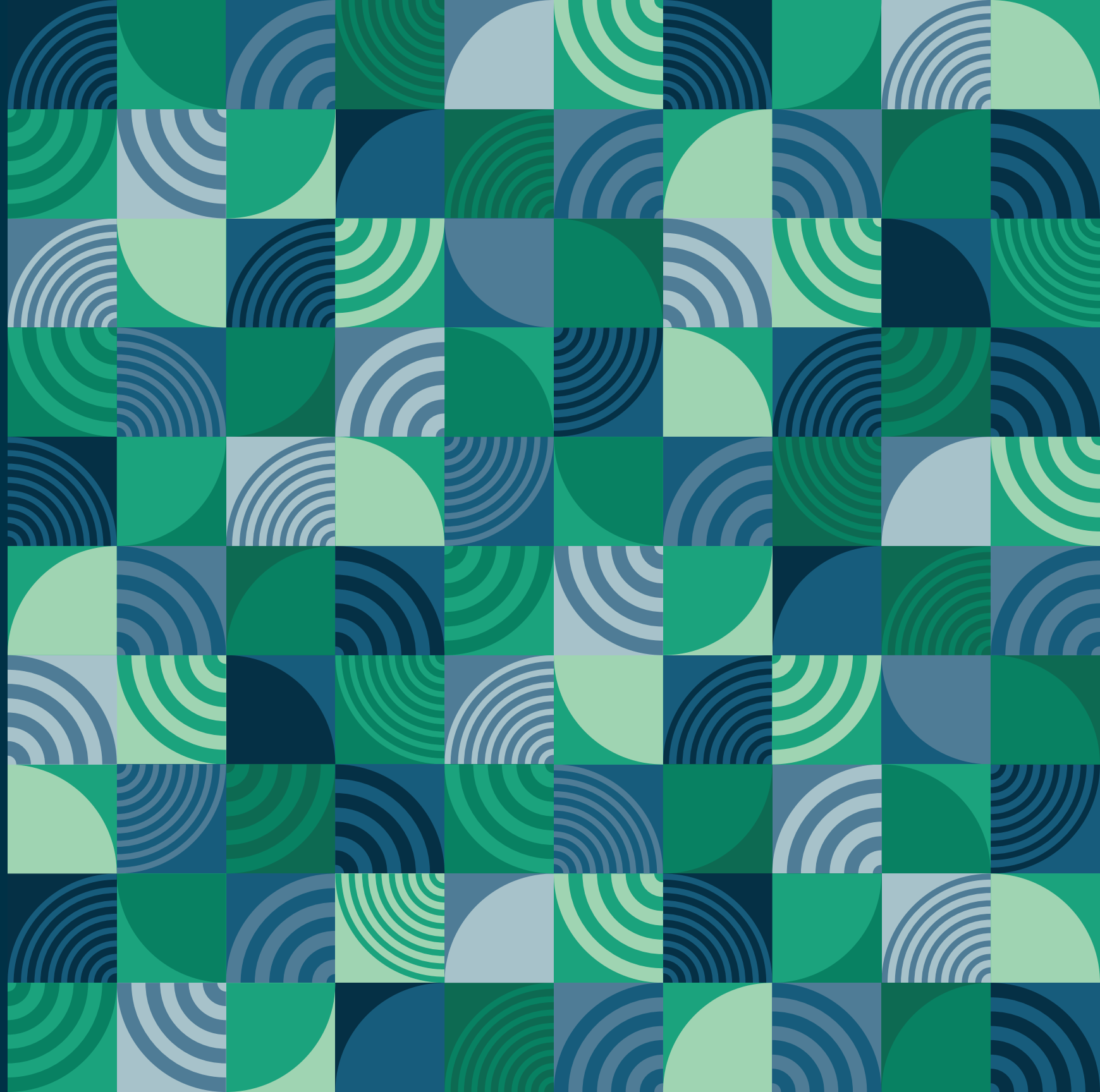




Brand Guidelines

Updated October 2023



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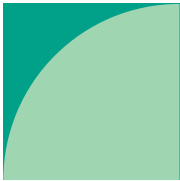
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Overview

The Blanchard Institute branding draws its inspiration from the primary Blanchard branding, but puts a playful spin on the overall system. In this system, the pattern quarter circles have been expanded into a variety of linear elements that can be paired together to create paths that meander across pages and elements. These paths suggest the pursuit of knowledge a growth, one of the key functions of Blanchard Institute. The graphic elements can also be blocked together to create pattern quilt elements, reinforcing the role of the individual in the whole.

The Institute's color palette draws from the primary Blanchard palette, reinforcing the connection to growth and expertise while allowing itself to stand alone. This is supported by a new typographic system - our primary Barlow headings have been replaced by Noto Serif to draw a connection to the stature and history of collegiate identity systems.

The Institute's visual system also features three new logomarks that offer a friendly and approachable identity for the brand.

