

BRAND GUIDELINES

MARCH 2023

Delaware  Pathways

NAVIGATING YOUR JOURNEY TO SUCCESS

A woman with curly hair, wearing safety glasses and a blue jacket, is smiling while working on a mechanical device. She is holding a small white container and applying something to a metal part. The background is blurred, showing a workshop environment.

CONTENTS

Core Messaging.....Page 3

Brand Identity.....Pages 4-9

- Logo & Usage

- Color Palettes

- Typography

Photos/Visual Language.....Page 10

Creative Examples.....Pages 11-15

Navigating your journey to success.

Education is a lifelong journey, and Delaware Pathways empowers students to navigate and discover at every stage of their educational path by providing them with leading-edge training, tools and experience.

We focus on preparing each student to enter the workforce and connecting them with Delaware-based companies who are seeking motivated and hard-working employees.

BRAND IDENTITY: LOGO



Delaware Pathways

Navigating your journey to success

ALTERNATE-STACKED



Delaware Pathways

ALTERNATE-ONE LINE

Delaware Pathways

ICON



ALTERNATES-SINGLE COLOR

Delaware
Pathways

Delaware
Pathways

Delaware
Pathways

Delaware
Pathways

Delaware
Pathways

Delaware
Pathways

BRAND IDENTITY: PRIMARY LOGO USAGE



Delaware
Pathways

Navigating your journey to success



The primary logo with the icon and tagline is the face of the Delaware Pathways brand. The preferred approach is to use the wordmark and icon design elements together in unison, with the tagline supporting as a lockup and reinforced within brand messaging and creative.

The primary logo has a horizontal orientation and should be legible at any size. Do not use the full logo unless there is ample space surrounding to allow for legibility. Do not stretch or distort to fill the space. On dark backgrounds, use the full-color logo with all white text (example shown at left).

The logo system is built to be flexible within creative applications. When facing additional space from design requirements, separating the wordmark with the brand icon centered is permitted (examples shown below). Using both versions of the icon is permitted, with more on alternate logo as well as icon usage in the follow pages.

Delaware **Pathways**

BRAND IDENTITY: ALTERNATE LOGO USAGE



The logo is meant to be adjusted for each design application, which means it may require alternate logos to fit vertical and horizontal spacing. To the left are examples of how the wordmark can work in conjunction with the icon and tagline.

For vertical spacing, the wordmark of "Delaware" and "Pathways" may be stacked on top of each other, balancing the space with the size of the icon and tagline.

Color on dark backgrounds rules still apply as with the primary logo usage (referred to on previous page).

ALTERNATES-SINGLE COLOR



Single color logos should be used sparingly and only in instances where needed. For example, printed applications where only one brand color is required, or across applications where multiple brand colors clash with backgrounds.

