



OUR BRAND BOOK.

VERSION 2.0

TABLE OF CONTENTS.

It's important that we all understand exactly who Pencils of Promise is... which is why we've built this guide to make sure that you do.

Yes, we're a nonprofit. But, we're also a brand. And even though we're the revolutionary type of brand, the put-us-in-a-box-and-we'll-prove-the-box-doesn't-even-exist type of brand, we need some brand standards that will help people immediately recognize us whenever they see us, hear us, or interact with us across the globe.

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WHY WE NEED A BRAND BOOK.

The goal of this brand book is not to restrict you, but rather to arm you all the tools you need to truly represent and be Pencils of Promise.

Let this document be your guide, your guru, your go-to resource any time you build communications or design materials on behalf of PoP. Keep in mind, PoP is continuously growing and our brand book will evolve along with it. But for now, we ask that you follow the guidelines we've set out in this document and we will do our part to let you know about any changes that you need to be aware of.

You'll find that this document is divided into three core sections:

1. **Who we are.** A general overview of Pencils of Promise
2. **What we sound like.** How we talk about Pencils of Promise and an overview of our brand tone
3. **What we look like.** A style guide for how we showcase Pencils of Promise visually.

As in anything we do, it will take our collective commitment to help Pencils of Promise grow into one of the most recognizable and high-impact nonprofit brands out there. So, let's do this thing... together.



WHO WE ARE.



WHO IS PENCILS OF PROMISE?

Founded in 2008, Pencils of Promise is a nonprofit made up of a passionate community of individuals that build sustainable schools, partnerships and solutions to enable basic education for underserved children in the developing world. We believe in empowering each person, regardless of status or position, to make a positive impact on the world.

OUR STORY

Our founder, Adam Braun, was traveling across the world and asked a young street beggar in India what he wanted most in the world. He answered, "A pencil." After handing out this first pencil, Adam began handing out more pencils to other children all over the world. In doing this, he saw just how powerful the promise of education could be. In October 2008, Adam started PoP with just \$25. The organization has since grown into an international movement of over 100,000 supporters who collectively enabled the building of 21 schools worldwide. And the numbers keep going up.

POP HISTORY: A TIMELINE.

Pencils of Promise began with a simple act of giving when founder, Adam Braun, placed \$25 into a bank account on his 25th birthday. This was PoP's first donation, and from there, we began our development into a new kind of nonprofit. Over the last four years we have expanded immensely, both internationally and domestically. We are now in three countries, have impacted over 38,000 lives and have successfully built 50 schools. We are proud of our accomplishments, but we can't wait for what is to come.

THIS IS ONLY THE BEGINNING.

OCTOBER 2008

PoP is founded

SEPTEMBER 2009

First school in
Laos completed

APRIL 2010

First school
in Nicaragua
completed

2008

2009

2010



JANUARY 2012
Successfully
broken ground
on 50 schools

NOVEMBER 2011
First gala raises
\$1 million in one
night

SEPTEMBER 2011
Concept of
“For Purpose”
is introduced

JULY / AUGUST 2011
PoP Leadership
Institute launched

JUNE 2011
Over 21,000 fundraising
pages created with
Schools4All campaign

MAY 2011
First school
in Guatemala
completed

AUGUST 2010
Hired first
staff member
in NYC

DECEMBER 2010
PoP becomes a
\$1 million organization

2011

2012

WHERE WE OPERATE.

LAOS

- + Laos is a landlocked country, slightly larger than Utah, located in Southeastern Asia.
- + Laos is one of the poorest countries in Asia, at 133rd out of 177 countries on the Human Development Index.
- + Laos is the most bombed country, per capital in the world...in history.
- + As of July 2012, we have completed 30 PoP projects in Laos.
All PoP schools in Laos are within the Luang Prabang school district.



NICARAGUA

- + Nicaragua is the largest country in Central America, but slightly smaller than the state of New York.
- + Nicaragua's infrastructure and economy are slowly being rebuilt after being hit hard by a civil war in the 70s and by Hurricane Mitch in 1998.
- + There is a very wide gap between rich and poor in Nicaragua, which has led to economic and social tensions throughout the country.
- + As of July 2012, we have completed 11 PoP projects in Nicaragua.
- + All PoP schools in Nicaragua are within the Dario region.





