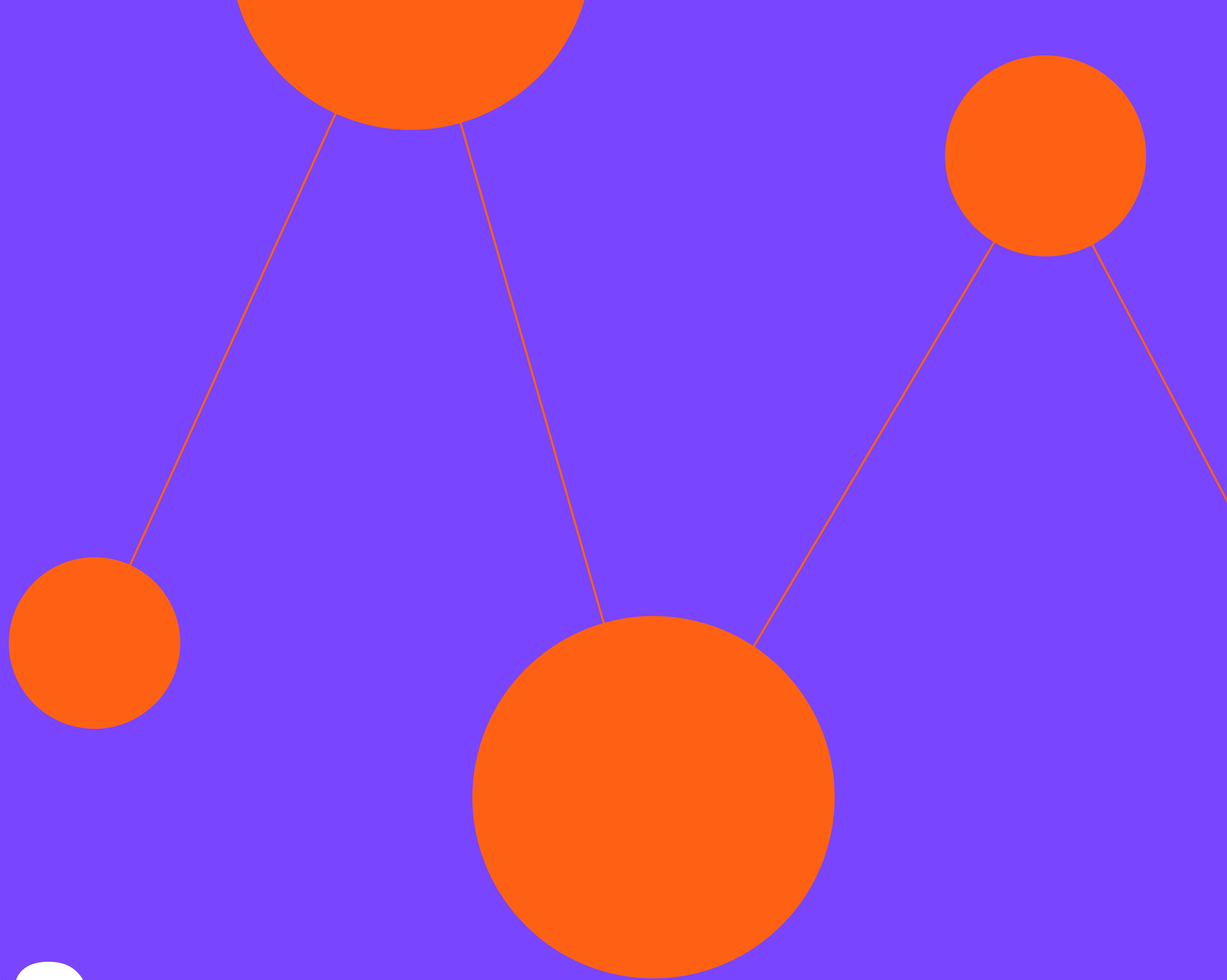


2022

Minds Matter Guidelines



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Welcome

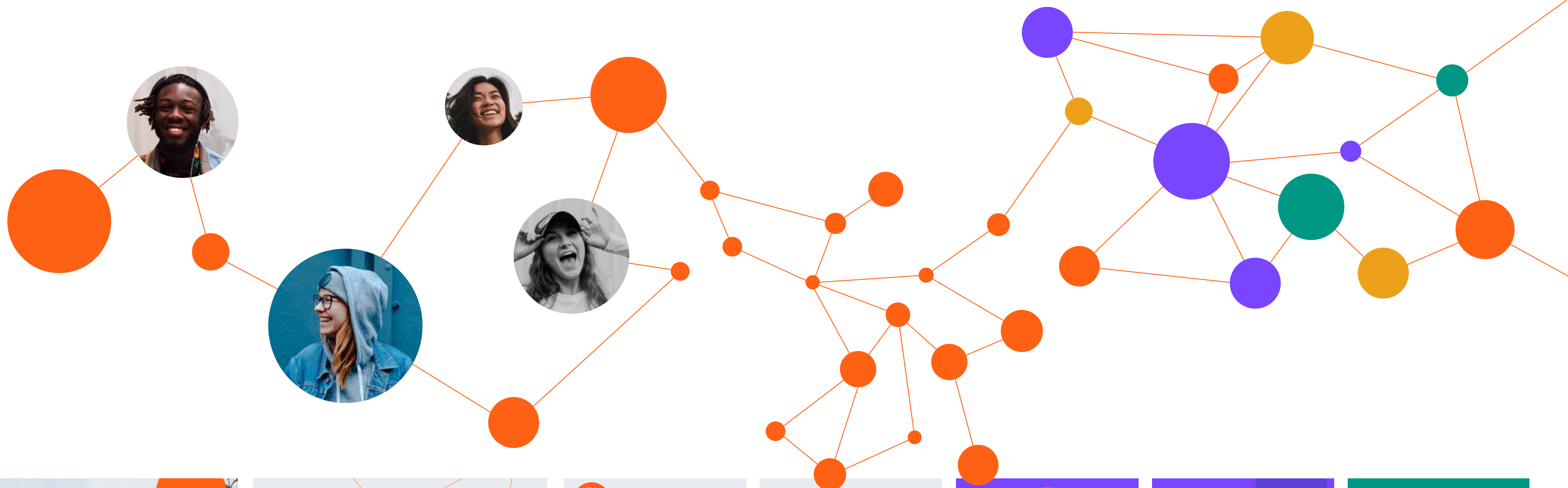
These guidelines are a practical set of ground rules to help you tell consistent and effective stories about Minds Matter Southern California. Every single communication, no matter small or big, is an opportunity to emphasize what's important to us and demonstrate how we deliver – every single day.

Discover directions on how to incorporate and use our visual identity system elements as well as guidance on our brand platform and the language and personality we use to tell our story.

Overview

Igniting individual potential, together

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.



MINDS MATTER SOUTHERN CALIFORNIA

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

Every student has the chance to explore their interests through summer programs at leading universities, and by taking advantage of professional experiences and internships through Minds Matter's corporate partnerships. Since 1991, Minds Matter has helped thousands of underserved students reach their potential in high school, college, and beyond. Providing students with our community of support is the heart of Minds Matter's vision for change. More than 250 volunteers give their time to Minds Matter every week as mentors, writing advisors, instructors, and social-emotional learning facilitators.

Minds Matter 2022
Southern CA
Fact Sheet
More Information
Please visit our website
<https://mindsmatterocal.org/>

MINDS MATTER SOUTHERN CALIFORNIA

Imagine a new journey

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

WELCOME CLASS OF 2025

**Want to go to college?
Let us help you.**

STUDENT-MENTOR HIGHLIGHT

**We're better together
Help change a life**

**Nathan Ramirez
UCLA
2022**

STUDENT-MENTOR HIGHLIGHT

CELEBRATING - CELEBRATING - CELEBRATING

Indigenous Peoples Day

Today and everyday we honor indigenous community

STUDENT-MENTOR HIGHLIGHT

**Kiara Winston
UC San Diego
2022**

"Minds Matter has given me a family."

STUDENT-MENTOR HIGHLIGHT

**Hannah P. Berkley
2022**

"I gained hope in a better future"

Virtual volunteer meet & greet

Learn about volunteers & get a chance to win tickets to Dodgers game RSVP below

Thursday 9/15, 7-8 pm

Welcome Minds Matter Class 2025



"

Collectively, we are an unstoppable group of people dedicated to tackling the educational barriers that low-income minority students face.

**Delmy
2019**

"

Minds Matter is an opportunity to make your dreams come true.

**Kalayla
2020**

Narrative

At Minds Matter So Cal, we believe in the potential and power inside each and every one of us. That students from low-income, underestimated communities deserve every opportunity to pursue their dreams. And what makes each of us unique is the single best source of our individual and collective strength.

That's why we commit to long-term relationships with students, cultivating a community of diverse volunteers, professionals, and educators. One that meets them with unwavering support and guidance to embrace their whole selves and unlock their full potential. Every day we listen, learn, and grow, celebrating their voices and uniting behind their dreams. Together, we spark the greatness inside each and every one of us, giving it space to thrive.

We specialize in creating equitable access to higher education, but our true goal is to eliminate systemic inequities and create long-term impact for our students, their families, and society. As a united community, we work to clear the path for each individual to make their unique mark on the world.

**Igniting
individual
potential,
together.**

we're open and inclusive

We're welcoming, warm, and authentic, inviting each individual to bring their whole selves and unique perspectives. We always keep an open mind, looking to learn from each other and elevate our diverse identities.

we're dreamers and doers

We dream big about creating a better, more equitable world and hold ourselves accountable to make it happen for our students, each other, and society. With creativity and courage we turn barriers into opportunities and celebrate each win, big and small, along the way.

we're all in

We go all in, all the time—committing to our goals with unwavering dedication and focus. We're lifelong learners who are unafraid to tackle the tough challenges and conversations and do what it takes to achieve results.

we're better together

We believe that strength comes from unity. That community and collaboration are essential to progress. And that only together, when everyone's voice is heard, can we affect change within everyday systems, our society, and our world.

empowering

We listen more than speak and express sincere confidence through action—elevating lived experiences, shining a light on achievements, and supporting people through challenges.

It is:
Confident
Motivating
Restorative

It isn't:
Conceited
Pushy
Corrective

courageous

We create brave spaces that allow for equitable participation and growth. We lean in to difficult conversations and respectfully challenge one another and ourselves, taking accountability and evolving as we learn.

It is:
Declarative
All-in
Open

It isn't:
Patronizing
Exhausting
Naive

inviting

We welcome people into our family and allow them the space to grow. Our communications strike a balance of lighthearted conversations and deep discussion. We meet one another with warmth, empathy, and patience.

It is:
Personable
Collaborative
Accepting

It isn't:
Invasive
Competitive
Saving

limitless

We think big and play bigger, believing in a better world. We exercise curiosity, challenge conformity, and speak in terms of possibilities. Our communications balance intelligence, creativity, and commitment.

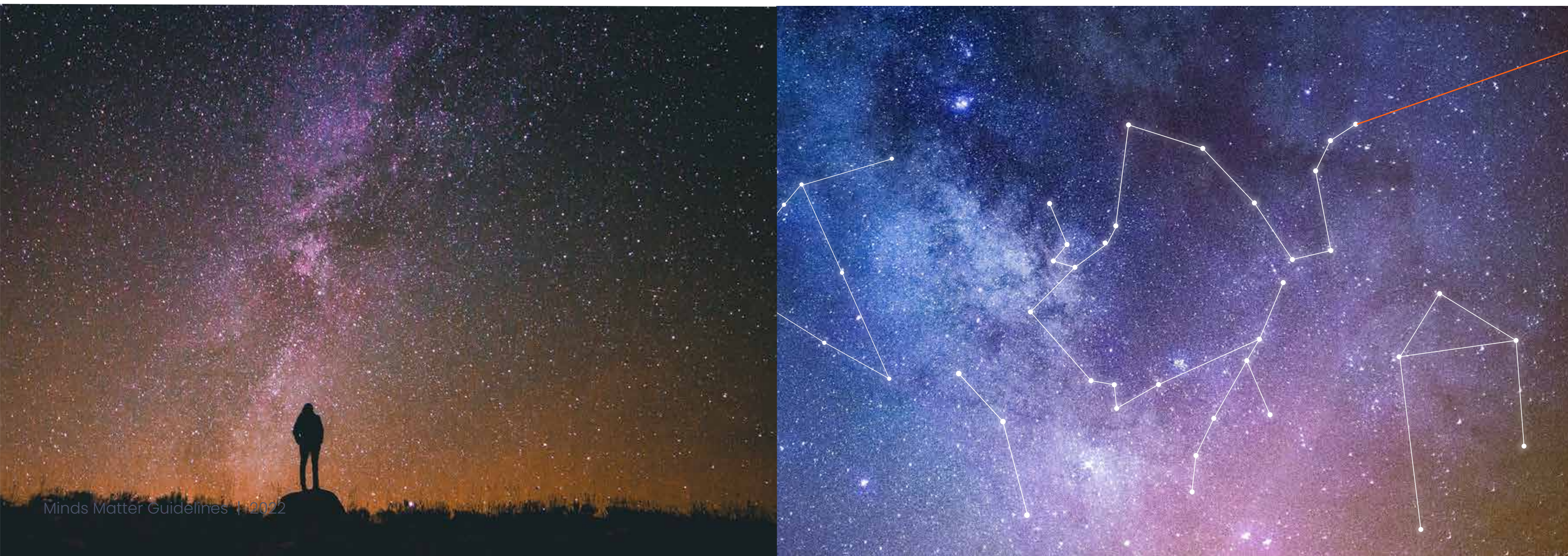
It is:
Optimistic
Bold
Active

It isn't:
Cheery
Brash
Aimless

Imagine a new journey

For centuries, the stars in our sky have been used to tell stories and guide us on new adventures. Similarly, Minds Matter students are writing their own stories and pursuing new paths every day.

This concept looks to capture the unique shapes and stories that make up constellations and apply them to a visual system that reflects the same individuality and distinct journey of each Minds Matter student and team member.



Logo

Our logo is the most prominent representation of our organization, people, and brand. Every time we apply our logo, it's an opportunity to represent how we show up for our audiences. That's why consistency and clarity is always the priority. The logo is simple, embodying the brand promise.

There are two versions of the logo—horizontal and vertical. The horizontal logo should be used as the primary logo. The vertical logo should be used only in instances where there is a space constraint.



Horizontal logo



Vertical logo

Logo clearance space

It is important to place our logo prominently with ample clear space to ensure clarity. Clear space is an area free of any form of type or graphic. The minimum preferred clear space around the logo should be equivalent to the height of the 'M' in the logo.



Symbol

The logo and mark should be used in their simplest forms and in single colors. The color should be either the primary blue or in reverse, and no extraneous colors should be used.



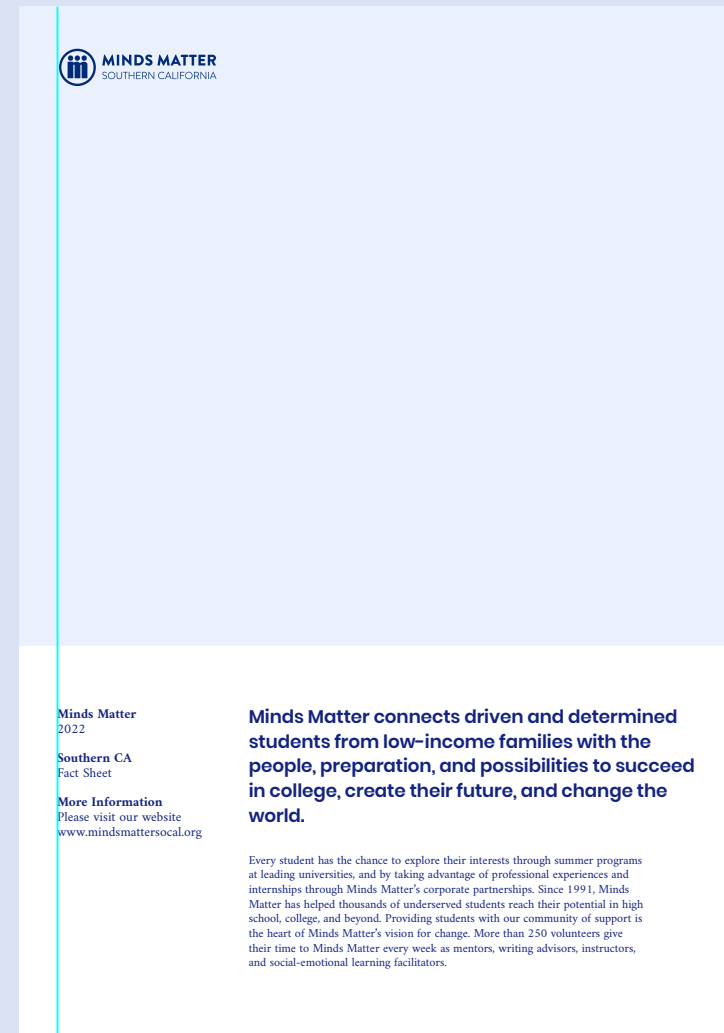
Single color mark on white backgrounds



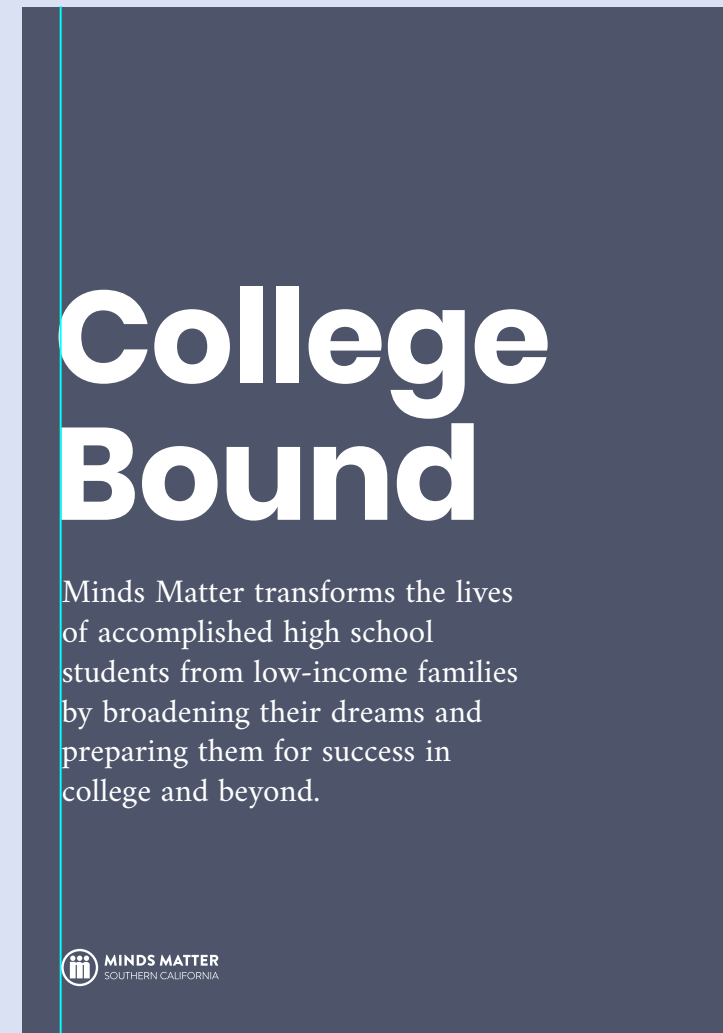
Single color mark on primary blue (Night sky), in reverse

Logo usage

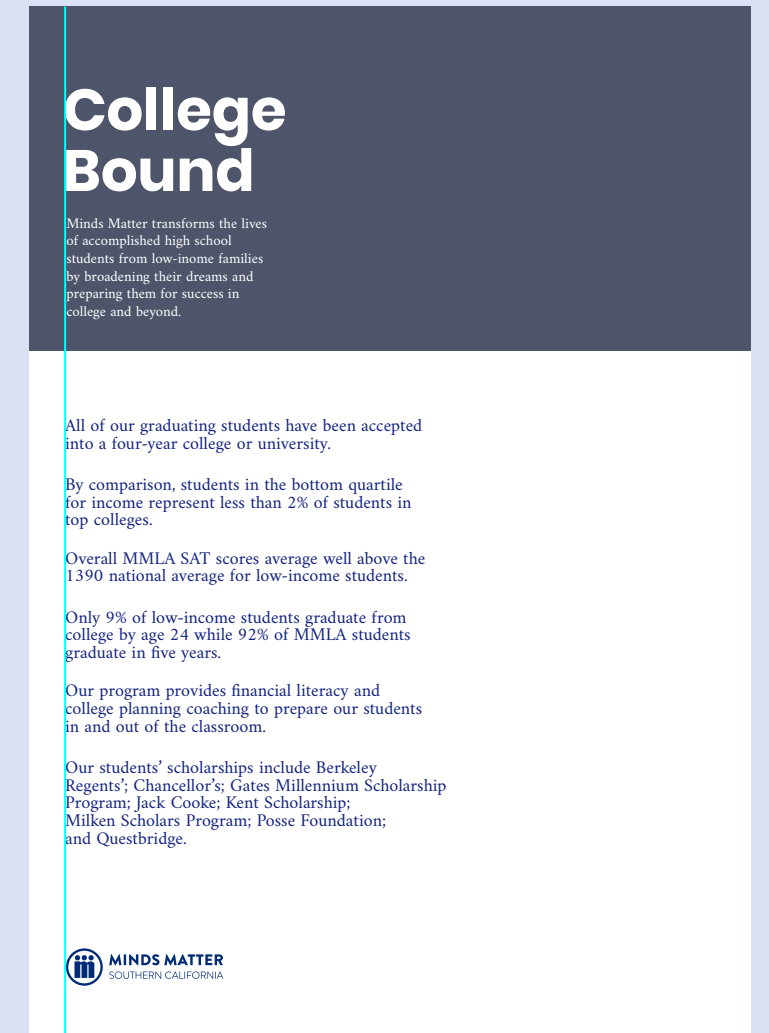
The logo should primarily be used on corners of collateral. It is left-aligned, and should only be centered in specific instances. It will work best when aligned with another prominent element on the page, such as a headline.



Anchor logo to the top left or top right of the layout to give it prominence. Align it to the elements on the left and the right margin.



Anchor logo to the bottom left wherever more space is available



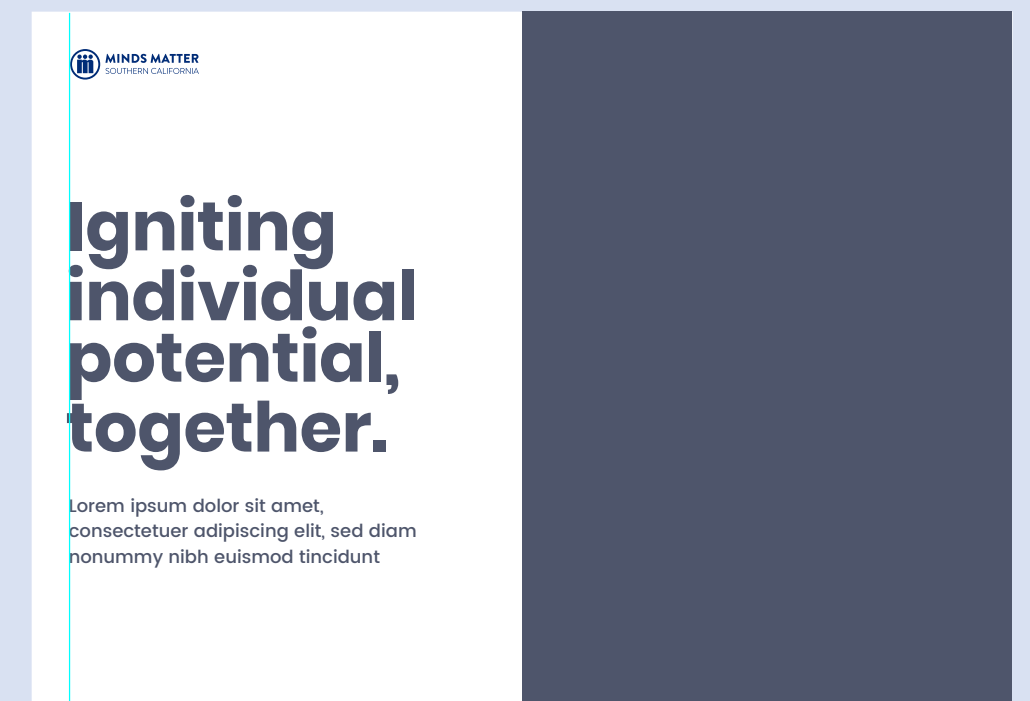
Anchor logo to the bottom left wherever more space is available



Anchor logo to the bottom left of the layout to give it prominence. Align it to the elements on the left margin.



