

EDUCATORS RISING BRAND GUIDELINES

LOGOS



➔ For state logos, contact your state coordinator.

TAGLINE

There's power in teaching

PRIMARY FONTS

Headings: Gotham Black

Body Copy: Caecilia Light

ALTERNATE FONTS

Headings: Arial Bold

Body Copy: Arial

CORE

Light Blue

SCREEN
RGB 89/203/232
HEX #59CBE8

Black

SCREEN
RGB 0/0/0
HEX #000

White

SCREEN
RGB 255/255/255
HEX #FFFFFF

SUPPLEMENTAL

Navy

SCREEN
RGB 2/61/95
HEX #023D5F

Gray

SCREEN
RGB 106/102/102
HEX #6A6666

Red

SCREEN
RGB 228/0/0
HEX #E4002B

Gold

SCREEN
RGB 242/169/0
HEX #F2A900

Bright Green

SCREEN
RGB 151/215/0
HEX #97D700

Updated 2020 | For questions, contact info@educatorsrising.org