



# BRAND BOOK

VERSION 3.2

# WHO WE ARE

- 5 Our Mission
- 6 What We Do
- 7 What Makes Us Different
- 8 Our 100% Promise
- 9 Our Philosophy
- 10 Brand Promise
- 11 An Important Note
- 12 Founding Principles

# WHAT WE SOUND LIKE

- 14 Brand Tone
- 15 Brand Personality Attributes
- 16 Call to Action & Key Terminology
- 18 PoP Language

# WHAT WE LOOK LIKE

- 20 Hero Logo
- 22 Core Palette
- 23 Extended Palette
- 24 Typography
- 26 Iconography
- 28 Photography
- 30 Design Elements
- 31 Resources & Assets

## Why we need a brand book

Who is Pencils of Promise? By definition, we are a nonprofit. But we are so much more than the 501(c)(3) label could ever encompass.

Pencils of Promise is a for-purpose organization made up of driven individuals committed to changing the world. We are builders, dreamers and doers who genuinely believe that every child, everywhere, deserves access to a quality, sustainable education.

We are also a brand. As such, we have some brand standards that help people immediately recognize PoP whenever they hear, see or interact with us. We've built this brand book to speak to our voice and our vision. Our goal is not to restrict you from only thinking about PoP in one manner, but rather to arm you with the tools to truly represent and embody Pencils of Promise in the best way possible.

We'll use this guide to present PoP with a unified voice and image. After all, the world can't help but hear us if we're all shouting the same message.





# WHO WE ARE

*A general overview of Pencils of Promise through our mission, philosophy and impact*

# OUR MISSION

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We believe 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.

# WHAT WE DO

Pencils of Promise is a learning organization focused on quality education outcomes. Within our schools, we're implementing a dynamic, comprehensive approach to ensure quality education. Through our key programs, we provide the means, methods and materials necessary to increase literacy rates in our partner countries, genuinely changing what a learning experience can be for a child anywhere in the world.



## Teacher Support

To ensure that our students are receiving a high-quality education, we provide our teachers with training and innovative resources, enhancing the delivery of national curriculum and empowering them to lead dynamic and effective lessons.



## School Builds

We believe that a quality learning environment is critical to increasing student attendance, engagement and overall literacy outcomes—so we build schools to ensure that all of our students have access to a safe and healthy place to learn.



## WASH

We provide children with access to clean water, private bathrooms and good hygiene practices. We believe that providing safe, clean infrastructures coupled with knowledge on hygiene behavior is essential for keeping kids healthy, happy and in school.



## WHAT MAKES US DIFFERENT

We don't do charity work. We make long-term investments. We take a collaborative approach and work alongside each community to train and empower locals to increase access to education and to create self-sustaining schools and projects, 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 even a small gesture, like handing a pencil to a child, is an important act and that every individual has something meaningful to contribute to the greater good.



# OUR 100% PROMISE

## 100% For-Purpose

PoP is guided by our revolutionary “for-purpose” approach. Blending the head of a for-profit business with the heart of a humanitarian nonprofit, we rigorously measure the return on investment of every donor dollar we spend. Joy and passion are great, but results are what we’re all about.

## 100% Direct Giving

Donors rarely know where their money goes, so we set out to change this. By covering our operational costs through private donors, events and companies, 100% of every dollar donated online goes directly into our programs to educate more children.

## 100% Operational Integrity

We don’t just build a school and move on, we monitor and evaluate every project we undertake. We have a proactive process to ensure every school we open is educating students.

# OUR PHILOSOPHY

We truly believe that **a generation empowered will empower the world**. Over the past 10+ years, we've grown into an intercontinental organization that is not just improving infrastructure, but genuinely changing what a learning experience can be for a child anywhere in the world. Our philosophy is deeply rooted in our belief in the life-altering impact that an education can have on a child, community and even nation.

PoP is a learning organization focused on quality education outcomes. A physical structure is just the first step; what's happening inside the classroom is just as important as ensuring that students have a place to learn. With our dynamic approach to ensure quality education through our programs, we are going to reshape the landscape of education in the developing world.

As our organization evolves, our philosophy is that our goals and strategies should not remain static. We consistently evaluate our methodologies to ensure students achieve the best possible results and make changes to our programming if we don't see progress. We rely on measurable data to qualify our success and remain willing to change our goals or in-classroom methods to establish the long-term effectiveness of our schools.