Anchor logo to the top left wherever more space is available



Logo don'ts

To ensure that the logo is used correctly and consistently, always ensure there is enough clear space around the logo. The logo is an artwork file that should never be altered, redrawn or modified in any way. These are some instances of logo usage that are not recommended.



Do not add prominent shadows to the logo.



Do not change the logo color even if it is from the approved color palette.



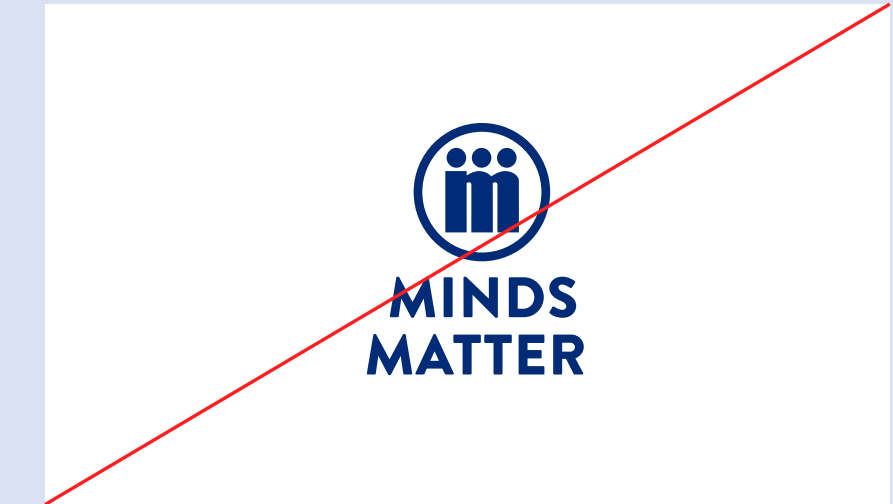
Do not stretch or distort the logo in order to fit it in narrower spaces.



Do not use the logo in color on busy imagery.



Do not separate the brand mark and type and reconfigure them in new combinations.



Do not separate the brand mark and type and reconfigure them in new combinations.



Do not change the mark color even if it is a color from the approved color palette.



Do not use the logo in color on darker backgrounds from the color palette as it compromises legibility.

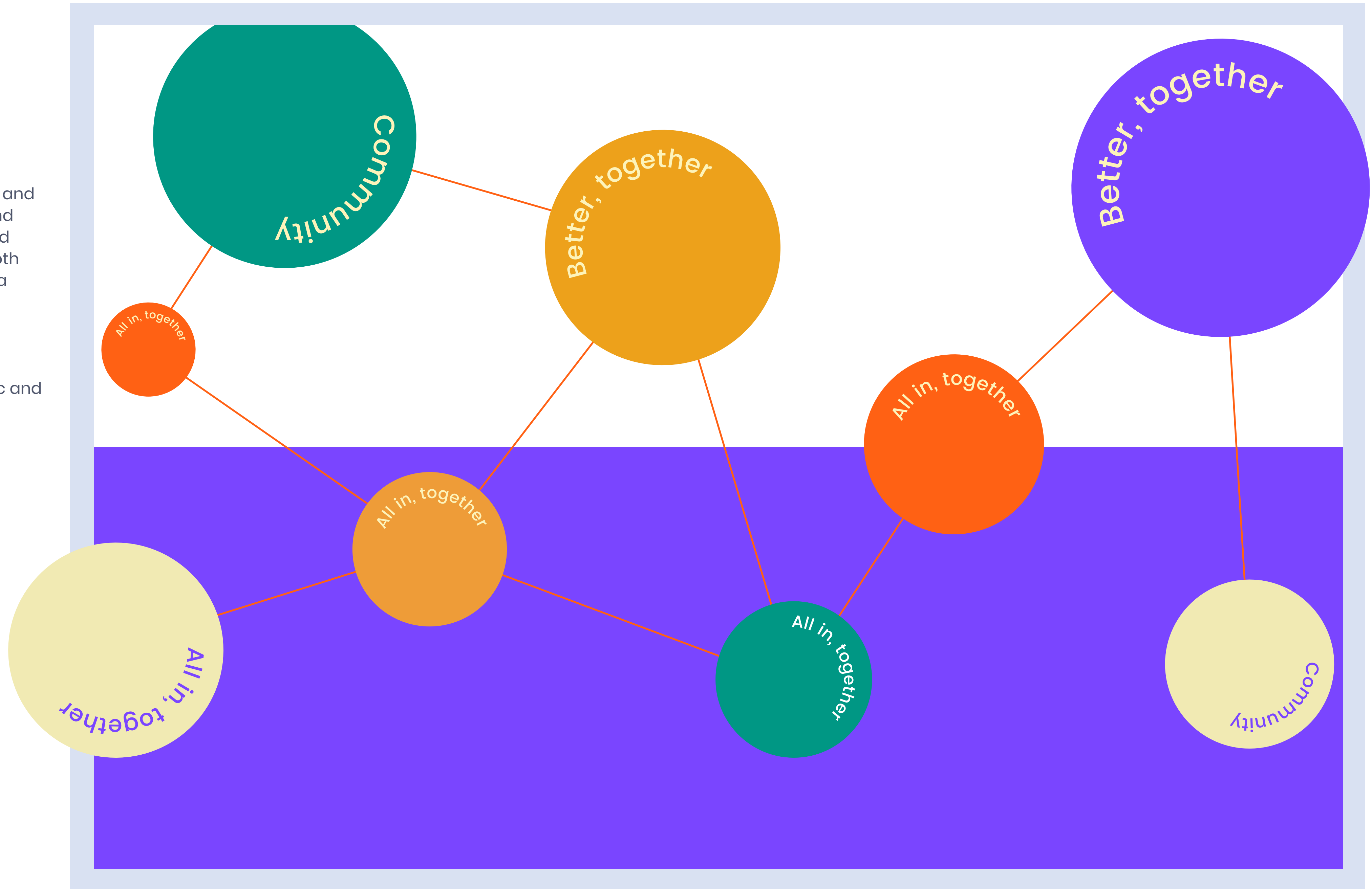


Do not remove Southern California from the logo.

Color

The Minds Matter color palette is bold and expressive, capturing the ambition and spirit of our students and the drive and commitment of our volunteers. It is both flexible and inclusive, encompassing a broad, rich spectrum.

In application, the colors are always balanced with the use of whites. They should always feel light and optimistic and never heavy or weighed down.



Primary color palette

The primary colors begin with the primary blue of the logo. The rest of the palette has a set of colors that is a mix of fresh, bold colors – together they create some unexpected combinations. A light pastel palette and the shades and tints of bluish grey help offset and balance the boldness with neutral colors where needed.

Night sky

C 100
M 92
Y 24
K 14

HEX 002C77
R 0 G 44 B 119
PMS 288

Clementine

C 0
M 76
Y 100
K 0

HEX FF6114
R 255 G 97 B 20
PMS 165

Sunrise

C 4
M 44
Y 89
K 0

HEX EE9C38
R 238 G 156 B 56
PMS 7555

Daffodil

C 5
M 5
Y 27
K 0

HEX F1E8C1
R 241 G 232 B 193
PMS 7499

Flamingo

C 10
M 29
Y 23
K 0

HEX E1B9B4
R 225 G 185 B 180
PMS 7513

Amethyst

C 69
M 73
Y 0
K 0

HEX 7A45FF
R 122 G 69 B 255
PMS 2083

Evergreen

C 83
M 18
Y 57
K 2

HEX 009784
R 0 G 151 B 132
PMS 3285

Koala

C 73
M 63
Y 40
K 21

HEX 4E556B
R 78 G 85 B 107
PMS 4137

Moonstone

C 13
M 7
Y 0
K 0

HEX D9E1F2
R 217 G 225 B 242
PMS 7541

Secondary color palette: Tints and shades

The color palette can be expanded through tints and shades. Tints and shades from our primary and secondary color palettes allow for flexibility when creating more detailed communication materials, such as data visualization. These tints and shades should be used judiciously and sparingly, and the primary color palette should be the most visible colors in the brand expression.

	Darkest clementine C 32 M 94 Y 98 K 45 HEX 701C13 R 112 G 28 B 19	Darkest sunrise C 37 M 68 Y 88 K 36 HEX 774828 R 119 G 72 B 40	Darkest daffodil C 38 M 32 Y 43 K 1 HEX A39E8E R 163 G 158 B 142	Darkest flamingo C 44 M 48 Y 44 K 7 HEX 8E7B7B R 142 G 123 B 123	Darkest amethyst C 97 M 96 Y 8 K 1 HEX 343489 R 52 G 52 B 137	Darkest evergreen C 90 M 45 Y 72 K 45 HEX 04493C R 4 G 73 B 60		
	Darker clementine C 27 M 92 Y 100 K 26 HEX 932B16 R 147 G 43 B 22	Darker sunrise C 30 M 65 Y 91 K 18 HEX 9B5E31 R 155 G 94 B 49	Darker daffodil C 25 M 21 Y 38 K 0 HEX C1BBA0 R 197 G 187 B 160	Darker flamingo C 36 M 44 Y 38 K 2 HEX A58B8B R 165 G 139 B 139	Darker amethyst C 84 M 84 Y 0 K 0 HEX 443BB2 R 68 G 59 B 178	Darker evergreen C 90 M 40 Y 70 K 30 HEX 046051 R 4 G 96 B 81		
Dark night sky C 100 M 92 Y 37 K 37 HEX 022251 R 2 G 34 B 81	Dark clementine C 14 M 86 Y 100 K 4 HEX CC4415 R 204 G 68 B 21	Dark sunrise C 20 M 55 Y 93 K 4 HEX C67E36 R 198 G 126 B 54	Dark daffodil C 15 M 13 Y 33 K 0 HEX D8D0AF R 216 G 208 B 175	Dark flamingo C 23 M 35 Y 29 K 0 HEX C4A4A3 R 196 G 164 B 163	Dark amethyst C 75 M 77 Y 0 K 0 HEX 5D41D6 R 93 G 65 B 214	Dark evergreen C 87 M 30 Y 64 K 12 HEX 037C6A R 3 G 124 B 106		
Night sky	Clementine	Sunrise	Daffodil	Flamingo	Amethyst	Evergreen	Koala	Moonstone
Bright night sky C 90 M 82 Y 0 K 0 HEX 1628D3 R 22 G 40 B 211	Light clementine C 0 M 47 Y 63 K 0 HEX FF9D66 R 255 G 157 B 102	Light sunsirse C 6 M 27 Y 47 K 0 HEX ED8E8E R 237 G 190 B 142			Light amethyst C 48 M 52 Y 0 K 0 HEX 9D80F9 R 157 G 128 B 249	Light evergreen C 68 M 0 Y 42 K 0 HEX 05CEB1 R 5 G 206 B 177		
	Lighter clementine C 0 M 29 Y 33 K 0 HEX FCC0A2 R 252 G 192 B 162	Lighter sunsirse C 3 M 18 Y 28 K 0 HEX F4D3B5 R 244 G 211 B 181			Lighter amethyst C 27 M 32 Y 0 K 0 HEX BAABF4 R 186 G 171 B 244	Lighter evergreen C 44 M 0 Y 25 K 0 HEX 71F4DB R 113 G 244 B 219		

Color Don'ts

These are a few examples demonstrating what not to do with our color palette.

**College bound?
Let us help.**

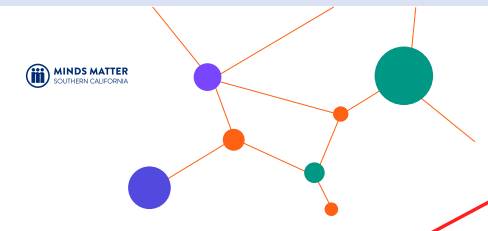
Minds Matter works to transform the lives of accomplished high school students from low-income families by broadening their dreams and preparing them for success in college and life.

Do not bring colors outside of the color palette into the system.

Congrats to our grads!



Do not use the color Daffodil as a background color and do not reverse type within it, when using it as a circle.



Imagine a new journey

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iisue dolor.

Do not use the constellation in multiple colors when a piece of collateral already has a headline in multiple colors.



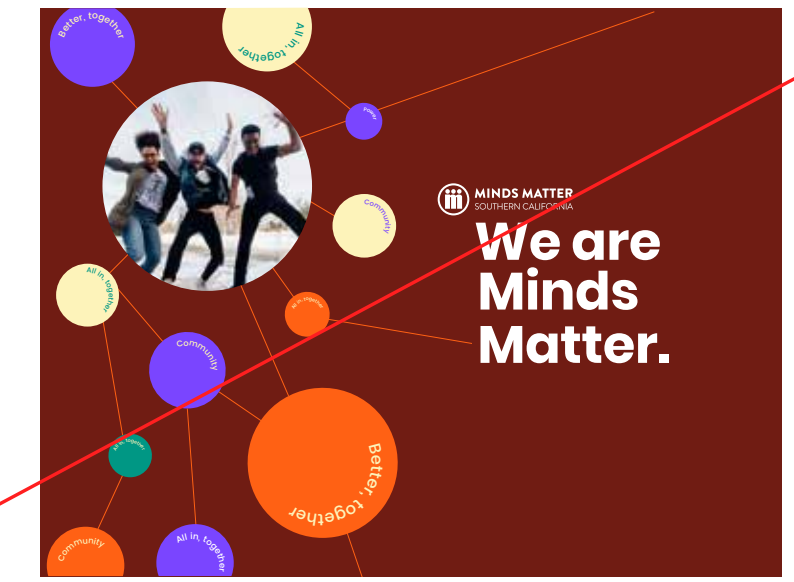
Do not use the color Night sky as a backgrounds color or use it very sparingly.

**We're better together
Help change a life**



Nathan Ramirez
UCLA
2022

Choose colors for layered type to ensure legibility, when overlapped with photographs.



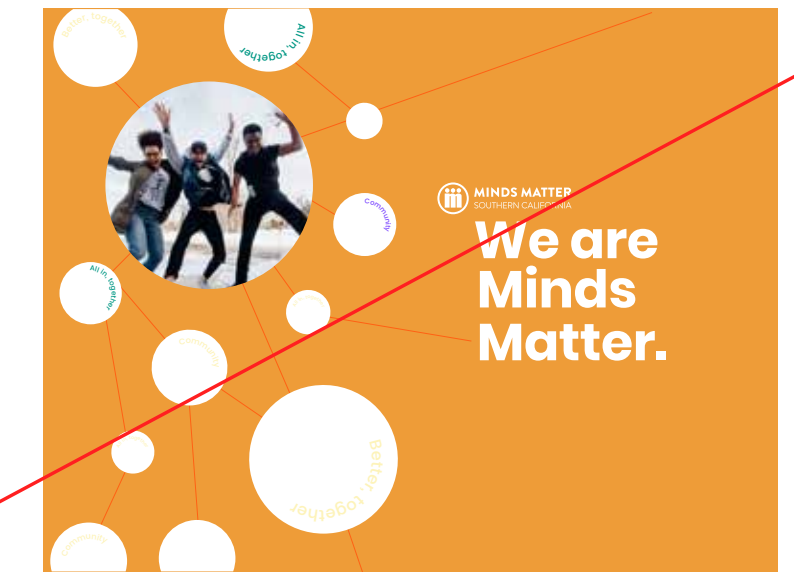
Do not use one of the shades (dark colors) as a background color.

We are Minds Matter.

Do not use the headline in the manner shown with two lines each in a color.

We are Minds Matter.

Do not create a cascade of a single color with tints or shades for headlines.



Do not use the constellation circles in white.

Typography

The primary font used in the Minds Matter So Cal design system is Poppins. It is a sans serif font with a cheery roundedness and a balanced structure that helps bring a sense of boldness and warmth.

Poppins is a Google font that can be downloaded for free and loaded easily across all types of computer systems.



Poppins

Bold

Semi Bold

Medium

Regular

Light

Typography

Amiri is a serif font that brings the element of depth and seriousness to the design system. It is not used as extensively as Poppins and is reserved only for body copy and smaller type.

Amiri is a Google font that can be downloaded for free and loaded easily across all types of computer systems.

A large, white serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'. The letters are centered horizontally and have a classic, elegant design with a slight shadow effect against the dark teal background.

Amiri

Bold

Medium

Typography usage

Poppins is mostly used in headlines but can also be used in body copy. It should always be used in short headlines with tight leading and spacing in the bold weight. These are some examples that show how it can be used in color.



**We
are
Minds
Matter.**

Headlines can be in reverse on any of the bold colored backgrounds.



**We
are
Minds
Matter.**

The lighter colors can also be used for headlines.



**We
are
Minds
Matter.**

Not all color combinations work— so use these mixed combinations sparingly.



**We
are
Minds
Matter.**

The color Dark night sky can be used as a headline but only on the brighter backgrounds.



**We
are
Minds
Matter.**

The color Clementine on white is one of the primary color combinations.



**We
are
Minds
Matter.**

Headlines created in a mix of colors should use colors that balance each other.



**We
are
Minds
Matter.**

Single color headlines can be used in all the bolder colors of the color palette.



**We
are
Minds
Matter.**

The color Dark night sky can be used for headlines, but sparingly.



**We
are
Minds
Matter.**

The color Dark night sky background used sparingly can be paired with headlines in Clementine, or other bold colors.



**We
are
Minds
Matter.**

Headlines created in a mix of colors should be used on the color Dark night sky as a background.



**We
are
Minds
Matter.**

Headlines in reverse also work well on the color Dark night sky background.



**We
are
Minds
Matter.**

The lighter colors like Flamingo can also be used for headlines.

Typography usage

The bold Poppins headlines can be used in a variety of colors and colored backgrounds. They can be paired with Poppins as body copy or Amiri.

Our mission

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

When the brighter colors like Clementine are used as headlines and body copy, the type should not be too small, to make sure it is legible.

“

Collectively, we are an unstoppable group of people dedicated to tackling the educational barriers that low-income minority students face.

Jane Gilmore
2022

Quotes can be created in Poppins bold paired with Amiri. The quotation marks can be used as a bold graphic from either of the two fonts.

Virtual volunteer meet & greet

Learn about volunteers & get a chance to win tickets to Dodgers game RSVP below

Thursday 9/15, 7-8 pm

To give more prominence to the headline, the colors can be mixed and the body copy can be the color Dark night sky to help it recede.

We're dreamers and doers

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

The color Dark night sky can be used for both headlines and body copy together but it should be used in this combination sparingly.

College bound? Let us help.

Minds Matter works to transform the lives of accomplished high school students from low-income families by broadening their dreams and preparing them for success in college and life.

To give more prominence to the headline, the colors can be mixed and the body copy can be the color Dark night sky, to help it recede.

We're dreamers and doers

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

The bold colors can be used in floods and both headlines and body copy can be reverse; but keep the sizes reasonable to maintain legibility.

Typography don'ts

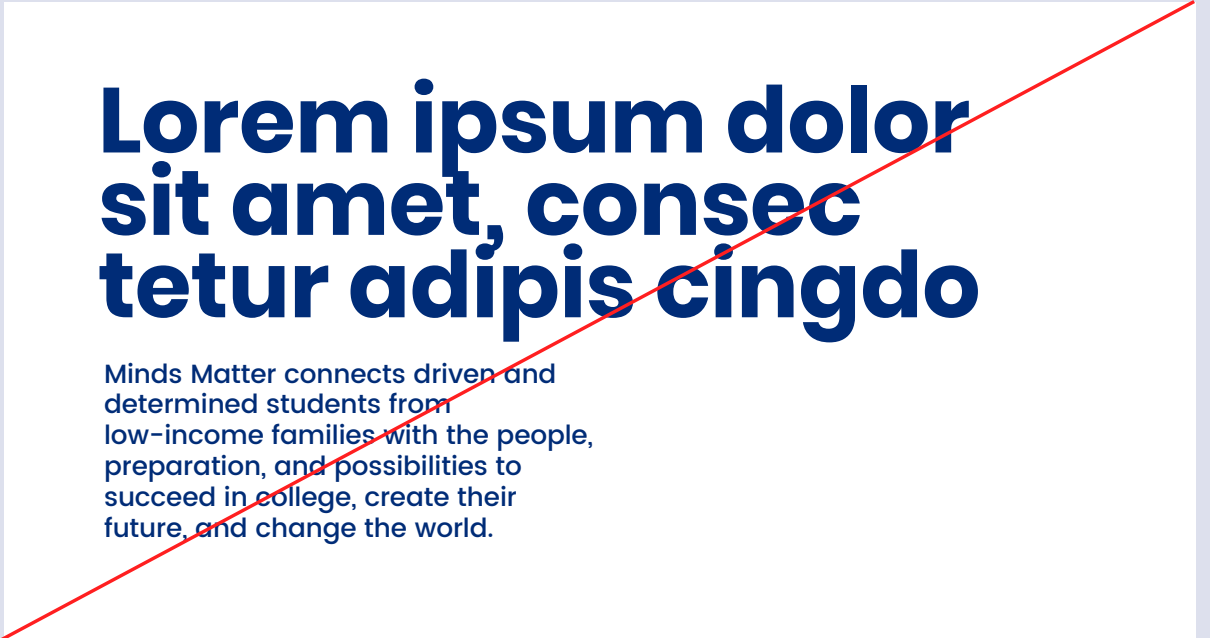
The examples on this page demonstrate situations that are to be avoided when building typography.



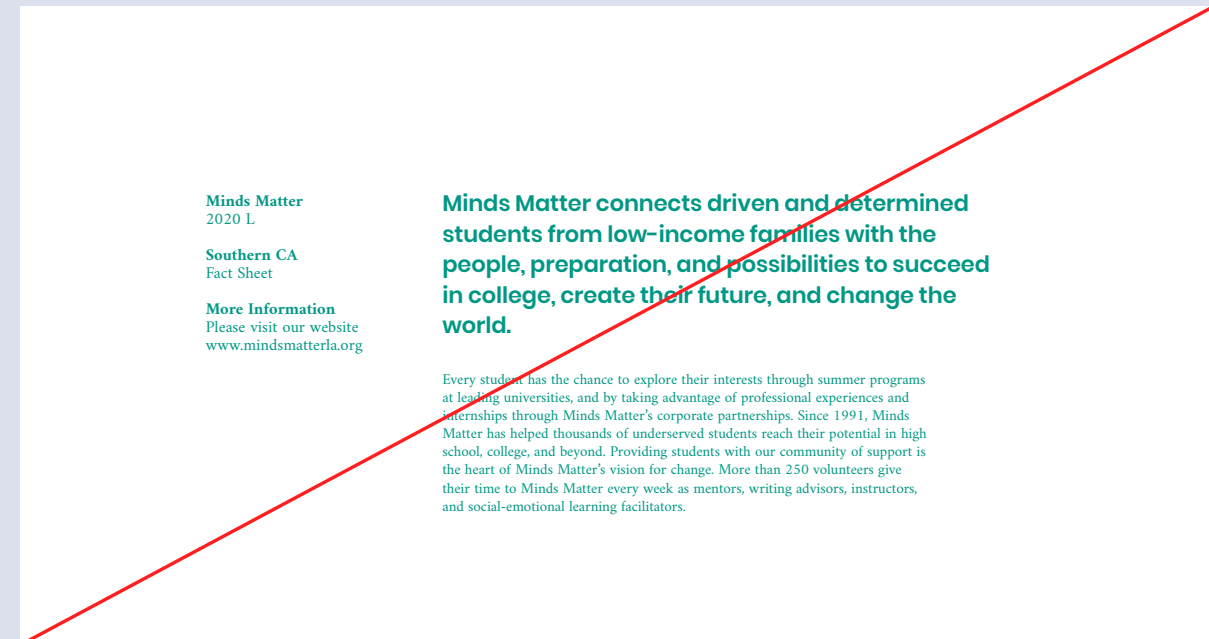
Do not use Amiri as a headline font.



