



Brand Guidelines

Version 3.0 — July 2024

Stewarding the Aztec Brand

The Aztec identity is the beacon that signals our brand's meaning to our clients, prospects and ourselves. In a world of choice and growth, brand consistency has never been more important. By using our identity consistently, we reinforce the communications efforts of all Aztec employees, wherever they are—in other business units, geographies or just down the hall.

A Letter from the CEO

The key to building a strong corporate image is our ability to use our identity correctly and consistently everywhere we express our brand.

This manual has been developed as a guideline to ensure the integrity and strength of the worldwide Aztec identity in the western hemisphere. We expect each and every employee and stakeholder to appreciate its value and embrace its significance. The Manual has been developed based on an extensive amount of research with input from the field, a core brand team representing many different functions within the Company, and outside brand counsel.

Take pride in our identity. It is a foundation of the Company we continue to build together. We are enormously enthusiastic about our future and hope you will help us capitalize on our vision by applying the principles and rules in this Manual.

Thank you,

Jonathan Blitt
Chief Executive Officer

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1 Our Brand

Brand Architecture

Master Brand



Business Entities



Brand Positioning

At Aztec, our mission is your mission – helping adult learners achieve their goals for a better future. Forty years in the Adult Education business has taught us that it's not just about the money, it's about creating powerful blended learning solutions that help students grow into their dreams.

At Aztec Software we understand the mission and stand ready to help teachers and administrators on the front line:

- 40 years experience in Adult Education
- Best-in-class curricula crafted with adult learners in mind
- Online digital platforms that enhance students' ability to learn
- Client support like no other – wholly focused on supporting your mission and keeping your teaching materials up-to-date

The Aztec Difference



World Class Education Technology

Our learning system is available in every platform.



Continuum Of Learning

Our carefully planned learning system focuses on providing adult learners rich content at every step.



Superior Content

Our academic content is specifically designed for adult learners.



Partnerships

Our exclusive partnerships allow us to innovate and design better solutions.



Hands on Support

Dedicated team focused on year-round assistance.

Image Attributes

Personality descriptors evoke the distinctive qualities of our organization and inform the tone and manner of communications, from prose style and typeface to color palette and imagery.

Caring

Truly care about our customers and helping adult learners learn, grow and find a better life.

Collaborative

Focused on building collaborative relationships based on hard work, honesty and a sense of fun.

Entrepreneurial

Marked by a high-energy entrepreneurial spirit, we are the industry leader in print and digital adult education.

Empowering

Champion for improving educational outcomes that change students' lives for the better.

Mission

Aztec Software strives to provide the highest quality educational solutions for the adult learner.

The Aztec Learning System allows every student the opportunity to feel empowered by his or her education.

Aztec is committed to ensuring that NO student is left behind.

Vision

We Believe in People

We believe in the potential of people but more importantly, we want them to believe in themselves. The power of education can help change the trajectory of entire communities.

Tagline

Educate Empower Elevate



2 Signature

Signature: What It Stands For & Anatomy

Inspired by the historically inventive and thriving culture, Aztec embodies the passion to help others grow and succeed through a curated continuum of adult education. With a confident, forward-thinking brand identity, incorporating sun rays to point the way to a brighter future, Aztec is eager to help adults achieve their full potential – to personally and professionally head in the right direction.

Always use the electronic artwork that has been specially created for our signature. Electronic artwork is available in the following formats:

For print use: EPS

For Web and digital: PNG



Wordmark

Symbol



Signature

Signature Variations

There are three signature variations: the signature, the signature with a registration mark, and the signature with the tagline

Signature



Signature with registration mark



Signature with tagline



Educate Empower Elevate

Signatures for Business Entities

The Aztec business entity signatures are composed of the Aztec signature and our affiliate's relationship.

The Aztec business entity signatures specific typestyle, size and positioning of elements have been developed to maximize Aztec's impact and optimize readability. They should always be reproduced as shown to the right. The guidelines that apply to the Aztec signature apply, as well, to the Aztec business entity signatures.

Always use the electronic artwork that has been specially created for our signature. Electronic artwork is available in the following formats:

For print use: EPS

For Web and digital: PNG



Minimum Clear Space

The Aztec signature should always be distanced from other visual elements to maximize its visual impact.

