

# Brand Guidelines

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## **Welcome to The Massachusetts Promise Fellowship's Brand Guidelines.**

This document is a simple yet robust set of brand guidelines that can be easily understood and communicated to users and applied to all internal and external communication collateral.

It is designed to guide you through the basic identity guidelines such as logo, typography and color, as well as provide some general rules for applying these elements across all media platforms

## **Who is this book for?**

Anyone who communicates on behalf of or about The Massachusetts Promise Fellowship.

All employees and Board members should be familiar with these guidelines to help you communicate with confidence and consistency. Please refer to them whenever you need inspiration or guidance as an ambassador of The Massachusetts Promise Fellowship – they're designed to help prepare you and make communicating easier!

## **How should this book be used?**

1. TO CLARIFY: The Massachusetts Promise Fellowship's unique story and qualities
2. TO ENSURE: Main themes are present in all communications and brand consistency is maintained.
3. TO ENCOURAGE: The sharing of the story of The Massachusetts Promise Fellowship.

## History

The Massachusetts Promise Fellowship (MPF) is an AmeriCorps program at Northeastern University. MPF grew from the America's Promise Alliance, a thought leader in dropout prevention, closing the opportunity gap, and supporting young people beyond high school.

## About Us

Fellows deliver interventions in Out of School Time (OST) settings to increase youth academic engagement – a key factor in dropout preventions. Through research-based academic engagement interventions, MPF supports schools, city agencies, and community-based organizations in the effort to help youth reach their full potential. Fellows lead academic enrichment and college and career exploration projects at these host sites during a year of service.

MPF is an AmeriCorps program of Northeastern University's Office of City and Community Engagement and is supported by the Massachusetts Service Alliance and the Corporation for National & community Service.

## Mission

The Massachusetts Promise Fellowship believes that all young people in the Commonwealth have a right to the resources they need to be successful in life. These include: a caring adult, a safe place, a healthy start, an effective education, and an opportunity to serve. We deliver these 5 promises to youth by training emerging leaders who commit one year of service to support and provide these needed resources to youth throughout the Commonwealth.

## Visual Messaging

From the beginning — at the Presidents' Summit for America's Future — the little red wagon has symbolized America's promise to our young people. It was at this historic gathering in Philadelphia that America's Promise Alliance Founding Chairman, General Colin L. Powell, USA (Ret) unveiled the symbol of the organization: the little red wagon, a familiar symbol of childhood.

America's Promise chose to represent its mission with this simple yet powerful image. The little red wagon is a promise and a challenge. The wagon carried children's dreams. Early on, we pull our children along and nurture them. As they grow, they begin to pull the wagon for themselves. If the load grows too heavy, people who care will help pull the weight. In time, children can carry back the gifts they've received to share with those behind them.

### In the words of General Powell:

"Every child should have a little red wagon. All of you in one way or another were exposed to little red wagons when you were kids. And it brings back a memory of a wonderful childhood. That little red wagon that you used to use and pretend it was a rocket ship or a sled going down a hill. You used to put your brother or sister in it and pull them around or push them around or throw them over. Everyone had pleasant memory of this little red wagon."

"The most important part is the black handle that comes up. It is that black handle that allows an adult to reach down, pull the wagon along and make the way of life a little easier for a child who needs some help."





PRIMARY LOGO LOCKUP



ICON



PRIMARY LOGOTYPE

MASSACHUSETTS  
PROMISE FELLOWSHIP

ALTERNATIVE LOCKUP



ALTERNATIVE SQUARE LOCKUP



ALTERNATIVE LOGOTYPE

MASSACHUSETTS  
**PROMISE**  
FELLOWSHIP

## Typography

The Massachusetts Promise Fellowship's brand identity includes a standard font/typeface and color. The font should never be altered in the logo and the color should be used in all printed and online communication.

The primary typeface is Raleway Medium for the logo and professionally published documents.

The standard point size for body copy is 12 in documents; this may be adjusted for individuals with visual impairments. The Massachusetts Promise Fellowship has a duty to make reasonable adjustments to accommodate people with disabilities, which includes modifying communication.

The secondary typeface is Lato Regular which can be useful as a more angular and geometric alternative.