We are proud of our Blanchard Institute and its new visual system. We are excited for the potential its programs offer to participants as they pursue their own personal leadership and growth.

Verbal System



Our Highest Aspirations

Vision

Emerging learners, self-powered for leadership.

What it means:

- “**Emerging**” is both inclusive and captures the growth trajectory of Blanchard Institute
- “**Self-powered**” speaks to the end-state our audiences strive to achieve
- **Synergy** between our Masterbrand’s vision of “Leaders Powered for Good”
- **Speaks to a multi-faceted definition:**
 - **Leader of Self:** Before learning to lead others, young learners must first learn to lead themselves
 - **Leader of Others:** Equipped to lead their own lives, young learners are empowered to become the emerging leaders of tomorrow

THIS VISION HAS FLEXIBILITY!

Emerging learners, self-powered for **COMMUNITY** leadership.

SERVANT
FAMILY
LIFE

What it means:

- **Intentionally flexible** – ability to customize the Vision depending on the audience or topic you are speaking to

Our Everyday

Mission

Shift a young learner's mindset from life passenger to life leader.

What it means:

- **Speaks to our everyday impact:** At the heart of changed behavior is a shift and transformation in perspective
- The term “young learner” is still present in the Mission statement as it **grounds and focuses our efforts** for the next two to three years
- **Speaks to the ultimate end-state:** to enable youth to see themselves as their own champion

How we do it:

TEACH: Through our unique combination of collaboration, relationship building, and **Blanchard's proven** leadership models –**we create learning experiences** that make a lasting impact.

REACH: Our impact extends beyond just the learner but the village that supports them – from our Champions to coaches to administrators. By taking a more holistic approach, we can effectively guide young learners towards a transformative journey of selfempowerment.

UNLEASH: We not only empower young learners to take charge of their own lives, but we also help **unleash their lifelong commitment to both learning and leading.**

VISION

Emerging learners, self-powered for leadership.

MISSION

Shift a young learner's mindset from
life passenger to life leader.

Telling Our Story

Narrative

Crossroads and uncertainty are part of life. At Blanchard, we know that how you navigate those inevitable challenges determines your leadership potential in life. It's why the principle of **self-leadership** has defined our work serving young learners through the Blanchard Institute for over two decades.

Through guided learning experiences and community engagement, we work to shift a young learner's mindset from life passenger to life leader – at zero cost to learners, parents, schools or organizations. **Our proven programs and tools educate, enlighten, and inspire learners** to grow into the confident self-leaders our world needs. Because when a young learner sees themselves as their own champion on a continual path of becoming, they unlock their potential to become a force for greater good.

Fueled by the visionary spirits of Ken and Margie Blanchard, The Blanchard Institute remains committed to **illuminating the way forward for young learners and leaders**. By cultivating young learners who own their destiny and drive their own progress, we enable the ultimate outcome: **emerging learners, self-powered for leadership**.

Evolving Our Values

BI Lens on Blanchard's Values

Be True

Blanchard Institute was founded on Ken and Margie's dedication to community-based servant leadership. We empower emerging leaders because we know that positively impacting the trajectory of just one person's life can make a difference in many others.

Scale Kindness

Kindness and compassion is the foundation of all that we do – knowing that at scale, lasting impact is made. We embrace inclusion and honor diversity, creating a community of trust and connection.

Transform Together

Together, with parents, educators and communities, we work to help every young learner transform from life passenger to life leader all while nurturing the profound strength that teamwork can unlock.

Relentless Pursuit

The process from learner to life leader is a persistent quest. At Blanchard Institute, we work to provide emerging leaders with the tools to navigate their journey and inspire them to be the spirited leaders of tomorrow.

Flexing our Personality

Personality

**Speaks to how we
enable the shift from
learning to leading**

Transformative

Shifting mindsets and perspectives
from life passenger to life leader

Dynamic

Meeting emerging leaders here
they are as they continually evolve

**Speaks to our
know-how**

Masterful

Leveraging our heritage,
proficiency, and commitment to
fuel learning experiences that
resonate

