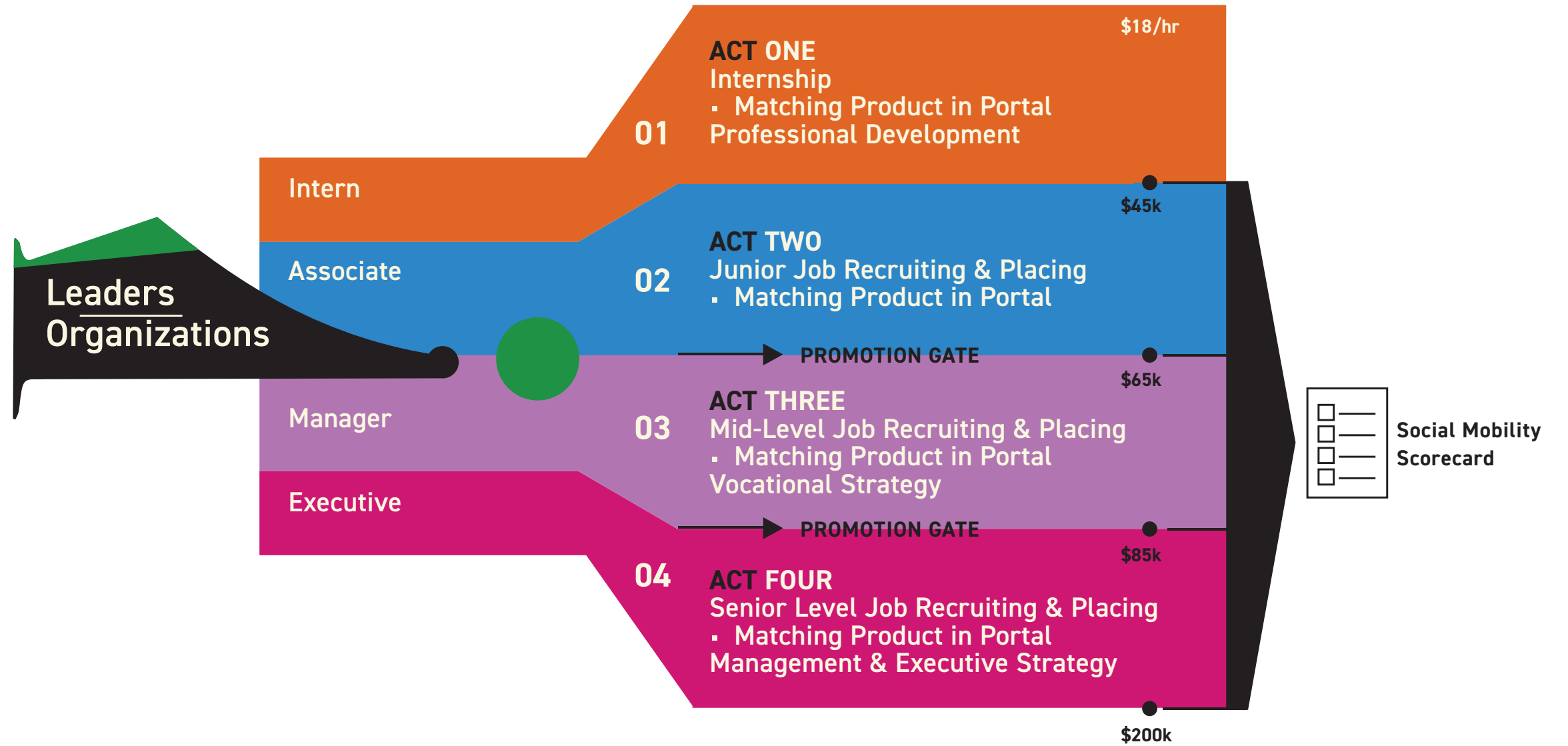


The **Script**

MANIFESTO

Equal opportunity for all. It's a promise in our country, but not a given.
For those born into lower socioeconomic status, the storyline often unfolds differently.
It's a narrative shaped by where you live, how you were raised, and the color of your skin.
There's no learning to thrive, when you're just trying to survive.
And while survival may be everything, it's simply not enough.

The gap between your aspirations and your reality needs bridging.
We begin with a new narrative:
Motivation fuels transformation
Capability powers possibility
Pathways to lead are wide open
And everyone is free to author their own script.



LOGO

PRIMARY LOCKUP

The Script

PRIMARY

The Script

INVERSE

LOGO

ADDITIONAL LOCKUPS

The Script
INTERN

The Script
MANAGER

The Script
ASSOCIATE

The Script
EXECUTIVE

LOGO

CLEAR SPACE

A minimum distance must be maintained between the logo and other design elements. "x" is equal to the width of "the."



TYPOGRAPHY

Overpass Light and
Overpass Semibold are
the main brand typefaces.

Overpass Light

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Overpass Semibold

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TYPOGRAPHY

Example of headline and body copy sizing relationships.

HEADLINES

CASE: Title Case

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BODY COPY

LEADING: + 120%

CASE: Sentence Case

COLORS

Cream

HEX #F5F1E2
CMYK 3 3 11 0
RGB 245 241 226

Onyx

HEX #000000
CMYK 0 0 0 0
RGB 0 0 0

Emerald

HEX #229246
CMYK 84 18 100 5
RGB 34 146 70

Tangerine

HEX #DF6626
CMYK 8 73 100 1
RGB 223 102 38

Sky

HEX #2B86C8
CMYK 78 39 0 0
RGB 43 134 200

Lilac

HEX #B176B2
CMYK 31 62 0 0
RGB 177 118 178

Magenta

HEX #CD1773
CMYK 15 100 24 1
RGB 205 23 115

WEBSITE

Example of website page layout.

The Script

PAGE 02

The gap between your aspirations and your reality needs bridging.



**CORPORATE
SUITE
IDENTITY**

Letterhead design

The Script

Diversity will shape our future leaders.
A new narrative will define them.

CORPORATE SUITE IDENTITY

Business card design

