OUR BRAND BOOK.

VERSION **2.0**

PENCILS OF PROMISE

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.

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.

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 programming including progression scholarships and teacher training.
+ **WASH** programming provides latrines and further develops hygiene education for students.

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 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.

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!

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

+ 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.

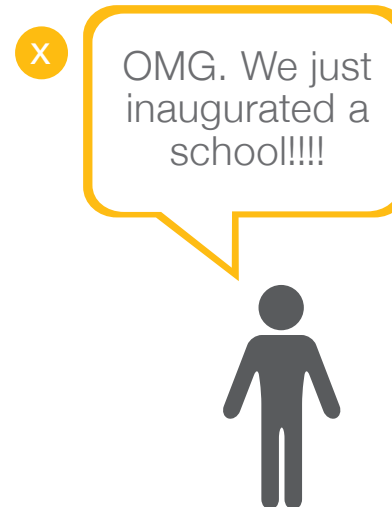+ Every single contribution and contributor is a valuable part of this movement.

WHAT WE SOUND LIKE.

BRAND TONE & 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.**

X
OMG. We just inaugurated a school!!!!

✓
Today we honor & celebrate the strong women of PoP and the girls we are affecting who will one day change the world. Happy International Women's Day!

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:

Take Action
Host events to support PoP and join/support a local Leadership Council or PoP Club.

Donate Your Voice
Use your social media networks to spread the word about PoP.

Donate Money
Donate once or make monthly contributions.

Fundraise
Rally 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 Communities

+ A collective of 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.

HERO LOGO.

We must keep our logo consistent in the following ways:

CLEAR SPACE AND MINIMUM SIZE

Place the PoP logo in a clear space area. Do not put the logo in an area where it is competing for the reader's attention. Make sure the size and location of the logo is easily seen and identifiable.

SIGNAGE AND IDENTIFICATION OVERVIEW

Our signage and identification is seen across all of our regalia, stationary, and web presence. Make sure the logo remains consistent across all products, while online or on a T-shirt.

STATIONERY OVERVIEW

Business cards and letterheads should also have a consistent PoP logo -- same color, dimensions and font. Handing out your business card is an advertisement for PoP whether you realize it or not.

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 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.
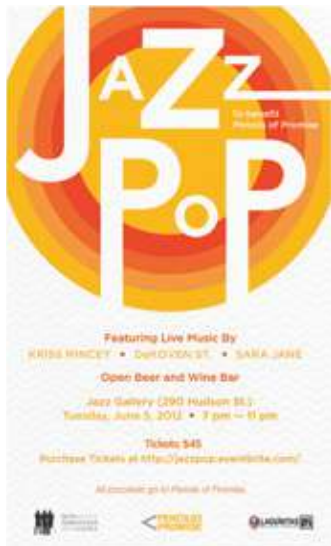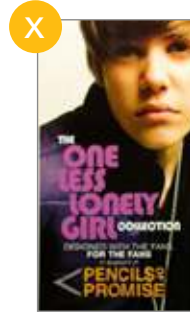

MERCHANDISE:

EVENT MATERIAL:

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 breath, 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.

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.
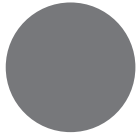
Black
(HEX) 000000; (RGB) 0,0,0; (CMYK) 0, 0, 0, 100
DO use as the email font color and in formal communications like press releases, proposals, sponsorship letters, etc.
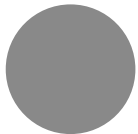DON'T use as a default background color.

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 Marigold
(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.

FONTS.

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.

Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria

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

Cambria
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

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 a Grooveshark or Spotify 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).
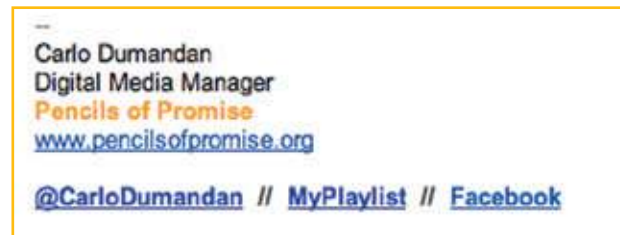+ Use the normal default type size in Gmail.

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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.

LETTERHEAD.

1.9"

.75"

.75"

1.9"

Letterhead

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

SIZE

8.5" x 11" (also available in A4)

TYPOGRAPHY

Reciepient Name and Address:

Helvitica Neue 10pt font Bold and Regular, dark grey

BODY TEXT

Helvitica Neue, 10pt font regular, grey

Template is available for download on **Page 36**

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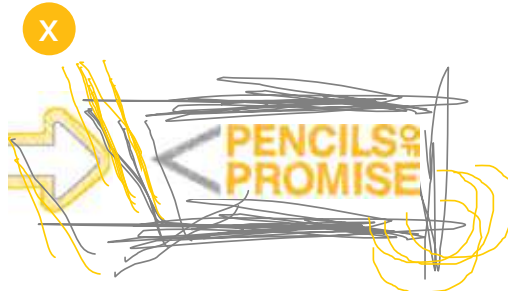
DON'T: Go overboard and let the work get sloppy.