Inspirational

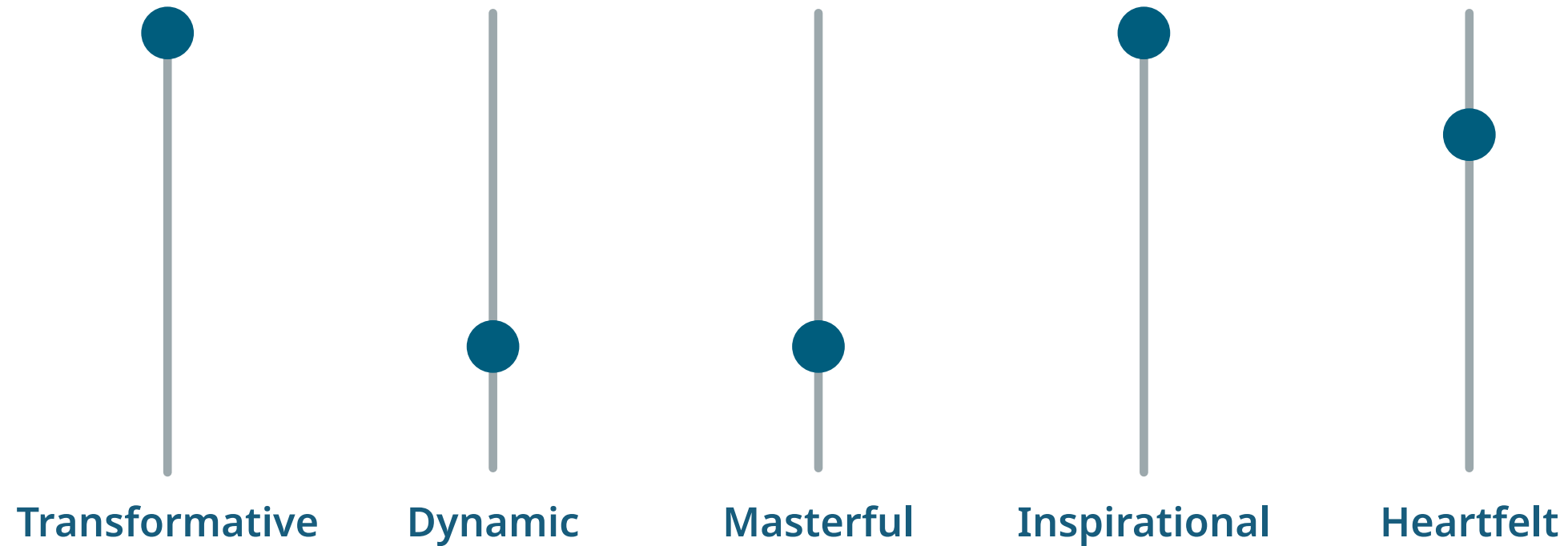
Illuminating the way forward for
learners to become the confident,
life leaders of tomorrow

