





I learn. I succeed. I thrive.

A high percentage of students in the United States grapple to understand foundational concepts, do not feel valued, and are stuck in an unsafe learning environment. As passionate educators, Tim and Shannon Smith wanted to contribute to ending educational struggles. They know all students deserve an engaged and personalized learning experience. With a vision to support all student success in a safe and empowering environment, Tim and Shannon Smith founded ThrivePoint, a charter high school. For 25 years, ThrivePoint has invested in the future of children within 6 different cities in the United States.

ThrivePoint focuses on taking action to invest in student's success and future growth. Offering classes at all times of the year and day, with online learning and in-person classes, students are able to feel free in their development while being supported by learning coaches and instructors who care. Your student can thrive here.

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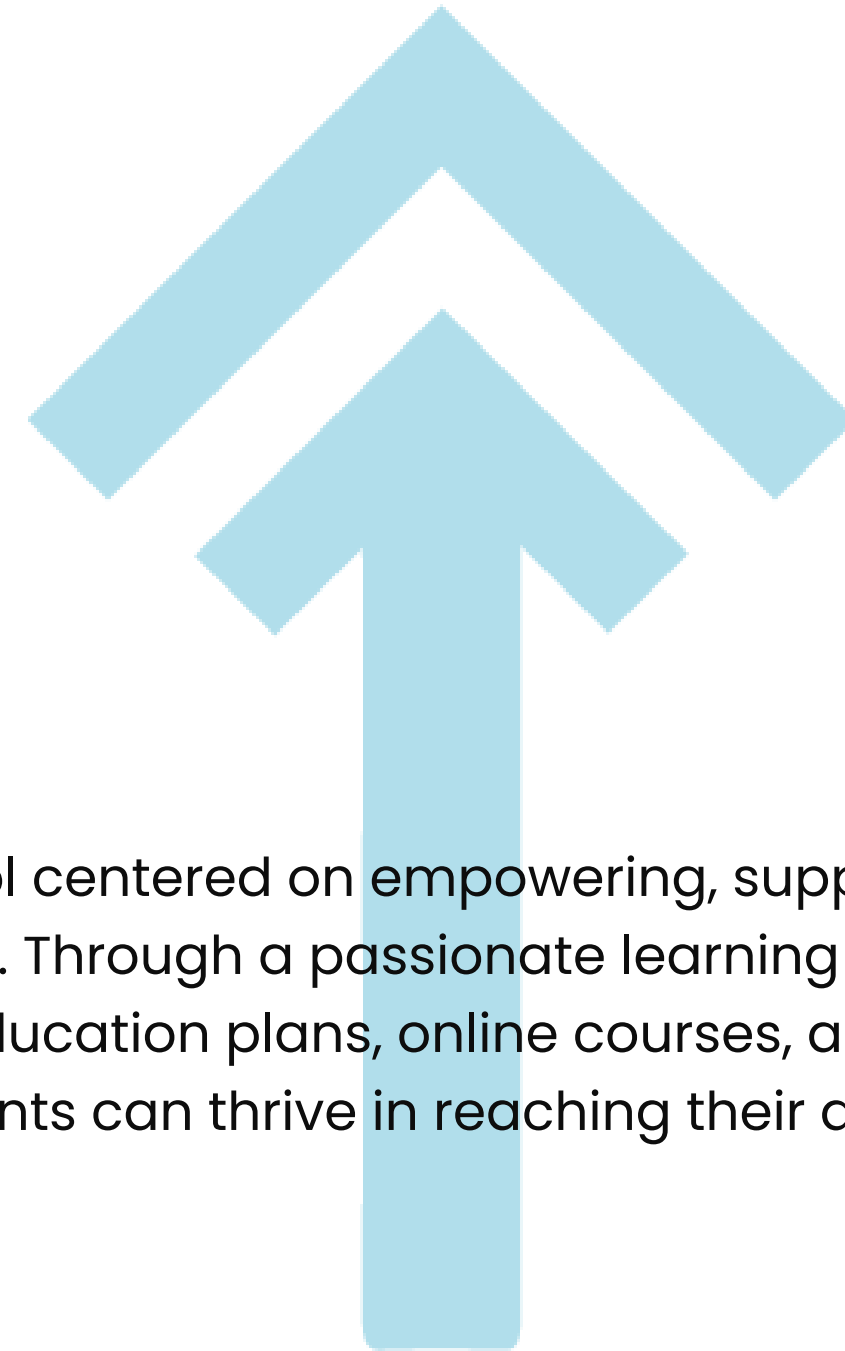
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Brand Pulse

- Who we are
- Positioning
- Vision
- Mission
- Values
- Voice
- Why Us?

Who we are

ThrivePoint is a free charter school centered on empowering, supporting, and investing in children's futures. Through a passionate learning environment with personalized education plans, online courses, and mastery-based instruction, students can thrive in reaching their academic goals.



How we Position Ourselves



For all children in grades 7-12th, ThrivePoint provides a source for high-quality education, tailored learning, and genuine guidance, with dedicated instructors in Utah. At ThrivePoint, students receive the care and attention they deserve.

Our Vision:

To support, empower, and invest in students' success to prepare for their next big step.



Our Mission:

ThrivePoint is passionate about empowering students by providing a personalized education program tailored to their growth and success.

Values

Growth Mindset

We believe all students can grow when given access to opportunities to achieve their academic and personal goals. By empowering them to learn, they are engaged in their own success and education. ThrivePoint focuses on the growth and development of each student.



Passionate Educators

With dedicated and experienced teachers, ThrivePoint strives to break learning molds with mastery based instruction. Our school community is passionate about understanding the needs of each student and creating a learning environment central to that.