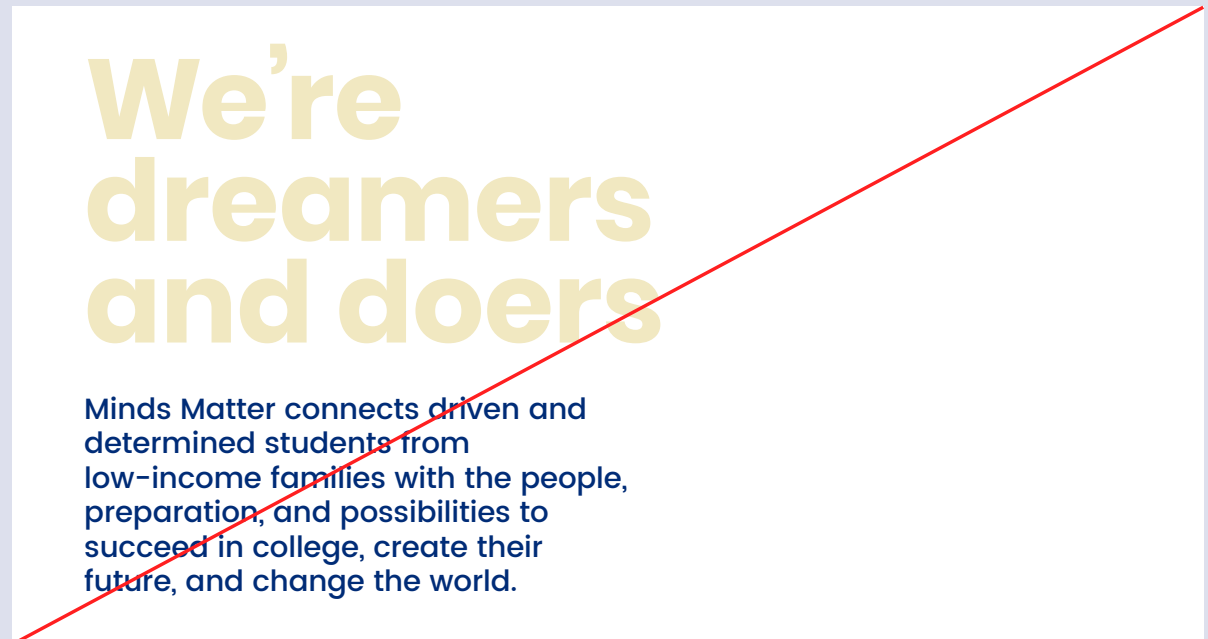
Do not use Poppins Light as a headline font.



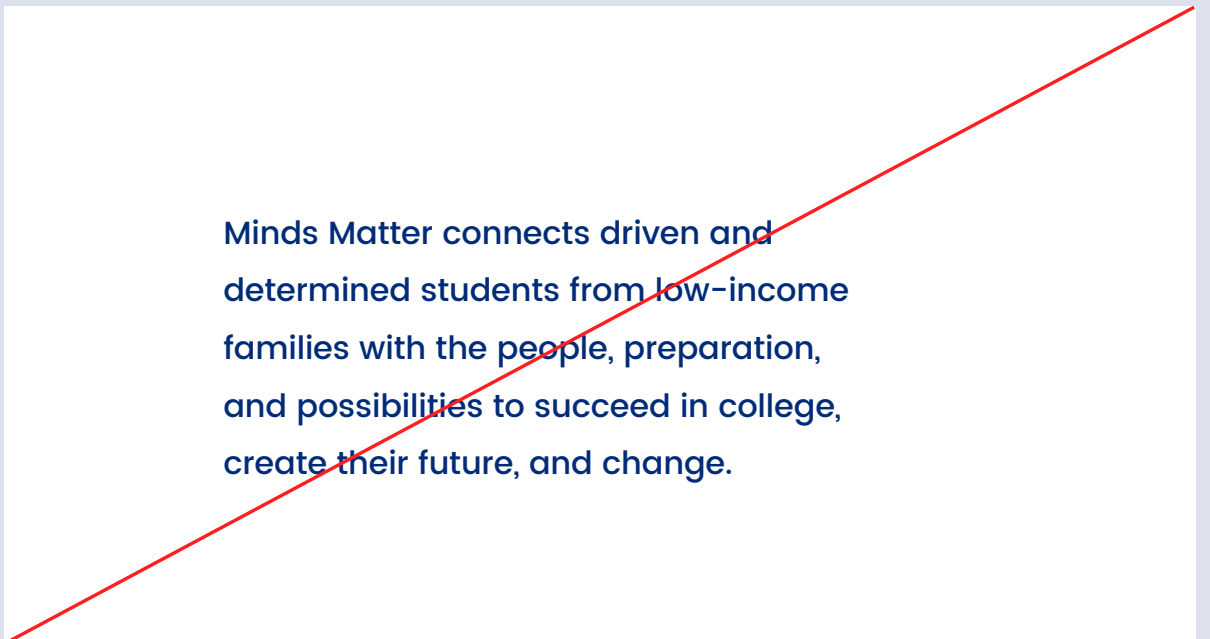
Do not create very long headlines with Poppins Bold.



Do not use the color Evergreen, or any other colors other than color Dark night sky for body copy.



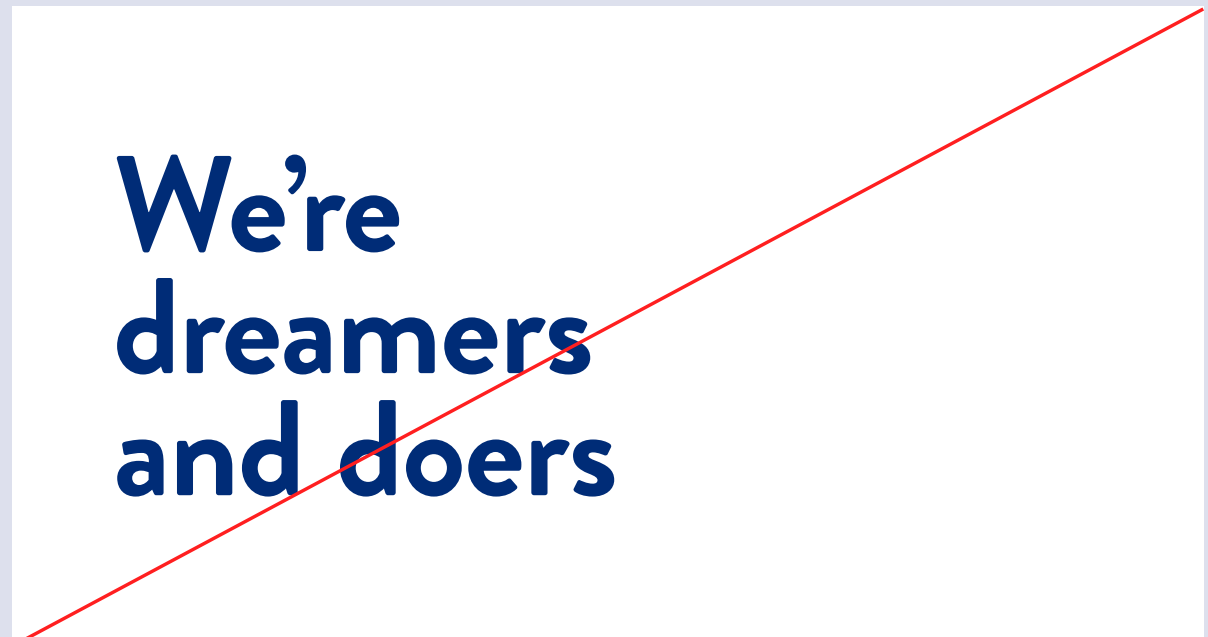
Do not use the color Daffodil or any of the light colors like Flamingo for copy since they won't be legible.



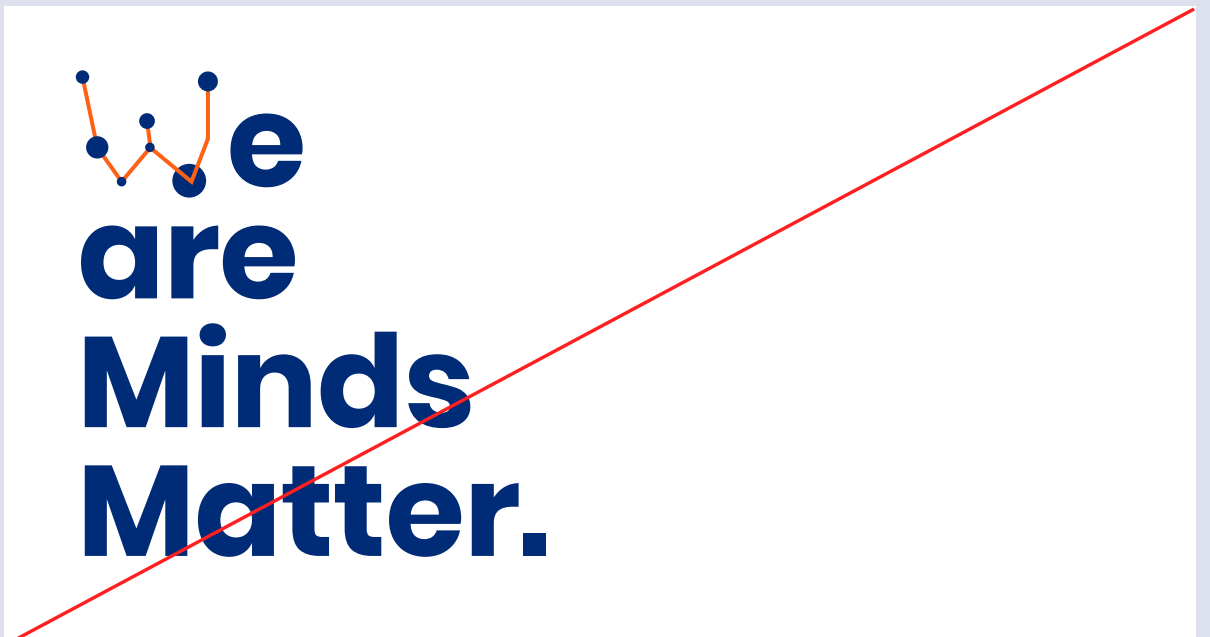
Do not add extra leading to the body copy.



Do not add extra leading to the headlines.



Do not use the logo's font Brandon Grotesque for any copy.



Do not use a constellation alphabet as a drop cap in a sentence or a headline.

Photography

The heart of Minds Matter photography is our students and their aspirations. It captures their potential, optimism, and drive to do great things. Our photography should feel candid and joyful, and always depict real moments.

The photographs here are from unsplash.com – a free online image resource – and from Minds Matter So Cal’s collection.

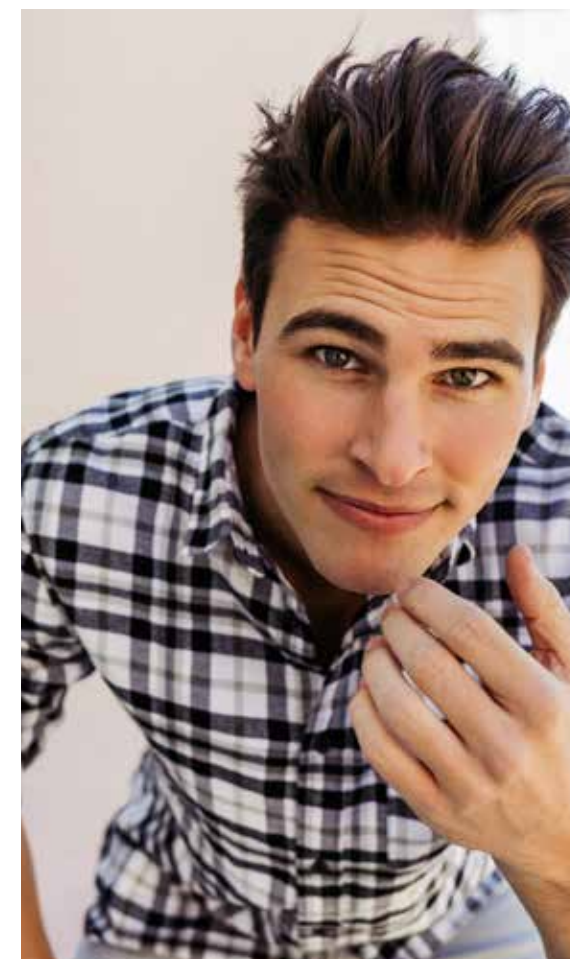


Photography: Individual portraits

The Minds Matter students here are shot with candor, compassion, and joy; these expressions are core to our photography system. When shooting individual portraits, be sure to use natural light and real settings where possible. Use fun backgrounds, like solid colored walls, graphic architecture, and murals. These will add to the overall visual interest.

Be sure to have the student in focus and play with the depth of field to make sure the student is the main point of emphasis. Joyous, natural moments will add to the overall optimism of our photography.

The photographs here are from unsplash.com — a free online image resource — and Minds Matter So Cal's collection.



Photography: Groups

Students and volunteers can be shot in groups and pairs. Allow for moments of candid camaraderie and fun. A sense of movement or rhythm should come through, even if the frames are relatively static.

The photographs here are from unsplash.com — a free online image resource and Adobe stock.



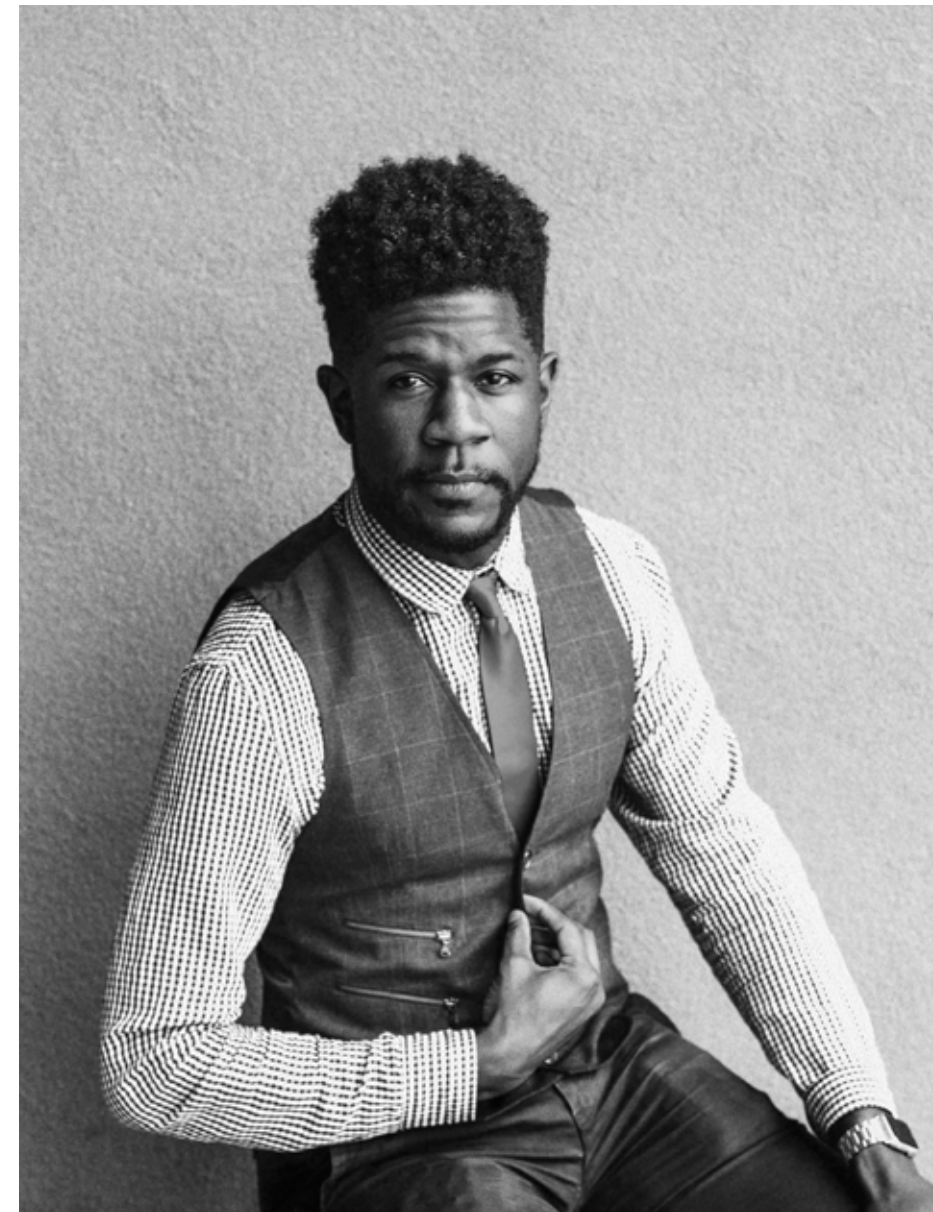
Photography: Current library

This is a selection of photographs from the Minds Matter library. This is meant to demonstrate purposeful cropping, framing, and an effective way to shoot group photographs. Where possible, add visual interest to photographs of pairs or groups and crop accordingly. Bring families and volunteers into the frames with students to help tell a complete story.



Photography: Black and white

Converting the photographs to black and white also help create a nice range to the available options. Not all photographs will lend themselves to black and white so be sure to choose photographs that have good lighting and balance. Always adjust contrast as needed.



Photography: Color backgrounds

If portraits have backgrounds that are distracting or busy, they can be used as cutouts. Solid background colors can be used from the Minds Matter color palette.



Background color: Moonstone



Background color: Evergreen



Background color: Amethyst



Background color: Sunrise



Background color: Clementine



Background color: Moonstone



Background color: Evergreen



Background color: Amethyst



Background color: Sunrise



Background color: Clementine



Background color: Moonstone



Background color: Evergreen



Background color: Amethyst



Background color: Sunrise



Background color: Clementine



Background color: Moonstone



Background color: Evergreen



Background color: Amethyst



Background color: Sunrise



Background color: Clementine

Photography: Image treatment

Where required, please color-correct the photographs so the lighting and skin tones are balanced and even.



Data viz

These instances of data viz demonstrate simple yet bold expression, aligned with the rest of the design system. Use the type and numbers as large bold graphics or as subtle supporting elements to charts.

In some instances, neutral colors, like color Dark night sky can help create more balance in a document or deck.

Number in reverse or the color Night sky, for best contrast.

Smaller numbers in Poppins Regular

Where we save

\$441,104

estimated value of all volunteer hours donated to Minds Matter in 2018-19

Numbers and headlines in Poppins Semi Bold

\$13,336

in kind cost of donated books & airfare, generously donated by iHeart Media

Descriptive copy in Amiri Regular

Secondary data: type and neutral colors in the color Koala or reverse.

Where we save

\$441,104

estimated value of all volunteer hours donated to Minds Matter in 2018-19

Prominent type in the color Night sky.

\$13,336

in kind cost of donated books & airfare, generously donated by iHeart Media

Data viz usage

Data viz helps bring visuals to life when paired with rich-colored backgrounds and headlines. In a document with multiple charts, colored backgrounds and headlines should be used with discretion — not everything needs bold, rich colors.

Our budget

Minds Matter operates on a lean budget that leverages volunteers and other in kind services. With few paid staff but nearly three volunteers for each MMLA student, Minds Matter has been able to focus on its strategy while keeping costs low.

Return on investments

In 2014, Minds Matter commissioned Dr. Clive R. Belfield, Co Director of the Center for Cost Benefit Studies at Teachers College, Columbia University. He found that investing in a Minds Matter student during their three years in the program yielded lifetime benefits for each student of more than \$115K.

The economic impact of every dollar invested by our donors is: **17:1**

Where we save

\$441,104

estimated value of all volunteer hours donated to Minds Matter in 2018-19

\$13,336

in kind cost of donated books & airfare, generously donated by iHeart Media

Category	Percentage
Prepare	56%
Unite	3%
Identify	3%
Direct	15%
Support	4%
Sustain	19%

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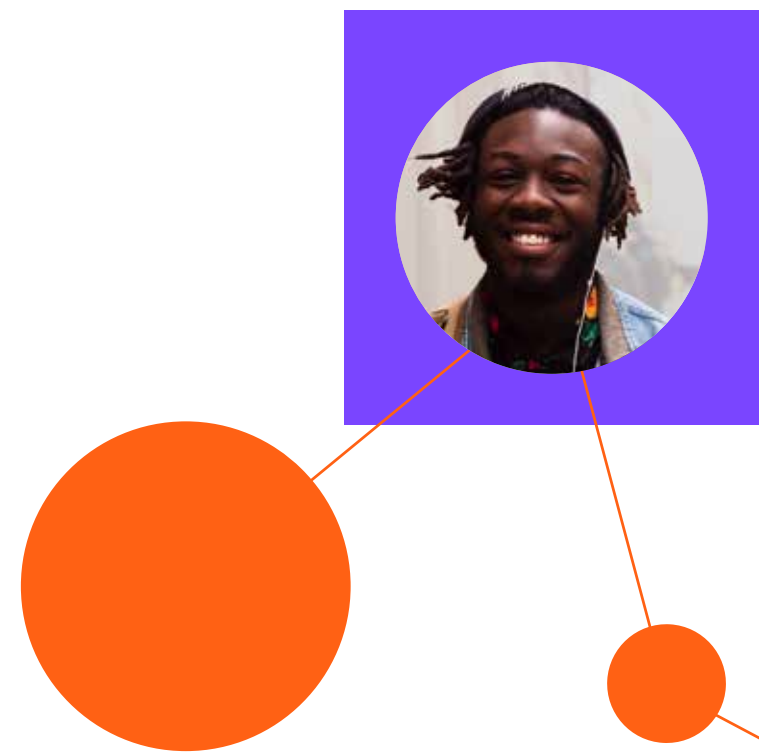
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Design system

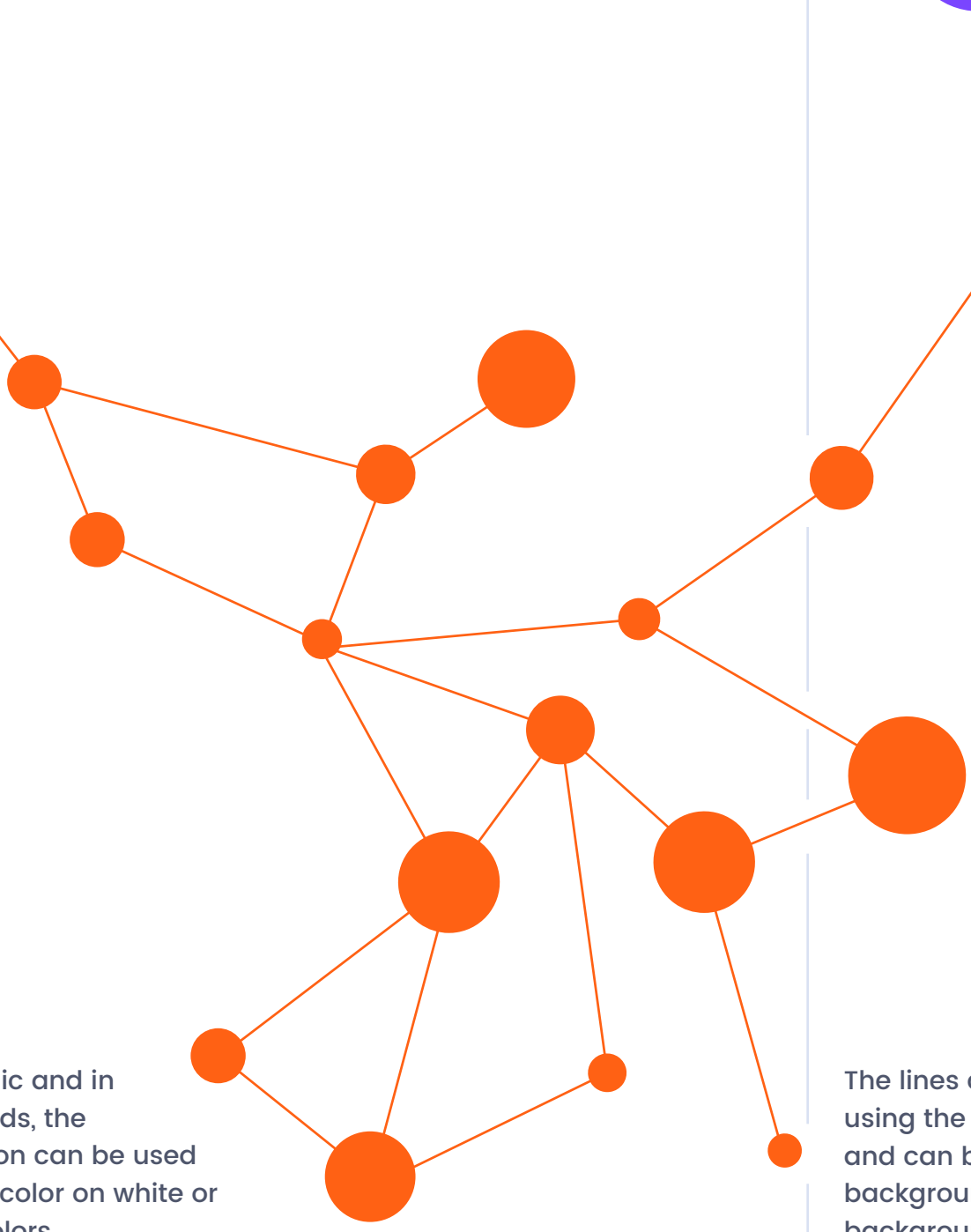
The design system is based on the rich, expressive, and forever-expanding world of the constellations and can go from simple to complex executions. As shown below and in other instances throughout these Guidelines, this graphic system has to be used carefully in order to remain balanced.