**Speaks to our
passionate ethos**

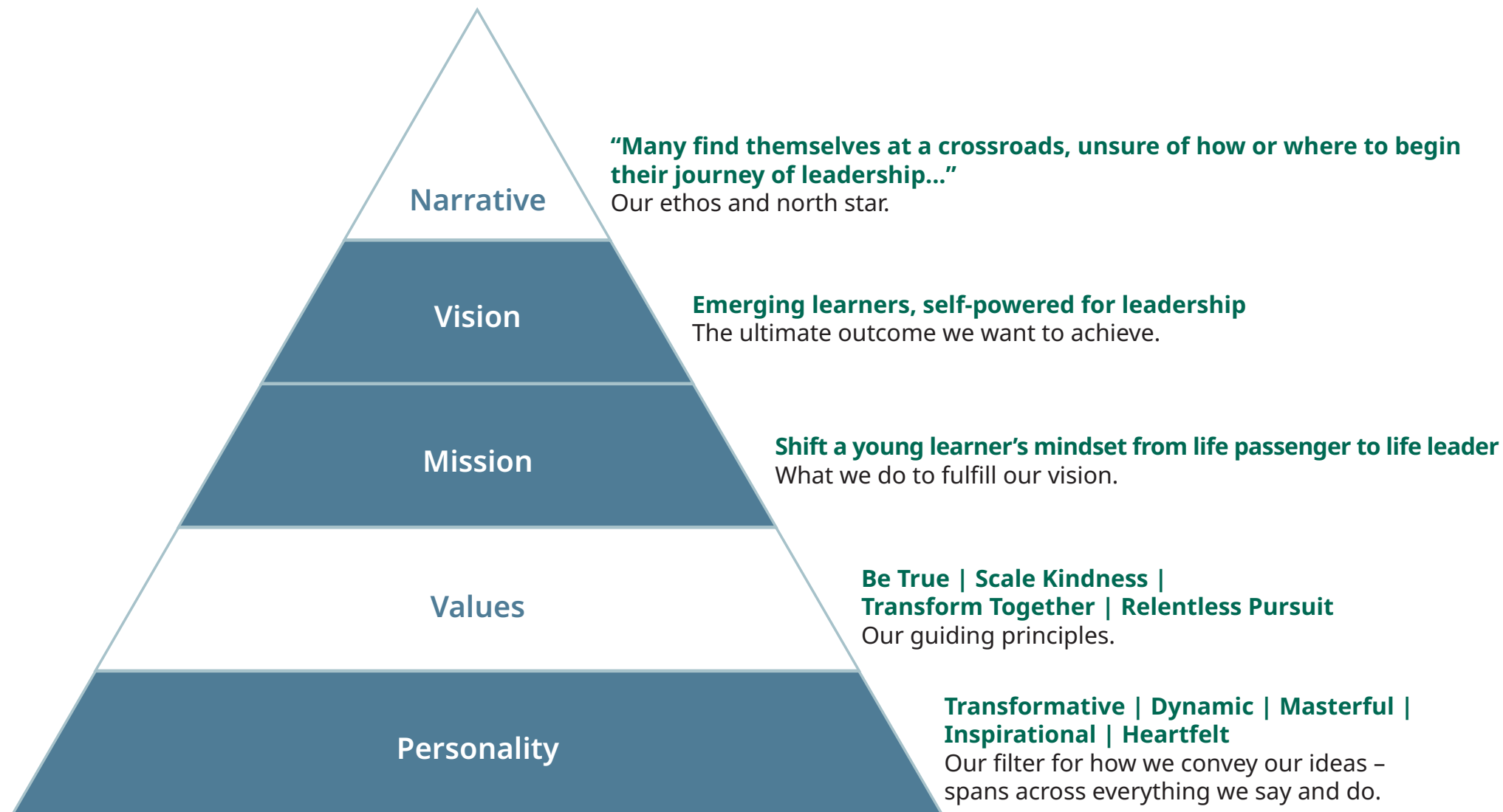
Heartfelt

Underpinning every program and
interaction with compassion and
authentic warmth

Think of your personality traits as dials you can turn up – or down. We recommend dialing up **“transformative”, “inspirational” and “heartfelt”** in our messaging to speak to our focus of transforming mindsets and empowering young learners to see themselves as their own champions.



Verbal System Recap

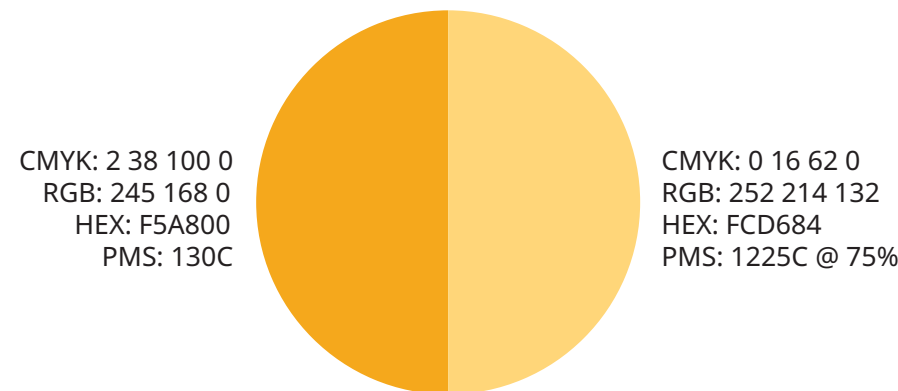
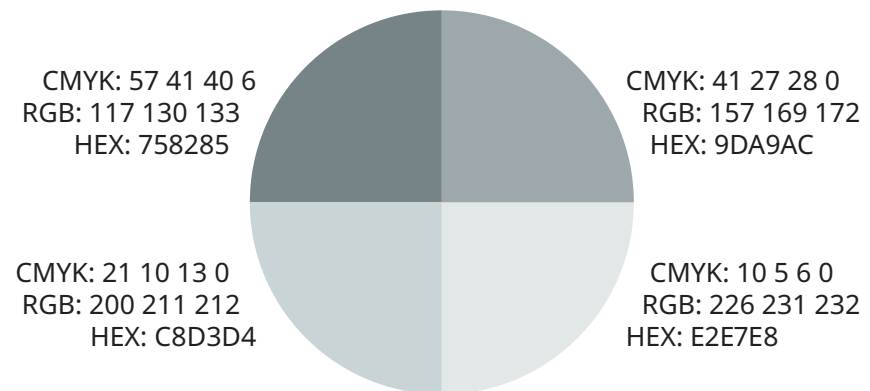
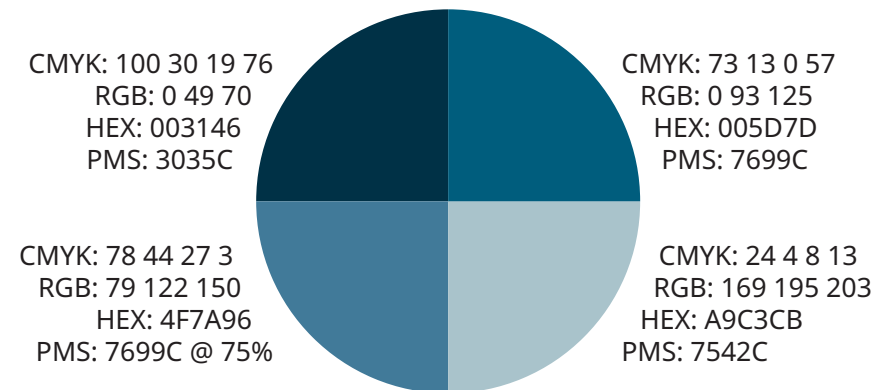
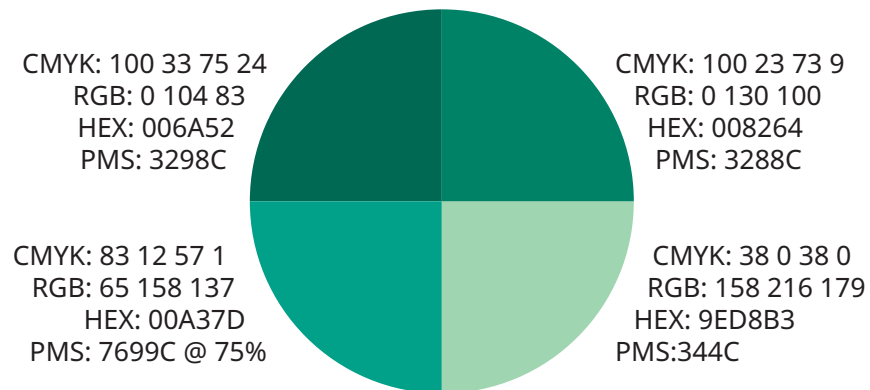


