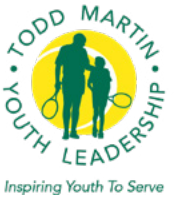




Inspiring Youth To Serve



Todd Martin Youth Leadership



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Brand

TMYL was founded in 1994 by its namesake Todd Martin, a professional tennis player who earned his spot as one of the top 4 professional tennis players in the world. He founded TMYL with Rick Ferman (his coach) and Dale Martin (his father). The goal of the organization is to teach leadership and life skills while aiding the youth of Lansing in attaining academic success. TMYL achieves this through tennis and education programs.

Strategy

Having a strong, identifiable brand is one of the most important ways to increase visibility, recognition, and trust among consumers. A brand enables an organization to effectively communicate who they are to the community and build a genuine relationship with their target audience. To effectively communicate the mission of TMYL to the community, the content strategy is centered around three pillars, including:

Awareness and Education

- Educate members within the community on TMYL and expose the foundation to as many people as possible.

Call to Action

- Use specific tactics to implement user-friendly content that will overall increase natural engagement.

Advocacy and Support

- Continue to provide strong consistent content to create an image across all three social media platforms that voice the foundation clearer.

MISSION

TMYL exists to prepare young people - especially those from under-resourced families and communities - for success as individuals and as active, responsible citizens, through innovative tennis, education, life skills, and leadership development programming.

Mood Board

A mood board is a collage consisting of images, text, and concepts. This can be used for inspiration before creating a piece of content for the brand. It's purpose is to convey a particular look or feel for a brand. For TMYL we decided to go for a fun and happy feel with bright colors and smiling faces to really highlight the joy that the organization hopes to spark in the Lansing youth.



Logo Usage

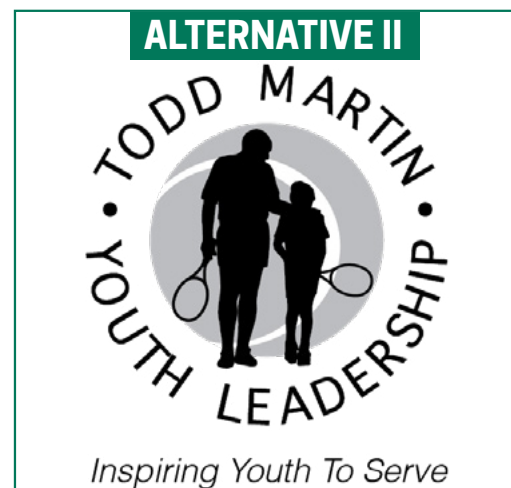
A brand will usually have a primary logo used on most materials, and alternative logos used on specific mediums or for specific purposes. This allows for greater variety in the visual representation of the brand.



Media
Social, print, graphic.



Media
Social, print, etc.



Media
Social, print, etc.

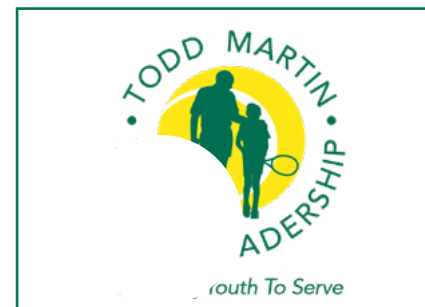
Logo Don'ts



Do not overlap other objects with the logos. Beware the buffer zone, leave space around it.



Do not tilt any part of the logos.



Do not erase parts of the logos.



Do not change the original colors of the logos.



Do not crop the logos.



Do not flip the logos.



Do not stretch the logos horizontally or vertically.

Color Usage

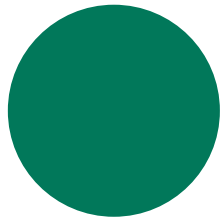
The color usage for a brand revolves around the primary and secondary colors. The colors represent the core of TMYL which is tennis and are often used to evoke emotion. The primary colors should be considered first in the design process and should be incorporated into almost every design, whether as the background color or design element.

RGB is for screens, including website, social media, and other Online applications.

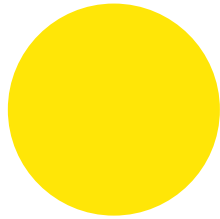
CMYK is for print, including posters, brochures, business cards, and more.

HEX # is another way to express RGB.

