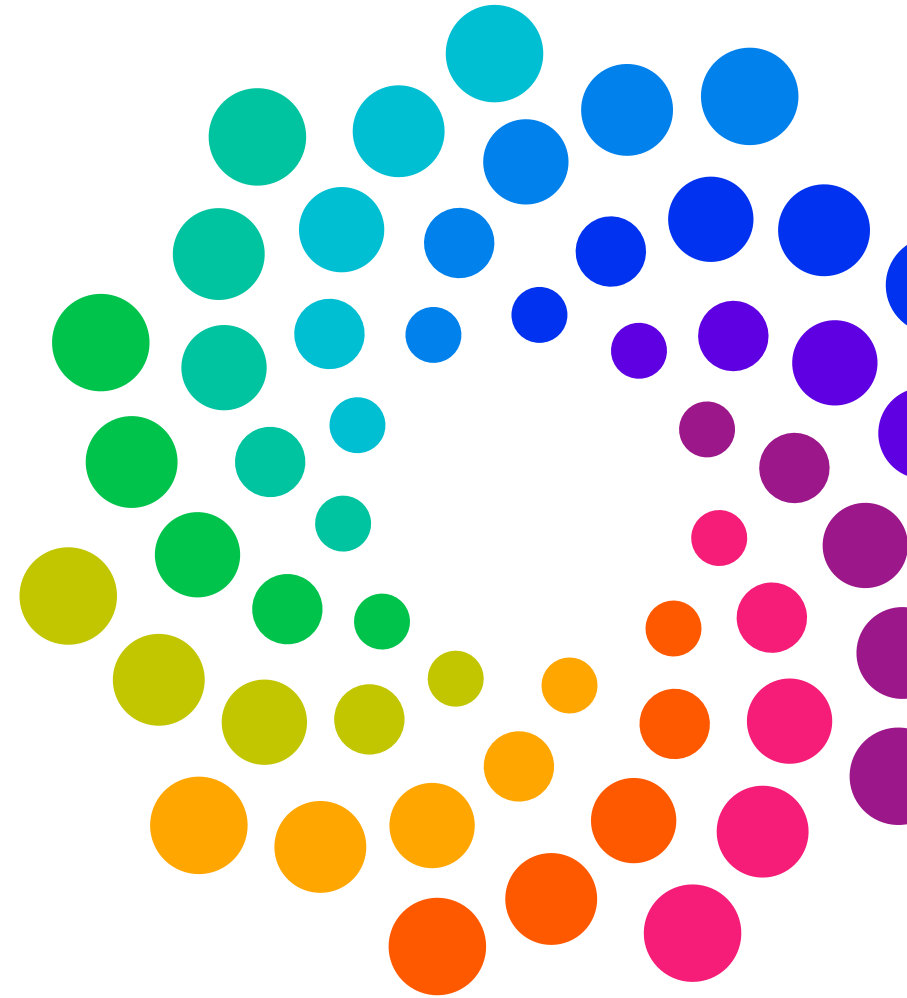




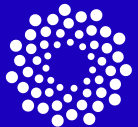
Brand Guidelines



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Introduction



Brand Purpose & Approach

The Ed-Fi Alliance brand guidelines establish a clear vision and consistent approach for the Alliance. These guidelines demonstrate how we will position the Ed-Fi Alliance brand, including logos, symbols, typography, color, and graphic elements, and how all these assets can be used in layout examples. Consistent implementation of these guidelines will contribute to building the program's credibility and assert the quality and values of the brand – and ensure that visuals and imagery are engaging, optimistic, and empowering.



INTRODUCTION

About the Ed-Fi Alliance

The Ed-Fi Alliance works with technology providers, school districts, and state agencies to turn education data into timely, meaningful insights so teachers can stay focused on helping students succeed. The Alliance brings together educators, technologists, and education leaders to solve real-world challenges with real-time data. By fostering collaboration and aligning efforts, the Alliance helps education systems work in sync to support every learner.

The open-source Ed-Fi Data Standard and Technology Suite give systems a common way to connect and communicate. With better access to complete, accurate information, educators and leaders at every level can make smarter decisions, deliver more targeted support, and close opportunity gaps.

The Ed-Fi Alliance is an initiative of the Michael & Susan Dell Foundation. For more than a decade, the Alliance has worked alongside states, districts, and technology providers to make education data more useful, more reliable, and more actionable.



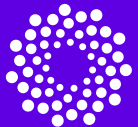
INTRODUCTION

About the Michael & Susan Dell Foundation

The Michael & Susan Dell Foundation (dell.org) builds pathways that change lives for people and communities around the world. Dedicated to creating measurable and sustainable impact, the foundation has invested \$3 billion to accelerate human opportunity globally.



