

Communities In Schools Branding Manual



Communities
In Schools

Welcome

The branding manual is designed to help users build and reinforce a strong Communities In Schools identity. With the launch of "Change the Picture," the Communities In Schools national branding campaign, there is a unique opportunity for the network to unite in creating a consistent look and feel. By using this manual, you will help ensure that Communities In Schools is a recognizable brand.

Table of Contents

01	Who We Are and What We Say	10	Social Media
03	Color Palette	14	Branding Local Campaigns, Events and Programs
04	Fonts	15	Co-Branding and Sponsorship
05	Logo Standards	16	Address Block
06	Choosing the Correct Logo	17	Business Cards
07	Proper Use of the Logo	18	Signage
08	Digital Branding	19	Logo in Use
09	Digital Guidelines and Email Signatures		

Who We Are and What We Say

Our Mission

The mission of Communities In Schools is to surround students with a community of support, empowering them to stay in school and achieve in life.

Organization Descriptor (lead-in for press releases)

"...the nation's largest and most effective organization dedicated to keeping kids in school and helping them succeed in life..."

Boilerplate Language (end of press releases)

Working with both schools and their surrounding communities, Communities In Schools does whatever it takes to help kids stay in school and succeed in life. Based directly inside schools throughout the country, Communities In Schools connects students and their families to basic and critical educational and community-based resources, tailored to each student's specific needs.

Operating in more than 2,200 schools in the most challenged communities of 26 states and the District of Columbia, Communities In Schools serves 1.3 million young people and their families every year. As the nation's leading dropout prevention organization, Communities In Schools is the only one proven to both decrease dropout rates and increase graduation rates.

The Core Narrative

For use on websites, marketing materials, etc., the core narrative builds on our other messages using descriptive language that clearly articulates what we do and why we do it. It can be modified for a variety of markets and has three parts:

• Part I: Why It's Important

Every year, 1.2 million students drop out of school. What that means is every 26 seconds, a student in America loses his or her path to a better future. By helping students stay in school and succeed in life, we are building a stronger America, where every person is capable of reaching his or her greatest potential. After all, each child is our child, and our collective future.

• Part II: Who We Are

At Communities In Schools, we work hand in hand with schools, communities and families to surround our students with a caring network of support to help them stay in school and succeed in life. We have nearly 42,000 volunteers on the ground, working in more than 2,200 K-12 public schools in the most challenged communities in 26 states and the District of Columbia, serving 1.3 million young people and their families every year.

• Part III: How We Do What We Do

Communities In Schools trains and places highly qualified site coordinators and supporting staff directly into schools. Once there, our job is to connect students and their families to basic and critical community resources, tailored to each student's specific needs. By providing students with a one-on-one relationship with a caring adult, we create a safe place to learn and grow, a healthy start to a healthy future, a path toward marketable skills upon graduation and a chance to give back to peers and the community. As a result, Communities In Schools has become the nation's largest and most effective dropout prevention organization and the only one proven to both decrease dropout rates and increase graduation rates.

Who We Are and What We Say

The Elevator Pitch

At Communities In Schools, we work with *everyone* to change the picture of education for 1.3 million kids every year. We do this by (1) keeping kids in school, (2) doing whatever it takes to eliminate barriers and (3) never giving up, on anyone.

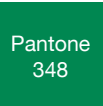
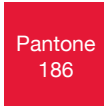
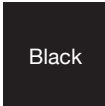
Every Child Needs and Deserves

- 1) A one-on-one relationship with a caring adult
- 2) A safe place to learn and grow
- 3) A healthy start and a healthy future
- 4) A marketable skill to use upon graduation
- 5) A chance to give back to peers and community

Color Palette

National Logo Colors

These colors make up the Communities In Schools logo.

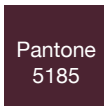
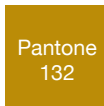
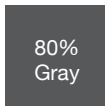
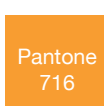
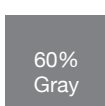
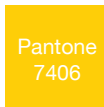
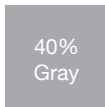
 Pantone 348	 Pantone 661	 Pantone 186	 Pantone 021	 Black	 White
C:100, M:0, Y:85, K:24 R:0, G:133, B:81 web: #008751	C:100, M:69, Y:0, K:9 R:0, G:83, B:158 web: #00539E	C:0, M:100, Y:81, K:4 R:226, G:24, B:54 web: #E21836	C:0, M:53, Y:100, K:0 R:246, G:142, B:30 web: #F68E1E	C:75, M:68, Y:67, K:90 R:0, G:0, B:0 web: #000000	C:0, M:0, Y:0, K:0 R:255, G:255, B:255 web: #FFFFFF

Full Color Palette

Our full color palette provides a range of supporting colors for materials, such as websites, brochures and newsletters.

These colors have been optimized for on-screen (RGB) or print (PMS or CMYK) use. Use the color specifications provided here and not the automated color conversion tools in your publications software.

These colors should never be used in place of the national logo colors.