Personalized Learning

ThrivePoint offers a path to success for all students to reach their needed learning goals. We offer flexible schedules of learning to ensure a quality education for all. ThrivePoint invests in customized resources, teachers, and opportunities for all students.



Voice

BECAUSE WE VALUE

Personalized Learning

Growth Mindset

Passionate Educators

OUR VOICE IS

Inviting

This means our communication is welcoming and approachable.

Passionate

This means our communication is sincere and motivating.

Safe

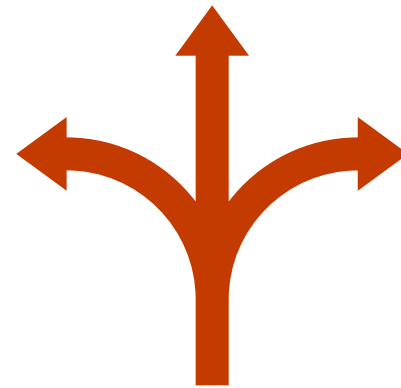
This means our communication is inviting and empathetic.

Why Us?



Genuine Passion

ThrivePoint is an inclusive community of action. With instructors and coaches who take the necessary steps to support their students' education, all have an opportunity to feel valued.



Adaptable Learning

At ThrivePoint, we know that every student has their own unique schedule and personal life. So we offer summer, online, and night classes so that every student can excel at their own pace.



Effective Communication

We strive to be communicative with all guardians, parents, and students effectively and frequently. Thrive Point offers a web portal for all guardians and students to check on academic progression.

Visual Identity

- Logo Variations
- Logo Guidelines
- Typography
- Typography Guidelines
- Color Palette
- Color Guidelines

Download the logo:

[Download](#)

Primary

The ThrivePoint logo symbolizes the remarkable growth and achievements of its students. By stacking the "i" in both "thrive" and "point," it creates a dynamic upward arrow, effectively conveying the concept of progress and success.

The blend of dusty red and orange hues not only pays homage to Utah's landscape but also maintains consistency with ThrivePoint's distinctive brand identity across its various academies.

Additionally, the use of a lowercase font adds an approachable and friendly touch, inviting individuals to engage with the organization.



Alternatives

For each logo, there are several color variations available depending on the background. The primary color logo should be used whenever possible. When there is not enough contrast and it becomes difficult to see, use the white or black logo variations.



Scaling the Logo

The logo is designed to scale to small sizes on print and screen. Various orientations have been provided to accommodate for portrait and landscape-oriented applications. Use the horizontal logo when you have space and do not use the vertical one without a reason.

Minimum Size
12 mm



Spacing the Logo

The logo should have ample spacing all on sides to ensure that your logo will be displayed correctly at all times. Clear space around the logo is equal to the total width of the icon, or X.



Primary Font family

Poppins

Poppins was chosen as ThrivePoint's primary font family to keep consistency across all academies, and maintain an approachable and legible style.

Download the typeface:

[Download](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Aa

Bold

Aa

Extra-Bold

Typography guidelines

Poppins Bold
Letter case

Header 1

Poppins Bold
Letter case

Header 2

Poppins Bold
Letter case

Header 3

Poppins Bold
Letter case

Header 4

Poppins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

COLORS

Primary Brand Colors

ThrivePoint's visual identity is defined by its primary brand colors. These were chosen because they represent Utah's landscape, while still being similar to the other ThrivePoint Academy colors.

Download the color palette:

[Download](#)

HEX: #C33B00
RGB: 181, 70, 21
CMYK: 16, 89, 100, 7

HEX: #EA8B4B
RGB: 234, 139, 75
CMYK: 0, 59, 87, 0

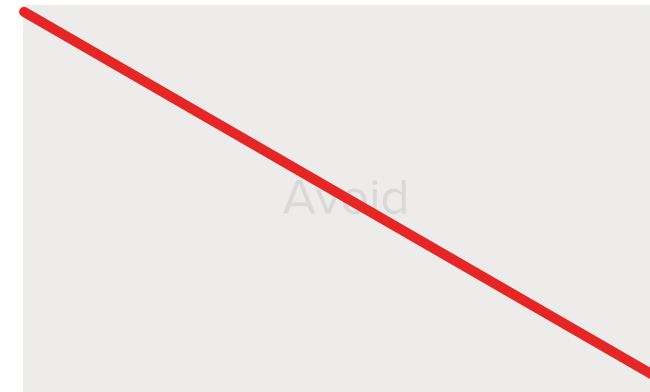
HEX: #BBDEEA
RGB: 187, 222, 234
CMYK: 28, 1, 5, 0

What to Avoid

Avoid the following mistakes when working with color to keep it positioned and accurate.

1. Don't put light text on light backgrounds
2. Don't change the official brand colors
3. Don't replace colors with a texture
4. Don't place similar colors on top of each other.

01



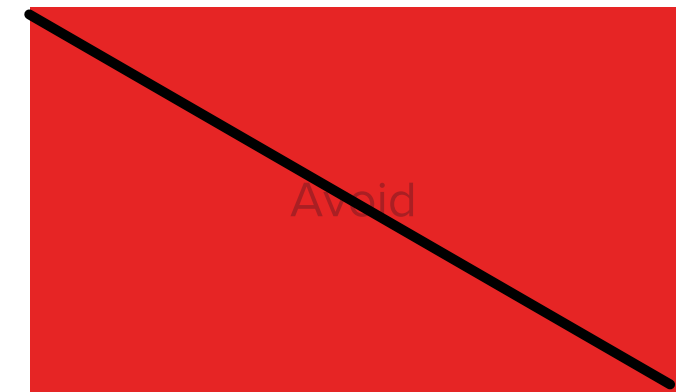
02



03



04





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