 px width

Print: 4.3 in width

Formula for Wordmark Clearance



Clearance = width of “o”

Per Scholas

This horizontal orientation serves as the primary wordmark and should be the default brand expression across all touch-points.

2.

Per Scholas

Accelerating careers. Transforming lives.

The lockup combines the wordmark and tagline into a single signature.

- 1. Primary Wordmark
- 2. Primary Wordmark Lock-up

Brand Identity

Wordmark Lock-up Usage

The lockup should be used selectively, with scale, readability, and context informing its application.

While the tagline helps communicate the brand’s positioning, it should only appear when it can be reproduced clearly and meaningfully. In constrained spaces or applications where the brand message is already established, the wordmark alone provides the strongest and most effective expression of the brand.

When applied appropriately, each logo variation plays a distinct role in maintaining a cohesive and recognizable brand presence.

Principle

Example Application

Collateral Examples

Mark Used

Scale

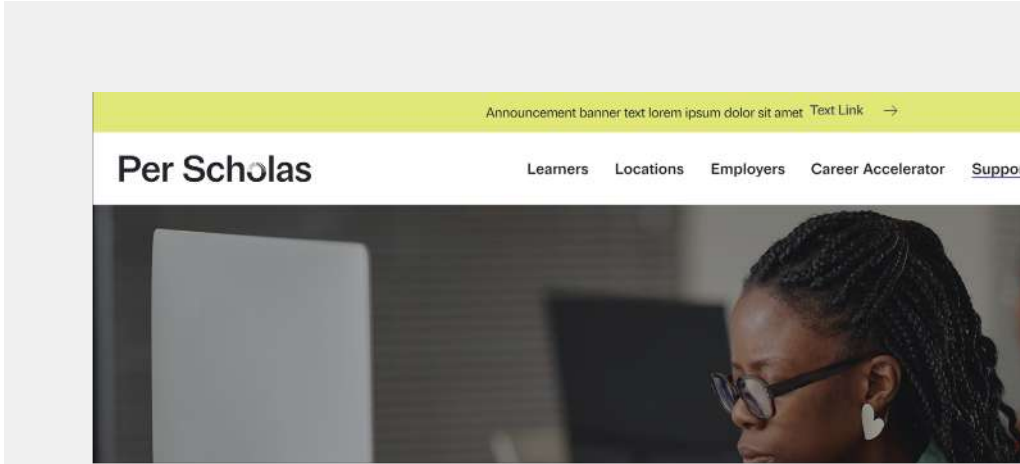


Brand Ceremony pin, stickers

Wordmark only scaled down to minimum size

Digital: 310 px width
Print: 4.3 in width

Readability



Website header, merchandise tag, email signature

Wordmark only

Context



Campaign poster, event signage, sponsorship banner

Wordmark Lock-up

1.

Per
Scholas

1. Left-Aligned Stacked Wordmark

2. Left-Aligned Stacked Wordmark with Tagline

2.

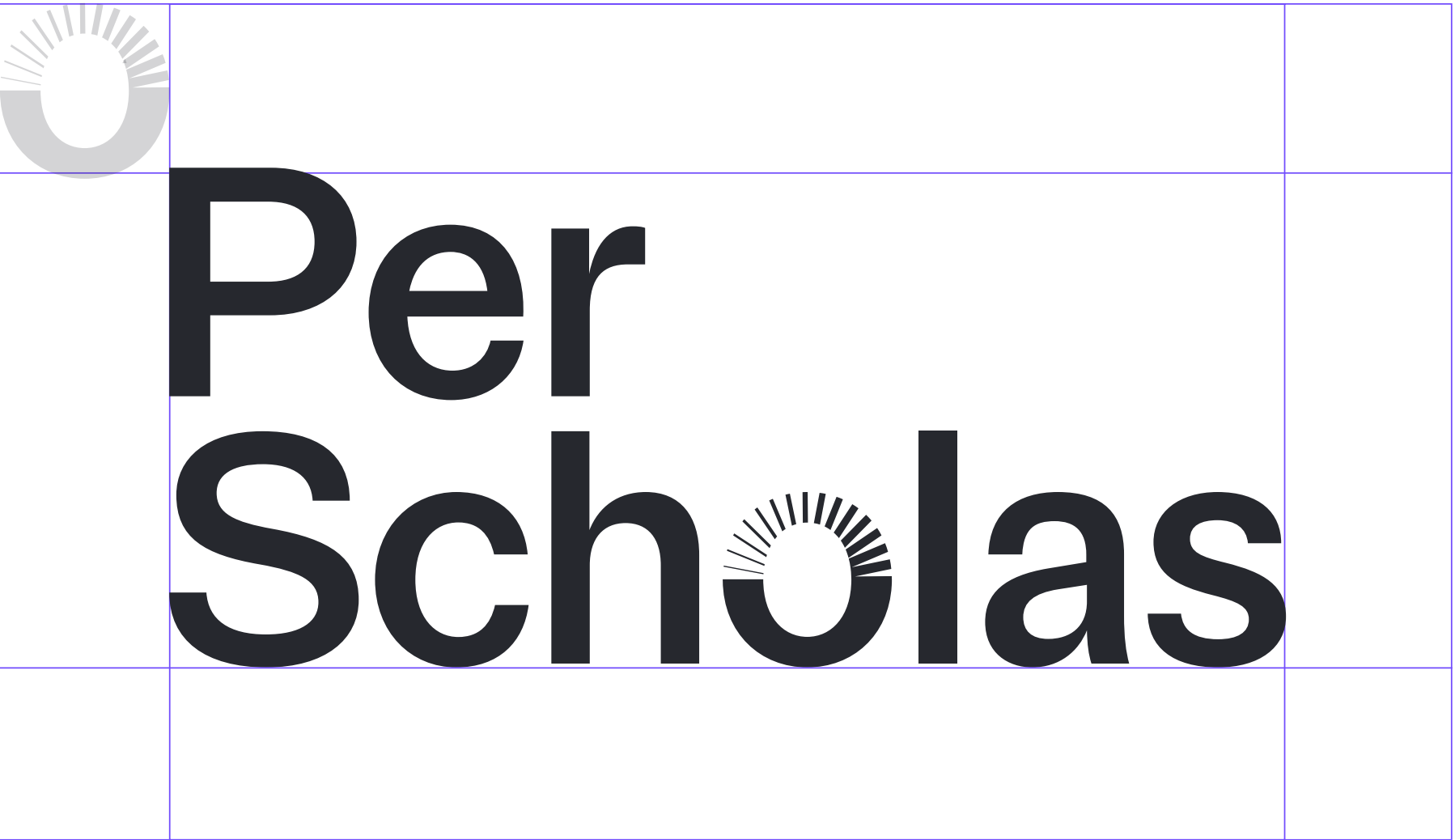
Per
Scholas

Accelerating careers. Transforming lives.

Alternate Wordmark Clearance & Size

The clear space around the logo defines the area into which no other typography and graphic elements can intrude. It ensures visibility, clarity and visual impact of the logo.

The minimum clear space around the logo is equal to the height and width of the letter “o”. The formula shown applies to all sizes of the logo system for the brand.



Per
Scholas



Minimum Size
Digital: 208 px width
Print: 2.1 in width

Formula for Wordmark Clearance

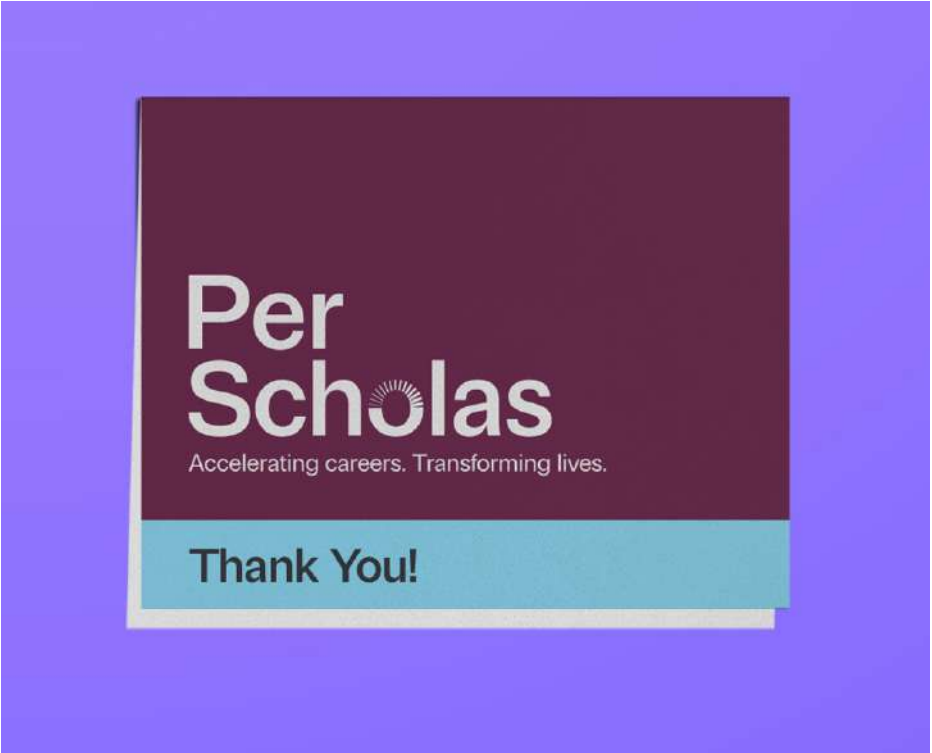


Clearance = width of “o”

Alternate Wordmark Application

These alternate orientations may be used when better suited to the asset’s layout and composition.