PRIMARY

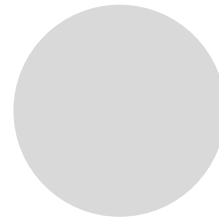


c: 88 m: 30
y: 75 k: 16
rgb: 0, 120, 90
#00785A

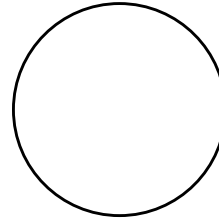


c: 2 m: 4
y: 97 k: 0
rgb: 255, 230, 7
#FFE607

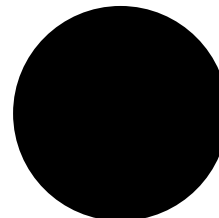
SECONDARY



c: 14 m: 11
y: 11 k: 0
rgb: 217, 217, 217
#D9D9D9



c: 0 m: 0
y: 0 k: 0
rgb: 255, 255, 255
#FFFFFF



c: 0 m: 0
y: 0 k: 100
rgb: 0, 0, 0
#231F20

Photo Usage

The brand mission is focused on helping the Lansing youth. Photos should be selected based on how well they uphold this mission. Subjects should look like happy and joyful. Things to consider when choosing photographs: depth of field, the subject matter (object or person), what emotions are being evoked, and diversity of all kinds of people. However, always keep in mind your target audience and tone of the organization.



Typography

Typography is an important part of any brand, and must be used consistently to achieve brand recognition and awareness. This set of typefaces best reflects Todd Martin Youth Leadership's brand and should be used in all website, social media, and print applications. Other typefaces should not be used in any circumstances. For the website, headlines should be in Omnes Pro. For the body copy, Brandon Grotesque should be used. As for Print and Graphics, for headlines, Baloo should be used in all cases. For sub-headlines, Cooper Hewitt Bold should be used. For body copy, Cooper Hewitt Medium should be used.

Website

Omnes Pro and Brandon Grotesque

Omnes Pro Headlines

Brandon Grotesque
Body Copy

Prints and Graphics

Baloo and Cooper Hewitt

Baloo Headlines

Cooper Hewitt Bold Sub-headlines

Cooper Hewitt
Body Copy

Cooper Hewitt Italic Emphasis

EXAMPLE

Headline goes here

Body copy goes here.

Headline goes here

Sub-headline goes here.

Body copy goes here.

Tone

Tone of voice is how the character of your organization comes through in the words you use in all brand materials. Your tone will shape how your audience sees you and will make an everlasting impression. Think of Nike and how they communicate with their audience. The meaning behind the phrase "Just Do It" has become the center of everything they do and helps them communicate effectively with their audience.

VALUES

Happy
Uplifting
Playful
Educational
Etc.

GUIDING QUESTIONS

When creating content, consider these questions to help guide TMYL's tone:

1. Consider TMYL's values. What words would someone with those values use?
2. How might your supporters and target audience want to be spoken to?
3. Think about your supporters and target audience. What values do they have? How might you characterize them?

EXAMPLE POST



Happy National Tennis Day
From Our Friends at TMYL!



EXAMPLE POST



Join us this summer!
for a free, entirely virtual
Summer Tennis & Leadership Program



Social Media

Each social media channel has a different purpose. Some content might be more appropriate for certain channels depending on the goal of the post and the audience you want to target. A social post should always have a call to action, telling your audience what you want them to do next.

HASHTAGS

- Be relevant.** Stuffing hashtags is considered spammy
 - Be specific.** Target niche audiences with tags they'll recognize
 - Be careful.** Make sure the hashtag means what you think it means
 - Be concise.** Short hashtags are easy to remember
- General hashtags for every post: #ToddMartinYL #Tennis

FACEBOOK

Facebook is used to inform and connect with target audiences. Facebook can be used for both professional and casual posting.

Distribute information that is lengthy and in-depth

Topics of content are sharable and discussable

Checklist

- Make sure the content is using the brand colors,
- If there is any type on the post that the brand fonts are in use.
- The TMYL logo somewhere on the post
- The content is categorized by one of the three pillars.

INSTAGRAM

Instagram is used to creatively share information and photos/videos.

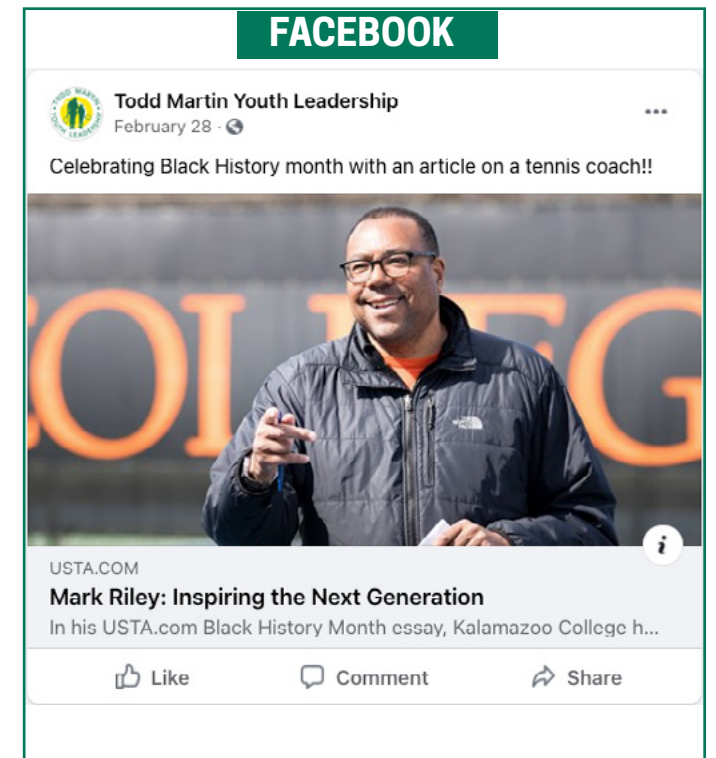
Use "Story", "IGTV" and "Highlight" for the behind-the-scenes content

