Jump Rope

Brand Guidelines

Developed by BAKER+BROWN

Logomark

Stacked Logomark

Clean and concise, the stacked logomark is our primary brand mark and should be used whenever possible on larger applications.

Horizontal Logomark

Clear and easy to read, the horizontal logomark should be used wherever the stacked logo does not fit. It is proportioned to work best in smaller applications and specifically for digital usage.

Tiny Icon

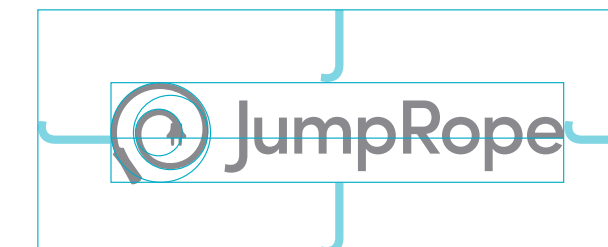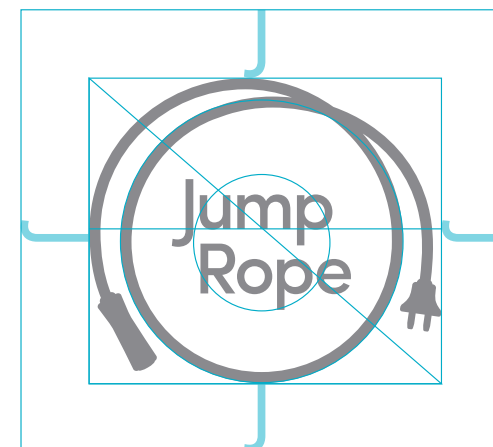This mark has been formatted specifically for tiny icon usage online. Do not use for applications larger than 100px.

SAFE AREA

Whenever you use the logo it should be surrounded by clear space to ensure visibility and impact. This area is defined by the cap height of the "J" within the logo.

Color Palette

Our color palette consists of a triad of blues complemented by two citrus tones and supported by a base of cool grays.

The blues are the primary colors and should provide the majority of the color to any composition.

The citrus colors should be used sparingly as highlights and attention grabbing elements.

The cool grays are neutral elements and can therefore be given greater presence as needed. They can also be used for text elements.

PRIMARY

PMS 302 C
HEX #003b5c
RGB 0, 59, 92
CMYK 100, 48, 12, 58

PMS 634 C
HEX #005f83
RGB 0, 95, 131
CMYK 100, 13, 10, 41

PMS 3125 C
HEX #00aec7
RGB 0, 174, 199
CMYK 84, 0, 18, 0

SECONDARY

PMS 144 C
HEX #ed8b00
RGB 237, 139, 0
CMYK 0, 41, 100, 7

PMS 1235 C
HEX #ffb81c
RGB 255, 184, 28
CMYK 0, 28, 89, 0

PMS COOL GRAY 10
HEX #666666
RGB 99, 102, 106
CMYK 40, 30, 20, 66

PMS COOL GRAY 8
HEX #999999
RGB 136, 139, 141
CMYK 23, 16, 13, 46

Logomark & Color

For corporate applications present the logomark in PMS 634C. This is the primary color for the logomark.

The logomark can also be presented in the following colors on a white background.

PMS 302 C

PMS 3125 C

PMS COOL GRAY 10

PMS COOL GRAY 8

PMS 634 C

The logo can be presented in the following ways on a brand color background.

PMS 3125 ON PMS 302

PMS 1235 ON PMS 634

WHITE ON PMS 3125

WHITE ON COOL GRAY 10

WHITE ON COOL GRAY 8

Typography: Print

The logomark uses the font Sofia Pro Medium. Sofia pro is bold and geometric in its letterforms, but it maintains a sense of harmony that keeps it from being too severe. Combined with the font Benton Sans—with its more humanist and welcoming letterforms—the messaging is modern and bold, yet grounded.

Follow the example presented on the right for proper font usage. Sofia Pro should be used for headlines and call-outs. Use Benton Sans for body copy and other large paragraphs of copy.

SOFIA PRO MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

BENTON SANS REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

BENTON SANS MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

SOFIA PRO MEDIUM ┈┈┈▶

BENCHMARK 9
Assessment Practices

BENTON SANS MEDIUM ┈┈┈▶

My school/district implements cycles of on-going formative assessment and varied, robust summative assessment, which can all be aligned to standards.

BENTON SANS REGULAR ┈┈┈▶

"After a year of using JumpRope, it became clear that it was not designed to be a 'standards-tracker' that lives alongside a gradebook. Our school was using it exclusively to track ongoing, standardized interim assessments and state exams on a per-standard basis. A few times per…

Typography: Digital

Specific fonts have been chosen for digital purposes and online use.

Raleway is similar to Sofia Pro with its geometric letterforms and should only be used for headlines and call-outs.

