

The background of the slide features three overlapping organic shapes in shades of orange and yellow. The central shape is a medium-dark orange and contains the text 'izzi' and 'brand guidelines'. The top and bottom shapes are a lighter yellow-orange. The overall design is clean and modern.

**izzi**

**brand guidelines**

These guidelines are for anyone who is creating expressions of the Izzi Early Education brand. This document covers guidelines for the way we appear to our customers and the world.

The Izzi brand identity is a system of elements; our logo, typography, color palette and voice that together bring our brand to life.

Consistent and careful use of these assets will create recognition and build a clear and strong Izzi brand, regardless of where and when it shows up.

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# The Rising Tide Manifesto

## We represent nothing less than a sea change.

Here, along California's northern shores, lies an estuary of life-altering possibilities. Tides are turned here: for any and every child who needs us. For their parents and family facing the challenges of caring for and raising those children. For them, and the communities they call home, our communities, we are a surging confluence of culture and purpose, of hope and need, of talent and ambition, of will and willingness, of optimism and opportunity.

We are a uniquely situated tide pool of potential.

We are an idea, a movement, a reef, teeming with life, and lighting up a world of learning and health and growth.

We are the rising tide that raises our most precious ships.

# Core Elements

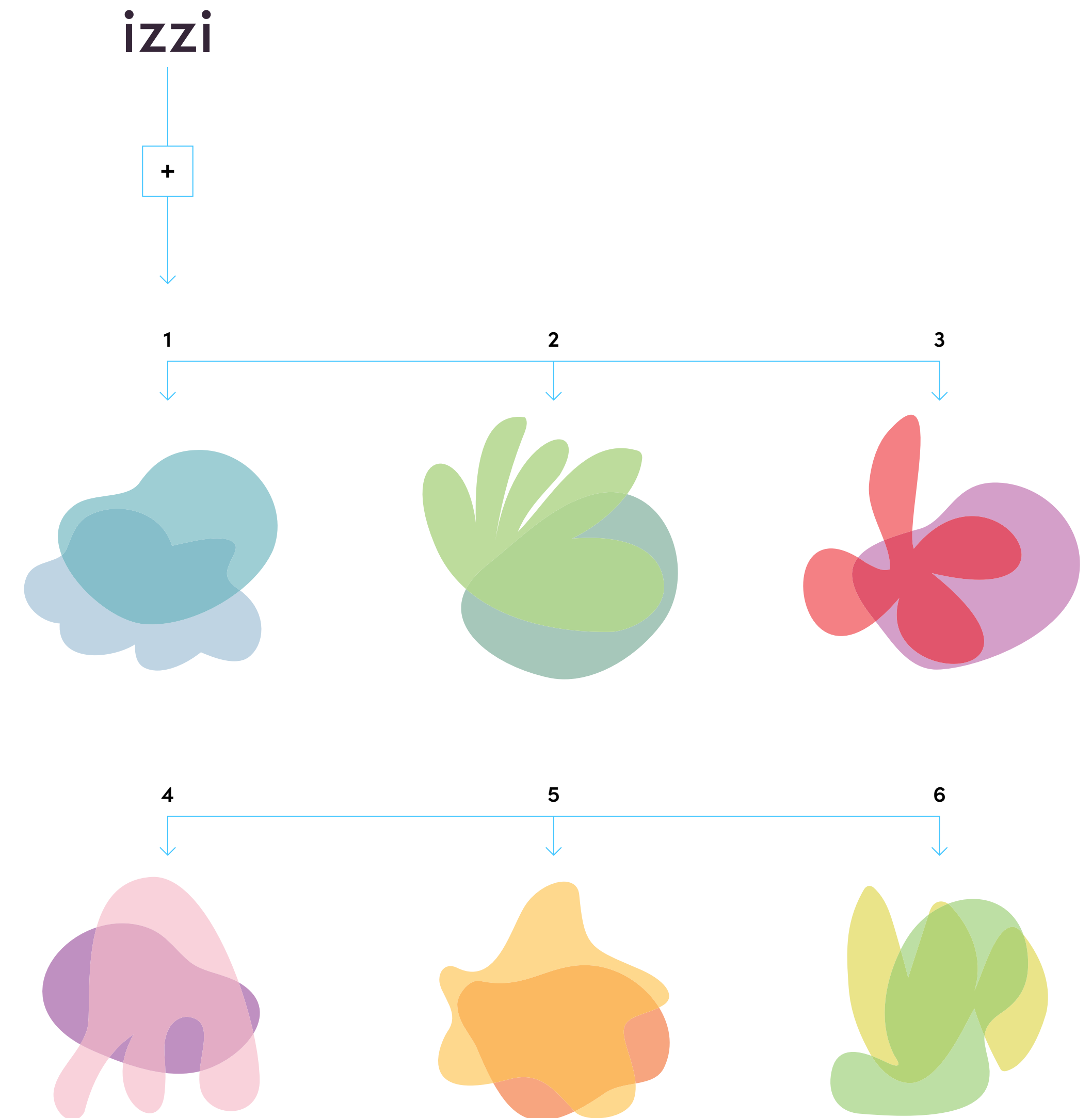
# The izzi logo family

At Izzi, children, families, and educators come together to form a magical world with a shared culture and purpose.

## A family of 6 sea creatures

There is not one main logo for Izzi. We have combined a simple and friendly Izzi wordmark with six unique shapes and colors that are like sea creatures. We express the diversity and dynamism of the Izzi community by using this family of logos equally and interchangeably.

The family of 6 Izzi logos are included in the Izzi toolkit.



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Izzi wordmark + Izzi shapes = 6 Izzi logos





## The izzi logo family

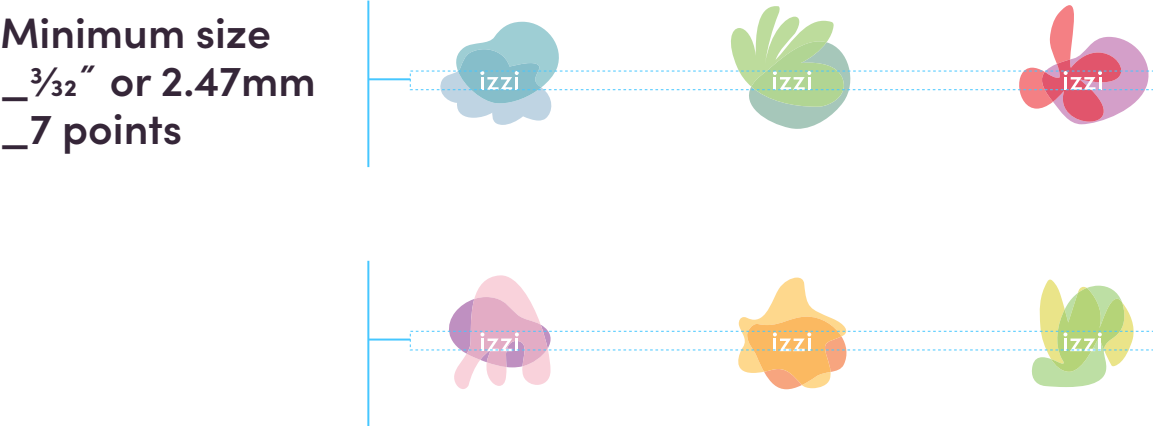
### Usage

When creating branded materials, make sure to use a variety of the pre-built creatures. For example, if you are making 4 buttons, use 4 different creatures, or if you are making balloons you can use 3 of the sea creatures as shown to the right.