Visual System



Color Palette

The Blanchard Institute color palette pulls a selection of greens, blues, and grays from the primary Blanchard palette and utilizes yellow for calls to action and pops of color. Use the darkest green and blue for primary text headings and the remaining colors for supporting design elements.



Typography

The Blanchard Institute typographical system utilizes the **Noto Serif** font for headings and **Noto Sans** for body copy. These fonts are derived from the primary Blanchard branding to ensure cohesion.

H1	60pt Noto Serif Light	Lorem ipsum
H2	48pt Noto Serif Light	Lorem ipsum
H3	32pt Noto Serif Light	Lorem ipsum
H4	24pt Noto Sans Semibold	Lorem ipsum
P	16pt Noto Sans Regular	Lorem ipsum
Caption	10 pt Noto Sans Regular	Lorem ipsum

Graphic Elements

Overview

The Blanchard Institute's visual system utilizes a lineart play on the quarter circles used in Blanchard's branding pattern. This more modern take on the quarter circles invites a fun and playful identity that can be used in multiple ways.

There are three basic quarter circle elements in the system; a solid, a four line, and an eight line motif. Each is typically stylized in one of the Institute's green, blue, or gray shades. The yellow shades are not used in the elements.



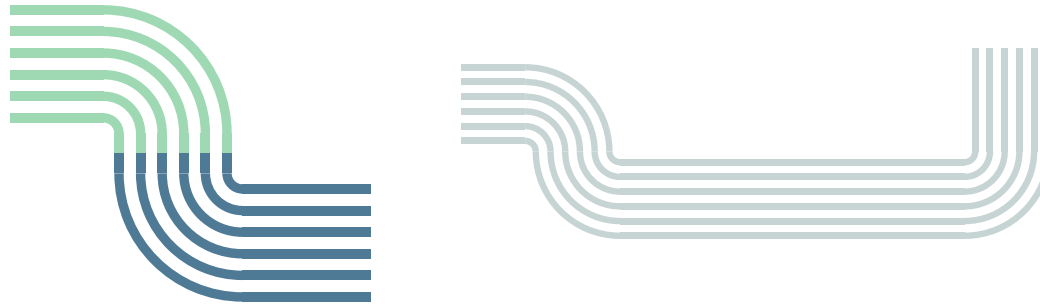
Compositions

Graphic elements can be stacked into a flowing, standalone composition to stylize a page. A library of pre-built compositions will be available. When combined into an composition care should be taken to balance the variety of element styles used as well as the color tones used. Compositions can be styled within one color family or with a mix of green, blue, and grays. Compositions should be arranged in a way that creates visual movement.



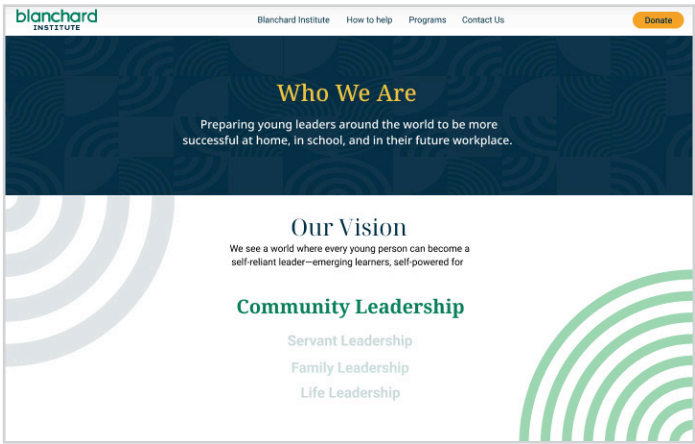
Paths

Elements can also be expanded and arranged into flowing artwork that is used to add visual interest to a page while not being so tightly locked into a gridded layout. Connecting artwork is added between elements to lengthen the composition, but the individual elements should remain based on a 1:1 grid. Sections of paths may also be stylized with different colors, but colors should not be mixed within a segment. A library of paths will be created.