PHOTO CREDIT: NICK ONKEN.

GUATEMALA

- + Guatemala is about the size of Tennessee.
- + Guatemala went through 36 years of political violence, which left over 100,000 dead and over one million internal refugees, creating a host of problems for development.
- + The distribution of income is highly unequal, with about 56% of the population below the poverty line.
- + 34% of primary school girls are out of school.
- + In Feb 2011, we broke ground on our first school in Guatemala.



HOW WE BUILD SCHOOLS.



WE CHOOSE WHERE TO BUILD THE SCHOOL.

- + We work with education ministry to identify villages for potential school builds.
 - + We prioritize villages with the greatest need and commitment to sustainability.
-



WE COLLABORATE WITH THE COMMUNITY.

- + We work with the community to finalize the school plan budget.
 - + We build the school with village volunteers, local labourers, and PoP contractors. Our schools are never gifts and instead belong to each village itself. This sense of ownership is the key to sustainability.
 - + We hand over the completed school to the village with the Education Ministry.
-



WE SUSTAIN AND SUPPORT THE SCHOOL.

- + We provide supplemental education to students and teachers.
- + We organize **S.H.I.N.E.** days for entire community to further develop intercultural connection and education.



WHAT MAKES US DIFFERENT?

- + We don't do charity work. We make long-term investments. We take a collaborative approach and work alongside each village to train and empower locals to increase access to education and to create self-sustaining schools and projects. We believe in helping others help themselves, rather than building a school and then leaving communities to their own devices.
- + We focus on female empowerment. We place a special focus on training and empowering females to become role models for young girls in rural communities. All of our Pop Coordinators are local women, who work with Education Ministry officials to close the gender gap. We also recently launched **S.H.I.N.E.**, a proprietary PoP program taught by women to teach PoP school communities about the importance of health, nutrition, and the environment.
- + We believe in the power of collective, small acts of many. PoP was founded on the belief that a even a small gesture, like handing a child a single pencil, is an important act, and that every individual has something meaningful to contribute to the greater good. In fact, our first seven schools were entirely funded by donations of less than \$80 by individuals across the globe.

OUR MISSION STATEMENT*.

Pencils of Promise believes every child should have access to quality education. We create schools, programs, and global communities around the common goal of education for all.

*Note: This copy is locked and nonnegotiable. No tweaking our mission, folks!

OUR PHILOSOPHY.

A generation empowered will empower the world. It's no surprise that we really (really) believe an informed and motivated generation will change the world. That's why we like to think of "A generation empowered will empower the world" as PoP's equivalent of Nike's "Just do it." So, when space allows or the situation calls, make sure to include this philosophy and tag line on branded materials.

OUR FOUNDING PRINCIPLES.

- + If we don't love what we do, we are doing something wrong.
- + We must profoundly understand each local culture before we can hope to improve their educational opportunities.
- + Our most important partners are the communities themselves.
- + We build more than just four walls - we build demonstrable and impactful education.
- + We are dedicated to the long-term sustainability of each project we support.
- + Innovation, collaboration and creativity are at our core.
- + A nonprofit should operate with complete transparency and efficiency.
- + All donors should have the opportunity to choose where their money goes.
- + Every single contribution and contributor is a valuable part of this movement.



PHOTO CREDIT: NICK ONKEN

WHAT WE SOUND LIKE.

OUR BRAND TONE AND PERSONALITY.

Let's use this guide to speak with a unified voice. After all, the world can't help but hear us if we all shout the same message from a single soapbox.

When we talk or write about Pencils of Promise, it's critical we maintain a consistent voice. Best represented by our PoP mantra "**We are the Impossible Ones**", please keep the following brand tone and voice in mind when building PoP messaging:

We are energetic, but not too perky.
We are confident and bold, but not cocky.
We are optimistic and believers in
"THE IMPOSSIBLE."

We are tirelessly and audaciously ambitious.
We love to love life and others.
We are always a "we" and wholeheartedly
believe in the power of the collective.



