

BRAND STYLE GUIDE

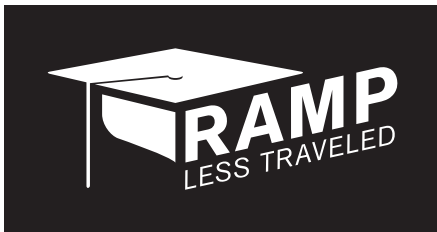
RAMP LESS TRAVELED



Primary Logo



Alternate Logo Versions



White Space

The logo must always be surrounded by a minimum space of 1/8 of the width on all sides of the logo, separating it from other elements.

Logo Colors



Pantone 285 C
CMYK: 91, 53, 0, 0
RGB: 0, 112, 205
HEX #0070CD



Pantone 375 C
CMYK: 46, 0, 100, 0
RGB: 148, 213, 0
HEX #94D500

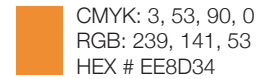


Pantone Cool Gray 10 C
CMYK: 61, 53, 48, 19
RGB: 100, 100, 105
HEX #646469

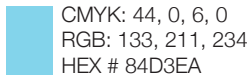
Additional Accent Colors



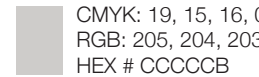
CMYK: 91, 4, 2, 0
RGB: 0, 172, 229
HEX # 00ABE6



CMYK: 3, 53, 90, 0
RGB: 239, 141, 53
HEX # EE8D34



CMYK: 44, 0, 6, 0
RGB: 133, 211, 234
HEX # 84D3EA

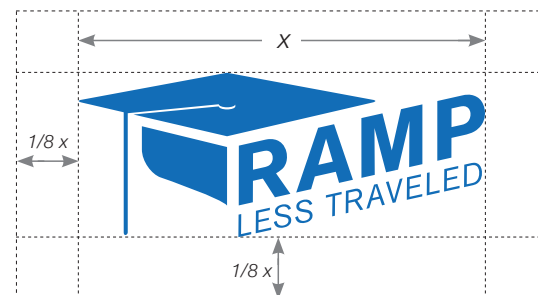


CMYK: 19, 15, 16, 0
RGB: 205, 204, 203
HEX # CCCCCB

Typography

Akzidenz-Grotesk BQ is the primary typeface used. The Bold Italic and Regular Italic versions of the typeface are used within the logo.

Note: No alterations of the logo are allowed, including but not limited to: changing the typeface, adding extra elements (such as a line or additional symbol), stretching the logo or grouping with other elements.



BRAND GUIDE OVERVIEW

RAMP LESS TRAVELED



Positioning Statement

For people with spinal cord injuries pursuing higher education, Ramp Less Traveled provides mentorship and financial support to build the confidence and independence necessary for a successful life post-injury.

Ramp Less Traveled recognizes the potential of students with spinal cord injuries; they are capable of pursuing and achieving ambitious goals. We work with students to help them successfully transition to college and pursue their dreams. We connect students and their families with mentors who guide them through the college process. We also distribute scholarships to ease the financial burden of higher education.

Founded in 2013 by Jay Ruckelshaus, Ramp aims to see students achieve their goals by guiding them through the challenges of attending college with a spinal cord injury. Our mentors are trained in navigating the college admission process as well as transitioning to life on campus. They work with students to identify solutions that make it possible for them to receive the full college experience and bring their dreams to fruition.

Tagline

Investing in students with spinal cord injury to succeed in college.

Target Market & Research Findings

Ramp is targeting ambitious high school graduates from 2011-2016, which equates to roughly 18,000 potential students a year.

Ramp is serving a niche market in higher education where there is a clear need for student support. The competition and alternative options do not provide the level of in-depth guidance that the Ramp mentors provide, thus reinforcing the need for Ramp's services.

Organizational Goals

Build Confidence: Provide the necessary tools to re-enter the community and make attending college a reality.

Provide Support: Ensure that the proper physical and structural support is available from the college campus.

Encourage Independence: Advance students' independence through higher education, leading to career attainment.

VOICE

Use a tone that is hopeful and matter-of-fact, demonstrating that students can have ambitious goals after injury and showing both optimism and offering practical solutions.

Use Words Such As: Hopeful, Optimistic, Calm, Friendly, Future-focused, Practical

Do Not Use: SCI, Survivor, Victim, Suffered, Dependent, Needy