KENZIE ACADEMY

BRAND GUIDE

Contents

Introduction

This style guide provides a resource for the future implementation of the Kenzie Academy brand. The guidelines contained in this document describe the fundamental elements of the brand along with basic instructions for how to use them.

Adherence to these guidelines will ensure the consistency and recognition of the brand. Recognition of the greater academy brand will benefit each of its programs and key segments independently moving forward.

It should be noted that the elements and uses in this initial guide will be open to change. However, these changes will be reviewed and assessed periodically to ensure there is always a single standard usage overall.

Note: Any items being branded to share externally or published in an official way internally must be approved by the Brand Team (whose contact information is available at the end of this document). This is to ensure the Kenzie Academy brand is consistently and faithfully represented throughout all of our materials.

Elevator Pitch

Kenzie Academy is an online & on-campus school training Software Engineers & UX Engineers for rewarding, in-demand jobs. We were founded by tech industry veterans with years of experience in developing and managing tech talent at startups and major tech companies.

Kenzie is dedicated to providing the highest-quality education, experiential learning, mentorship, and most importantly, a lifelong commitment to each and every one of our students.

Working Tagline:

Career-defining education. Life-changing community.

(use very sparingly)

Mission

KENZIE ACADEMY'S "WHAT, WHO, WHY, AND HOW"

Kenzie Academy is a college alternative training future tech professionals - usually those with little or no experience - the digital skills to work in technology and the soft skills to launch a successful career.

Kenzie is also aimed at providing a new option for accessible and affordable higher education with a heavy focus on real outcomes like professional networking and job placement. Kenzie accepts students with the determination and enthusiasm to overcome obstacles and succeed. We meet each of our students where they are and provide personal guidance and education from the time they apply and into their careers.

Kenzie leverages new concepts like a hands-on, employer-influenced curriculum, a longer and more in-depth program, a focus on student outcomes, and overall better education ROI than a bootcamp or traditional university.

Vision

WHAT WILL KENZIE ACADEMY LOOK LIKE IN THE FUTURE? WHAT DO WE AIM TO ACHIEVE?

We hope to expand and continue serving students in the U.S. and maybe even students all over the world - guiding talent to launch new careers in tech, empowering them (especially students in Middle America and those in underserved demographics/communities) through our revolutionary education model.

Core Values

WHAT KIND OF ORGANIZATION DOES KENZIE ACADEMY STRIVE TO BE?

Well-rounded

Transparent

Relevant

Collaborative

Playful

Audiences

(subject to change as we collect more market data)

CAREER SWITCHERS

- New to coding, jumping into a new industry to apply their talents to work they find more meaningful and rewarding.
- Likely concerned about program efficiency and networking/ placement but also looking for the right community to usher them into this new industry.
- ISA's
- Training for job-relevant skills + employer partners/network
- To a lesser extent: CSU-Global & WGU degree pathways

CAREER ENHANCERS

- Have prior coding experience but interested in honing their skills and leveling up their career. Probably considering a variety of bootcamps/other programs.
- ISA's
- Training for job-relevant skills + employer partners/network but may have a greater focus on program efficiency and ability to network..
- To a lesser extent: CSU-Global & WGU degree pathways

HIGH SCHOOLERS

- Looking for an outcomes-focused way to begin their career sooner. This audience knows they're interested in tech and wants to avoid student debt or unnecessary courses between them and their first tech role.
- Training for job-relevant skills + employer partners/network
- CSU-Global & WGU Degree Pathways
- ISA's

General Messaging Overview

01

LAUNCH YOUR CAREER

The average salary of Kenzie graduates is $65k, and the majority of our students are placed in jobs within 6 months of graduation. Our national network of employer partners assists with job placement and advises our curriculum to equip students with the skills they need to get hired.

02

GET TRAINED, GET HIRED

Graduates are prepared to work as Software Engineers, Mobile App Developers, and Front-End Designers - positions CNN has listed in the Top 100 careers in the U.S. Kenzie is a college alternative - more practical than a bootcamp, shorter and more focused on job placement than a traditional university.

03

BUILD YOUR PORTFOLIO & NETWORK

Kenzie immerses you in a project-based curriculum, giving you time to absorb the material and apply it in real-life situations (unlike a bootcamp). You'll form a lasting network made up of classmates, expert instructors, and Kenzie's employer partners.

04

JOIN OUR COMMUNITY

Whether remote or on-campus, you'll always be connected to your instructors and classmates as part of our community, which we lovingly dub the Kenzie Fam. Remote students enjoy the same level of project collaboration and instructor guidance, working virtually alongside on-campus students. We also make time for bonding and fun through our virtual networking events and happy hours.

Programs

GENERAL BREAKDOWN

What?

