



UPDATED MAY 2025

Style Guidelines

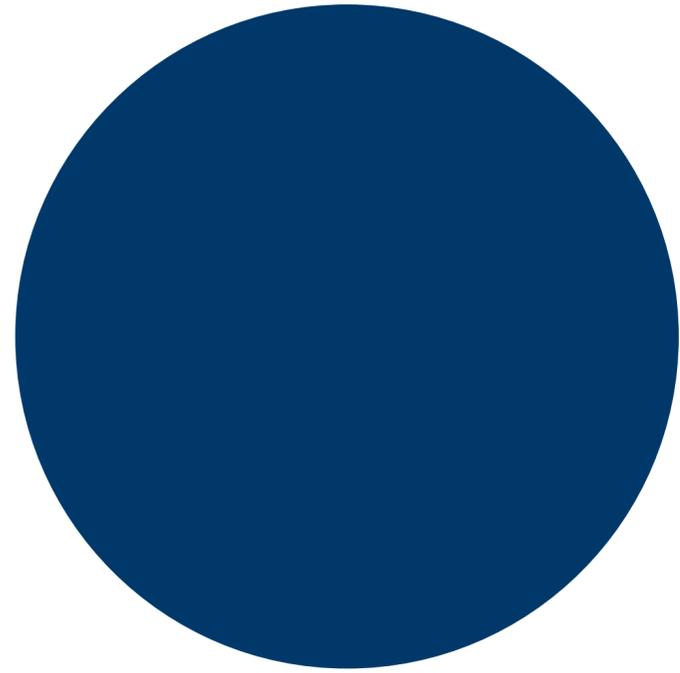


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Logo System

Our Logo

Our brand logo puts the student right at the center—signifying the power within each individual. The overlapping arches highlight the intersection between two key components of the BARR model: relationships and data to support individuals. Overall, the design evokes optimism and energy as we build a bright future of better outcomes, together.



BARRTM

Logo System

Overview

A logo is the face of a brand—it's often the first thing people see and the image they remember. A strong logo builds recognition, conveys the brand's personality, and helps create a lasting connection with the audience.

Our primary logo is to be used in most circumstances, but we also offer a horizontal version for added flexibility. The BARR logo symbol can be used as a design element in certain instances where the brand is already clearly established.



Logo System

Clear Space & Minimum Size

Maintaining adequate clear space and minimum size ensures our logo stays legible, recognizable, and visually balanced across all applications. Giving it enough room to breathe helps it stand out and represent the brand with clarity and confidence.



Clear Space

The BARR logo clear space is equal to the height of the circle in the symbol (marked as "x" in the diagrams here).



Minimum Size

Establishing a minimum size ensures the impact and legibility of the logo is not compromised in applications.



The primary logo should never be a smaller width than 75px in digital or 20mm in print.



The horizontal logo should never be a smaller width than 100px in digital or 25mm in print.

BARR GUIDELINES

Logo System

Primary Variations

Purposeful logo variations help our brand stay clear, consistent, and adaptable across a wide range of backgrounds and uses. Whether it's placed on a dark background or applied in a single color, each version is carefully designed to ensure maximum legibility and visual impact.

3 COLOR
REVERSED



ONE COLOR



REVERSED



BLACK & WHITE



BARR GUIDELINES

Logo System

Horizontal Variations

Purposeful logo variations help our brand stay clear, consistent, and adaptable across a wide range of backgrounds and uses. Whether it's placed on a dark background or applied in a single color, each version is carefully designed to ensure maximum legibility and visual impact.

3 COLOR
REVERSED



ONE COLOR



REVERSED



BLACK & WHITE



Logo System

Tagline Lockups

The BARR tagline is a key part of our brand identity. In addition to being used as a headline across various collateral, it can also be paired with each version of the logo, as shown here, to reinforce our message and create a cohesive brand presence.



BARRTM

Same students. Same teachers.
Better results.