To give the Aztec signature the presence and prominence it deserves, always surround it with a clear space—an area free of other graphics or text equal to one “A” height in the Aztec name—as shown.



Minimum clear space



Calculating clear space with “A” height

Signature Sizes

(digital and print)

For simplicity and clarity, we have established two standard signature sizes for print and digital applications.

The minimum width on digital devices is 100 pixels wide. Smaller sizes may result in legibility issues.

The minimum size for print is .375". In exceptional cases, such as premium items, the signature may be smaller than the recommended .375" minimum size as long as the integrity and clarity of the signature are not compromised.

Note: Scalable vector Adobe Illustrator® EPS files are available for use in large-scale applications such as banners and posters.

Electronic reproduction



Minimum size: 100 pixels

Print and other reproduction methods



Minimum size: .375 inches (9.5 mm)

Signature Color Options

The preferred version of the signature is the two-color version on a white background.

When the signature is used on a field of color, the reversed white version should be used.

Preferred



Preferred
two-color version
Pantone 2925 and 716

One-color applications



One-color version
Pantone 2925

One-color version
Pantone 716

One-color version
Black

Signature on Backgrounds

On color backgrounds and on photos, the signature can be reversed to white. Always ensure that there is sufficient contrast between the signature and background.



Signature On Color

Signature On Images

The Aztec Symbol

The preferred use of the Company symbol is in a lockup with the company signature. However, in limited applications it may be used as a standalone design element.

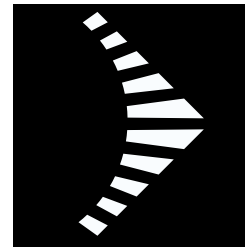
When reproducing the Aztec symbol as a separate design element, be sure to include the Aztec signature within the same application.

As a design element, the Aztec symbol can appear in, or on, any of the approved Aztec colors. As with any design element, the Aztec symbol should not compromise the legibility of other elements.

Symbol
preferred use



Symbol on color
background preferred use



Unacceptable Signature Usage

The Aztec signature is the keystone of our identity system and one of our most valuable corporate assets. A corporate asset of this importance must be used prominently and consistently, and it must be protected from misuse.

The examples shown here illustrate possible misuses of the Aztec signature that should be avoided.



⊘ Do not use older versions of the signature.



⊘ Do not reproduce the signature from scanned artwork or other printed pieces.



⊘ Do not enlarge JPEG or GIF files. EPS is the only file format that allows for enlargement without loss of quality.



⊘ Do not redraw the signature or set in type.



⊘ Do not modify word or letter spacing or abbreviate the signature.



⊘ Do not crop or cut off the signature. Always use the signature in its entirety.



⊘ Do not enclose the signature in a shape. A surrounding shape will change the silhouette of the identity.



⊘ Do not position the signature in close proximity to other graphics or text. Be sure to surround it with a clear space—an area free of other graphics or text, equal to one 'A' height in the Aztec name.

Unacceptable Signature Usage (continued)

Aztec

- Do not reproduce the signature alone without the symbol. Always use the full signature.

Aztec

- Do not rescale any element of the signature separately. Always scale the entire signature together as a unit.

Aztec

- Do not distort, stretch or scale height and width of the signature unequally. Always scale the symbol and signature together.

Aztec

- Do not reproduce the signature in a color other than an approved color.

Aztec

- Do not reproduce the signature in a tint of an approved color. Always reproduce the signature in 100% of the approved color.

Aztec

- Do not reproduce the signature in low-contrast environments. Always use the signature in a color that will yield the maximum definition against its background.

Aztec

- Do not reproduce the signature on complex backgrounds. Always reproduce the signature in an area that will allow for clear legibility and maximum definition.

Aztec

- Do not rotate the signature. Always reproduce the signature horizontally.

Unacceptable Symbol Usage

The Aztec symbol can be used on a limited basis as a standalone mark. When used in this manner, the symbol should follow the same rules as the signature.

The examples shown here illustrate possible misuses of the Aztec symbol that should be avoided.



⊘ Do not distort the symbol.



⊘ Do not color the symbol.