WE'RE THE IMPOSSIBLE ONES.
WE WANT TO START
REVOLUTIONS

WITH A PENCIL AND A BACKPACK.
WE WANT TO TEST THE EDGE OF
THE WORLD BY FEELING ITS CURVES. WE WANT TO

**SEE MORE, BE MORE,
DO MORE, HELP MORE.**

WE'RE PROUD OF OUR WORK AND EVEN PROUDER
OF OUR TEAM. WE STAY UP LATE
READING AND PLAY OUR MUSIC WAY TOO LOUD. WE

**INHALE LIFE
AND EXHALE FIRE.**

WE KNOW THAT WE CAN CREATE A BETTER WORLD THROUGH

EDUCATION.

WE BELIEVE IN THIS WHOLE-HEARTEDLY.

WE ARE SOMETHING YOU'VE NEVER EXPERIENCED BEFORE.

WE ARE PENCILS OF PROMISE

POP MANIFESTO.

CALL TO ACTIONS.

So, what do you say to people who want to get involved? We always tell people to think about what they love doing, and do it for PoP - we encourage people to get creative, include others and have fun promoting the cause. The best place to direct prospective supporters is pencilsofpromise.org, where they can sign up to join the team and take the following immediate actions:



Donate Your Effort

Host events to support PoP and join/support Outreach or Youth Programming initiatives.



Donate Your Voice

Use your social media networks to spread the word.



Donate Money

Donate once, make monthly contributions, find new PoP partners.



Fundraise

Gather your friends and family to support you in your own campaign.

WHAT WE SAY.
FREEDOM IMPOSSIBLE
CHANGE RADICAL **DREAM**
COMMUNITY TRANSFORM
ENGAGE INNOVATE
COLLABORATE **ENABLE**
POWERFUL MOVEMENT
REVOLUTION CREATIVE

KEY POP TERMINOLOGY

Global Generation

- + A collective of young people bound by a shared passion to promote social good. Not defined by age, borders, cultures, or socioeconomic backgrounds, we believe that the ripple effect of individual efforts can start a movement that will lead to real impact and sustainable change.

The PoP Movement

- + The ripple effect of positive social change, made possible by the collaboration of open-minded and inspired individuals determined to make the world a better place.

For-purpose

- + “For-purpose” is a Pencils of Promise coined approach focusing on structure, results and adherence to long-term strategic goals. The theory of “for-purpose” seeks to remove the stigma of loosely run nonprofits that lack transparency, as these organizations often draw from the top talent within the for-profit sectors including finance, management consulting, corporate partnerships, advertising, marketing and creative design.



WHAT WE LOOK LIKE.

OUR LOGOS.

We're not the superficial type, but we know we can make a bigger impact if our brand looks good and is consistently recognizable. Please use this style guide as a reference for all design needs. And when in doubt, keep it simple.

Our logo has been great to us. So, let's make sure we return the favor and treat it like we would a friend: with respect and care.



Our Primary Logo

This is our hero logo. Please use it whenever you can.



Simplified Solid logo

Use when our PoP logo can only be featured on a small scale and the full color logo looks too recessed, such as merchandise products. **Don't** use on digital and print advertising material.



Black Logo

Use when printing black and white on a black background.



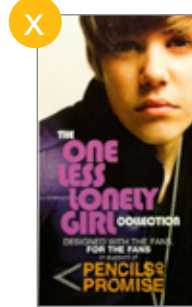
White Logo

Use when printing black and white on a white background. Or, use when logo is placed on PoP yellow background.

LOGO DO'S AND DON'TS



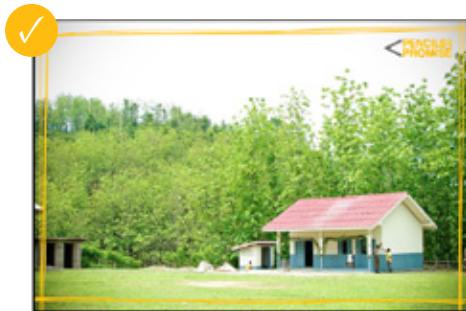
DO give our logo some air. Make sure you have plenty of space around the logo so that it's legible, so that it can breathe, and so that it can...well...pop! Maintain a buffer that is at least the height of the letter "P" in the logo, around all sides of the logo.



DON'T lock our logo up with a lot of other copy. Don't let our logo get smothered or lost in the crowd.



DON'T place our logo on a clashing or busy background. Don't make our logo fight for attention. No clashing colors. No busy backgrounds.



