



CAMPAIGN GUIDELINES



**Teach for
California**

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INTRODUCTION

Teach for California is a statewide campaign to recruit and retain high-quality educators. The campaign presents teaching as a purposeful, rewarding and achievable career, with strong financial support and clear pathways into the profession. It engages diverse and underrepresented audiences, inspiring exploration and action. Aspirational and motivational, it is designed to scale across audiences, platforms and phases.

This style guide establishes the visual and copy rules for the brand and campaign. Adherence to these guidelines is essential in delivering a clear, strong message to our audience.

TYPOGRAPHY

OBVIOUSLY

Obviously is the hero headline typeface for the campaign. It may be used in all caps or in sentence case.

Obviously, Semibold
SAbcdefghijklmnopqrstuvwxyz
123456789

Obviously, Bold
Abcdefghijklmnopqrstuvwxyz
123456789

Obviously, Black
Abcdefghijklmnopqrstuvwxyz
123456789

Obviously Narrow

Obviously Narrow is used for headlines and sub-headlines. It may be used in all caps or in sentence case.

Obviously, Narrow Semibold
Abcdefghijklmnopqrstuvwxyz
123456789

Obviously, Narrow Bold
Abcdefghijklmnopqrstuvwxyz
123456789

Montserrat

Montserrat is used for paragraphs of body copy.

Montserrat, Medium
Abcdefghijklmnopqrstu vwxyz
123456789

Montserrat, Semibold
Abcdefghijklmnopqrstu vwxyz
123456789

Montserrat, Bold
Abcdefghijklmnopqrstu vwxyz
123456789

LOGOS

The Meaning Behind the Mark

Teach for California is about possibility—opening doors, guiding journeys, and shaping the future through education. It's designed to inspire people to choose teaching as a purposeful, impactful, and rewarding career. The logo reflects this mission through a bold, approachable symbol that feels energetic and distinctly California.

The Pencil

At the center of the mark, the pencil represents teaching as a tool to shape the future.

California Silhouette

The outline of California frames the pencil, representing that this is a statewide movement, bigger than any one classroom. Together, they reinforce that teaching in California shapes California itself.

Directional Angle

The upward tilt introduces motion and momentum—representing forward progress, a path into the profession, and the opportunity to make your mark.

Color & Typography

Bold color and type create a brand that feels energetic, confident, and not institutional.



PURPLE
Imagination
and impact



GOLD
Energy and
opportunity



ORANGE
Action and
momentum

LOGOS: PRIMARY & SECONDARY

Primary Logo

Primary Logo + Tagline

Secondary Logo Dot Com

Full Color



One-Color



Black



Grayscale



Chalk & Color



Full Chalk



Continued on next page...

LOGOS: TERTIARY AND SPECIAL CASE

	Tertiary Logo Small Space	Tertiary Logo Small Space Dot Com	Special Case Micro Logo*	Logo Icons
Full Color				
One-Color				
Black				
Grayscale				
Chalk & Color				(Not applicable)
Full Chalk				

***Note**
The Micro Logo should only be used in special cases where space is extremely limited, such as on small web banners.

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LOGOS: CTC VERSIONS

CTC Bi-line Logo

CTC Cobrand
Primary Logo-CoBrand

CTC Cobrand
Tertiary Logo-CoBrand

Full Color



One-Color



(Not applicable)

(Not applicable)

Black



Grayscale



Chalk
& Color



Full Chalk



LOGO RULES: COLOR PAIRINGS

Use the guide below to find which background colors are permitted with which logo versions.



Full Color Logo



Chalk

Blue Backpack Tint

Gold Star Tint



One Color Logo



Chalk

Graphite

This logo should only be used when full color printing is not possible.



Black Logo



Chalk

This logo should only be used when full color printing is not possible.



Grayscale Logo



Chalk

This logo should only be used when full color printing is not possible.



Chalk and Color Logo



Mint to Teach

Purple Marker

Graphite

School Spirit Blue



Full Chalk Logo



Graphite

This logo should only be used when using the white and color logo is not possible.

LOGO RULES: CLEAR SPACE AND SIZING

Minimum Sizes

The logos should never be smaller than those shown here, to the right.



