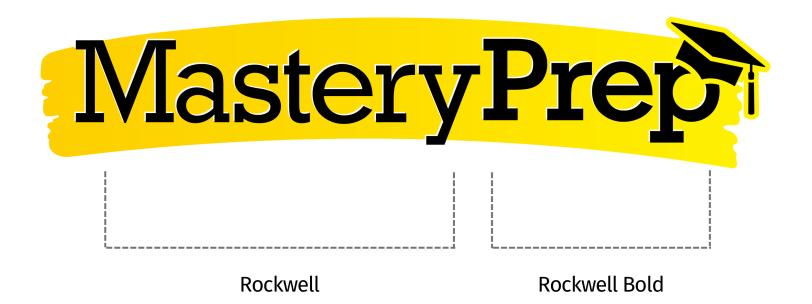# MasteryPrep

BRANDING GUIDE

A framework for consistent brand presentation

MASTERYPREP LOGO

Our logo uses the font Rockwell. Behind "MasteryPrep" is a yellow highlighter mark. MasteryPrep is always spelled as one word. Our full logo features a tilted graduation cap on the last "p".

Rockwell   Rockwell Bold

Acceptable usage of our logo:

Full logo:

All black without the highlight mark:

If the background is dark, please use either the full logo or white variation:

MASTERYPREP LOGO

PART 2

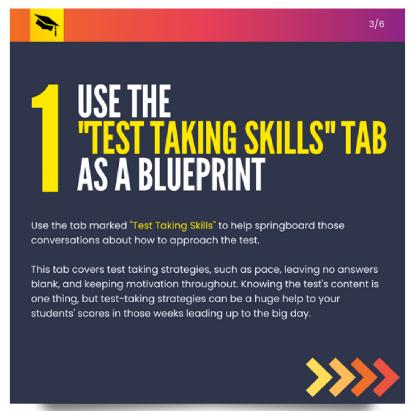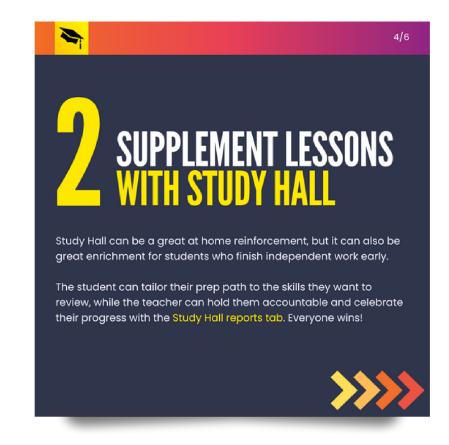If our name and logo are previously mentioned, usage of the solo graduation cap is acceptable.

Example from an Instagram slideshow post:

MASTERYPREP LOGO

PART 3

Examples of unacceptable usage of our logo:

In this example the background is too dark.
Below are acceptable options:

Under no circumstance should the logo be modified. Examples include but are not limited to:

LOGO COLORS

MasteryPrep

MasteryPrep

	PANTONE: #000000	
	C: 75%	
	M: 68%	R: 0%
	Y: 67%	G: 0%
	K: 90%	B: 0%

	PANTONE: #FED000	
	C: 1%	
	M: 16%	R: 254%
	Y: 100%	G: 208%
	K: 0%	B: 0%

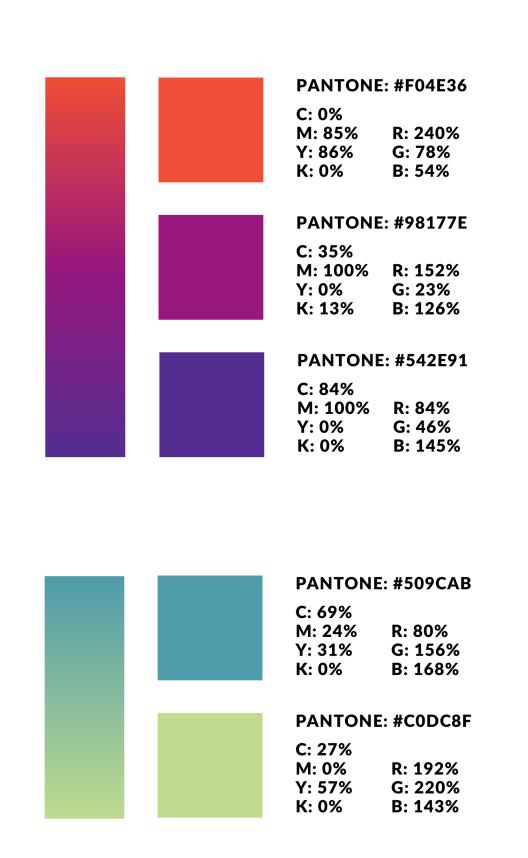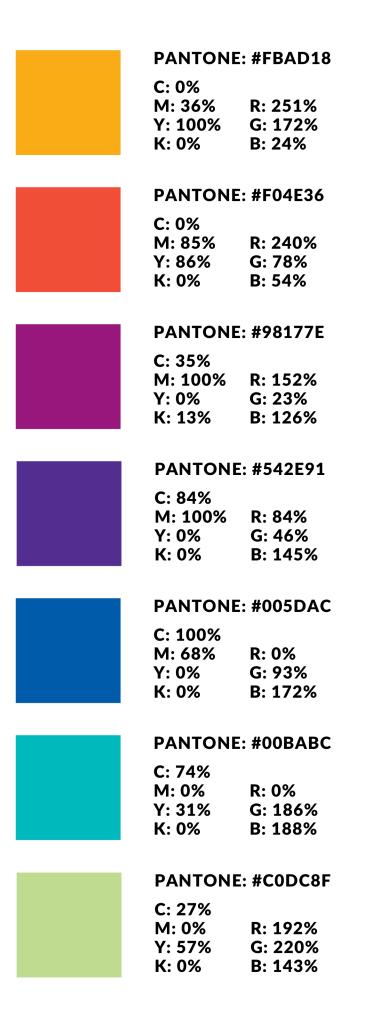|	PANTONE: #FFF000	
	C: 4%	
	M: 0%	R: 255%
	Y: 95%	G: 240%
	K: 0%	B: 0%

BRANDING COLORS

MasteryPrep is not your average prep company—and neither is our branding.