DO place our logo on white or a clean background. Mom got this one right; it's best to keep things clean.

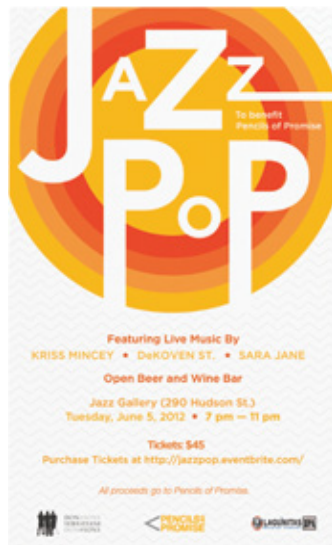


DON'T manipulate the logo. No stretching. No embellishments like drop boxes. No outlining the logo in a box.

OUR LOGO IN USE.

MULTIPLE PARTNERSHIPS:

When multiple partnerships are being recognized, it is important to present each and every one with equal importance. Allow (# amount of space) between each logo and be sure to provide each partnership with an equivalent sized logo.



MERCHANDISE:



EVENT MATERIAL:



STATIONERY.

It is important that our brand is consistently recognizable on stationary items including business cards and letterheads.

We provide you with the layout to these items so when you are spreading the word about PoP, the public can easily distinguish our brand. Remember, consistency is key.

Letterhead

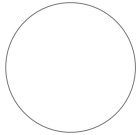
To guarantee consistency throughout the world, we have provided you with the guidelines so you are capable of creating a perfect PoP letterhead.



COLORS.

Our colors reflect the Pencils of Promise spirit – bold, optimistic, and inspired by a pencil.

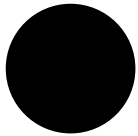
White



(HEX) EEEEE; (RGB) 238,238,238

DO use as a background for creative materials whenever possible. We like to keep things clean, modern, hopeful, which makes white the perfect canvas.

Black

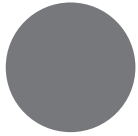


(HEX) 000000; (RGB) 0,0,0; (CMYK) 0, 0, 0, 100

DO use as the email font color and in formal communications like press releases, proposals, sponsorship letters, etc.

DON'T use as a default background color.

Dark Grey

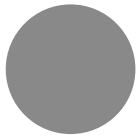


(HEX) 585858; (RGB) 88, 88, 88; (CMYK) 0, 0, 0, 65

DO use for bold titles and subtitles.

DO use as a text box background color.

Light Grey



(HEX) 898989; (RGB) 137, 137, 137

DO use for bold subtitles, text larger than 12 pt.

DON'T use in email text or smaller text. Small text is illegible in this color.

PoP Orange



(HEX) EEAB00; (RGB) 238, 171, 0; (CMYK) 0, 28, 100, 0

DO use as an accent font color for larger copy.

DO use as a background accent color.

DON'T use for long body copy or small print.

FO NTS.

Our font library includes a typeface for any design need, from scripted “pencil” fonts to serif fonts for formal documents.

BODY COPY AND SUB-HEADING FONTS

Helvetica Neue

- + Must be used as the website body copy typeface. Can be used across all other mediums.
- + Can use full font family (Condensed Bold, bold, italic, bold italic, etc.). This font must be purchased (not available for free download).
- + Use Condensed Bold for very important headers. Use Regular and Light for smaller sub headers.

Cambria

- + A serif font, best used for longer-form text.
- + Should be used for all formal communications (e.g. partner proposals, sponsorship outreach, etc.)

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EMAIL SIGNATURE.

USAGE OF OUR EMAIL SIGNATURE

- + If you are a PoP staff member, please use email signature featured on the right of this page or all emails.
- + My Playlist should be hyper linked to your groovesharkcom playlist
- + Facebook should be hyper linked to facebook.com/pencilsofpromise
- + Twitter could be linked to your personal account or twitter.com/pencilsofpromise

TYPEFACE

- + Trebuchet MS should be used as the default font for email text (available as font choice in Gmail).
- + Use the normal default type size in Gmail.

