Brand
Guidelines

Brand Guidelines

The purpose of this brand guidelines document is to ensure the long-term success of On Point for College by providing rules for the specific applications of the brand.

By using this guide, all vital aspects of the brand should be followed and considered thoughtfully. As outlined in the table of contents, this document addresses the logo, color palette, typography, photography, videography, print and digital media, web, and more.

Any questions should be directed to:

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Our Brand

About Us

Since 1999, On Point for College has helped more than 11,000 first-generation youth to get into college, stay there, and succeed afterwards. We help students find financial aid, fill out the forms, and get the resources to survive and succeed. We drive them to colleges, visit them to help them stay on track, and go to their graduations. And since 2008, we've helped them get jobs afterward.

Our Mission

We break down barriers that prevent young, underserved individuals from achieving education and career success.

Our Vision

To transform communities by making college, training and career success a reality for those who face great obstacles.

Accessibility

We aid with college enrollment, financial aid, and housing for at-risk students through Le Moyne College partnerships.

Acceptance

On Point for College is inclusive, recruiting students aged 17-29 from community centers, including non-traditional and international students.

Success

We support college retention, transfers, resource access, and career transitions through Career Services.

Support

We offer career preparation through internships and networking, and provide individual assistance with supplies, grants, and more.

Our History

Founded in 1999, On Point for College is a nationally recognized program dedicated to helping first-generation students access and succeed in college. Initially serving Syracuse, New York, the program has expanded to cover nearly all of Central New York and now partners with Goddard-Riverside Community Center and New Settlement Apartments in NYC to reach students in the downstate region.

The program offers a range of free services to students of all ages and backgrounds, including high school students, recent graduates, and those who have earned GED/HSE credentials. In addition to college success support and career planning, On Point for College assists with non-college credential attainment.

On Point for College is experienced in supporting individuals facing various challenges, such as refugee or immigrant status, dependent children, foster care experience, court involvement, and housing insecurity.

Logo Guidelines

Primary Logo

The primary logo is a bold, lowercase wordmark with minimal yet iconic colors, including the tagline. It is essential for brand recognition and should be used across all media, including web, ads, print, and other materials.

Alternative Logos

Two alternative logos are available: one without the tagline for use when text is nearby, and one in white for contrast on colored backgrounds or images.

Clear Space

Ensure adequate space around the logo to maintain visibility and impact. Specific units are not required, but the logo should be given thoughtful spacing.

Acceptable Use

To maintain brand integrity, use the logo consistently and prominently with clear space around it. Do not alter its colors, proportions, or orientation. Ensure the logo contrasts well with the background for visibility, using the primary logo whenever possible and alternatives only for clarity or space constraints.

Unacceptable Use

Do not alter the logo's colors, proportions, or orientation. Avoid using it over busy or low-contrast backgrounds that hinder readability, and do not add effects like shadows or gradients. Ensure the logo always upholds its professional quality and the brand's image.

Primary Logo

onp•int
FOR COLLEGE
Transforming lives, transforming communities.

Alternative Logos

onp•int
FOR COLLEGE
Transforming lives, transforming communities.

onp•int
FOR COLLEGE

onp•int
FOR COLLEGE

Type Standards

Digital Typography

Use the "Neue Haas Grotesk" font family for digital applications. Its clean, modern sans-serif design ensures excellent readability and a contemporary look on screens.

Print Typography

For print materials, use "Century Schoolbook Regular." This classic serif typeface offers an elegant and professional appearance, enhancing readability and a traditional feel in printed documents.

Digital Typography

Neue Haas Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Print Typography

Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Scheme

Primary Color

The blue color serves as a key brand identifier and is prominently used in brand graphics.

CMYK: 60, 0, 20, 0

RGB: 86, 97, 208

Hex: #56c6d0

PMS: 319

Black is primarily utilized for typography, ensuring clarity and contrast.

Secondary Colors

Green, orange, red, purple, and yellow may be used individually or in combination with the primary color. These colors are optional and should be used selectively, as they are not required for every design.

Green

CMYK: 40, 20, 100, 0
RGB: 167, 175, 57
Hex: #a7af39

Orange

CMYK: 0, 50, 100, 0
RGB: 247, 148, 29
Hex: #f7941d

Red

CMYK: 1, 72, 69, 0
RGB: 239, 108, 84
Hex: #ef6c54

Purple

CMYK: 50, 80, 0, 0
RGB: 142, 83, 161
Hex: #8e53a1

Yellow

CMYK: 0, 0, 95, 0
RGB: 255, 222, 23
Hex: #ffde17

Color Accessibility

WCAG 2.0 requires that the foreground and background colors have a 4.5:1 contrast ratio at Level AA and a 7:1 contrast ratio at Level AAA.

Use the **WebAIM Contrast Checker** to ensure that colors are high contrast.

Foreground Color: #000000
Background Color: #56C6D0
Contrast Ratio: **10.38**:1
permalink

Normal Text
WCAG AA: Pass
WCAG AAA: Pass
The five boxing wizards jump quickly.

Large Text
WCAG AA: Pass
WCAG AAA: Pass
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: Pass
✓ Text Input

Foreground Color: #56C6D0
Background Color: #000000
Contrast Ratio: **10.38**:1
permalink

Normal Text
WCAG AA: Pass
WCAG AAA: Pass
The five boxing wizards jump quickly.