The following are examples of where alternative wordmarks work best compared to the primary wordmark based on asset creation.



Brand Identity

Wordmark on Color

Flexibility is built into the color system (page 50), creating opportunities for distinctive and dynamic applications. Adhering to approved color pairings ensures the brand remains cohesive, recognizable, and unmistakably Per Scholas.

Color pairings should follow the guidelines outlined in this section.

Per Scholas

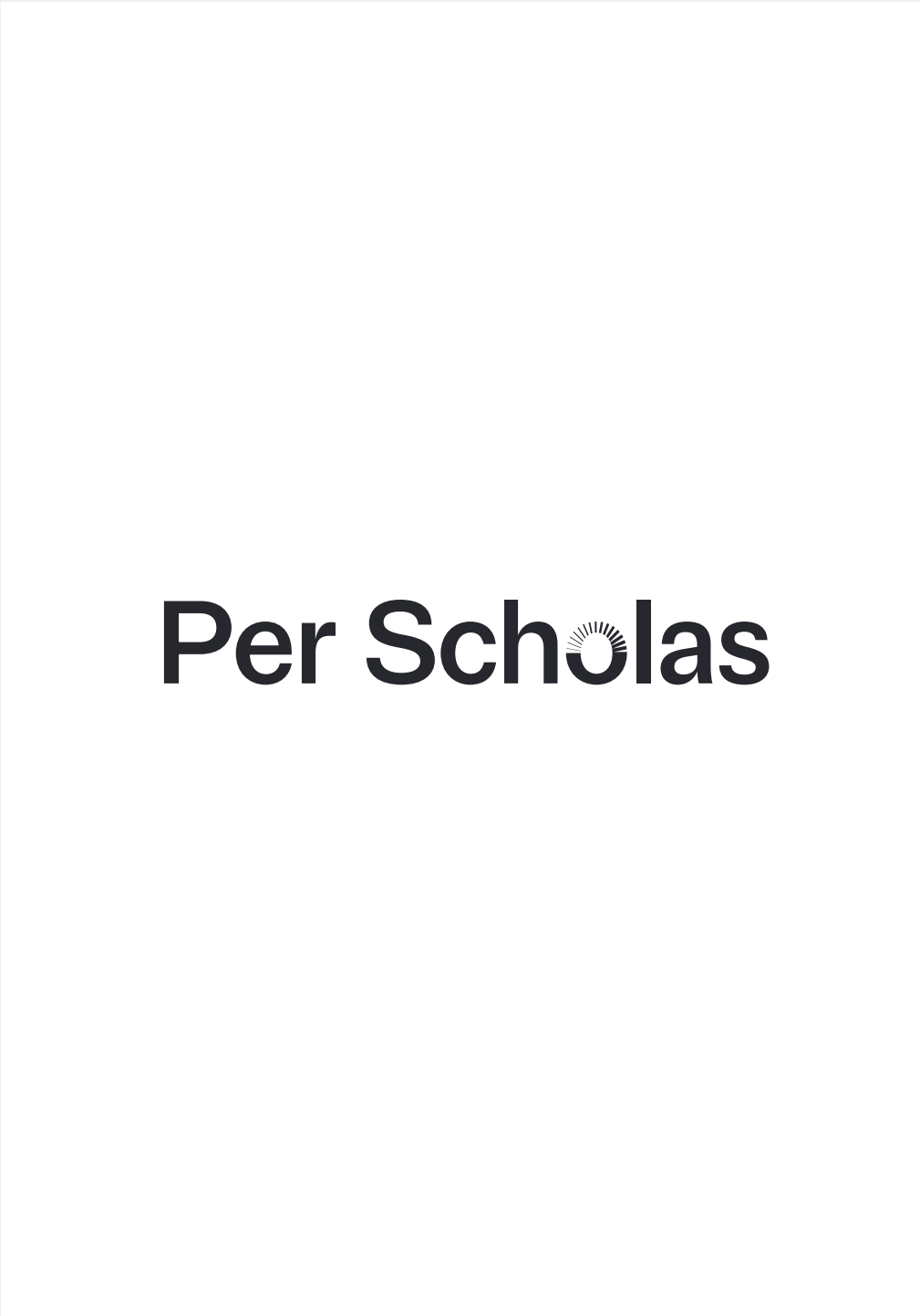
Wordmark Color Modes

The brands wordmark should only be used in a following approved one-color in the brand palette. By limiting the colors within the wordmark we create consistency and brand recognition. These colors are:

- Slate
- Luminous
- Cloud
- White

Slate, cloud, and white are the preferred colors for the wordmark. Luminous should be used strategically to introduce vibrancy and reinforce brand personality.

The following applications highlight opportunities to leverage color while maintaining a cohesive brand presence.



on white

- A one-color logo on white serves as the foundation for a cohesive and recognizable brand presence.



on color

- Strategic color-on-color applications create a distinctive visual presence and a more expressive brand experience.



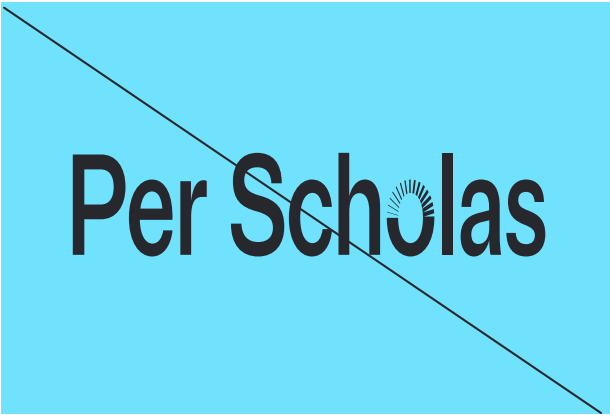
on photography

- A color logo on photography balances vibrancy and cohesion, allowing the brand to feel both present and authentic.

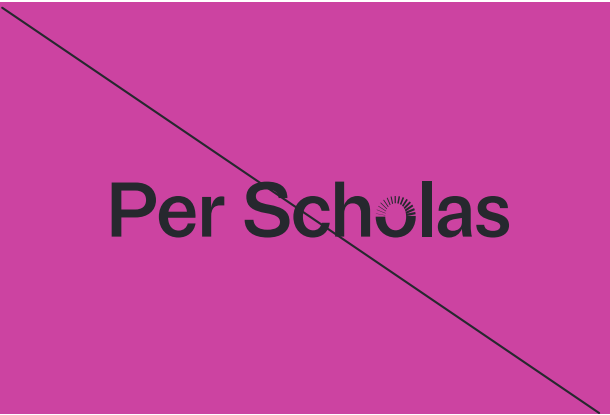
Brand Identity

Wordmark Dont's

In order to preserve the brand identity refrain from altering the logo in any way or creating color combinations that are not defined.



