



# Brand Guide

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### COLORS

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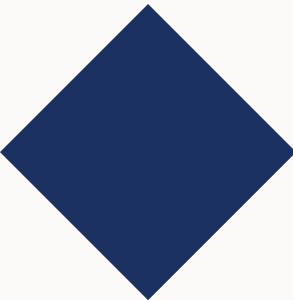
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### PHOTOGRAPHY

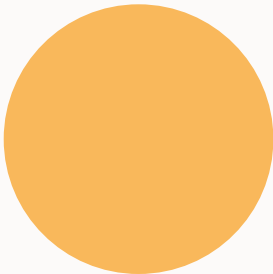
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### DIGITAL

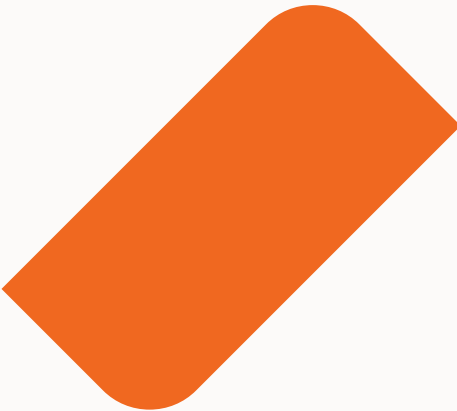
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**Square**  
(Book)



**Circle**  
(Head/Mind)



**Rectangle**  
(Body/Movement)



Primary Logo on Light



Primary Mark on Dark



Secondary Logo on Light



Primary Logo on Navy



Primary Mark on Navy



Secondary Logo on Navy

# 1-color logo treatment

To maintain legibility and brand integrity, always ensure that the logo is used with sufficient contrast against its background. Use the following guidance to determine appropriate logo color usage.

Full 3-color treatment should only be used on solid light or navy background instances. Do not place the logo over complex imagery, patterns, or gradients that reduce visibility



X

X



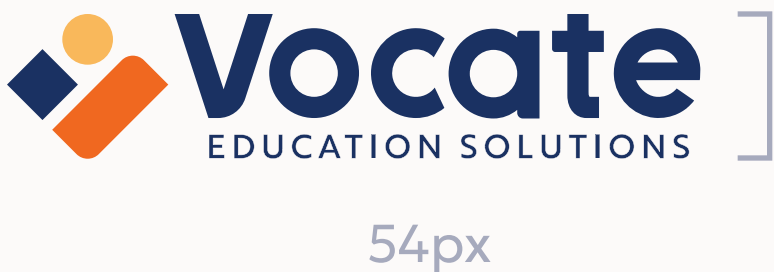
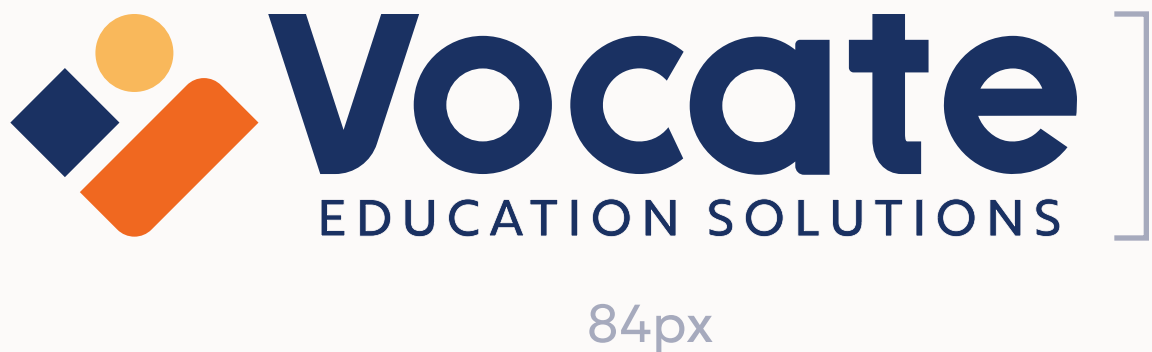
X

X

# Logo Minimum Size

## Minimum size with Tagline

To protect legibility of the brand logo, the recommended minimum size should not be less than 30 pixels in height for use on digital and web. Size should not be smaller than 1/2” in for print applications.



## Minimum size without Tagline

To protect legibility of the brand mark, the recommended minimum size should not be less than 40 pixels in height for use on digital and 16 pixels for web favicon. Size should not be smaller than 1/2” in for print applications.





No

Do not change the typeface of the wordmark.



No

Do not apply gradients of any kind to the logo mark or wordmark.



No

Do not rotate the logo.



No

Do not change the logo in different colors outside of approved options on p. 4.



No

Do not distort or warp the logo in any way.



No

Do not use the wordmark without the accompanying logo mark.