 Pantone 385	 Pantone 281	 Pantone 5185	 Pantone 132	 80% Gray
C:3, M:0, Y:100, K:58 R:129, G:124, B:0 web: #817C00	C:100, M:72, Y:0, K:32 R:0, G:61, B:125 web: #003D7D	C:80, M:100, Y:85, K:25 R:75, G:35, B:50 web: #4B2332	C:0, M:28, Y:100, K:30 R:187, G:140, B:10 web: #BB8C0A	C:0, M:0, Y:0, K:80 R:88, G:88, B:91 web: #58585B
 Pantone 5845	 Pantone 646	 Pantone 188	 Pantone 716	 60% Gray
C:0, M:1, Y:47, K:30 R:191, G:182, B:120 web: #BFB678	C:65, M:30, Y:0, K:11 R:78, G:138, B:190 web: #4E8ABE	C:0, M:97, Y:100, K:50 R:139, G:14, B:4 web: #8B0E04	C:0, M:45, Y:91, K:0 R:248, G:157, B:49 web: #F89D31	C:0, M:0, Y:0, K:60 R:128, G:130, B:132 web: #808284
		 Pantone 7406	 40% Gray	
		C:0, M:18, Y:100, K:0 R:255, G:206, B:0 web: #FFCE00	C:0, M:0, Y:0, K:40 R:167, G:169, B:171 web: #A7A9AB	

PANTONE® and PMS® are registered trademarks of Pantone, Inc. The colors shown and specified here are not intended to match the PANTONE® color standards. The standards for PANTONE® colors are shown in the current editions of PANTONE® color publications.

Fonts

Communities In Schools has brand fonts (Helvetica Neue, Futura and Garamond) and the “Change the Picture” campaign fonts (Bebas Neue and The SerifB). Both fonts combine a serif font with a sans serif font. In total, that’s five fonts that affiliates should use on all printed materials and digital media or when promoting the branding campaign.

Helpful Tips for Pairing Fonts

- Pair a serif font with a sans serif font.
- For headlines above 14 points, use bolder weighted sans serif fonts
- For copy and font sizes less than 14 points, use serif fonts

Brand Fonts

Futura or Helvetica Neue (Sans Serif) and Garamond (Serif)

Futura | Garamond

Helvetica Neue | Garamond

If you don’t have access to Futura and Garamond, then please use the following substitutes: Century Gothic (Sans Serif) and Times New Roman (Serif).

Century Gothic | Times New Roman

Campaign Fonts

Bebas Neue (Sans Serif) and The SerifB (Serif)

BEBAS NEUE | TheSerifB

If you don’t have access to Bebas Neue and The SerifB, then please use the following substitutes: Impact (Sans Serif – use ALL CAPS) and MS Serif or Georgia (Serif).

IMPACT | Georgia

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

The SerifB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo Standards

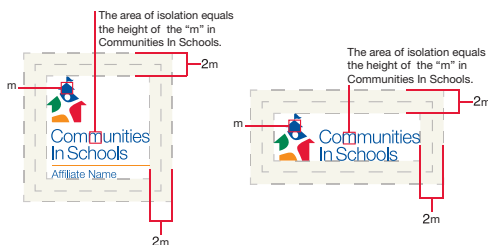
The consistent and correct use of the logo is one of the easiest ways to build a strong, memorable brand. Always use the logo files supplied to you by the national office, and do not alter logo proportions or fonts.

Stacked and Horizontal Logo

The primary Communities In Schools logo is the stacked logo. The horizontal logo is an alternate version that should be used in design layouts whenever the stacked logo doesn't fit appropriately.

Area of Isolation

The area of isolation ensures that the logo stands out and is easily recognized within a potentially busy layout. Crowding the logo image with typography, photos or illustrations will lessen its visual impact. The area of isolation around the logo equals the height of two of the "m"'s in Communities In Schools.



Minimum Recommended Reproduction Size

The logo width should never be smaller than 1/4". The full signature width should be no smaller than 3/4".



EPS vs JPEG vs PNG

All EPS and PNG files have a transparent background. They can be placed on any color or photo (please see page 6 for how to choose the right background). EPS files mostly are used by designers and printers. PNG files are mostly used in Microsoft Office and on websites.

JPEG files **do not** have a transparent background. When they are placed on a color or photo, there will be a white box surrounding the logo. Signage and promotion firms will request this file type.



EPS & PNG



JPEG

The school house should never appear alone without the words Communities In Schools. This will become an enforceable Total Quality Systems standard as of July 2015, but we encourage affiliates to start replacing materials featuring just the school house whenever possible.



How to Refer to Communities In Schools

Use your full name upon first reference. Upon second reference, abbreviate Communities In Schools to CIS. For example, Communities In Schools of Smith Hunter County would be CIS of Smith Hunter County, not CISSHC.

Choosing the Correct Logo

The preferred Communities In Schools logo is the four-color logo. The inside of the school house always is white.