⊘ Do not crop the symbol.



⊘ Do not rotate the symbol.



⊘ Do not place the symbol in a shape or container.



⊘ Do not place the symbol on a background pattern.



Aztec Partner
Program

⊘ The symbol should not be used in conjunction with any titles, names, events, etc.



3 Identity Elements

Color Palette

Color provides a powerful means of visual recognition and aids in expressing our personality. The color palette is designed to provide a consistent and recognizable identity.

Avoid altering formulas and using color as a transparency or gradient.

Color Glossary

RGB Value is the Red (R), Green (G), and Blue (B) that combine to make a full spectrum of colors in electronic displays. This set of values is useful for TV, interactive, and other artwork prepared for a monitor.

PMS Value denotes spot inks that are used in offset printing. These are solid ink colors manufactured to specifications of the international Pantone Matching System (PMS).

CMYK Value is made by combining screen values of process colors – Cyan blue (C), Magenta pink (M), Yellow (Y), and Black (K). When a job is printing in four-color process, you use the CMYK Value.

Websafe Hexadecimal Value is a color value that is used for Web site coding.

Orange



PMS 716

R236 G122 B8
C0 M55 Y90 K0
Hexadecimal #f68b33

Dark Blue



PMS 2925

R0 G47 B219
C100 M68 Y7 K28
Hexadecimal #00467f

Light Gray



PMS Cool Gray 5

R178 G180 B179
C15 M9 Y8 K22
Hexadecimal #aeb3b8

Dark Gray



PMS 425

R86 G90 B92
C38 M28 Y21 K63
Hexadecimal #4d525a

Medium Blue



PMS 2945

R0 G84 B159
C100 M52 Y2 K12
Hexadecimal #0064a4

Light Blue



PMS 2995

R0 G169 B224
C60 M0 Y4 Y0
Hexadecimal #4ac7eb

Color Proportions

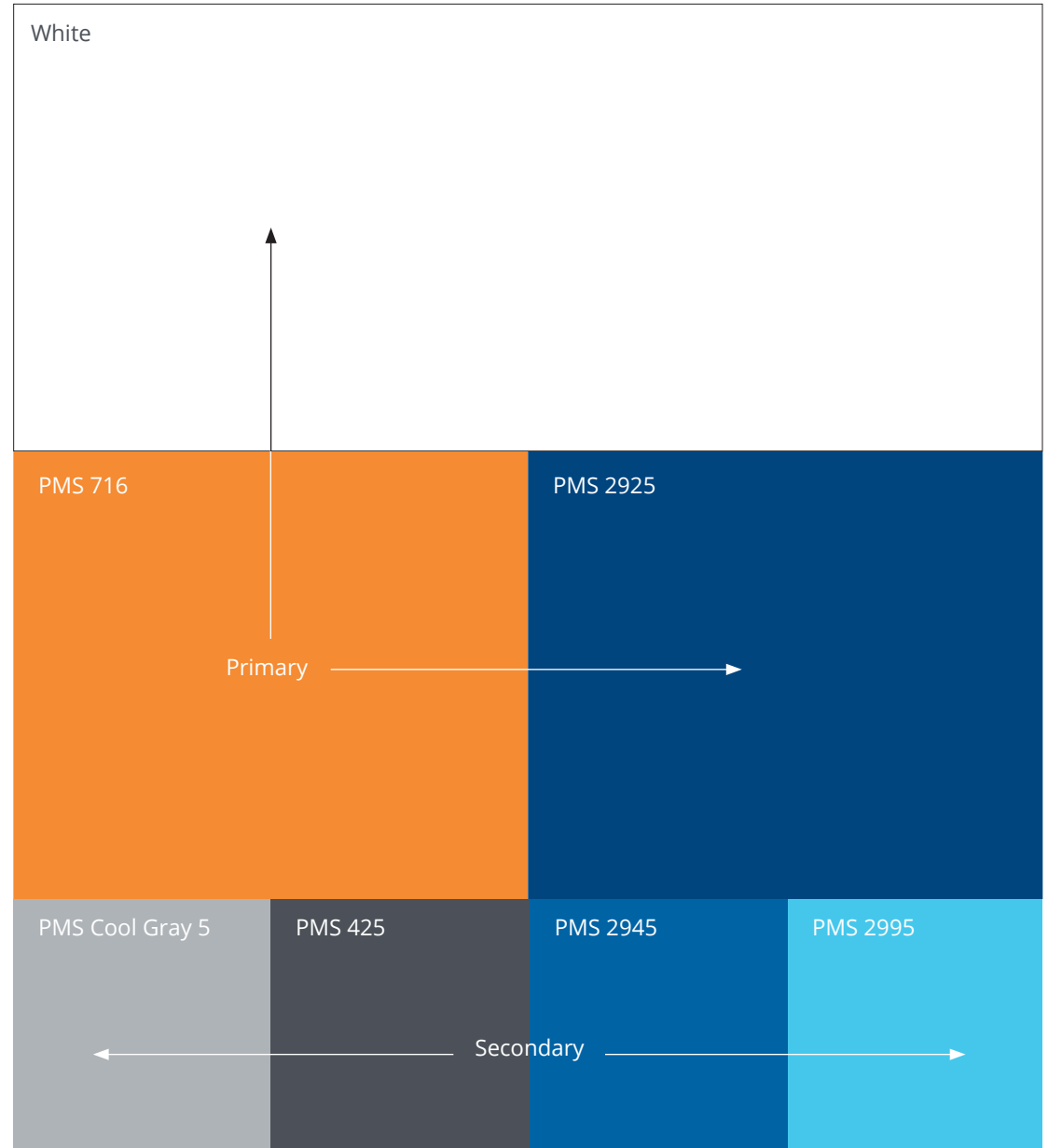
Our colors are not to be used indiscriminately, but in the proper proportion to one another. The recommended proportions are shown in the graphic to the right, which should be used as a guide.