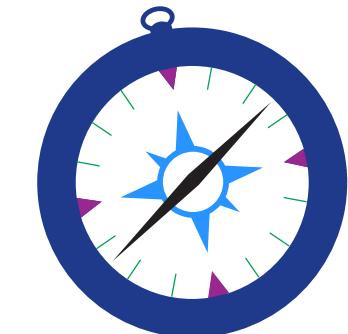
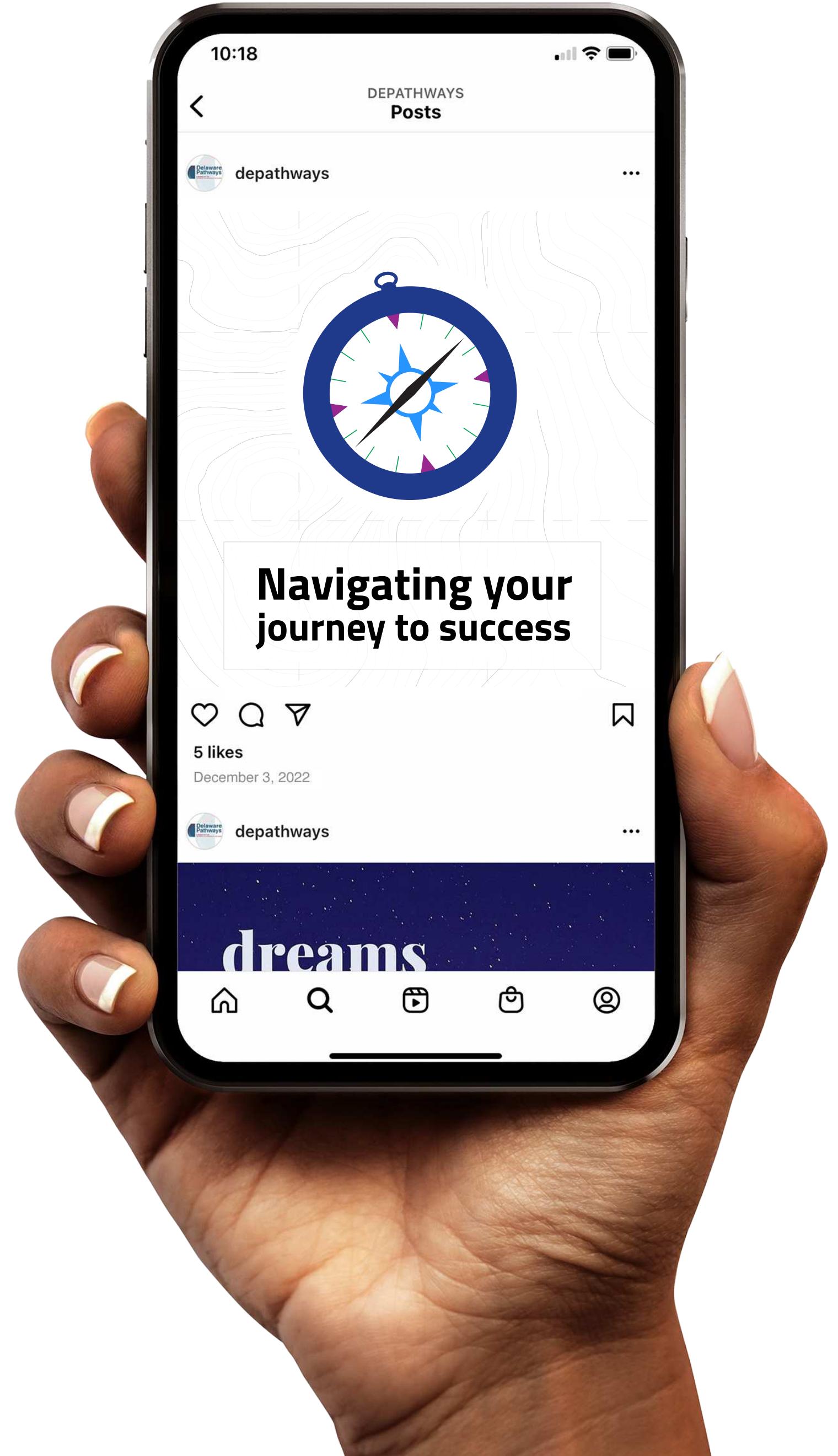
BRAND IDENTITY: ICON USAGE

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo (for example, in social media images).

While the icon can exist without the wordmark, the wordmark should never be used without the icon.

The icon can be used in a lockup with the brand tagline (example shown at right).

Delaware  **Pathways**



The icon by itself should be used sparingly, across applications where space and contrast is needed.

BRAND IDENTITY: COLOR PALETTES

PRIMARY COLOR PALETTE

PATHWAYS

PMS 6

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

WEB: 000000

STUDENTS

PMS 2727

CMYK: 85, 42, 0, 0

RGB: 39, 148, 255

WEB: 2794FF

EDUCATORS

PMS 7687

CMYK: 78, 58, 0, 45

RGB: 31, 58, 139

WEB: 1F3A8B

PARENTS

PMS 254

CMYK: 0, 74, 6, 40

RGB: 152, 39, 143

WEB: 98278F

BUSINESSES

PMS 7482

CMYK: 100, 0, 49, 36

RGB: 0, 162, 83

WEB: 00A253

SECONDARY COLOR PALETTE

PMS 1

CMYK: 1, 0, 0, 9

RGB: 230, 231, 232

WEB: E6E7E8

PMS 9

CMYK: 0, 0, 0, 50

RGB: 128, 128, 128

WEB: 808080

SECONDARY COLOR PALETTE (WEB ONLY)

WEB: 2969FF

WEB: 0C884C

BRAND IDENTITY: TYPOGRAPHY

PRIMARY FONT FAMILY: CAIRO

Let's help students uncover their passions through high-quality educational experiences.

