Education
Through Recreation

Built for wildly capable,
neurodiverse students.

A light foundation. Confident color.
Real moments of learning.



Color has a job to do.

Light surfaces create space. Near-black navy brings clarity. Intentional color blocks carry warmth.

White
#FFFFFF
Working space

Warm Neutral
#F5F3EE
Quiet foundation

Deep Navy
#101B2A
Headlines + actions

Charcoal
#303945
Reading text

Soft Cream
#F0EEDD
Warm brand field

Heart Green
#49AE79
Ground + growth

Heart Blush
#F3C5BB
Engage + connection

Sunshine
#F4CF6A
Grow + possibility

Open Sky
#B9D8D4
Welcome + openness

Trail Orange
#D98547
Small accent only

Pair one or two color blocks with a light foundation and real photography. Keep large dark fields rare. Use white text only on deep navy; use navy or charcoal on the light and colored fields.

Expressive where it counts.

Two type families. Clear roles. One focal headline per composition.

The courage to try.

LORA MEDIUM 500

For short brand statements, invitations, and stories. Use natural line breaks. Keep the headline spacious and the supporting words simple.

A moment of growth.

A specific observation helps a family see what learning looked like today.

NUNITO SANS

Semibold 600: practical headings, labels, and actions.

Regular 400: paragraphs, captions, and everyday communication.

For digital work: body text 16px or larger; labels usually 14px or larger. For print: start at 11pt body and check at actual size. Avoid all-caps paragraphs, green body text, and crowded headlines.

Three recognizable patterns.

Repeat the structure; vary the story. The identity should hold together before anyone reads the logo.

Learning comes alive.



One real moment.

Every student can and wants to learn.

A belief with room to be remembered.

Come see for yourself.

Date / Time

Place / Next step

Plan your visit

01 Story + evidence

Short headline, real photograph, one useful observation.

02 Belief + breathing room

One thought, generous space, a small visual accent.

03 Invitation + action

Warm invitation, practical details, one clear next step.

Distinctly HEART.



Use the original logo intact. Give it clear space of at least one fifth of its width. Keep its proportions and colors. Use a light background; check fine detail at final size.

Ground

Regulation before expectation.

Engage

Learning that moves.

Grow

Independence through experience.

Photography
Natural color, eye-level connection, hands doing meaningful work. Choose one clear moment. Preserve faces and gestures; never use generated substitutes for named people or students.

Layout rhythm
Use consistent outside margins and align text to a common edge. Keep generous space between sections. Avoid ornamental clutter, decorative scripts, heavy shadows, and multiple competing calls to action.

A brand people can recognize.

Use this standard for new work and the current dashboard as the live visual reference.

1

Start with the job

Choose one audience, one message, and one next step. Keep school claims grounded in approved material.

2

Choose a composition

Use story + evidence, belief + breathing room, or invitation + action. Carry the same margins and type roles across sizes.

3

Choose the color pairing

Use one or two intentional color blocks. Keep reading surfaces light and lettering neutral. Preserve Ground / Engage / Grow assignments.

4

Check the final asset

Read at actual size. Check cropped faces, line breaks, contrast, links, placeholders, and the final export. Keep an editable master.

Current Canva edition: 13 editable designs / 42 pages. Lora and Nunito Sans, current colors, swatches, and original artwork.
Open the current Canva collection. Matching PDFs and the complete asset ZIP are available in your Brand OS.