On colored background the logo can be:

- All white, reversed
- Four-color as long as the background color is neutral
- Grayscale with white type
- Black

Preferred method of logo use.



Always use EPS files if placing the logo on any color or photo. All JPEG files of the logo have a white background, so they only should be placed on white backgrounds.



Never remove the white colored figure from the school house.



Never change the color of the reversed logo from white or black.



Choose your background color carefully so that the logo stands out and does not blend into the background color.



Proper Use of the Logo

Do not alter the positioning of the logotype in relation to the mark.



Do not alter the shape of the logotype or the mark.



Do not trap the logo in another shape (interrupt the area of isolation), or add shadows to the logo.



Do not add symbols to the logo or use the logo in a sentence.



Do not remove the school from the logo mark. Do not use the figure inside the school house on its own or with any additions.



Do not change the font of the logotype, descriptor or text other than approved blue, white or gray.

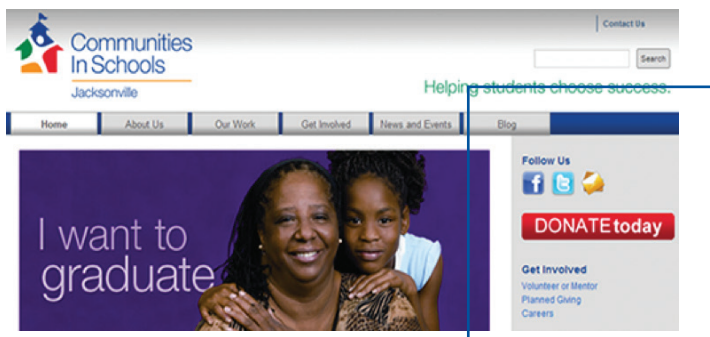


Digital Branding

Website Design

An affiliate's website often is the first interaction that a potential stakeholder will have with that organization. That's why it's important to have a clean, accessible website that features fresh content, direct calls to action, easy navigation and compelling visuals. Whether you're creating a new website or posting content to social media, your messaging must be consistent with the Communities In Schools brand. There are several important elements of an effective website:

- **Simple and easy-to-remember URL:** Helps you build your brand visibility and retain loyal visitors. Example: www.cisdelaware.org.
- **Clean design:** Follow the recommended color palette, logos and fonts. Use white space and include clear, simple navigation. Every page on your website should link back to your home page.
- **Fresh content:** Update your content at least monthly, remove old links and provide helpful information. Develop an editorial calendar to ensure that you are continually updating your site.
- **Meaningful "About Us" page:** Your "About Us" page should provide a clear message about who you are and what you do. Refer to the core language and elevator pitch section of this manual for help.
- **Accessible "Contact Us" page:** Include multiple ways for people to contact you and post direct contact information for real people, including media contacts. Include links to your social media platforms. Update contact information regularly.
- **Direct calls to action:** Make your calls to action stand out – white space on a clutter-free page draws the eye toward your call-to-action buttons. Tell people exactly what you want them to do (example: Donate/Volunteer/Advocate).



← Clear calls to action.

- **Integrated social media tools:** Build your following across numerous platforms with friend/follow buttons and share buttons:
 - Include friend/follow links to all social platforms on your home page.
 - Content pages should have share tools.

Social media tools below:



Digital Guidelines and Email Signatures

Accessibility

Anyone visiting your website should be able to view it no matter what browser or application is being used.

- **Mobile:** Smartphone, Tablet – many WordPress templates are optimized or responsive for mobile devices.
- **Operating system:** Mac, PC – avoid using Flash.
- **Browser:** IE, Chrome, Firefox, Safari, etc. – forms and interactive features react differently to different browsers.

Web Content

Following the Communities In Schools brand guidelines extends beyond your website design. The following guidelines also apply.

- **Secure platform, reliable hosting services** – provide users with a safe conduit for donations and information sharing.
- **Adherence to all laws** – make sure you follow all copyright, trademark and other intellectual property laws.
- **Informative/Image Permissions** – obtain all necessary approvals and permissions before including information about individuals on site.

Email Signatures

One of the most visible and widely promoted uses of our logo is our email signature. These signatures should contain all of the information on printed business cards. They also have the added benefit of flexibility, and copy can be added to promote upcoming events and other pertinent information.