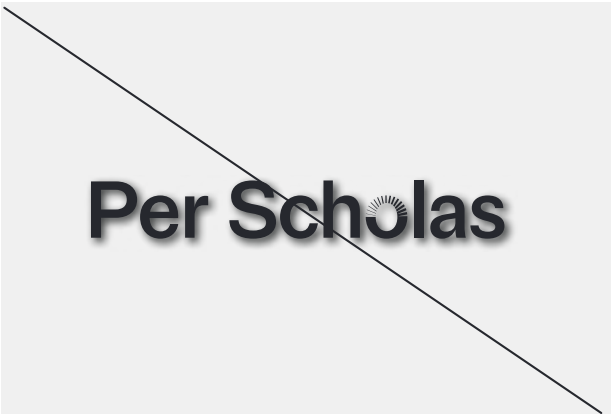
Don't stretch the logo



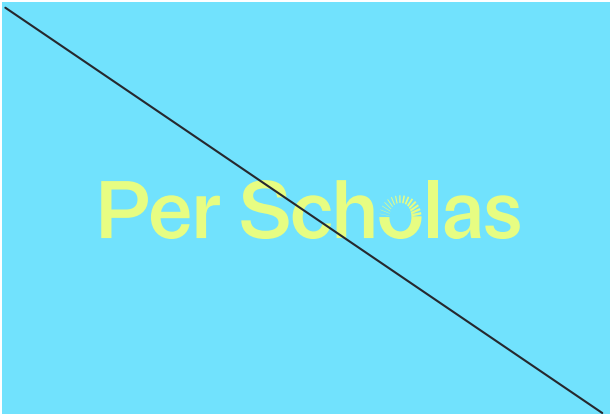
Don't use a background color that is not defined in the color palette



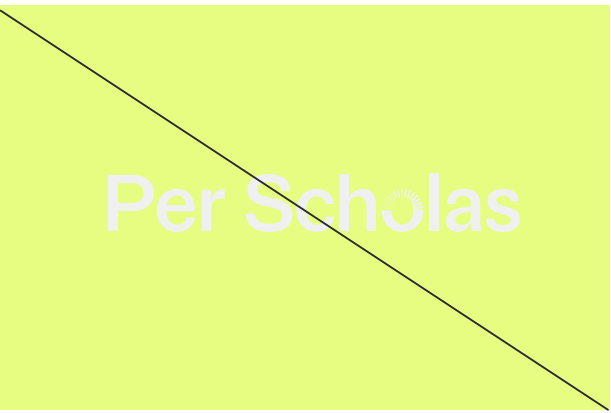
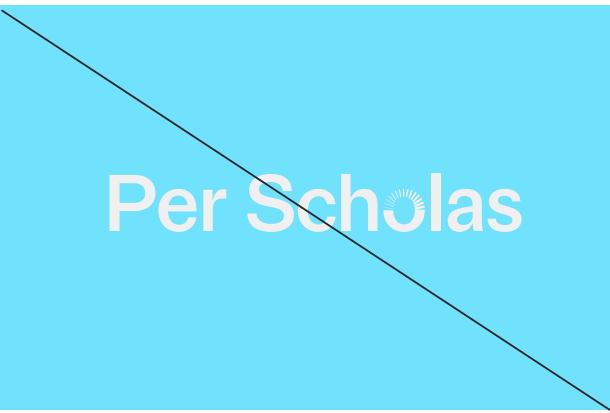
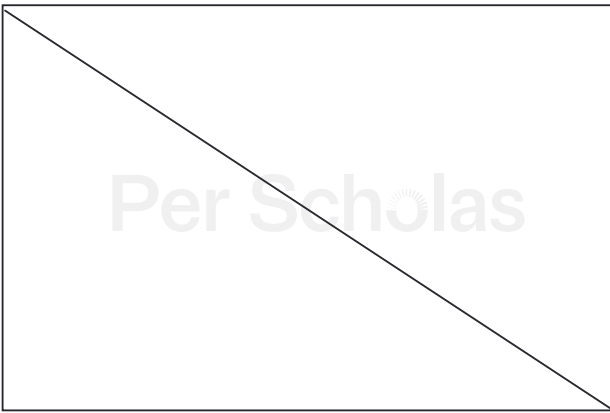
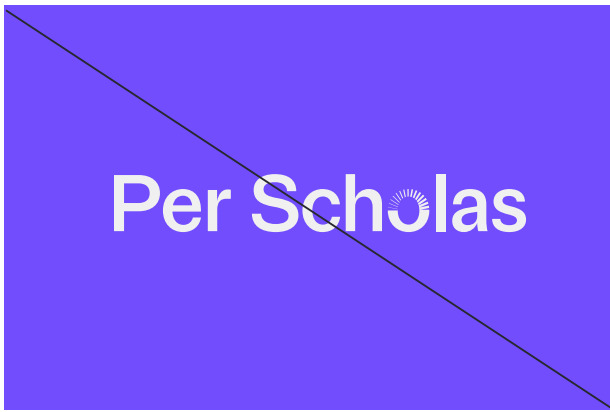
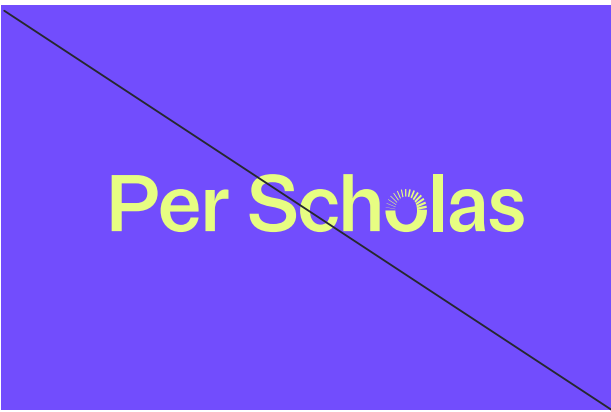
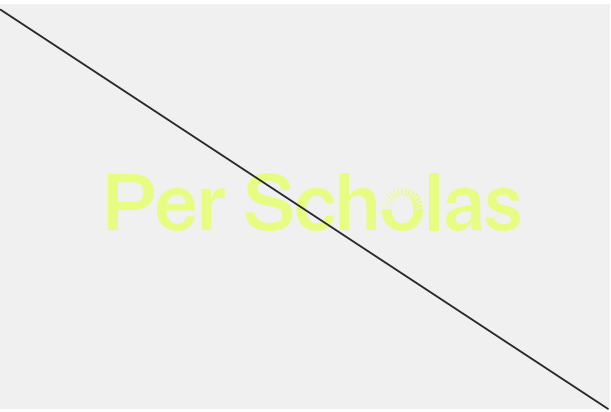
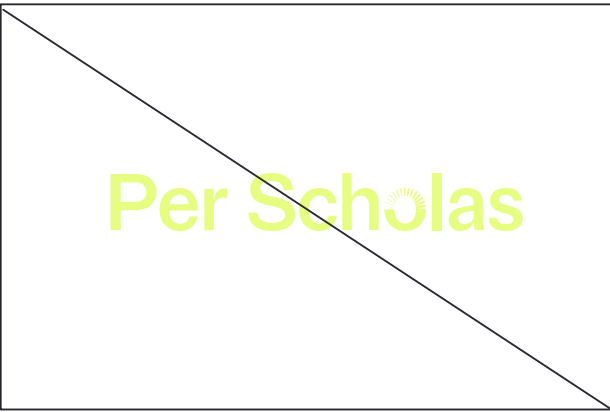
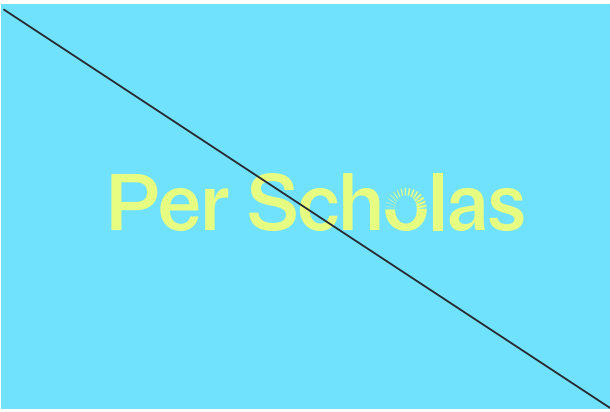
Don't use a color logo similar to the photographs background



Don't add a drop shadow or effects on the logo



Ensure there is enough contrast for the wordmark to be legible.