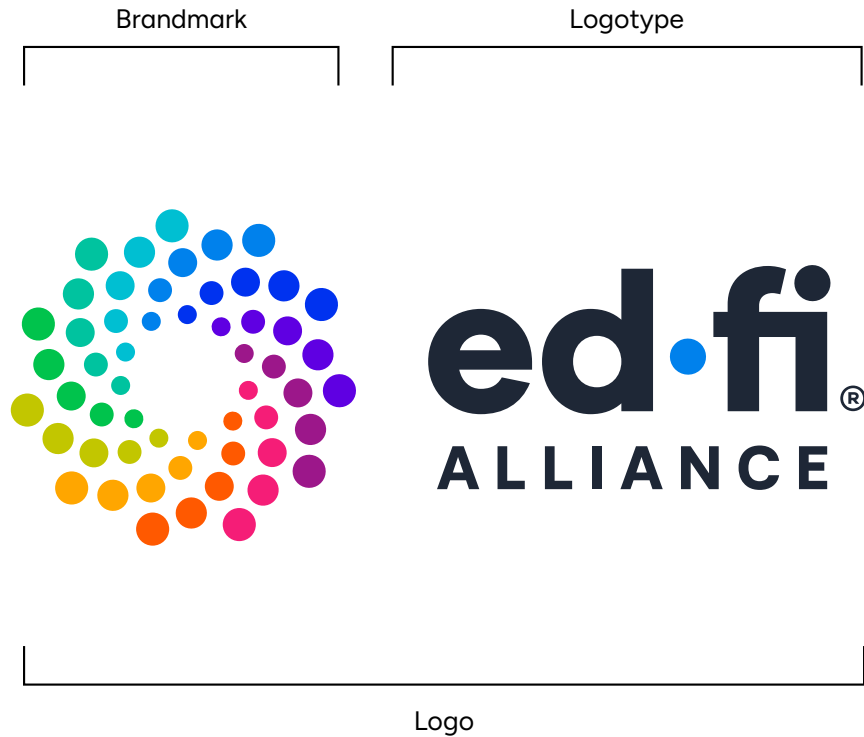
Logos



LOGOS

Primary Logo

The Ed-Fi Alliance logo is the key element of our identity – a universal signature across all our collateral and communications. The main logo consists of a symbol and a wordmark. Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.



LOGOS

Logo Color Versions



LOGO PRIMARY

The full-color logo is the preferred version and should be used whenever possible. It is designed for use on white or very light backgrounds to ensure maximum clarity and brand consistency.



LOGO PRIMARY - DARK

When using a dark or black background, use the white (reversed) version of the logo. This version maintains contrast and legibility while preserving the integrity of the brand. Solid color backgrounds may be used when they provide sufficient contrast with the logo. Avoid placing the logo on busy or low-contrast backgrounds.



LOGO ONE COLOR

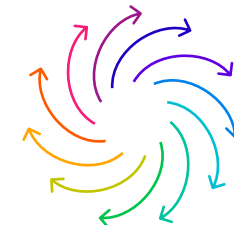
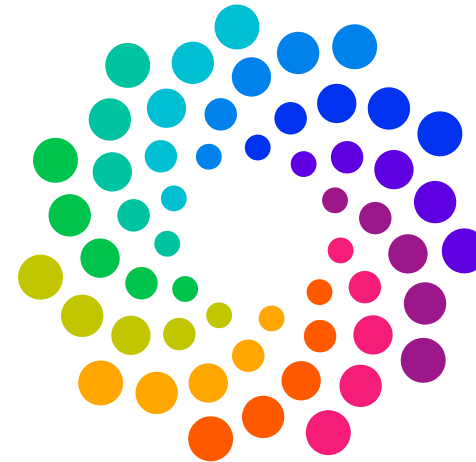
For one-color, grayscale print applications, the black logo is best suited for use in combination with a white background. Solid color backgrounds may also be used sparingly, with either the black or white logo to ensure proper contrast.



LOGOS

Symbol Concept

The Ed-Fi Alliance unifies education data and enables better outcomes for every learner. The new logo reflects that mission with a connected, colorful design that represents the inward flow of information into a unified system – symbolizing clarity, collaboration, and progress for students.



LOGOS

Logo Positioning, Minimum Size, and Clear Space

Positioning

Always maintain proper spacing and sizing for the logo.

Minimum Size

In print, the logo should never appear smaller than 1" (25 mm) wide. On-screen, it must appear at least 70 px wide. When the brandmark is used alone, it should never appear smaller than 0.5" (14 mm) wide in print and 35 px wide on-screen.

Clear Space

Maintain clear space on all sides of the logo to maximize the visual impact of the brand. The minimum clear space should be equal to the width of the letter "e."



On-screen: 70px
Print: 1" or 25mm



On-screen: 35px
Print: .5" or 14mm



LOGOS

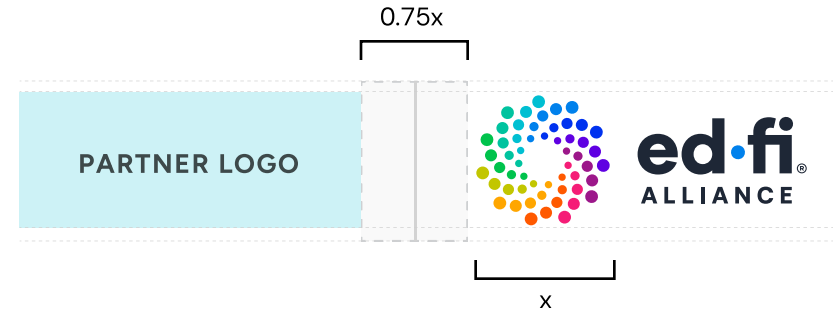
Vendor Certification

In many cases, the Ed-Fi Certified Partner logo may appear alongside that of partners or other organizations. The examples on this page show proper placement and sizing based on the type of relationship.

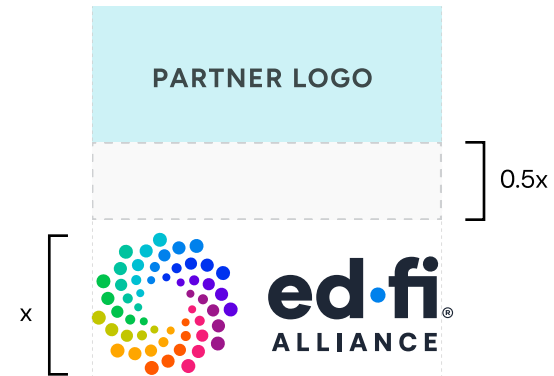
When used with a partner's logo:

- The logos should have equal size and prominence.
- The space between the two logos should be 175% the width of the Ed-Fi Alliance brandmark. The dividing rule is horizontally centered within that space.
- The dividing rule should be very slightly taller than the taller of the two logos.
- The weight of the dividing rule will vary depending on the size of the logos. Proportionally, it should look like the examples: thin, non-dominant.
- The dividing rule is light gray #D4D4D4.
- Elements should be optically vertical.
- On partner-branded materials, the partner's logo may be placed in the lead position (left), with the Ed-Fi Certified Partner logo in the secondary position (right).
- If space is limited, the two logos may be stacked, with the Ed-Fi Certified Partner logo beneath that of the partner.