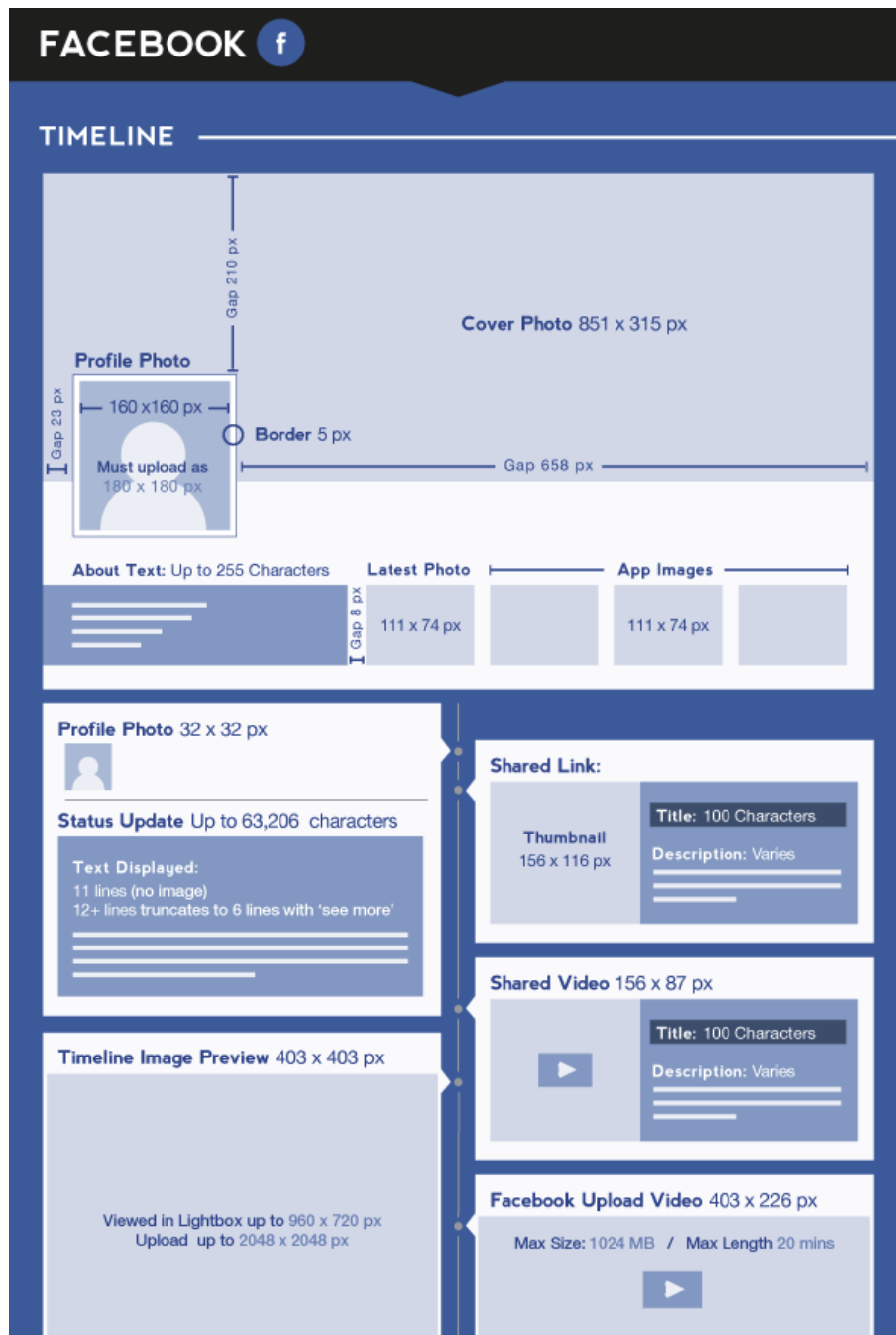
Jane Doe
Director, Internal Communications
Communities In Schools National Office
2345 Crystal Drive, Suite 801, Arlington, VA 22202
PH: 333.333.3333, doej@cisnet.org

You hold the key to a bright future for the kids
who need it the most. Make a contribution to
Communities In Schools today.

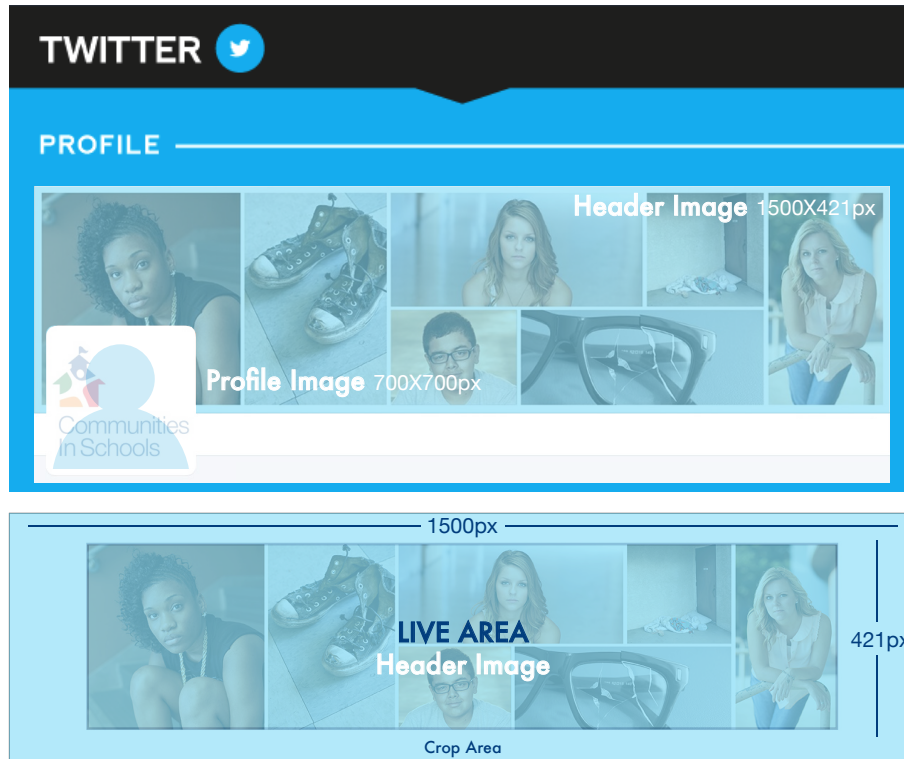
Like us on Facebook and follow us on Twitter.