We believe that every child has the basic right to education and are invested in making that philosophy into a global reality.



# BRAND PROMISE

**Everyone Has Promise** is the singular idea that sums up who we are and who we hope to be. We hold the unrelenting belief that everyone, no matter where they are born, has promise. This belief stems from our brand vision, positioning and personality.

## Brand Vision

- + We are continuing to evolve into a learning organization focused on quality education outcomes.
- + We are going to reshape the landscape of education in the developing world through our dynamic approach to ensuring quality education.

## Brand Positioning

- + We are committed to the principle that everyone's contribution matters.
- + We are leaders in innovation in the global education sphere.
- + We maintain our start-up spirit while utilizing legitimate and accurate data to ensure that our fast-growing organization is providing real results.

## Brand Personality

- + We are playful, restless and proudly idealistic.
- + We maintain a young, fresh, innovative presence in the for-purpose and nonprofit sector.
- + We are not afraid to acknowledge our shortcomings because we know that we only grow stronger and more credible as an organization, and as a brand, through transparency of our programs, results and impact.

# AN IMPORTANT NOTE

The work we do is essential. It traverses geographical, cultural and racial boundaries and it's crucial that we not only respect these differences, but celebrate them. We can do that by acknowledging and constantly checking our own systemic privileges, biases and power dynamics. To do our work effectively as an organization, we need to do our own personal work simultaneously.

The PoP Fam has never taken the easy way out. It's easy to pick and choose photos of our partner communities that display overt "poverty" to trigger emotions of donors, but these photos contribute to the harmful stereotypes of those living in our partner communities. We know that the places where we work are so much more than that. We choose to focus not on what is lacking economically, but instead we shine a light on the existent abundance: love from the parents who want the best possible future for their children, pride from the teachers who continuously perfect their skills to ensure their students' success and determination from each student who arrives to school each and every day ready to learn.

The PoP Family is comprised of many co-heroes: students, teachers, global teams, partners, donors, campaigners, staff and more. Not one is more valuable than another. And without one part, we are not whole. We are all co-heroes in this movement. We all matter.

## 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

How we talk about Pencils of Promise and an overview of our brand tone

# BRAND TONE

When we talk or write about PoP, it's critical that we maintain a consistent voice. This consistency will allow people to immediately recognize PoP whenever they hear, see or interact with our organization. Best represented by our PoP mantra "Everyone Has Promise," please keep the following tone and voice in mind when building PoP messaging:

- + We are relentlessly optimistic
- + We are passionate about making a difference
- + We are innovative, collaborative and creative
- + We are energetic, but not too perky
- + We are confident and bold, but not cocky
- + We are tirelessly and audaciously ambitious
- + We are always a "we" and wholeheartedly believe in the power of the collective

Change begins with YOU.

Their future is our future.

Everyone deserves an education. Period.

Some of the best ideas started  
with a pencil and a dream.  
#NationalPencilDay

Because you made a difference, so can she.



# BRAND PERSONALITY ATTRIBUTES

These are the traits that set PoP apart. They stem from the founding principles of our organization and embody the qualities that distinguish us from other for-purpose brands. Whenever crafting anything on behalf of PoP, remember to channel the following characteristics:

**PLAYFUL:** positive attitude, warm, welcoming, fun

**MEANS THAT WE** always find the upside, balance serious issues with a youthful, confident spirit and invite others along with us

**RESTLESS:** hungry, always improving, continuously reaching higher

**MEANS THAT WE** never back down, are tirelessly and audaciously ambitious and are never satisfied with what we've already accomplished

**PROUDLY IDEALISTIC:** brave believer, determined, positively undeterred

**MEANS THAT WE** picture a better future and set goals to get there; we see idealism as a belief and commitment to the ideal state, not naivety



# CALLS TO ACTION & KEY TERMINOLOGY

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](http://pencilsofpromise.org), where they can sign up to join the #PoPFam and take the following immediate actions:

## Follow Us

Follow our social media accounts on Facebook, Twitter and Instagram and continue to spread the word.

## Donate

Make an individual or recurring donation to support the work we do around the world.

## Campaign

Donate your birthday, run a marathon, get creative and rally friends and family to support you as you raise money and awareness for PoP.

## Take Action

Host an event 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.

