



**ProLiteracy®**

Graphic  
Standards  
Manual





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The purpose of these Graphic Standards is to establish a uniquely ownable “visual voice” for ProLiteracy with the goal of positioning ProLiteracy as the respected authority in adult literacy.

Branding, the result of a system of standards that are well-implemented, only works when it delivers on the promises it makes. Strong brands earn loyalty by providing a certain experience that becomes expected at every level of interaction.

These Graphic Standards have been created for ProLiteracy to ensure quality and consistency for the brand. They are intended to guide the use of graphic elements associated with ProLiteracy so that:

- the general public immediately recognizes a ProLiteracy publication or item bearing a ProLiteracy graphic element.
- the reaction to the brand is always positive and intuitive.
- ProLiteracy initiatives are considered consistent, approachable and understandable.

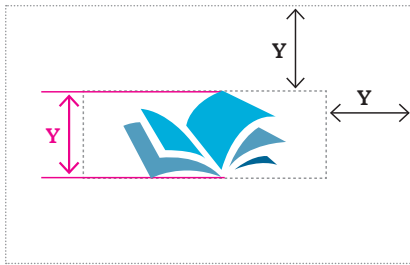
#### WHAT MAKES THE STANDARDS?

The identity of ProLiteracy is created from a collection of elements including, but not limited to: a mark, logotype, color palette, typography, brand personality and visual centering. This manual explains guidelines for appropriate use of these elements.

Adhering to these guidelines is mandatory, although there may be reasons for diverging from them in specific cases. In these unusual situations, ProLiteracy leadership will determine best practice on a case by-case basis.

## The Book

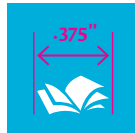
The new logo was built from the equity of the existing open book and inspired by the organization's shared values and brand attributes. By making the pages solid in structure, the mark becomes about the page content rather than the pages themselves. Its form could be interpreted in myriad ways: a bird in flight, pages in suspense and open sky. These are all symbols of what literacy can do.



### Clear Zone

The mark has an established "clear zone." This clear zone is intended to maintain the mark's integrity and to avoid visual distraction. No type or artwork should come within the clear zone around the mark.

Maintain a minimum distance equal to the height of the book (as shown above) between any other element. In addition, neither the page trim, nor a fold line, may fall within the clear zone.



### Size Minimum

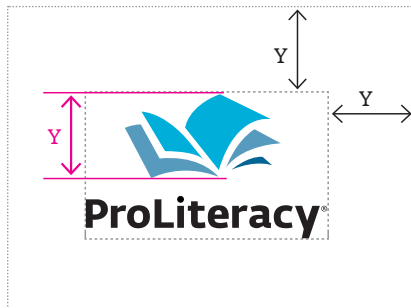
The mark should never appear smaller than .25" across. However, when reversed out of a solid background, the mark should never appear smaller than .375" across.

## Primary lock-up

When the mark is locked-up with the type treatment the unit is called the logotype. Two lock-ups have been created to provide versatility. The preferred lock-up is centered as pictured below.



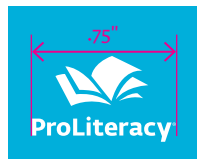
# ProLiteracy®



### Clear Zone

The logotype has an established “clear zone.” This clear zone is intended to maintain the logotype’s integrity and to avoid visual distraction. No type or artwork should come within the clear zone around the logotype.

Maintain a minimum distance equal to the height of the book (as shown above) between any other element. In addition, neither the page trim, nor a fold line, may fall within the clear zone.

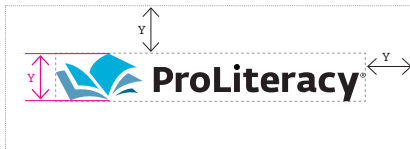


### Size Minimum

The logotype should never appear smaller than .5" across. However, when reversed out of a solid background, the logotype should never appear smaller than .75" across.

## Secondary lock-up

When the mark is locked up with the type treatment the unit is called the logotype. Two lock-ups have been created to provide versatility. The secondary lock-up is to be used when a horizontal placement scenario is necessary, as pictured below.



### Clear Zone

The logotype has an established “clear zone.” This clear zone is intended to maintain the logotype’s integrity and to avoid visual distraction. No type or artwork should come within the clear zone around the logotype.

Maintain a minimum distance equal to the height of the book (as shown above) between any other element. In addition, neither the page trim, nor a fold line, may fall within the clear zone.



### Size Minimum

The secondary logotype should never appear smaller than .75" across. However, when reversed out of a solid background, the logotype should never appear smaller than 1" across.



# Primary palette

Blue was chosen as the primary ProLiteracy color, due to its calming nature. It can be strong and steadfast or light and friendly. It was also chosen as the primary color for the refreshed logo to retain continuity while setting the stage for the extended palette.