Avoid using these color wordmark combinations

Brand Identity

Identity Application

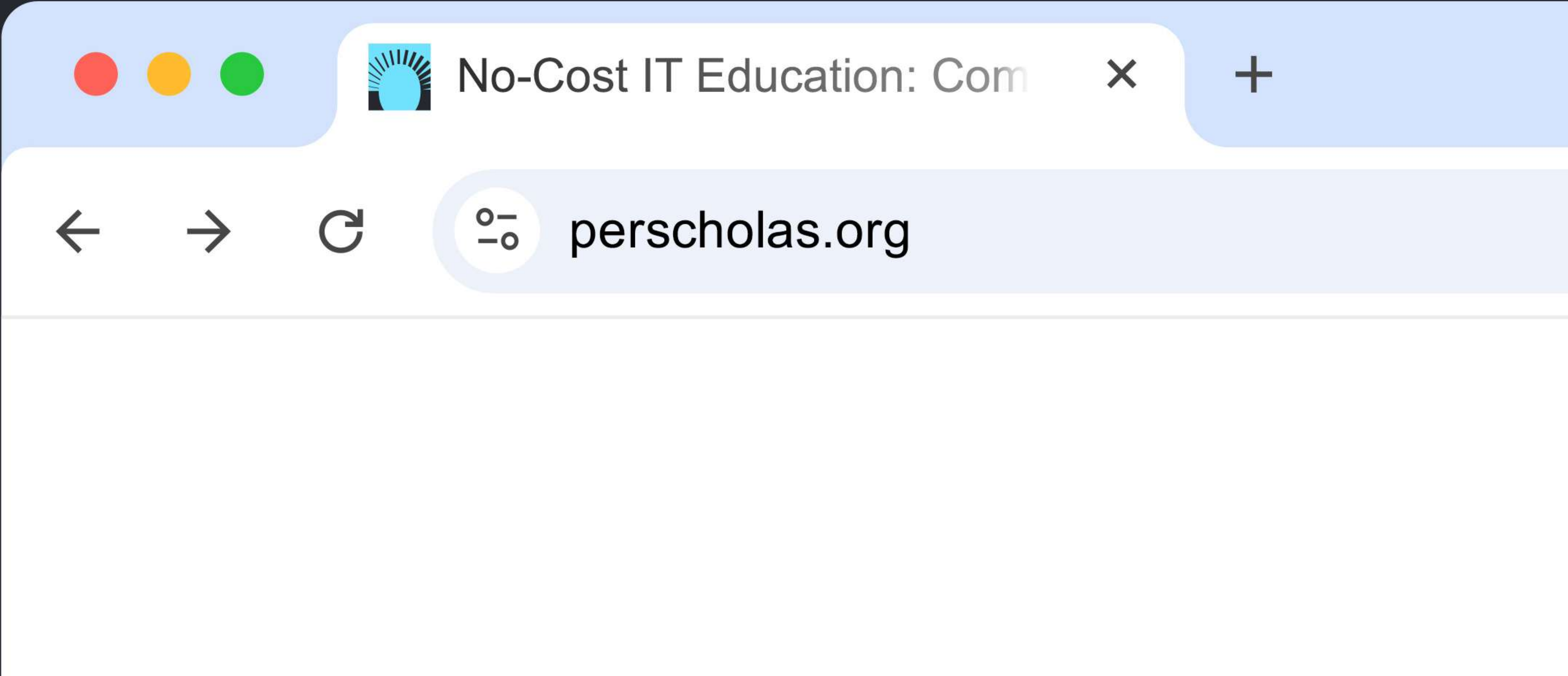
The logo system has been designed with flexibility in mind, offering a range of options to suit different contexts and communication needs. Each variation serves a specific function, allowing for consistency across touch-points while adapting to format, scale, and message.

Design teams are encouraged to use their best judgment when selecting which logo variation to apply. Consider the context of the asset, the clarity of brand messaging, and overall scalability. Whether designing for print, digital, or merchandise, choose the version that supports the content effectively and upholds brand integrity.



Per Scholas
Accelerating careers. Transforming lives.

To expand the visual identity, The Arc is extracted from the wordmark and adapted into a standalone graphic element.



Brand Identity

Brand Mark Construction

Housed within a defined container, it builds on the brand’s themes of movement and acceleration.

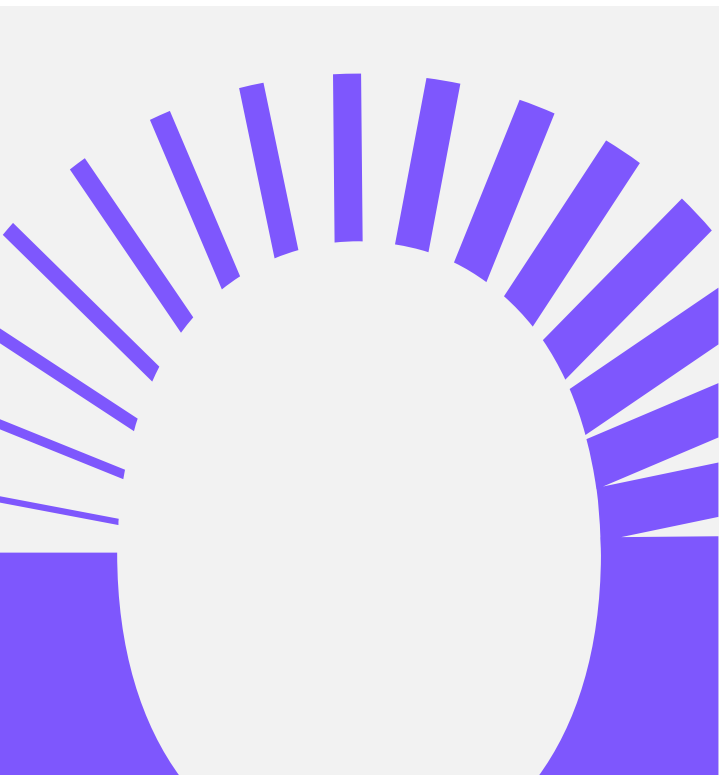
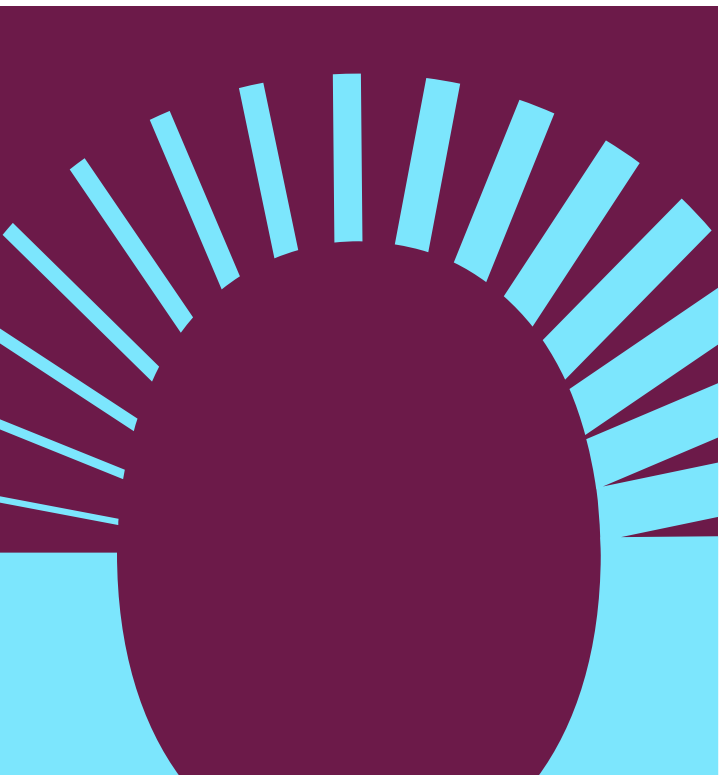
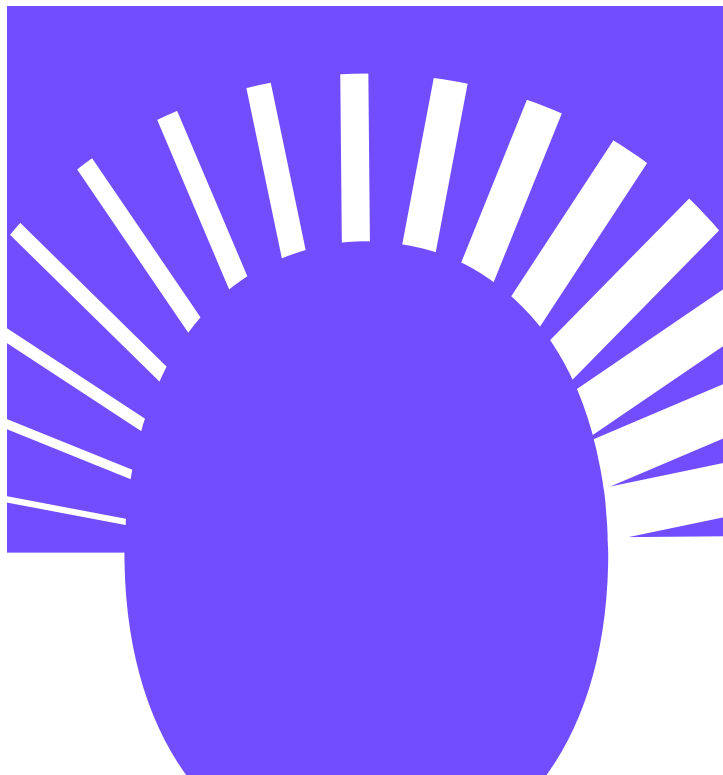
Increased visibility of the “o” strengthens its association with the wordmark, while the arc’s placement at the base establishes a dynamic upward trajectory.

