



# Style Guide

February 9, 2016

## Introduction

This Freedom School Partners Style Guide covers more than our logo, color palette and design templates. It reflects our organization's brand and mission, and the impact we make in the Charlotte community.

A consistent use of Freedom School Partners brand will lead to a better understanding of what we do and what impact we have. This will increase fundraising and volunteer engagement for all.

Our representatives and site partners are crucial parts of presenting the Freedom School Partners brand to local communities, potential donors, prospective scholar families and servant leader interns.

Unified, consistent communications across all site partners will result in higher awareness of and appreciation for Freedom School Partners and differentiation from other summer learning programs and charitable organizations. That higher awareness, appreciation and differentiation will lead to more donations, more volunteers and more engaged families and community partners.

This Style Guide serves as a tool to help you, as a Freedom School Partner, make that growth and success happen – for us, but more importantly for our scholars, interns, volunteers and communities.

Mary Nell McPherson  
Executive Director  
Freedom School Partners



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## Main Logo

The Freedom School Partners logo represents the empowerment of children through education, providing a summer program that unlocks the long-term potential of children with limited means by igniting their passion for reading and learning. The pencil and open book create a metaphorical torch demonstrating how reading can help rewrite the future for Freedom School scholars.

This guide is a tool to ensure consistent use of the logo and its site partner versions. On the following pages, you will find directions for the usage of the logo in various formats.





## Clearance Requirement

Freedom School Partners provides plenty of space for children to learn and grow, so it's important to maintain that feeling of openness when placing the logo near other design elements.

Use the height of the lowercase "l" in "school" as a guide to space around the outside border of the logo, as shown here. The border of the logo unit is formed on the left side by the corner of the book, at the bottom by the tip of the pencil, on the right side by the "l" and on the top by the pages of the book. Clearance requirements are the same for the site partner logos as well.



## Minimum Size Requirement

The logo must remain a certain minimum size in order for all elements to be legible. When using the mark, never size it smaller than 1.25 inches wide as shown above.

## Incorrect Applications

If you are placing a logo file in a document, you must keep the original proportions – not stretching or distorting it in any way. The simplest way to ensure this is to click the logo, hold down the “Shift” key, and then proceed with scaling the logo up or down.

You can also set the size within Word, PowerPoint, Publisher or other programs by selecting the logo and selecting from the “Format” menu. Here you can input one of the dimensions – for instance, 1.25” for width if you need the minimum size – and the program will automatically size the logo for you, keeping it in proportion.



Never change the angle of the logo.



Do not compress or stretch the logo.



Never re-create elements of the logo.



Never alter the color palette.



Never reproduce logo on textures or backgrounds as they may impair legibility.

## Color Palette

The primary color palette for Freedom School Partners consists of Red, Yellow, Green and Blue. PMS, CMYK, RGB and HEX values for those colors should match those outlined here. We suggest these be the dominant colors used when designing all communications materials on behalf of Freedom School Partners.

The secondary color palette is designed to provide a range of colors for use in branding materials and other communications to act as highlights and background to support the four primary colors. These should be accent colors only and should not be used in a larger portion of the communications piece than the primary color palette, so as not to overtake the design and dilute the Freedom School Partners brand.







## Color Specification Guidelines

**PMS** (Pantone Matching System): Print applications using spot colors only (offset printing and screen printing).

**CMYK**: Print applications using four-color process inks (offset printing and digital printing).

**RGB**: Digital and on-screen applications (television and video).

**HEX**: Digital and web applications (web pages, banner ads).

<b>Red</b> ..... C 4   R 229   PMS M 100   G 26   199C Y 82   B 56   HEX# K 0   e51a38	<b>Primary</b> 		<b>Yellow</b> ..... C 62   R 111   PMS M 5   G 182   360C Y 100   B 64   HEX# K 0   6fb640	<b>Orange</b> ..... C 0   R 255   PMS M 44   G 161   714C Y 70   B 91   HEX# K 0   ffa15b	<b>Secondary</b> 		<b>Purple</b> ..... C 65   R 111   PMS M 69   G 97   7676C Y 11   B 156   HEX# K 1   6f619c
<b>Yellow</b> ..... C 0   R 255   PMS M 16   G 211   121C Y 80   B 80   HEX# K 0   ffd350			<b>Blue</b> ..... C 51   R 124   PMS M 22   G 171   542C Y 2   B 216   HEX# K 0   7cabd8				

## Everyday Use Font

For the majority of email, Word and other non-design communications, please use Calibri.

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## Primary Font

The primary typeface to be used in all designed Freedom School Partner and site partner communications should be Arial. Variations on the typeface are outlined here. Use this typeface for primary elements such as headlines. Headline or heading size should be at least two (2) points larger than body copy size.