White

White space occupies the largest area in our communications. This large proportion of white is inviting to the reader and prevents our content from appearing too dense.

Primary Colors

Our Aztec orange, and dark blue are used most often. These colors identify with our signature and are the first color choice for type and graphic applications.



Typography

To present a consistent image throughout our corporate collateral, we have selected the Open Sans typeface family for our print and Web applications.

Open Sans is a sans serif typeface conceived specifically for intensive editorial use; its modern and flexibility make it a real multipurpose typeface.

In instances where the Open Sans font is not available—i.e., in some online and word-processing situations—Trebuchet may be substituted.

Open Sans

Open Sans Regular
Use for body copy.

Open Sans Bold
Use for headings to increase the contrast between subheadings and body text.

**Open Sans family has many other weights not shown here*

Trebuchet MS

Trebuchet Regular
Use for bodycopy in PowerPoint

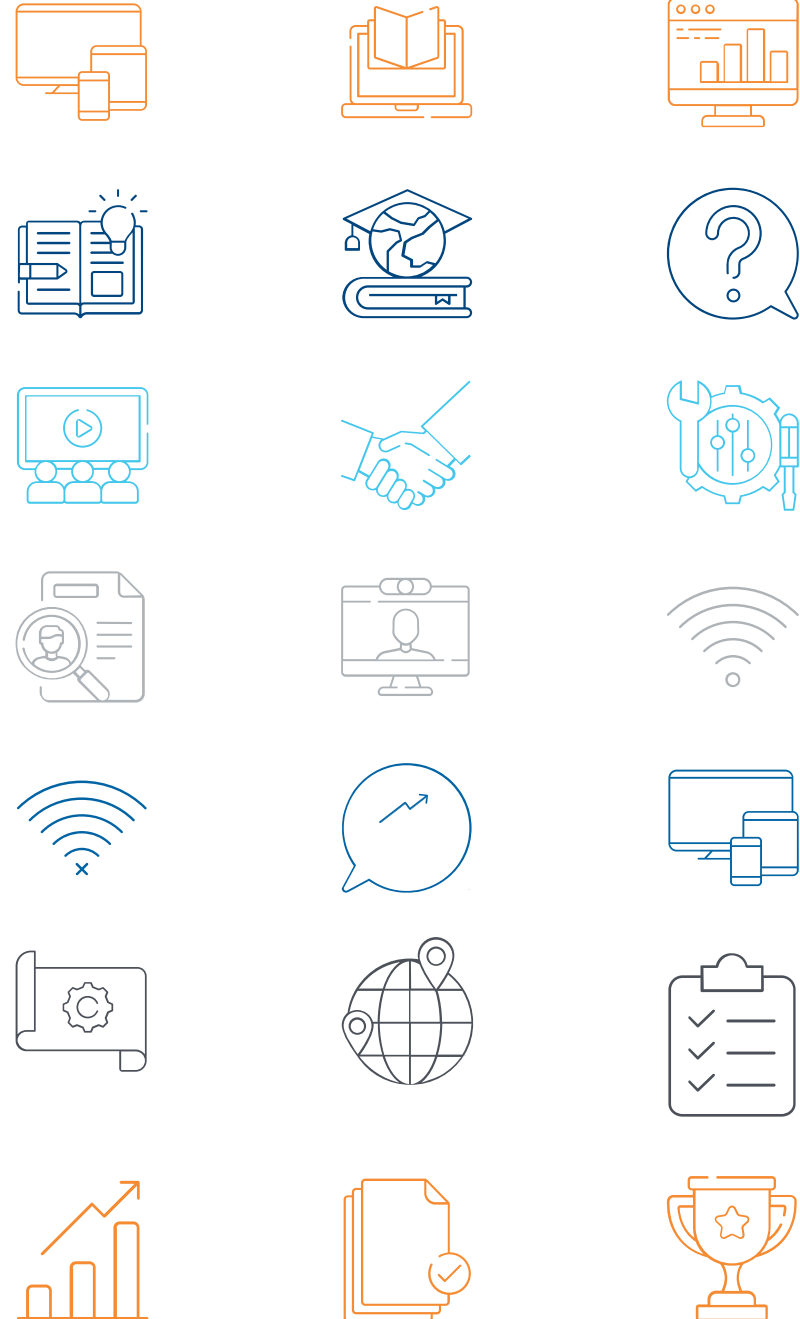
Trebuchet Bold
Use for headings to increase the contrast between subheadings and body text in PowerPoint.

**Trebuchet family has many other weights not shown here*

Iconography

The Aztec icon system has to work hard to accommodate all environments as well as meet the demand for content among various devices of all sizes. To meet these demands, icons have been developed to be easily identifiable, with minimal detailing, so as not to distract from the overall graphic. Icons can be reproduced in any approved Aztec color.