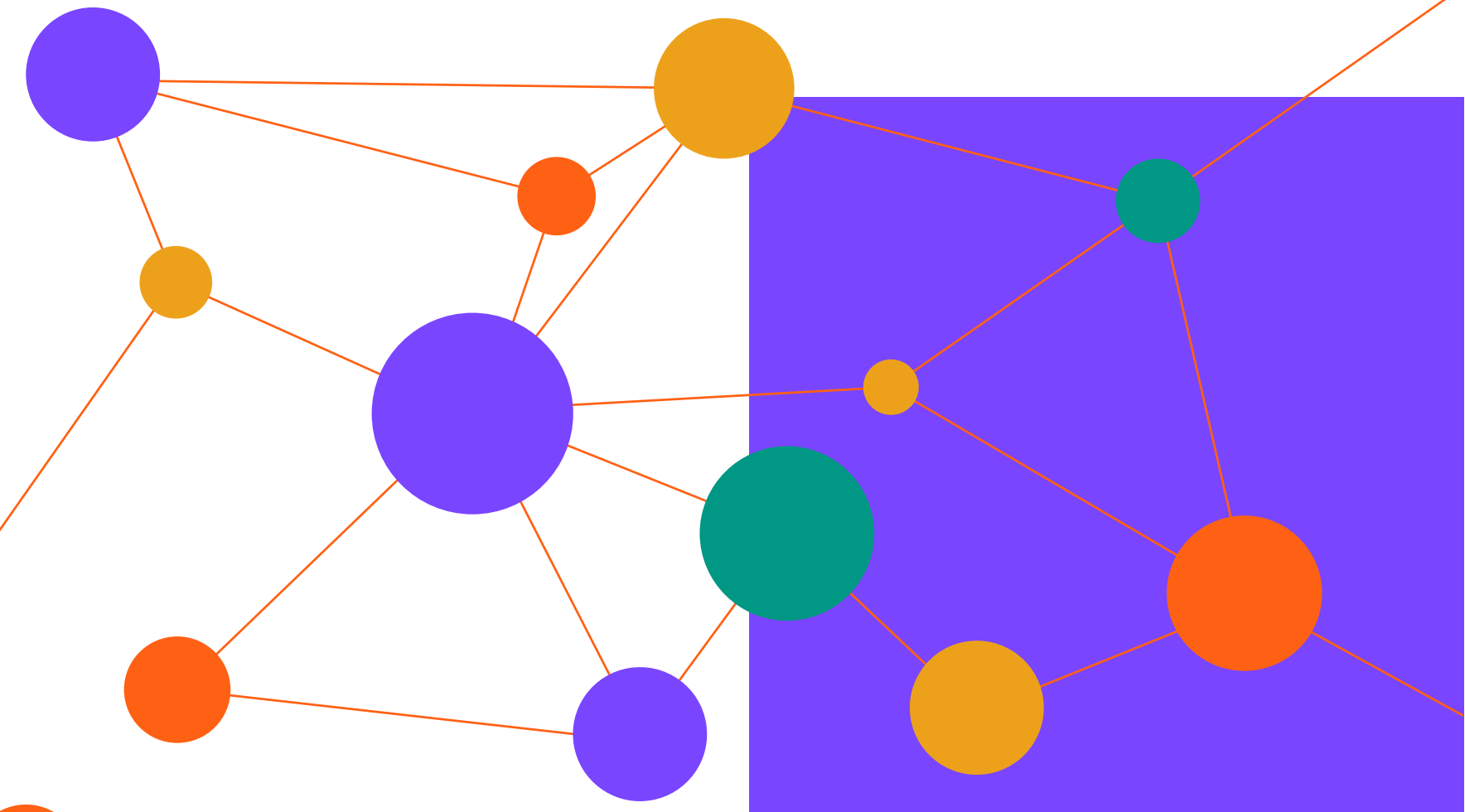
From a single circle to multiples, the circles within the design system always create a sense of being connected.



The individual circle comes to the foreground and is used as both a container for imagery, or filled with colors.



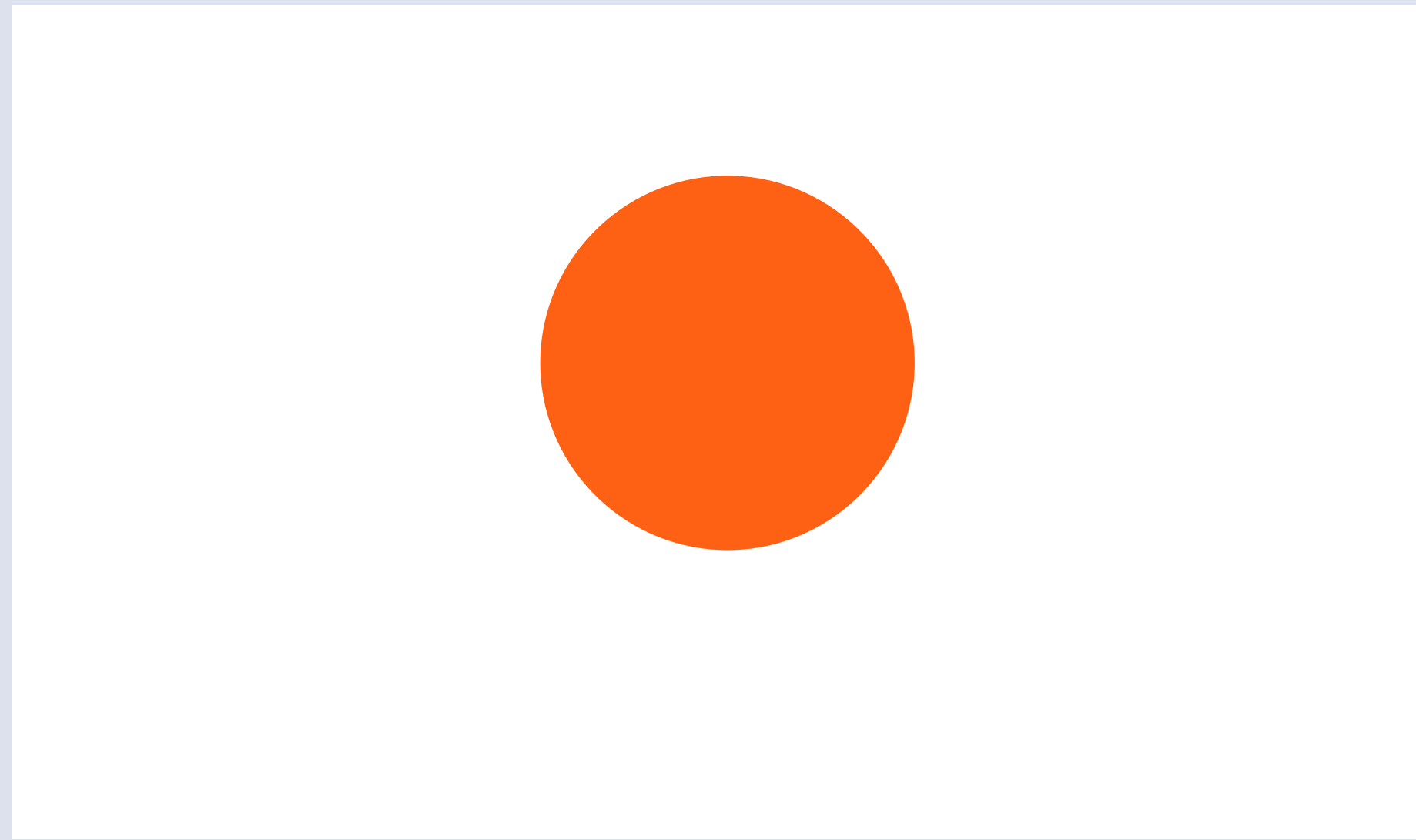
As a graphic and in backgrounds, the constellation can be used in a single color on white or multiple colors.



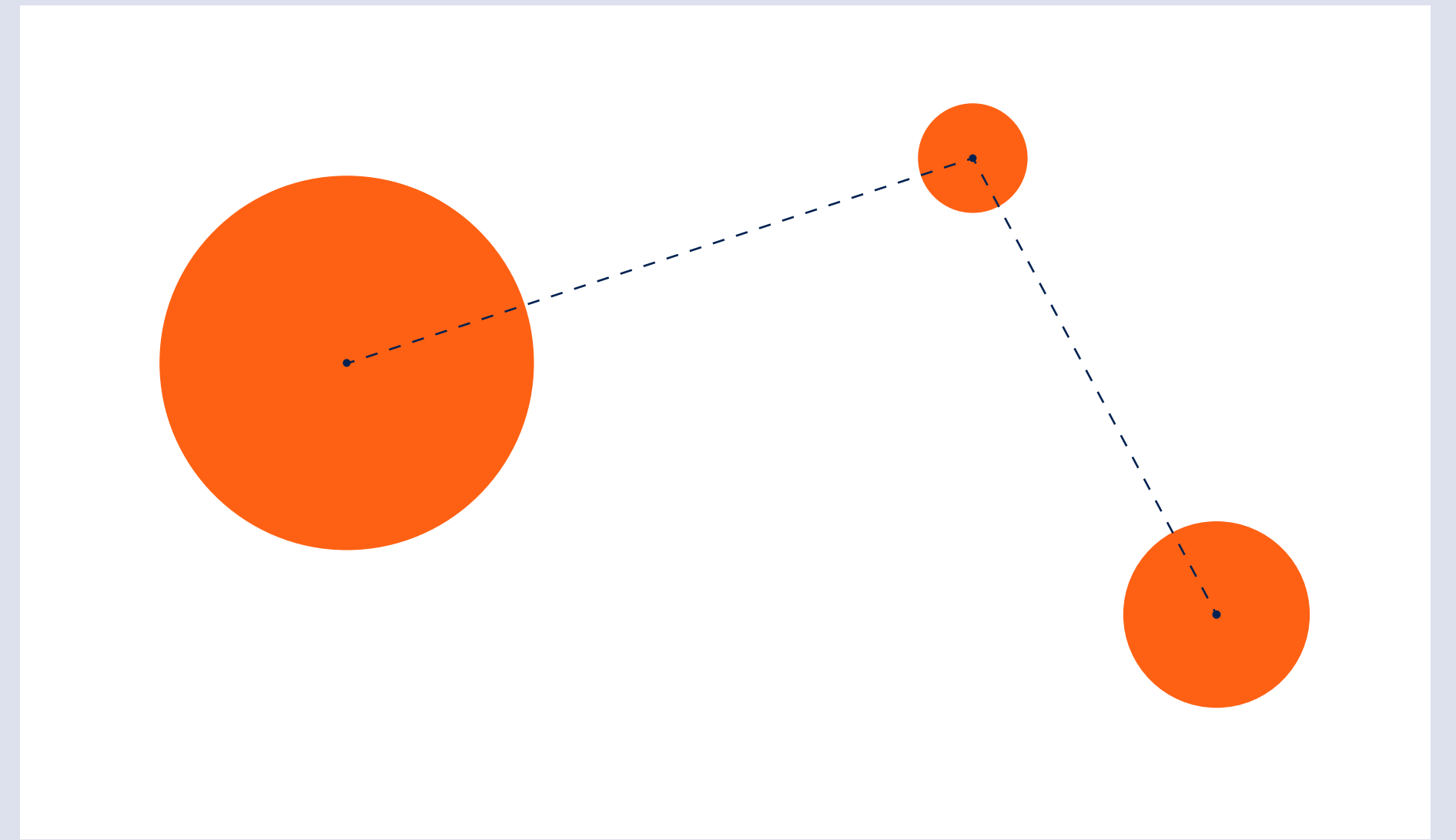
The lines and circles are built using the primary color palette and can be on white backgrounds or colored backgrounds.

Design system: How to build

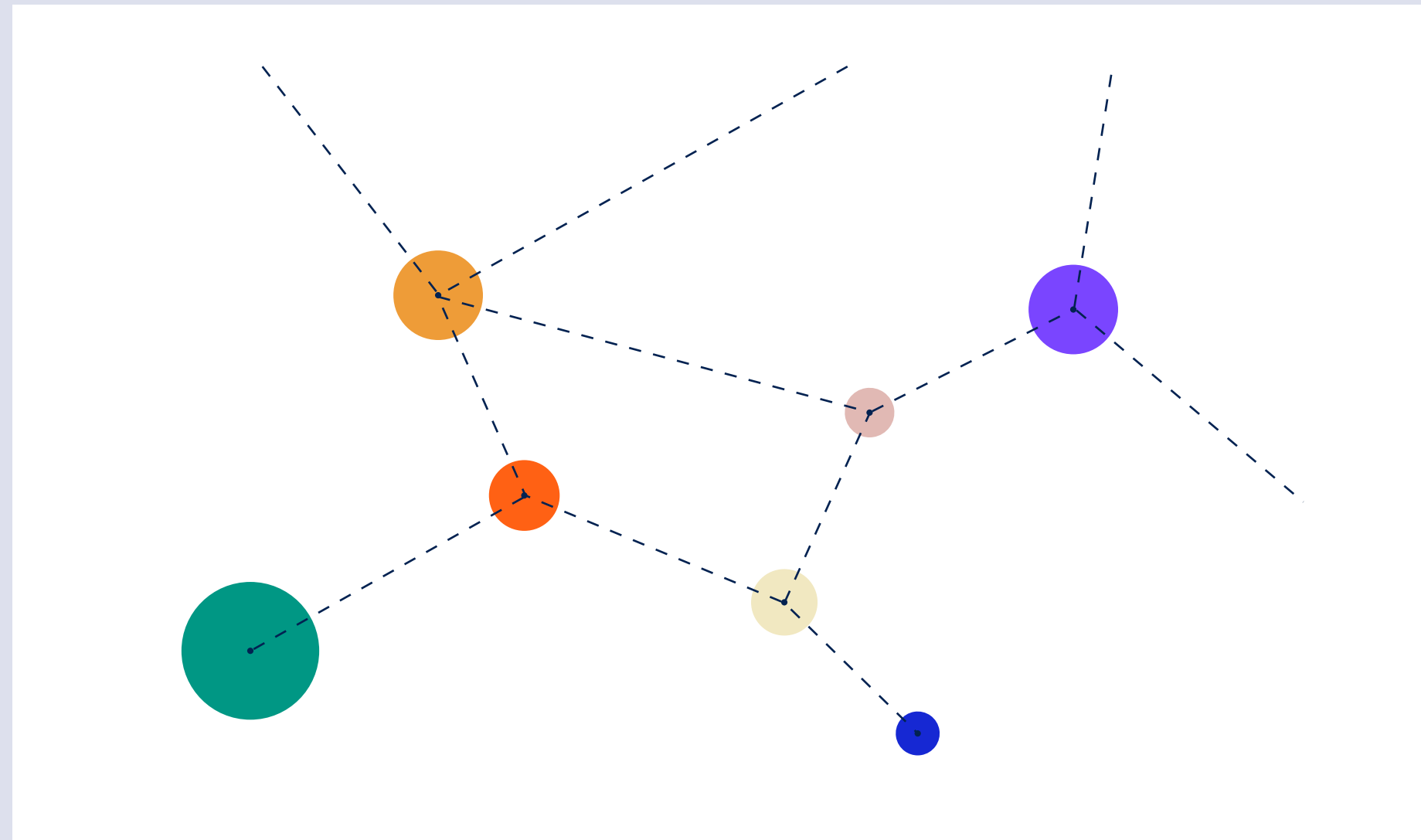
The constellation graphic can be built starting with a single circle, and then made more complex with the addition of colors, photography and backgrounds.



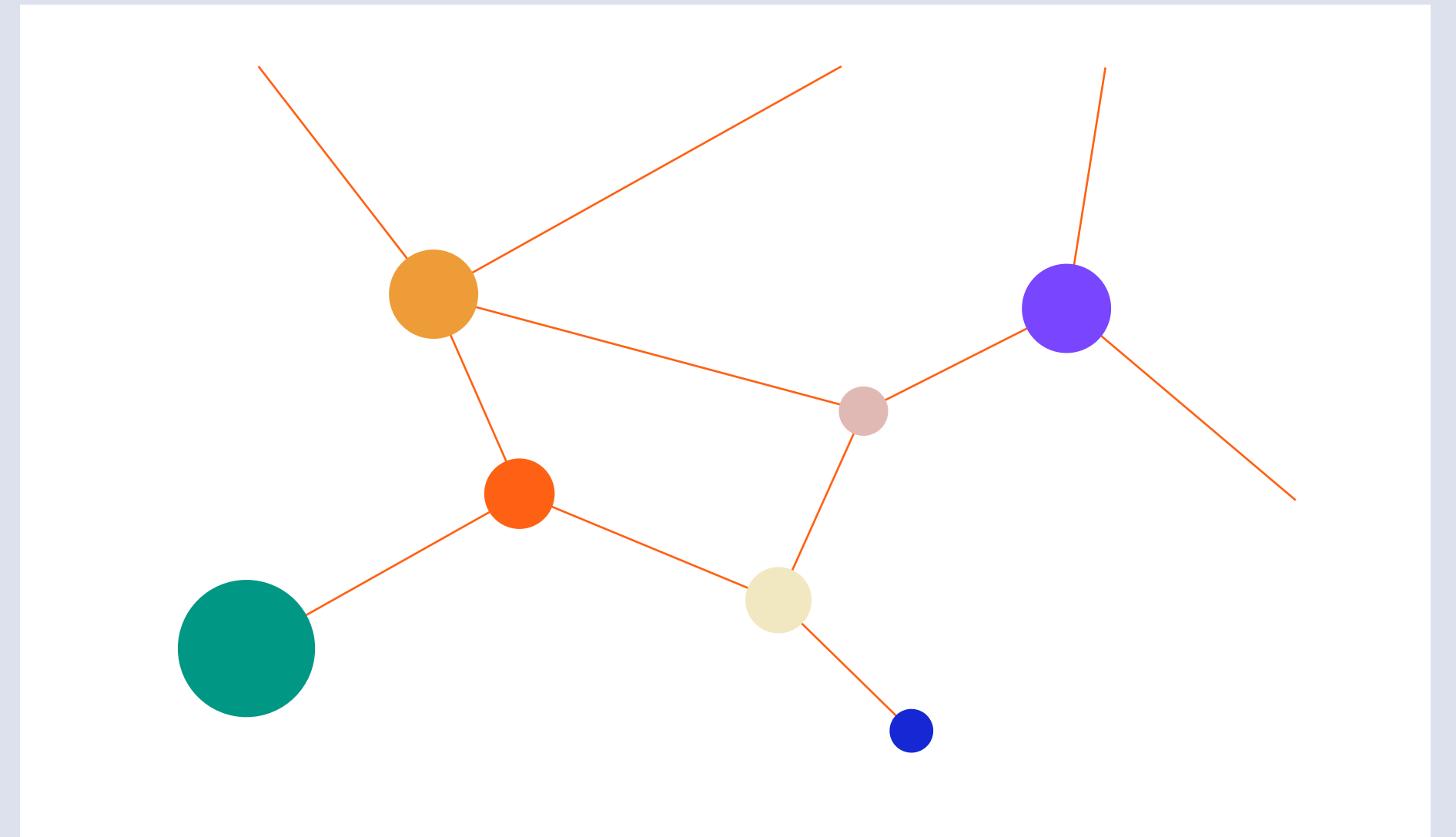
Create a circle in any color from the primary palette (not the two greys).



Create more circles in contrasting sizes. Connect them with lines at the center of each one.



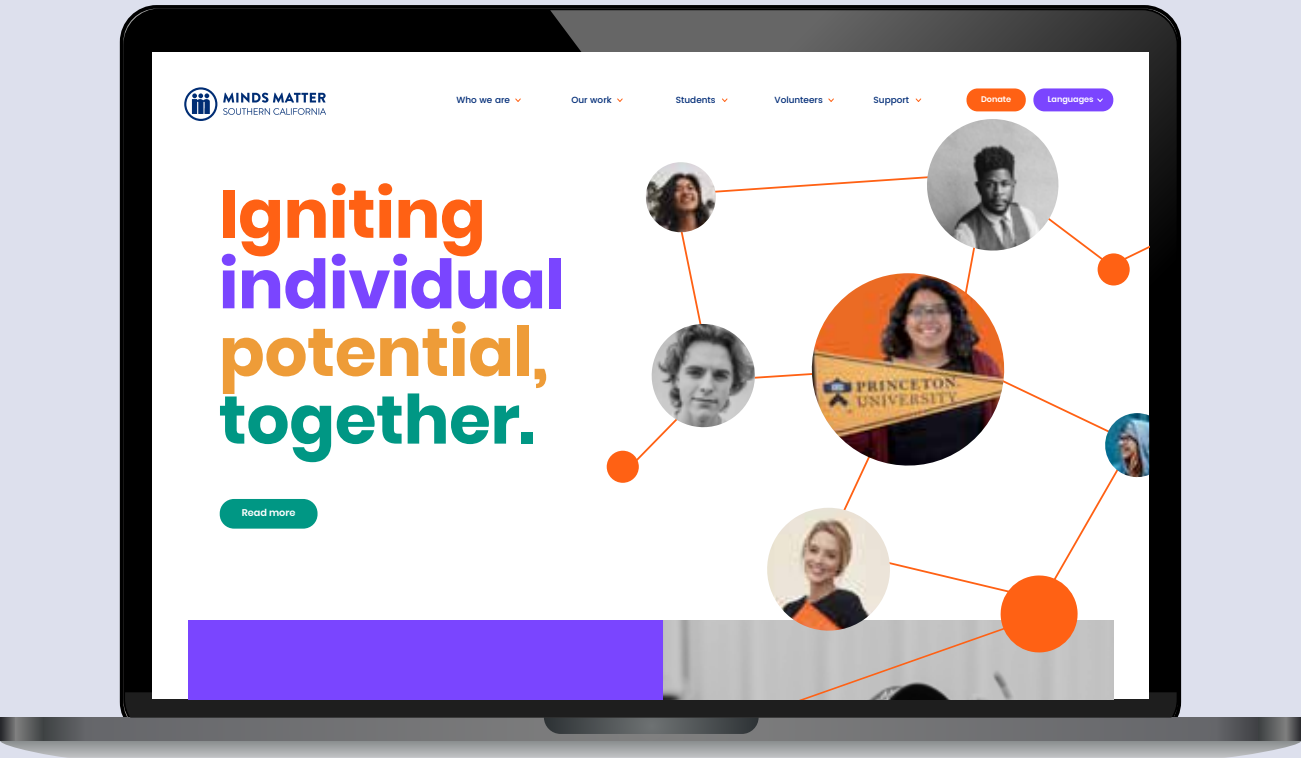
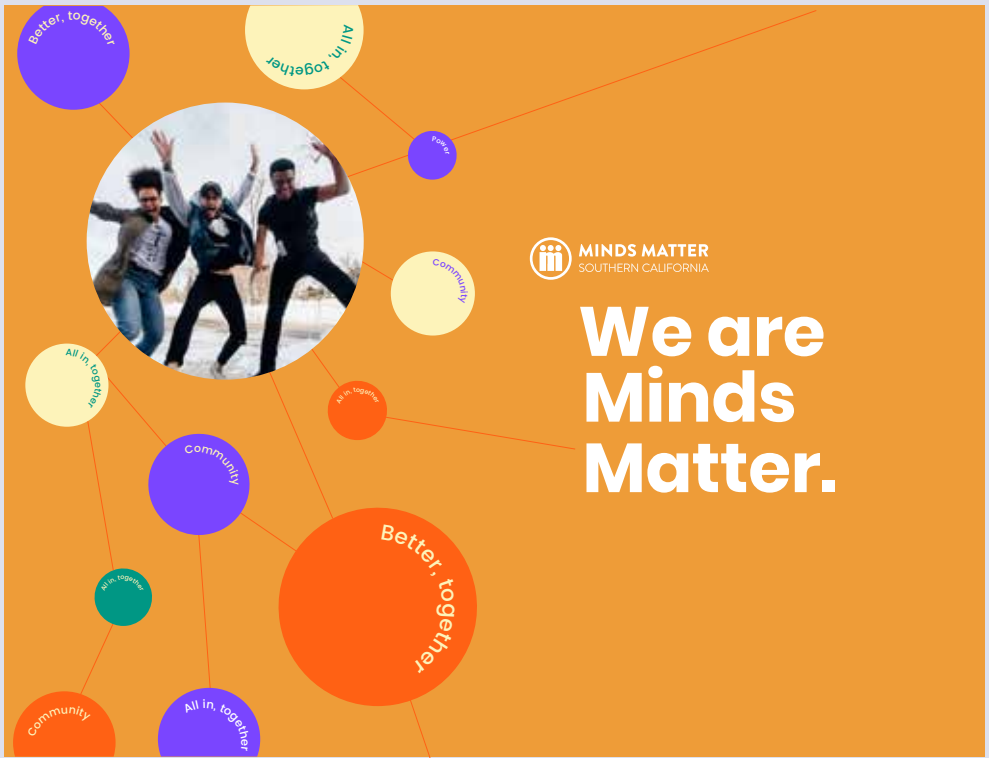
Keep adding circles as needed based on the space in the collateral; avoid placing them too close to each other.



