



**BRAND GUIDELINES**





## Our Brand

A strong brand is one of the most valuable assets an organization owns. To make it truly powerful it needs to be applied with consistency. In this way, the essence of Children's Literacy Foundation (CLiF) stays in the minds of those who encounter it.

This document is a guide to the brand communication style for CLiF. It explains what our brand stands for, how it is expressed, and how the creative elements fit together in all of our communications.

The guide should be followed when commissioning, designing or delivering any kind of communications.

**THANK YOU.**





## Children's Literacy Foundation

### MISSION

The Children's Literacy Foundation (CLiF) is a non-profit organization whose mission is to inspire a love of reading and writing among under-resourced children up to age 12 in Vermont and New Hampshire. Since 1998, we have partnered with sites across the Twin States to provide equitable access to enriching literacy resources such as new books, in-person author visits, writing workshops, and more.

Each year, CLiF's free programming reaches many thousands of young readers and writers at locations including schools, libraries, summer camps, community centers, childcare facilities and preschools, English Language Learner classrooms, parent-child programs, out-of-school time programs, affordable housing sites, and correctional facilities. We support CLiF partners with materials and information to complement and heighten the impact of their work.



## Masterbrand Logo

This is the primary logo to be used for branding CLiF.  
Always use this logo in color unless color is unavailable.



## Masterbrand Logo

The primary logo may be used in black only when color is not available or the print size is so small that black is required for legibility or accessibility.



## Masterbrand Logo

The white version of the logo may be used over any medium to dark color.



CHILDREN'S  
LITERACY  
FOUNDATION



CHILDREN'S  
LITERACY  
FOUNDATION



CHILDREN'S  
LITERACY  
FOUNDATION

# Masterbrand Logo

## LOGO TYPOGRAPHY

Our primary brand font for the CLiF logo is ASAP Regular.

The logo serif font is likely SchoolBook Bold. We have substituted Crimson Text when a serif font is needed.





# Masterbrand Logo

## COMPLEMENTARY TYPOGRAPHY

Our primary font for headings is ASAP Bold. We use ASAP regular for all body copy.

If those are unavailable, feel free to try Roboto in various weights and to substitute Times as an alternative to Crimson when employing quotes or writing a letter.

Use the font that works best with your design and always be consistent throughout whatever you are working on.



## CLiF PRIMARY FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(ASAP Regular)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

(ASAP bold for headings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(Crimson text for quotes and letters)

## CLiF ALTERATIVE FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(Roboto regular as an alternative to ASAP)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

(Roboto bold as an alternative to ASAP)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(Times as an alternative to Crimson)



# Masterbrand Logo

## LOGO COLOR PALETTE

### PANTONE (PMS):

The CLiF logo is based on the Pantone Matching System. When vendors request your corporate colors, you should provide them with these PMS numbers as a reference.

### 4 Color Process (CMYK):

While PMS colors are the “true” colors of this logo, CMYK process printing is the reproduction method most commonly encountered. These versions of your logo use 4-color builds to simulate the actual PMS colors.

PANTONE: **2034C**

CMYK: **0,91,76,0**

RGB: **239, 62, 66**

HEX#: **EF3E42**

PANTONE: **2151C**

CMYK: **89,64,9,1**

RGB: **41, 98, 161**

HEX#: **2962A1**

# Masterbrand Logo

## LOGO COLOR PALETTE - SECONDARY

The light and dark colors to the right may be used as accent colors, backgrounds.



PANTONE: **NONE**  
CMYK: **0,5,4,0**  
RGB: **255, 243, 238**  
HEX#: **FFF3EE**

PANTONE: **297C**  
CMYK: **46,0,1,0**  
RGB: **124, 210, 243**  
HEX#: **7CD2F3**

PANTONE: **302C**  
CMYK: **94,51,21,55**  
RGB: **0, 60, 89**  
HEX#: **003C59**

## Masterbrand Logo

### EXCLUSION ZONE:

The logo should always have breathing space.



### MINIMUM SIZE:

The minimum recommended size for the logo is **.5 inches or 48 pixels high**.



## Masterbrand Logo

The logo should never be layered or overlapped with any other artwork



**X** Do not use the color logo over any image that limits legibility of any part of the logo.

**X** Do not distort the logo in any way



**X** Do not use the logo in any other colors than have been previously specified in this document.

*\*It is ok to change the color for social awareness campaigns such as breast cancer or pride.*

**X** Do not alter or recreate any portion of the logo

**X** Do not add a suffix or tag line to the logo unless approved



## Brand tone

In bringing together the logo, fonts and photography, it is important to ensure your design is simple, allows the text to breath, and keeps different images and type styles to a minimum.

### TAG LINE

The tagline may be employed in a variety of ways and orientations to support the primary logo and the feel of publications and online communications.

The tagline font should always be ASAP Bold.

**OPENING  
BOOKS • MINDS • DOORS**

**OPENING  
OPENING  
OPENING  
BOOKS  
MINDS  
DOORS  
BOOKS  
MINDS  
DOORS  
BOOKS  
MINDS  
DOORS**

## Brand tone

In bringing together the logo, fonts and photography, it is important to ensure your design is simple, allows the text to breathe, and keeps different images and type styles to a minimum.

### PHOTOGRAPHY

In choosing photography to accompany CLiF communications, you should consider the vision:

**Images should show children reading, choosing books and engaging in CLiF programming.**

**Images should show a range of locations and activities sponsored by CLiF.**

**Images should show joy and connection.**



## Printing

### PAPER STANDARDS

All printed material should be produced on a silk paper stock when available.

When possible, choose printed options that open like a book to align with the mission of putting books in kids hands.

We aim to use recycled paper, and work with print companies who have suitable environmental accreditation when possible.

**Print only what you need.**



**FOR GUIDANCE REGARDING THIS BRAND, PLEASE CONTACT**

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