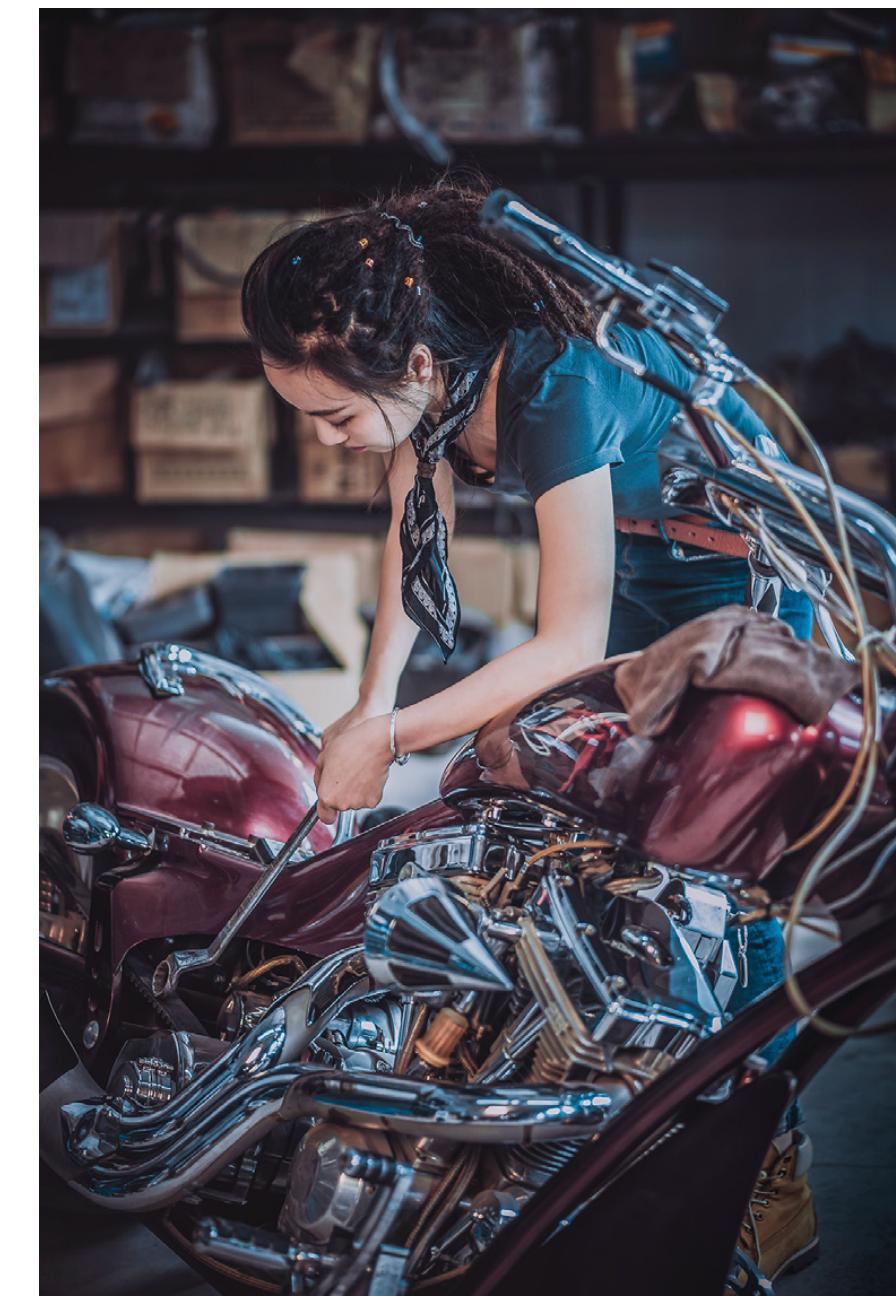
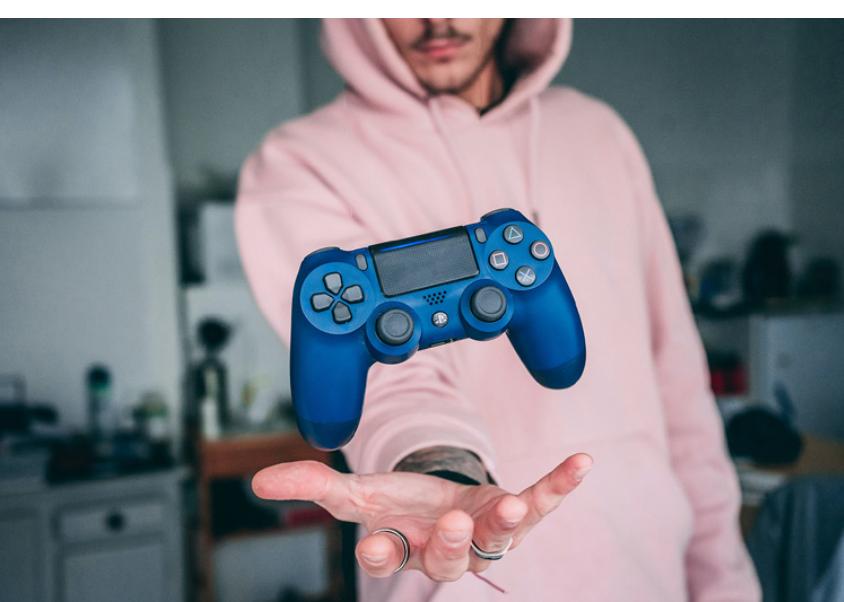
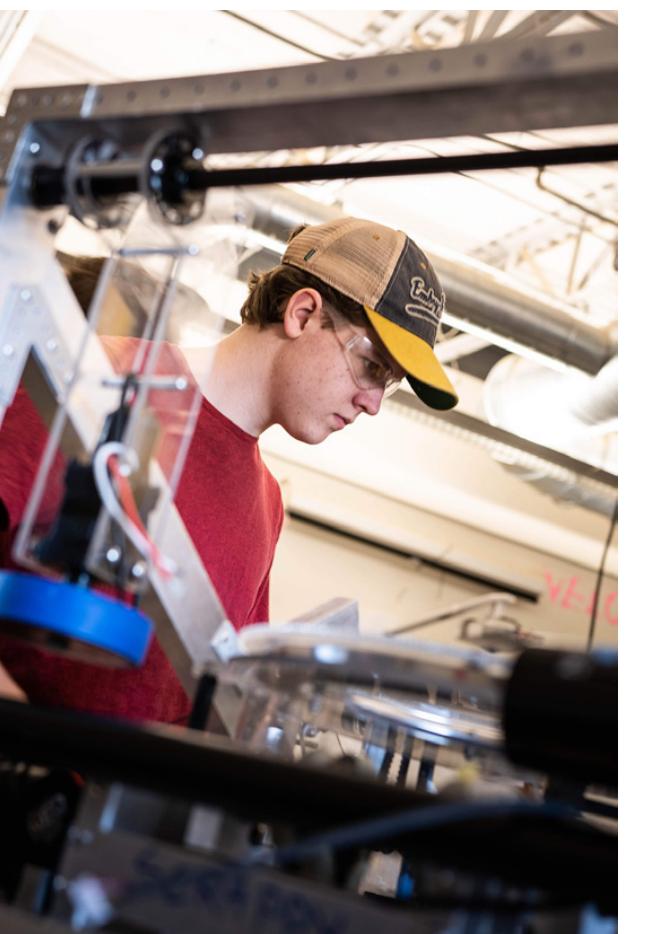