## PoP Family (#PoPFam)

**WHAT IT MEANS:** A term used to encompass the incredible community involved with PoP. This includes our communities, students, staff and interns, Board of Directors and Advisory Board, PoP Clubs, Leadership Councils, donors, influencers, corporate sponsors, Twitter followers, etc.—really, anyone who has had an impact on or supported our organization in some way. Anyone associated with our #PoPFam should embody our messaging of positive social change, made possible by the collaboration of open-minded and inspired individuals determined to make the world a better place.

## Campaigner

**WHAT IT MEANS:** All individuals who create online fundraising pages are referred to as “campaigners” (instead of “fundraisers”). In reality, PoP supporters do so much more than just fundraise for us - they advocate for our mission, they plan events and they spread awareness. The word “campaign” is more reflective of all the amazing things they’re doing!

## For-Purpose

**WHAT IT MEANS:** PoP doesn’t believe in the term “non-profit.” Instead, we consider ourselves a “for-purpose” organization, which refers to the blending of non-profit idealism with for-profit business acumen. Our adaptation of the term “for-purpose” epitomizes PoP’s outlook. We are driven by our results, which is the key to any successful organization looking to make a sustainable, lasting impact. “For-purpose” is a PoP coined approach focusing on structure, results and adherence to long-term strategic goals. We have a mission-driven commitment to solving a societal problem, which ensures that we’re effective on a global scale.



# WATCH YOUR LANGUAGE

When we speak about PoP, here are some key words that we use:

- + Innovate
- + Sustainable
- + Effective
- + Invest
- + Support
- + Change
- + Community
- + Transform
- + Engage
- + Collaborate
- + Enable
- + Powerful
- + Creative
- + Results
- + Monitor
- + Evaluate
- + Optimistic
- + Positive

And some that we don't use:

- x Poverty
- x Deprived
- x Needy/In-need
- x Poor
- x Charity
- x Impoverished
- x Third-world
- x Developing World/Countries
- x “In the field” or “To the field”



# WHAT WE LOOK LIKE

An overview of our brand aesthetics & design principles



## HERO LOGO

Our logo is the face of our brand and PoP’s greatest design asset. It’s important for us to treat our logo with respect and care. Trust us, treating our logo right will help make your project look amazing.

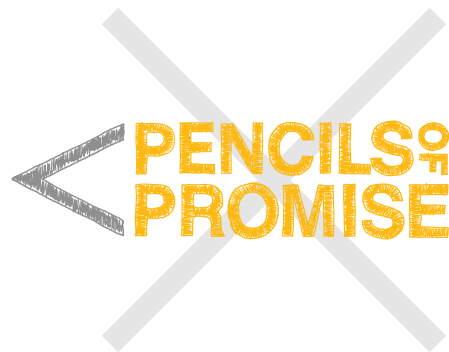
When working with the logo, keep in mind both centering and spacing. The arrow in the logo can make it feel off-center, even if it actually is centered. The trick is to line up the center mark between the “N” and the “C.”

Give the logo plenty of space, too. As a general rule, you should be able to fit at least one “P” on either side (but more space is always better).

We love our logo and want to show it off. The best way to do that is to just let it be. Simplicity is powerful. In case you find yourself with an urge to switch things up, here are some major logo don't's:

### Don't use our retired logo

This is not our logo. There was a time that our logo featured sketched letters, but that time has passed. You can keep the old logo in your heart, but please leave it off the page.



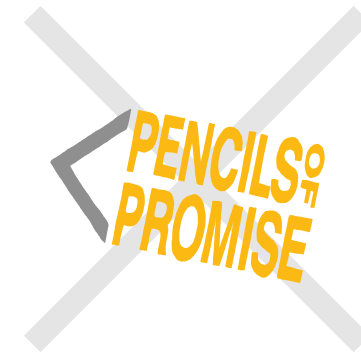
### Don't embellish our logo

We think our logo looks great just as it is. Please steer clear of adding overt drop shadows, changing up our color combo or embossing, etc.



### Don't manipulate our logo

No shmushing. No stretching. No tilting. Leaving the logo in its original form is how we maintain consistency, keeping the PoP brand strong and proud.



# CORE PALETTE

Colors can create emotion, trigger memory and communicate the values of an organization. Our core colors reflect the Pencils of Promise spirit. PoP marigold represents our bold optimism while the greys keep us grounded in the work we do. For every project, it's best to keep these the colors, along with a fair amount of whitespace, in mind.