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Carlo Dumandan
Digital Media Manager

Pencils of Promise

www.pencilsofpromise.org

[@CarloDumandan](#) // [MyPlaylist](#) // [Facebook](#)

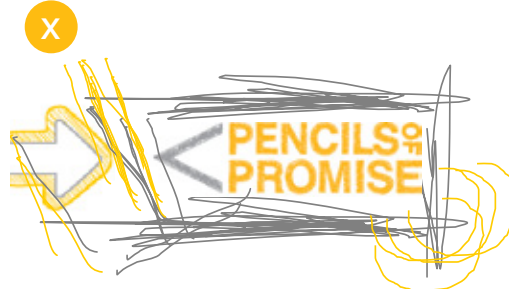
OUR DESIGN ELEMENTS.

OUR PENCIL DESIGN ELEMENT

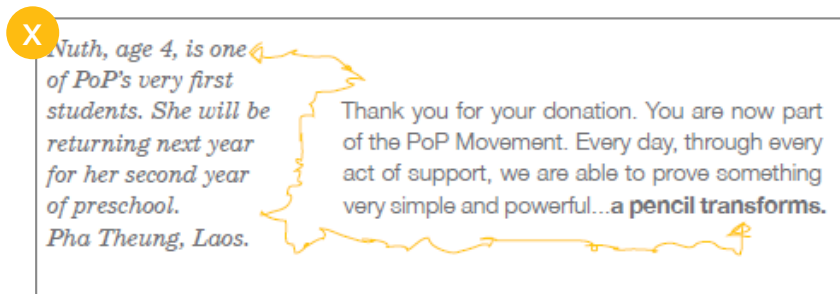
You'll notice we often use a pencil "sketch" design element throughout our creative. And while we want to take advantage of the pencil's symbolism and even showcase that we don't like to draw inside the lines, please keep in mind we don't want our designs to come across as too kiddy or too busy.



DO: Use the pencil sketch element as an accent.



DON'T: Go overboard and let the work get sloppy.



DO: Use pencil sketch element to draw someone's eye to something. Arrows, underlines, etc.

DOTTED LINES

We like to use yellow **or** grey dotted lines to provide structure to our marketing materials and to separate certain elements when needed.

Generally, a .75 point dotted line is as big as you should go. Make sure to leave white space between the lines and other information. We don't want the page to seem too crowded!



DO: Use the dotted line element as an accent if you feel the piece needs more design elements.

DON'T: Make the lines touch or overlap. Please leave a little room between them.



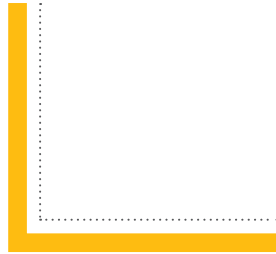
DON'T: Use really large dots.



PAGE BORDERS

If you are creating something that you think needs a border, we have a PoP border that we would like you to use.

It is pretty easy to make. On the outside is a yellow line (C=0 M=28 Y=100 K=0), with a 5-8 point stroke, depending on the size of the page. On the inside is a 1 point, grey dotted line (C=0 M=0 Y=0 K=80).



DO: Use this border for things like thank you cards and notecards, where there is lots of white space and it adds a nice touch of color.

DON'T: Use this border around small elements on a page because the page will probably become too crowded and complex.



USING A PERIOD

We care about the work we are doing and want to make a statement. Make sure to put a period after headers– it helps to show how important they are.



OUR MISSION. Pencils of Promise believes every child should have access to quality education. We create schools, programs and global communities around the common goal of education for all.



ALL ABOUT PENCILS OF PROMISE.



OUR PHILOSOPHY.

Pencils of Promise believes every child should have access to quality education.

DON'T: Overuse. Be conscious of how many headers there are and how often you use the period. Make sure that periods are used for headers that seek to make a statement or that emphasize core PoP values.