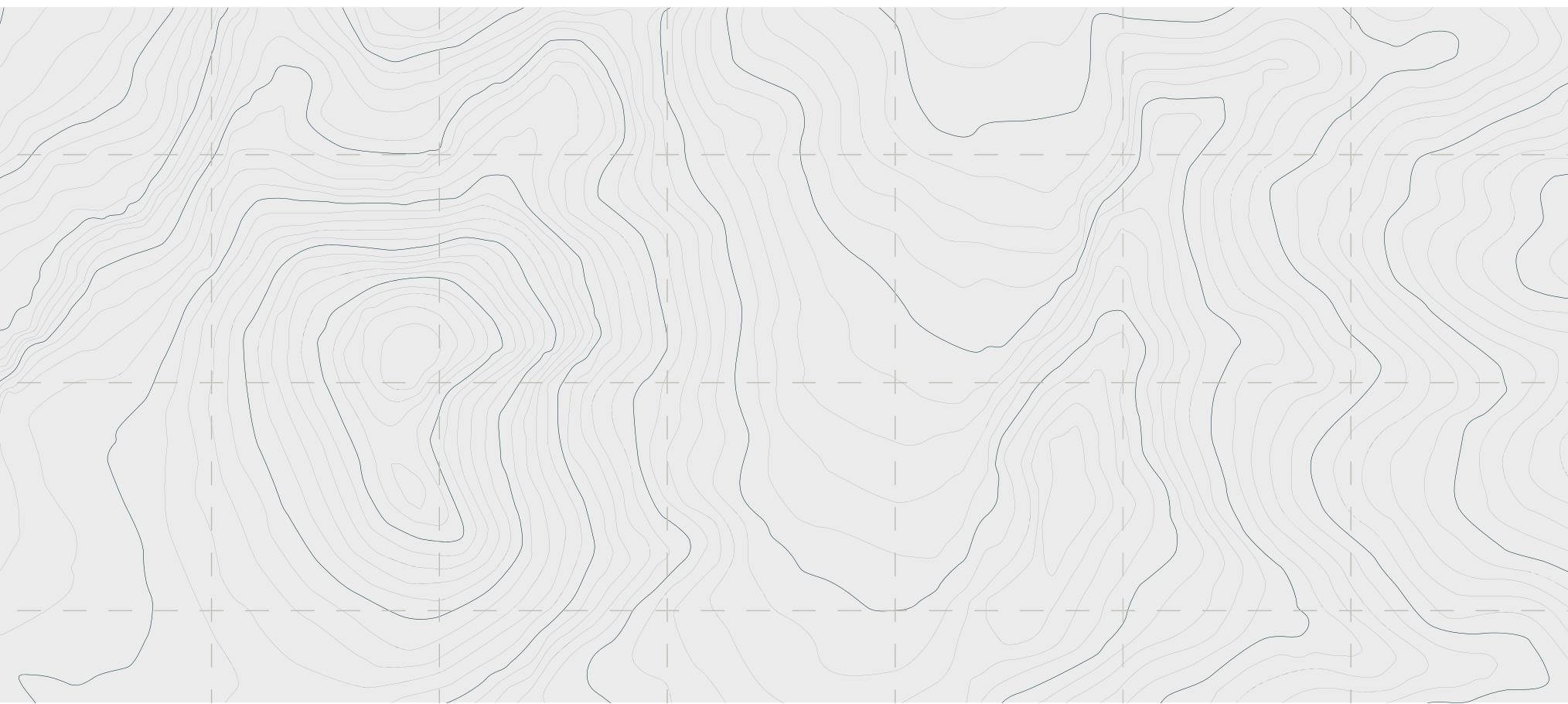
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s
t u v w x y z 1 2 3 4 5 6 7 8 9 0 - = [] ; ' , . / ~ ! @ # \$ % ^ & * () _ + { } | : " < > ?