Social Media

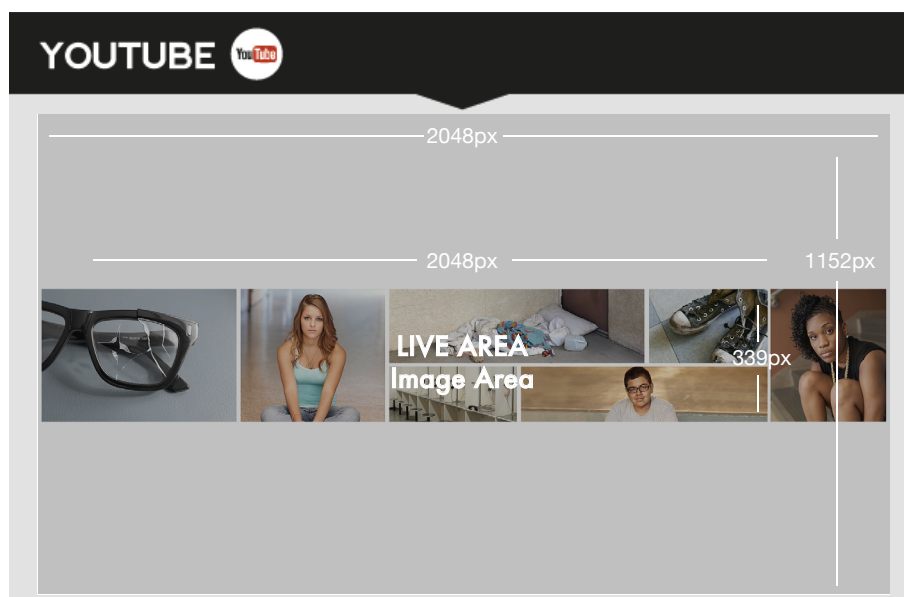
Like your website, social media is about establishing a connection and then a relationship with your audience. It is important to have a consistent voice across all your digital platforms so people recognize you wherever you are. Using the same or similar images and messaging across your social media network is key. Unfortunately, not all social media platforms use the same specifications for their customizable branding fields. Following is a guideline for the varying size specifications across the top social networks:



Social Media

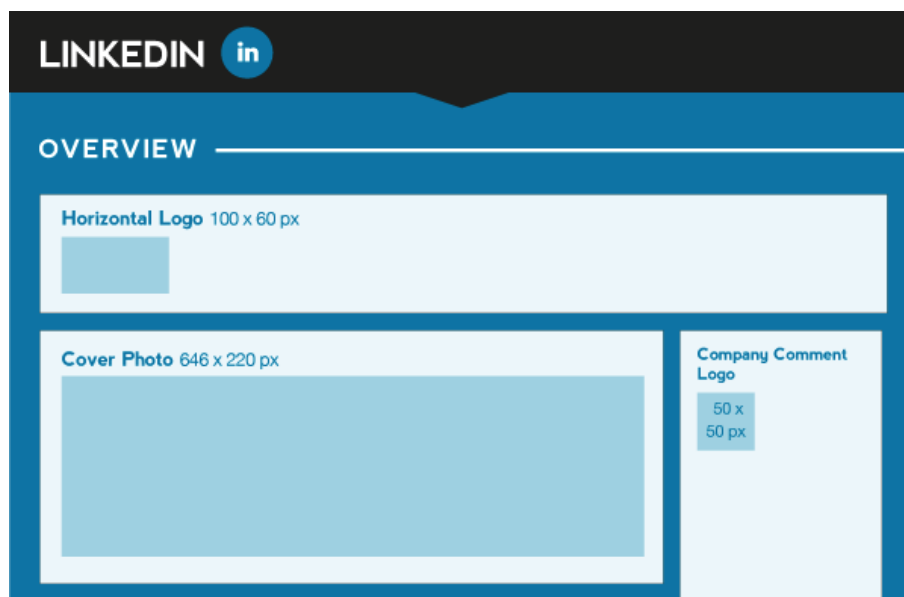
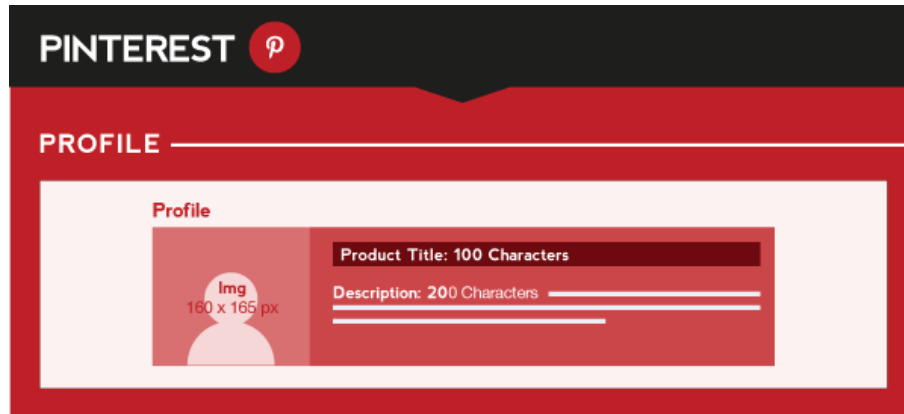