HORIZONTAL APPLICATION



VERTICAL APPLICATION



LOGOS

Do Not



Do not change the size relationship between the
brandmark and the logotype.



Do not place the full-color logo on colored
backgrounds.



Do not add effects like shadows, gradients, or
dimensions to the logo.



Do not stretch or compress the logo.



Do not create different orientations of the logo.



Do not change the logotype font.



Do not change the colors of the logo.



Do not place the logo on busy textures or patterns.



Do not use the logo word mark by itself.



LOGOS

Placement & Proportion

Placement

For most print applications, the logo should be placed in the bottom right corner of the page. This follows the natural "Z-pattern" of reading, ensuring the headline captures attention first and the logo serves as a final, bold statement – an invitation to learn more about the Ed-Fi Alliance's work.

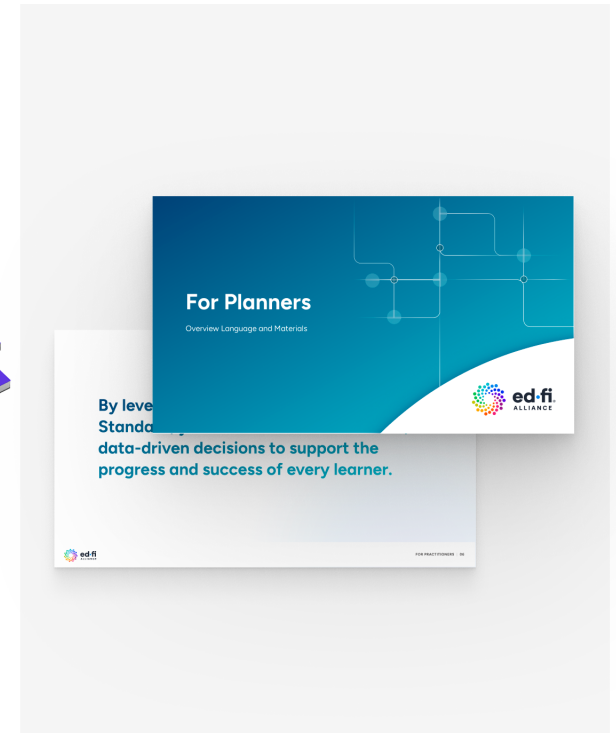
For most digital applications, the logo is best placed in the top left corner of the page. This provides immediate brand recognition, guiding the viewer through the message and ending with a clear call to action.

Proportion

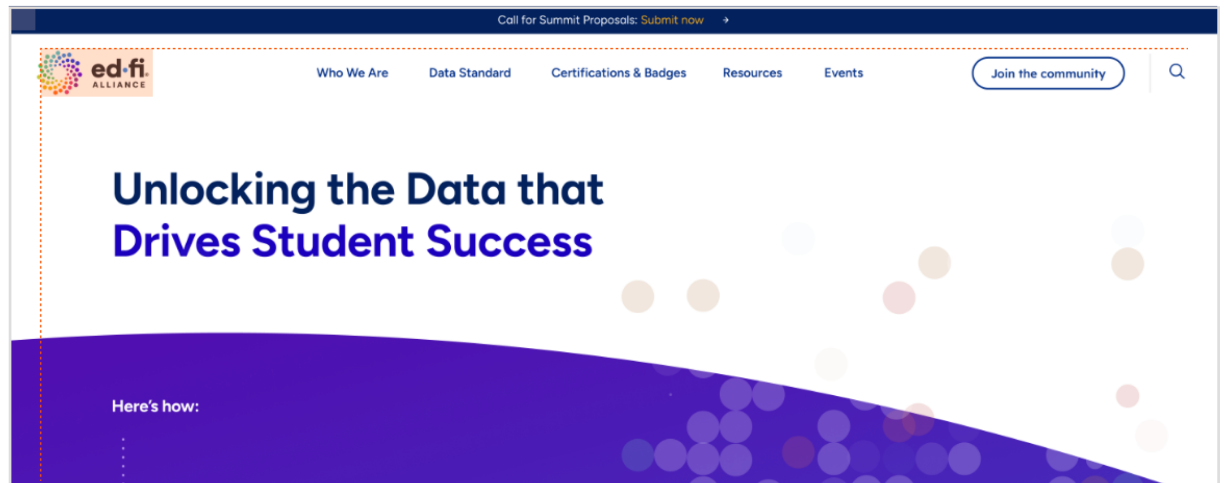
The logo should always be prominent without being dominant – the mission and the message are more important than the mark.



PRINT APPLICATION



SLIDE APPLICATION



DIGITAL APPLICATION



Trademarks



TRADEMARKS

Prerequisites for Use of the Ed-Fi Alliance Trademarks

Ed-Fi Certified and Badged Partner Logo Use:

Parties may only use the Ed-Fi Certified and Badged Partner marks if they are licensed to do so.

The usage requirements for the Ed-Fi marks consist of the agreement to the terms and conditions of the Trademark License Agreement, which can be reviewed on the Ed-Fi website (ed-fi.org), and compliance with the requirements of that agreement and these Ed-Fi Alliance Brand Guidelines.