Lato is more humanistic and similarly to Benton Sans should be used for body and paragraph copy elements.

The serif font PT Serif has been added to the digital palette and should be used only for quotations.

Refer to the examples presented on the right for layout and proportion reference.

RALEWAY
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

LATO
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

PT SERIF
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Deep roots in standards based education.

Steeped in a profound knowledge of standards based education, JumpRope's grade book does more than just track learning goals. It blends technology and instruction to help elevate teacher practice and engage students.

"Implementation has been eye-opening. It's been bumpy, but it's been bumpy not because of the tool but because the tool forced us to refine our thinking which is one of what I think is the best virtues of the tool."
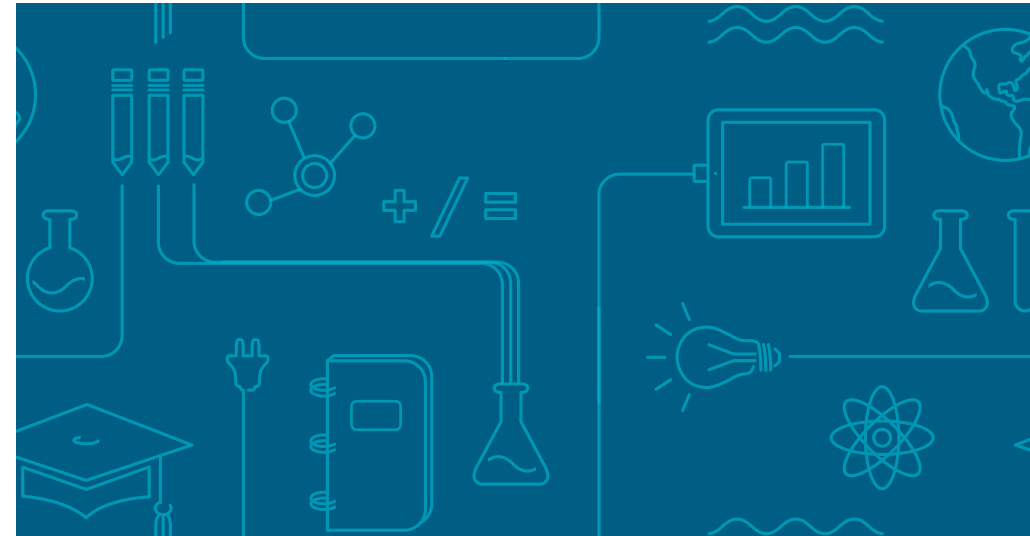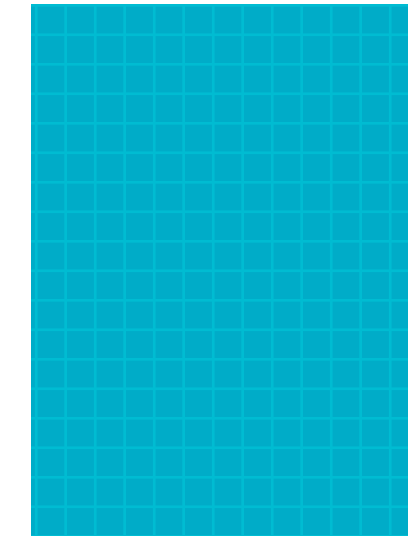
RALEWAY
LATO
PT SERIF

Patterns & Icons

Several patterns and icons have been developed for use on the website. They are intended to provide texture and context without creating too much distraction.
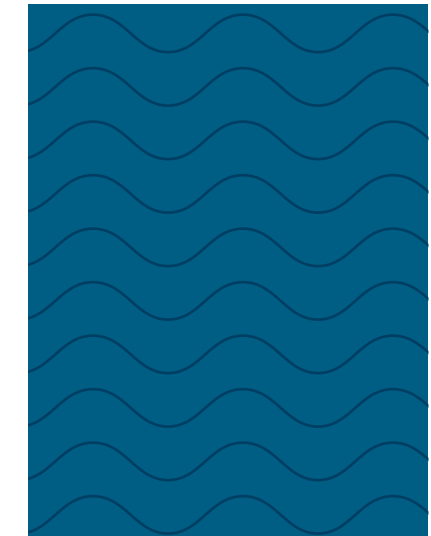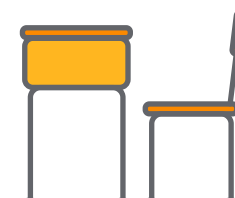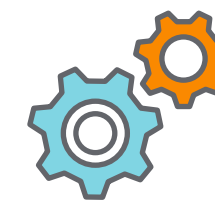
JUMPROPE UNIVERSE

GRAPH PAPER

ELECTROMAGNETIC WAVES

CALCULATION/
DATA STORAGE

CLASSROOM
SOLUTIONS

CUSTOMIZATION

ADMIN TOOLS

BLOG

TWITTER

QUOTES