# Colors that tell a story

**Ink**, **Kindle**, and **Beacon** work together as a strong and balanced color palette to communicate messaging focused on championing the potential within every professional.

**Ink** is the centric foundation color and conveys confidence, intelligence, and trust—core values for Vocate’s narrative. This hue is a dependable base that grounds the brand, ensuring consistency and clarity across all touchpoints.

**Kindle** adds warmth and energy, signaling innovation and forward-thinking. **Beacon** brings warmth and optimism, introducing a sense of achievement.

Ink

---

#1A3263  
R G . B  
CMYK

Kindle

---

#F16821  
R G . B  
CMYK

Beacon

---

#FAB95B  
R G . B  
CMYK

Dune

---

#EBE0D7  
R G . B  
CMYK

Linen

---

#FEF9F4  
R G . B  
CMYK



# Color shades

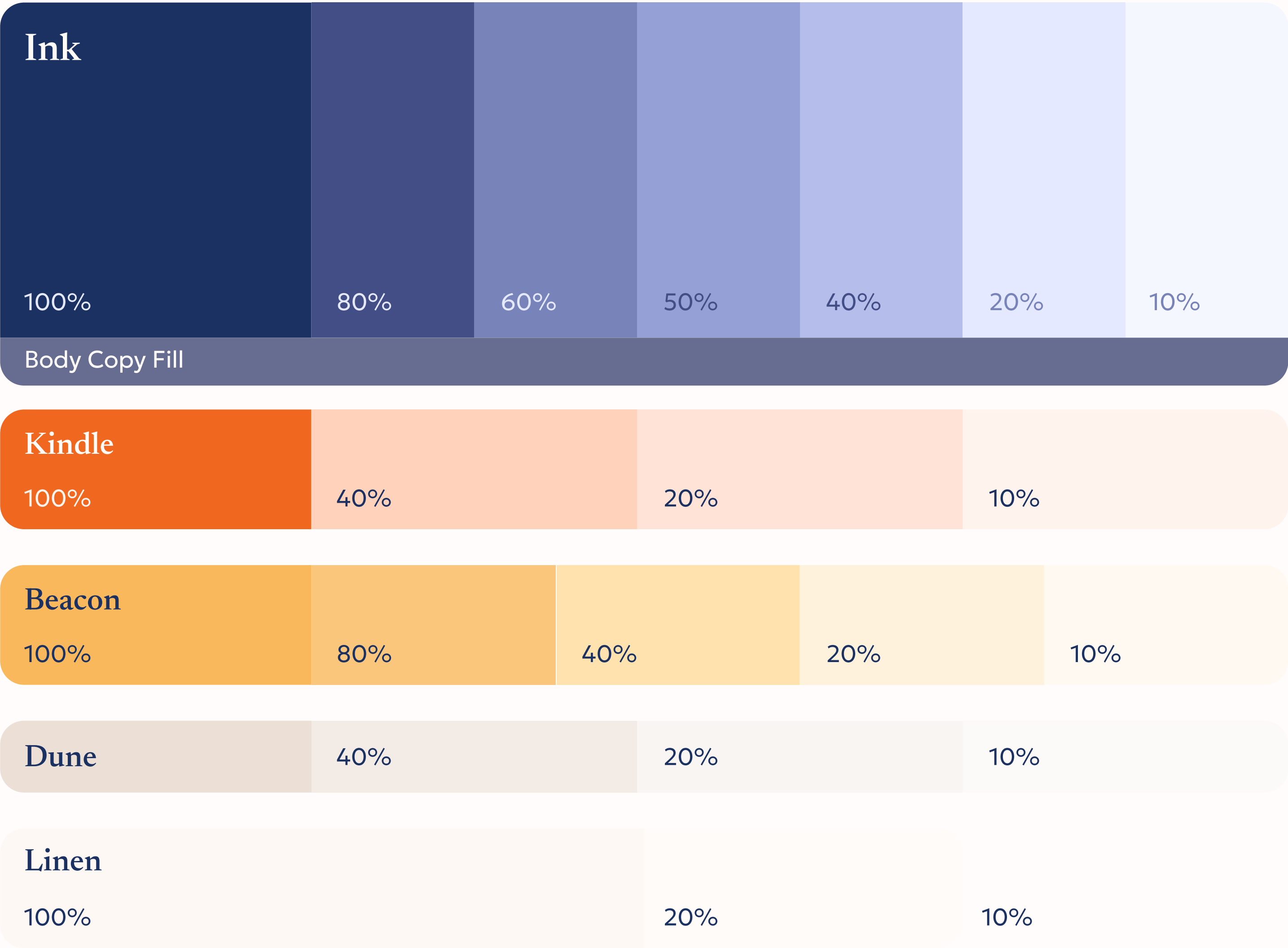
## Proper Usage and Distribution

**Ink** is the primary brand color and leads supporting colors to enhance clarity and flexibility. It should be used most prominently in 60-70% of applications.

