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introduction



brand guidelines

What are these guidelines for?

The Parsec Education Brand Guidelines exist to set and reinforce the visual, verbal, and written identity of the company.

When do these guidelines apply?

Guidelines are to be followed for all applications of our logo and for marketing collateral representing products, services, or events owned or held by Parsec Education that do not have their own set of brand guidelines.

How do I use these guidelines?

The following pages will provide the initial direction and are to act, as the name implies, as guidelines. If you have questions on implementing these guidelines, contact Director of Innovation, Morgan Melton.

morgan@parseceducation.com

the brand

the parsec story

Eugene Park, Founder and Chief Innovation Officer for Parsec Education, Inc. started the company because **he saw that educational systems were flooded with large amounts of data but did not have the internal capacity to make them meaningful.**

Eugene was a key Analyst for Madera Unified and led many innovative projects that supported districts and site leaders with building tools using data to improve student achievement.

Babatunde Ilori, Eugene's previous supervisor and now CEO and co-owner of Parsec Education, always said: "**Eugene's superpower is data visualization. He is amazing at telling stories in a visually appealing way,** using graphic design and other data visualization tools."

Eugene loved doing this work and did not want to be limited to one district, **so he and his wife, Victoria, made a big decision to sell their home and use the equity to launch Parsec Education.** Four years later, Parsec Education has grown into a dynamic educational technology company that **exists to improve and transform K-12 education and student outcomes** through modernizing, evaluating, improving, and standardizing the way schools view, interpret, and respond to data.



mission

Parsec Education's mission is to improve and transform K-12 education and student outcomes through modernizing, evaluating, improving, and standardizing the way schools view, interpret, and respond to data.

vision

Make the world a better place to learn.

values

partner success

innovation

integrity

student-centered

humor



our voice

When speaking from the perspective of the company or as a representative of the company, these are the tones we want our voice to convey.



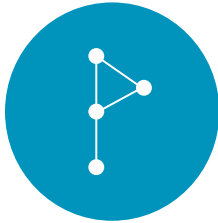
Because we value...	Our voice is...	So our communication is...	But not...
Partner Success	Committed	Friendly Respectful Accessible	Inauthentic
Innovation	Explorative	Curious Courageous Determined	Unrealistic
Integrity	Responsible	Resolute Honest Dependable	Arrogant
Student-Centered	Supportive	Thorough Inclusive Transparent	Judgmental
Humor	Humorous :-)	Witty Playful Positive	Insensitive

visual identity

logo composition



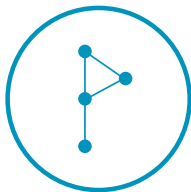
parsec logos



icon logo



primary logo



outlined logo



secondary logo

banners & taglines



accent banner



make data meaningful...

email signature banner

parsec tagline

MAKE DATA MEANINGFUL

parsecGO tagline

BE YOUR OWN DATA ANALYST

parsecGO professional tagline

TELL YOUR DATA STORY

logo guidelines

To maintain the integrity of the logo, and remain consistent with our branding—please adhere to these guidelines.

color



do display the logo in a single color (preferably a value of parsec blue, white, or black)



do not display the logo in 2 or more colors

backgrounds

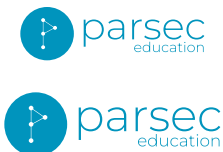


do place it on a high contrast and primarily solid colored background

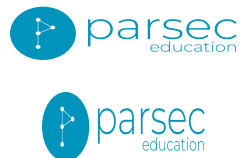


do not place it on a busy or low-contrast colored background

resizing



do scale the logo proportionally



do not stretch the logo vertically or horizontally

integrity



do display the logo in one of the two variations defined in these guidelines



do not alter the logo including removing or adding any design elements or typography

color

primary color
parsec blue

hex #0094BD
rgb 0, 148, 189
cmYk 74, 16, 0, 26
pms (pantone) 313C

primary color
white

hex #FFFFFF
rgb 255, 255, 255
cmYk 0, 0, 0, 0
pms (pantone) NA

primary color
black 95%

hex #0A1214
rgb 10, 18, 20
cmYk 4, 1, 0, 92
pms (pantone) Black 6 C

parsec blue 90%

parsec blue 75%

parsec blue 50%

parsec blue 25%

parsec blue 10%

parsec green #73932e

parsec green 10%

typography

Parsec Education's primary font is Montserrat. It should be used whenever possible in designs at least partially to convey the brand identity. Appropriate pairings include Merriweather, Oswald, and Open Sans. Other non-display fonts may be paired with Montserrat when necessary.

primary fonts

Aa

Montserrat Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!@#\$\$%^&*()-+";:?