Licensee Usage

The Ed-Fi Certified and Badged Partner trademark must be applied on licensees' applications or implementations including:

- Dashboards
- Technical documentation
- Applications or solutions wherein the Ed-Fi Data Standard and/or Technology Suite has been implemented as part of that solution or product

The Ed-Fi Certified and Badged Partner trademark may be applied on licensees':

- Advertisements
- Direct mail pieces
- Exhibition stands
- Press materials
- Websites
- Visual aids and PowerPoint presentations

TRADEMARKS

Use and Placement of Trademark Notice Symbols

The trademark notice symbol ® should be placed next to the last letter of the word mark, before the generic name of the product (i.e. Ed-Fi® technology). The trademark notice symbol ® should be used with the first and then each prominent use of the word mark, and again after the first appearance in the body of text.

When the mark appears on more than one webpage, the notice symbol should be used at the first appearance of the mark on each page. Wherever possible, trademark notice symbols should be superscripted after the mark. Please make sure the trademark symbol is large enough to be recognizable.

Ownership Attribution

In addition to the trademark notice symbol, notice of ownership should be given. For licensees, the following attribution statement should be used:

“The Ed-Fi® marks are trademarks of the Ed-Fi Alliance and are used under license.”

The attribution statement typically is included with other legal lines, such as a copyright notice at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.

In radio, the attribution statement should be read at the end of the advertisement script.



TRADEMARKS

Relationship to Licensee Brand

When using the Ed-Fi Certified Partner trademarks, it should always be apparent which organization is the licensee of the trademark. The Ed-Fi word mark may not be incorporated into product names or be used with the licensee's own mark.

Incorrect: Colorado Department of Education Ed-Fi®

Incorrect: e-Scholar Ed-Fi®

Correct: Amplify is pleased to offer Ed-Fi® Certified Partner teacher dashboard products.

Domain Registration

It is the policy of the Ed-Fi Alliance that domain names incorporating any mark of the Alliance, including the Ed-Fi Alliance trademarks, be registered in the name of and by the Ed-Fi Alliance. This policy includes all top-level domain names. You must have prior written consent from the Ed-Fi Alliance to register a domain name that contains any name or mark of the Ed-Fi Alliance.

Additional Ed-Fi Usage Guidelines

The Ed-Fi trademarks should always be used in compliance with the Ed-Fi Alliance Brand Guidelines, which state in part that third parties may not incorporate or include, in whole or in part, any Ed-Fi Alliance trademark into that third party's company name, product name, service name, trademark, logo, or Internet domain name. The use of the Ed-Fi logos by a licensee does not imply endorsement. Where the Ed-Fi Certified Partner logos are in use, that indicates that a vendor has completed a certification.

The Ed-Fi Alliance brand elements or the brand may not be used in a manner that could impair or otherwise damage the goodwill associated with the Ed-Fi Alliance brand. The Ed-Fi Alliance brand elements should therefore not be used in connection with unlawful, obscene, violent, hazardous, or otherwise poor-taste activities. In the event of material breach of these instructions, the license shall terminate.



Color



COLOR

Color Value

Our Palette

Color has the power to convey meaning without words. The power of color is both emotional and practical, affecting how viewers feel and helping a brand stand out. These colors have been selected to express optimism, wisdom, energy, renewal, and power.

Design Note: The Indigo and Tangerine values of the brand palette have been modified from the corresponding colors of the brandmark. Use the palette values shown here as they have been optimized for visibility of text and visuals.



Primary Colors



Midnight
#1C2331
rgb(28,35,49)
cmyk(84,74,53,63)
Pantone 648

Regal
#02215D
rgb(2,33,93)
cmyk(100,93,32,30)
Pantone 280

Indigo
#1B00BD
rgb(27,0,189)
cmyk(94,90,0,0)
Pantone 293

Secondary Colors



Cobalt
#5F00E2
rgb(95,0,226)
cmyk(76,82,0,0)
Pantone 2725

Azure
#0081EC
rgb(0,129,236)
cmyk(78,47,0,0)
Pantone 2925

Aqua
#00BFD2
rgb(0,191,210)
cmyk(70,0,18,0)
Pantone 310

Emerald
#00C39F
rgb(0,195,159)
cmyk(72,0,51,0)
Pantone 3242



Jade
#00C34C
rgb(0,195,76)
cmyk(74,0,95,0)
Pantone 3395

Olive
#C2C600
rgb(194,198,0)
cmyk(29,10,100,0)
Pantone 3570

Amber
#FFA600
rgb(255,166,0)
cmyk(0,40,100,0)
Pantone 137

Tangerine
#FF6726
rgb(255,103,38)
cmyk(0,74,92,0)
Pantone Orange



Crimson
#F51D77
rgb(245,29,119)
cmyk(0,96,23,0)
Pantone 213

Amethyst
#9C178A
rgb(156,23,138)
cmyk(45,100,4,0)
Pantone 241

COLOR

Gradients

The gradients palette should be used to enhance and aid emphasis but not overpower the primary colors.

Primary Gradient



Home Gradient
#4F0FB1- #1F9DE2

Secondary Gradients



Gradient 1
#481344- #5F00E2



Gradient 2
#2B006D- #0E31E7



Gradient 3
#071974- #0081EC



Gradient 4
#094073- #00BFD2



Gradient 5
#175F68- #00C39F



Gradient 6
#1F6151- #00C34C



Gradient 7
#1F612E- #C2C600



Gradient 8
#7A560E- #C2C600



Gradient 9
#62641D- #FFA600



Gradient 10
#711D3C- #FF6726



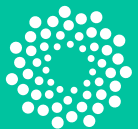
Gradient 11
#481344- #F51D77



Gradient 12
#2B006D- #9C178A



Typography



Typefaces

Primary Typeface

Figtree in bold is used for headlines and display type. The leading should be set between 105-120%. Letter spacing is default.