A curriculum designed by industry practitioners and advised by our employer partners. Software students study Front-End Development and Back-End Development. UX students study UX Design and Front-End Development.

Who?

Anyone driven, with critical thinking skills and a good attitude. We determine admission through a series of interviews and look for applicants seeking a brighter future for themselves. We do not look at test scores or transcripts.

Where?

Our programs are designed for students Online anywhere in the U.S. or On-Campus in Indianapolis.

When?

Monday to Friday, from 9 a.m. to 3 p.m ET. Software Engineering students also have the option to enroll in the PT time zone for the Online program. The Online program is not self-paced, students must participate during program hours.

New cohorts launch every January, April, July, and October. The next cohort begins on Month XX, XXXX.

How Much?

Here are the cost break-downs for the 12-month program:

- Pay Up-front: $24,000

- Payment Plan: $2,150/month

- Income Share (ISA): $100 (commitment fee) + 13% income for 4 years.

Software Engineering

Software Engineers use technical and problem-solving skills to build websites and applications. As a student, you'll master our full-stack engineering program: HTML, CSS, JavaScript, SQL, React, Python, and Django, with the guidance of industry practitioners. This program is perfect for inquisitive people who love to know how things work, designers, creators, and writers.

This is the most well established and understood group. The long-established bootcamp & online/self-taught "coding" school options have done much of the heavy lifting to educate a lot of the potential student market. The upside because of this is that the search terms and expected native or paid results are well understood, but on the other hand they will be more expensive and harder to differentiate from the noise.

This persona knows what they're looking for - they want to become certified in full-stack coding so they can become a Software Engineer, Software Developer, or any other similar title. They are most likely searching for online options to self-teach or bootcamps, secondarily they might be looking to understand the local job market for software, compare traditional degrees, or more vocational options.

KEYWORDS

Bootcamps, Code/Coding, Software engineering/engineer, Software development/developer, Full stack engineer/developer, Front end and back end web development

UX Engineering

User Experience (UX) Engineers exercise both sides of their brain to balance user-driven design with front-end coding. They are advocates for consumers using their product empathizing with users' feelings when interacting with technology.

As a student, you'll research and design websites and applications with the guidance of industry practitioners. This program is ideal for creative people who also enjoy critical thinking.

This persona is looking to leverage their creative background/interests to design and create digital products. They might have a background as some kind of designer, web developer, marketer, psychologist, or creative. They don't necessarily want to be a programmer/coder, but they want to use empathy to design the experience people have using digital products.

KEYWORDS

UX Design, User experience design, user interface, UI, UIE, User Interface Engineer, Front end, designer, digital product design(er), learn wireframing, usability design, user research.

Brand Personality, Voice, & Writing Style

PURPOSE

write to inform, connect, engage, open doors, and empower our audience

Kenzie Academy's Overall Brand Personality

welcoming, diverse, understanding, devoted, ambitious, cutting-edge, accommodating, fast-paced, down-to-earth

- -

DO
answer with enthusiasm, welcome people to the Kenzie Fam, be genuine and thorough yet concise, share latest updates in the org/industry, keep it brief -"shout and get out"

DON'T
ignore genuine audiences (ignore trolls), show frustration or impatience, talk down to audiences, drone on too long

OTHER BRAND PERSONALITY TRAITS
ambitious, possesses grit, curious, good sense of humor, quick study, self-motivated, referential/relevant

Brand Voice

Language/Vocabulary: *concise, knowledgeable but casual, informative, written to a 29-32 year old adult interested in career development and likely with little to no knowledge of tech*

Writing Tone

Playful and informative; *also friendly, warm, encouraging, approachable*

DO
write to spark curiosity, show that we are experts but stay humble, focus on positives

DON'T
use a lot of technical jargon and confuse the target audience of those with little tech knowledge, use negative language (including about competitors)

DO
use humor (good dad jokes, for example), use inclusive language (we want everyone to feel comfortable entering this industry and the Kenzie Fam), reference pop culture when reference is relevant to our content and well-known, capitalize on relevant pop culture references when appropriate relating to our previous content, use some funny/relevant gifs, use some emojis (blue heart, laptop, and raised hands are used often)

DON'T
make fun of anyone (light jokes are ok if you're 100% sure the subject is also in a joking mood), drown content in emojis, exclamations, etc., use ALL CAPS for any reason, use explicit language, shoehorn our content into fads/trends that don't fit our brand or previous content

OTHER PERSONALITY & TONE TIPS:

Avoid stress

Assume your reader is a stressed-out overworked student with a myriad of life distractions. Keep readings casual and avoid strict rules or instructions. Emphasize that we're all in this together.