**Kindle** and **Beacon** are considered secondary colors and should be used sparingly (20–30%) for variety and to support hierarchy and user engagement.

**Dune** and **Linen** complete the secondary color group (10%) and focus on background fills, highlights, and simple shape elements.

Shades of each are included for flexibility, accessibility, depth, and contrast.



Aa

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o  
p q r s t u v w x y z

Aa

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o  
p q r s t u v w x y z

Aa

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o  
p q r s t u v w x y z

Geologica

Geologica is a Google font designed by Monokrom. It’s grounded in the humanist genre, but leans assertively into geometric, constructed letterforms to find its stability. The wide stance, generous spacing, large apertures and even colour makes Geologica a serious text typeface.

Shrp  
Axis

0° | a 6° \| a 12° \| a

Slant  
Axis

0° | a 6° \| a 12° \| a

# Type styles

Type styles work together to communicate a solution friendly message. *Geologica* does the heavy lifting, including headlines. This weighted typeface leans assertively into geometric letterforms to find its stability. The wide stance, generous spacing, and large apertures communicate with impact.

Taglines displayed in *Assistant* are open, friendly and simple, the definite shapes are nicely condensed to support additional characters without feeling heavy.

Body copy uses *Newsreader*, a classic serif typeface chosen for its readability and ability to reduce eye fatigue—honoring learning traditions while reinforcing credibility and trust for the learner.

H1 / Geologica / Semibold / 80

# Elevating workforce care

H2 / Geologica / Medium / 56

## We champion potential professionals

H3 / Geologica / Medium / 48

### Passionate about learner outcomes

H4 / Geologica / Medium / 38

#### Shaping raw talent into tomorrow's skilled employee

Tagline / Assistant / Regular / 32

Deliver specialized solutions to customers and partners in our care

Body / Newsreader / Regular / 26

Connecting you with the solutions you need to innovate and compete.

*All typefaces support variable adjustment, allowing for dialing in letter thickness to each specific need.*



# Type in use

→

OUR STORY

Advocating for adult learners  
and workforce leaders

Vocate Education Solutions combines over 130 years of expertise across education, training and career development, vocational instruction, and continuing medical education to deliver specialized solutions to our partners.