Web Anchors and Navigation Icons

In general, elements are not to be displayed as a solitary icon in a composition. However, single elements in a Blanchard Institute green, blue, or gray shade (See [Color Palette](#)) are permitted to be used as anchoring artwork in the background of web widgets.



In addition, elements contained within a colored square can be used as simple navigation icons within a work. You may use any two adjacent shades of green, blue, or gray in the [Color Palette](#) to stylize navigation icons.

Pattern

Overview

Like its parent organization, Blanchard Institute features a meaningful and adaptable branding pattern to add visual interest to communications. The Institute pattern utilizes the three element motifs explained in **Graphic Elements** to create these patterns, though each is now contained within a square. The square and the element art are always colorized with two adjacent shades from within the green, blue, or gray color families specified in the **Color Palette** section. There is no assignment for the darker or lighter shade - they can each be set as the foreground or background. However, do not mix shades from different color families to colorize the blocks. The layout below shows all of the individual pattern block possibilities:



Primary Pattern

The Blanchard Institute pattern is comprised of green and blue shades, with a visually balanced arrangement of colors and elements used. It is always to be comprised of an even number of rows and columns to suggest balance as well as to align to its .5" base grid. We recommend the following ratios of the pattern, which are provided in the library. Use these patterns to add visual interest to decks, fundraising materials, and other communications.

2x2 Pattern
Do not scale past 2" x 2"



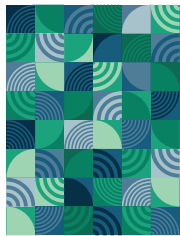
4x16 Pattern



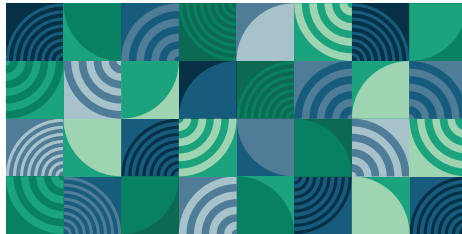
2x12 Pattern



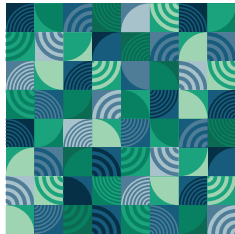
6x8 Pattern



4x8 Pattern



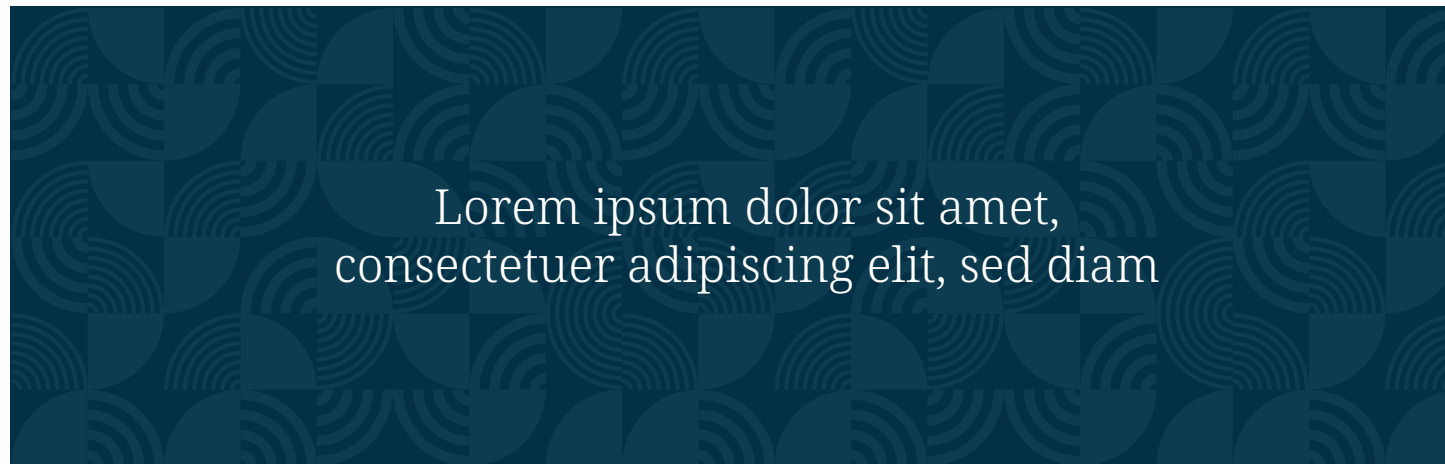
8x8 Pattern



The patterns (with the exception of the 2x2 Pattern) are to always be framed on three sides by the bounds of the composition and may be used in either vertical or horizontal orientation. The 2x2 Pattern may be used unanchored as a graphical element.