The brand mark is a simplified expression of the identity, designed for applications where the primary wordmark becomes too small to maintain legibility. Use the brand mark in space-constrained environments or where the minimum size requirements of the primary logo cannot be met.



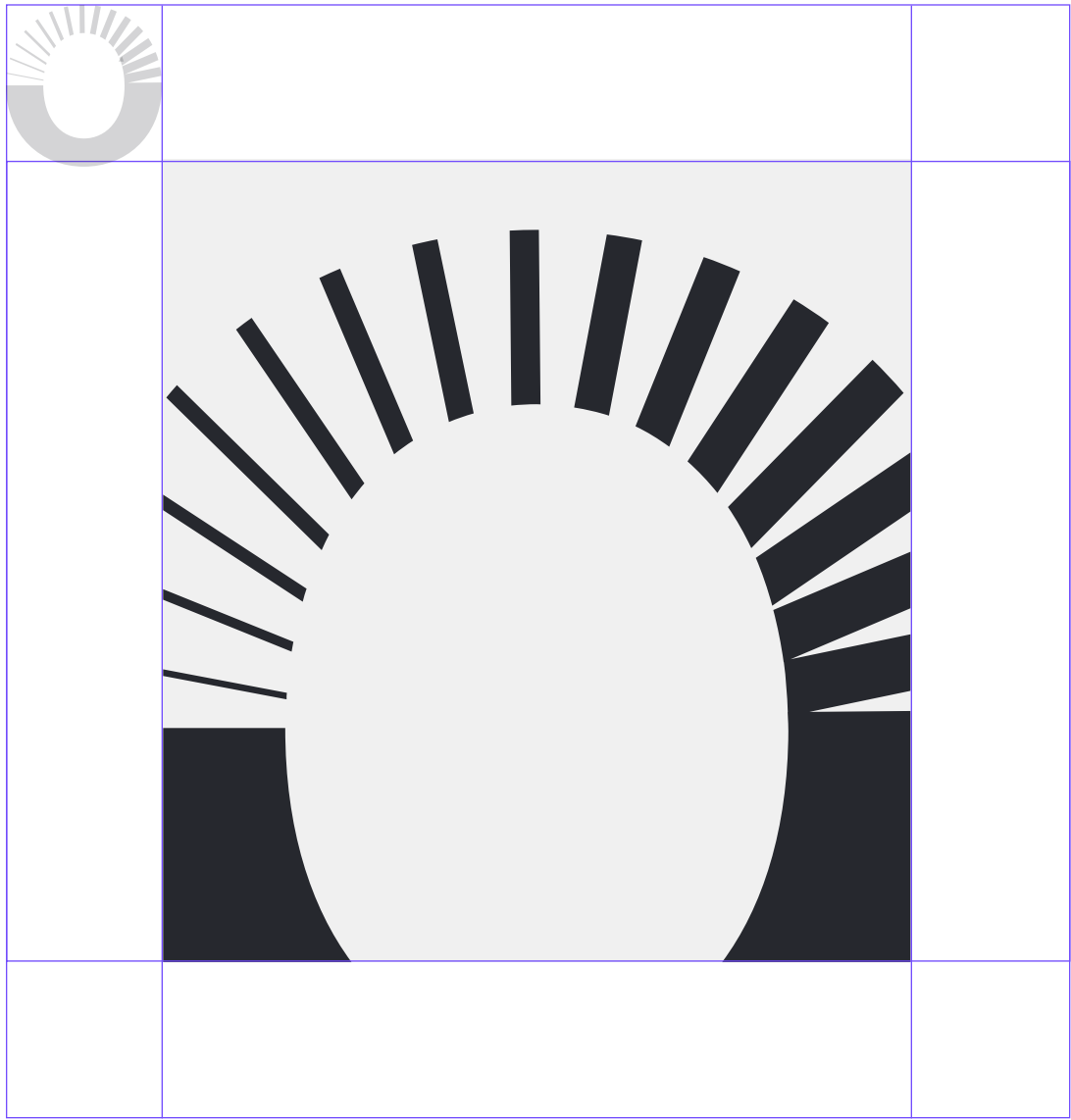
Brand Mark Color Modes

The following applications highlight opportunities to leverage color while maintaining a cohesive brand presence.

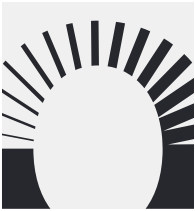


Brand Mark Clearance & Size

To maintain logo recognition and legibility follow the clearance and sizing guidelines detailed below.



Clearance = width of ‘O’



Minimum Size: 72px

With 25 campuses and remote programs, we partner with employers—from Fortune 500 companies to startups—to create inclusive talent pipelines in fields like: Infrastructure, AI, Cybersecurity, Cloud, IT Support, and Software Engineering.

Welcome to what's next.

Per Scholas
Atlanta



Campus Lock-up Construction

Campus lockups are a key component of the identity system, ensuring each location is clearly represented while remaining connected to the larger brand. To construct the this lock-up, adhere to the following:

- 1. Use the primary wordmark (horizontal)
- 2. Left align the campus location in the following specs: Parabolica Regular / 34pt / 0 Tracking
- 3. Wordmark and campus name should have a 15px (0.156 in) distance from each other.
- 4. Color Settings:
 - For the light version, set the campus location in the following: C3, M2, Y0, K38.
 - For the darker version, set the campus location in the following: C13, M0, Y61, K0.



Light Version



Dark Version

All logo packages will contain:

- Wordmarks with and without taglines
- Approved color variations
- Web and print ready files

Primary Wordmark

Digital: 310 pixels
Print: 3.2 inch (width)

Per Scholas

Secondary Wordmark (Left)

Digital: 208 px width
Print: 2.1 in width

Per
Scholas

Brand Mark

Digital: 72 pixels
Print: 1 inch (width)



Color is a key differentiator for the Per Scholas brand, helping to stand apart, build recognition, and create a distinct presence within the workforce development landscape.

Slate
26282e

RGB 38, 40, 46
CMYK 62, 53, 42, 60
PMS Black C

Cloud
f0f0f0

RGB 240, 240, 240
CMYK 4, 3, 3, 0
PMS Cool Gray 1 C

White
ffffff

RGB 255, 255, 255
CMYK 0, 0, 0, 0

Sky
71e2fd

RGB 113, 226, 253
CMYK 57, 1, 0, 1
PMS 2905 C

Luminous
e7fd82

RGB 231, 253, 130
CMYK 8, 0, 52, 0
PMS 379C

UV
724dfd

RGB 114, 77, 253
CMYK 77, 70, 0, 0
PMS 2366 C

Plum
611940

RGB 97, 25, 64
CMYK 22, 82, 20, 63
PMS 7650 C

Brand Identity

Color Breakdown

Per Scholas succeeds because it balances three things:

- Disciplined training and outcomes
- Human-centered support and access
- Acceleration into real careers

This palette is designed to express that same balance.



Opens the system up. Feels breathable, inclusive, welcoming to new audiences, yet familiar to current audiences.



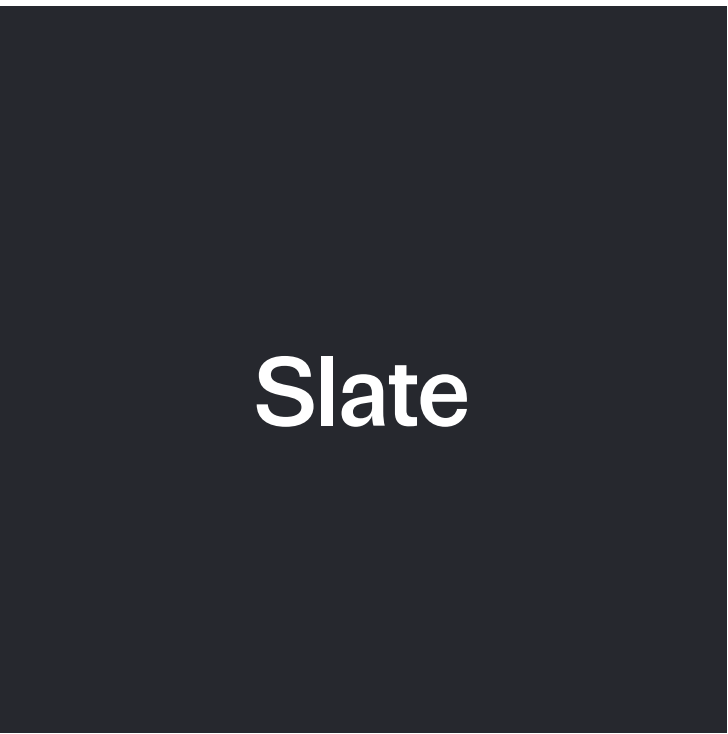
Signals energy and immediacy. A visual cue for activation and opportunity.