Aa

Montserrat Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!@#\$\$%^&*()-+";:?

serif font

Aa

Merriweather

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!@#\$\$%^&*()-+";:?

secondary display font

Aa

Oswald

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!@#\$\$%^&*()-+";:?

paragraph font

Aa

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!@#\$\$%^&*()-+";:?

font pairings

Heading Fonts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading: Montserrat Bold

Paragraph: Merriweather Regular

Heading Fonts

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading: Montserrat Bold

Paragraph: Oswald Light

HEADING FONTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading: Montserrat Bold

Paragraph: Open Sans Regular

type guidelines

These guidelines are intended to help any text we publish to be readable and visually satisfying.

spacing

Spacing matters. Too much line height and eyes have to jump from line to line. Too little line height and things quickly begin to feel claustrophobic. Be careful to not overuse letter spacing as well- as it can make text harder to read.

Too

much

line

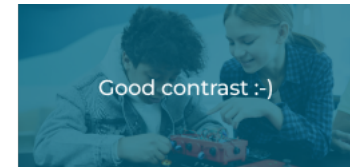
height.

Not enough line height. Please don't squish me like this. It's uncomfortable.

The Goldilocks of line height. Absolute perfection. Don't change a thing.

color

Be sure there is enough contrast between text and the background. When using an image in the background, opt to add a translucent overlay on the image for greater readability.



font weights & size

Mixing font weights can be a great way to add contrast and emphasis. When using two mixed weight fonts together, a good rule of thumb is to skip a weight, e.g. pairing Regular and Bold (skipping SemiBold). Always consider the readability of your font size as well.

Heading

Paragraph text that you can't tell is paragraph text because I lack any visual contrast.

Heading

Paragraph text that is very clearly paragraph text because I am different in font size and in font weight!

photography

Our photography and imagery should reflect the content and context in which it's being presented with.

copyright

Never use images you have not licensed, do not have permission to use, or displays anything within it that should not be made public.

subject

Try to be conscientious about the subject matter you choose. It should be reflective of the context in which it will be displayed.

focal point / angles

Consider if the angle of the image is optimal. A quick crop can make a big difference.

faces

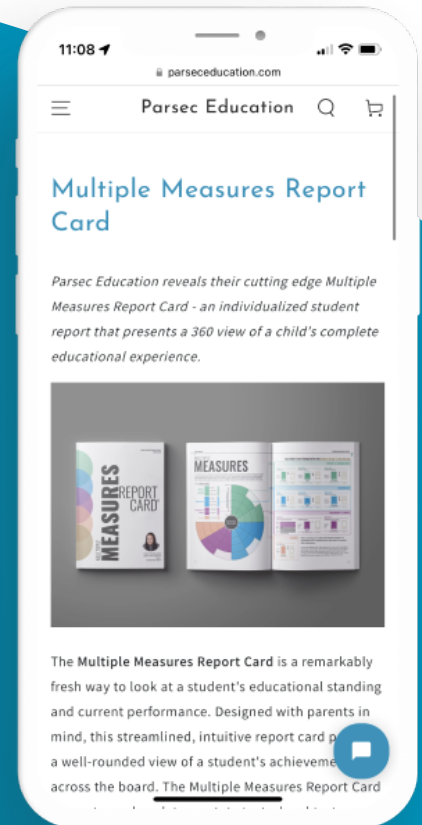
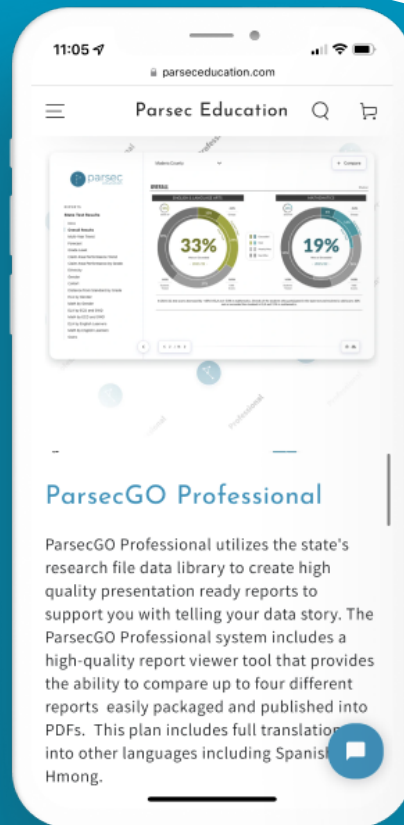
Our eyes are naturally drawn to faces. When using faces consider the direction they are looking and if they enhance the design surrounding it or if they negatively distract.

color and quality

Pick images with color palettes that mesh well with the rest of the design. Images should be a high enough resolution as to not appear blurry.











Questions can be directed to
morgan@parseceducation.com