### Arial

---

A a

#### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Web: Copse

---

A a

#### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Secondary Font

The secondary typeface to be used in communications where Arial is not available or as a complement to Arial should be Univers. Variations of the typeface are outlined here. When using this in conjunction with Arial, use Univers as body copy font.

### Secondary: Univers .....

A a

#### 55 Roman

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

#### 57 Condensed

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

#### 67 Bold Condensed

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

#### 65 Bold

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

#### 46 Light Oblique

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

**Social Media Style Considerations** .....

## Twitter

All Freedom School Partners, site partners, volunteers, donors and other participants who tweet about the organization should use the hashtag #FreedomSchoolCLT, and secondarily, if the character count allows and message warrants, tag @FSP\_Charlotte. Consistent use of the hashtag will enable Freedom School Partners to track the use of key messaging and help spread awareness of the organization and its programs.

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Actual previously posted tweet:



## Twitter use by Freedom School Partners (@FSP\_Charlotte)

Sample tweet recommendation:

Great morning at Harambee with @MichelleBoudin at Christ Lutheran  
#FreedomSchoolCLT.

Actual previously posted tweet:



**Twitter use by a site partner – for example, Providence Day (@ProvidenceDay)**

Sample tweet recommendation:

Our Head of School, Dr. Glyn Cowlshaw, reads during Harambee at Providence Day #FreedomSchoolCLT. @FSP\_Charlotte

Actual previously posted tweet:



**Twitter use by a volunteer**

Sample tweet recommendation:


#FreedomSchoolCLT at CN Jenkins. I need this dose of energy to start every day!

## Twitter Profile Picture and Cover Photo Example

Freedom School CLT (@FSP\_Charlotte) | Twitter

Home Notifications Moments Messages Search Twitter Tweet

Closing the gap begins with opening their minds.



**Freedom School CLT**  
@FSP\_Charlotte

Providing quality Children's Defense Fund Freedom Schools® to scholars in Charlotte, NC through literacy-based learning and strong community support.

Charlotte, NC  
[freedom-schoolpartners.org](http://freedom-schoolpartners.org)  
Joined June 2011

Tweet to Freedom School CLT

TWEETS 1,556 FOLLOWING 318 FOLLOWERS 752 LIKES 82

Tweets Tweets & replies Photos & videos

Freedom School CLT Retweeted

**Todd Aldridge** @toddaldrige · 10h  
Excited and honored to be working with @FSP\_Charlotte today/tonight @LGAadvpr #Goodstock24

**Freedom School CLT** @FSP\_Charlotte · 9h  
So many beautiful pieces! And 20% of sales go to Freedom Schools! Come out from 6-8 at Kendra Scott in Southpark mall

Who to follow · Refresh · View all

**Terry Foster** @TerryFoster971  
Followed by Matt Dodge an...  
Follow

**Local 4 WDIV Detroit** @WDIV4  
Followed by Pure Detroit an...  
Follow

**Crاندall Turner** @crاندalltu...  
Follow

Find friends

## Facebook

Freedom School Partners' best opportunity for attainable increased engagement on Facebook lies in a few areas.

All site partners, volunteers, donors and other Freedom School Partners participants who post about the organization should use the hashtag #FreedomSchoolCLT. While hashtag usage among Facebook users, in general, isn't as large as Twitter users, hashtags still provide the opportunity to build brand awareness and track the use of key messaging. It's important to note that individuals sharing on Facebook and using the hashtag should set those particular posts to "public" viewing. Freedom School Partners should post regularly using #FreedomSchoolCLT as well.

Partners should publish any fundraising events to Facebook's Events calendar, and in the event description tag Freedom School Partners (type @Freedom School Partners and the organization's page will appear for selection). This adds to brand awareness for Freedom School Partners and makes it easier for users to "like" the organization's page.

Additionally, partners are encouraged to publish photos and video to Facebook and to tag the Freedom School Partners Facebook page.

Example of post shared by partner site that would've benefited from Style Guide:




## Facebook Profile Picture and Cover Photo Example

Charlotte Freedom School Partners

https://www.facebook.com/FreedomSchoolPartners/?ref=ts

Charlotte Freedom School Partners

Closing the gap begins with opening their minds.

 **Charlotte Freedom School Partners**  
Educational Organization • Educational Camp • Community Organization

[Donate Now](#)

**Timeline** About Photos Reviews More

1,300 people like this


35 people have been here

**Closed now** • 8:00AM - 5:00PM  
[Get additional info](#)


[Invite friends to like this Page](#)

4.8 of 5 stars • 18 reviews  
[View Reviews](#)


**ABOUT**

 **Charlotte Freedom School Partners**  
11 hrs • Charlotte, NC • Edited •

Thanks again to [Woo Skincare and Cosmetics Charlotte](#) for sending a child to Freedom School for six weeks! Your philanthropy and generosity will allow a child to experience a summer with new books, awesome field trips, daily meals, and so much more! Thank you!