BARRTM

Same students. Same teachers. **Better results.**

Logo System

Incorrect Usage

Using the logo the correct way helps present a strong, consistent brand that people can easily recognize and trust. Every time it's used correctly, it reinforces who we are and makes our visual identity stronger.



Do not alter the logo colors. Use only the approved versions provided in this guide.



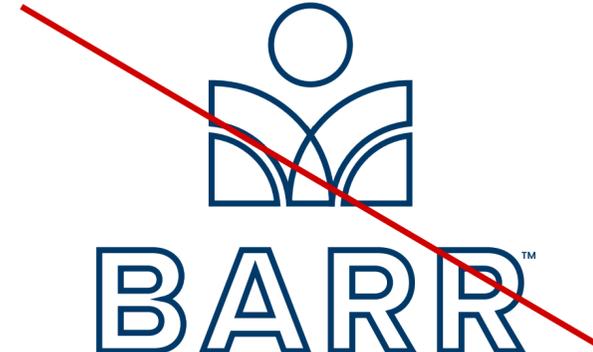
Do not alter the logo by adding, removing, or adjusting elements.



Always use the logo at full opacity; do not screen it back or use it as a watermark.



Do not stretch, distort, or rotate the logo at unusual angles.



Do not outline the logo.



Don't use the wordmark alone without the logo symbol.



Do not add special effects like drop shadows to the logo.



The logo can be placed on a photo in certain instances, but ensure it isn't too busy to affect legibility.



Ensure the logo stands out by placing it on a background with enough contrast and avoiding colors found within the logo.

02

Color Palette

Color Palette

The brand color palette features a vibrant range of hues, but to maintain visual clarity and cohesion, we've established a color hierarchy. Navy serves as the primary brand color, providing a strong foundation that allows the brighter tones to stand out. Yellow and orange are secondary accents, while the remaining colors act as tertiary supports to add depth and variety without overwhelming the design.

Note: Colors displayed on screen and in PDF are not true color representation. Refer to the Pantone swatch for the source of truth.

Navy

Pantone 2955
C:100 M:52 Y:0 K:58
#003968

Yellow

Pantone 7408
C:0 M:20 Y:98 K:0
#FFC20E

Orange

Pantone 715
C:0 M:20 Y:98 K:0
#F58220

Bright Blue

Pantone 298
C:65 M:3 Y:0 K:0
#18B1E7

Blue

Pantone 7462
C:100 M:56 Y:0 K:16
#005B9E

Bright Green

Pantone 368
C:54 M:0 Y:100 K:0
#8CC63F

Green

Pantone 7482
C:91 M:0 Y:93 K:0
#009A4E

03

Typography

Typo- graphy

Overview

Montserrat is the primary brand typeface and should be used for all headlines and body copy.

If these fonts are unavailable, use Arial in place of Montserrat. This system font is standard on Microsoft programs across both Mac and PC.

**Montserrat is our
primary typeface.**

Geometric
Clean
Legible
Friendly

WEIGHTS

Black

Extra Bold

Bold

Semibold

Medium

Regular

Light

Extra Light

MONTSERRAT ALTERNATE

Arial Bold

Arial Regular

Typo- graphy

Type Styling

Refer to this sample on the right as a guide for the recommended hierarchy and relationship between different type styles.

Headline

HEADLINE

Montserrat Bold
Sentence case
Tracking: -5 (-.5% or -.05 em)
Leading/Line Height: 1 (100%)

Subhead

SUBHEAD

Montserrat Light
Sentence case
Tracking: -10 (-1% or -.1 em)
Leading/Line Height: 1.3 (130%)

ALL CAPS

ALL CAPS

Montserrat Bold
Uppercase
Tracking: 50 (5% or .5 em)
Leading/Line Height: 1.2 (120%)

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur scelerisque ornare. Vivamus ligula velit, tincidunt quis finibus eget.

BODY COPY

Montserrat Regular
Sentence case
Tracking: 0
Leading/Line Height: 1.5 (150%)

Thank you