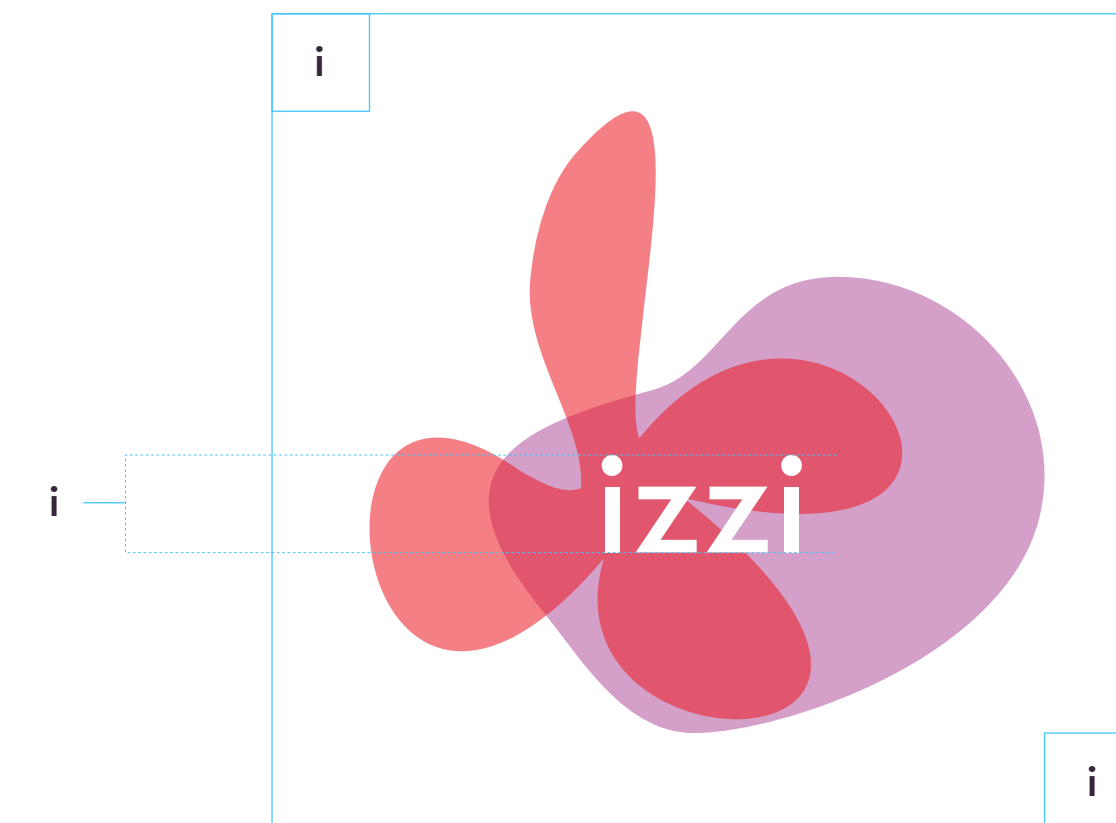
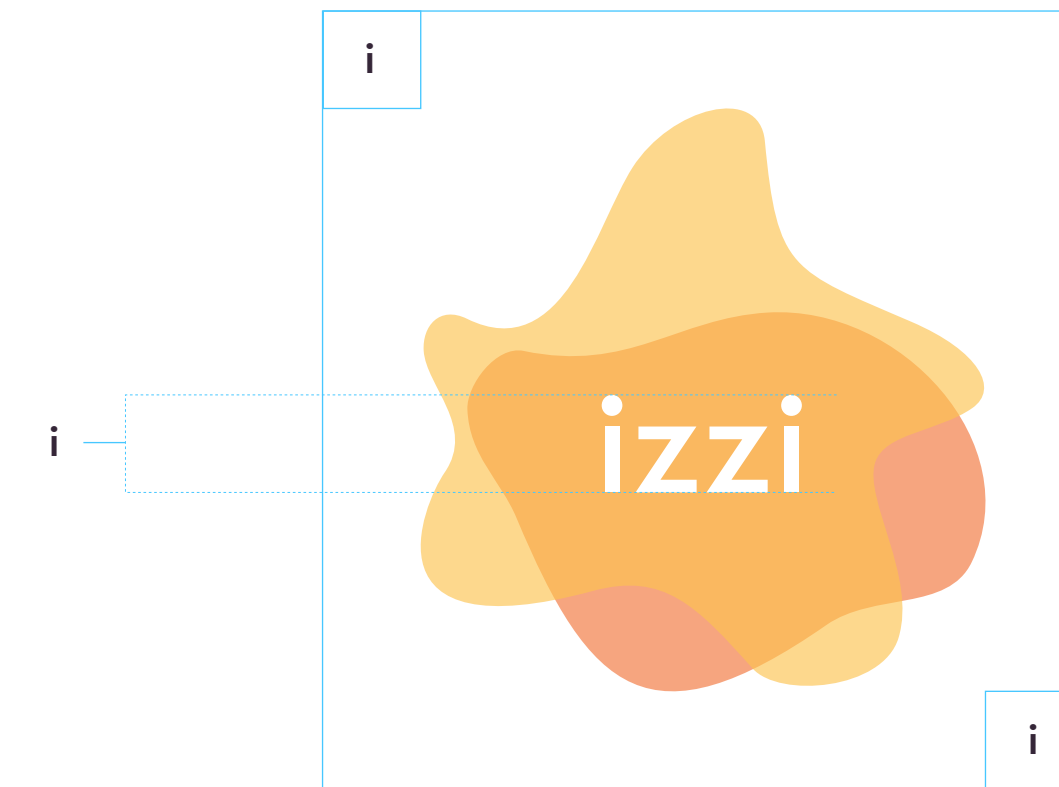
# Minimum size

To maintain legibility of the Izzzi logo, we have indicated the minimum size it can be used. The minimum size is measured by the height of the Izzzi logotype, since the shapes vary in size.



# Clear Space

To ensure legibility of the Izzzi logo, do not place graphics or text within the limits of its clear space. The height of letter “i” is used as the basis for the clear space measurement.



# The Brand System

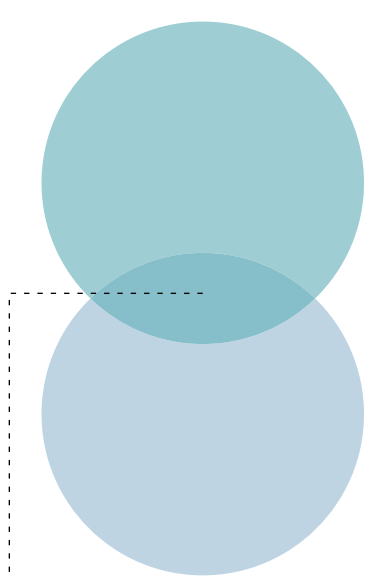
# Color Palette

The Izzi logo family uses a broad color palette of pure, inviting colors.

Restrained use of this color palette is necessary to avoid a carnival of color.

See the gallery and the do not section for examples of how to use the izzi color palette.

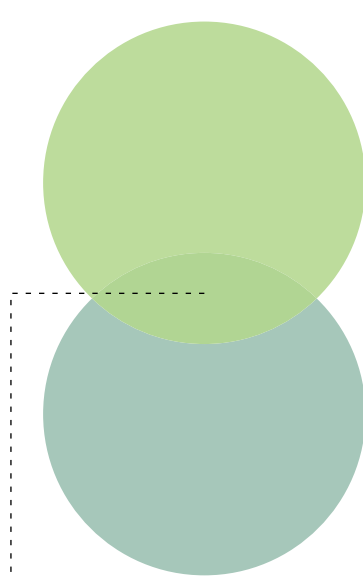
**izzi aqua**  
158 R / 206 G / 212 B  
HEX #9ECED4



**izzi blue**  
191 R / 212 G / 227 B  
HEX #BFD4E3

**blue overlap**  
134 R / 190 G / 202 B  
HEX #86BECA

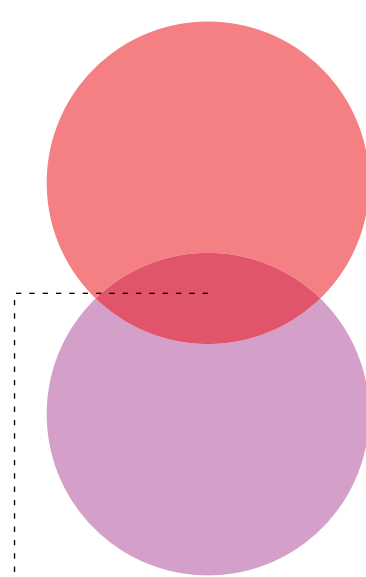
**izzi green a**  
189 R / 220 G / 156 B  
HEX #BDDC9C



**izzi mint**  
166 R / 199 G / 186 B  
HEX #A6C7BA

**mint overlap**  
177 R / 213 G / 147 B  
HEX #B1D593

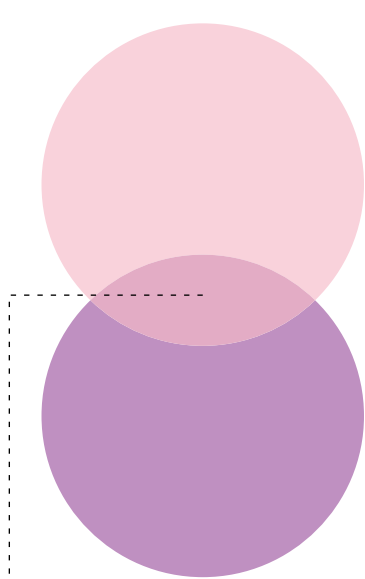
**izzi red**  
244 R / 128 G / 132 B  
HEX #F48084



