



PRIMARY LOGO

The full-color logo on white best represents our brand. Use this version whenever possible.

- Primary White Logo - Use this logo on black and dark-colored backgrounds and for black and white prints.
- Primary Black Logo - Use this logo on white and light-colored backgrounds and for black and white prints.

Do not use the color PAI logo on any of the official colors, to ensure readability.

SECONDARY LOGO

Use this logo in situations where the horizontal logo is unable to comfortably fit.

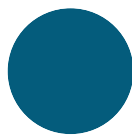
- Same Usage as Primary Black Logo
- Same Usage as Primary White Logo



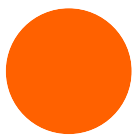
FLAG LOGO

The PAI flag is our organization's icon. It may be used in place of our primary logo.

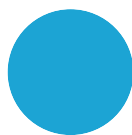


**DARK BLUE**

CMYK: 97, 26, 0, 51
RGB: 4, 92, 125
#045c7c

**DARK ORANGE**

CMYK: 0, 62, 100, 0
RGB: 255, 97, 0
#ff6100

**LIGHT BLUE**

CMYK: 87, 23, 0, 17
RGB: 28, 164, 212
#1ca4d4

**ORANGE**

CMYK: 0, 43, 75, 3
RGB: 248, 141, 63
#f88d3f

COLORS

PAI's colors convey energy, trust, and positivity. Use only our four approved colors.

- Dark Blue and Light Blue can be used for copy text.

Do not use Orange Red or Orange as body copy text.

Calibri

FONT

This font was released in 2007 and belongs to the Sans Serif family of fonts. It is the default for Microsoft Office products and conveys a "warm and soft character."

ABOUT US

Founded in 1969 to address the dropout crisis plaguing Philadelphia, we bridge the gap between schools and the workforce. We've since evolved into a citywide leader, helping students succeed in school and beyond graduation. Our mission is to be an innovative non-profit organization that works with students, educators, and partners to improve outcomes for Philadelphia's young people. The work we do bridges systemic gaps that have long excluded marginalized students from economic mobility.