**Sponsored**



**18K White Gold Catalin...**  
[brilliantearth.com](#)  
Enjoy Free Shipping and Free Returns

[Turn on chat](#) to see who's available.

Search

## Email Signatures

In order to maintain consistency in our email communications, all Freedom School Partners and site partners will be required to use the email signature format you see here. The email signature uses Calibri font, which is a standard web font for consistency across platforms and is clean, yet inclusive of standard contact information.



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Charlotte, NC 28237

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Executive Director

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Cell: 704.962.7588

[www.freedomschoolpartners.org](http://www.freedomschoolpartners.org)

## Signage

Signage is the best opportunity to drive brand awareness to the general public. All brand identity (logo usage) related to signage needs to follow the standards and remain clean and clear in presentation.



## Key Messages

When an individual site partner has an opportunity to communicate with the media, there are several key points about Freedom School Partners that should always be conveyed:

Low income children are susceptible to falling two to three years behind in reading in large part because of the cumulative effects of summer learning loss – the biggest reason for the achievement gap between low and higher income children.

Freedom School Partners combats summer learning loss by providing a summer program that unlocks the long-term potential of children with limited means by igniting their passion for reading and learning. They do this by creating rich and vibrant classrooms of discovery in collaboration with diverse community partners.

Freedom School Partners is unlike other summer programs because it gives children three resources needed to develop their potential and inspire a long-term love of reading and learning – literacy skills, character strengths and a community that believes in them.

Freedom School Partners builds meaningful relationships and partnerships within the community that strengthen our collective commitment to children and lead to sustainable change.



## Website Content

All site partners who have a Freedom School Partners page on their websites or a stand-alone Freedom School Partners website, should feature the following elements:

- The following are examples of copy that could be featured at the top of all Freedom School site partner pages:
  - Headline: “Closing the gap begins with opening their minds.”
  - Body copy: “Lower income children are typically two years behind in reading in large part because of the cumulative effects of summer learning loss. Freedom School Partners combats that loss by providing a unique summer program that unlocks the long-term potential of children with limited means by igniting their passion for reading and learning.”
- Prominent link to the main Freedom School Partners website: [www.freedom-schoolpartners.org](http://www.freedom-schoolpartners.org)
- Prominent link to the Freedom School Partners donation page: [www.freedom-schoolpartners.org/donate](http://www.freedom-schoolpartners.org/donate)
- Additionally, all Freedom School site partner web pages should follow the photography guidelines set forth in this Style Guide.



## Photography

Photography across communications (including website, collateral, social media, etc.) should showcase the vibrancy and energy of Freedom School Partners. Whenever possible, include scholars, interns and volunteers in imagery, showcasing interaction with reading and other activities. Avoid images without people in them, and aim for a mix of candid, natural photos with posed, camera-facing shots. Strong examples of photography are shown below.



## **Boilerplate Copy**

### **About Freedom School Partners**

Based in Charlotte, North Carolina, Freedom School Partners is a nonprofit organization that combats summer learning loss by providing a unique summer program that unlocks the long-term potential of children in grades K- 8 with limited means by igniting their passion for reading and learning. Led by enthusiastic, rigorously trained college students at multiple community sites, Children's Defense Fund Freedom Schools® Programs are unlike other summer programs because they give children three resources needed to develop their potential and inspire a love of reading and learning – literacy skills, character strengths and a community that believes in them. For more information, visit [freedom-schoolpartners.org](http://freedom-schoolpartners.org) and [Facebook.com/FreedomSchoolPartners](https://Facebook.com/FreedomSchoolPartners).

**Talking Points for Media, Individuals, and Corporations** .....

## **Elevator Speech and Key Messages – General | Media**

Elevator Speech: Low income children are susceptible to falling two to three years behind in reading in large part because of the cumulative effects of summer learning loss. Freedom School Partners combats that loss by providing a unique six-week summer program that unlocks the long-term potential of children by igniting their passion for reading and learning. We do this by creating rich and vibrant classrooms of discovery in collaboration with diverse community partners.

### **Key Message #1: What's at Stake**

Low income children are susceptible to falling two to three years behind in reading in large part because of the cumulative effects of summer learning loss – the biggest reason for the achievement gap between low and higher income children.