**izzi purple a**  
212 R / 159 G / 201 B  
HEX #D49FC9

**red overlap**  
225 R / 85 G / 108 B  
HEX #E1556C

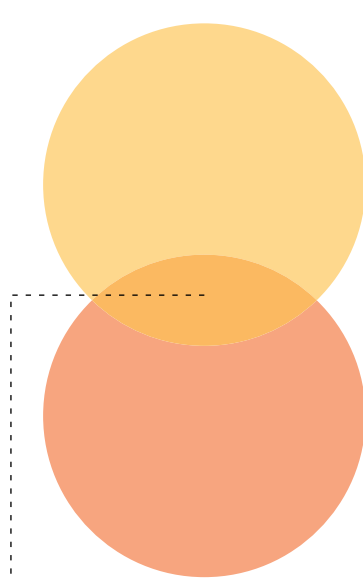
**izzi pink**  
249 R / 210 G / 219 B  
HEX #F9D2DB



**izzi purple b**  
191 R / 144 G / 193 B  
HEX #BF90C1

**pink overlap**  
227 R / 172 G / 197 B  
HEX #E3ACC5

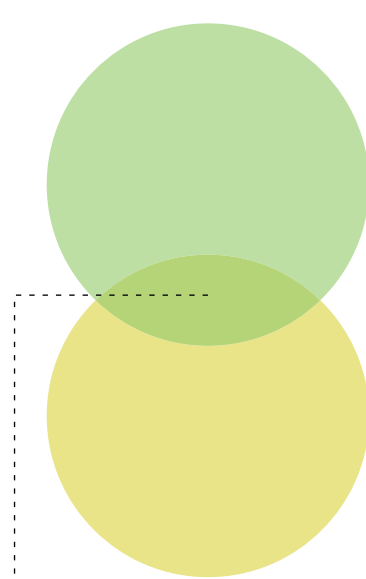
**izzi yellow a**  
254 R / 216 G / 141 B  
HEX #FED88D



**izzi orange**  
247 R / 165 G / 127 B  
HEX #F7A57F

**orange overlap**  
251 R / 185 G / 97 B  
HEX #FBB961

**izzi green b**  
189 R / 223 G / 164 B  
HEX #BDDFA4



**izzi yellow b**  
234 R / 228 G / 137 B  
HEX #EAE489

**yellow overlap**  
181 R / 212 G / 120 B  
HEX #B5D478



# Typeface

Our brand typeface, Sofia Pro, is a simple san-serif font with rounded forms that bring warmth and friendliness to our brand.

We use Sophia Pro Black and Semi Bold for headlines and subheads. Sophia Pro Medium and Regular are used for body copy, along with their italic equivalents.

For emails or Google Docs, a san-serif font, such as Poppins is a good alternative.

The Sophia Pro font is part of the Adobe Fonts collection, included with an Adobe Cloud subscription.

## Typesetting examples

Sophia Pro Black

**A sea change for education**

Sophia Pro Semi Bold

**We are the rising tide that raises our most precious ships**

Sophia Pro, Medium

Research has continually demonstrated that high quality early care and education programs have a significant impact on a child’s chances of future success. Our mission is to provide excellent comprehensive child development and support services to the highest needs children of 0-5 years old and their families in partnership with the community of San Mateo County.

Sophia Pro, Regular

Research has continually demonstrated that high quality early care and education programs have a significant impact on a child’s chances of future success. Our mission is to provide excellent comprehensive child development and support services to the highest needs children of 0-5 years old and their families in partnership with the community of San Mateo County.

## Voice

Based on our Rising Tide Manifesto, the voice of Izzi communicates our mission as a leader in early education.

Example headlines are shown here. Use one of these with any of the 6 logos to ensure that people understand that Izzi is a leader in early education.

Note that we use sentence case for headlines, capitalizing only the first word. Keep Izzi lowercase in headlines.

See the next page for more details about use of capitalization for our name, Izzi in body text.

A sea change for education

We are the rising tide that raises  
our most precious ships

Early education is izzi

Early education

# Capitalization

Izzi is a proper noun that starts with a capital letter in body text. The formal name Izzi Early Education should be used at first mention in the body text of a communication piece.

Izzi should not be capitalized when referring to our website or social media handle.

On graphic applications, we often use “early education” in all lowercase letters with an Izzi logo.

Izzi Early Education can be shortened to Izzi but the name cannot be abbreviated as an acronym.

## Capitalize in body text

At Izzi Early Education, we are committed to providing the highest quality comprehensive early care and education and family services to support the school readiness of each child.

## Do not capitalize for web or social

To donate, visit us at [izziearlyeducation.com/donate](https://izziearlyeducation.com/donate)

Follow us on Instagram @izziearlyed

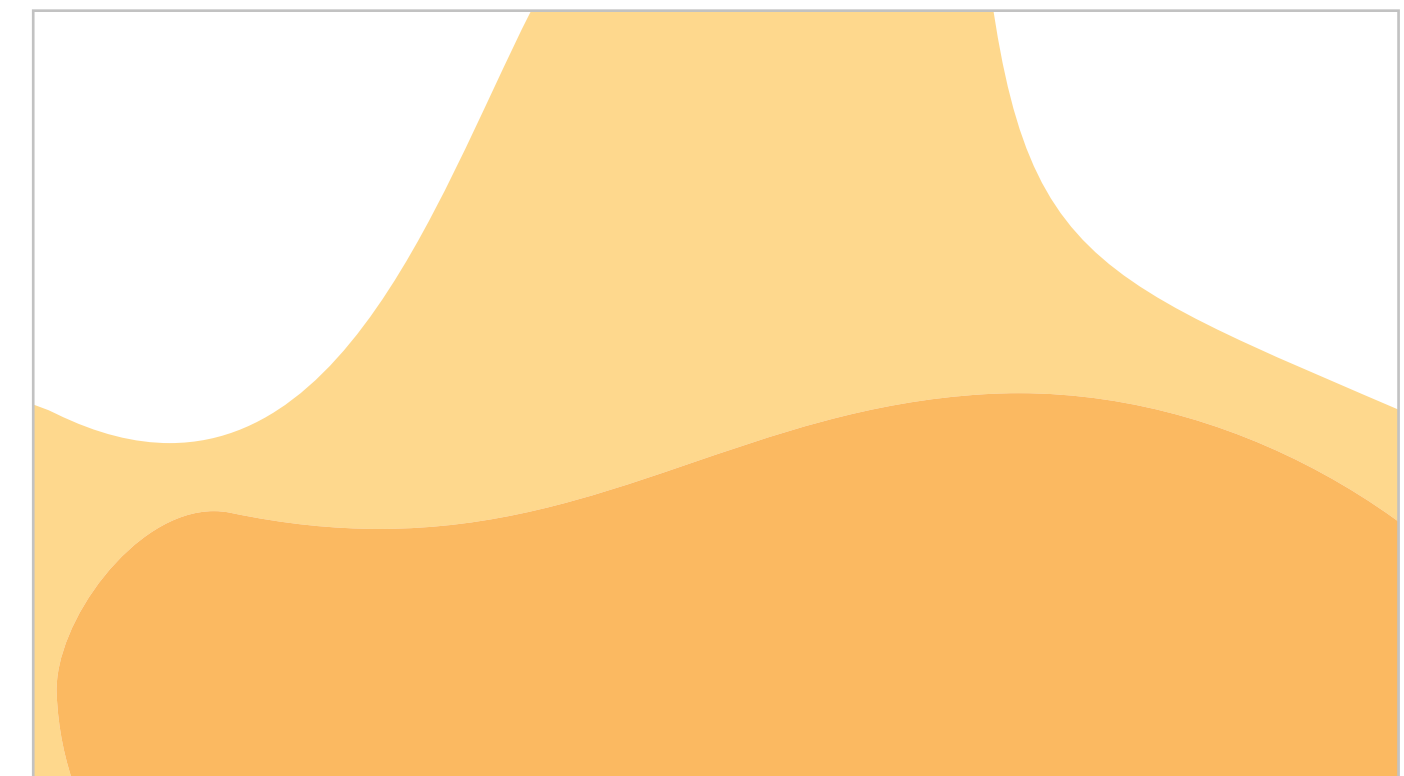
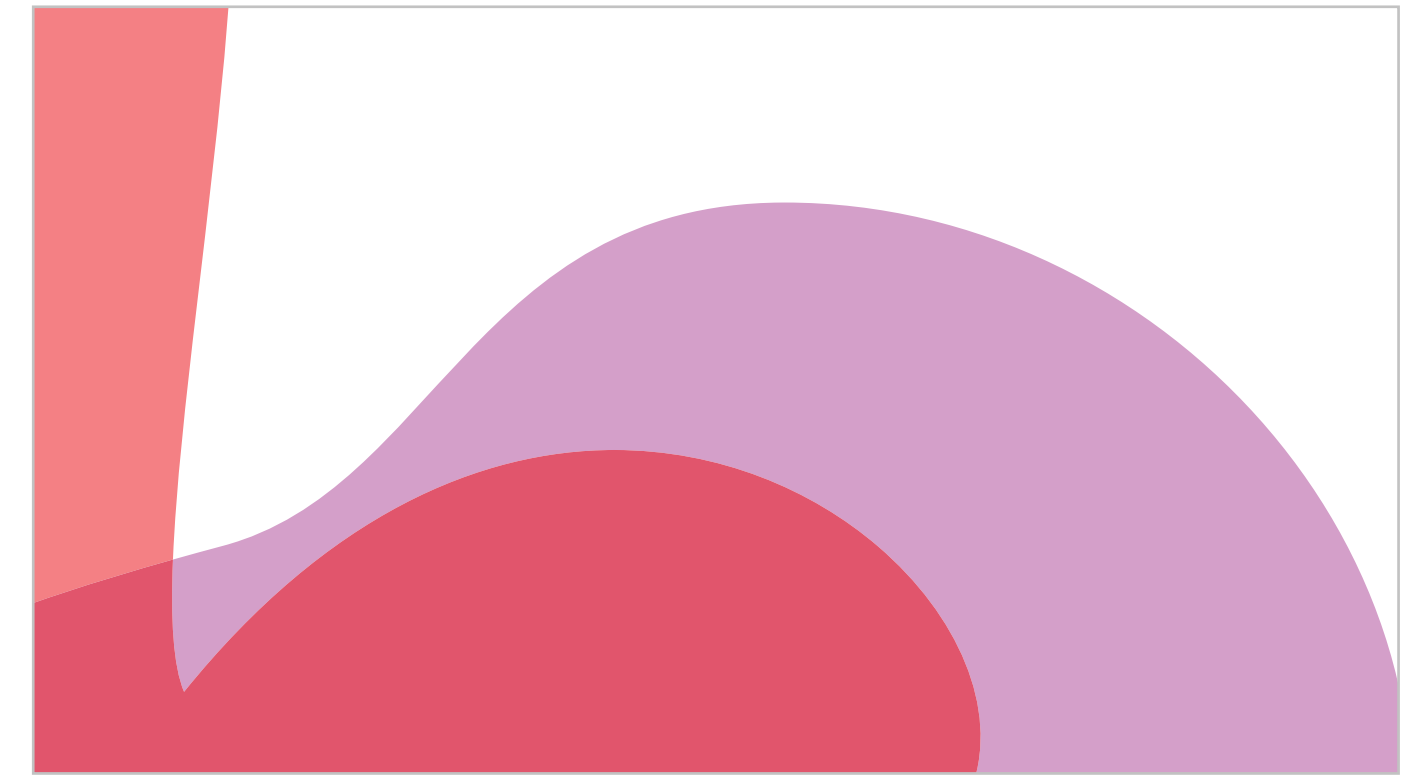