The icons should be used sparingly to add interest and clarity to a message, and not to decorate the page.



Iconography: What to Avoid

Icons should express one idea, clearly and graphically. Icons that express multiple ideas are difficult to interpret.

Avoid dimensional and/or complex icons and icons outside of the brand color and style.



⊘ Avoid using dimensional icons.



⊘ Avoid using off-brand colors.



⊘ Avoid uninspiring, confusing, unengaging or clichéd icons.



⊘ Avoid using stick figures.



⊘ Avoid icons not created in the style of the previous page's examples.



⊘ Avoid placing icons within a shape.

Photography: Lifestyle

Consistency of brand image – through the use of photography – is ultimately what portrays the aspirational values that our brand stands for.

A high level of sophistication is the message that we intend to convey in our brand.

Matching our palette, color photos are used often. Avoid duotone images, which do not exude the vibrancy of our brand.

These “slice of life” photos include students enjoying any one of the amenities found in our brand.

The photographic style captures people in the moment. Compositions are asymmetric, sometimes with a short depth-of-field and are not excessively staged.



Photography: Overlay

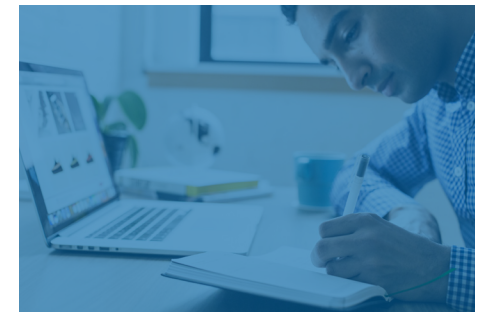
Matching our palette, color photos are used often. When using a photo as a background graphic a color overlay can be used.

In publishing programs use a 65% Opacity of the Aztec orange, medium blue and dark blue.

