



Communities In Schools

Michigan



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Michigan



College of
Communication
Arts & Sciences
MICHIGAN STATE UNIVERSITY



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Brand

At Communities In Schools, we see potential in every student— and we’re committed to helping them see it too. It’s not always easy. Millions of kids across the country face overwhelming roadblocks to their academic and personal success. Learning disabilities. Homelessness. Bullying. The emotional effects of trauma. Untreated medical or dental conditions. A lack of school supplies and clothes. We’re in schools to spot and overcome the roadblocks in our students’ way.

Our commitment to students brings communities together for them. We start by collaborating with school districts and schools to understand each student’s needs, and deliver resources tailored to them. But we don’t stop there. We go beyond the classroom to work with local businesses, social service agencies, healthcare providers and volunteers, to give every student the confidence to overcome life’s future roadblocks and own their success.

Strategy

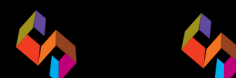
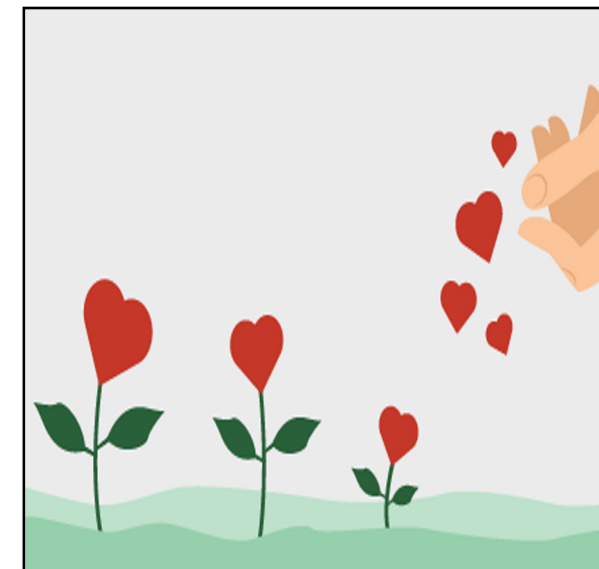
Communities In Schools (CIS) is a national organization that ensures all students have what they need to stay in school and on a path to a brighter future. Working directly inside more than 2,500 school and community sites across the country, we connect kids to caring adults and community resources designed to help them succeed in school and life. With a proven mix of evidence-based practice and human capital, we do whatever it takes to empower kids to realize their full potential.

MISSION

To surround students with a community of support, empowering them to stay in school and achieve in life.

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. Explain why you’re choosing certain colors and images in your mood board, and how they align with the brand’s mission and strategy.

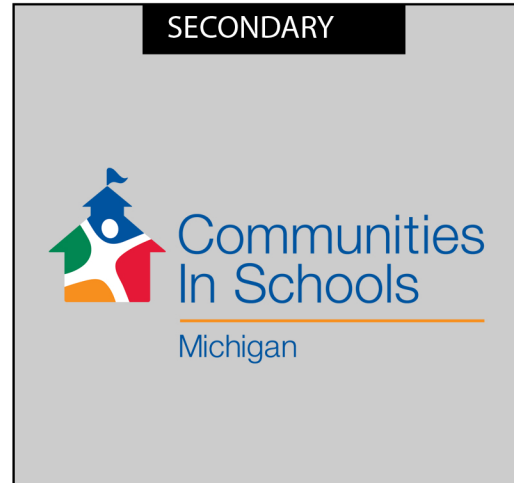


Logo Usage

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. You never want to go smaller than the minimum dimensions of the logo so it's always readable in it's setting.



PRIMARY
 Minimum Dimensions
 W: 1/4"
 H: 1/4"
 Media
 Social, print, etc.



SECONDARY
 Minimum Dimensions
 W: 1/4"
 H: 1/4"
 Media
 Social, print, etc.



ALTERNATIVE I
 Minimum Dimensions
 W: 1/4"
 H: 1/4"
 Media
 Social, print, etc.



ALTERNATIVE II
 Minimum Dimensions
 W: 1/4"
 H: 1/4"
 Media
 Social, print, etc.