SECONDARY FONT FAMILY: FUTURA

Let's help students uncover their passions through high-quality educational experiences.

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 1 2 3 4 5 6 7 8 9 0 - = [] ; ' , . / ~ ! @ # \$ % ^ & * () _ + { } | : " < > ?

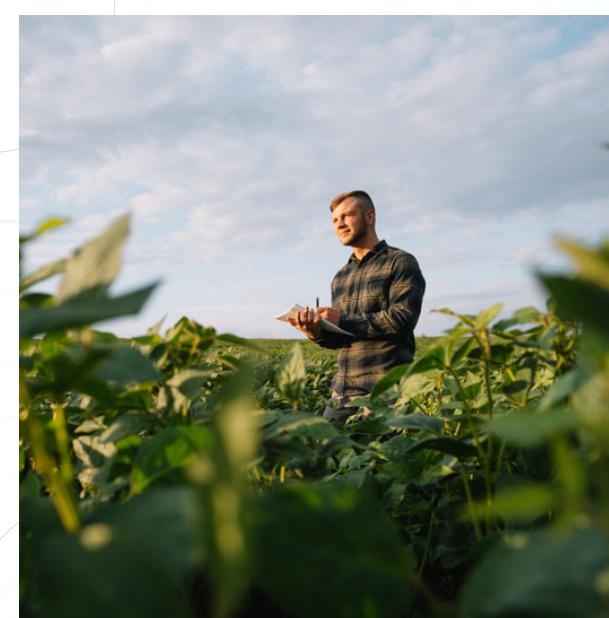
PHOTOS/VISUAL LANGUAGE



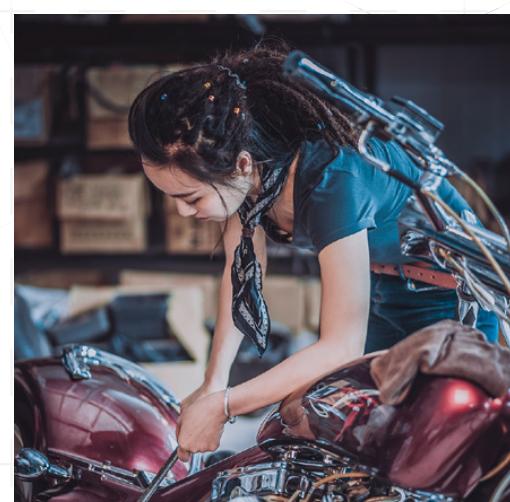


Delaware Pathways

- EDUCATION COUNSELING
- CAREER MAPPING
- WORK-BASED LEARNING
- COLLEGE PLANNING
- AND MUCH MORE!



Navigating your journey to success



At Delaware Pathways, we look at your education as a lifelong journey. We'll get to know you, map out your options, point you in the right direction, and setup check-in milestones along the way to ensure that you are successful at every step. Because a student with a plan is a student who will achieve.

Let's get you on your path.

START
HERE

delawarepathways.org



PDF TEMPLATE-PATHWAY FOCUSED



PATHWAY DESCRIPTION AND DETAILS



Plant Science



The Plant Science program of study is a three (3) course Career & Technical Education (CTE) instructional program designed to provide students with knowledge of plant growth and reproduction, as well as the use of plants for food, fiber, and ornamental purposes. The program prepares students for a variety of careers in: agronomy, ornamental horticulture, biotechnology, forestry, soil science, and turf management.

Sequence of Courses:

Foundations of Plant Science-(FPS)
Plant and Soil Systems-(PSS)
Plant Systems Management & Sustainability-(PSMS)

Early College Credit/Credentials:

Pesticide Applicator
Certification – Private Applicators
Up to 3 college credits at Delaware State University

Work-Based Learning:

Job Shadowing
Mock Interviews
Resume Workshops
Mentorships

Certificate

Certificate Wage:
\$33,910

Pesticide Handlers, Sprayers, and Applicators, Vegetation

Delaware Technical Community College

Associates

Associates Wage:
\$50,920

Biological Technicians

Delaware State University

Bachelors

Bachelors Wage:
\$55,620

Soil and Plant Scientists

Delaware State University

THIS PATHWAY IS AVAILABLE AT THE FOLLOWING SCHOOLS

Appoquinimink High School
Caesar Rodney High School
Cape Henlopen High School
Christiana High School
Delmar High School

Lake Forest High School
Laurel High School
McKean High School
Middletown High School
Milford High School

Smyrna High School
William Penn High School
Woodbridge High School

Let's do this.

START HERE

delawarepathways.org



PDF TEMPLATE-AUDIENCE FOCUSED



Navigating your journey to success



What is Delaware Pathways?

Delaware Pathways connects **students, communities, and employers** through high-quality career pathways.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

What is work-based learning?

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Higher-education and career opportunities

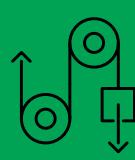
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