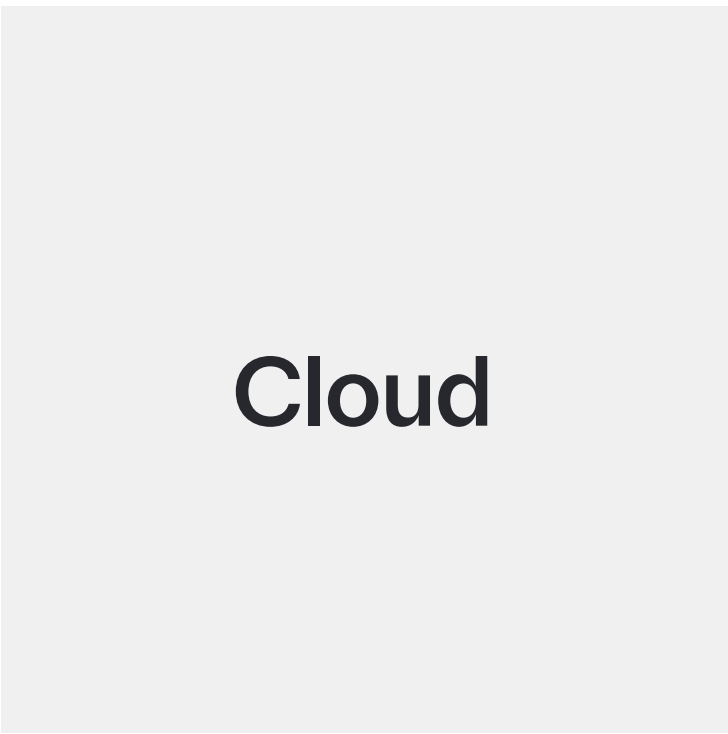
Injects bold change and forward momentum. Positions Per Scholas as an accelerator, not a passive training provider.



Adds richness and weight. Ensures the brand feels substantive, not superficial.



Grounds the system in seriousness and outcomes. Indicates structure and trust.



Creates space for content, storytelling, and usability across platforms.



A foundational neutral that adapts seamlessly across layouts for maximum versatility.

Color Usage

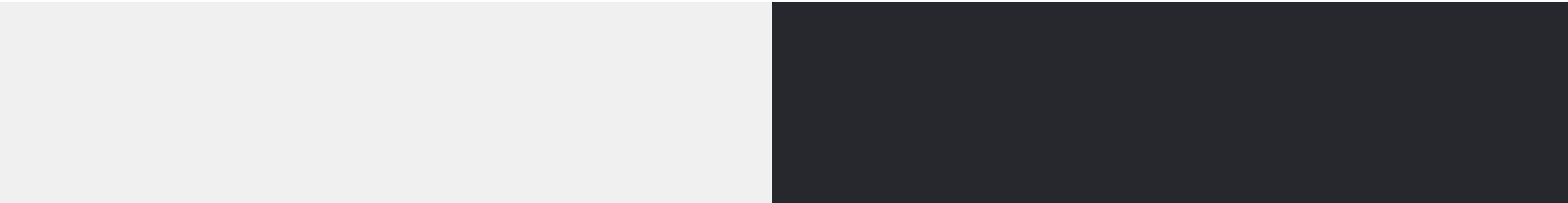
The palette is one system designed to be flexible based on audience and tone. Foundational colors anchor both contexts. Expressive colors shift in weight—not in identity—to serve different audiences. Luminous runs through all of it unchanged.

Foundational colors carry the weight of larger areas—like backgrounds—and provide the grounding to allow the other colors to stand out and make an impact.

For our **expressive colors**, we flex percentage of use by audience—more plum for institutional audiences and more sky for learners.

Accent colors build on the foundation to add depth, contrast, and vibrancy.

Foundational (Backgrounds and structure — shared across audiences)



Signal (This is the through line accent that is the consistent across the brand system. It is used intentionally with all audiences and for the alternate logo)



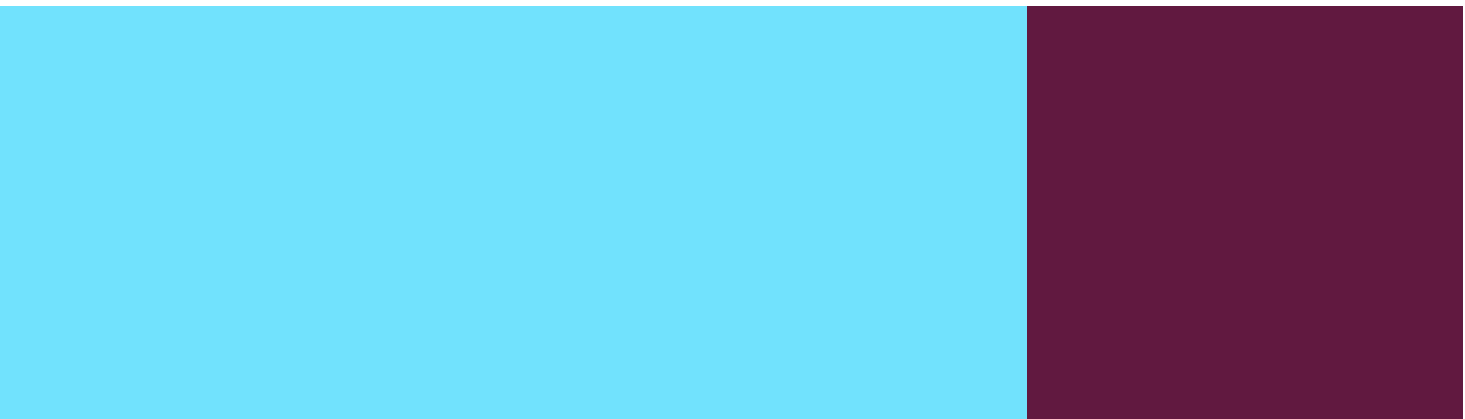
Expressive

Employers, Funders



- For employers and funders, we use more plum for our expression to emphasize credibility, structure, and professionalism. This approach ensures that we present as refined and disciplined.

Learners, Staff



- For learners and internal audiences, we lean into sky for expression to show growth, energy, and forward momentum. This balance ensures we feel welcoming, motivating, and future-focused.

Accent



To ensure maximum legibility and accessibility, approved color pairings have been established and should be followed across all brand applications. The following colors are to be primarily used for large areas of color:

- Cloud
- Slate
- White
- Sky
- Plum

These pairings have been tested (at smallest 16pt type) and should be used when developing brand graphics. Adhere to WCAG 2.1 accessibility standards and achieve a contrast ration of AA or better on all type in use.

Approved & Tested Pairings

Large Headlines will work in the following colors:

Slate, Plum, UV,

Small body copy will work in the following colors:

Slate, UV, Plum

Large Headlines will work in the following colors:

Cloud, Sky, Luminous, White

Small body copy will work in the following colors:

Cloud, Sky, Luminous, White

Large Headlines will work in the following colors:

Slate, Plum, UV,

Small body copy will work in the following colors:

Slate, Plum, UV,

Large Headlines will work in the following colors:

Slate

Small body copy will work in the following colors:

Slate

Large Headlines will work in the following colors:

Cloud, Sky, White

Small body copy will work in the following colors:

White, Cloud, Sky

Colors ranked by preferred usage.

Color & Type Accessibility (Accent)

Accent colors such as Luminous and UV may be used sparingly as background treatments when appropriate. While they add energy and visual interest to the system, they can be visually intense and should be applied with care.

As a good rule of thumb, let large text live these backgrounds colors.

Use design judgment and the asset creation guidelines to inform all color decisions.

Approved & Tested Pairings

Large Headlines will work in the following colors:

Slate, Plum

Small body copy will work in the following colors:

Slate, Plum

Large Headlines will work in the following colors:

White, Cloud, Luminous

Small body copy will work in the following colors:

White

Colors ranked by preferred usage.

Brand Identity

Color Matrix

The Live Color Matrix is an interactive tool for evaluating color and type combinations for accessibility.

Per Scholas Color Matrix

Adjust text size and weight in real time to see which pairings pass or fail, making it easy to build accessible combinations across different applications.

