TEXAS ACE

Afterschool Centers on Education

Texas ACE
Brand Guide

2021–22 School Year

Table of Contents

Every local Texas ACE program is unique and has something special to offer its students and the local community.

Follow this guide to develop high-quality, on-brand outreach materials to share your local story and to produce effective communications targeting students, parents, teachers, partners, volunteers, and the media.

Use this guide in conjunction with the Texas ACE Promotional Toolkit, which includes downloadable ready-to-print and customizable marketing materials and image files (logos, illustrations, and more).

All About Texas ACE

The Mission

When the last bell rings, Texas ACE is just getting started with no-cost after-school activities for any student attending a participating K–12 school.

Afterschool Centers on Education (ACE) is a national program funded through 21st Century Community Learning Centers. The state-level Texas ACE program is administered and monitored by Texas Education Agency (TEA), which also offers robust training, technical assistance, and other resources for grantees.

Texas ACE aims to improve academic performance/grades, school attendance, positive behavior, and student engagement by providing students with a safe place to go during non-school hours for extended learning and enrichment activities. The program serves students in Title 1 schools who otherwise would not have such opportunities.

Program Features

Texas ACE provides thousands of students across the state with:

- Interactive, **hands-on learning** disguised as fun and aligned to the school curriculum

- **Sports**, **clubs**, and other **enrichment activities**

- **Homework help**, tutoring, study strategies, time management, and other targeted, needs-based academic assistance

- **Youth development** and **project-based activities** that build character, confidence, and leadership skills

- Support for college and career readiness, such as **career planning**, **SAT/ACT prep**, and help with college applications and financial aid
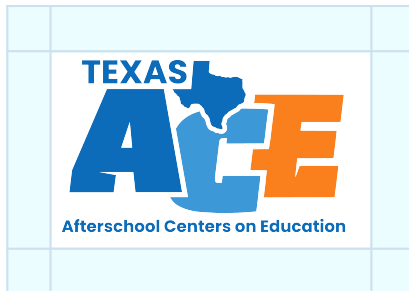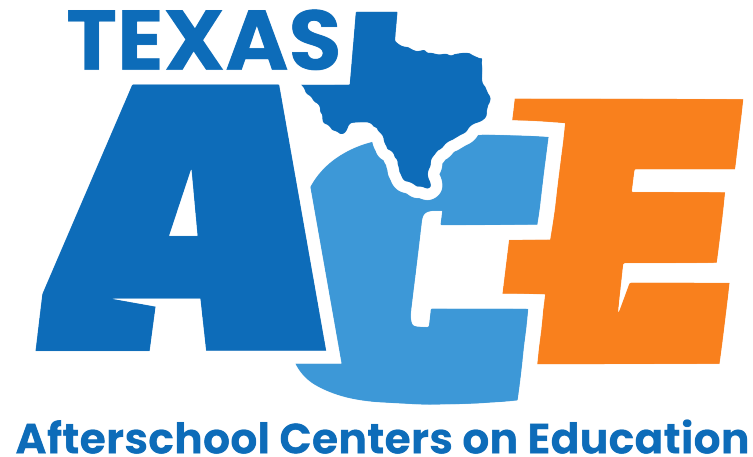

Photo by Allison Shelley/The Verbatim Agency for EDUimages

Brand Identity

The Logo

The Texas ACE logo must appear on all outreach and communication materials. Refer to the Texas ACE Promotional Toolkit to find up-to-date logo files.

Maintain a clear space around the logo that is approximately one-fourth of the logo height; do not place any images or text within this zone.
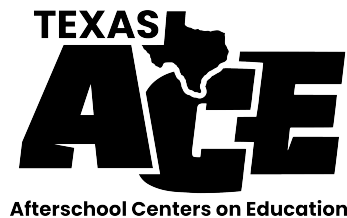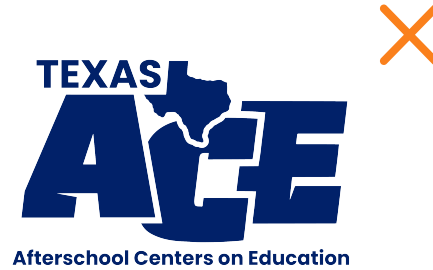
An all-black logo variation is available for use when color is not an option, such as black and white printing.

Use the all-white version of the Texas ACE logo when placing it on top of a photo or color background to maintain legibility.

The Logo

Avoid these common logo mistakes.

DO NOT change or alter the logo colors.
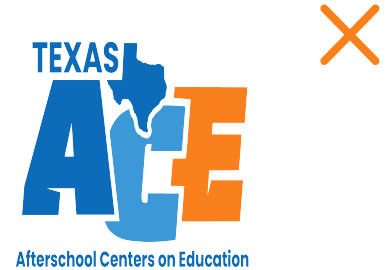
DO NOT strech or alter the shape of the logo.