The colors can be different from each other or the same.

Design system: Examples


Here are some examples of how the constellation graphic can be used, from simple to complex executions, with photography, colored backgrounds, type, logos, and data.



Design system: Alphabet

Our imagination allows us to see the many possibilities in the constellations. This lends itself to graphic forms that can be created with alphabets. These can be sprinkled throughout the design system.

**We're better together
Help change a life**




Nathan Ramirez
UCLA
2022



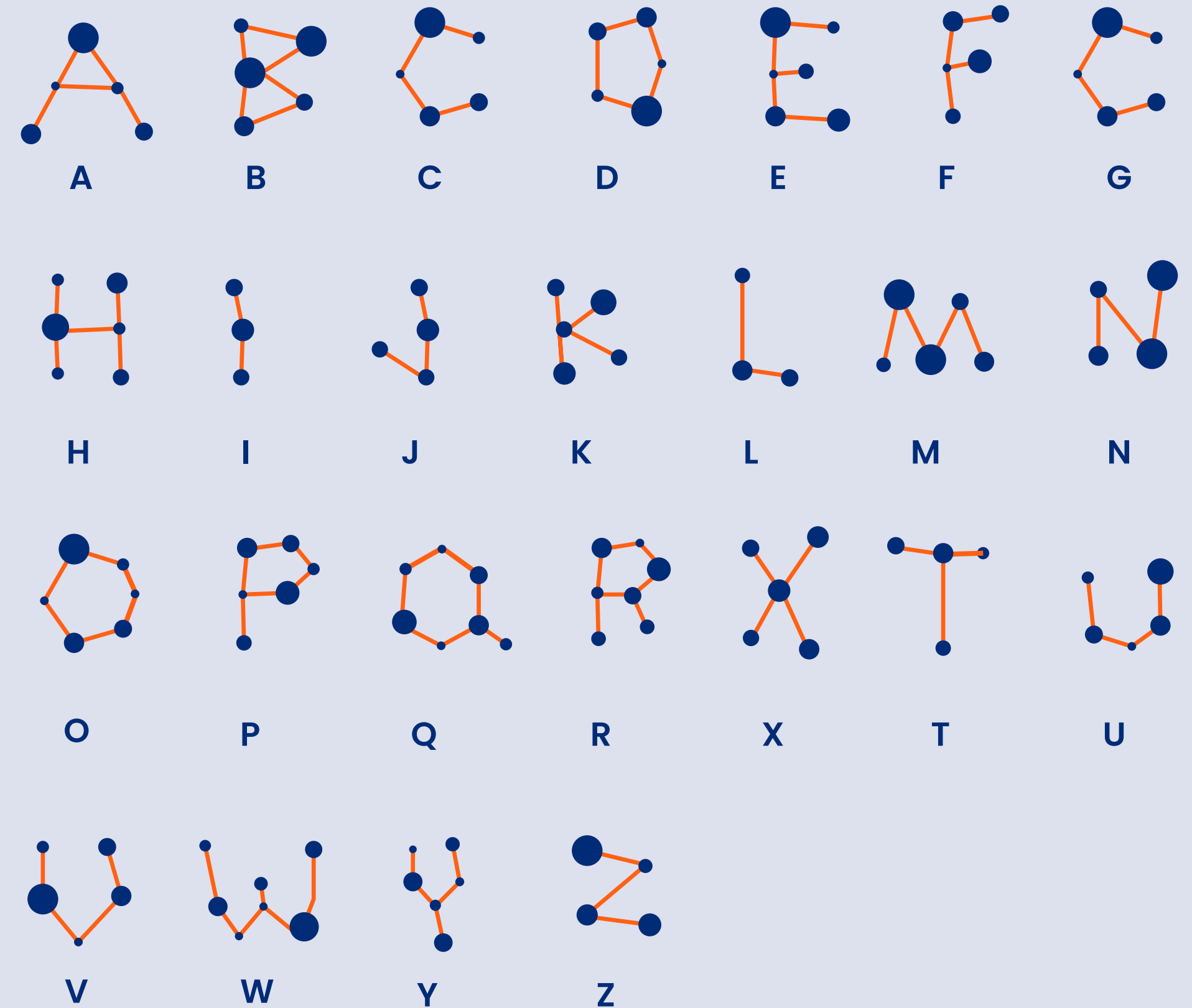
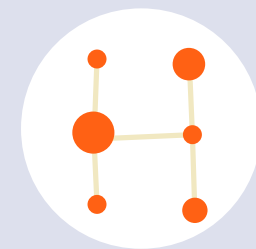
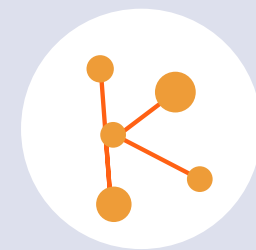
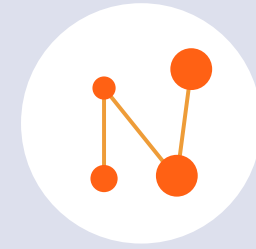
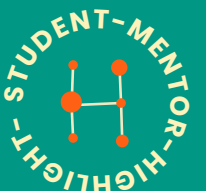
Kiara Winston
UC San Diego
2022

"Minds Matter has given me a family."



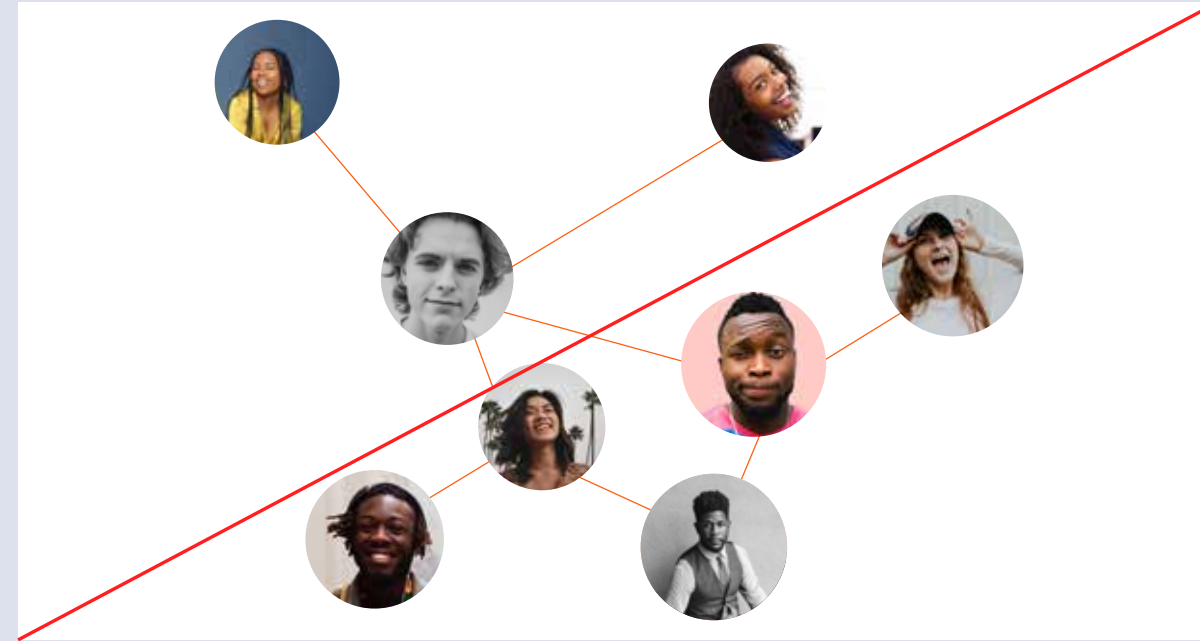
Hannah P. Berkley
2022

"I gained hope in a better future"

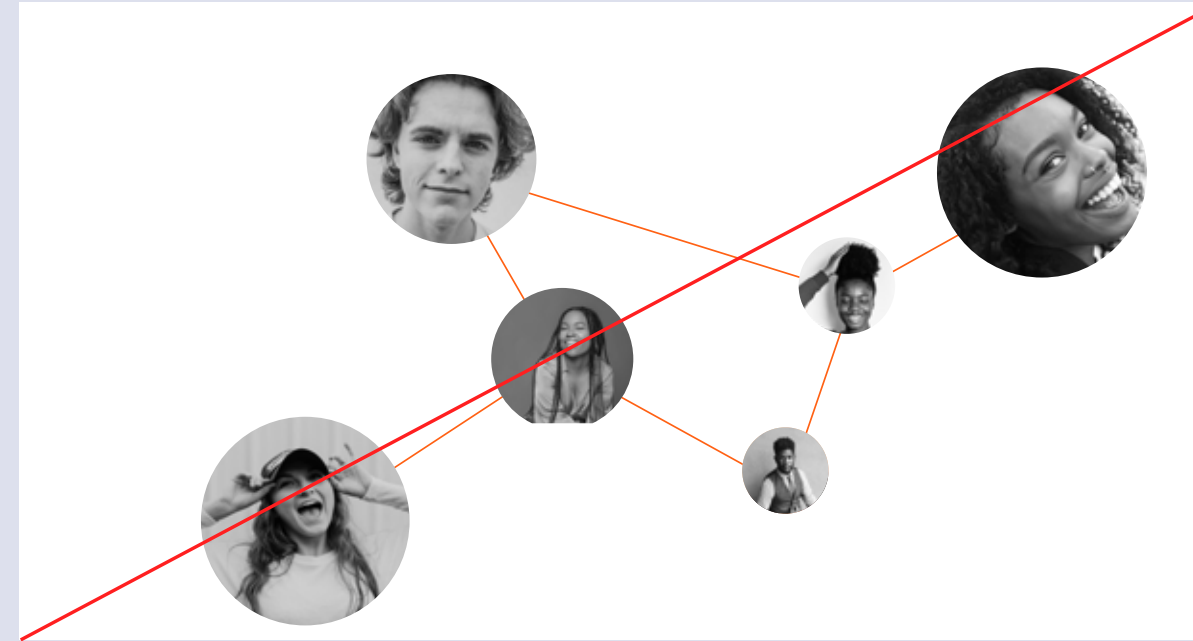


Design system don'ts

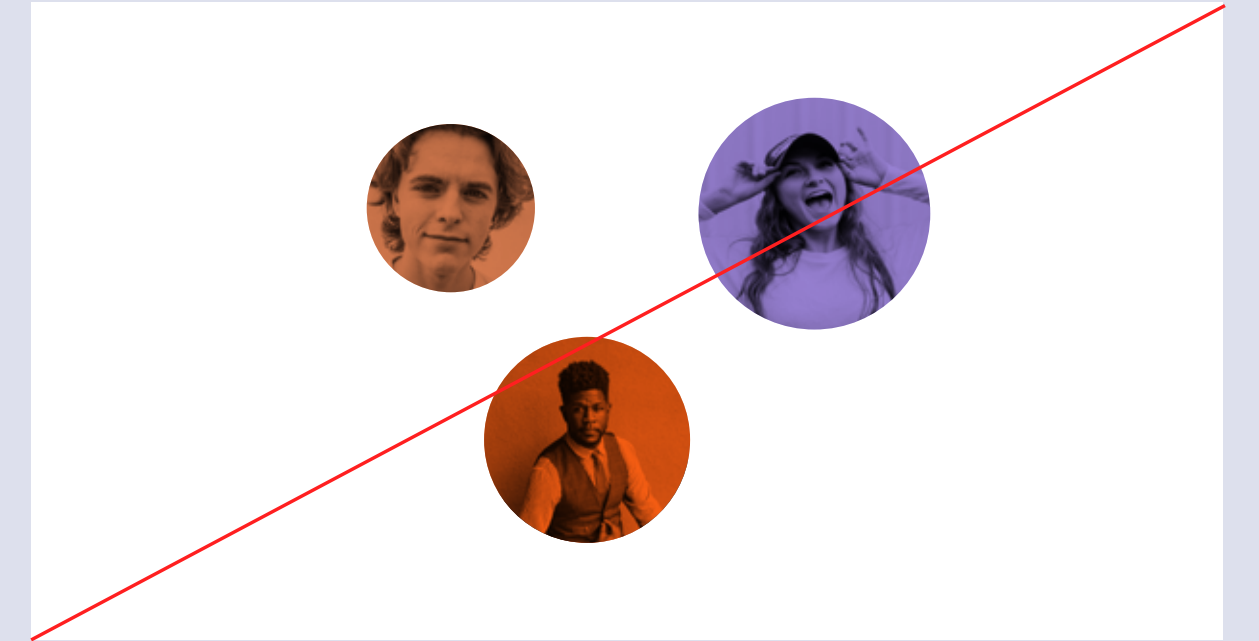
Here are a few examples of what not to do when building the design system further.



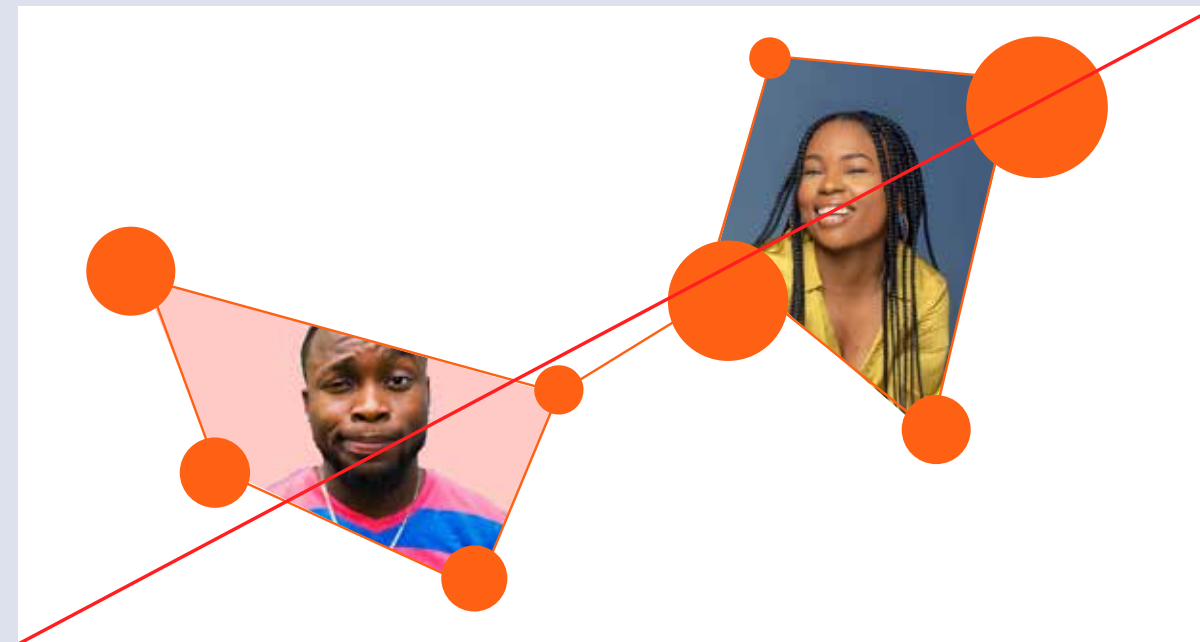
Don't circles that are very similar in sizes, as they don't create enough depth.



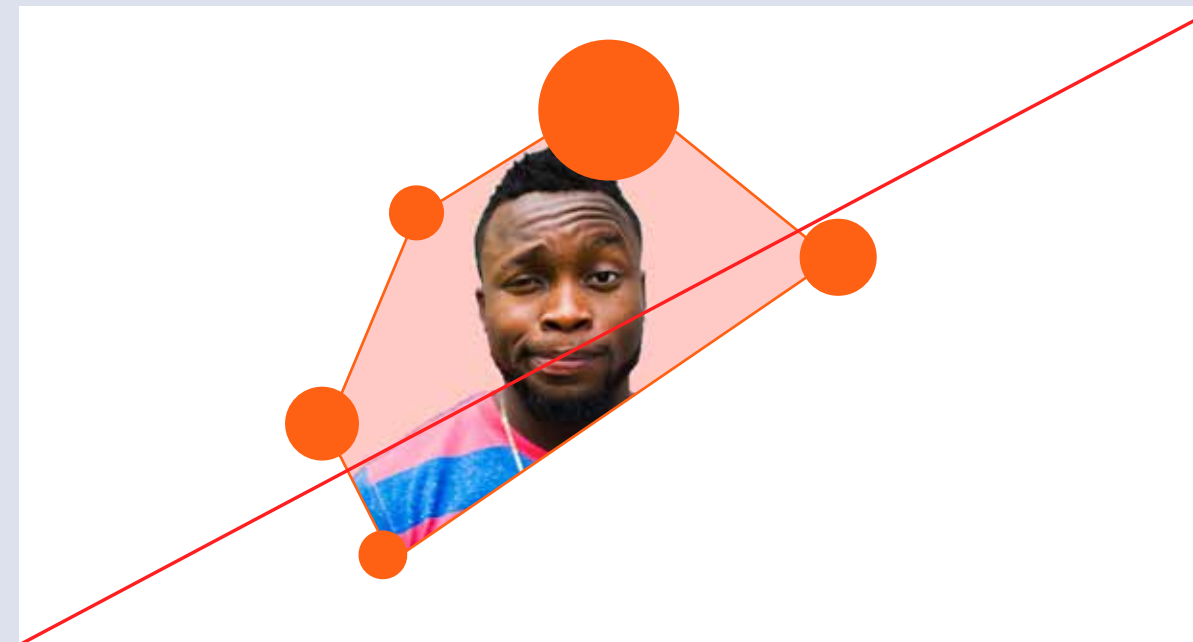
Don't use black and white photographs as a single graphic.



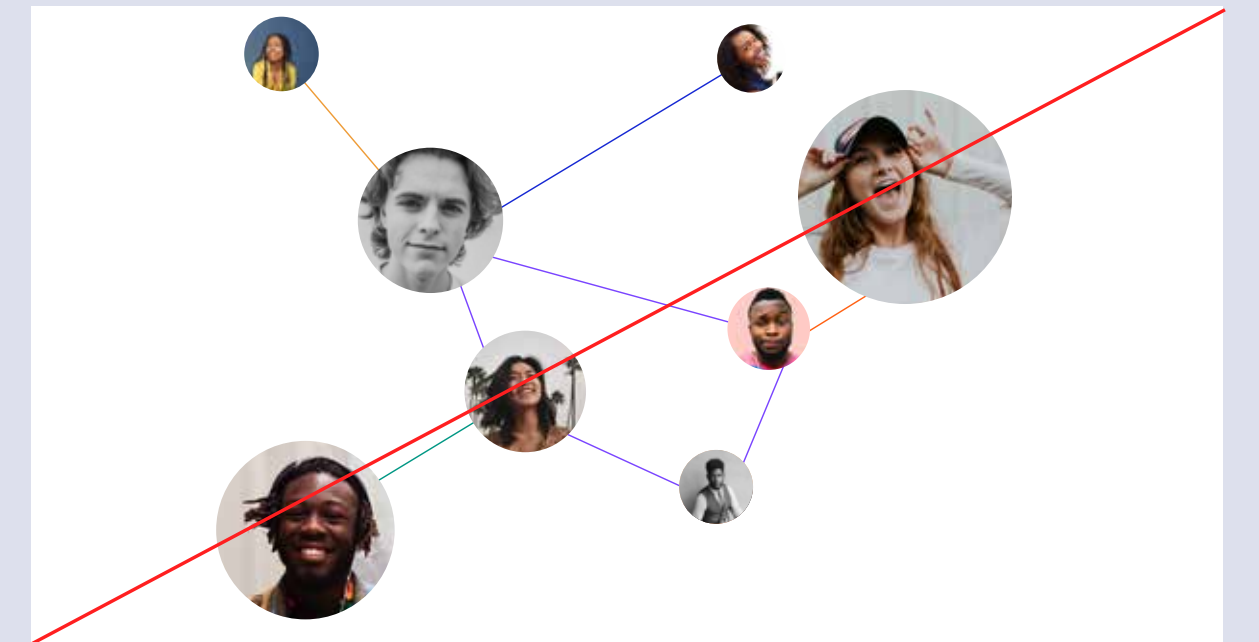
Don't apply colored circles to black and white photographs.



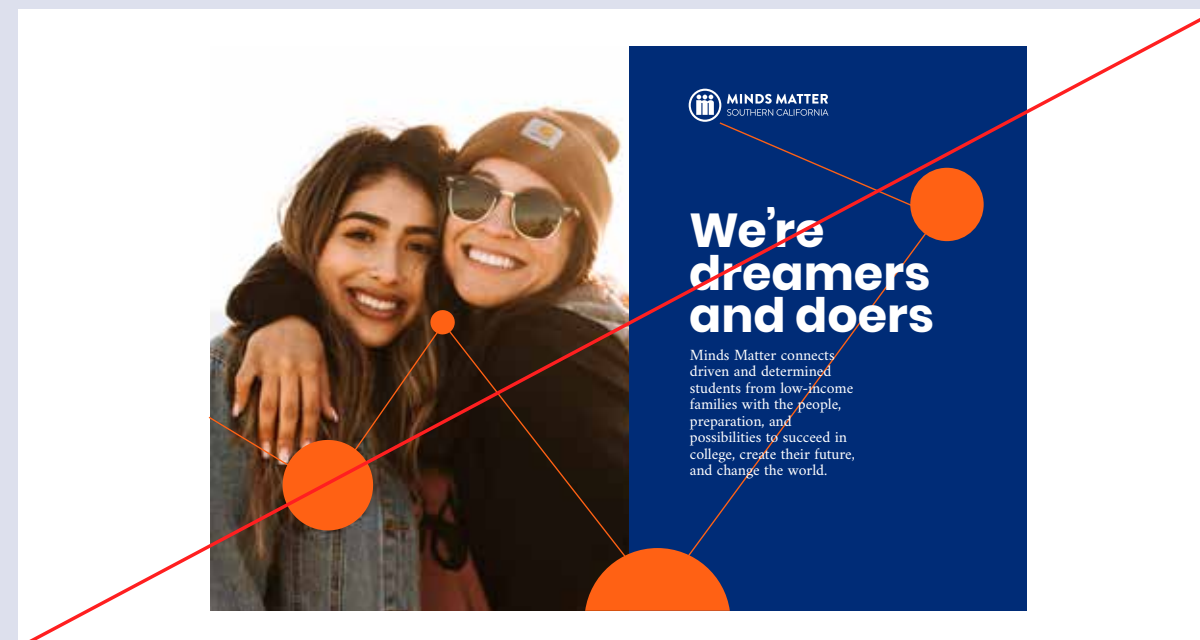
Don't use the space between lines as a container to place photography.



Don't use the space between lines as a container to place photography, even when it is a single image.