Discover Our Story

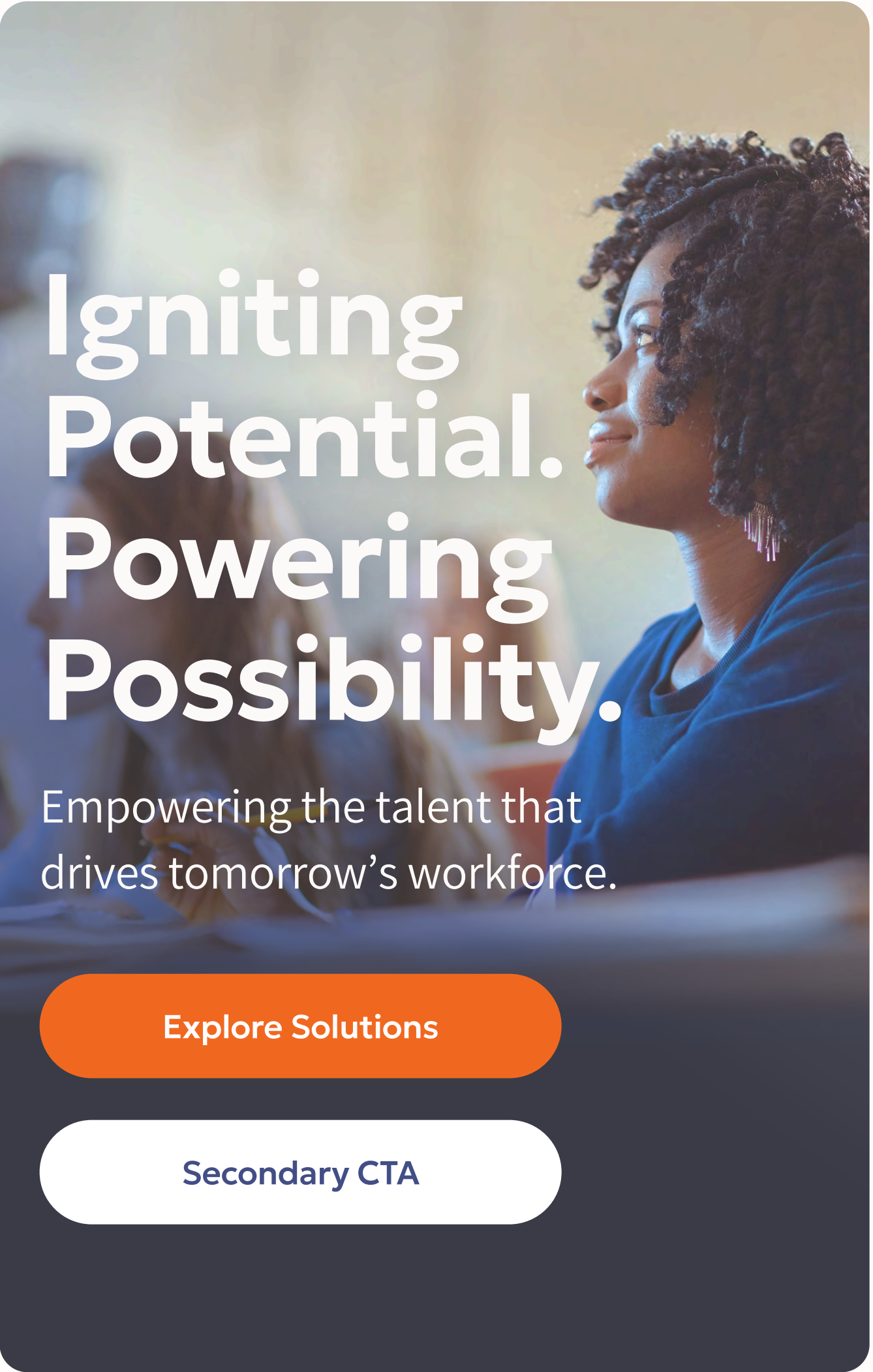
130  
Years  
Of Experience

WHAT WE DO

Shaping the workforce for  
the future

We empower learners and organizations alike with solutions that create real results and lasting impact. Through training, upskilling, and education, we equip teams to reach their full potential, elevating organizations as they grow.

See Our Solutions



Igniting  
Potential.  
Powering  
Possibility.

Empowering the talent that  
drives tomorrow’s workforce.

Explore Solutions

Secondary CTA

# Iconography

## Style

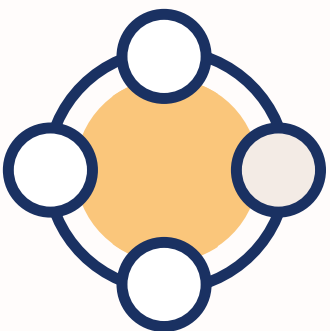
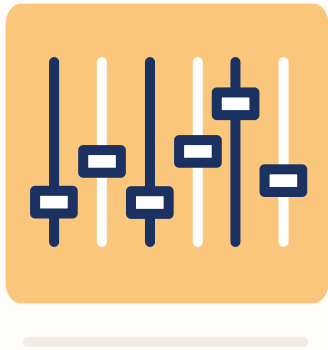
Our iconography embraces a clean and minimal aesthetic, designed to communicate ideas clearly without distraction. Each icon is built with simple, balanced shapes and rounded corners to create an inviting, approachable feel that aligns with the optimism of our brand voice.

## Color and tone

Icons balance soft neutral tones with highlights in Beacon80 to convey value, and subtle shadows in Dune40 to add depth and contrast without being overpowering.

## Form and function

The rounded edges and consistent line weights create harmony across the icon set, ensuring adaptability across all platforms. Iconography prioritizes readability at scale while maintaining a sense of optimism and warmth at larger scales.





# Mockups





# Photography

Our brand photography embraces simplicity and honesty. Images should be low-contrast, clean, and free from heavy effects or overly stylized treatments, allowing the subject to feel approachable and authentic.

Each photo is carefully chosen to support clear communication, aligning with our messaging without unnecessary distraction. To create cohesion across applications, a subtle gradient overlay is applied, softening the imagery while reinforcing the brand's visual identity and ensuring text or graphics layered above remain readable. Photography is understated yet purposeful, always serving the story we aim to tell.





# Photography Treatment

## Photo Opacity

To ensure low-contrast muted tones, opacity for photos is at 80%.

## Photo Overlay

Fill entire photo with #6F7596 at 20%.

## Baseline Gradient Overlay

Baseline gradient is #424E85, 0-100% at 60%. This gradient can be adjusted for each case and is utilized for legibility in type and other asset overlay.









# Style Library

## Web Buttons

|                   |                   |                   |
|-------------------|-------------------|-------------------|
| Explore Solutions | Explore Solutions | Explore Solutions |
| Explore Solutions | Explore Solutions | Explore Solutions |
| Explore Solutions | Explore Solutions | Explore Solutions |
| Explore Solutions | Explore Solutions | Explore Solutions |
| Explore Solutions | Explore Solutions | Explore Solutions |

## Simple Icons & Affordances

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| ✓ | ✓ | ✓ | ✓ | ✕ | + | → | ≡ |
| ✓ | ✓ | ✓ | ✓ | ✕ | + | → |   |
| ✓ | ✓ | ✓ | ✓ | ✕ | + | → |   |

▶

▶