Background Pattern

While the branding pattern is a striking and creative addition to Blanchard Institute materials, it can be too visually dominant for certain applications, such as websites or compositions that require more advanced layout techniques. A toned down Background Pattern has been developed that offers low contrast by way of a single color pattern that overlays a 95% strength solid fill of the same color. This approach offers a subtle visual interest for layouts that can also accommodate text over it. This treatment also adds an additional transition slide style in decks.



Scale the pattern and background fill so that no elements of the pattern are clipped. Ensure that text overlays are of sufficient weight and font size to maintain legibility. Like the primary pattern, the Background Pattern is to always be anchored on three sides by the composition bounds. The background fill is to always be sized to cover the pattern completely.

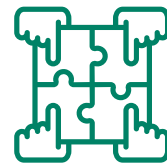
Photographic Elements

The Institute's photographic approach is based on the standard Blanchard guidelines of warm, uncomplicated photos of confident communicators, curious learners, and inspired leaders. However, the ages of the people in photos for Blanchard Institute should lean younger; the 15 to 30 years old range is a better match for our target market.

One important visual goal in the photography used is to convey the idea of "success" and "leadership" in each image.

Icons

Blanchard Institute utilizes the standard **Blanchard Icon Library** for its communications. This curated library has a variety of icon options whose styles have all been standardized for consistency across all applications. Use these icons with discretion; an icon makes a tasteful addition to a point being made in a publication but filling the page with icons weakens the message.



Use these icons as-is; the only modification allowed is to change the color of the icon to one of the green or blue Blanchard Institute colors. Do not use the yellow tones, as they are reserved for calls to action. Ensure that you scale icons proportionally.

Logos



Wordmark

Blanchard Institute utilizes a wordmark as its main logo. This green and blue version is the primary color scheme that should be used over white or light colored backgrounds. This mark is to be used in all communications unless the logo will be displayed on materials not produced by Blanchard or Blanchard Institute (in this case the **Lockup** logo will be used).



White and black versions of the logomark are also available. Use the white version over dark backgrounds and the black version in one color projects.



The Blanchard Institute logos also maintain clearspace requirements. Keep a clear margin the height of the "a" in the logo around the logo at all times. No other text or graphical elements are to cross into this space.



All logos are to be placed over a solid color background. Do not place them over photography. Use the appropriate color logo to provide the best contrast in the layout.

Lockup

Blanchard Institute also has a lockup to complement the main logomark. This logo adds the BI interlocking heart icon to the primary wordmark. This green and blue version is the primary color scheme that should be used over white or light colored backgrounds. This mark is to be used in applications where the logo will appear outside of Blanchard- or Blanchard Institute-produced materials. This may take the form of school websites, trade show catalogs, etc.



White and black versions of the lockup are also available. Use the white version over dark backgrounds and the black version in one color projects.



The Blanchard Institute logos also maintain clearspace requirements. Keep a clear margin the height of the "a" in the logo around the logo at all times. No other text or graphical elements are to cross into this space.

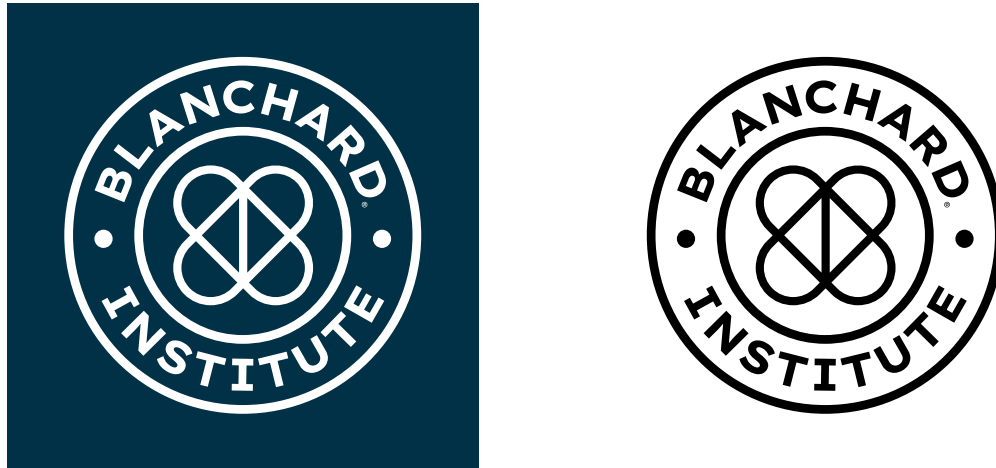


Seal

The Seal complements the logomark and lockup and offers a fun collegiate-style play on the interlocking heart icon. This green and blue version is the primary color scheme that should be used over white or light colored backgrounds. This mark is used to graphically support the logomark and lockup and is never to be the only logo used in a layout. It is particularly useful as artwork for promotional items such as journals and hoodies, and is permissible to be the only logo used in this case. Use it to fill in odd spaces in footers, or add as a seal to printed certificates of completion for BI participants.