**PRIMARY**

**SECONDARY**

**RALEWAY MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*() - = \_ + [] \ ; ' . / {} | : " < > ?

**LATO REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*() - = \_ + [] \ ; ' . / {} | : " < > ?

**RALEWAY BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*() - = \_ + [] \ ; ' . / {} | : " < > ?

**LATO BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*() - = \_ + [] \ ; ' . / {} | : " < > ?

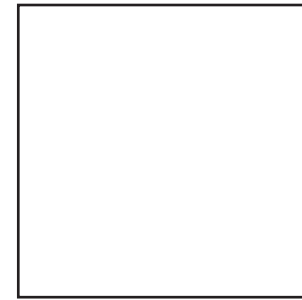
COLOR



C7 M100 Y85 K1  
R219 G0 B50  
HEX#db0032  
PANTONE C 199



C38 M8 Y1 K0  
R151 G202 B235  
HEX#g7caeb  
PANTONE C 291



C38 M8 Y1 K0  
R151 G202 B235  
HEX#g7caeb



C67 M64 Y67 K67  
R45 G42 B38  
HEX#2d2a26v  
PANTONE C BLACK





RESTRICTIONS



DO NOT CUT OFF ANY PART OF THE LOGO



DO NOT DISTORT THE LOGO



DO NOT USE COLORS OUTSIDE THE BRAND



DO NOT MOVE ANY OF THE ELEMENTS



DO NOT PLACE THE LOGO ON NON BRAND COLORS



DO NOT PLACE THE LOGO ON BUSY BACKGROUNDS



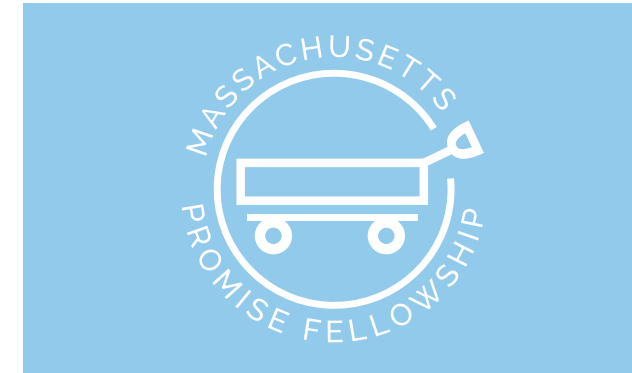
### Margins



THE MINIMUM SPACE AROUND THE LOGO MUST BE EQUAL TO OR GREATER THAN THE WIDTH OF "U" (1x).



WHITE LOGOS MAY BE PLACED OVER BRAND COLORS OR HIGH CONTRAST BRAND PHOTOGRAPHY ONLY WHEN FULL COLOR IS NOT AN OPTION



### Minimum Scale



\*ALWAYS TEST PRINT TO CHECK FOR LEGIBILITY



USAGE AND SPECIFICATIONS



THIS PRIMARY COLORWAY SHOULD BE PRIORITIZED FOR PLACING OVER COLORS. OTHER VARIATIONS ARE ONLY CONSIDERABLE WHEN PRIMARY COLORWAY IS NOT AN OPTION



THIS LOGO VARIATION MAY BE PLACED OVER BRAND COLORS ONLY WHEN BLACK COLOR IS NOT AN OPTION



THIS LOGO VARIATION MAY BE PLACED OVER BLACK BACKGROUND ONLY WHEN WHITE COLOR IS NOT AN OPTION



WHITE LOGO MAY BE PLACED OVER BRAND COLORS ONLY WHEN FULL COLOR IS NOT AN OPTION



BLACK LOGO MAY BE PLACED OVER BRAND COLORS ONLY WHEN FULL COLOR IS NOT AN OPTION



WHITE LOGO MAY BE PLACED OVER BLACK BACKGROUND ONLY WHEN FULL COLOR IS NOT AN OPTION

FAVICON EXAMPLES



USE FULL LOCK UP WHEN COPY REMAINS READABLE



USE ICON WHEN FAVICON IS TOO SMALL TO READ "JUST A START" TEXT

**PNG**

PORTABLE NETWORK GRAPHICS  
USED FOR WEB  
SUPPORT TRANSPARENT BACKGROUNDS  
CAN BE PLACED ON COLORS OR IMAGES ON SCREEN  
EX: BLOGS, DIGITAL PRESENTATIONS, SOCIAL MEDIA

**SVG**

SCALABLE VECTOR GRAPHIC  
USED FOR DIGITAL/WEB, BUT CAN TRANSLATE TO PRINT  
MAINTAIN CRISP CLARITY AND QUALITY ON WEB

**JPG**

JOINT PORTABLE GRAPHIC  
USED FOR WEB  
HAS WHITE BACKGROUND

**AI/ EPS**

ADOBE ILLUSTRATOR AND ENCAPSULATED POSTSCRIPT  
USED FOR PRINT (EX: BUSINESS CARDS, TSHIRTS, SIGNAGE)  
VECTOR GRAPHICS AND ORIGINAL DESIGN FILES  
EASILY SCALABLE AND MAINTAIN QUALITY

**PDF**

PORTABLE DOCUMENT FORMAT  
USED FOR PRINT MATERIALS  
EASY-TO-READ FILE FORMAT ON MULTIDEVICES  
EASY TO SHARE FOR REVIEW



# THANK YOU!

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