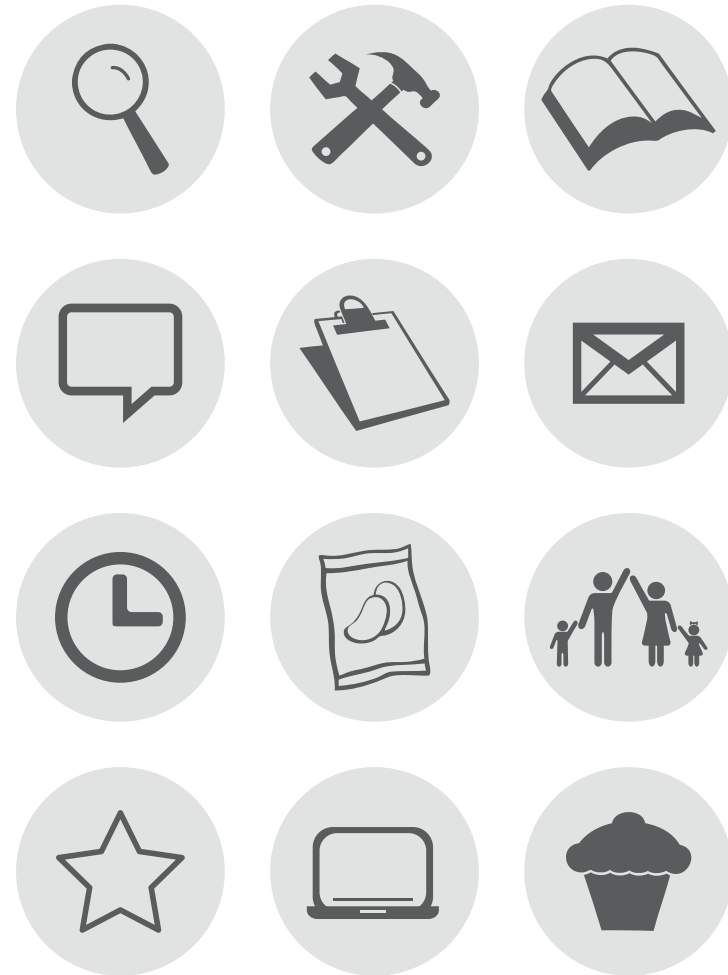
ICONOGRAPHY

Icons are an important design element that help distinguish what we are talking about and make them more interesting to look at.

We aim for grey or yellow only minimal icons that aren't too complicated. Please note, only to use either yellow or grey at any one time for an icon. If possible, we prefer a more rounded shape, that is outlined rather than fully filled in.



DON'T: Use sketchy pencils lines to outline or fill in icons.



BULLET STYLES

If you are putting information in a bullet list format, make sure to use plus signs instead of rounded bullets. Generally, the plus sign should be yellow, and never any larger than the text. It is good to put about 4-5 spaces in between the plus sign and the text.

- ✓ + pencilsofpromise.org
- + facebook.com/pencilsofpromise
- + info@pencilsofpromise.org

DON'T: Put too little or too much space.

- ✗ +pencilsofpromise.org
- +facebook.com/pencilsofpromise
- +info@pencilsofpromise.org

- ✗ + pencilsofpromise.org
- + facebook.com/pencilsofpromise
- + info@pencilsofpromise.org

DON'T: Don't make the bullets too large!
We want to keep it simple.

- ✗ + pencilsofpromise.org
- + facebook.com/pencilsofpromise
- + info@pencilsofpromise.org

COMBINING BOLD AND LIGHT TYPE

Sometimes there are very important words in a statement that we want to highlight. When this happens, the statement should be written in Helvetica Neue Light, with the important word or phrase in Helvetica Neue Bold.

- ✓ EDUCATION CREATES **OPPORTUNITY**.
- ✓ Break ground on **100 schools** in Nicaragua, Laos and Guatemala.

DON'T: Use more bolded words than light words.

- ✗ WE **BELIEVE THAT EDUCATION CREATES OPPORTUNITY**.

DON'T: Combine Helvetica Neue Condensed Bold with other versions of Helvetica Neue, like regular or light.

- ✗ EDUCATION CREATES **OPPORTUNITY**.



EDUCATION
CREATES
OPPORTUNITY.

TOGETHER, WE CAN PROVIDE EDUCATION FOR ALL.

OUR PHOTOGRAPHY.

We are so lucky that PoP is made up of an incredible pool of talent, including top-notch photographers that bring Pencils of Promise to life and transport us across the oceans. Our photos tell our stories in an honest light - they put faces to children and communities in need, they showcase our successes, they capture our joys and give us a glimpse of our potential.



PHOTO CREDIT: BRYCE ERIKSEN.



PHOTO CREDIT: NICK ONKEN.