Large Text
WCAG AA: Pass
WCAG AAA: Pass
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: Pass
✓ Text Input

Photography & Videography

Feature only students or alumni from On Point for College. Avoid stock images and footage to maintain authenticity.

Obtain model permission forms from all individuals to comply with privacy and consent.

Avoid speeding up footage and use tasteful transitions. Maintain consistent volume and include closed captions and accurate transcriptions for accessibility and clarity.

Illustration Style

The illustration style features detailed contour line drawings created using digital software.

All illustrations should be drawn from reference rather than memory, ensuring accuracy and authenticity.

The style is monochromatic, with no use of color, focusing on linework to convey detail.

Print Materials

For print materials, the logo should be positioned in the top corner of the page. This placement ensures consistent branding and visibility across various print formats.

The logo should not be displayed smaller than 1 inch (96 pixels) to ensure clarity. Use alternative logos for smaller sizes where the tagline may become unclear.

Choose high-quality paper stock to enhance the professional appearance and durability of printed materials.

Adhere to specific margin and bleed requirements to ensure that no important elements are cut off during the printing process.
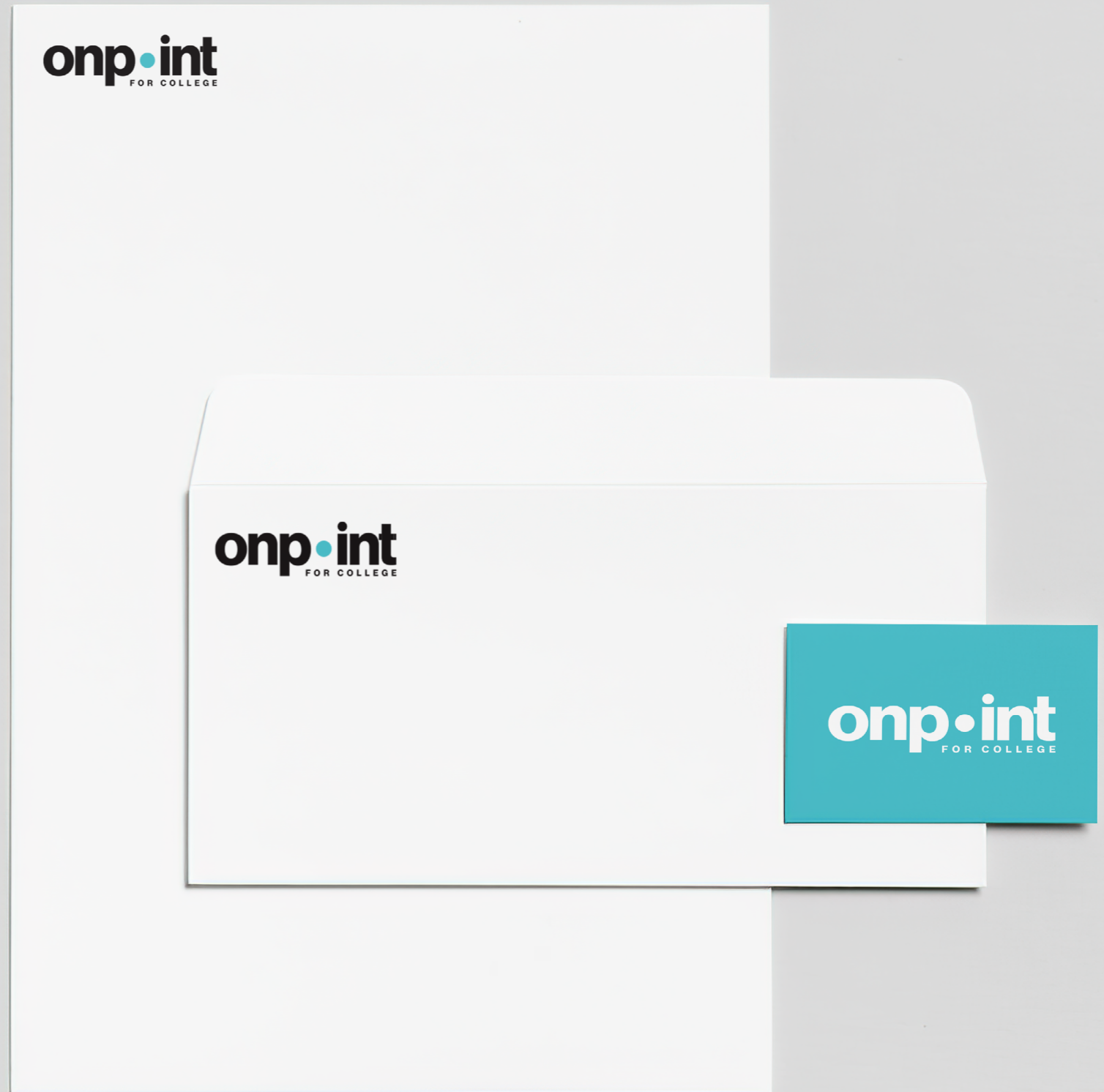
Digital Media

Social Media

Include logos in graphics where appropriate, ensuring correct sizing to prevent distortion.

Captions should match the brand's tone, clarify post details, and use unique hashtags like #KeepItOnPoint for better engagement. Maintain a professional tone and include clear calls-to-action.

Web

The website should reflect the brand and adhere to current design standards, using "Helvetica Neue" for typography.

Ensure the site is responsive for both wide and mobile screens, with high contrast for readability and alternative text for accessibility.