In PowerPoint use a 35% Transparency of the Aztec orange, medium blue and dark blue.

Color overlay should cover the full image and use a consistent transparency / opacity. Avoid using a gradient overlay.

Avoid duotone images, which do not exude the vibrancy of our brand.



Photography: Product

New content coming in version 2



Photography: What to Avoid

Imagery is a core element of the brand, so it is important to choose imagery that fits with our brand values. Avoid using images that do not tell a story, are uninspiring, confusing, unengaging or clichéd.

The examples shown here illustrate photographic styles, image issues and image treatments to avoid.



⊘ Poor cropping and placement



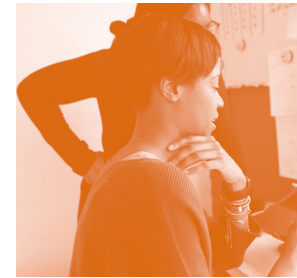
⊘ Low resolution



⊘ Gradients



⊘ Distracting backgrounds



⊘ Duotones



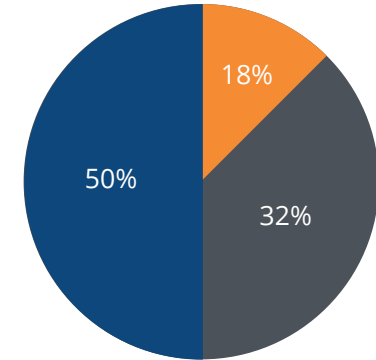
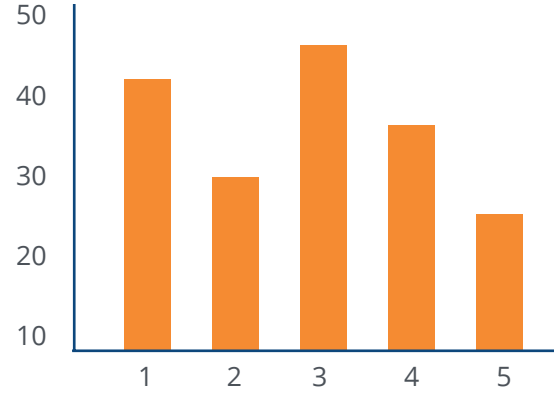
⊘ Distorted or stretched

Charts

Charts and informational visualizations provides readers with concise, easily digestible information.

Considering the organization's visually driven readership, a unified chart system has been developed to meet many applications.

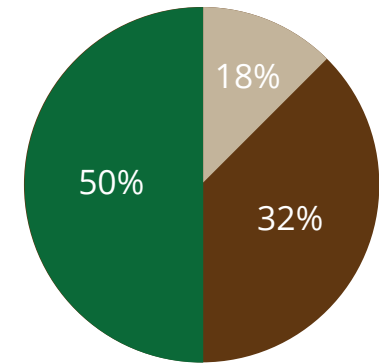
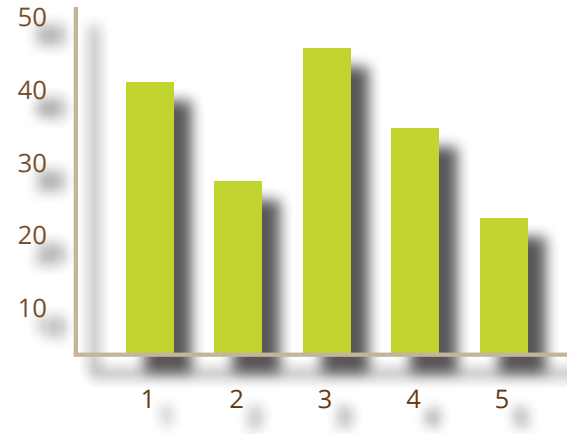
This comprehensive and cohesive visual language spans all aspects of the charts and tables commonly used at Aztec and ensures that all future graphic usage is easily recognizable and consistent with the new brand.



Charts: What to Avoid

Charts are predominantly blue or orange with black text. In certain instances, additional color may be introduced to highlight text.

It is important to avoid gradients, drop shadows and off brand colors.