On graphic applications such as a t-shirt, “early education” is used in lowercase, not capitalized.



# Color and motion

The Izzi brand is magical, dynamic and alive.  
The shapes can be used at large scale as still  
images or in motion.



# Supergraphic

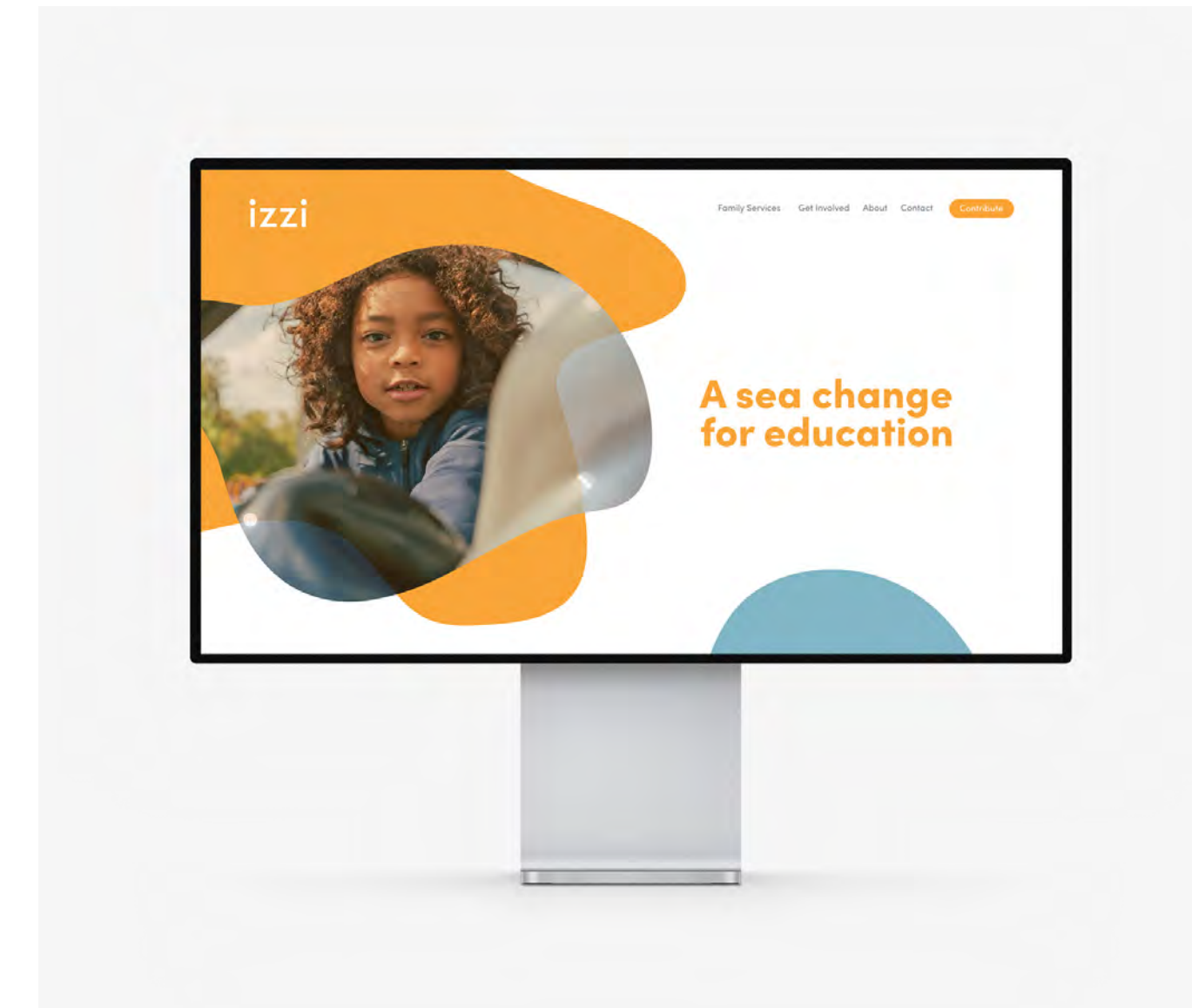
For special uses such as the Izzi website or marketing materials, the shapes can be used at large scale as a supergraphic, and can contain images. These can bleed off the edge to create excitement and movement.

The Izzi wordmark appears in white on top of a large shape in these applications.

See the gallery section for additional examples of the Izzi shapes used as a supergraphic.