DO NOT edit or remove text from the logo.

DO NOT add anything on top of the logo.

DO NOT place the full-color logo against a color background; use the all-white logo instead.

DO NOT place the color logo on top of a photo.

Co-Branding

Logo Lockup

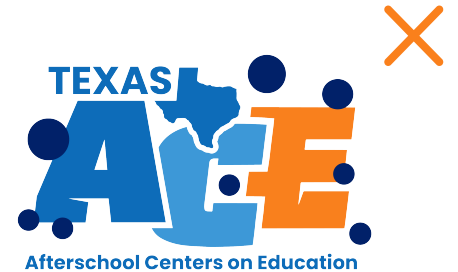Add the Texas ACE logo to locally produced promotional materials to build brand recognition. When the Texas ACE logo appears with a grantee or partner logo on any co-branded materials, use the logo lockup template in the Texas ACE Promotional Toolkit.

The ACE logo must be placed on the left with a 2-point pale blue line in the center and the grantee or partner logo on the right.
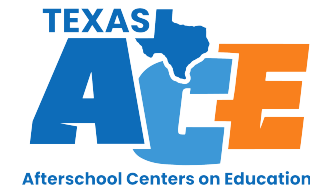
Texas ACE Grantee Badge

The Texas ACE Grantee Badge lets the world know you are an official partner of Texas ACE! Use it for social media profiles, email signatures, and in other creative ways to market your local program.

This badge stands alone and should not be used in conjunction with Texas ACE logo.

Required Funding Statement

This statement must appear at least once on all Texas ACE branded materials (digital and print), including reports, presentations, and most promotional materials:

"Funded by a grant from the US Department of Education's 21st Century Community Learning Centers program"

Contact the TEA legal department to determine whether the statement may be omitted in specific instances.

The Color Palette

Primary Brand Colors

Bright Blue, Sky Blue, and ACE Orange are the building blocks of the Texas ACE logo and are the predominant colors used in branded materials.

Secondary Brand Colors

Red Orange, Yellow, Green, Pale Blue, and Navy complement the primary brand colors and provide design flexibility and pops of color.

Bright Blue

Hex: # 0d6cb9
RGB: 13, 108, 185
CMYK: 88, 57, 0, 0

Sky Blue

Hex: # 3d98d7
RGB: 61, 152, 215
CMYK: 70, 28, 0, 0

ACE Orange

Hex: # f9801d
RGB: 249, 128, 29
CMYK: 0, 62, 100, 0

Red Orange

Hex: # f16038
RGB: 241, 96, 56
CMYK: 0, 77, 86, 0

Yellow

Hex: # ecaf33
RGB: 236, 175, 51
CMYK: 7, 33, 93, 0

Green

Hex: # 92c83f
RGB: 146, 200, 63
CMYK: 48, 0, 98, 0

Pale Blue

Hex: # cde0f0
RGB: 205, 224, 240
CMYK: 18, 5, 2, 0

Navy

Hex: # 012169
RGB: 1, 33, 105
CMYK: 100, 94, 27, 23

Typography

Poppins

Poppins is the official Texas ACE font. The sleek, open-source (free) sans serif is available from Google Fonts in a variety of weights and styles.

Use light or regular for body text and bold or extra bold for titles and headings.

Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Semibold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Telling the Story

The Voice

When talking or writing about Texas ACE, maintain a voice that reflects the brand identity of the program: **friendly**, **welcoming**, **energetic**, **reassuring**, and **optimistic**.

Some key words that express and capture the core values of Texas ACE include: reach, extend, align, achieve, expand, grow, fun, interactive, opportunity, partnership, support, engagement, community, belonging, safety, relationships.

Photo by Allison Shelley/The Verbatim Agency for EDUimages

The Tagline

School ends. Learning doesn't.

Use the tagline on flyers, posters, brochures, and other print materials or in digital communications to promote your local program offerings.

When space or format calls for an additional line of headline-style copy, pair the tagline with any of these attention-grabbing phrases. Use them as-is for the recommended target audience or adapt them as needed.

Elementary Students

Step straight into the fun!

Middle and High School Students

Where Learning Gets Real

Parents

Give your child the gift of more learning— disguised as fun.

Partners or Volunteers

Bring lessons to life for thousands of Texas students.

Any Audience

The Bridge Between Learning and Life

Photo by Allison Shelley/The Verbatim Agency for EDUimages

Key Messages

Mix and match or adapt these key messages.

Include them in marketing materials, presentations, reports, talking points, or press releases. Adjust the length and tone appropriately for the specific target audience, channel, or format.