⊘ Avoid off-brand colors and rendering with multiple effects



4 Brand System

Copyright & Trademark

The © symbol should be used once per document/creative asset, at the finest instance of use (whether a Signature or in copy).

Copyright sign off for print ads and brochures:

© Copyright 2020 Aztec. All rights reserved.



Aztec
51 Commerce Street
Springfield, NJ 07081

© Copyright 2020 Aztec. All rights reserved.

Address, Phone, and URL Format

Formats for the address can be determined based on the application and space available. Two of the more common standards are shown on the right.

Our telephone number standard uses one character space between numbers and does not contain dashes, periods or parenthesis.

Address Stacked Standard:

Aztec
51 Commerce Street
Springfield, NJ 07081

Address Horizontal Standard:

Aztec 51 Commerce Street Springfield, NJ 07081

Telephone Standard:

Main 800.273.0033
Direct 123.456.7890

URL Examples:

www.Aztec.com
www.Aztec.com/2020

Aztec Stationery

Because our stationery is a primary vehicle for our brand, it is important that there be consistency across all stationery items. To the right are samples highlighting a consistent look by adhering to the basic element standards.

Stationery is printed on Domtar, Cougar Smooth White or comparable stock.

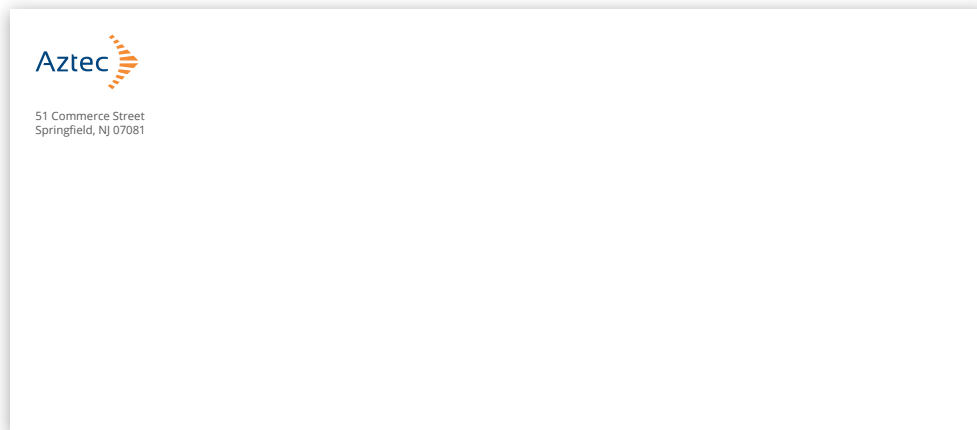
Letterhead: 70 lb text
 Business Card: 110 lb cover
 #10 Envelope: 28 lb text



Business Card Sample Front



Business Card Sample Back



#10 Envelope Sample



Letterhead Sample

Paxen Publishing Stationery

Because our stationery is a primary vehicle for our brand, it is important that there be consistency across all stationery items. To the right are samples highlighting a consistent look by adhering to the basic element standards.

Stationery is printed on Domtar, Cougar Smooth White or comparable stock.

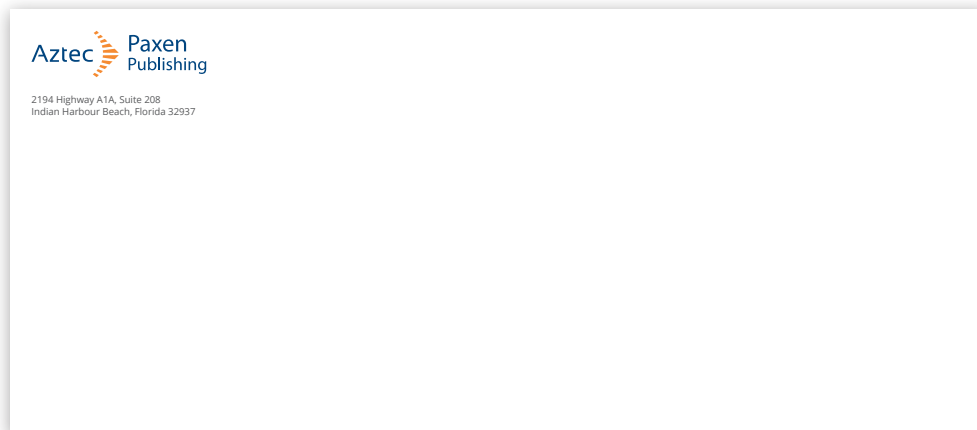
Letterhead: 70 lb text
 Business Card: 110 lb cover
 #10 Envelope: 28 lb text