TOP CAREER CLUSTERS



Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquip ex



Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquip ex



Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquip ex



Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquip ex



Lorem Ipsum Dolor

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquip ex



Lorem Ipsum Dolor

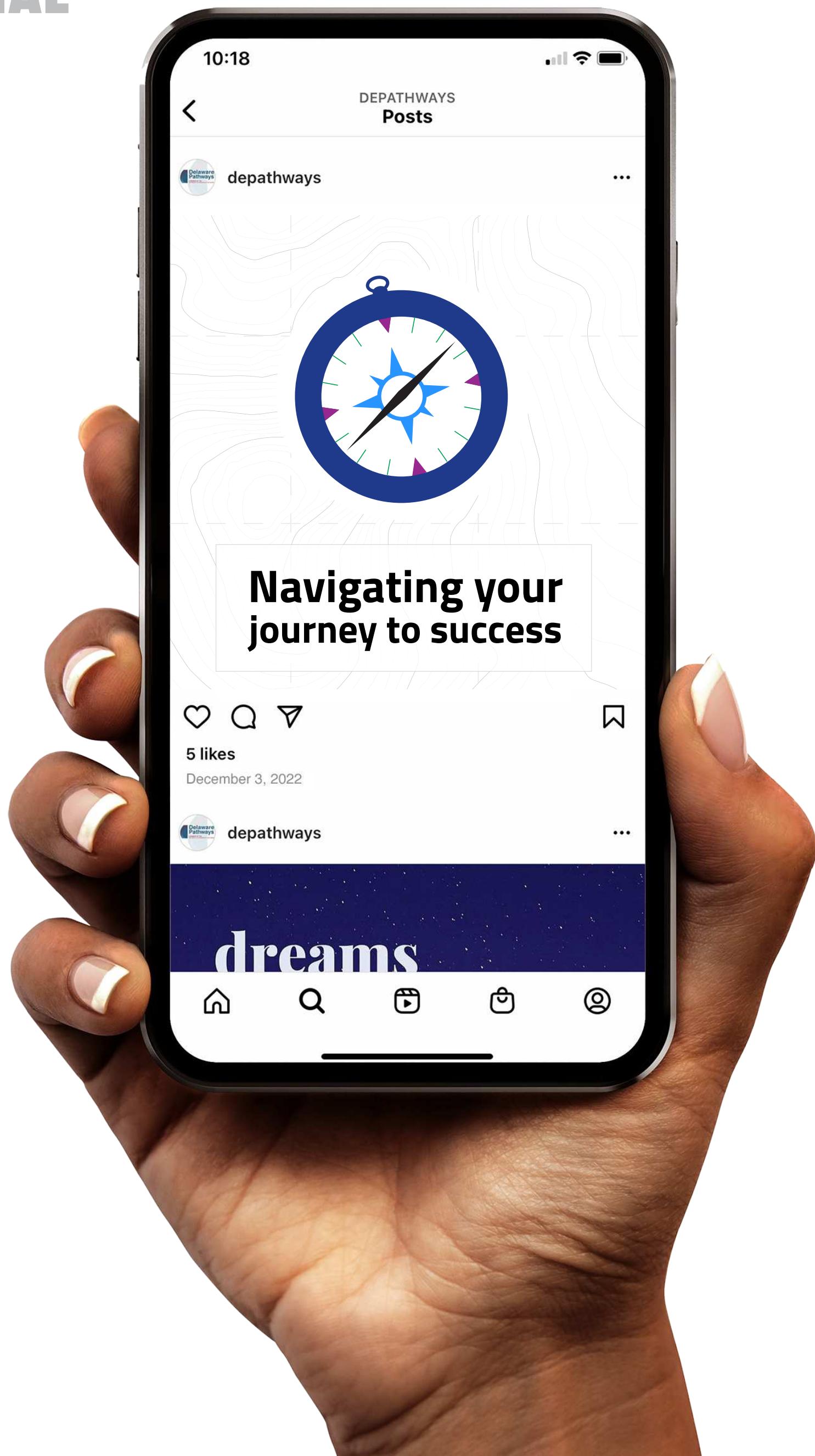
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet aliquip ex

**START
HERE**

delawarepathways.org



SOCIAL



WEB HOME

Delaware Pathways

ABOUT STUDENTS PARENTS EDUCATORS BUSINESSES PARTNERS PATHWAYS LANGUAGES NEWS & UPDATES BLOG

CONTACT US

Navigating your journey to success

Delaware Pathways connects
students, communities, and employers
through high-quality career pathways.

STUDENTS **EDUCATORS** **BUSINESSES** **PARENTS**

RESOURCES FOR PARENTS & FAMILIES

THANK YOU!

MARCH 2023

Delaware  Pathways

NAVIGATING YOUR JOURNEY TO SUCCESS