Figtree (regular) is used for all body copy. The leading should be 135%-140% for smaller text and 140-155% for larger or long-form copy. Letter spacing is default.

Figtree in bold is used for all CAPS eyebrows and accent copy. Letter spacing is 6%.

Figtree Semibold is used for all buttons. Use sentence case.

For internal business applications (email etc.) where Figtree is unavailable, Arial should be used instead.

Design Note: Use the alternative single-storey 'a' character instead of the font family's default double-storey.

[Download Figtree](#)



Type Hierarchy

ED-FI ALLIANCE COMMUNITY

Unlocking the Data that Drives Student Success

Students succeed when they can get to school every day. Indiana is using real-time data to remove barriers like transportation gaps — keeping students on track.

Learn more

EYEBROW

Bold, All Caps, 10 pt

HEADLINE

Bold, Title Case, 30 pt

BODY

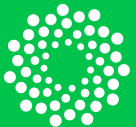
Regular, Sentence Case, 14 pt

BUTTON

Semi Bold, Sentence Case, 14 pt



Iconography



ICONOGRAPHY & VISUAL ELEMENTS

Icons

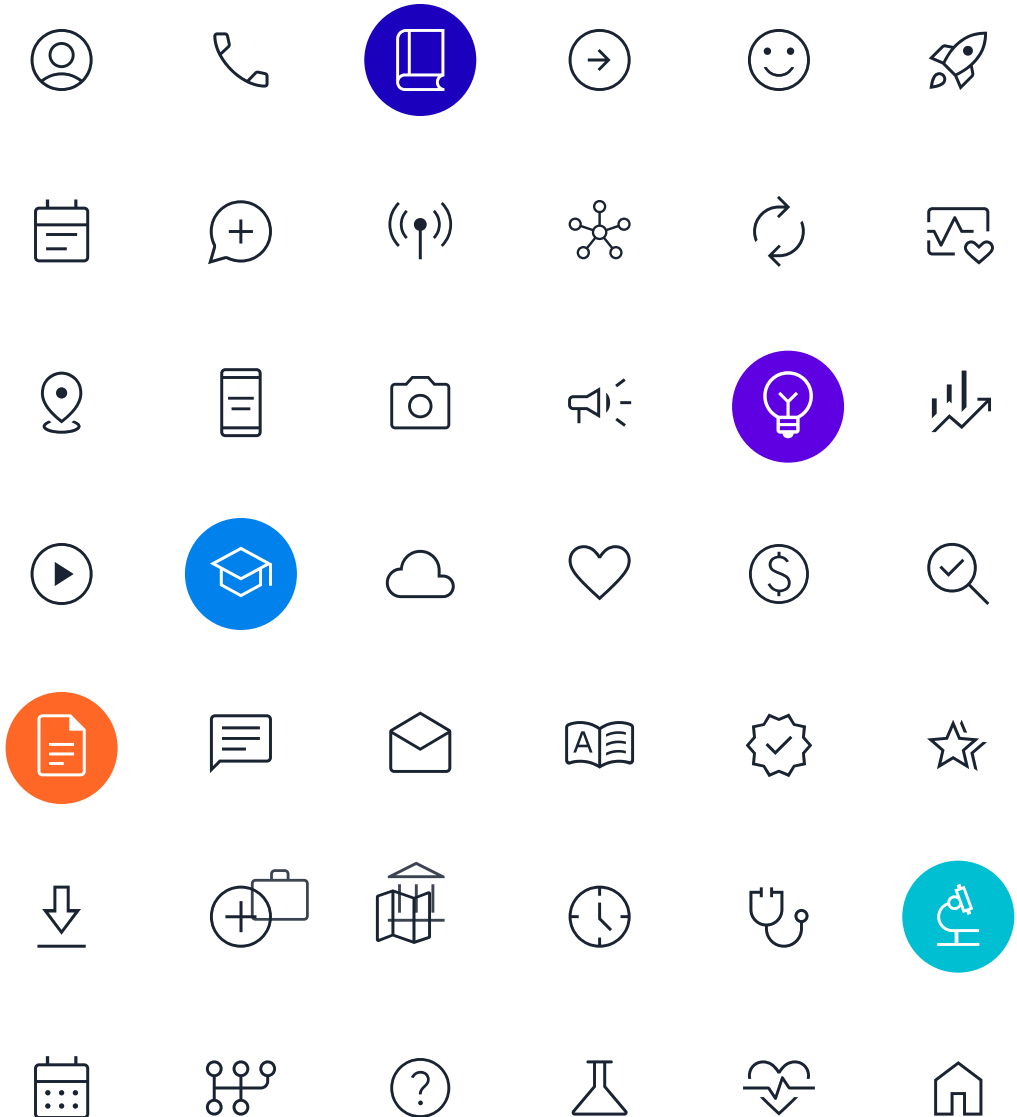
Iconography uses the Material Symbols library.

Icons should be used at 200 weight.

Use accent icons to highlight key information or actions. Stick to brand-approved styles and solid brand colors. Avoid gradients and overly complex designs to maintain clarity and accessibility.

All Icons are available for copy and paste here: [Material Symbols](#).

[Figma plugin here.](#)

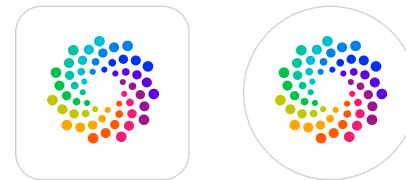
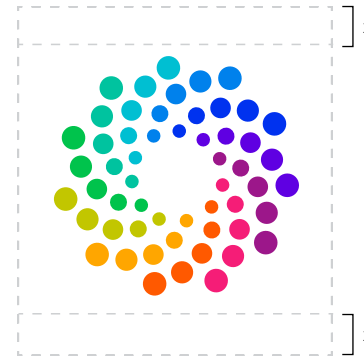


Social Media Avatars & Icons

The brandmark should be used in digital applications where avatars or icons are used to represent the Ed-Fi Alliance.