Keep in mind the live area, Twitter will crop the header image all around. Consider where important visuals are. The Live area is the safest area to put important information.

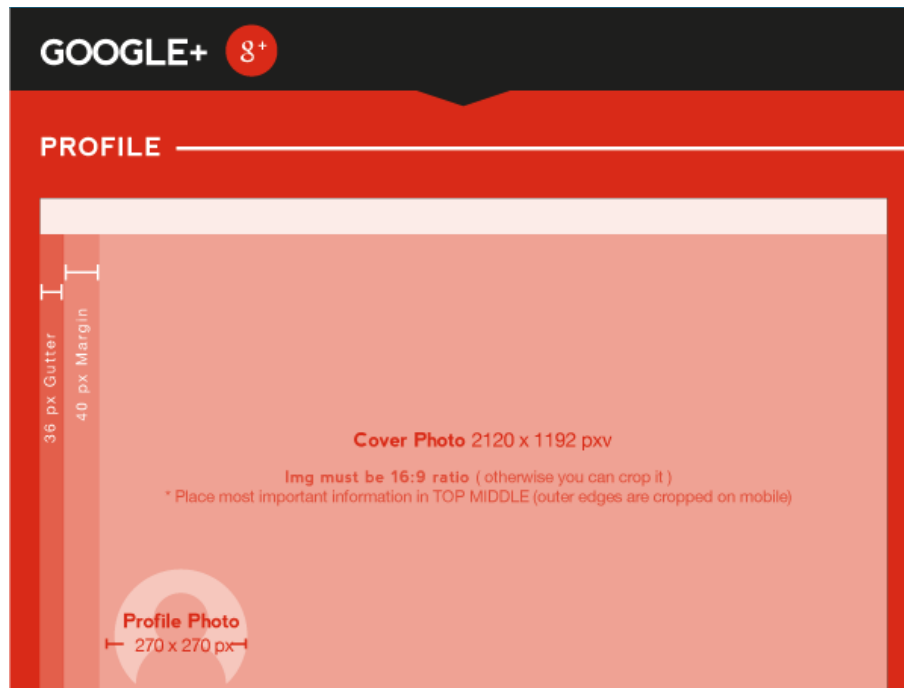
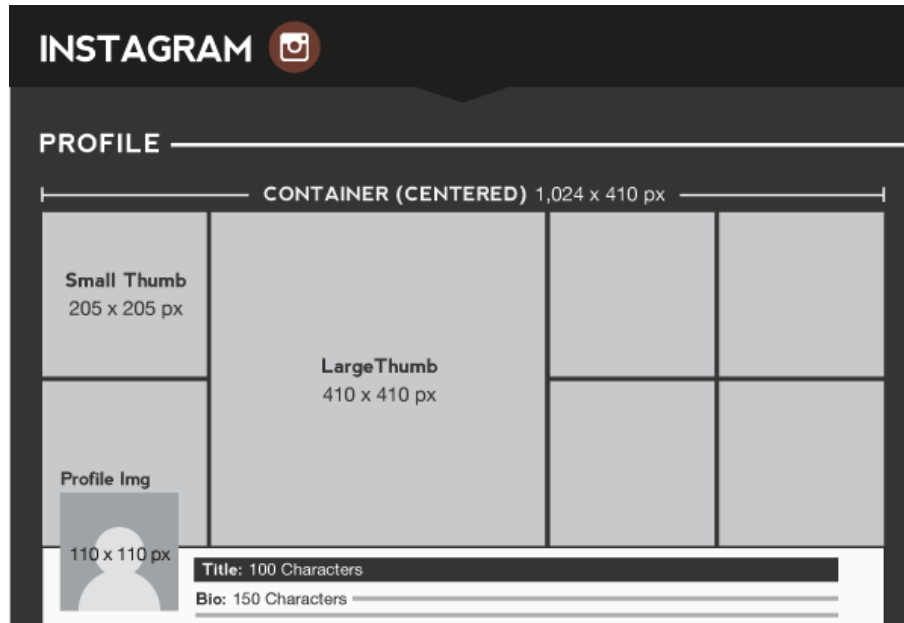


Youtube will crop your image to about 2048x339 pixels. Place important information there. The image size Youtube accepts is 2048x1152.