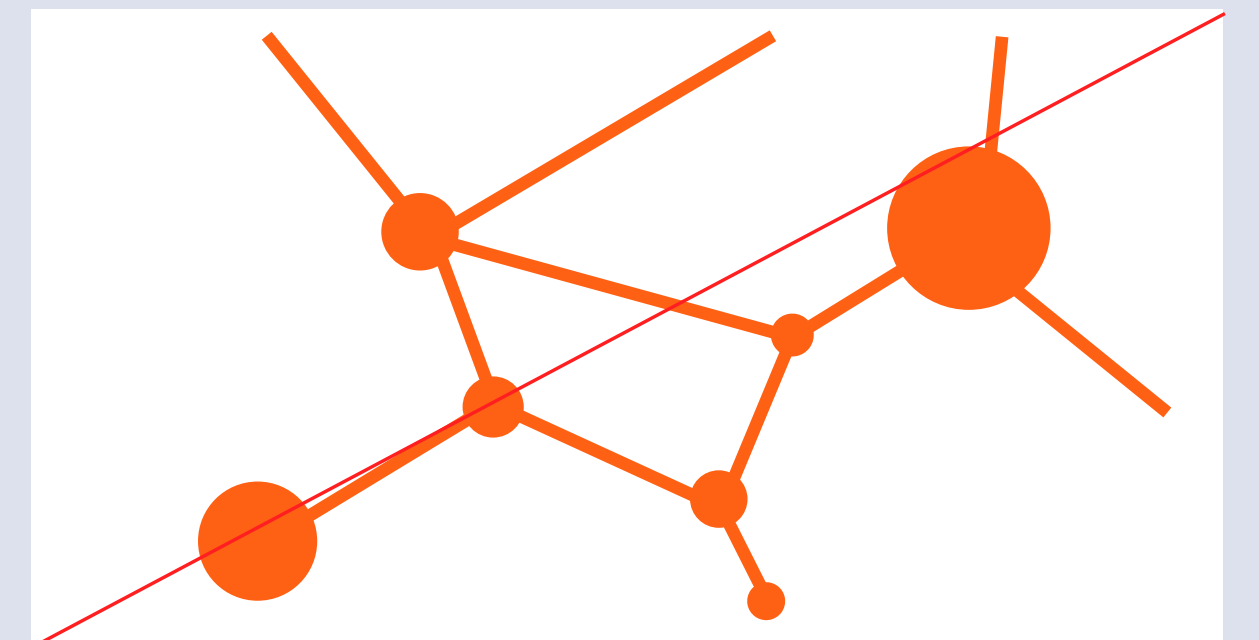
Don't create multi colored lines in a single graphic.



Don't use the color Night sky as the background color for collateral, if avoidable.



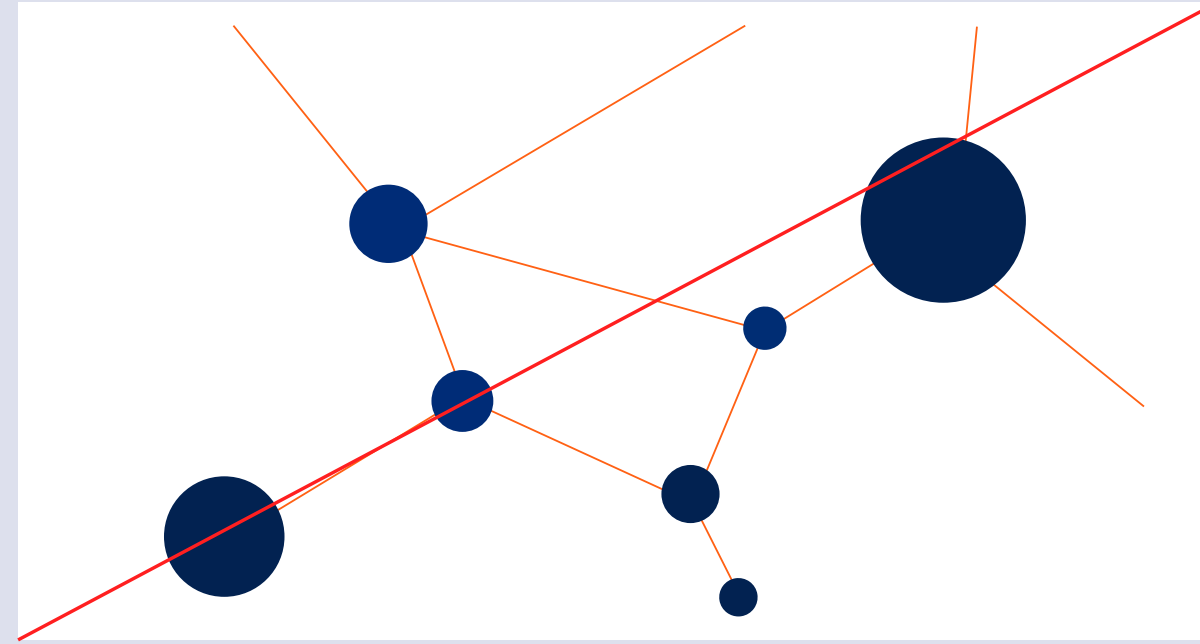
Don't use too many circles in a single graphic when combined with a single photograph, as it is distracting.



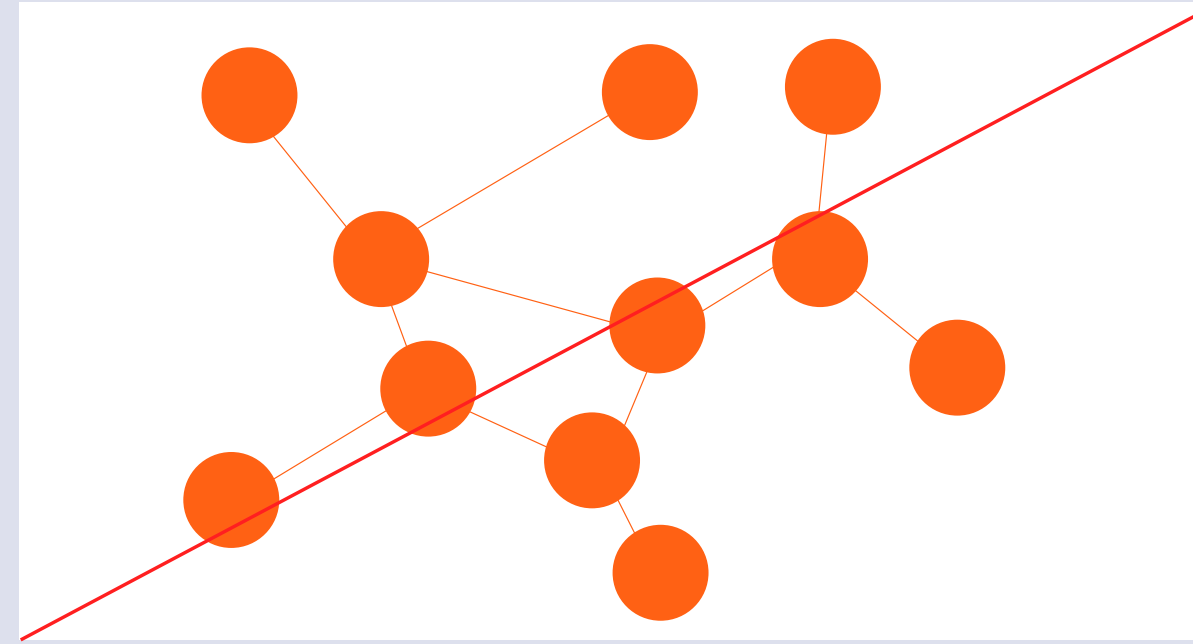
Don't make the lines too thick in proportion to the circles.

Design system don'ts

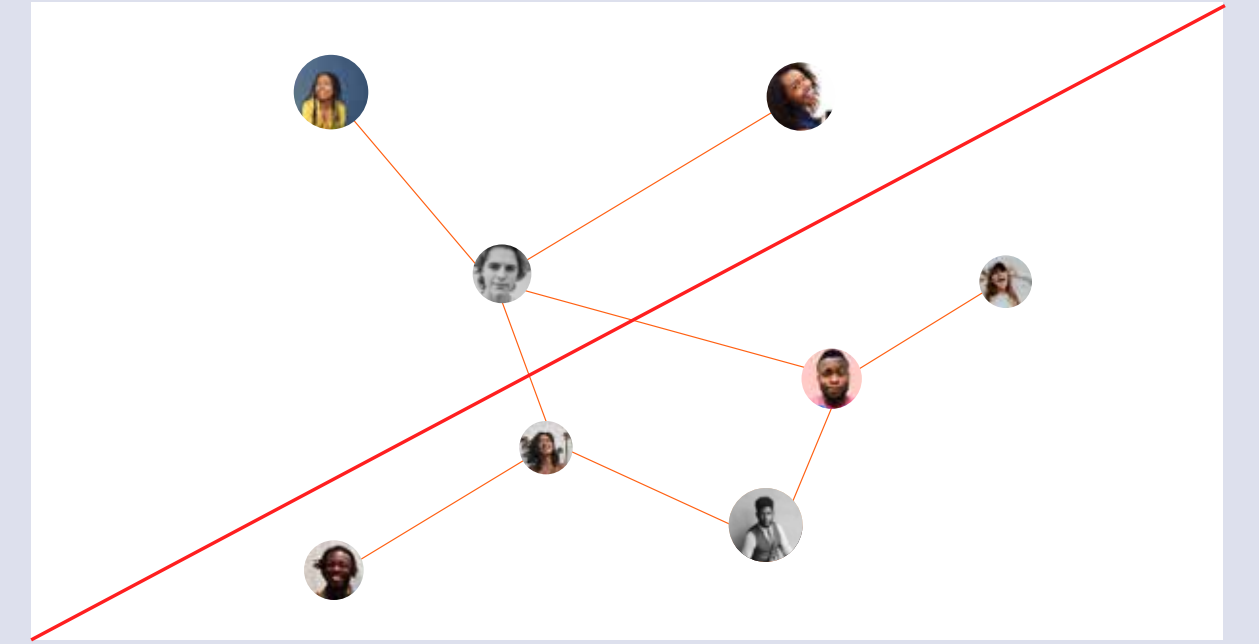
Here are a few examples of what not to do when building the design system further.



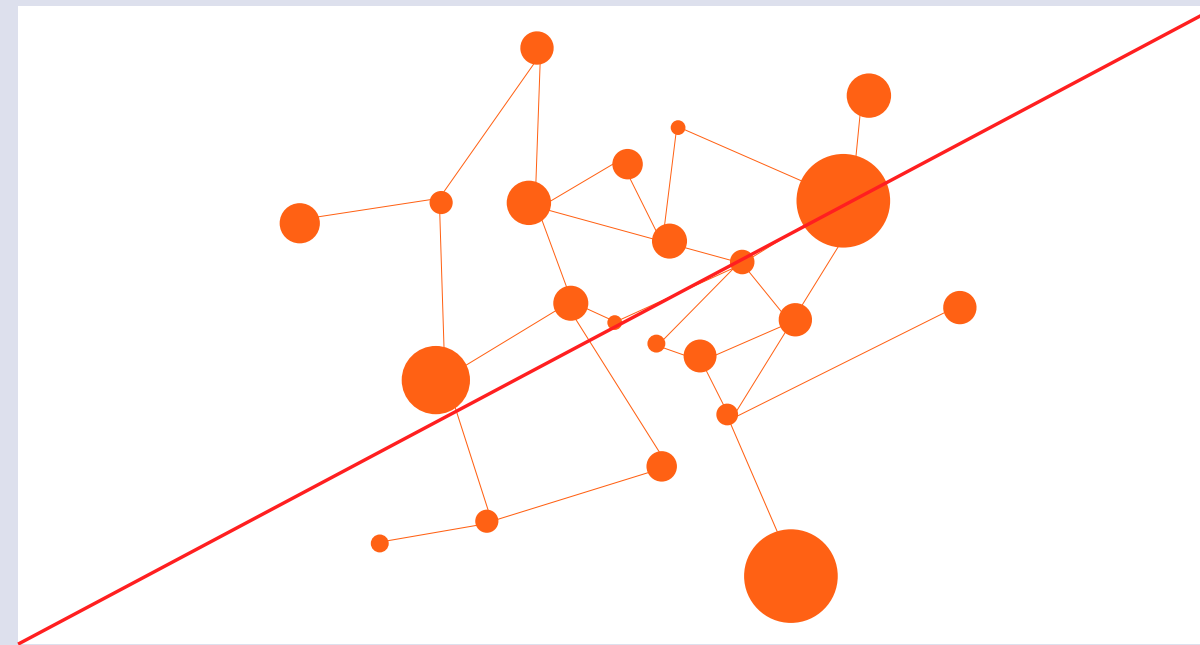
Avoid using all circles in one color and lines in another color. If the circles are in one color—the line should be in the same color.



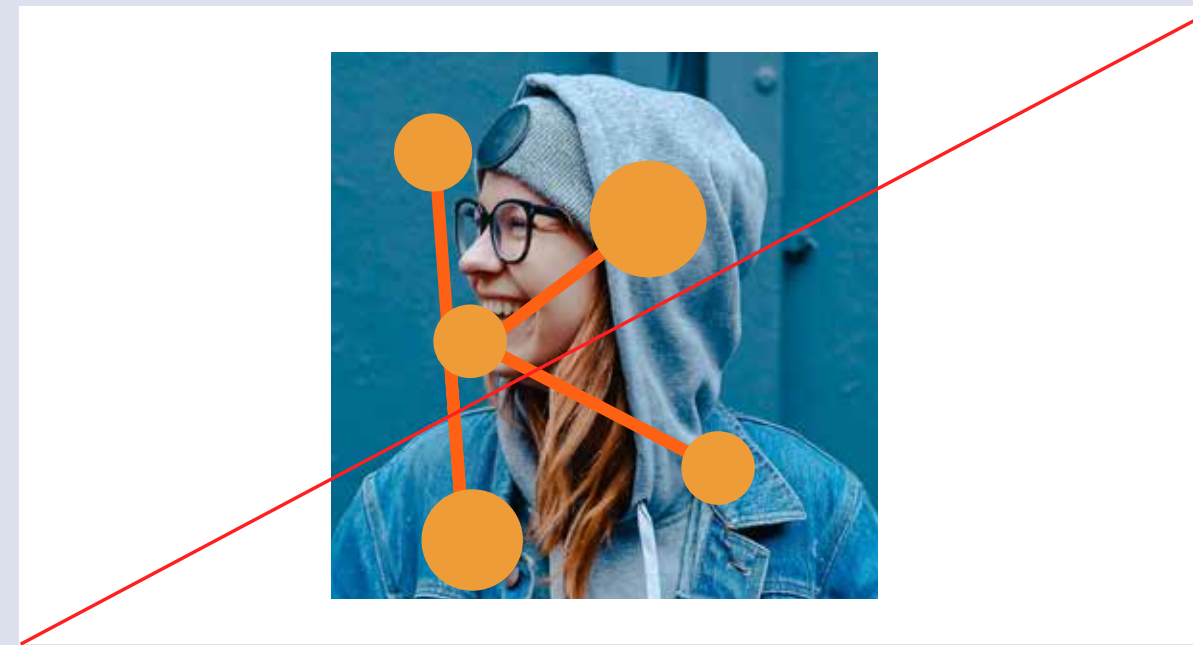
The circles should never be the same size in a set.



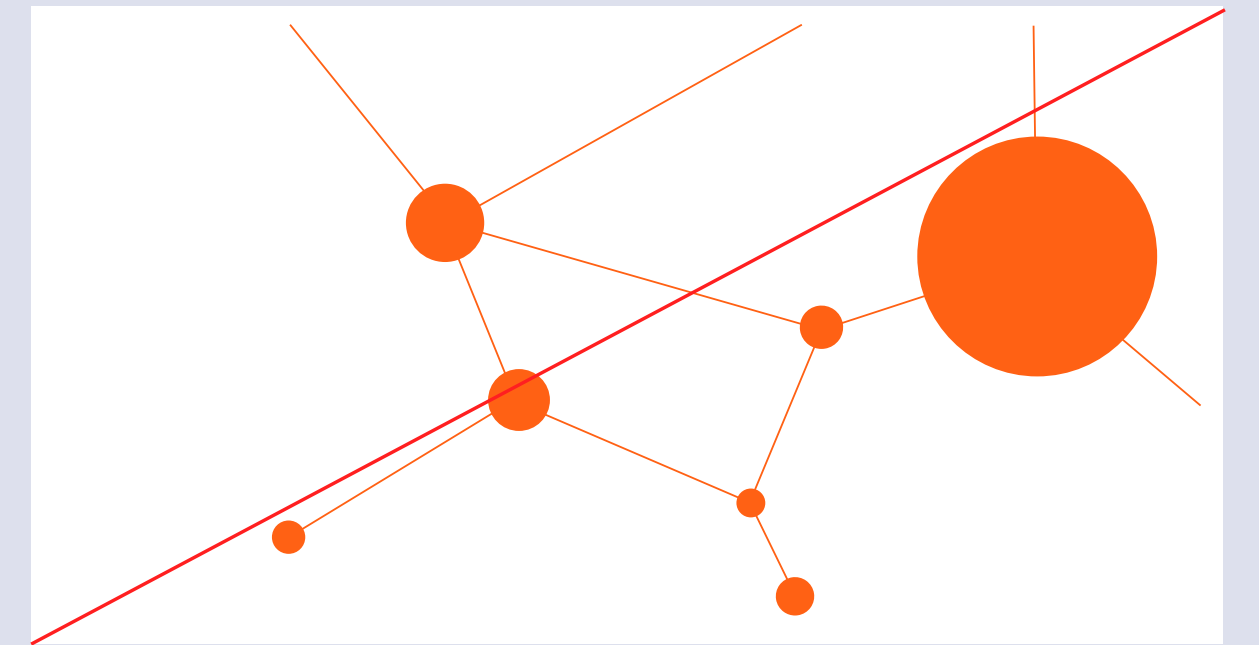
When used as containers for photographs, the circles should never be so small that the details in the photographs are lost.



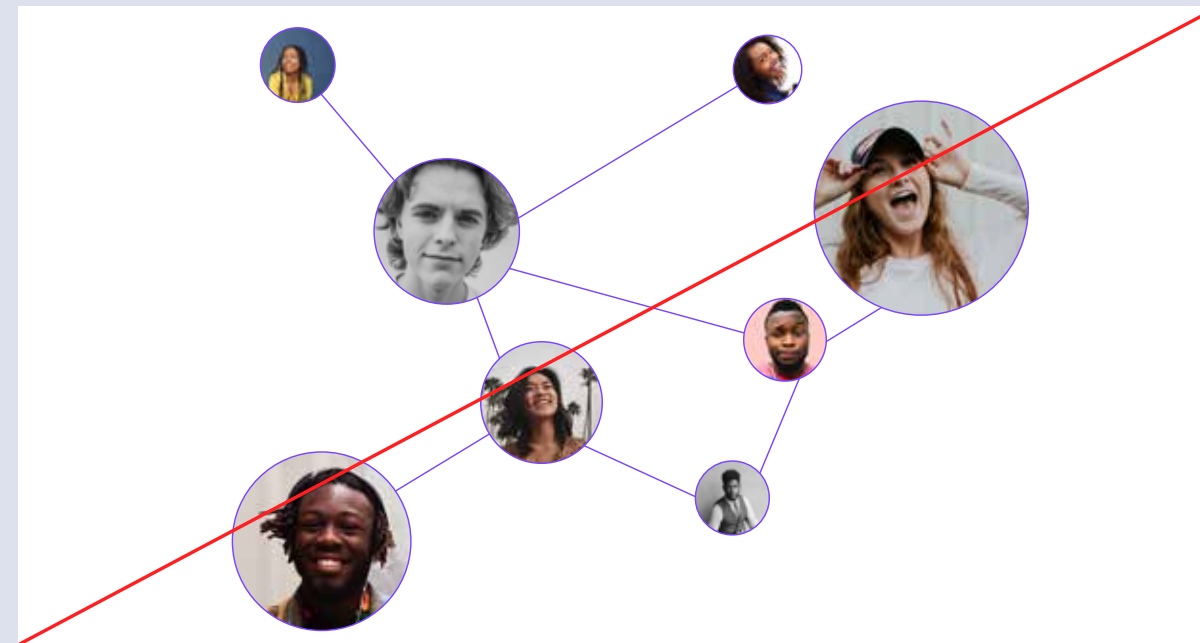
The constellation inspired graphic should not be too complex or have too many circles.



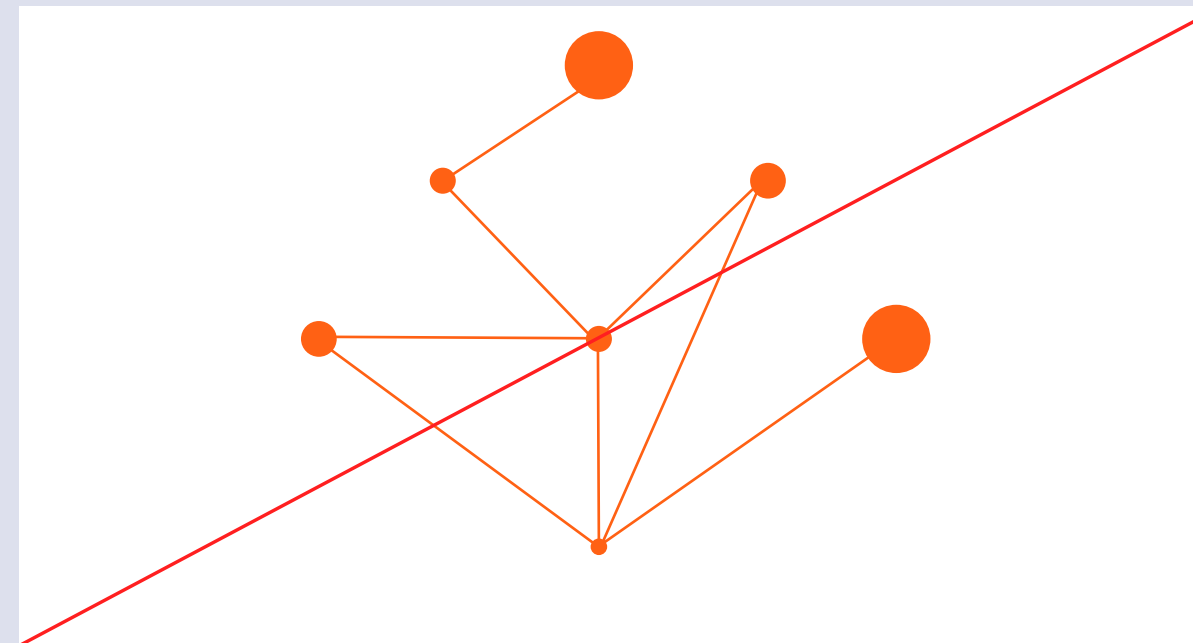
The alphabets created using the constellation graphic system should not overpower the photography they are paired with.



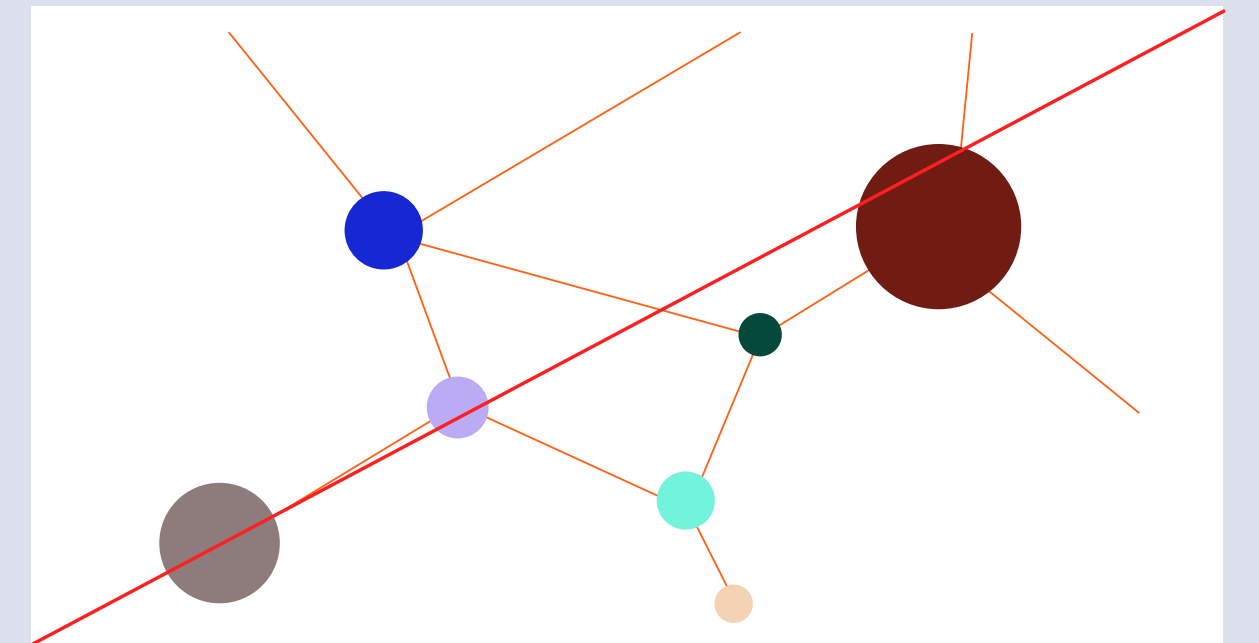
Avoid an excessive amount of size contrast between the largest and smallest circles.



When photographs are placed in the circles, they should not have a color outline.



The constellation graphic should not use only right angles and 45 degree angles.