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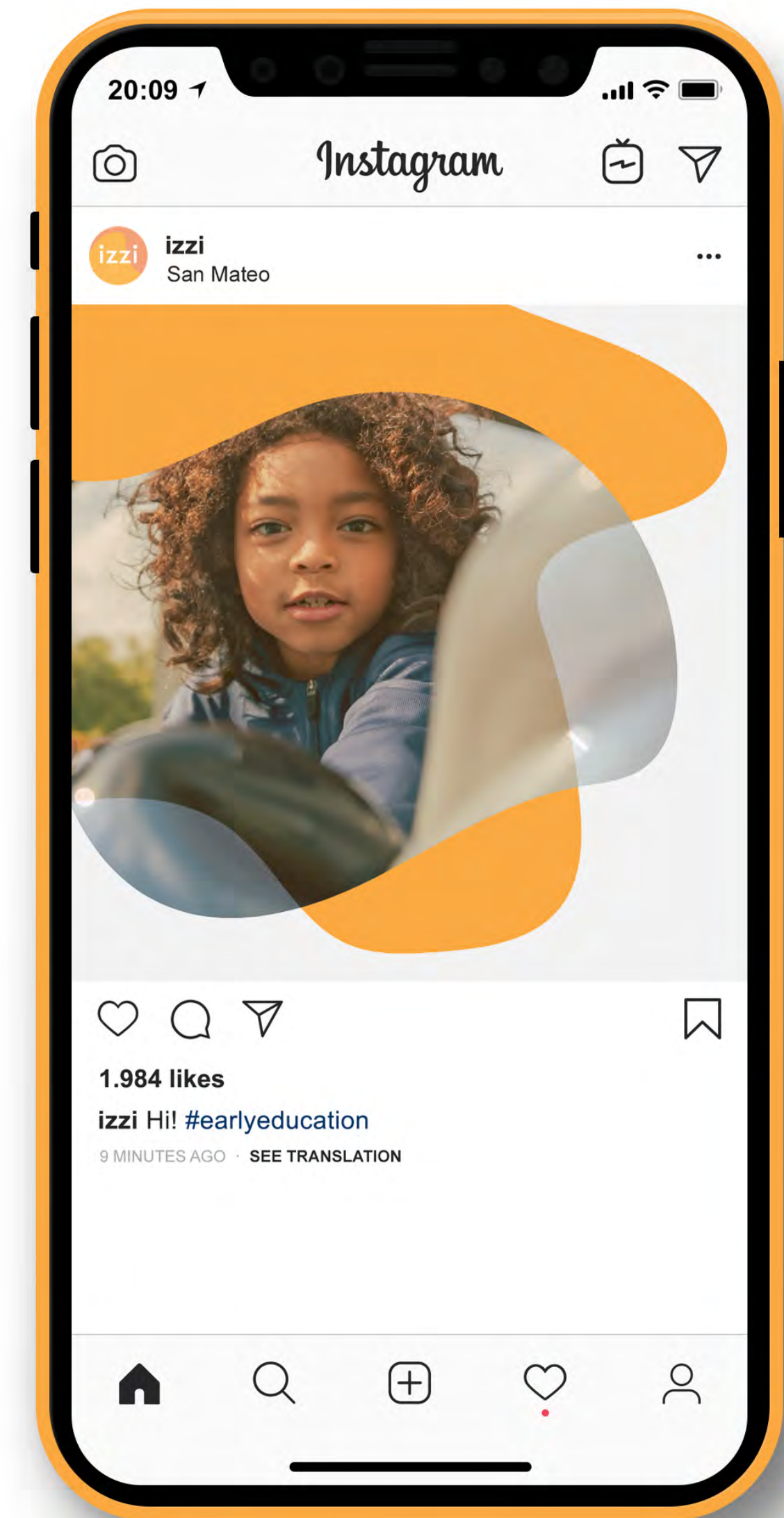
The supergraphic shapes are included in the Izzi toolkit.



# Social Icons

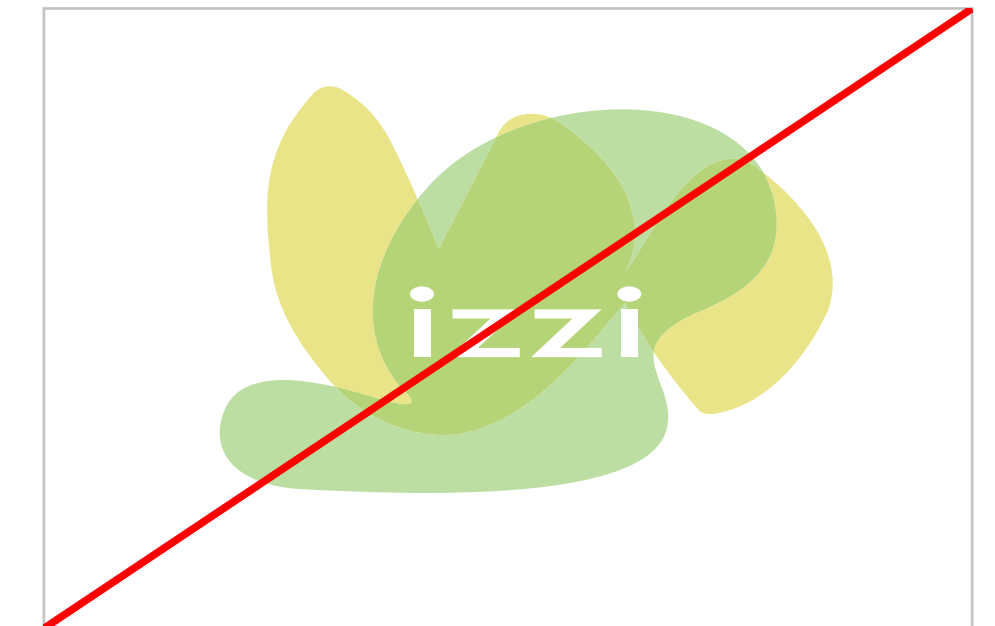
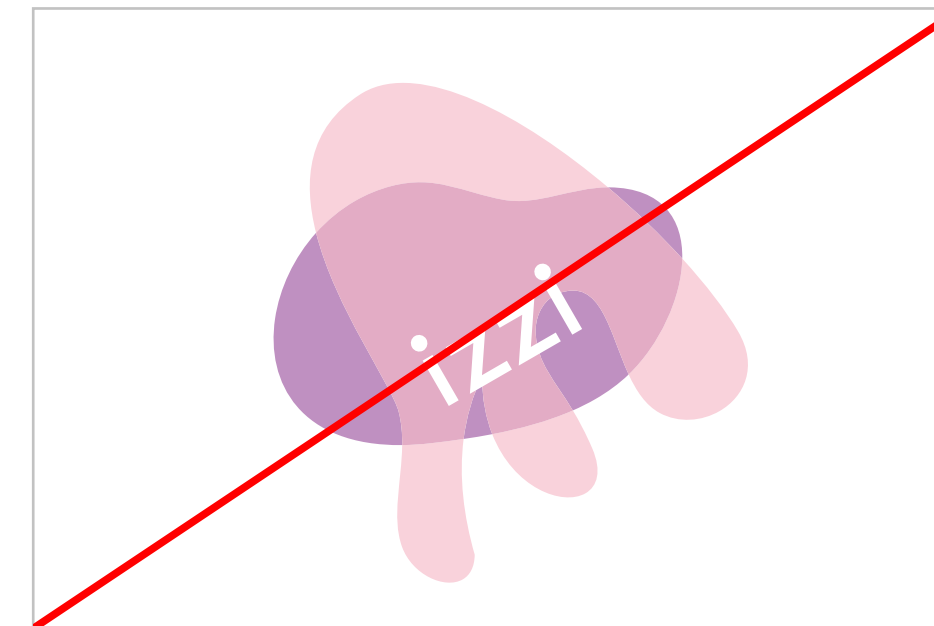
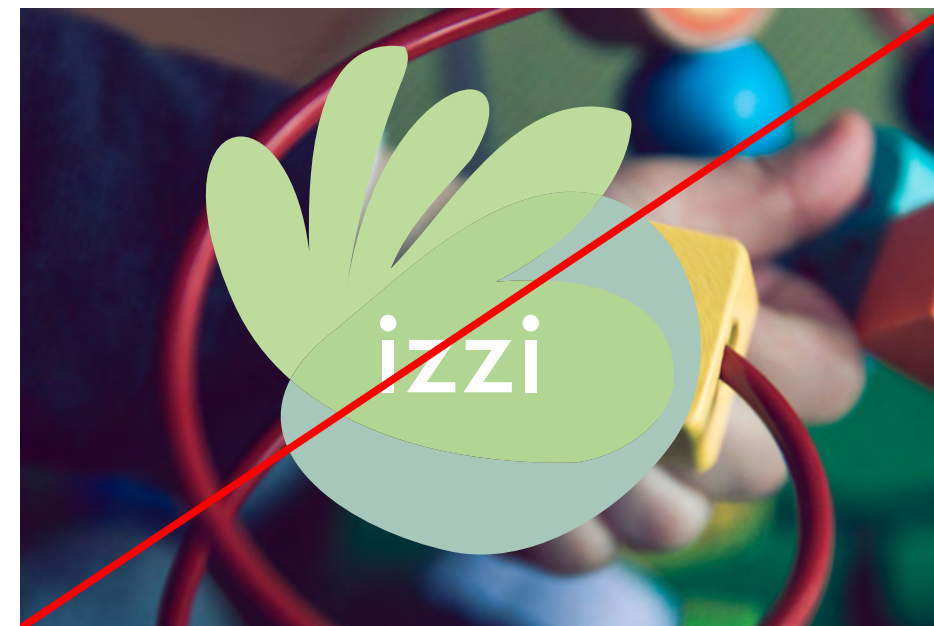
