BRAND IDENTITY GUIDE

Education

Through

Recreation

Built for wildly capable, neurodiverse students.

THE H.E.A.R.T. CENTER



THE BELIEF

Every student can and wants to learn.

OUR PURPOSE

A microschool where neurodiverse students build academics, confidence, independence, and life skills through horses, purposeful movement, and real responsibility.

HOW WE SHOW UP

Warm. Capable. Alive.

We see the person.

We take their learning seriously.

We make room for movement and curiosity.



Recognition starts here

Use the complete tree, horse, heart, and ribbon together whenever the brand introduces itself.

SPACE

Keep clear space equal to at least one fifth of the logo’s width on every side.

SIZE & BACKGROUND

Use white, Soft Cream or Warm Neutral behind the logo. At small sizes, pair the mark with the readable school name.

The supplied logo is an 876 × 705 transparent PNG. Request the original vector for signage or embroidery.

One identity. Room to breathe.



Preserve the original

Keep the tree, horse, heart, and ribbon together.



Give it space

Leave clear space of at least one fifth of its width.



Choose a light field

Preserve the colors and proportions. Check the fine detail at final size.

Light foundations. Color with purpose.

White
#FFFFFF
Open space

Warm Neutral
#F5F3EE
Quiet foundation

Soft Cream
#F0EEDD
Warm brand field

Deep Navy
#101B2A
Headlines and actions

Charcoal
#303945
Reading text

Heart Green
#49AE79
Ground

Heart Blush
#F3C5BB
Engage

Sunshine
#F4CF6A
Grow

Open Sky
#B9D8D4
Story and openness

Trail Orange
#D98547
Small accents

Use one or two accent blocks with a light foundation. Keep lettering navy or charcoal.

Calm space. Confident contrast.

Wildly capable.

White on dark • use sparingly

Room to grow.

Deep Navy on Open Sky

A person to know.

Deep Navy on Heart Blush

Learning in motion.

Deep Navy on Sunshine

Give each layout one clear message, one real moment, and two color blocks at most. Use charcoal for reading; keep dark fields small.

Lora

Warm, intelligent, curious.

DISPLAY

Lora Medium
Short, expressive brand statements
One focal headline per layout

Nunito Sans

Clear. Capable. Easy to trust.

BODY

Nunito Sans Regular for reading
Semibold for practical headings
Clear labels and one next step

Education *Through* Recreation

ACCENT

Education and Recreation stay equal.
Through can be smaller and italic.

Your child is a person to know.

We speak with warmth, clarity, and an unshakable belief in the student.

Lead with ability

“Built for wildly capable, neurodiverse students.”

Make the learning tangible

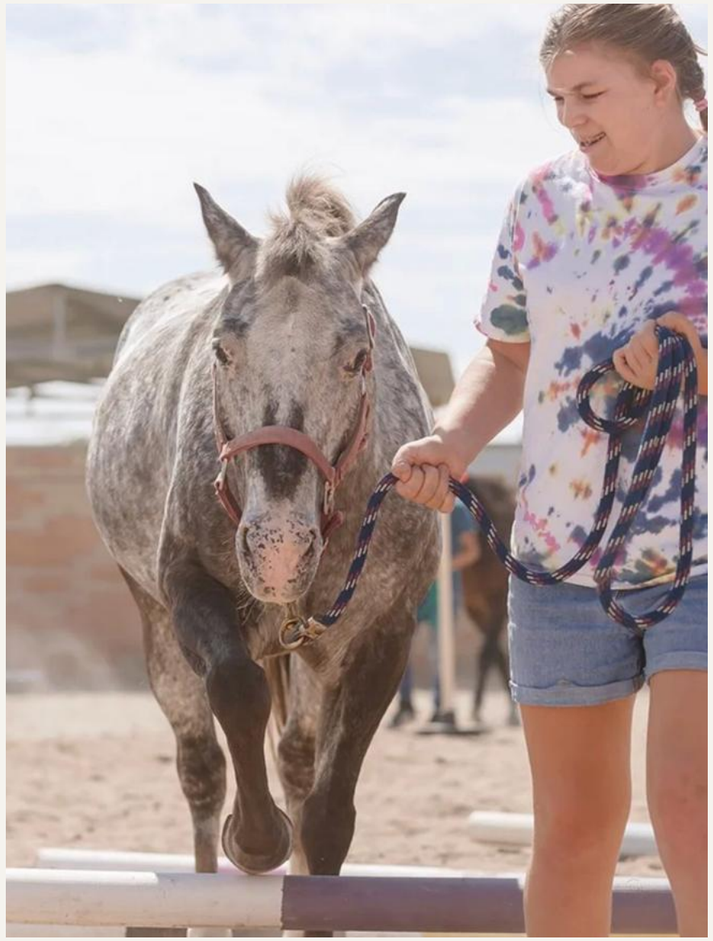
Name the horses, movement, meaningful academics, and real responsibility.

Give parents one next step

“Schedule a tour.”
“Let’s talk about your student.”

Keep language respectful. Describe specific learning experiences and support without promising outcomes.

The work. The connection. The joy.





For publication, use permission-cleared photographs of the actual program. Images in this guide come from the supplied website.

Learning in action.

Eye-level perspective.

Natural light and honest color.

Hands doing meaningful work.

Room for the student's personality.

OUR LEARNING MODEL

Ground. Engage. Grow.

01

Ground

Regulation before expectation.

02

Engage

Learning that moves with them.

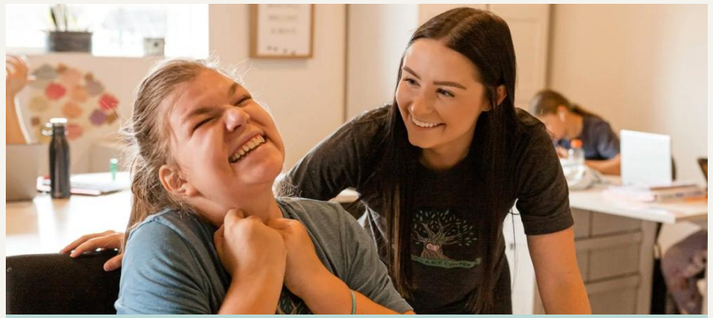
03

Grow

Independence through real experience.

Use these color assignments consistently in parent guides, presentations, social posts, and program materials.

Real moments. Recognizably HEART.



Learning,
in real life.

Every student
can and wants
to learn.

Come see
learning
in action.

Story + evidence

Show a real learning moment. Name what the student chose, tried, or contributed.

Belief + space

Give one clear belief room to breathe. Keep the original logo visible.

Invitation + action

A warm invitation, confirmed details, and one clear way to respond.

YOUR HANDOFF

Make a copy. Make it yours.

01

Choose the right master

Open Edit in Canva in your Brand OS.
13 designs / 42 pages, organized by use.

02

Add a real HEART moment

Keep the fonts, colors and logo. Replace all bracketed prompts and add your details.

03

Check the finished piece

Read at final size. Check every photo crop, date, permission and destination link.

CHOOSE THE OUTPUT

Social / ads

Export a PNG at the template size.

School / business

Export a PDF. Review every page.

Email

Rebuild live text and links in your email platform, then send a test.

Current masters and downloads: heart.brandboxstudios.com • Fonts: page 7 • Colors: page 5

Account Brand Kit settings are separate from these styled masters. The original PNG logo is included.