Social Media



Social Media



Infographic Design by Curious Ink.

Branding Local Campaigns, Events and Programs

Events, campaigns, promotions and programs are critical for affiliates to raise visibility in their community and introduce Communities In Schools to new stakeholders. These opportunities allow you to be creative, and you may find it appropriate to introduce a new logo mark to promote your activity.

Below are some guidelines on how you can effectively incorporate a new promotional logo while preserving the Communities In Schools brand and the identity of your local affiliate.

Make sure the Communities In Schools logo and name are prominent.

Use your affiliate name.

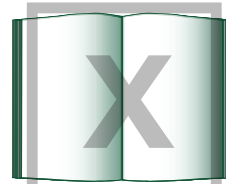
DO NOT:



DO:

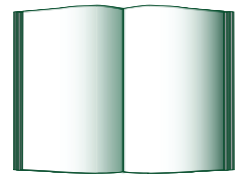


DO NOT:



The Reading Zone
A Program brought to you
by Communities In Schools

DO:



The Reading Zone
A Program brought to you
by Communities In Schools of Xyz

The new logo mark should not mimic, resemble or pull elements from the Communities In Schools logo.

Never enclose the logo within a shape or violate the area of isolation.

DO NOT:



DO:



DO NOT:



Star Campaign

DO:



Star Campaign

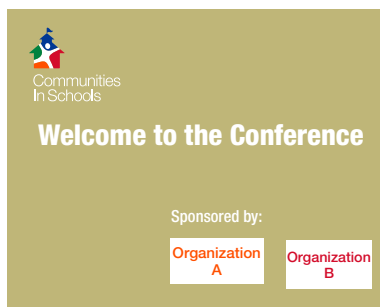


Co-Branding and Sponsorship

Partners and sponsors are integral in helping Communities In Schools affiliates sustain programs to support students and achieve our mission. When you have a partner or sponsor, it's important to spotlight your affiliate and other involved organizations appropriately.

Communities In Schools As Organizer, with Sponsors

When Communities In Schools is the primary promoter, the Communities In Schools logo should be the largest and most prominent logo represented on the page. Other organizations' logos should be less prominent and include an explanatory header, such as "sponsored by" to distinguish their involvement.



Communities In Schools As an Equal Partner in an Event, Campaign, etc.

When each organization is an equal promoter, both logos should have equal visual weight.



Communities In Schools As Secondary Partner, Sponsor, etc.

When Communities In Schools is a secondary promoter, the Communities In Schools logo guidelines must be taken into account where possible. Communities In Schools color palette and area of isolation must be maintained.



Address Block

To adhere to postal restrictions, the full name of the organization should be used for business reply cards. Follow the postal codes for typesetting. The font selection for the address block is Minion Pro Bold and Minion Pro Regular.



Communities
In Schools

National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202

IMA SAMPLE
ORGANIZATION NAME
000 ADDRESS ROAD, NW
WASHINGTON, DC 20016



National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202



National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202



National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202



National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202



National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202



National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202

Avery
Labels
Sheet
#5164



Communities
In Schools

National Office
2345 Crystal Drive, Suite 801
Arlington, VA 22202

IMA SAMPLE
ORGANIZATION NAME
000 ADDRESS ROAD, NW
WASHINGTON, DC 20016

Business Cards

Business cards are still a popular marketing tool, so it's important to have a business card that reflects the Communities In Schools brand. Below is the Communities In Schools-approved business card, which you can order from the Publications Resource Center on The Loop or download the templates from the Marketing and Communications Library group on The Loop.

Front of Business Card



Back of Business Card

We recommend using our elevator speech on the back of the business card. You can leave the national version or customize the affiliate name and number of students served with your affiliate information.

At Communities In Schools, we work with everyone to change the picture of education for more than 1 million kids every year. We do this by (1) keeping kids in school, (2) doing whatever it takes to eliminate barriers and (3) never giving up, on anyone.

Signage

Signage

Below are some guidelines as to how to best display the Communities In Schools logo on banners and podium, conference and office signs.