"About Us" Statement (a.k.a. Boilerplate)

When the last bell rings, ACE is just getting started. The Afterschool Centers on Education (ACE) program provides no-cost activities before and after school and during summer for K–12 students in Title I schools. Funded through the federal 21st Century Community Learning Centers program and administered by Texas Education Agency (TEA), Texas ACE helps students prepare for college, a career, or military service. Texas ACE operates more than 700 learning centers in 142 school districts and has a proven track record for boosting attendance and achievement.

The Elevator Pitch

School only occupies about one-third of a child's life. ACE provides a safe, reliable place for kids and teens to go the rest of the time—so they can stay on track in school and in life. They get homework help, personalized academic support, and other enrichment like clubs and sports. Parents can feel secure knowing their kids are getting academic support at no cost while building relationships with friends and trusted adults. The program is led by teachers, who love seeing their students succeed and thrive. Kids show up for the fun and hardly notice they're learning. Teens preparing for the future gain leadership opportunities and essential skills for life.

Key Messages

The Results

Through its competitively funded grants, Texas ACE operates more than 700 learning centers in 142 school districts and employs thousands of Texas teachers. Texas ACE programs across the state have been shown to improve academic performance, behavior, attendance, grade promotion, and graduation rates.

The longer a student stays enrolled in a high-quality Texas ACE program, the more they stand to benefit. Many students attending for more than 30 days experience measurable improvements such as:

- **Increased grade promotion**

- **Fewer absences**

- **Improved grades***

- **Higher test scores in English and math****

- **Fewer disciplinary incidents in middle and high school**

*Twenty-eight percent of participating students had improved grades during the 2018-19 school year.

**Improvement after 30 attendance days measured for grades 9–12. Programs that retain students for more than one school year have the most positive effect on STAAR math and reading scores.

Photography

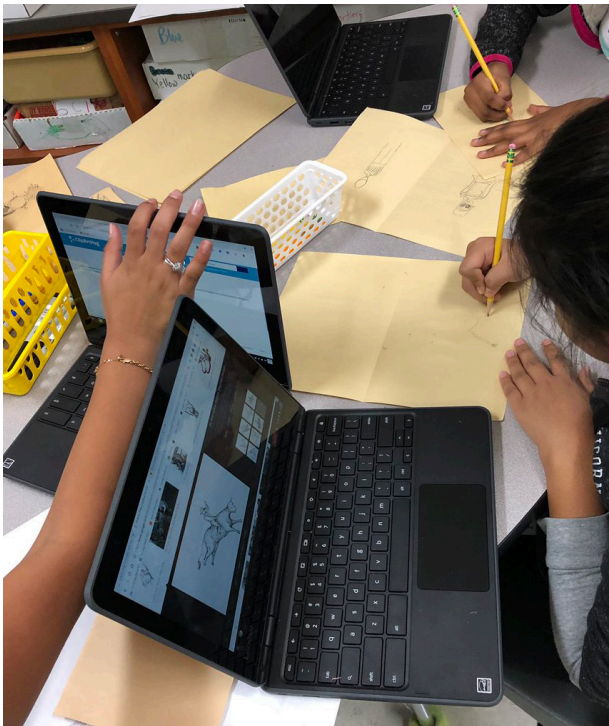To reflect the brand identity and voice of Texas ACE, choose images whenever possible that:

- Feature smiling, engaged students

- Contain action (students are doing, making, or participating)

- Reflect the diverse populations represented in Texas schools

- Demonstrate the full range of activities included in the local ACE program

Grantees and partners are ultimately responsible for ensuring that photo releases are obtained and all legal requirements are met for all photography used in their locally produced materials.

Photo by Allison Shelley/The Verbatim Agency for EDUImages

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Photography

Photo by Allison Shelley/The Verbatim Agency for EDUimages

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Graphic Elements

Designing for Texas ACE

The Texas ACE Promotional Toolkit includes a library of graphic elements to support the distinct look and feel of the Texas ACE brand. Use them in conjunction with the official logo, font, and color palette to create a wide range of digital and print program materials.

These building blocks make it easy for grantees and partners to design custom flyers, invitations, newsletters, and more that reflect unique local program offerings, activities, or co-branding, while still aligning with the Texas ACE brand.

The Wave

The soft wave shape evokes fun, imagination, and play.

Use the shape as a color block or with a pattern fill to make layouts dynamic, create headers/footers, or draw the eye to important information.

The Angle

The exterior angle of letterform "A" in the ACE logo inspired this simple, versatile geometric motif. Use it as a pattern fill, callout box, or to create structure and visual interest.

Illustrations

Brighten up your designs with custom Texas ACE clip art.

The Texas ACE Promotional Toolkit includes clip art representing a range of activities frequently offered by local ACE programs.

Combine the colorful clip art to create unique illustrations for your program marketing, or use the monochrome blue pattern for background and fills.