Business Card Sample Front



Business Card Sample Back



#10 Envelope Sample



Letterhead Sample

Marketing Handout

New content coming in version 2

Aztec
KAPLAN

A PRACTICE PROGRAM TO ASSESSES LEARNERS

Aztec Software and Kaplan Test Prep, two trusted names in adult education, have joined forces in concert with GED® Testing Service to bring students preparing for a High School Equivalency Diploma, the most comprehensive prep course available anywhere.

Aztec provides the best preparation, test results and an understanding of common core deficiencies. Aztec ensures that your students have all the tools they need to succeed for the 2014 GED® test. The Aztec GED® Prep Solution will provide students with not only a better understanding of the test's new layout and item types, but equip them with skills necessary to thrive in this new academic climate.

FREE Cloud-Based Practice Tests Test takers can experience what it is like to take the GED® Test with these free, 20-45-minute practice tests. In an effort to make preparation for the test as mobile as the students that take it, Aztec is offering free cloud-based practice tests for each subject area allowing students to test their readiness on a computer or even on the go using a mobile device. Each subject area is half the length of the actual test and is automatically graded, in order to provide students with immediate feedback.

ALL TESTS and LEARNING MATERIALS are compatible with current, modern browsers and devices... including mobile!

GED
TESTING SERVICE
GEDTS®-Approved Vendor
Common Core/College & Career Readiness Alignment
Recommendations
All item types included
Computer Literacy Lessons Included
Remediation & Practice Tests
Simulated Calculator Included
All new lessons on test-taking strategies
Authorized GED Ready™ Voucher Reseller

Curriculum enhancing videos
The 2014 GED® Content areas:
• Reasoning Through Language Arts
• Mathematical Reasoning
• Science
• Social Studies

800-275-8033 - AztecSoftware.com

PowerPoint

Presentations are one of many important business tools.

The Aztec PowerPoint Template comes preformatted with multiple options for cover, divider, text and chart slides. Also included are a few tips for using the template.

Proprietary Information

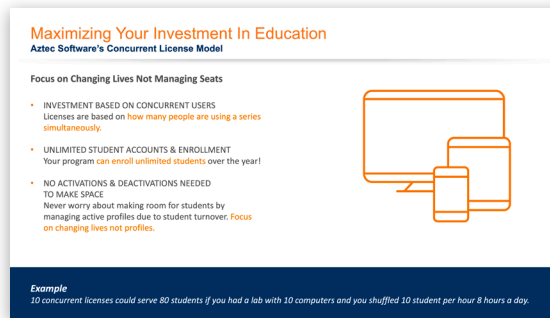
Our presentations contain proprietary information that we must protect. For this reason, we recommend using PDF versions of our presentations when sharing.



Cover slide option (image can be changed)



Cover or divider slide option



Interior slide sample



Interior slide sample

Email Signature

Like other communications, our email signatures must be on brand. For some recipients, they can be the first exposure to Aztec.

Aztec will provide formatted versions for use.

Event promotions can be inserted below the address. Promotions may appear in text or as a graphic.

Signature

Kind Regards,
First Name Last Name
Title

Aztec
Educate Empower Elevate

51 Commerce Street
Springfield NJ 07081

Main 973.258.0011
Direct 123.456.7890
www.aztecsoftware.com

Signature without logo

Kind Regards,
First Name Last Name
Title



51 Commerce Street
Springfield NJ 07081

Main 973.258.0011
Direct 123.456.7890
www.aztecsoftware.com

Educate Empower Elevate

Promotions

Tasteful and attractive promotional items positively reinforce Aztec and increase awareness of and recognition for our company.

When reproducing the Signature on promotions, please refer to the Signature section for guidance on color, typography, clear space, etc.





Aztec
51 Commerce Street
Springfield, NJ 07081