The key below outlines text (tested at smallest size, 16pt) that passes and does not pass.

AAA

Pass, AAA

AA

Pass, AA

AA18

Passes only at large text (24px, or 18.66px bold)

DNP

Does not pass

Background ↓ / Text →	Slate #26282e	Cloud #f0f0f0	White #ffffff	Sky #71e2fd	Luminous #e7fd82	UV #724dfd	Plum #611940
Slate #26282e		Text AAA	Text AAA	Text AAA	Text AAA	Text DNP	Text DNP
Cloud #f0f0f0	Text AAA		Text DNP	Text DNP	Text DNP	Text AA18	Text AAA
White #ffffff	Text AAA	Text DNP		Text DNP	Text DNP	Text AA	Text AAA
Sky #71e2fd	Text AAA	Text DNP	Text DNP		Text DNP	Text AA18	Text AAA
Luminous #e7fd82	Text AAA	Text DNP	Text DNP	Text DNP		Text AA18	Text AAA
UV #724dfd	Text DNP	Text AA18	Text AA	Text AA18	Text AA18		Text DNP
Plum #611940	Text DNP	Text AAA	Text AAA	Text AAA	Text AAA	Text DNP	

Color & Type Guidelines

Typography and color are most effective when used in harmony, creating emphasis, guiding communication, and adding depth to the visual identity. The example shown illustrates how color can create emphasis while supporting clear and effective communication.

Luminous should only be used for this color type treatment. This pairing has been tested (at smallest 16pt type).

Ultimately, emphasis should be applied with intention, balancing creative judgment with the needs of the message.

To advance **economic equity** through rigorous training for careers and to **connect skilled talent** to leading businesses.



Color be used strategically to highlight key messages, create depth and establish visual hierarchy.

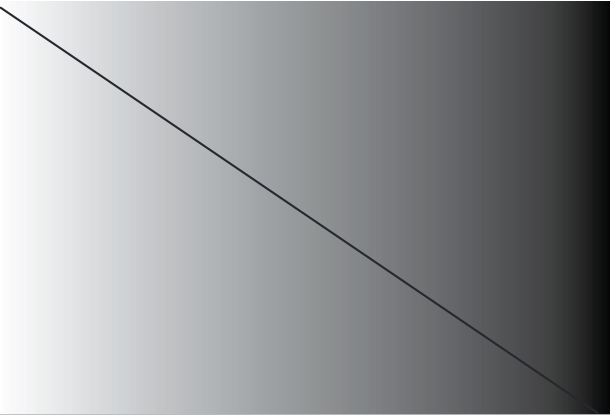
Use color consistently. Avoid the following.



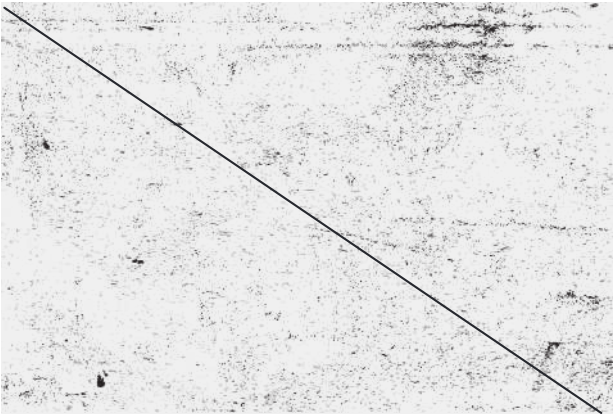
Avoid color pairings that vibrate or do not pass web contrast standards.



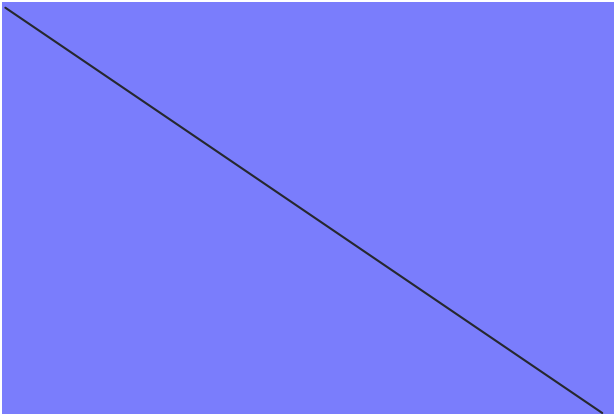
Accessibility is not just color—ensure type size supports readability at all scales.



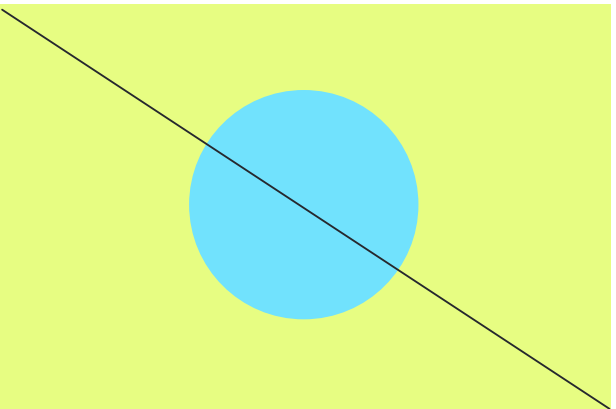
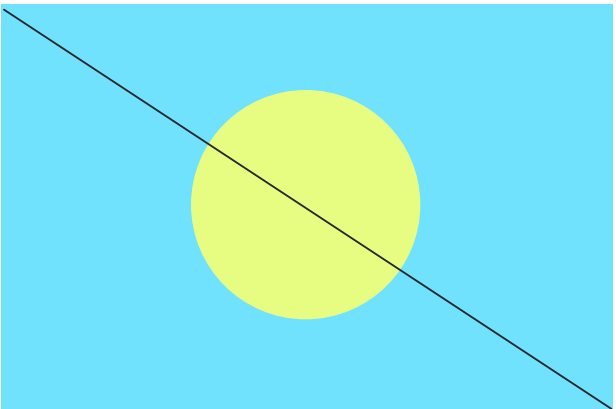
Don't use colored gradients.



Don't add unapproved distressed effects.



Don't modify brand colors.



Typography is essential to how Per Scholas' revitalized messaging is expressed and understood.

Fonts

Parabolica & Mandrel (Norm & Condensed) were chosen for the brand and to be used in print and digital communication.

Parabolica

Regular, *Regular Italic*,
Medium, *Medium Italic*,
Bold, *Bold Italic*

Download Parabolica



Parabolica bridges tradition and modernity. As a transitional sans, it pairs refined weight modulation—echoing the contrast of classic serif typography—with open counters and geometric forms that create a contemporary, welcoming presence.

Use Helvetica Neue when Parabolica is not available for use.

Mandrel

Norm Regular,
Norm Regular Italic,
Cond Medium,
Cond Medium Italic

Download Mandrel



Mandrel serves as the traditional counterpoint to Parabolica. Its condensed proportions and classic structure lend a sense of gravitas, reinforcing credibility.

Use Book Antique when Mandrel is not available for use.

A clear typographic hierarchy strengthens communication and creates consistency across the brand. The following is to provide detailed guidance on proper use and implementation.

1. Subheads are uniquely styled with a background color bar strictly reserved for the Luminous & Sky colorways—adding a subtle touch of nuance and polish.
2. Headlines utilize the regular weight of Parabolica at a larger scale. Creating an open reading experience and establishes a welcoming tone for our messaging.
3. Clean and legible, body copy is set in Parabolica regular.
4. Bullets have a similar styling but with a looser leading setting.
5. Data is a powerful storytelling tool for the brand. Set in a large type point and differentiated by an accent color, Mandrel Condensed Medium will be used for this type style.

Follow the recommended sizes where possible, but prioritize the proportional relationship between styles above all else. See **Hierarchy Percentage** panel.

Reference style guide for typography on web.

Specs

type size (pt) / leading (pt)

1. **Subhead**
Mandrel Condensed Medium
18pt / 20pt
2. **Headline**
Parabolica Regular
54pt / 60pt

3. **Body**
Parabolica Regular
18pt / 28pt

4. **Bullets**
Parabolica Regular
18pt / 38pt

5. **Large Data Call-outs**
Mandrel Condensed Medium
54pt / 61pt

Type Specimen

Our Impact

We Are Building
The Workforce of
Tomorrow

Per Scholas is fostering economic mobility by giving individuals access to high-growth careers.