Full color brandmark on white should be considered the default configuration, but the knockout version may be used against one of the primary brand colors to suit different applications or if variety is needed.

The brandmark should be vertically and horizontally centered within the frame and have clear space on top and bottom equal to 15% of its width.



Clearspace (x) = 15% of brandmark height

NOTE: Rules for clear space are slightly different for this application. Use the rules outlined on p. 7 of this document for every other use case.



Data Visualization & Illustration

Clarity in Simplicity

Data visualization is an effective way to simply communicate complex information and ideas.

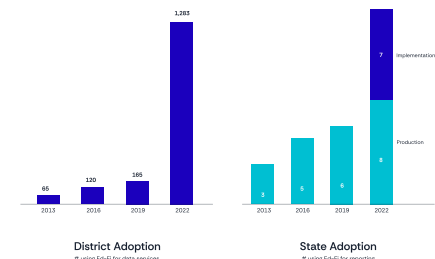
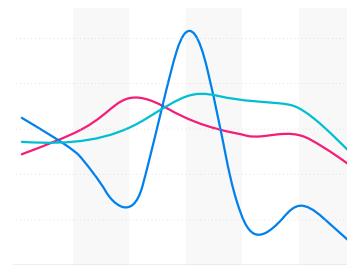
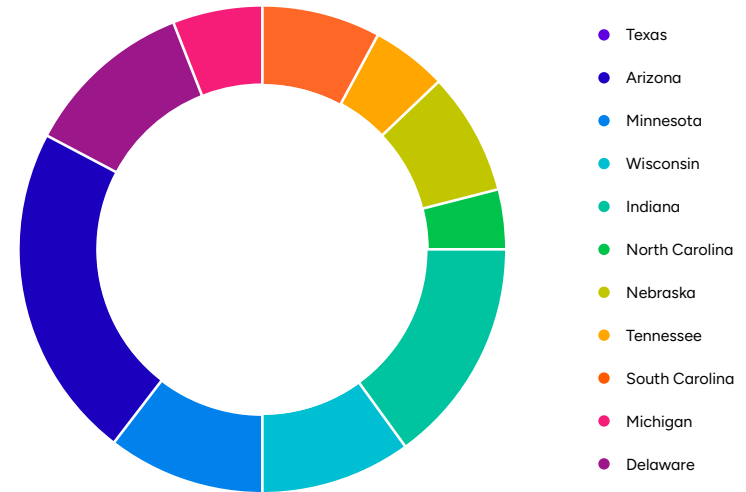
Following basic color and typographic standards ensures that information graphics, which tend to be subjective and varied in their visual style, are consistent with and maintain the integrity of the Ed-Fi Alliance’s visual identity.

Illustration should be used when an icon following style guidelines cannot depict an idea in detail or properly. Illustrations should be in a style that is visually consistent with the style of icons (clean, simple, and uniform stroke weight).

Best Practices

Ed-Fi Alliance color and typography rules apply – use designated palettes and fonts.

Use color purposefully and sparingly. Fewer colors are better. Use the primary palette and gradients to help tell the story succinctly.



Events



EVENTS

Summit Logo

The Ed-Fi Alliance Summit has a dedicated logo and color scheme. See to the right for the logo versions for Summit 2025. These can be updated for use in subsequent years (e.g., 2026, 2027, etc.) using the font Galano Grotesque.

Always ensure the year shown in the logo matches the correct event.

PRIMARY LOGO - GRADIENT



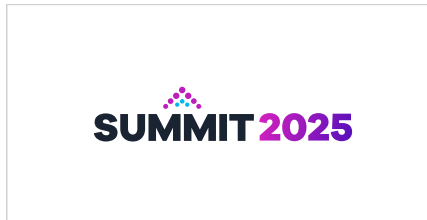
PRIMARY LOGO - WHITE



PRIMARY LOGO - SOLID BLACK



SECONDARY LOGO - GRADIENT



SECONDARY LOGO - WHITE



SECONDARY LOGO - SOLID BLACK



Summit Colors



Midnight
#1C2331
rgb(28,35,49)
cmyk(84,74,53,63)



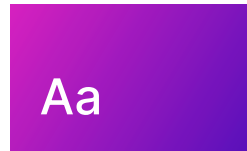
Fuchsia
#BE1EBD
rgb(190,30,189)
cmyk(38,89,0,0)



Violet
#4D15B3
rgb(77,21,179)
cmyk(83,92,0,0)



Cerulean Blue
#19B6EA
rgb(25,182,234)
cmyk(68,7,0,0)



Summit Gradient
#BE1EBD - #4D15B3



EVENTS

Tech Congress Logo

The Ed-Fi Alliance’s annual Tech Congress has its own logo and color scheme. See to the right for the logo versions for Tech Congress 2026. These can be updated for use in subsequent years (e.g., 2027, 2028, etc.) using the font Galano Grotesque.

Always ensure the year shown in the logo matches the correct event.