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.
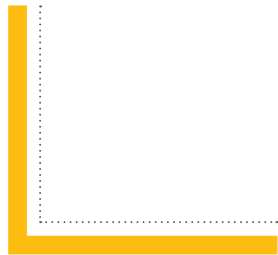

DON'T: Use really large dots.

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.

$25
Educates 1 Child

$250
Educates 10 Children

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.
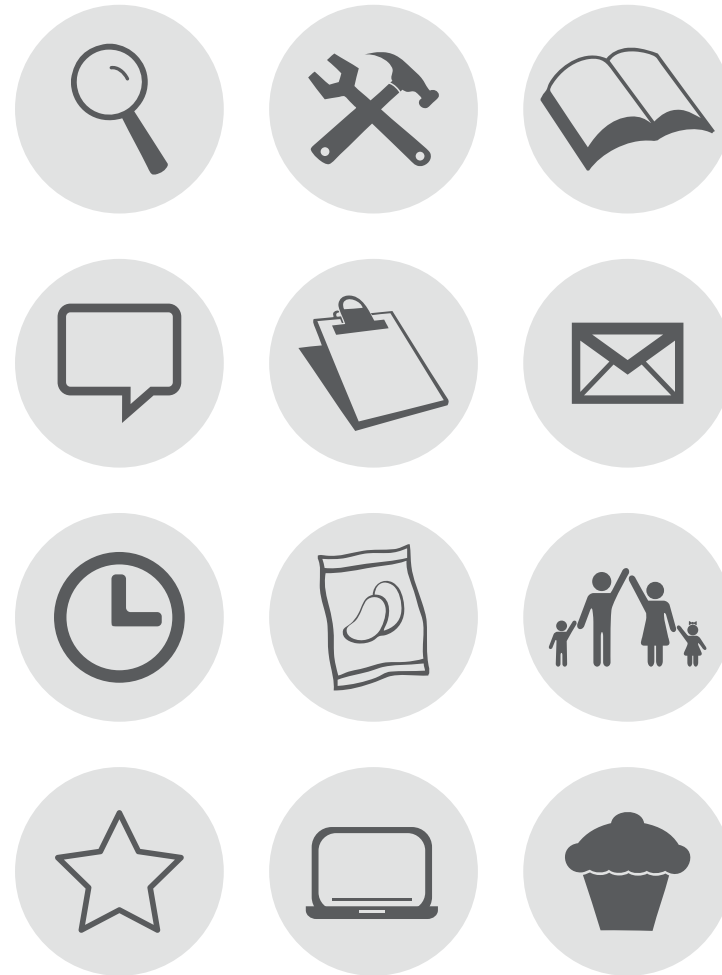
USE OF PHOTOGRAPHY.

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

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.**

WHERE TO FIND CORE POP IMAGES

+ Feel free to explore our Flickr account and use images from there:
http://www.flickr.com/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/fhbgnbgnu7blovi/Kmcylca_S9

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.

USING TEXT OVER AN IMAGE

Sometimes we like to place bold text over an image. This is best when the text 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

INTERNATIONAL PROGRAMS

PHOTO CREDIT: NICK ONKEN.

DON'T: Place text over faces.

INTERNATIONAL PROGRAMS

PHOTO CREDIT: NICK ONKEN.

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

INTERNATIONAL PROGRAMS

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.

At Pencils of Promise we focus on building strong structures and sustainable education programs

PHOTO CREDIT: NICK ONKEN.

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

At Pencils of Promise we focus on building strong structures and sustainable education programs

PHOTO CREDIT: NICK ONKEN.

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/ubdn04e5xtvllpn/tDdD9qukcl

PHOTOGRAPHY

https://www.dropbox.com/sh/fhbgnbgnu7blovi/Kmcylca_S9

Flickr photos

http://www.flickr.com/pencilsofpromise

ICONS

https://www.dropbox.com/sh/fhbgnbgnu7blovi/Kmcylca_S9

2012 YEARBOOK

http://pencilsofpromise.org/yearbook

TEMPLATES

Letter head

https://www.dropbox.com/s/g0ixi8u622a8ljf/pop_letterhead.dot

Page Border
https://www.dropbox.com/s/zkprsn2855fq3g2/120524-poppageborder%20final.doc

Cards

https://www.dropbox.com/sh/yfu1kop09ybexra/oMEo7dRs2Y
(Unless otherwise notified please keep the size of the cards 5.5" W and 8.5" H, with a .25" inch bleed.)

POWER POINT

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

POP MANIFESTO
https://www.dropbox.com/s/lvuzi56xdwf1zfd/popmanifesto.ai

SO, THAT'S OUR BRAND.
YOUR BRAND.

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

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