Best platform to share the spontaneous on-location photos/footage

TWITTER

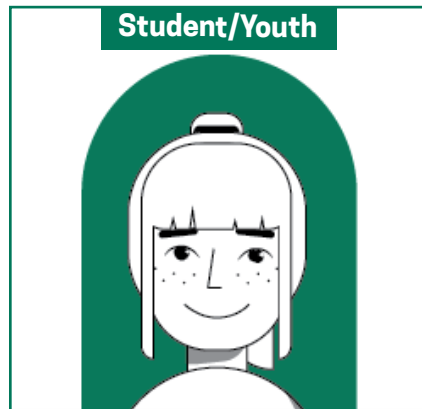
Twitter is used to engage and create conversations and spread up-to-date information quickly.

Examples



Target Audience

When crafting messaging for any platform, including social media, brochures, and website content, it is important to keep your target audience in mind. This allows your content to better connect with your target audiences and result in effective communication. TMYL's three main audience personas are Youth, Parents, and Donors. Before creating content, always think about which of the three main audience personas you're trying to talk to, and tailor messaging accordingly.

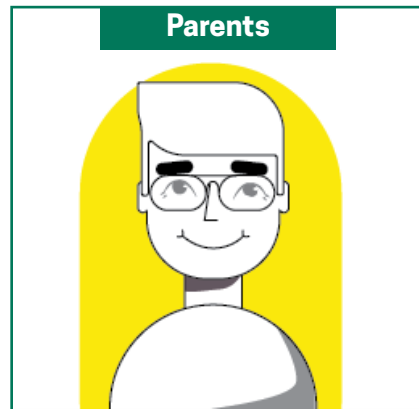


Gender & Age: Children age 5-18.

Location: Lives and goes to school in the Lansing area.

Characteristics: Is fun, energetic, loves to learn.

Communication: Prefers social media like Instagram and twitter.

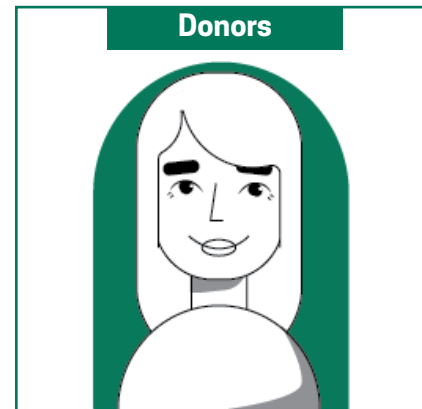


Gender & Age: Working adults age late 20's to early 40's.

Location: Lives and works in the Lansing area.

Characteristics: Has children who go to Lansing schools, encourage both education and exercise for their children.

Communication: Prefers Facebook and Instagram.



Gender & Age: Working or retired adults, ages 50-65.

Location: Live in or are from the Lansing area.

Characteristics: Likes to give back to the community, possibly was affected by TMYL in some way.

Communication: Prefers email or Facebook.

Resources

VIDEO

FREE

Pexels
High quality, versatile, and completely free stock video perfect for all projects.
<https://videos.pexels.com>

X Stock Video
Quality HD stock footage and stock video.
<http://www.xstockvideo.com>

PAID

Dissolve
Hand-picked stock footage collections for technical quality, aesthetic style, and relevance.
<https://dissolve.com/footage>

Adobe
High-quality, royalty-free stock video and images.
<https://stock.adobe.com/video>

PHOTO

FREE (Paid Options Available)

Pexels
High-quality and completely free stock photos.
<http://www.pexels.com>

Unsplash
Over 850,000 free, high-resolution photos.
<http://www.unsplash.com>

PAID

Shutterstock
High-quality photos with a wide selection.
<http://www.pexels.com>

Adobe
High-quality, royalty-free stock video and images.
<https://stock.adobe.com/video>

AUDIO

FREE (Paid Options Available)

Free Sound
Database of audio released under Creative Commons licenses that allow their reuse.
<http://www.freesound.org>

Beat Pick
Boutique licensing company that hand-picks each of its songs.
<http://www.beatpick.com>

PAID

Music Bed
Curated and licensed music from real artists.
<https://www.musicbed.com>

Audio Jungle
Royalty-free music and audio tracks from \$1.
<https://audiojungle.net>