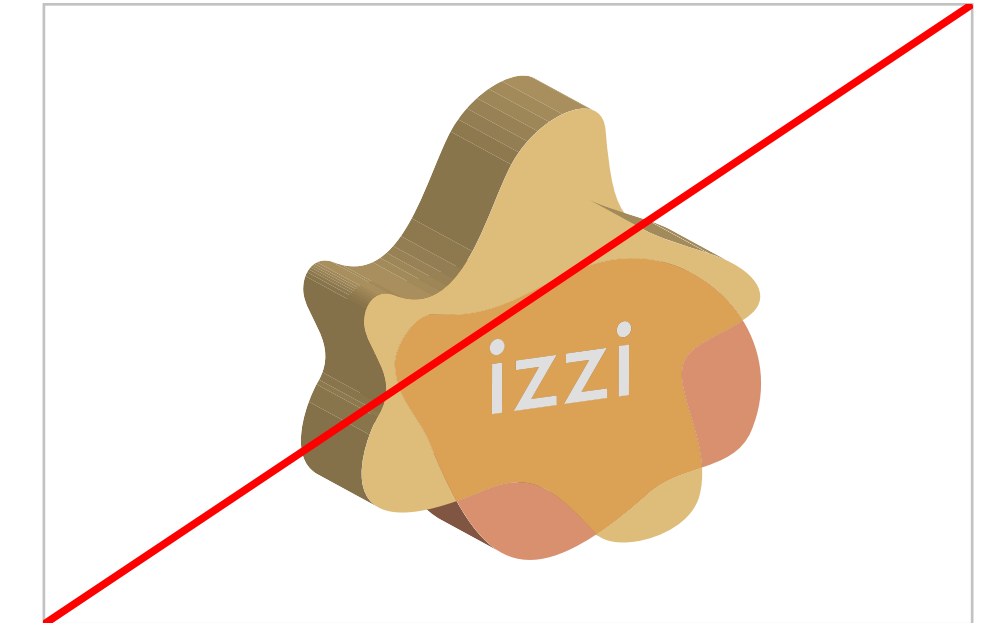
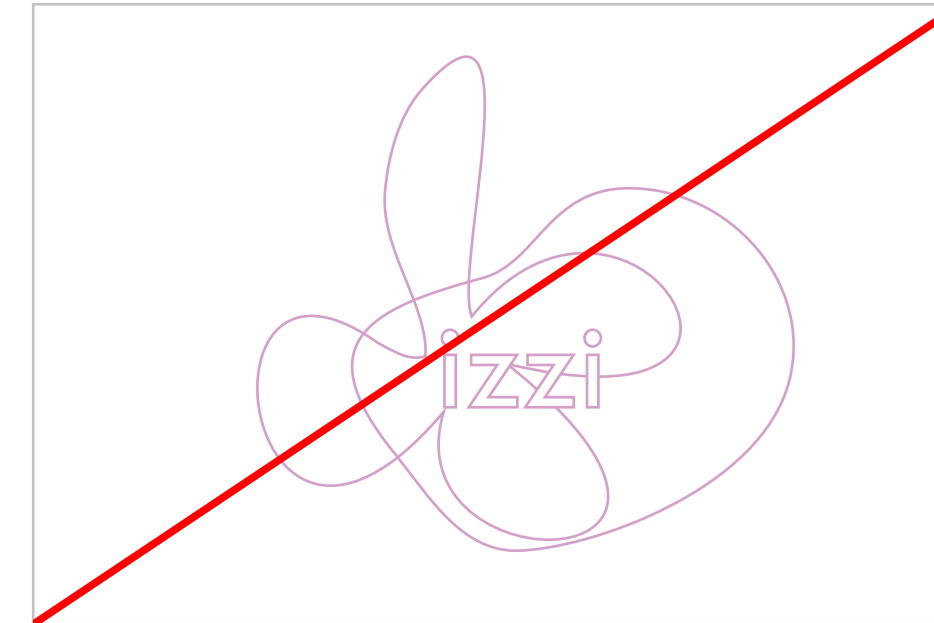
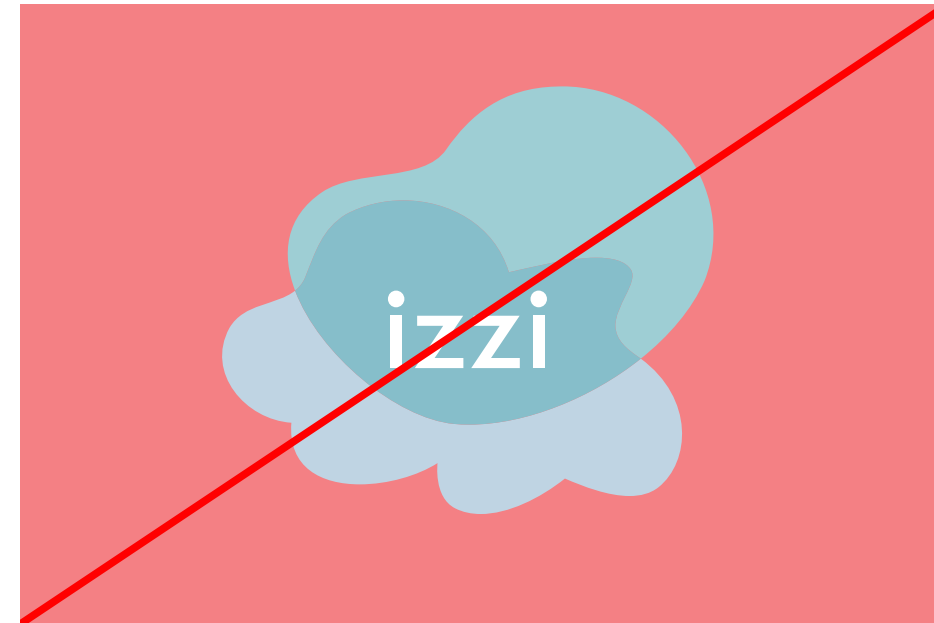
To enhance legibility and color for social media profiles, we have created three versions of the Izzi logo using cropped versions of the shapes.