## 1. PoP Marigold

Pantone 124C  
CMYK 0, 28, 100, 0  
RGB 238, 171, 0  
#F4B233

## 2. Light Grey

CMYK 23, 18, 18, 0  
RGB 196, 196, 196  
#C4C4C4

## 3. Graphite

CMYK 63, 55, 54, 29  
RGB 89, 89, 89  
#595959

## 4. Black

CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
#000000



Red	Dark Blue	Fundraiser Blue	Donate Green	Bright Green
CMYK 0, 28, 100, 0	CMYK 77, 43, 26, 2	Pantone 311C	Pantone 7740C	Pantone 7488C
RGB 238, 171, 0	RGB 68, 125, 156	CMYK 68, 2, 5, 0	CMYK 81, 20, 100, 6	CMYK 56, 0, 93, 0
#EC5548	#477E9B	RGB 31, 188, 228	RGB 51, 145, 68	RGB 114, 213, 74
		#31BDE3	#3C8E47	#81C054

# EXTENDED PALETTE

The extended palette is only used as a base for designing campaign-specific branding. These colors have been carefully chosen to work well with our core palette and also showcase our brand personality. In simple terms, the core palette is a pencil that we use everyday; the extended palette is a box of Crayola markers that we utilize only when its time for arts and crafts. The extended palette colors take a backseat to the core palette, but it’s good to be aware of them.

# TYPOGRAPHY

Our typography is another way for PoP to stand out from the crowd. It's most effective when everyone on our team uses the set fonts. Whenever we're communicating with outside parties, be sure to use our fonts for a polished and on-brand look.

When you use these fonts, keep in mind the tracking, especially with Freight Text. For the sake of legibility and aesthetics, give each letter some space if you are working in a program that gives you that option.

Here are some guidelines for our fonts, but feel free to be creative and utilize them in whatever way makes sense for the project you're working on. You can use this brand book and other PoP assets for inspiration to see how we use each font. These font families are available in-house to download on the Resources Page.

## PROXIMA NOVA BOLD

**WHEN TO USE:** This font is great for important numbers, list titles, icon titles, etc. Color varies based on supporting page content.

## Freight Text Book

**WHEN TO USE:** This is for pull out text, important sentences, content headers or sub-section headers. Give the letters in this font a lot of room to breathe; don't forget to adjust the tracking.

## Proxima Nova Regular/Light

**WHEN TO USE:** This is for body text, the weight of which can be decided depending on legibility. Be conscious of the space between the lines of body copy; adjust the leading for maximum readability.

Proxima Nova Bold

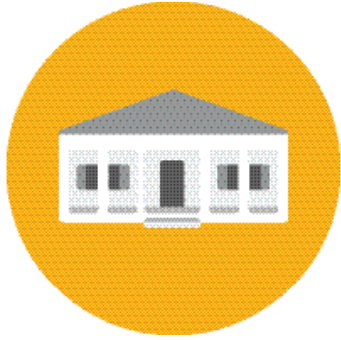
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!?!%#\$**

Proxima Nova Light

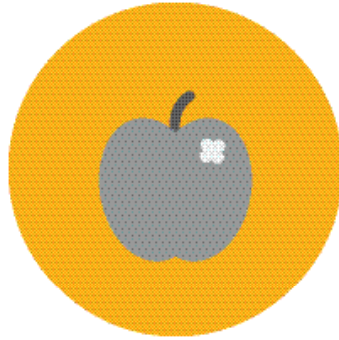
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!%#\$