- Hire skilled technical leaders
- Create a customized programs
- Sponsor a classroom
- Connect through mentorship

30,000 Graduates
Trained

Hierarchy Percentage

1x height

3x height

1x height

3x height

Brand Identity

Typographic Styling

As Per Scholas evolves its messaging and brand narrative, we introduce specific design nuances to reflect and elevate this shift. As demonstrated on page 57, one key method is altering copy color to highlight important words or phrases.

Another primary technique is pairing sans-serif and serif typography. The deliberate contrast between these two type styles creates clear moments of emphasis that draw attention to the most meaningful parts of our message. By selectively highlighting key words, our messaging gains a sense of rhythm, movement, and expression while strictly maintaining clarity and readability.

Alumni Stories • How to *Engage* • *Support* Per Scholas • Ready
to build something *meaningful*? • *Together*, we can pave the
way for a more inclusive and thriving industry.

Typographic Styling Guidelines

This design principle becomes a mechanism for emphasis, creating rhythm, hierarchy, and emotional resonance within a message. Use the following as guidelines when setting copy with this style:

- 1. Works most effectively in brief, to-the-point statements.
- 2. Can be used in longer sentences, but the visual impact degrades. A safe baseline is 15 words or fewer.
- 3. Apply emphasis in the middle of a sentence whenever it naturally benefits the hierarchy of the message.

1.

Alumni *Stories*

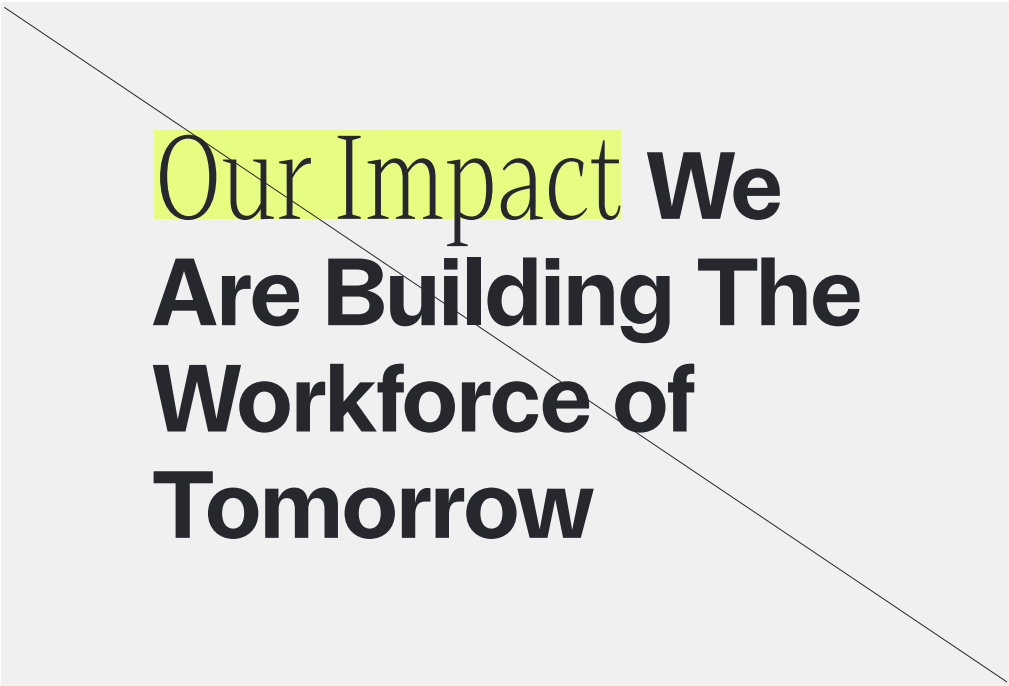
2.

Together, we can pave the way for a more inclusive and thriving industry.

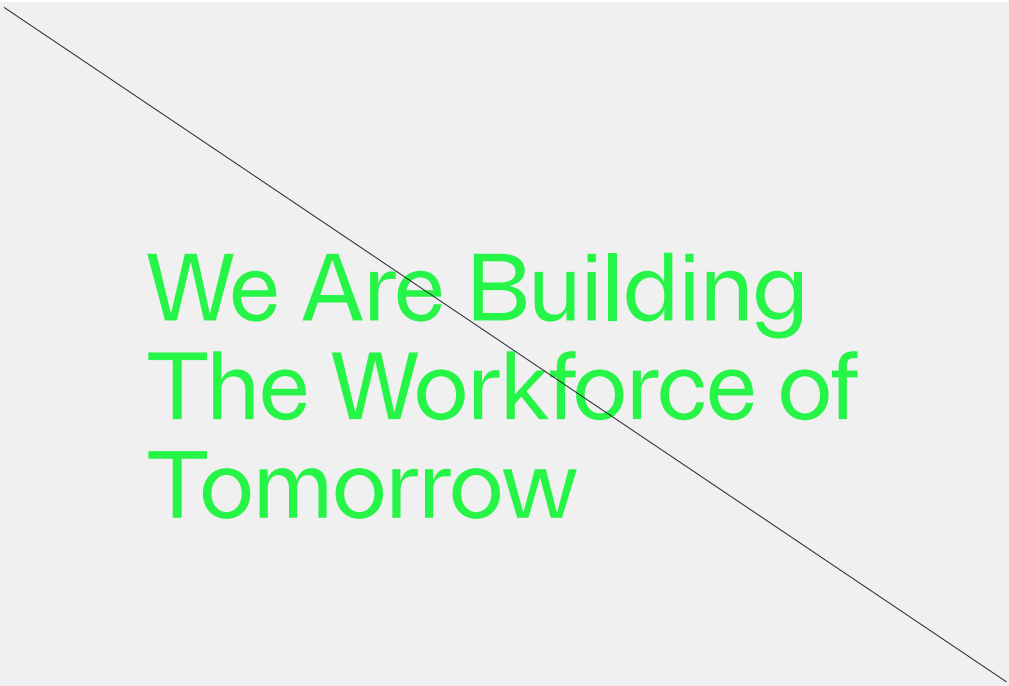
3.

Are you ready to *partner* with Per Scholas?

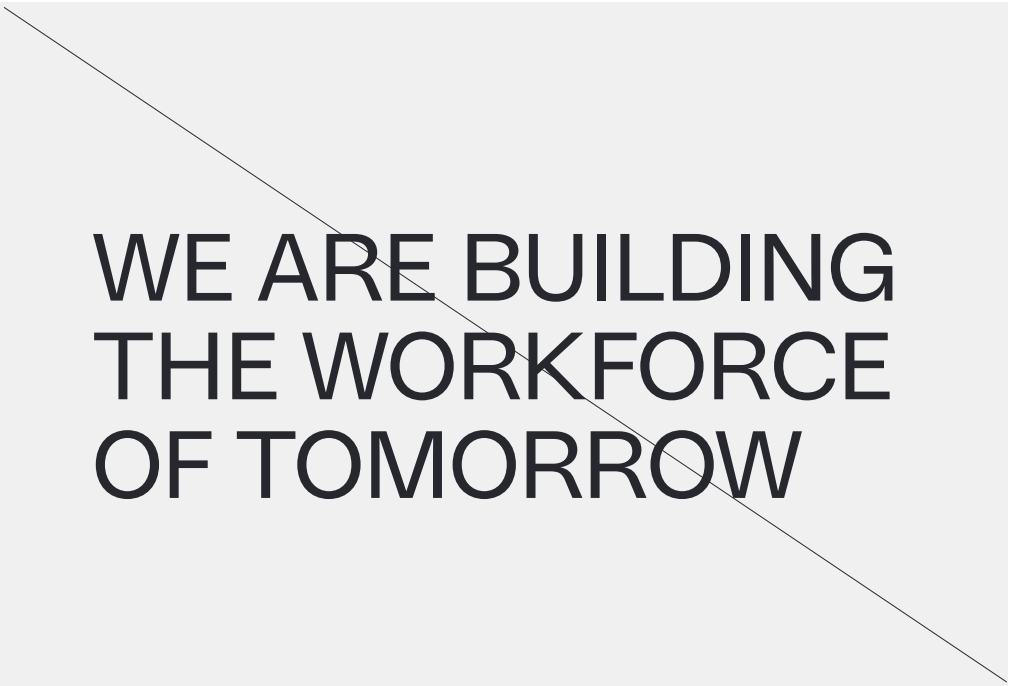
Use type consistently. Avoid the following.



Don't change approved type settings.



Do not set headlines in colors other than approved brand colors.



Don't set headlines in all caps.



Do not use gradients, drop shadows, outlines, textures or any other effects or decorations on the headline.



Do not set headlines over photography with a complex background.

Contact

External

For external inquiries, please contact:

communications@perscholas.org

Per Scholas