Clear Space

Leave plenty of room between the boundaries of the logos and other page elements. Use the height and width of the logo icon in the logo as a guide.



LOGO RULES: MISUSE



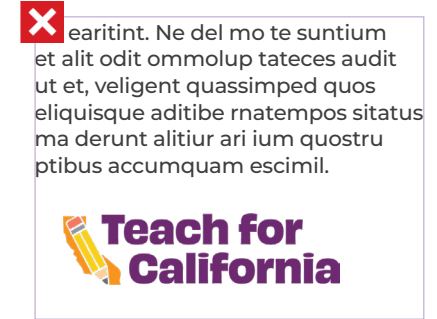
Don't rotate the logo



Don't alter the proportions of the logo



Don't apply any effects to the logo, including drop shadows



Don't crowd the logo's clear space (see previous page)



Don't place logo inside of a tight shape



Don't place the logo on a busy background



Don't use a non-permitted logo-background color pairing (see page 10)



Don't alter the opacity of the logo

COLOR PALETTE

This is the primary color palette of the campaign. See the next page for additional color palettes. See the next page for information on how to pair text with these colors.

Mint to Teach

0/163/141
85/10/56/0
#00a38d

Purple Marker

110/41/112
66/99/24/9
#6e2970

Gold Star Tint

247/241/203
3/2/24/0
#f7f1cb

Chalk

255/255/255
0/0/0/0
#ffffff

Blue Backpack Tint

212/239/252
15/0/0/0
#d4effc

Graphite

65/64/66
0/0/0/90
#414042

Apple Red

219/77/61
9/85/82/1
#db4d3d

Gold Star

237/209/79
8/13/82/0
#edd14f

Chalkboard Green

103/190/105
62/0/79/0
#67be69

Blue Backpack

89/199/237
56/1/2/0
#59c7ed

School Spirit Blue

0/77/120
100/72/30/13
#004d78

COLOR PAIRINGS

Not all text color pairings are easily readable or accessible. Use the color pairings below to ensure that all text meets Web Content Accessibility Guidelines (WCAG 2.0 AA).








<p>Mint to Teach</p> <p>Chalk Text* Graphite Text</p>		<p>Purple Marker</p> <p>Chalk Text Gold Star Tint Blue Backpack Tint</p>		
<p>Gold Star Tint</p> <p>Graphite Text Purple Marker Text Apple Red Text*</p>		<p>Chalk</p> <p>Graphite Text Mint to Teach Text* Purple Marker* Apple Red*</p>		<p>School Spirit Blue Gold Star Blue Backpack Chalkboard Green</p>
<p>Blue Backpack Tint</p> <p>Graphite Text School Spirit Blue Text Purple Marker</p>		<p>Graphite</p> <p>Chalk Text Gold Star Tint Text Blue Backpack Tint Text</p> <p>Gold Star Text Chalkboard Green Text* Blue Backpack Text*</p>		
<p>Apple Red</p> <p>Chalk Text* Graphite Text</p>	<p>Gold Star</p> <p>Graphite Text Chalk Text</p>	<p>Chalkboard Green</p> <p>Graphite Text* Chalk Text</p>	<p>Blue Backpack</p> <p>Graphite Text Chalk Text</p>	<p>School Spirit Blue</p> <p>Chalk Text Gold Star Tint Text</p>

* This pairing is only accessible with large text: < 18pt regular text or < 14pt bold text

~~—~~ Do not use these colors together

ICONS

The Teach for California campaign uses simple outline-style icons with a color fill and a sticker-like outline. The palette below shows the colors that may be used with the campaign icons.

						
Mint to Teach 0/163/141 85/10/56/0 #00a38d	Mint to Teach Tint 153/214/207 39/0/21/0 #99d6cf	Purple Marker Tint 192/167/204 23/35/2/0 #c0a7cc	Gold Star 237/209/79 8/13/82/0 #edd14f	Chalkboard Green Tint 237/209/79 8/13/82/0 #8cc86b	Blue Backpack 89/199/237 56/1/2/0 #59c7ed	Apple Red Tint 247/160/136 0/45/42/0 #f7a088