The social icons are included in the Izzi toolkit.



# Do Nots

# The izzi logo family



Do not place the Izzi logo on background flood of color.

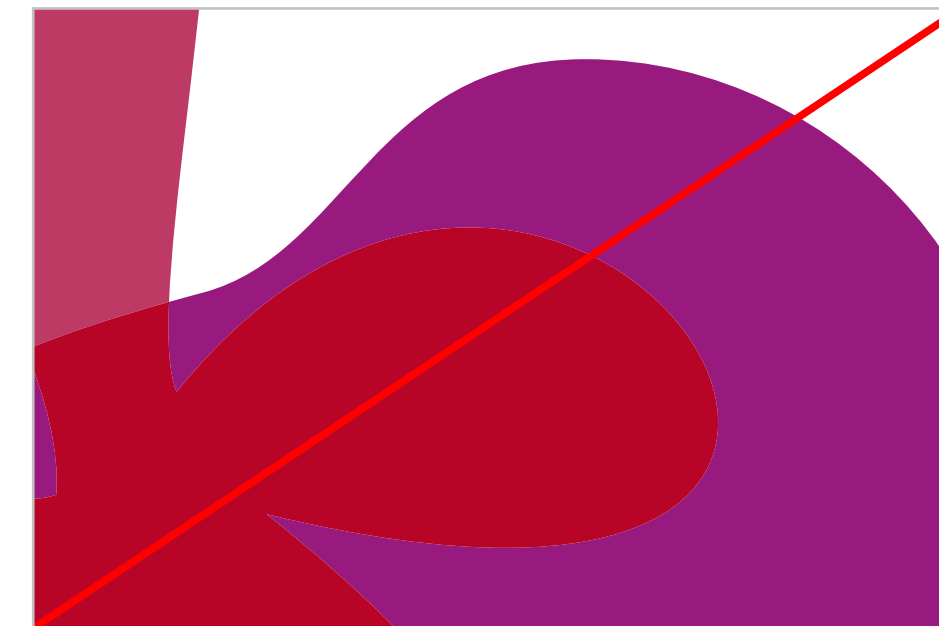
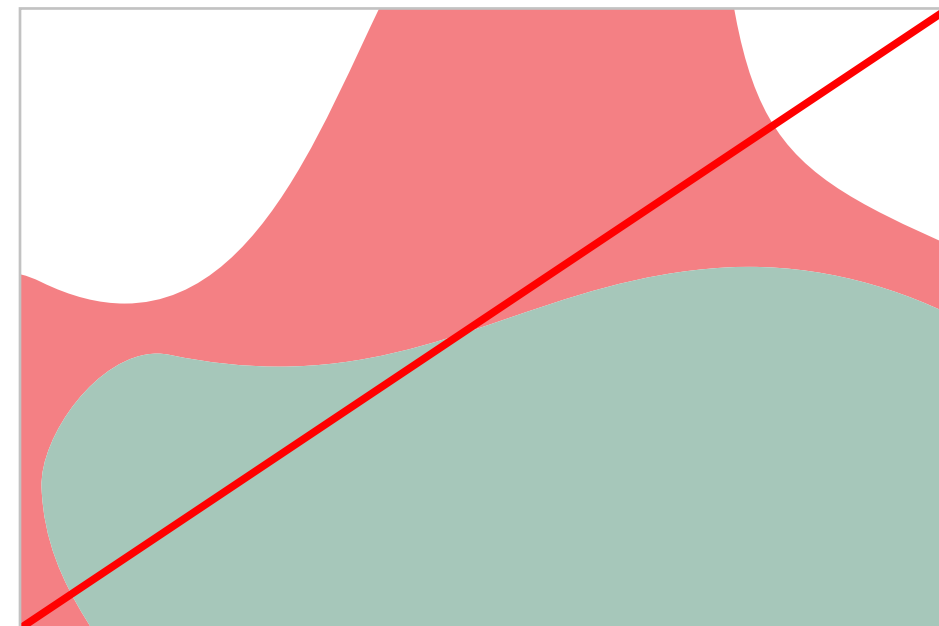
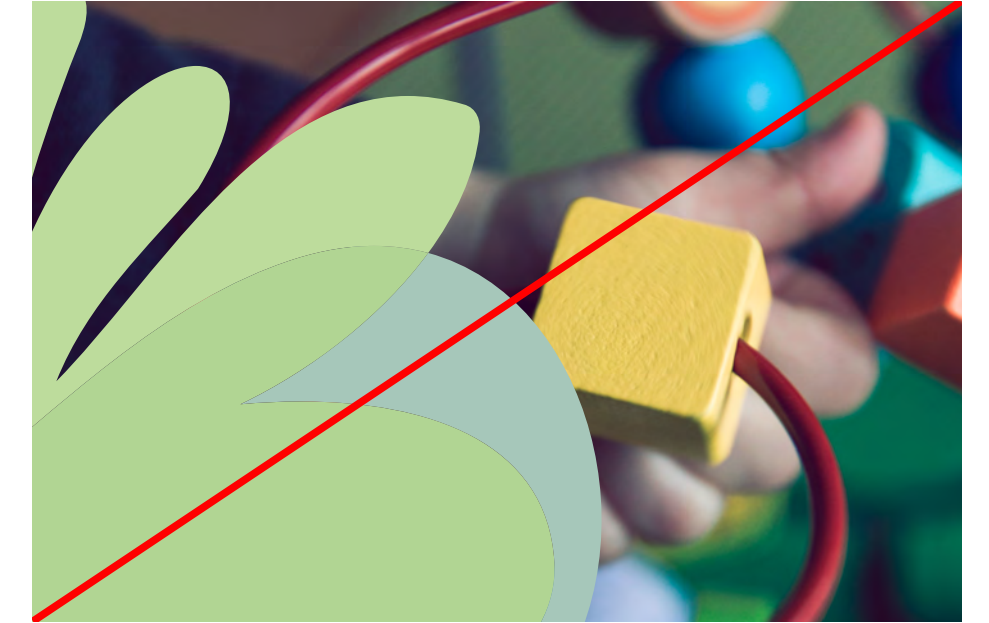
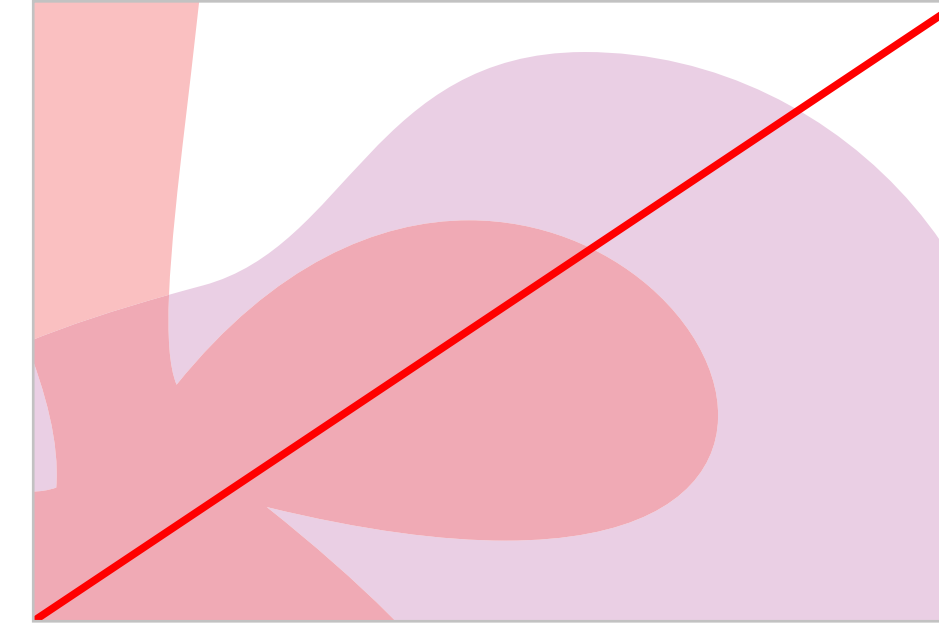
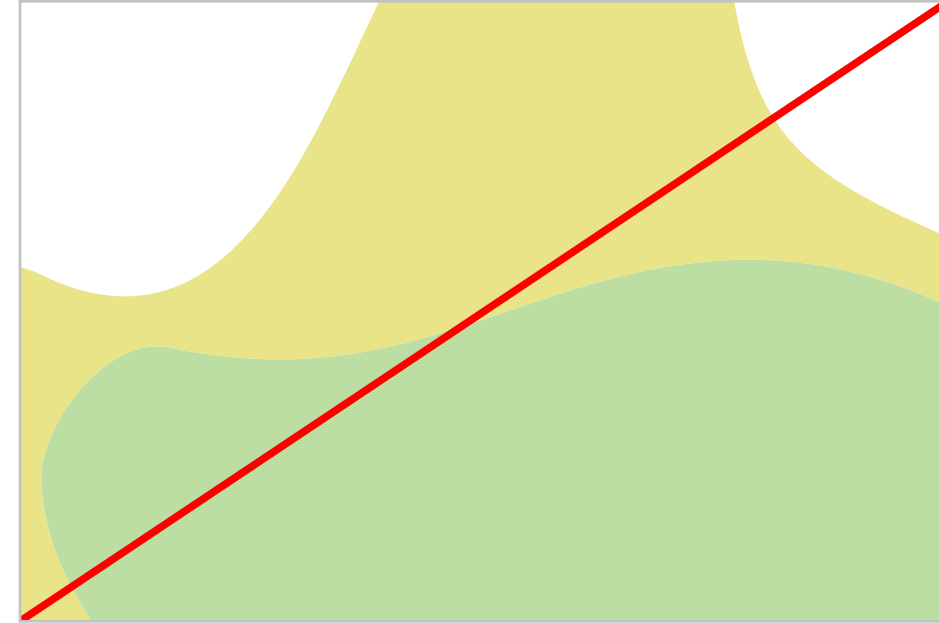
Do not use the Izzi logo on a busy photograph with similar color tone.

Do not outline or rotate the logo.

Do not stretch or skew the Izzi logo or use it in any colors outside of the Izzi color palette.



# The izzi shapes



Do not change the colors of the Izzi shapes.