Logo Don'ts



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



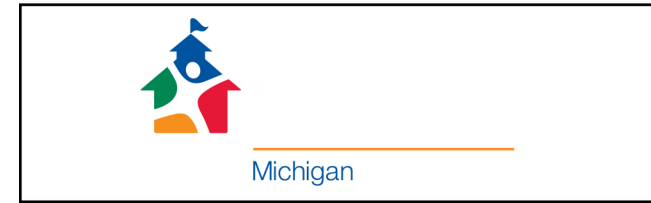
Do not change the original colors of the logos.



Do not tilt any part of the logos.



Do not crop the logos.



Do not erase parts of the logos.



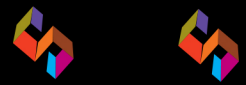
Do not flip the logos.



Do not reduce the size of the logos beyond the minimum dimensions.



Do not stretch the logos horizontally or vertically.

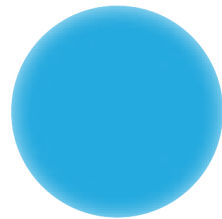


Color Usage

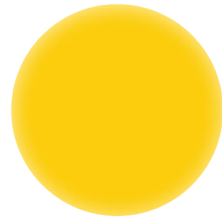
The color usage for a brand revolves around the primary and secondary colors. The colors help a brand stand out and are often used to evoke emotion. The primary colors should be considered first in the design process and should be incorporated into almost every design, whether as the background color 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.

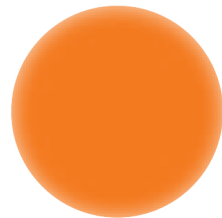
PRIMARY



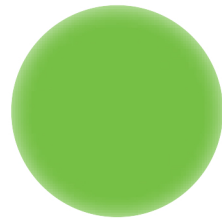
cmyk 70.15.0.0
 rgb 72.159.223
 #489fdf



cmyk 0.18.100.0
 rgb 255.206.0
 #ffce00



cmyk 0.60.100.0
 rgb 246.142.30
 #f68e1e

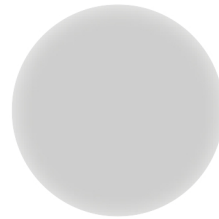


cmyk 60.0100.0
 rgb 120.190.32
 #78be20

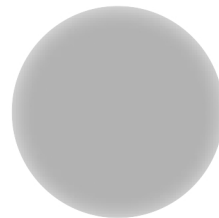
SECONDARY



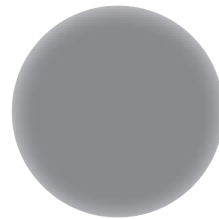
cmyk 7.6.5.0
 rgb 234.232.234
 #eae8ea



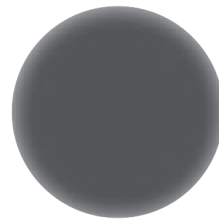
cmyk 18.14.15.0
 rgb 208.207.206
 #d0cfce



cmyk 31.25.25.0
 rgb 179.178.179
 #b3b2b3



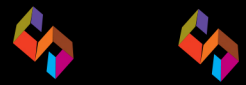
cmyk 49.40.38.4
 rgb 136.138.141
 #888a8d



cmyk 66.57.51.29
 rgb 84.86.91
 #54565b

Photo Usage

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. Explain why you're choosing certain colors and images in your mood board, and how they align with the brand's mission and strategy.



Typography is an important part of any brand, and must be used consistently to achieve brand recognition and awareness. The main Communities In School typeface is Helvetica Neue and should be used in all website, social media, and print applications. Other typefaces should not be used in any circumstances unless Helvetica Neue is not available. For headlines, Helvetica Neue Medium should be used. For body copy, Georgia Regular should be used.

Print Typefaces

Sans serif: Helvetica Neue

Helvetica Neue Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Helvetica Neue Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Helvetica Neue Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Condensed Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Serif: Georgia

Georgia Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Web Typefaces

Sans serif: Oswald

Oswald
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Serif: TheSerifB W5 Plain

The SerifB W5 Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Alternate Typeface

Sans serif: Arial

Because not all systems have the recommended fonts installed, alternate fonts are acceptable. When developing presentations in Microsoft® PowerPoint, Helvetica Neue can be replaced by Arial.

Arial Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CIS typefaces are available to download from the National Resource Center. See Brand Resource Library for exact folder location.