PHOTO CREDIT: NICK ONKEN.

CREDITING

Make sure to credit the photographer. You'll find the shots in our photo library already include credits for our original PoP photographers, but please recognize the photographer if he or she request that you do so.



Photography by Nick Onken



Photo credit: Nick Onken.

COLOR VERSUS B&W

We prefer to use color photography when we can, but use your judgment based on what you are designing for. For example, if you need the photo to play a more recessive role, try it in black and white.

Keep in mind, certain printing materials and resources often limit use of color, so plan your designs accordingly!

USING YOUR OWN SHOTS

There may be occasions when you want to feature your own PoP shots. Whether you're featuring photos from your own PoP event or pictures from a trip to one of our build sites, use the below pointers to help our look stay consistent.

- + Capture natural moments. Moments that tell stories. No need to make your subjects pose. No need for everyone to look straight into the camera.
- + Make sure to set your camera to high-resolution so you can reproduce the shot for any creative needs.
- + While some of our photography is displayed in black & white, take your shots in full-color (without a filter). You can always adjust colors after-the-fact

USING TEXT OVER AN IMAGE

Sometimes we like to place bold text over an image. This is best when the text is white and is only a few words. Make sure the text is placed in a spot where it is readable, and that it doesn't cover any important parts of the image, like a child's face.

DO: Place bold white text over a color image



PHOTO CREDIT: NICK ONKEN.

DON'T: Place text over faces.



PHOTO CREDIT: NICK ONKEN.

DON'T: Use black text. It is harder to read.



PHOTO CREDIT: NICK ONKEN.

OVERLAYS

If you want to put text over an image and are having a difficult time finding a place to put, an overlay can help. An overlay is also good to use when you have a sentence or longer!

Use either a black box at 60% opacity, or a white box at 70% opacity, and then put the text on top. Again, make sure not to overlap any important parts of the image!

DO: Use a white overlay box with dark grey type.



PHOTO CREDIT: NICK ONKEN.

DON'T: Use a yellow overlay box. It takes away from the image.



PHOTO CREDIT: NICK ONKEN.

WHERE TO FIND CORE POP IMAGES

- + Feel free to explore our Flickr account and use images from there:
<http://www.flickr.com/photos/pencilsofpromise>

How to download High Res Images from Flickr:

1. Click on the photo.
2. Click on **view all sizes** at the top right.
3. Click on the largest size, which is usually **original** at the very right.
4. Right click on image and save, or drag to your desktop.

- + A set of high quality photos can be found at:
<https://www.dropbox.com/sh/sqisqfaegobaavn/9JEDyVR6GR>

Each file is labelled with the photographer's last name. Please use the following guide to credit the photographer.

ONKEN: Nick Onken

ERIKSEN: Bryce Ericksen

MITARO: Elizabeth Mitaro

Select high-resolution imagery is available by request at:
cdumandan@pencilsofpromise.org



PHOTO CREDIT: NICK ONKEN.

CROPPING

Please crop images so that they capture the essence and character of our brand.

In general, we avoid square crops, and prefer long, landscape shots.

OUR POP ASSETS.

We have compiled all the assets you may need below to make it easier for you.

LOGOS

Logo Package

<https://www.dropbox.com/sh/dojc00h34xm3io6/PmExCZYsbF/Color>

PHOTOGRAPHY

<https://www.dropbox.com/sh/sqisqfaegobaavn/9JEDyVR6GR>

Flickr photos

<http://www.flickr.com/photos/pencilsofpromise>

ICONS

2011 EXCLUSIVE SUMMARY

<https://www.dropbox.com/sh/yfu1kop09ybexra/oMEo7dRs2Y>

2011 ANNUAL REPORT

TEMPLATES

Letter head

Page Border

Thank You Card

Save the Date Card

Email Signature

Cards

<https://www.dropbox.com/sh/yfu1kop09ybexra/oMEo7dRs2Y>

POWER POINT DECK

<https://www.dropbox.com/s/p71xvurwd1vs0p3/120605-decktemplatefinal.potx>

POP MANIFESTO



SO, THAT'S OUR BRAND. YOUR BRAND.

Thank you for making it to the end of this guide and we hope you've learned a little something about Pencils of Promise.

Now go forth and, together, let's write a better future.