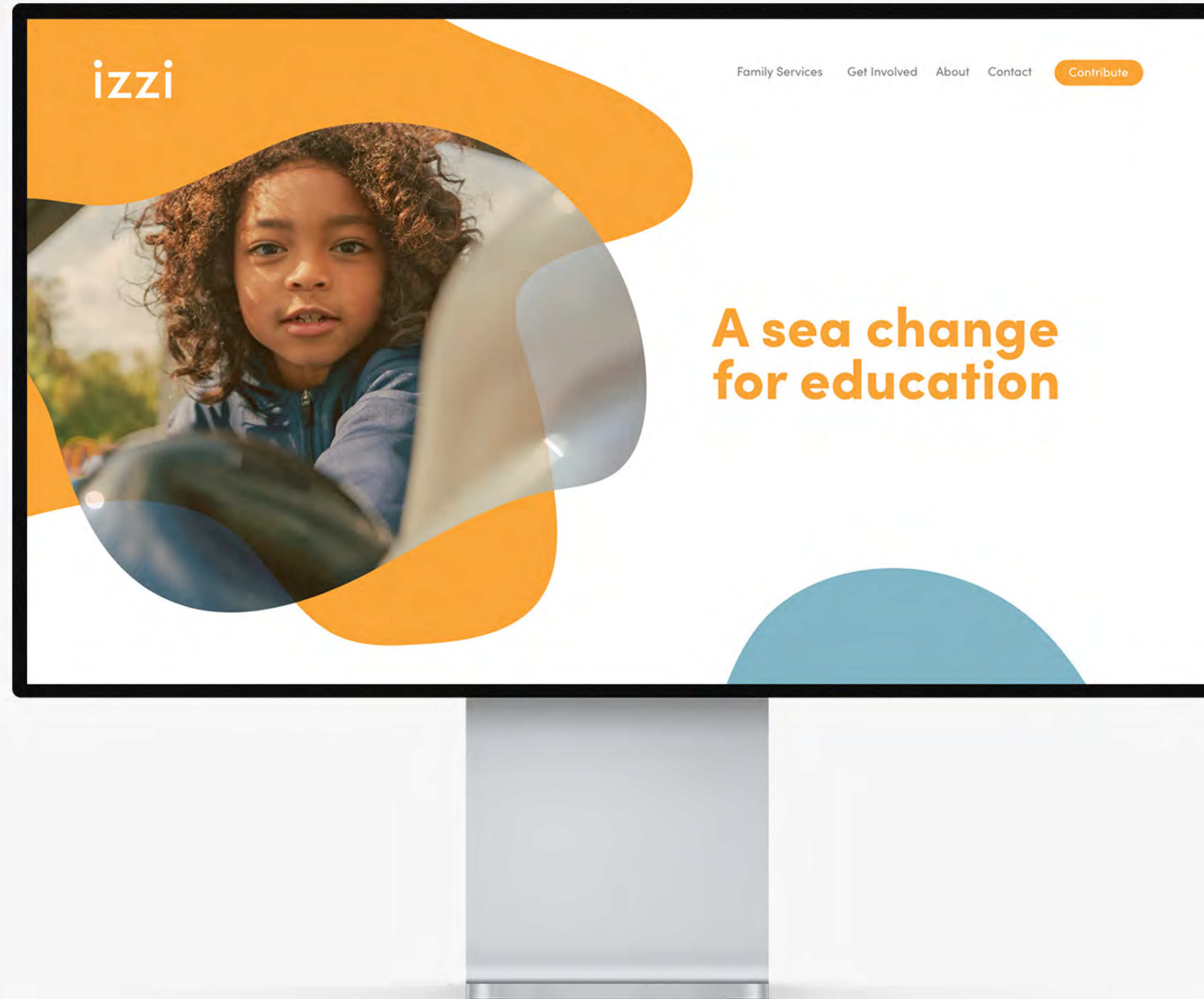
Do not combine colors from different color groups in one shape.

Do not tint the color palette to make the colors lighter.

Do not use darker shades of the color palette.

Do use the Izzi shapes directly on top of a full bleed image.

# Gallery













izzi

Here, along California’s northern shores, lies an estuary of life-altering possibilities. Tides are turned here: for any and every child who needs us. For their parents and family facing the challenges of caring for and raising those children.

For them, and the communities they call home, our communities, we are a surging confluence of culture and purpose, of hope and need, of talent and ambition, of will and willingness, of optimism and opportunity. We are a uniquely situated tide pool of potential.

**We are the rising tide that raises our most precious ships.**















# Content Guidelines

# Writing Style

## Goals:

- Be clear.
- Be useful.
- Be true.
- Be friendly.

## Voice and Tone:

As a leader in the early education space, it is important that our communications to our community are respected and professional.

We write in complete and grammatically correct sentences to show our professionalism and respect for the reader.

Avoid slang and short text language (with exception to chat).

- Yes: Looking forward to meeting you tomorrow at 11:00 am!
- No: Lookin' 4ward 2 mtg u tmrw @ 11!!!!!!!!!!!!!!!!!!!!!!

We are friendly and inviting! We're professional, but we also want to show that we have a lot of love and care for our community.

We prefer starting emails with "Good morning!" than "Dear so-and-so," and we love seeing words like "hugs" and "thank you."

Emojis are also welcomed (in moderation).



# Grammar and Mechanics

*Tip: Download and use Grammarly.com as a free tool to help monitor grammar mistakes.*

## Abbreviations and acronyms:

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references. This is especially true when writing to new hires and people outside your immediate team.

## Commas:

When writing a list, the best practice is to use the serial comma (also known as the Oxford comma).

- Yes: I like to eat apples, oranges, and bananas.
- No: I like to eat apples, oranges and bananas.

## Capitalization:

Like any brand name, Izzi is a proper noun that should start with a capital letter in writing. The formal name Izzi Early Education should be used as such. The only times it should not be capitalized is when referring to our website, social media handle, or in a headline or title for style purposes. Izzi Early Education can be shortened to Izzi but should never be abbreviated.

Avoid capitalizing names of departments unless you are referring to it as a proper noun or use it in a title/heading. Program site names will be capitalized.

- You should donate to Izzi Early Education.
- I am a teacher at Izzi Early Education.
- To donate, visit [izziearlyeducation.com](https://izziearlyeducation.com).
- Follow us on Instagram @izziearlyed.

- I plan to visit the main office today.
- Please submit to the human resources department.
- Izzi at Half Moon Bay will have a family meeting this week.

## Capitalization (cont'd):

Capitalize formal titles that come directly before a name. Lowercase formal titles that appear on their own

## Dates:

Generally, spell out the day of the week and the month and to bold the date while using it in a sentence. Abbreviate only if space is an issue.

## Numbers:

Spell out a number when it begins a sentence. Otherwise, use the numeral. This includes ordinals.

- Director of Operations Jennifer Pifeleti will lead today's meeting
- We are hiring a new site supervisor this week.
- All the family advocates got together for lunch.

- Our school fundraiser is **Saturday, January 24.**
- Our meeting is on Tues., Oct. 12

- Ten new employees started on Monday, and 12 start next week.
- Meg won 1st place in last year's art contest.
- We hosted a group of 8th graders today.

## Names, titles, and sites:

At first mention in writing, Izzi staff should be written with their title, first, and last name. On all other mentions, refer to them by their first name. If a staff member is a teacher, it is appropriate to use Teacher as a title before the name. Family names should be capitalized. Student names should be written their first name capitalized and last initial. Site names will be referred to as “Izzi at [site location]” and should be used when formally identifying where students and teachers are from.

- Izzi Early Education Executive Director Angel Barrios discusses school updates with families.
- Izzi at East Palo Alto Teacher Lucia Alvarez greets the Williams family in the morning.
- Rafael T. from Izzi at Menlo Park is one of five students with a peanut allergy.
- Izzi at Serramonte is one of our largest sites in the north county.

## Periods:

Periods go inside quotation marks. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

## Time:

Use the hh:mm (h = hour, m = minute) format and add am or pm, with a space in between. Use a hyphen between times to indicate a time period.

- Christy said, “I ate a donut.”
- I ate a donut (and I ate a bagel, too).
- I ate a donut and a bagel. (The donut was Sam’s.)

- 7:00 am
- 7:30 pm
- 7:00 am–10:30 pm

# Email Best Practices

The goals of emails can vary widely depending on the goal. They can be informational. They can ask for an action or just offer a simple opinion. A poorly constructed email can add more work and frustration.

Here are some best practices for more effective email communication.

- Utilize your subject line! For priority messages, use “Urgent” or “Important” in the subject line.
- Need a response on an email? Consider adding “Response Requested” or “Action Required” in the subject line to make it clear you are asking for a response.
- Please do not keep the subject line blank. Consider also changing the subject line after scanning a document!
  - Not a good email subject line: Scanned from a Xerox Multifunction Printer
  - Better subject line: Attached Copy of Purchase Order for January PC Meeting
- Going on vacation for the week or considering to take multiple sick days? Set up a “Vacation Responder” or “Out of Office (OOO)” with a message of when you might be back and who to contact in case of urgent needs.
- Having a good email signature can help identify your job title, location, and a phone number to reach you.



# Photography

Photography is encouraged and can be posed or candid. Captured moments help viewers get an inside glimpse of Izzi inviting them to be a part of the community.

Reduce visual clutter and find good lighting!

Photos submitted to the main office team may be considered for marketing and communication purposes unless otherwise noted.

Poor Lighting



Good Lighting



# Videography

Videos can be a great tool for communication both in and outside of the classroom. Unless videos are for specific vertical formats, all videos should be recorded horizontally (especially for YouTube).

Videos should consider best practices when recording. Edited videos should follow the Izzi brand guidelines as closely as possible.



Thank you!  
¡Gracias!  
Mahalo!