Freight Text Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!%#\$



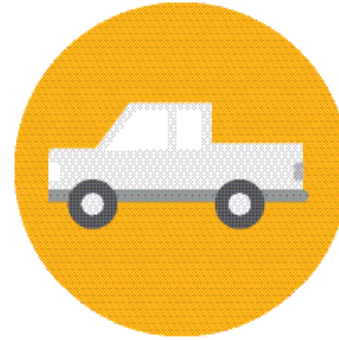
School Builds



Teacher Support



WASH



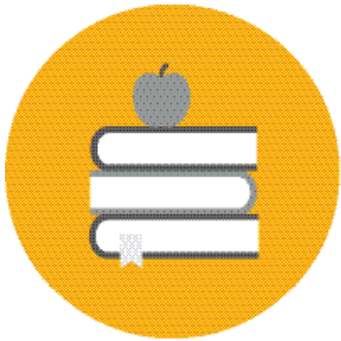
Transportation



Identify



Learn & Evaluate



Books



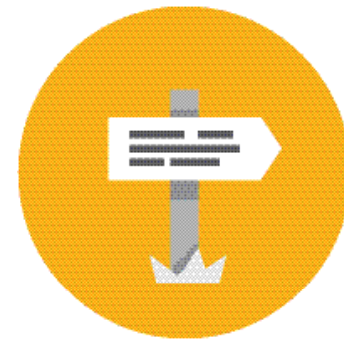
Community/Workshops



Backpack



Break Ground



Scouting



Tablet / E-Reader

## ICONOGRAPHY

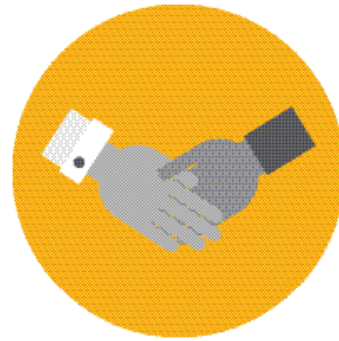
Our icons are a simple way to visually represent concepts, break up the monotony of text and draw attention to important sections. They can exist within a circle frame or without. If you use the dotted outline, please be conscious of size and spacing of the dashes when resized. Our website is a great place to view our icons and familiarize yourself with their context.