White and black versions of the seal are also available. Use the white version over dark backgrounds and the black version in one color projects.



The Blanchard Institute logos also maintain clearspace requirements. Keep a clear margin the height of the "a" in the logo around the logo at all times. No other text or graphical elements are to cross into this space.



Stationery



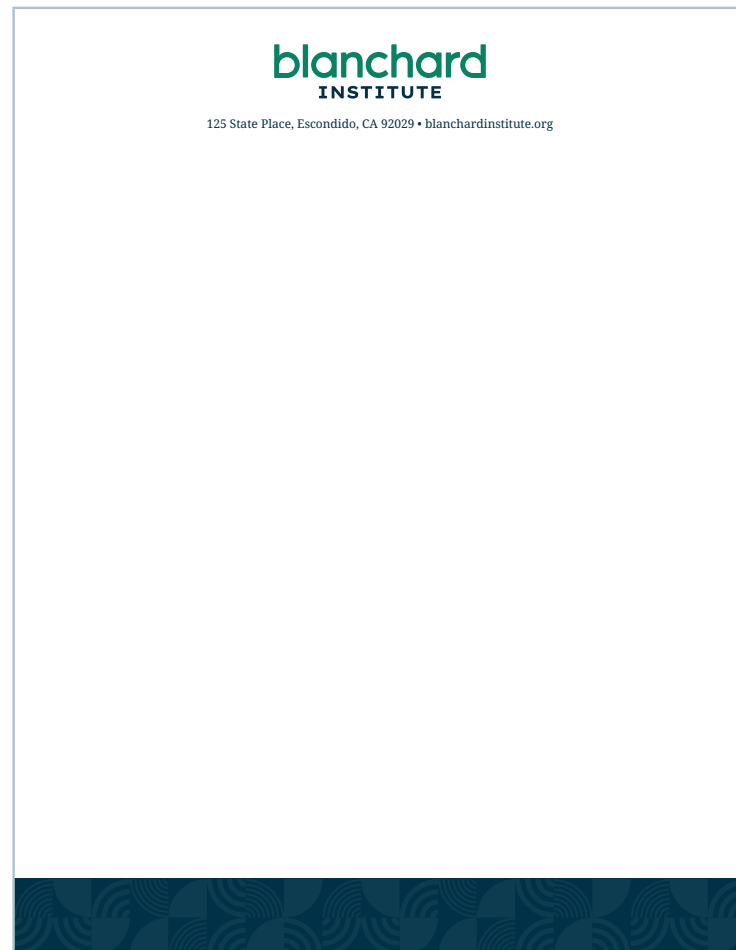
Business Cards

The stationery system features a branded business card to facilitate further connections. The vertical orientation of the card and reflective print treatment on the reverse helps to reinforce the brand as well as set it apart from others.



Letterhead

Playing off of the business card design, the letterhead also features the Blanchard Institute pattern to reinforce branding.



Envelopes

The Blanchard Institute business envelope features the logomark in black for easy recognition.

blanchard
INSTITUTE

125 State Place
Escondido, CA 92029

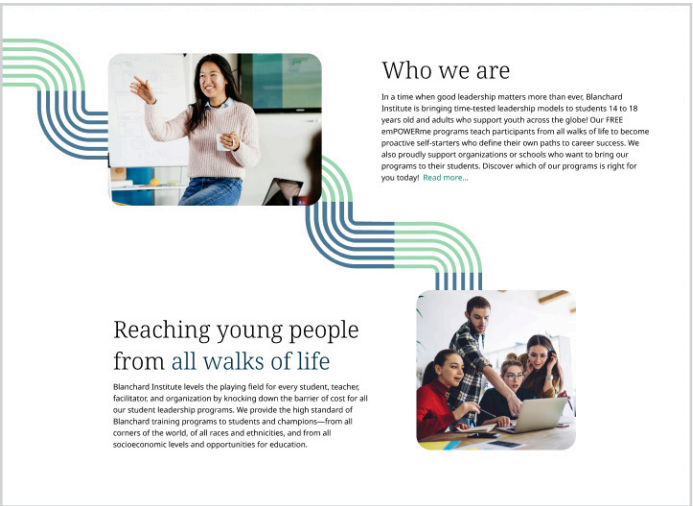
Website



Web Elements

The Blanchard Institute website takes a fun approach on sharing information, while remaining true to the brand. It utilizes the core branding palette and pattern elements to build a cohesive and enticing web presence.

The website design makes heavy use of the quarter circle motifs in its design scheme. These arrangements are used to highlight important sections, or to even connect to add flow between widgets.



The website design also makes use of solid shapes to highlight key points of information. These content blocks, as well as photos, have rounded corners.



The yellow color tones in the BI palette are only used on the website for buttons that lead to a donation page.