- Only 10 percent of low-income Charlotte-Mecklenburg School students have access to quality summer learning programs.
- In the summer, low-income children lose two to three months in reading comprehension, while their middle income peers make slight gains.
- Without significant intervention, roughly three-quarters of students who are not reading on grade level by third grade will never catch up.

### **Key Message #2: Addressing the Problem**

Freedom School Partners combats summer learning loss by providing a six-week summer program that unlocks the long-term potential of children with limited means by igniting their passion for reading and learning.

- 90 percent of Freedom School scholars in grades K – 8 gain or maintain their reading ability.
- Freedom Schools' proven Integrated Reading Curriculum is grounded in comprehension, using culturally relevant books to instill a lifelong love of learning.
- Enrichment activities – such as chess, field trips, cultural experiences and team-building – expand students' worlds and connect them to their communities.

## Elevator Speech and Key Messages – General | Media

### Key Message #3: Providing the Tools

Freedom Schools are unlike other summer programs because they give children three resources needed to develop their potential and inspire a love of reading and learning – literacy skills, character strengths and a community that believes in them.

- Freedom Schools are taught by enthusiastic, rigorously trained college students – many of whom have backgrounds similar to their students – who serve as positive role models to whom the children can relate.
- Haramabee! – a morning pep rally with singing, cheers and a community guest reader – starts off every day with enthusiasm and an open book.
- Culturally relevant books are sent home weekly to build personal libraries.
- Parents participate as volunteers to show children they support their learning experiences.

### Key Message #4: Building Stronger Communities

Freedom School Partners builds meaningful relationships and partnerships within the community that strengthen our collective commitment to children and lead to sustainable change.

- Individuals and organizations throughout our community are investing in a scalable model by volunteering and providing financial support.
- In 2016, 19 community partnerships, including faith-based organizations, corporations, universities, neighborhoods and other community organizations, are sponsoring 16 Freedom Schools serving 1,000 children.
- In 2016, 121 Interns (30% of which are projected to be first-generation college students based on previous Freedom School statistics) will lead Freedom School programs, supported by more than 1,000 volunteers.

## Key Messages – Individuals

Did you know that lower income children are typically two years behind in reading in large because of the cumulative effects of summer learning loss – the biggest reason for the achievement gap between low and higher income children?

Freedom School Partners combats that loss by providing a unique six-week summer program that unlocks the long-term potential of children with limited means by igniting their lifelong passion for reading and learning.

And research shows that 90 percent of Freedom School students gain or maintain their reading ability.

You also should know that Freedom Schools are unlike other summer learning programs because they give children three resources needed to develop their potential and inspire a love of reading and learning – literacy skills, character strengths and a community that believes in them.

That's where you come in.

You can support Freedom School Partners in several ways as a donor or a volunteer.

- As a donor, you can make a difference in a child's life for \$1,500 by sending one scholar to Freedom School on your own or with friends, families or co-workers.
- You also can provide books and curriculum for one scholar for \$100, send 25 scholars on a field trip for \$2,500, provide transportation for 50 scholars for \$5,000 – or support 50 scholars over a six-week Freedom School session for \$75,000.
- As a volunteer, you can read to the scholars at Harambee! for any of our 16 sites, donate supplies listed on our website, help with afternoon enrichment activities and field trips or become a site partner.

## Key Messages – Corporations

Did you know that lower income children are typically two years behind in reading in large because of the cumulative effects of summer learning loss— the biggest reason for the achievement gap between low and higher income children?

Freedom School Partners combats that loss by providing a unique six-week summer program that unlocks the long-term potential of children with limited means by igniting their lifelong passion for reading and learning.

And research shows that 90 percent of Freedom School students gain or maintain their reading ability.

As a leader in this community, you should know that Freedom School Partners seeks to build meaningful relationships and partnerships within our community that strengthen our collective commitment to children and lead to sustainable change.

You also should know that Freedom Schools are unlike other summer learning programs because they give children three resources needed to develop their potential and inspire a love of reading and learning – literacy skills, character strengths and a community that believes in them.

That's where your organization comes in.

You can support Freedom School Partners in several ways as a corporate donor or by introducing employees to our organization to donate or volunteer.

- As a corporate donor, you can make a difference in children's lives by sending scholars to Freedom School at \$1,500 per child.
- You can also send 25 scholar on a field trip for \$2,500, provide transportation for 50 scholars for \$5,000, fund one classroom with 10 scholars and one college-aged Servant Leader Intern for \$15,000, or support 50 scholars over a six-week Freedom School session for \$75,000.
- Volunteers can read to the scholars at Harambee! for any of our 16 sites, donate supplies listed on our website, help with afternoon enrichment activities and field trips or become a site partner.
- We are happy to work with you to develop a program that is right for your organization.