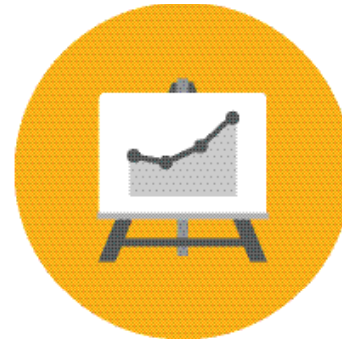
Open Book



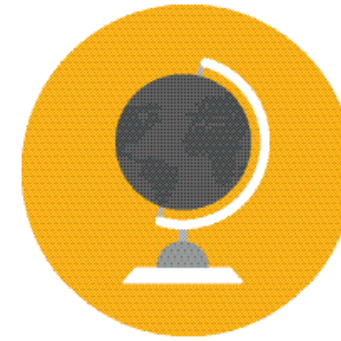
Paint Can



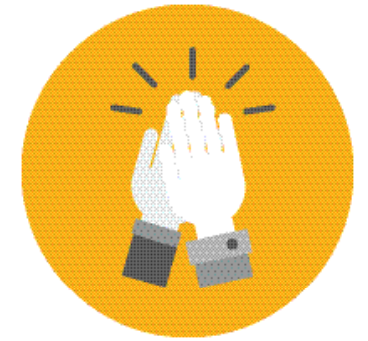
Partnership



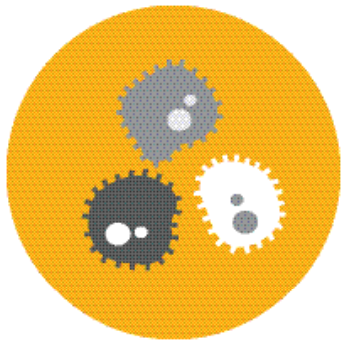
Graph



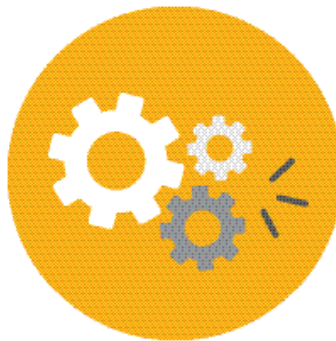
Globe



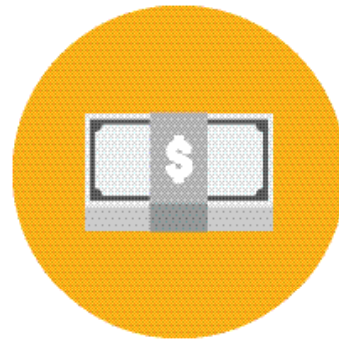
High Five



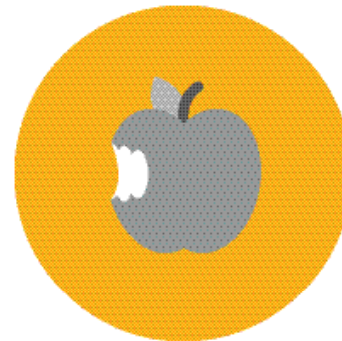
Health & Sanitation



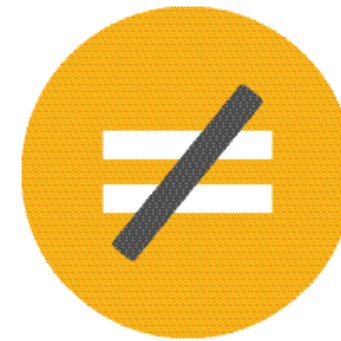
Infrastructure



Economics



Lack of Qualified  
Teachers



Gender Inequality



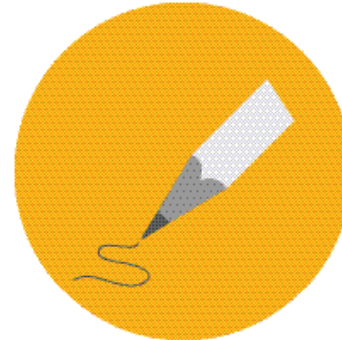
Maintenance



Map



Toilet Paper



Pencil



# PHOTOGRAPHY

We are so lucky to have extremely talented people on our PoP team, including top-notch photographers that bring our work to life. How we use photography is very intentional: we aim to be authentic in the way we showcase each country by telling an honest story while celebrating the communities we work in. This allows us to transport genuine, meaningful images across oceans to share with our supporters. When working with photography, here are some things to consider:

## Crediting

Make sure to give credit where credit is due. When sending our pictures for use in outside materials like magazines or even Instagram, be sure to include a short credit line. This is a small way to thank our photographers for the wonderful work they do.

## Color vs. B&W

The communities in which we work are vibrant and colorful. We always want to make sure that those traits shine through in our photography. That's why we prefer to use color photos rather than black and white. There are times when black and white is the right choice, but we usually defer to color photos.

## Using your own shots

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

- + Capture natural moments (think: moments that tell stories). There's no need to make your subjects pose or look straight into the camera.
- + Make sure to set your camera to a high-resolution so you can use the shots for a variety of creative needs, from print to snapchat.
- + Take your shots in full-color and without a filter. You can always adjust the color and balance later.
- + Keep in mind the personality of the PoP brand and take photos that are uplifting, genuine and most importantly, respectful. Always ask permission before taking photos of someone.

# OTHER RULES & GUIDELINES

To help create a consistent feel throughout our collateral, while still allowing for creativity, we utilize a few key elements. These elements should be applied consistently. It's the little things that can make a BIG difference in our branding.

## No Oxford Commas

Since PoP's inception, oxford commas have been off-limits. We get it, you don't all agree with this rule! And we don't either, but for consistency's sake, please leave oxford commas out of all external-facing materials. Leave your oxford commas at home, folks.

## Toward (Not Towards)

Echoing the oxford comma tradition. The 's' has never been added to toward in PoP's lifetime. Let's keep the tradition alive so that our voice remains the same, and so we don't have to change all collateral ever released in the history of PoP.

## People First Language

"PFL" is a linguistic prescription to avoid marginalization or dehumanization when discussing people with a health issue or disability. IRL example: ~~disabled/handicapped people~~ --> people with disabilities.

## PoP's Partner Countries

When mentioning PoP's partner countries, or countries of impact, use those phrases or list them specifically instead of saying "in the field", "developing countries" or "low-income countries." Hint: Ghana is actually a middle-income country. If listing, please do so in the following order: Ghana, Guatemala and Laos (it's alphabetical).

## Bullet Styles

One unique element of our materials is how we style bullet points. A simple, yellow, semi-bolded "plus-sign" can really make a section pop. Be sure to leave a lot of space around the actual bullet point so it doesn't get confused with the letter "t".

## Full Stops & Ampersands

When formatting headers and sub-headers — even if the copy is a full sentence — don't use a period. We prefer to use the "&" symbol instead of writing out the word "and" or using another symbol, like " + " (save that one for bullet points).



## RESOURCES & ASSETS

This page is your go-to place for the most up-to-date PoP assets. They're all in one place to make it easier to find the materials. Directly download it all or pick and choose from the folders above. Enjoy!

## So that's our brand. Your brand.

If you're ever in doubt about our branding, please refer back to this document. It's important to love and respect our brand, as it's the most effective way of uniting our work and providing a voice that we should all use to talk about PoP.

Our branding is a flexible system that allows for creativity — give it your best shot! Together, let's write a better future.