Helvetica Neue Medium
 for headlines

Single space between paragraphs

Georgia Regular for body copy

○ **Lorem Ipsum Dolor Sit Amet, Id Quo Dolore**
 Lorem ipsum dolor sit amet, id quo dolore ubique lobortis. Populo malorum singulis ad sit, accusata hendrerit eum at, mei clita eligendi interesset et. Ius ei lorem temporibus, in lorem impetus gloriatur per.

○ Ad usu tation eripuit. Cu inermis dolores mea. Te ius augue tincidunt, quaeque facilis id eos. Est ex platonem constituto, ne per bonorum epicuri, ut nisl accom-modare has. An temporibus persequeris eam. Quo adipiscing referrentur no, esse accumsan atomorum at cum.

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
 Etc.

GUIDING QUESTIONS

When creating content, consider these questions to help guide (brand’s) tone:

1. Consider (brand’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

At Communities In Schools, we see potential in every student—and we’re committed to helping them see it too. It’s not always easy. Millions of kids across the country face overwhelming roadblocks to their academic and personal success. Learning disabilities. Homelessness. Bullying. The emotional effects of trauma. Untreated medical or dental conditions. A lack of school supplies and clothes. We’re in schools to spot and overcome the roadblocks in our students’ way.

EXAMPLE POST

Our commitment to students brings communities together for them. We start by collaborating with school districts and schools to understand each student’s needs, and deliver resources tailored to them. But we don’t stop there. We go beyond the classroom to work with local businesses, social service agencies, healthcare providers and volunteers, to give every student the confidence to overcome life’s future roadblocks and own their success.

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: #CISofMI #CISMich

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 discussible

INSTAGRAM

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

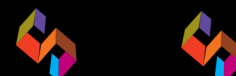
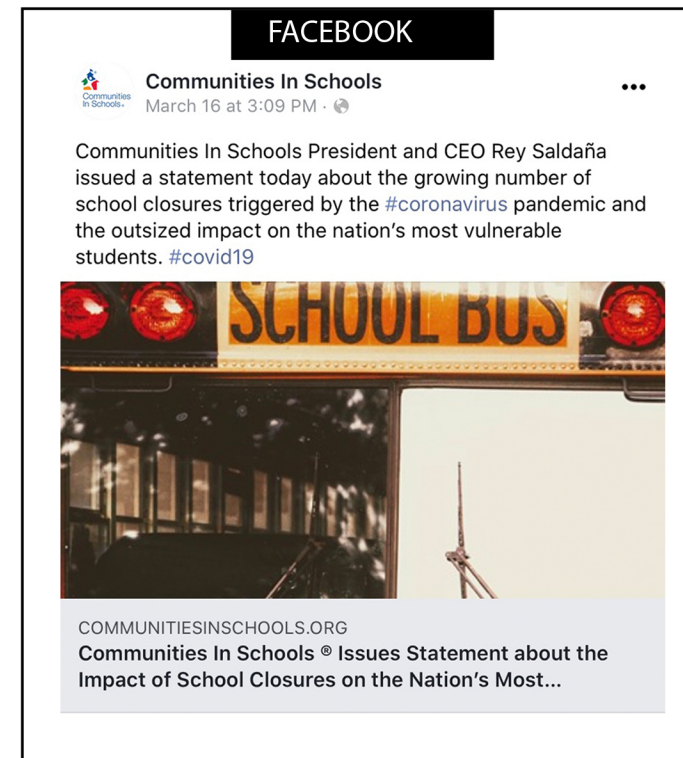
Use "Story", "IGTV" and "Highlight" for the behind-the-scenes content

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

Resources

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. Communities In Schools' three main audience personas are parents, donors, and schools. Before creating content, always think about which of the three main audience personas you're trying to talk to, and tailor messaging accordingly.



Schools/Students
Gender & Age: Children ages 4-19

Location: Anywhere in the state of Michigan with CIS in their school

Characteristics: Has a family, busy person, etc.

Communication: Prefers Instagram or Twitter correspondence

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

Location: Anywhere in the state of Michigan

Characteristics: Was affected by CIS of Michigan in some way

Communication: Prefers email or Facebook correspondence

Volunteers
Gender & Age: Working or retired adults 40-65

Location: Anywhere in the state of Michigan with CIS in their school district

Characteristics: Has grown children, used to work in the social services industry

Communication: Prefers email or Facebook correspondence

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>