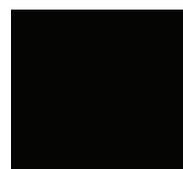
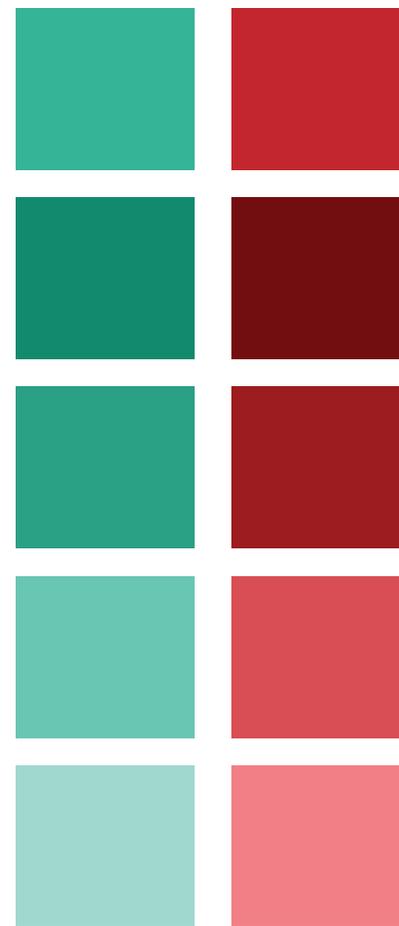


COLOR

Color Palette



STN FONTS

Fonts

Main Font-Trebuchet MS

Regular

Italic

Bold

Bold Italic

Sub Font-Tw Cen MT

Regular

Italic

Bold

Bold Italic

O

G

O

L

Logo



beyond



beyond

JEVS

COMPELLING VIBRANT MINIMALISTIC

Color Palette

White should always be the most predominant color, while the others serve as accents to decorate and add a little touch. Teal is the main accent color, as it is similar to the color in the JEVs logo.

Logo

The logo should always be on a white background in order to retain its vibrant design and be easily read and recognizable. Profile pictures should always utilize the square logo. For social media and ads, either logo is acceptable. The website header should utilize the horizontal logo.

Typography

The majority of text should be black on white. In cases where you wish to highlight CTAs or important information, you can place white text over the accent colors.

MISSION

UBeyond dedicates itself to assisting in educational endeavours in order to open up career opportunities after graduation.

The program being offered through this partnership allows you to receive consistent advising from your own personal coach.

The goal of this is to help people manage their time better and become efficient in obtaining their degree as they try to balance outside factors.

No matter your age, sex, race or story, UBeyond will commit themselves to you every step of the way.

A new way to earn your degree.

AUDIENCE

UBeyond is a nondiscriminatory program looking to help all genders and races. The majority who seek to join the program are above the age of 18, with an average age of 34. These go-getters are typically employed with an income of less than \$40,000 annually and may have physical or intellectual disabilities and/or mental health issues. UBeyond accepts people from all walks of life, from high-school dropouts to college graduates, ex-felons or mature job seekers. Those who struggle with personal home issues due to balancing a family, a job, or both will benefit greatly from UBeyond. UBeyond's coaches are dedicated and experienced in helping those who have poor time management skills or struggle with motivation or procrastination.

Stock photography and imagery used, if necessary, should be relative to the target audience of the UBeyond brand. Headshot photography should include people of all races, genders, sizes and age. Photography that is too obviously touched up is not recommended. Preferably, the brand would use photography from its own program and staff.

