Colors

This is the Modern Classrooms Project color palette. As a data driven nonprofit that focuses on amplifying teachers, it’s important to recognize that graphs, infographics, and icons are a big part of the Modern Classrooms Project brand. Vibrant, clean, colors mixed with a subtle grey and off-white help amplify this mission and draw attention to the details without taking away from the big picture.

Colors should be used conservatively, paired with temperature when needed (example: warmer colors paired with warmer colors or cooler colors paired with cooler colors for graphs). The first three colors are meant to blend smoothly and so are the last three colors. While all of these can be mixed, a good rule of thumb is to stick with those pairings.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sapphire</td>
<td>#0a5395</td>
<td>10</td>
<td>83</td>
<td>149</td>
</tr>
<tr>
<td>Teal</td>
<td>#1e97a0</td>
<td>30</td>
<td>151</td>
<td>160</td>
</tr>
<tr>
<td>Slate Grey</td>
<td>#394752</td>
<td>57</td>
<td>71</td>
<td>82</td>
</tr>
<tr>
<td>Orange</td>
<td>#ee5938</td>
<td>238</td>
<td>89</td>
<td>56</td>
</tr>
<tr>
<td>Gold</td>
<td>#fba538</td>
<td>251</td>
<td>165</td>
<td>56</td>
</tr>
<tr>
<td>Pearl</td>
<td>#f8f8f6</td>
<td>248</td>
<td>248</td>
<td>246</td>
</tr>
</tbody>
</table>
Typography

The guidelines for Modern Classrooms Project typography allow for consistency across the brand. The primary typeface, Barlow Semi Condensed is a tall, strong, and clear san serif typeface. While Lora, the secondary typeface, contrasts nicely as a serif with maximum legibility. Paired together, these two allow for a professional, but not a fully traditional look and feel, making it possible to experiment with fun and interesting design.

Please see the next page for specific guidelines.

Modern Classrooms Project

We see the consequences of this traditional classroom model within our most vulnerable communities: students are disengaged, educators prematurely leave the profession, and students are passed along with low levels of proficiency.

Most K-12 classrooms operate under a flawed premise: all students, regardless of educational background, should learn at the same pace as their peers.

Primary Typeface

Barlow Semi Condensed

Light

Regular

Medium

Bold

Barlow Semi Condensed is Modern Classrooms Projects primary typeface. Use this typeface for headings, infographics, call out boxes, and anything other than heavy body copy. While Barlow Semi Condensed has many type weights, please stick within the range provided to maintain brand cohesiveness.

Secondary Typeface

Lora

Regular

Bold

Lora is Modern Classrooms Projects secondary typeface. Lora is an easy to read serif font that should be used when creating projects that are heavy with body copy. This can include publications, blog posts, and instructional one-pagers.

This is an example of type hierarchy. If you are feeling overwhelmed when creating decks, PowerPoints, or one-pagers, stick with this general typographic flow.
There’s currently three logos that represent Modern Classrooms Project. Our primary logo is an expression of our personality and represents a simplistic graphic “screen” or “recording frame” conveying our use of technology and video. Our secondary logo and tab logo are an extension of our primary logo providing alternative methods of graphic representation.

Please see the next page for specific guidelines.
Icons

These icons were chosen to family with Barlow Semi Condensed and Lora typefaces. With type, icons can tell many different stories. However you use icons, always keep a good balance of size ratio, alignment, and spacing, especially given the Modern Classrooms Project extensive use of graphs and infographics in telling our brand story.

An initial library has been curated for Modern Classrooms Project and is available here. If there is a need of an icon that does not exist within the library, please follow the guidelines on the next page or reach out to a team member regarding communications.

This and the above icon library are examples of icons that accurately show Modern Classrooms Project’s brand. The use of thin lines that aren’t filled in allows for flexibility and space within designs. Please use this style of icon or icons within the library when creating design materials.

This is an example of an icon you should NOT use. It is heavy and filled in and immediately draws your eye. Using an icon like this would make Modern Classrooms Project continued use of graphs and infographics busy and off-brand.
Infographics/Graphs

Infographics can communicate complex concepts quickly and clearly, making information easier to comprehend.

Pair the bold numerical palette of Barlow Semi Condensed with simple charts and graphs to create a cohesive infographic expression that extends and reinforces the Modern Classrooms Project look and feel.

Modern Classrooms Project utilizes data to tell the MCP story. Display information in an interesting, clean, and visually appealing way by sticking to the MCP color palette and keeping designs geometric and simple. You can get creative with how data is displayed to keep from repetitive bar graphs and charts.

Utilize white space as much as you can. Since complex data is shared often, it’s important to keep the data sets and infographics spaced out and simple as to not clutter the space or overwhelm the viewer.

Infographics should be bold, but clean. Stay away from heavy lines and too much detail. Modern Classrooms Project should be easily conveyed in a couple simple images.

Simple and clean interpretation of the schools MCP serves.
Graphic Expression

Modern Classrooms Project graphic expression brings MCP’s innovative and empowering environment to life.

A series of graphic expression templates will be developed to symbolize and reinforce this unique dynamism. The following pages show how to develop a graphic expression and use it in different layouts. Including icons in most layout design is strongly encouraged.

Learn more at modernclassrooms.org
By changing the way teachers teach, we help students learn.

We Empower the Educator.

We empower any educator — in any school, grade level, or content area — to create a classroom where all students can learn. We offer three forms of teacher professional development:

- The Modern Classroom Fellowship, for teachers in the DC area.
- School and District Partnerships, for schools and districts seeking to implement our model.
- Interactive Online Training, for teachers anywhere in the world.