These colors collectively capture the essence of MasteryPrep's approach—an innovative, engaging, growth-focused, credible, and exciting way of preparing students for success. Whether it's through vibrant and fun visuals or engaging courses, we strive to resonate with students in hopes of helping them embrace the journey of learning and achievement.
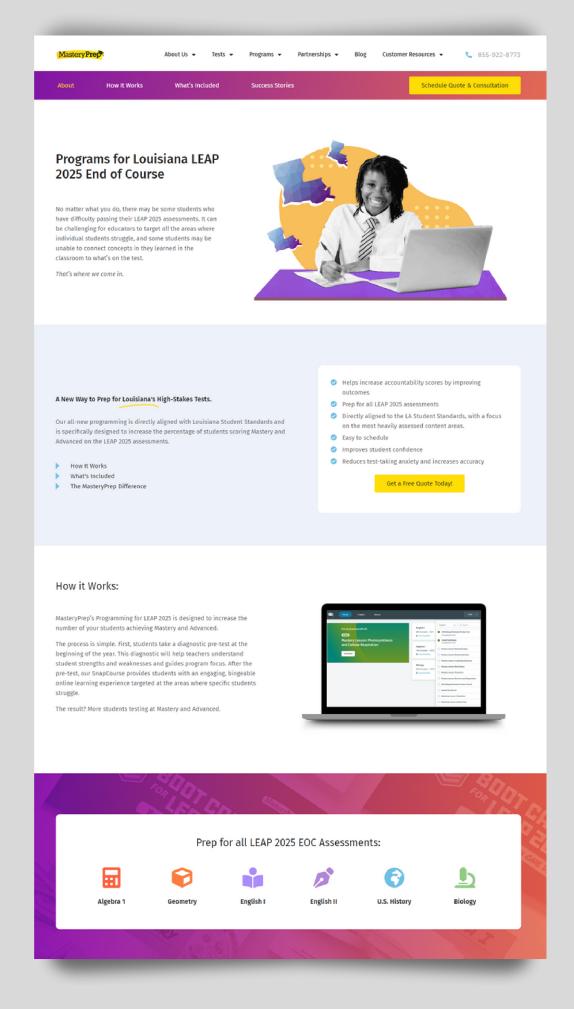
PANTONE: #F04E36

C: 0%
M: 85%   R: 240%
Y: 86%   G: 78%
K: 0%   B: 54%

PANTONE: #98177E

C: 35%
M: 100%   R: 152%
Y: 0%   G: 23%
K: 13%   B: 126%

PANTONE: #542E91

C: 84%
M: 100%   R: 84%
Y: 0%   G: 46%
K: 0%   B: 145%

PANTONE: #509CAB

C: 69%
M: 24%   R: 80%
Y: 31%   G: 156%
K: 0%   B: 168%

PANTONE: #C0DC8F

C: 27%
M: 0%   R: 192%
Y: 57%   G: 220%
K: 0%   B: 143%

PANTONE: #FBAD18

C: 0%
M: 36%   R: 251%
Y: 100%   G: 172%
K: 0%   B: 24%

PANTONE: #F04E36

C: 0%
M: 85%   R: 240%
Y: 86%   G: 78%
K: 0%   B: 54%

PANTONE: #98177E

C: 35%
M: 100%   R: 152%
Y: 0%   G: 23%
K: 13%   B: 126%

PANTONE: #542E91

C: 84%
M: 100%   R: 84%
Y: 0%   G: 46%
K: 0%   B: 145%

PANTONE: #005DAC

C: 100%
M: 68%   R: 0%
Y: 0%   G: 93%
K: 0%   B: 172%

PANTONE: #00BABC

C: 74%
M: 0%   R: 0%
Y: 31%   G: 186%
K: 0%   B: 188%

PANTONE: #C0DC8F

C: 27%
M: 0%   R: 192%
Y: 57%   G: 220%
K: 0%   B: 143%

BRANDING EXAMPLES

DIGITAL EXAMPLES

Social Media
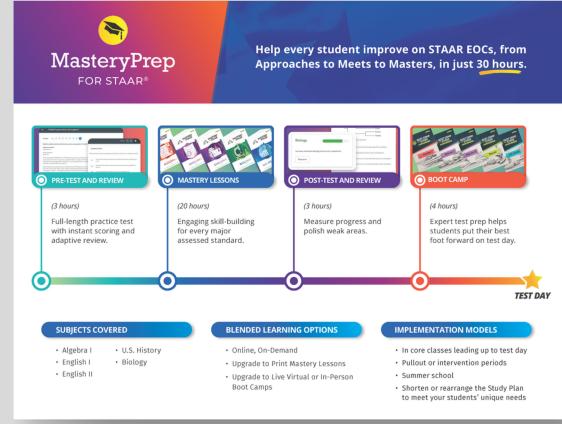

Email

Webpage

BRANDING EXAMPLES

PRINT EXAMPLES

Flyers

Product Catalog

Physical Books

CONTACT

If you have any questions about using our materials for branding, feel free to contact Nicole St. Pierre at:

Email: **nicole@masteryprep.com**

Text: **(225) 933-6545**

To download our logos, visit **masteryprep.com/masteryprep-branding-guide**