Support Online students

As Kenzie Academy grows, we will have more and more remote students. Remember to design lessons in a way that both in-person and remote students can equally participate.

Contractions

Use these in marketing materials aimed to create a conversational feeling (i.e. You're doing great!), but avoid them in materials containing important information or details relating to a process (i.e. You will need to log into Slack).

Writing Style Rules

- Defer to AP Style rules unless a rule is otherwise listed here.

- Capitalize job titles (i.e. CEO & Co-Founder)

- Write times as 12 p.m. ET or 8 a.m. PT (keeping a space between number and periods in a.m. and p.m.; use ET and PT so we don't have to monitor and change between standard and daylight savings times).

- The terms *"front-end"* and *"back-end"* are correct when used as a compound adjective, and the term *"front end"* and *"back end"* are correct when used as nouns.

- Capitalize 'Online' and 'On-Campus' when referring to Kenzie programs (i.e. our Online Software Engineering program - it brings attention to the program's status and availability).

- Use oxford commas (i.e. "Software, UX, and Kenzie Free")

- Full Time/Full-Time — Hyphenate only when used as a compound modifier. (i.e. She is a full-time employee. She works full time in the Office of Marketing and Communications.)

- Headings: Use sentence case for headings that are a full sentence (like a newspaper headline). Use title case for all other headings. Bold all headings. Keep consistency with heading styles across a single blog post or webpage.

  + Refer to the typography section of this guide for the correct font.

  + Blog titles should be written in title case.

- Numbers: Always use numerals unless the number is at the beginning of a sentence (i.e. She has 4 siblings. Three students took the test.)

- Percentages should be listed as a numeral followed by the percent sign (i.e. 67%) unless it is at the beginning of a sentence (i.e. Ninety percent of students get a job within 6 months of graduating).

- 'Bootcamp' should be written as one word.

Style & Design

TYPOGRAPHY

Primary Font: Raleway

For Subheads: Raleway Bold

For Paragraphs/Regular Text: Raleway Regular

Headline/Accent Font: Metronic Slab Semi

PRIMARY

Raleway

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

SECONDARY

Metronic Slab

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

COLORS

Kenzie's primary colors include Deep Blue (aka Kenzie Navy), Sea (aka Kenzie Teal), and White. These 3 colors are the go-to's with Stone and Sun used as accent colors to break things up or draw attention to certain elements of a design.

Primary Palette

DEEP BLUE
KENZIE NAVY
#1D3868
C: 100, M: 86, Y: 32, K: 19
R: 29, G: 57, B: 105

LAKE GREEN
KENZIE TEAL
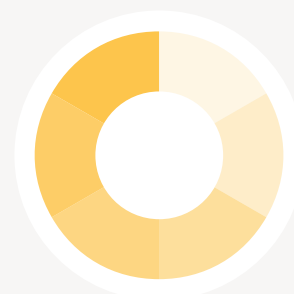**#95CEBE**
C:19, M: 0, Y: 9, K: 13
R: 180, G: 222, B: 202

WHITE
#FFFFFF

Accents

STONE
#E5E1DF

SUN
#FDC54C

Logo

Note: any use of the Kenzie Academy logo needs to be approved by the Brand Team (whose contact info at the end of this document).

The Kenzie Academy logo exists in 2 main forms: the KA symbol with 'Kenzie Academy' spelled out below, and the KA symbol alone. For the majority of cases, the first design should be used to encourage brand recognition of our full name.

The only brand colors used in the logo should be Kenzie Navy, Kenzie Teal, White, or Black. The images below are possibilities if the logo is on a White or light colored background. If the logo appears on a Kenzie Navy, Black, or other dark colored background, it should appear in either White or Kenzie Teal.

The image of the logo should never be distorted (pulled, squashed, or changed in any way). It should only be displayed horizontally and not rotated or reflected.

It should also be left with some breathing room - don't put it too close to the edge of a design or cram text or design elements too close to the logo. It should always be presented in high quality with enough space so it is clearly recognizable and clean.

PRIMARY
TWO COLOR

KENZIE ACADEMY

SINGLE COLOR

KENZIE ACADEMY

SECONDARY

Photography

GENERAL GUIDELINES

Subjects should show some sort of energy or positive emotion, if laughing or smiling they should be doing it towards the camera or another person in the shot (no stock photo style smiling-at-computer-screens shots).

Photos should be well-lit, especially the focus of the shot whether it's a person, computer, etc. Warm tones are preferred for photographs, avoid too much cold or blue light.

Our campus is known for its brick, wood, and other historic architecture filled with modern technology and furniture. Use these elements whenever possible.

Clear photo settings of clutter and other logos. Our photos should show off clean and organized spaces, people, and not feature competitors.

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