PRIMARY LOGO - GRADIENT



PRIMARY LOGO - TWO COLOR



PRIMARY LOGO - SOLID WHITE



PRIMARY LOGO - SOLID BLACK



SECONDARY LOGO - GRADIENT



SECONDARY LOGO - TWO COLOR



SECONDARY LOGO - SOLID WHITE

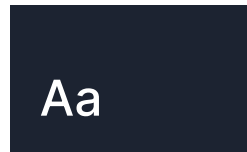


SECONDARY LOGO - SOLID BLACK



EVENTS

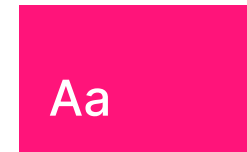
Tech Congress Colors



Midnight
#1C2331
rgb(28,35,49)
cmyk(84,74,53,63)



Solar
#FF7817
rgb(255,120,23)
cmyk(0,66,99,0)



Magenta
#FF147A
rgb(255,20,122)
cmyk(0,96,20,0)



Tech Congress Gradient
#FF7817 - #FF147A



Applications



APPLICATIONS



Photography

Color & Vibe


Photography plays a key role in how we visually communicate the spirit of the Ed-Fi Alliance. These guidelines are for designers selecting imagery – not for photographers capturing it. If you're sourcing or commissioning photography, refer to the Michael & Susan Dell Foundations official [photo guidelines](#) for shooting standards.



Call for Summit Proposals: [submit now](#)


 Who We Are Data Standard Certifications & Badges Resources Events [Join the community](#) 

Unlocking the Data that Drives Student Success



Here's how:

- **Tackling Chronic Absenteeism**
Students succeed when they can get to school every day. Indiana is using real-time data to remove barriers like transportation gaps—keeping students on track.
[See how](#)




TACKLING CHRONIC ABSENTEEISM

Intrinsic Schools: A Student Data Cinderella Story

The first step in making data work smarter is ensuring that schools can securely share key student information across different platforms.

[Read More](#)



The Ed-Fi Alliance Community

Nulla vitae elit libero, a pharetra augue. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

[Learn more](#)

APPLICATIONS

Photography

What to Prioritize

Use real, authentic program images

Select photography that features real students, educators, and community members in relevant settings like classrooms or community events. Prioritize candid, unstaged moments that show subjects engaged and collaborative – not stressed or overly posed. Stock images should be a last resort.

Balance gender representation

Ensure your selection includes a range of gender identities across layouts or campaign materials.

Use attire that reflects the Ed-Fi Alliance's tone

Choose images of students, educators, and community members where the context is relevant to the Alliance's mission and work.

Respect privacy and neutrality

Avoid showing last names, logos, or religious and political symbols (such as visible pendants or flags).

Using Images in Design

- Use well-lit images; natural light is preferred.
- Choose photos with a clear focal point and natural contrast. Avoid oversaturation or flat color.
- Never stretch or distort images to fit a layout.
- Avoid extreme filters, illustrations, or visual effects that make the photo feel artificial.
- Do not cover faces with text, icons, or other graphic elements. Design should elevate the students and educators, not treat them as a background or decorative design element.



APPLICATIONS

Photography

Do

- Do use photos of real students.
- Do use photos with students in a pleasant, optimistic, and/or determined state-of-mind.
- Do use photos that have a focal point and a clear message.
- Do use photos that are well lit, natural lighting is preferred.
- Do use photos that have strong contrast and natural saturation.