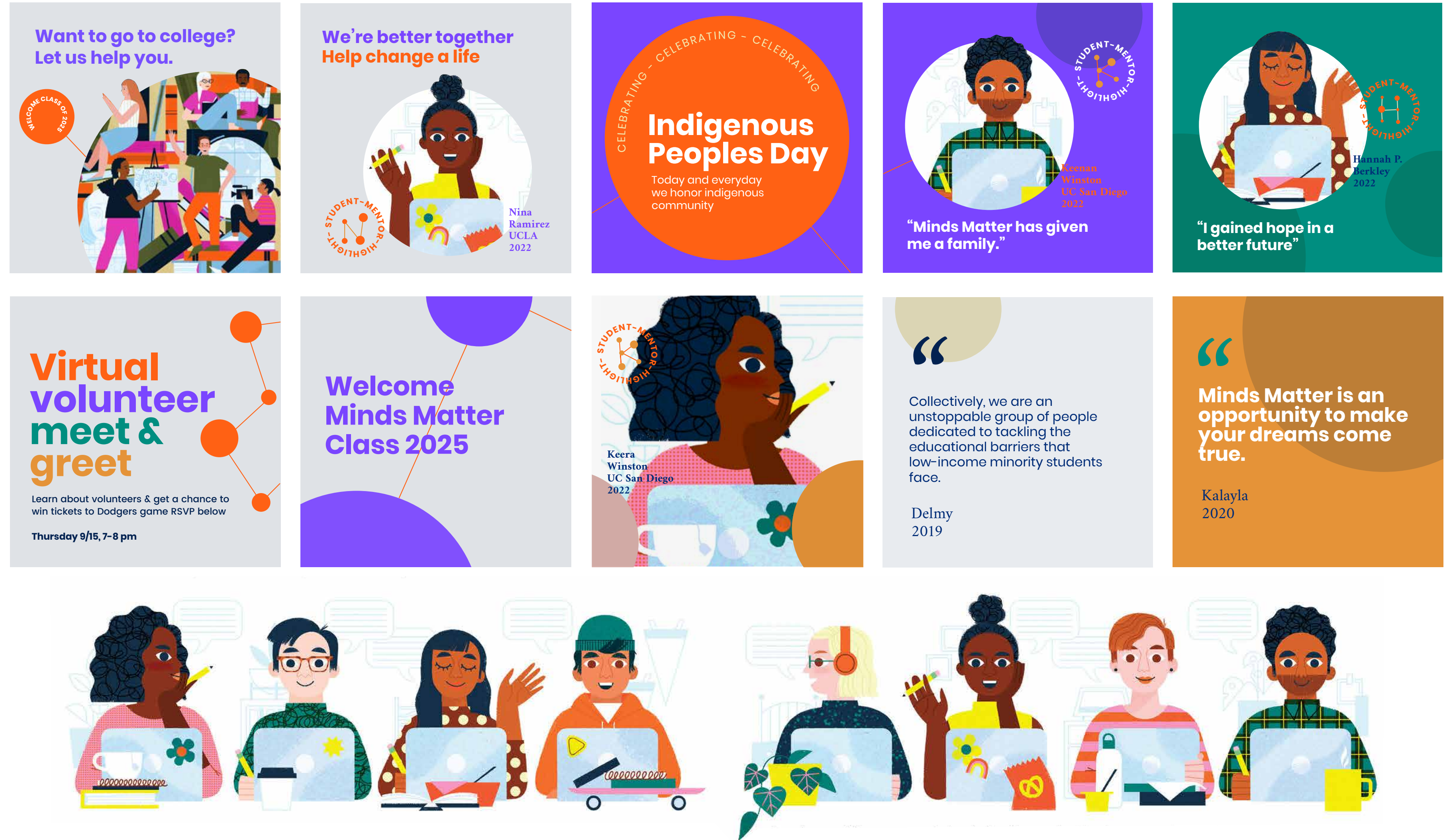
The circles should not be created in the secondary color palette, consisting of tints and shades.

Design system: Illustration

Illustrations help bring our students, volunteers, and aspirations to life and enhance the design system. If possible, local artists from Southern California should be engaged to help bring a rich, vibrant, and local character. Including multiple styles will further enhance the stories being told.

The examples here show portraits. But illustrations can be also used to bring to life So Cal landmarks, professions, special events, occasions, significant days etc.

The illustrations shown here are for placement only and cannot be reproduced. They are only for the purpose of demonstrating how illustrations can be used. All illustrations are by Loris Lora, a first generation Latina illustrator and designer living and working in Los Angeles. lorislora.com



Instagram



WELCOME CLASS OF 2025

**Want to go to college?
Let us help you.**

A group of diverse students, including young men and women of various ethnicities, are smiling and looking towards the camera. They are dressed in a mix of casual and semi-formal attire.



**We're better together
Help change a life**

Nathan Ramirez
UCLA
2022

A circular portrait of a young man with dark, wavy hair, looking directly at the camera with a neutral expression.



CELEBRATING - CELEBRATING - CELEBRATING

Indigenous Peoples Day

Today and everyday we honor indigenous community

A large orange circle is centered on a purple background. The text is white and arranged around and inside the circle.

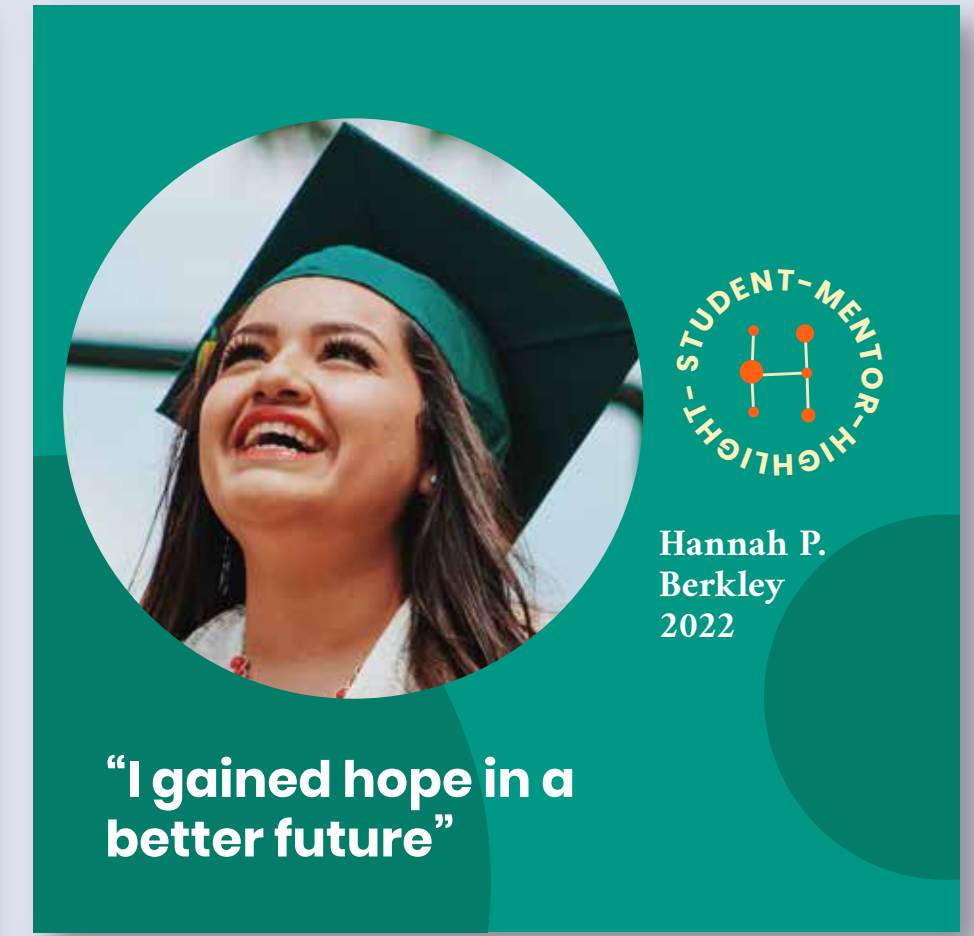


STUDENT-MENTOR-HIGHLIGHT

Kiara Winston
UC San Diego
2022

"Minds Matter has given me a family."

A circular photo of two young women smiling and hugging. One is wearing a brown beanie and sunglasses.



STUDENT-MENTOR-HIGHLIGHT

Hannah P. Berkley
2022

"I gained hope in a better future"

A circular photo of a young woman wearing a green graduation cap and gown, smiling broadly.



Virtual volunteer meet & greet

Learn about volunteers & get a chance to win tickets to Dodgers game RSVP below

Thursday 9/15, 7-8 pm

The text is in various colors (orange, purple, green) and is accompanied by a graphic of orange circles connected by lines.

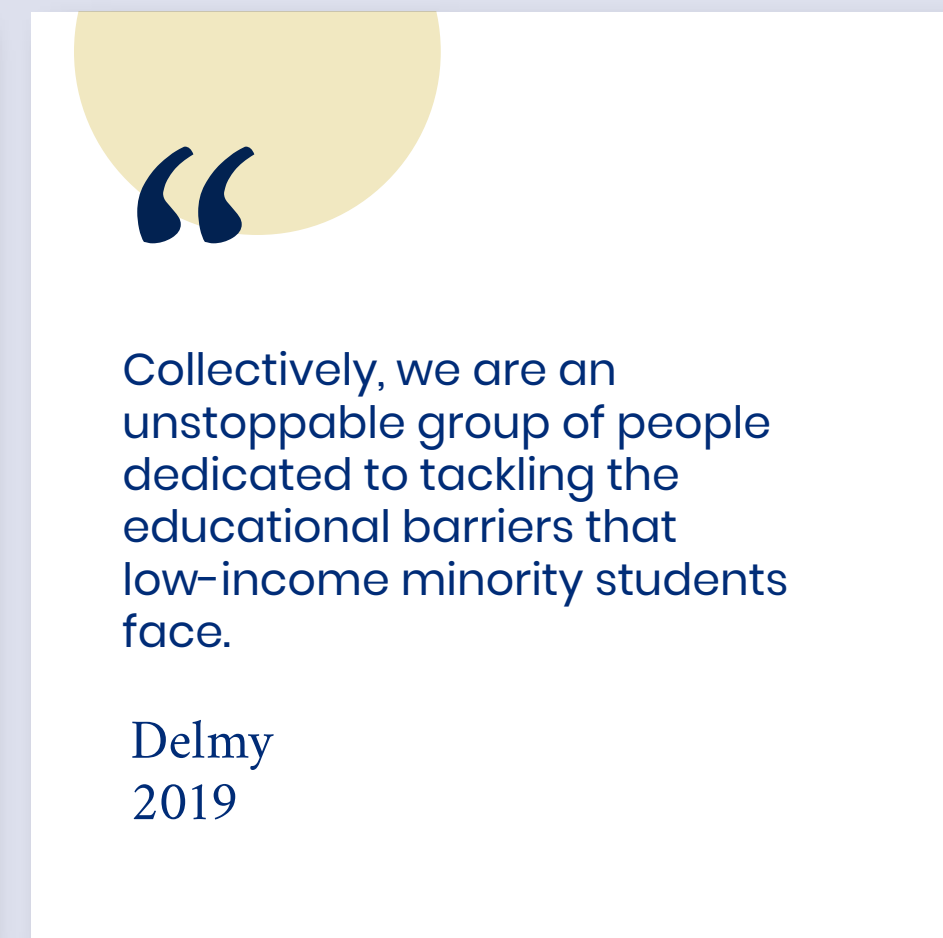


Welcome Minds Matter Class 2025

A purple circle is partially visible at the top, and a purple semi-circle is at the bottom of the white background.



A group of five people are standing on a grassy hill, looking out over a landscape at sunset. They are silhouetted against the bright light of the setting sun.

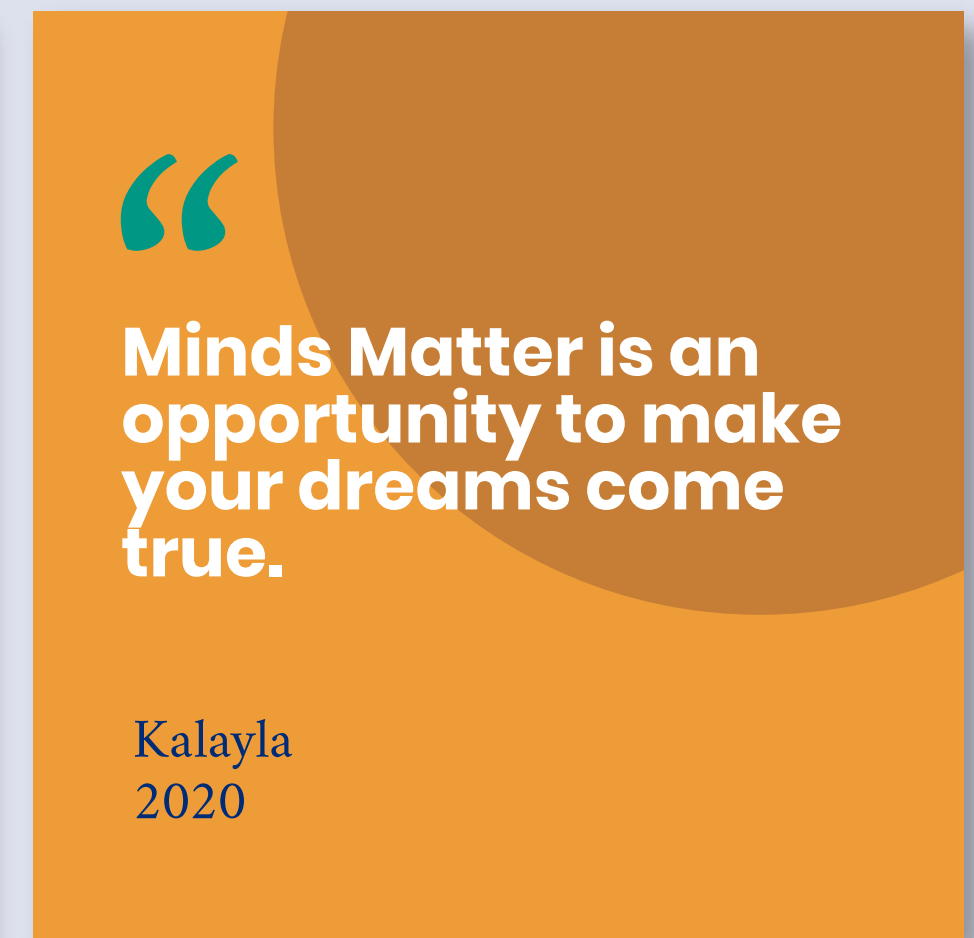


“

Collectively, we are an unstoppable group of people dedicated to tackling the educational barriers that low-income minority students face.

Delmy
2019

A yellow circle is partially visible at the top left of the white background.



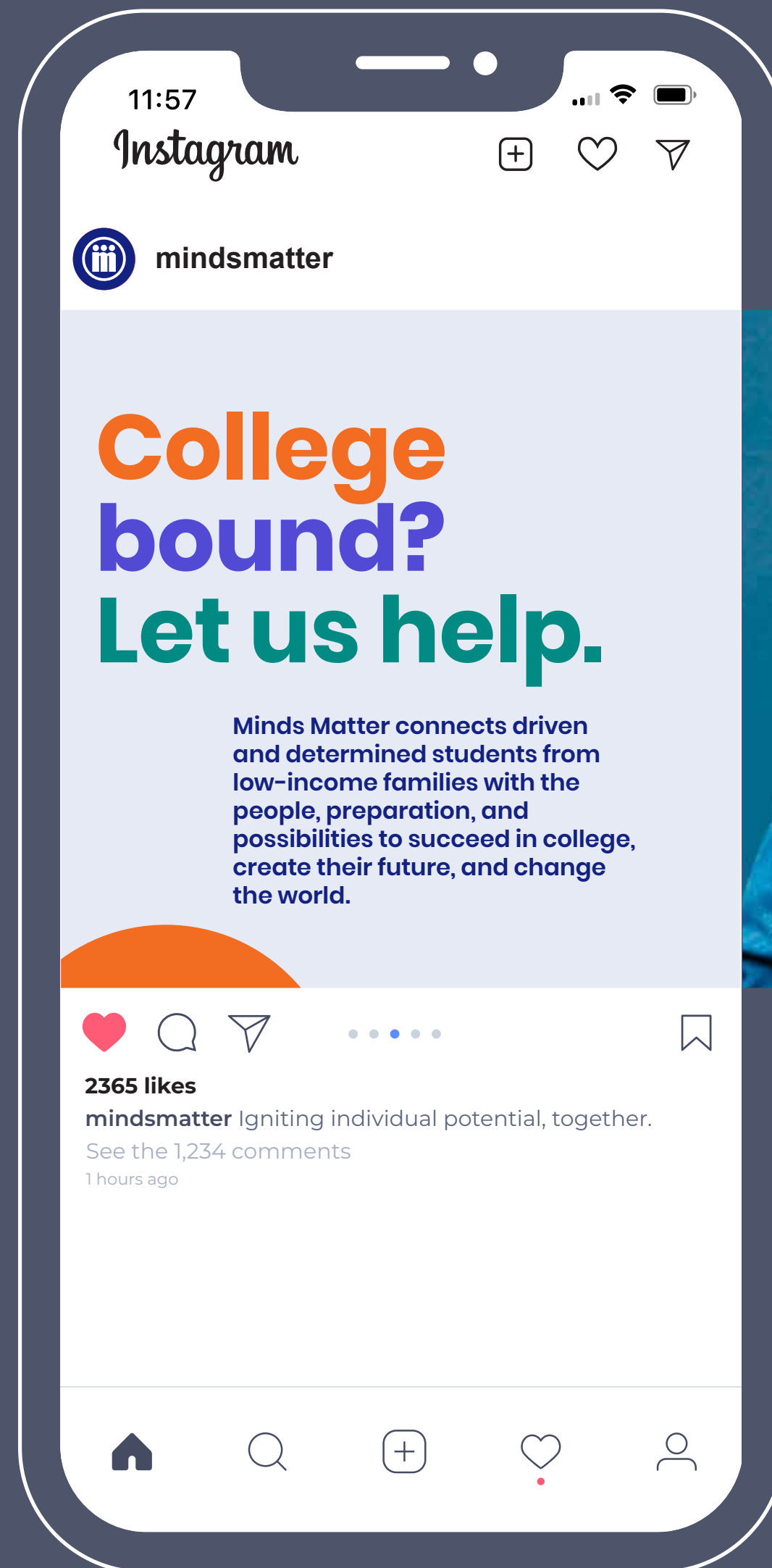
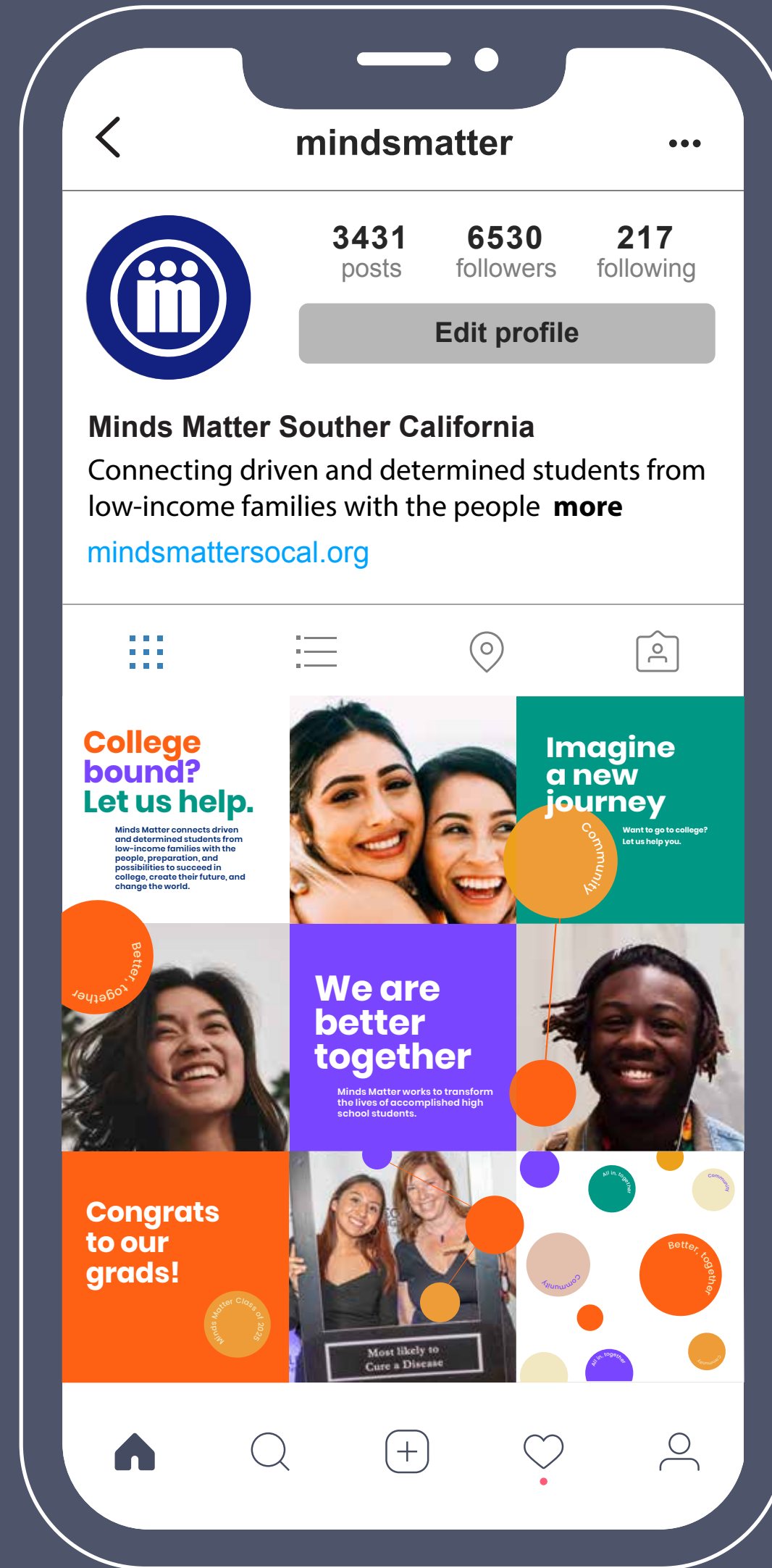
“

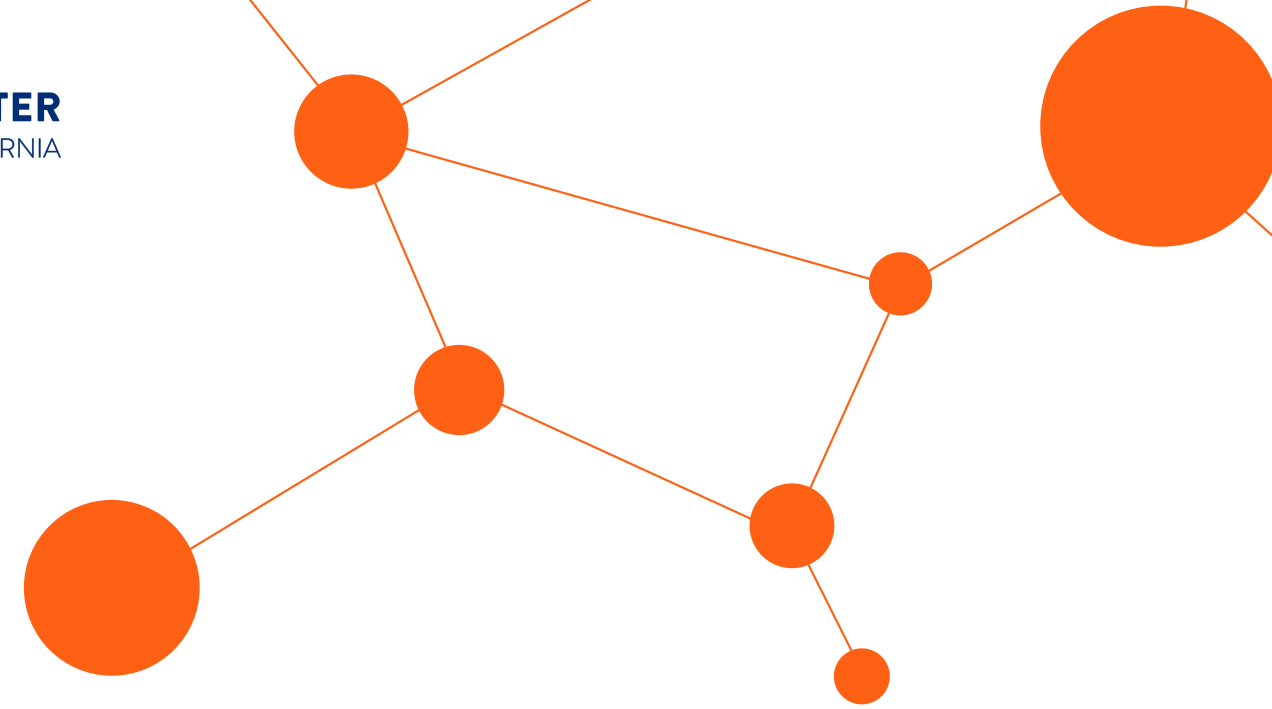
Minds Matter is an opportunity to make your dreams come true.