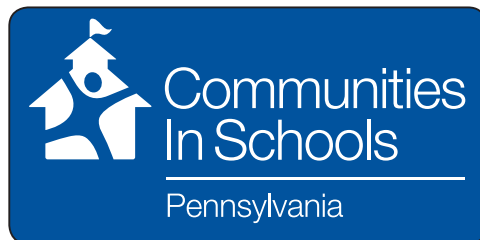
PODIUM SIGNS



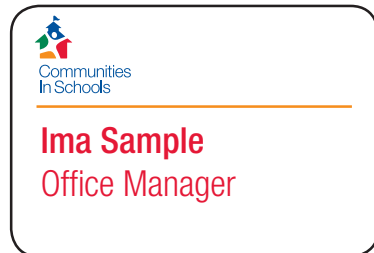
CONFERENCE DIRECTIONAL SIGNS



EVENT BANNERS

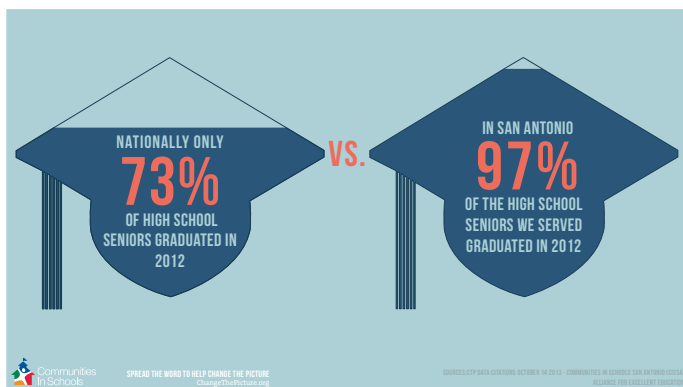
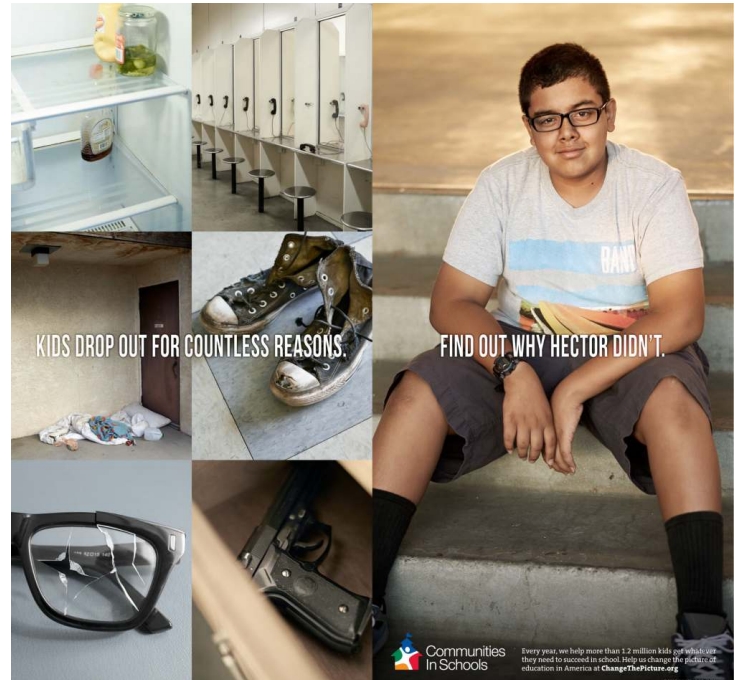
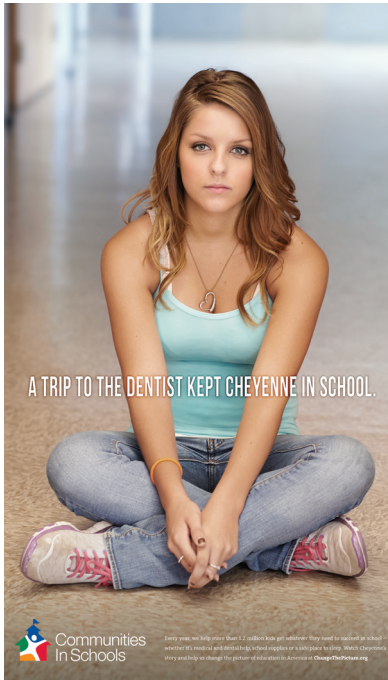


DIRECTIONAL OFFICE SIGNS



Logo in Use

There are many creative ways to use and promote the Communities In Schools logo. Below are some examples of how the national office has used the logo and incorporated Communities In Schools-approved fonts and colors.



SAVE THE DATES

Communities In Schools
SUMMER INSTITUTE 2014:
SUMMON THE HEROES

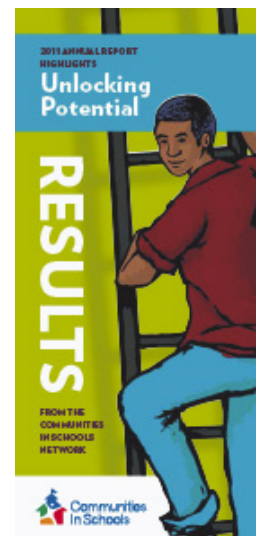
Sheraton Atlanta Hotel
145 Courtland St. NE
Atlanta, Georgia 30303

Join us for compelling sessions and the opportunity to network with colleagues from across the country!

Registration Fee: \$200
Hotel Accommodations: \$156.60 per night (tax included)
*A limited number of scholarships will be made available. Stay tuned for details on registration and scholarship information!

Questions? CSTD@cisnet.org

July 29-31, 2014
Atlanta, Georgia





© 2014 Communities In Schools, Inc. All rights reserved.

Design by Keven Ramirez