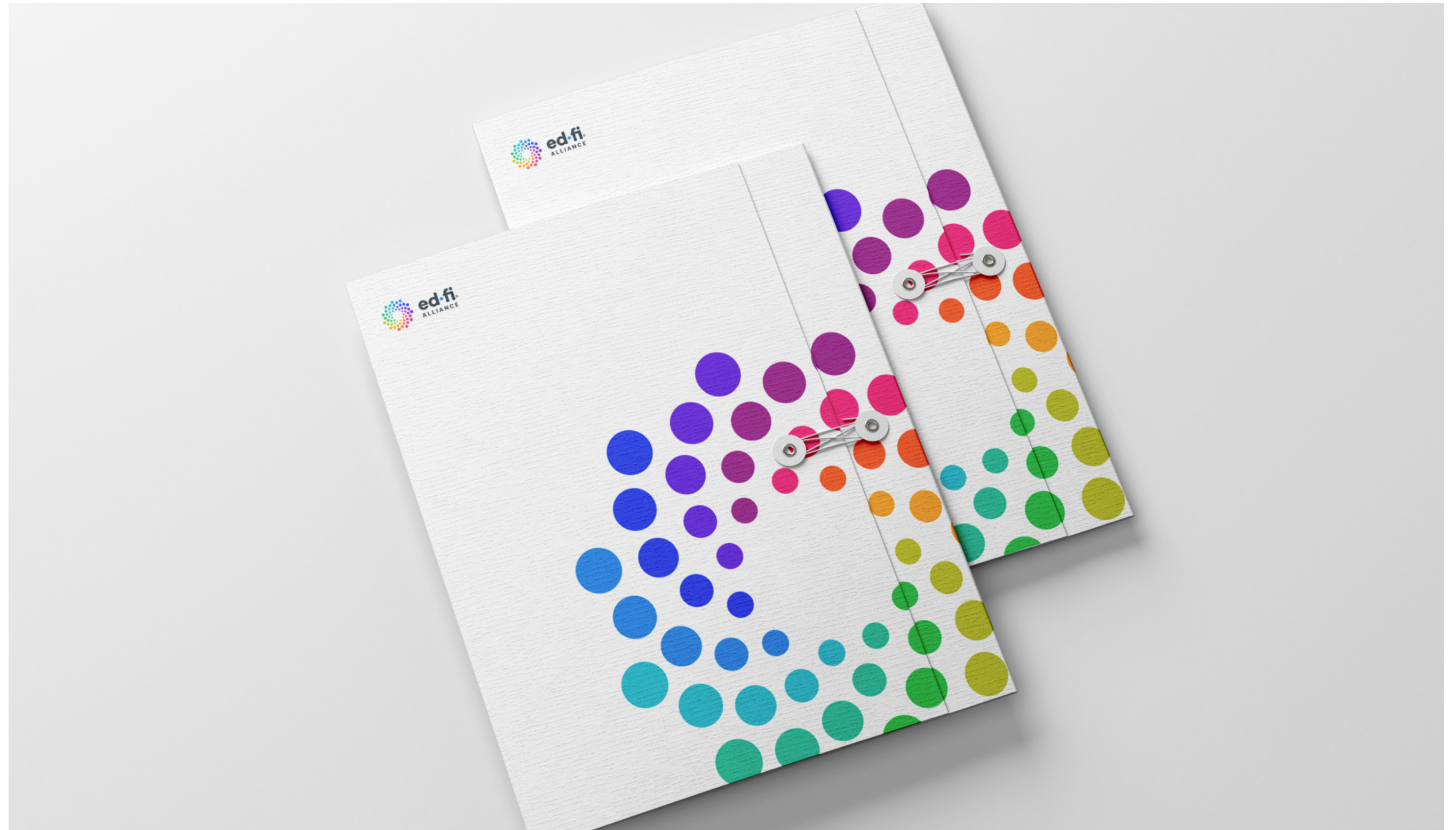
Don't

- Don't use photos that appear posed or overly styled.
- Don't use photos of stressed or unhappy students.
- Don't use photos without a clear student-centered focus (e.g., just a building or landscape).
- Don't use photos with extreme filters, low contrast, or low light.



APPLICATIONS

Logo in Use



Brand Voice



BRAND VOICE

Brand Voice

The Ed-Fi Alliance brand voice is our personality and defines the way the program is perceived and how we communicate. Our brand voice is made up of the words, tone, rhythm, images and style we use to communicate and drive this perception. By using a strong, consistent voice, audiences will have a better understanding of who we are and what we're all about.

Purpose

- Establishes a human, relatable side to Ed-Fi Alliance
- Differentiates us from competitors
- Makes audiences see us as reliable and dependable
- Attracts people who identify with our voice

How We Communicate

KEEP IT SIMPLE

The Ed-Fi Alliance engages a range of audiences. To avoid misrepresentations and cut through jargon, ensure your language is clear, concise, compelling, and relatable to your specific audiences.

BE APPROACHABLE

Even though we speak in a relatable, conversational tone, it's important to make our message meaningful. Conversational messages create the perception that you are speaking directly to the audience.

BE INSPIRING

The words we use should inspire and motivate. In our writing, we should define students and educators by their strengths, aspirations, and assets before addressing the challenges they are experiencing. This approach challenges biases and sets a standard to focus on potential over limitations.

WE ARE...

- Committed
- Aspirational
- Transformative
- Community
- Determined
- Inspiring
- Approachable

WE ARE NOT...

- Condescending
- Aloof
- Judgmental
- Insincere
- Outdated
- All about the money



Language Guide

Use this guidance to communicate clearly and consistently about the Ed-Fi Alliance and the work we do as a community.

Terminology and Usage Rules

- Always pair “Ed-Fi” with a specific clarifying phrase (e.g., “Data Standard,” “Alliance”). Never use “Ed-Fi” on its own.
- After the first mention, use lowercase for general terms (e.g., the “data standard”). Exceptions: Always capitalize Alliance and acronyms like ODS/API, even on second reference.
- Use correct verbs:
 - The Ed-Fi Data Standard is implemented.
 - The Ed-Fi Technology Suite is deployed.
 - The Ed-Fi Alliance drives adoption.

Accepted Uses

ED-FI ALLIANCE

The organization that develops, governs, and drive adoption of the Ed-Fi Data Standard and the Ed-Fi Technology Suite.

ED-FI DATA STANDARD

The common framework that ensures education data from multiple systems is consistent, compatible, and secure.

ED-FI TECHNOLOGY SUITE

The set of interoperable tools and applications developed by the Ed-Fi Alliance to implement the Ed-Fi Data Standard effectively.

ED-FI ODS/API

The combined platform offering a centralized database (ODS) and an API for seamless data integration and retrieval. Use to describe the platform in most circumstances.

ED-FI API

The interface for secure data exchange between systems. Use only in API-specific documentation.

ED-FI ODS

The centralized database for storing and organizing education data. Use only in ODS-specific documentation.

ED-FI COMMUNITY

The collaborative network of education agencies, vendors, technologists, and partners working together to improve student outcomes through data interoperability. “Our community” is acceptable.

ED-FI CERTIFICATION(S)

A credential for products that accurately generate data aligned to the Ed-Fi Data Standard.



Language Guide (cont.)

Accepted Uses

ED-FI CERTIFIED PARTNER

An organization with certified products that generate data according to the Ed-Fi Data Standard.

ED-FI BADGE(S)

A credential for products that correctly consume and use data aligned to the Ed-Fi Data Standard.

ED-FI BADGED PARTNER

An organization with badged products that consume and use data according to the Ed-Fi Data Standard.

ED-FI CERTIFICATIONS AND BADGES

Credentials for products that generate (Certifications) or consume (Badges) education data aligned to the Data Standard.

ED-FI TECHNOLOGY PARTNERS

Collective term for all certified and badged partners. Use plural only. Use specific badge/certified language in singular form.

ED-FI PREMIER PARTNER(S)

The organizations recognized for exceptional contributions to the Ed-Fi Community, as well as providing products that accurately generate and effectively use education data aligned to the Ed-Fi Data Standard.

ED-FI ALLIANCE SUMMIT

An Alliance-hosted national gathering to share practical ways educators use data to improve student outcomes. Use "Summit" (capitalized) in follow-up references or when paired with the logo.

ED-FI ALLIANCE TECH CONGRESS

An Alliance-hosted hands-on forum for developers and data teams advancing Ed-Fi Data Standard and its supporting technology in the field. Use "Tech Congress" (capitalized) in follow-up references or when paired with the logo.





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