Kalayla
2020

An orange circle is partially visible at the top right of the white background.

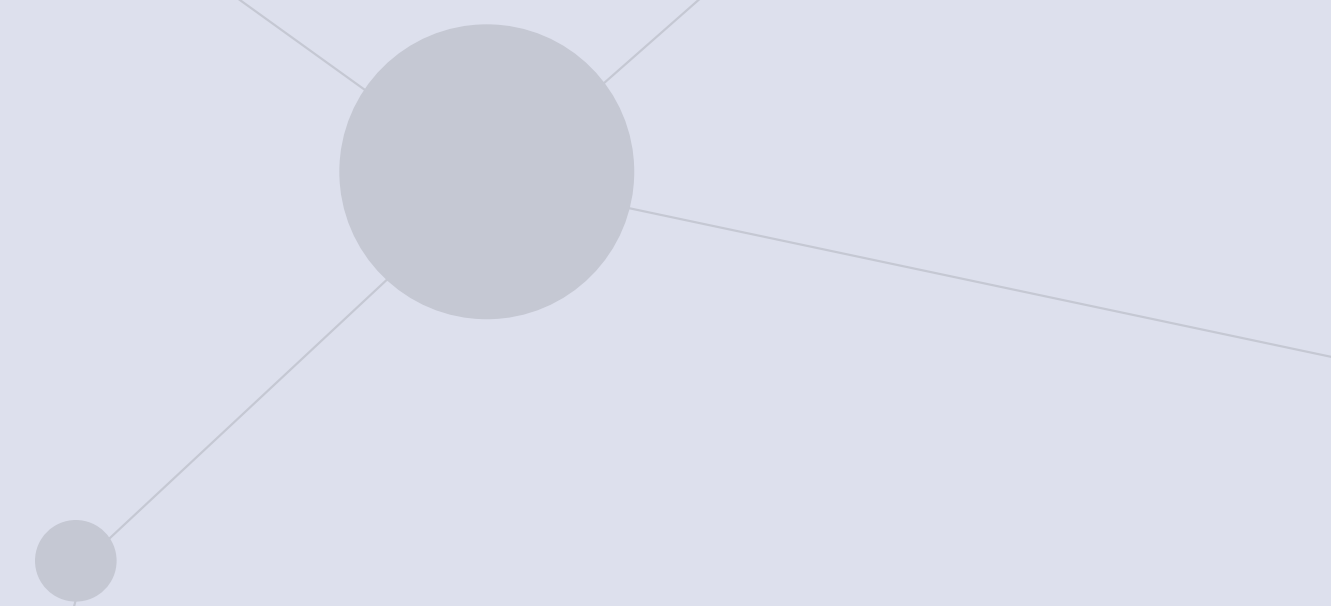
Instagram

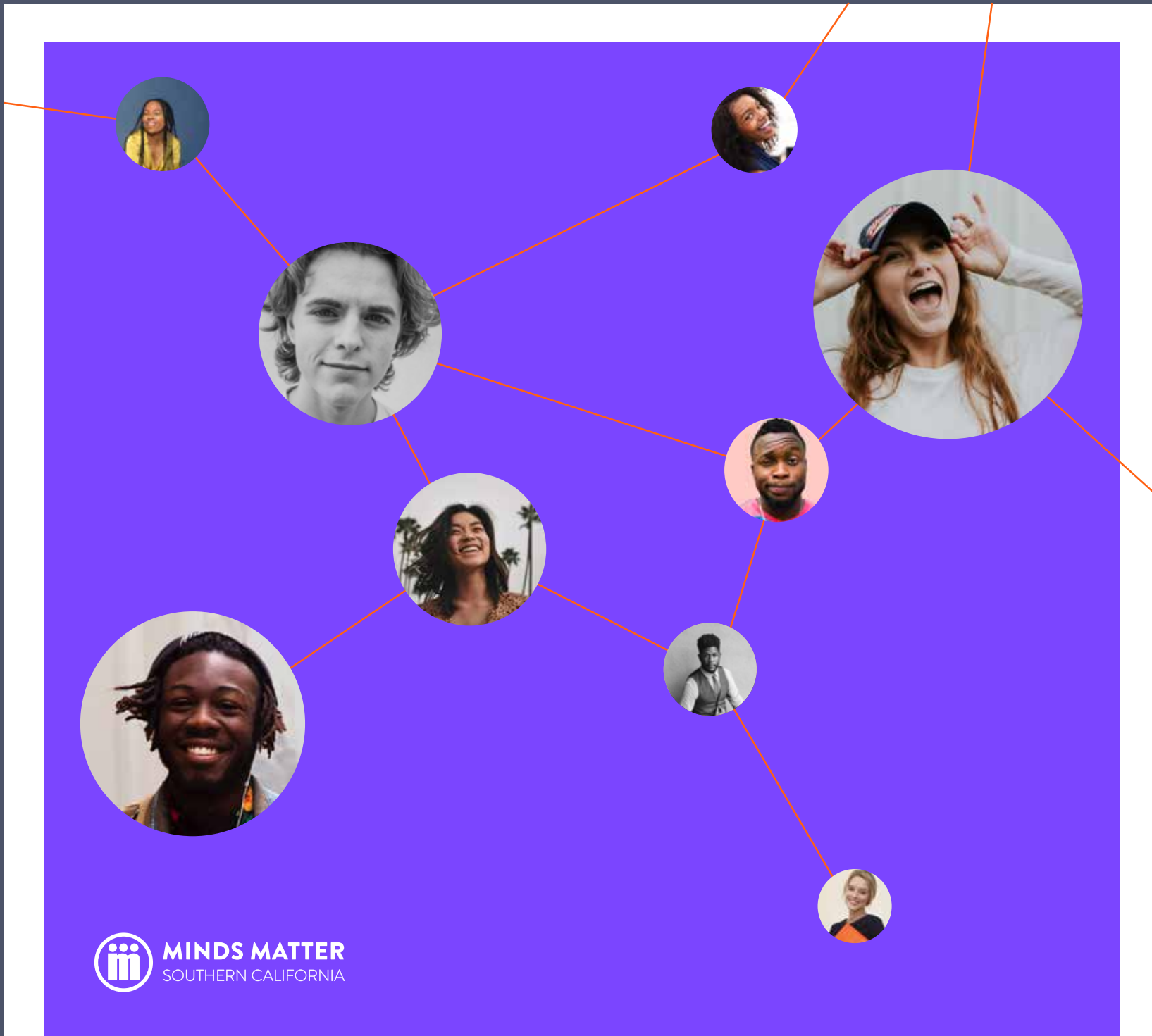




Imagine a new journey

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.





Minds Matter
2022

Southern CA
Fact Sheet

More Information
Please visit our website
www.mindsmatterla.org

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

Every student has the chance to explore their interests through summer programs at leading universities, and by taking advantage of professional experiences and internships through Minds Matter's corporate partnerships. Since 1991, Minds Matter has helped thousands of underserved students reach their potential in high school, college, and beyond. Providing students with our community of support is the heart of Minds Matter's vision for change. More than 250 volunteers give their time to Minds Matter every week as mentors, writing advisors, instructors, and social-emotional learning facilitators.



Minds Matter
2022

Southern CA
Fact Sheet

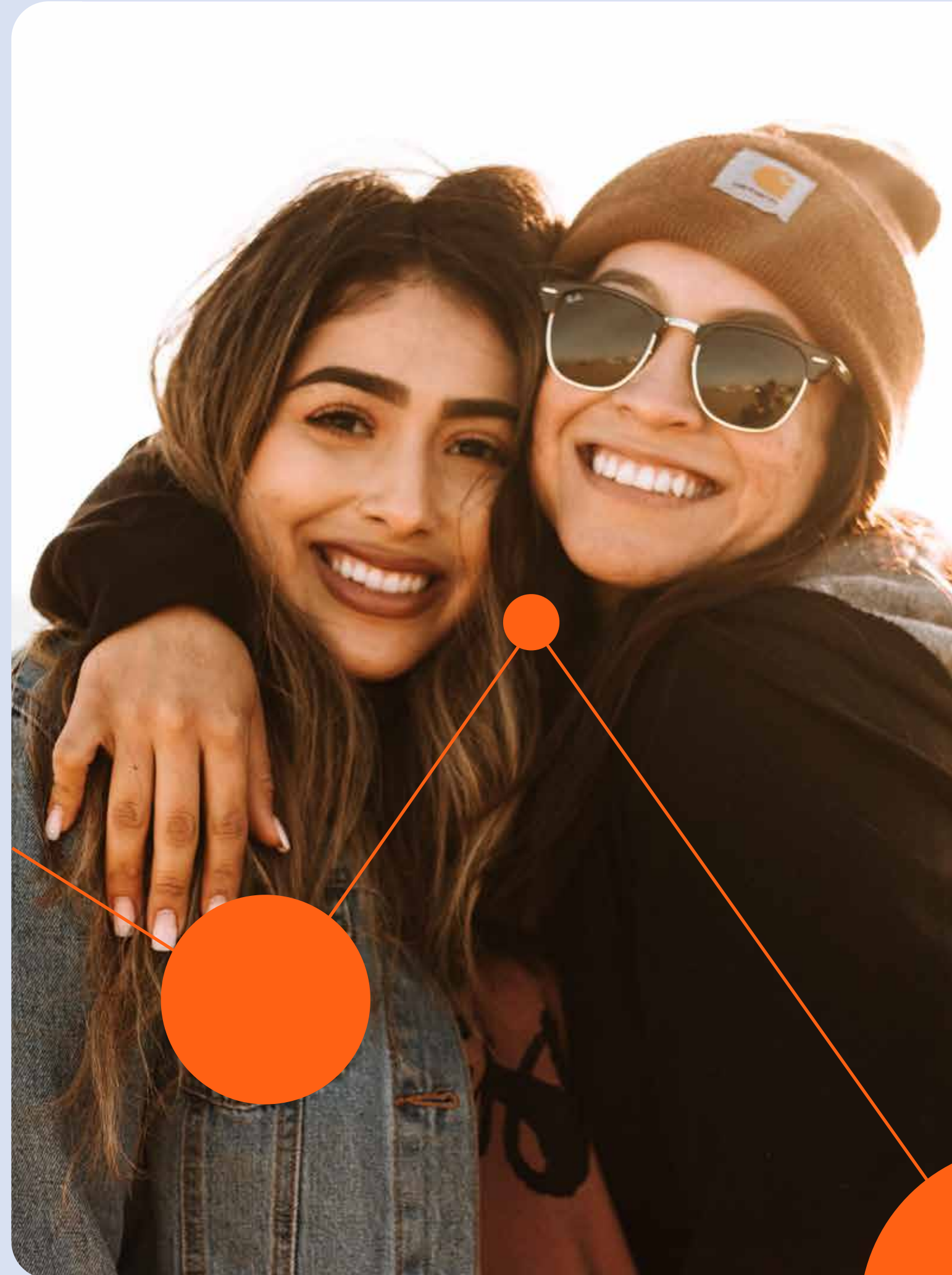
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Deck covers





MINDS MATTER
SOUTHERN CALIFORNIA

We're dreamers and doers

Minds Matter connects driven and determined students from low-income families with the people, preparation, and possibilities to succeed in college, create their future, and change the world.

Our Impact

100%

Of our graduates have been accepted to 4 year universities

8

Gates Millennium Scholars

94%

Of our alumni graduate from college within 4 years

24%

Higher scores on SAT than national average for low income students

100%

Of our students are first generation

500+

Hours of instruction in math, writing, and critical thinking, and standardized test prep

76%

Of our students attend Barron's top 3 tier colleges and universities

\$1M

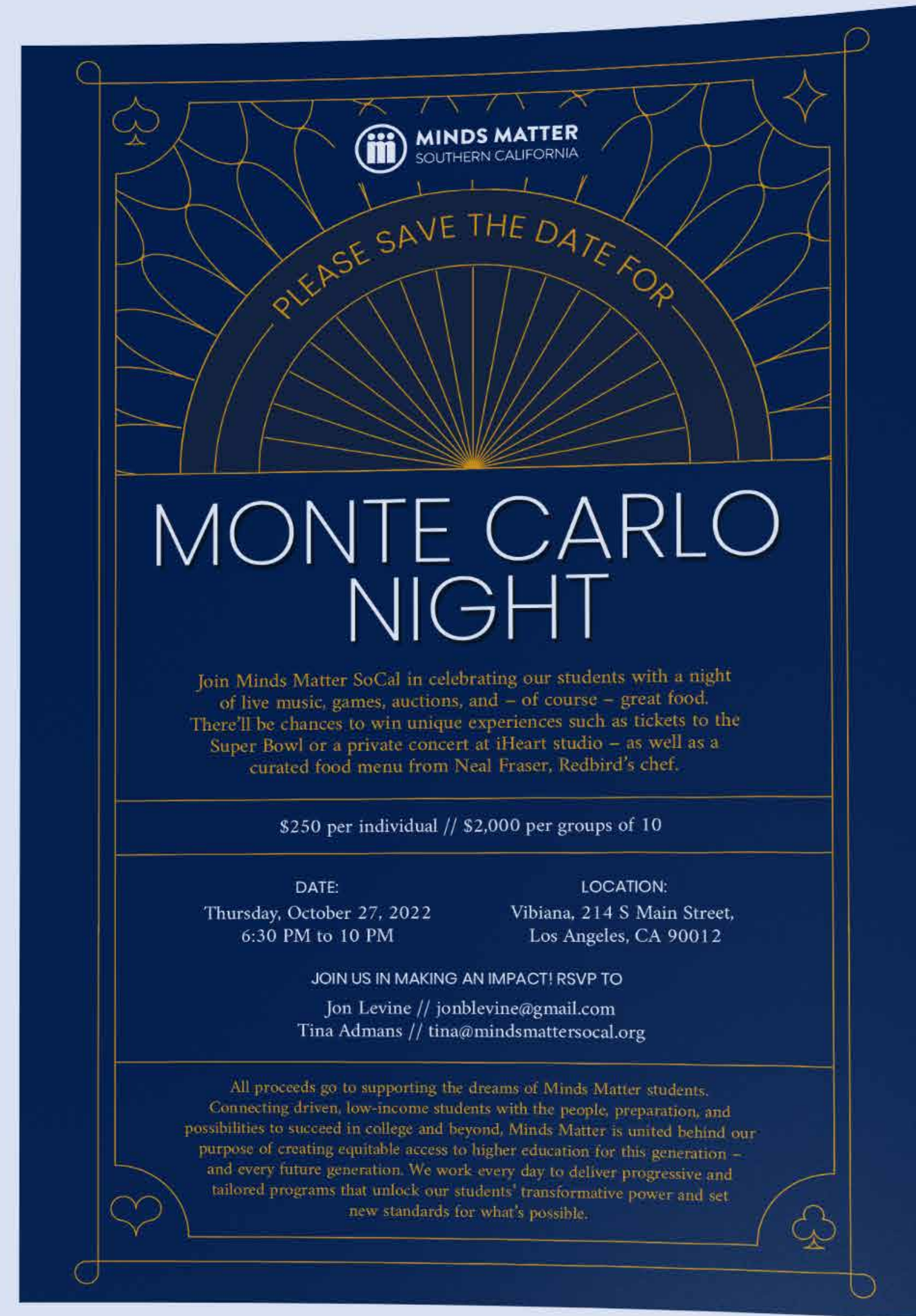
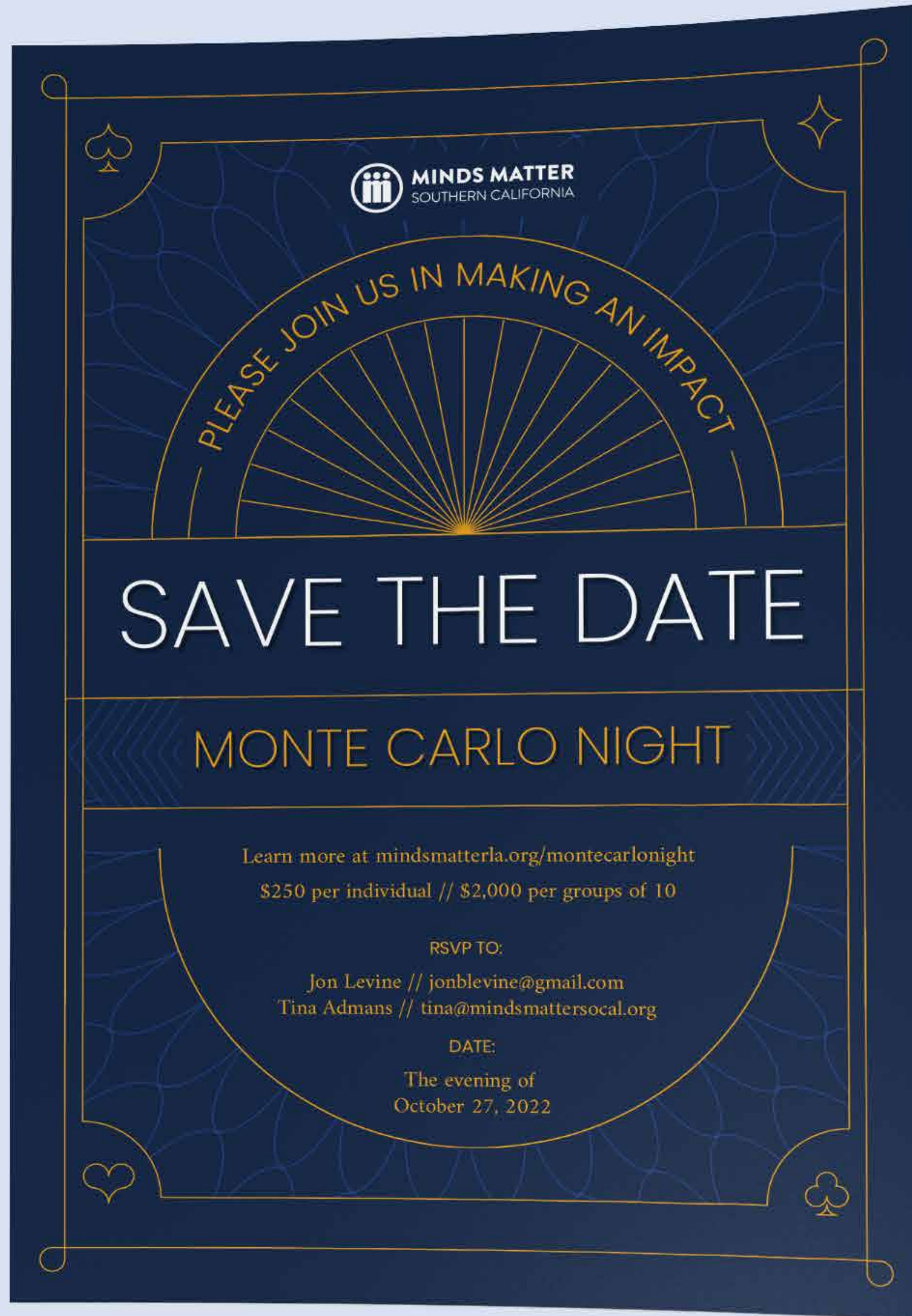
In financial aid awarded to Class of 2019



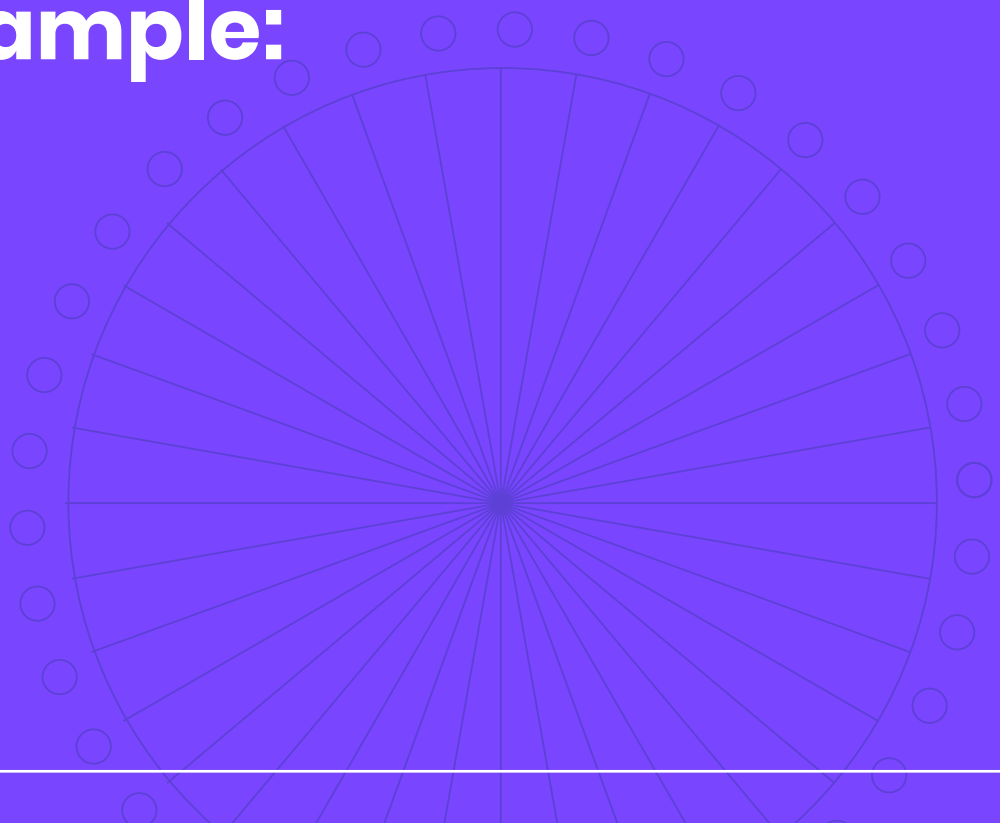
Deck cover



Event example: Invites



Event example: Deck



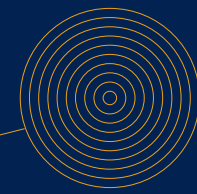
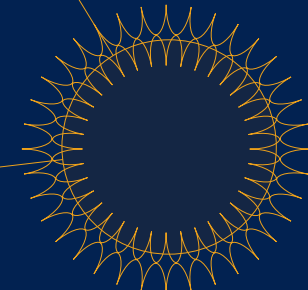
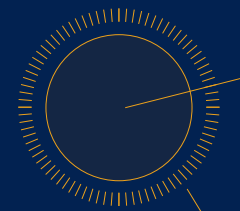
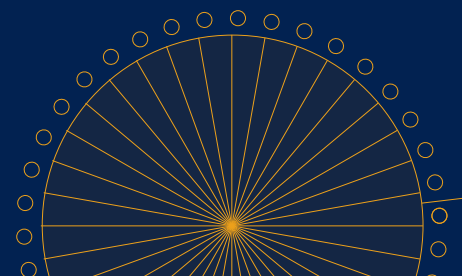
MONTE CARLO NIGHT

WHEN:

Thursday, Oct 27th
6:30 PM to 10 PM

LOCATION:

Vibiana, 214 S Main St,
Los Angeles, CA 90012

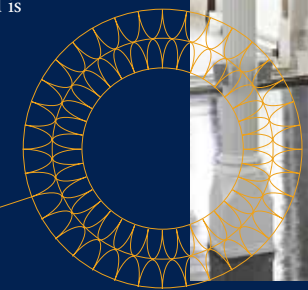


THE VENUE

Built in 1876, the Cathedral of St. Vibiana was designed by Ezra F. Kysor - one of Los Angeles' first practicing architects, making it one of the oldest monuments in the city of LA.

Saved from demolition by the LA Conservancy, the cathedral was restored, retrofitted, and converted into the stunning event venue it is today, known simply as Vibiana.

The venue has indoor & outdoor space and is filled with bright natural light.



THE EVENT

Intimate setting with A-list musical talent
Night of small experiential events, game playing and "gambling" where all proceeds go to supporting Minds Matter scholars. The average family income of our scholars is approximately \$25,000. Our students attend under-resourced high schools with limited access to college resources. They are often the first in their family to attend college.



Tote bags



