



# BrightPath Academy Guidelines

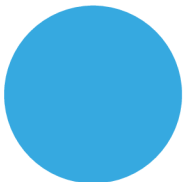
The key brand resources and fundamentals to get started with our brand.  
Find logos, colors, and typography specs

## Logo

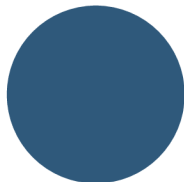


## Color Palette - BrightPath Academy

Primary



#36A9E0



#2F597B

# Typography

Hero Junior, our unique brand typeface, was designed by brand typography specialist Miles Newlyn. He's customized the characters to reflect how children are taught to write, creating a clear and accessible geometric sans suitable for both digital and offline communications.

## HeroJunior-Light DESKTOP

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

HeroJunior-Light  
Weight: 300  
Style: normal

## HeroJunior-Super DESKTOP

**Aa** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&\*)**

HeroJunior-Super  
Weight: 400  
Style: normal

## HeroJunior-Regular DESKTOP

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

HeroJunior-Regular  
Weight: 400  
Style: normal

## HeroJunior-Bold DESKTOP

**Aa** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&\*)**

HeroJunior-Bold  
Weight: 700  
Style: normal