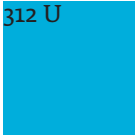

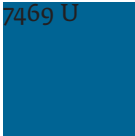

## ProLiteracy Color Attributes

**Bright**

**Optimistic**

**Versatile**

## Primary Color Palette: ProLiteracy Blue

| PMS Spot Color  | CMYK Process                     | RGB On-Screen              | Web Hexdecimal |
|---|----------------------------------|----------------------------|----------------|
| 312 U<br>    | C: 95<br>M: 0<br>Y: 10<br>K: 0   | R: 0<br>G: 175<br>B: 220   | #00AFDB        |
| 549 U<br>   | C: 50<br>M: 5<br>Y: 0<br>K: 25   | R: 85<br>G: 155<br>B: 190  | #569BBE        |
| 7469 U<br> | C: 100<br>M: 20<br>Y: 0<br>K: 40 | R: 0<br>G: 100<br>B: 150   | #006595        |
| 402 U<br>  | C: 0<br>M: 5<br>Y: 15<br>K: 30   | R: 187<br>G: 176<br>B: 163 | #BBBoA3        |





### NOTE:

Do not match colors from this manual. Please refer to Uncoated Pantone Matching System swatchbook.

## Secondary palette

The branding refresh also included a major change to the color palette, especially the secondary set. A fuller set of orange and green was included with the blue set to help create a versatile range of combinations with a full emotive spectrum of color.

### Secondary Color Palette: ProLiteracy Orange

| PMS Spot Color   | CMYK Process                     | RGB On-Screen              | Web Hexdecimal |
|--|----------------------------------|----------------------------|----------------|
|  1595 U   | C: 0<br>M: 60<br>Y: 100<br>K: 5  | R: 232<br>G: 125<br>B: 30  | #E87D1E        |
|  1375 U  | C: 0<br>M: 40<br>Y: 90<br>K: 0   | R: 250<br>G: 166<br>B: 52  | #FAA634        |
|  174 U  | C: 0<br>M: 70<br>Y: 100<br>K: 35 | R: 168<br>G: 77<br>B: 16   | #A84D10        |
|  7535 U | C: 0<br>M: 5<br>Y: 15<br>K: 20   | R: 211<br>G: 202<br>B: 183 | #D3CAB7        |

#### NOTE:

Do not match colors from this manual. Please refer to Uncoated Pantone Matching System swatchbook.



## Secondary palette continued

### Secondary Color Palette: ProLiteracy Purple

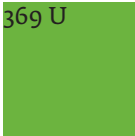
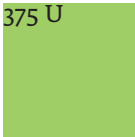

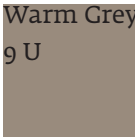
| PMS Spot Color  | CMYK Process                      | RGB On-Screen              | Web Hexdecimal |
|---|-----------------------------------|----------------------------|----------------|
| 5145 U<br>             | C: 30<br>M: 45<br>Y: 15<br>K: 0   | R: 180<br>G: 147<br>B: 177 | #B594B1        |
| 520 U<br>              | C: 65<br>M: 100<br>Y: 10<br>K: 0  | R: 124<br>G: 43<br>B: 131  | #7D2C85        |
| 5185 U<br>            | C: 80<br>M: 100<br>Y: 85<br>K: 25 | R: 76<br>G: 36<br>B: 50    | #4C2432        |
| Cool Gray<br>7 U<br> | C: 0<br>M: 0<br>Y: 0<br>K: 40     | R: 173<br>G: 175<br>B: 178 | #AEB0B2        |

#### NOTE:

Do not match colors from this manual. Please refer to Uncoated Pantone Matching System swatchbook.

## Secondary palette continued

### Secondary Color Palette: ProLiteracy Green





| PMS Spot Color   | CMYK Process                     | RGB On-Screen              | Web Hexdecimal |
|--|----------------------------------|----------------------------|----------------|
|  369 U              | C: 60<br>M: 0<br>Y: 100<br>K: 10 | R: 108<br>G: 179<br>B: 63  | #6CB33F        |
|  375 U              | C: 40<br>M: 0<br>Y: 80<br>K: 0   | R: 160<br>G: 207<br>B: 103 | #ADCF67        |
|  371 U             | C: 45<br>M: 0<br>Y: 100<br>K: 55 | R: 79<br>G: 111<br>B: 25   | #4F6F19        |
|  Warm Grey<br>9 U | C: 0<br>M: 10<br>Y: 20<br>K: 50  | R: 154<br>G: 139<br>B: 125 | #9A8B7D        |

**NOTE:**

Do not match colors from this manual. Please refer to Uncoated Pantone Matching System swatchbook.

## Secondary palette continued

### Secondary Color Palette: ProLiteracy Red

| PMS Spot Color   | CMYK Process                     | RGB On-Screen              | Web Hexdecimal |
|--|----------------------------------|----------------------------|----------------|
|  485 U    | C: 0<br>M: 95<br>Y: 100<br>K: 0  | R: 238<br>G: 49<br>B: 36   | #EE3126        |
|  1807 U   | C: 0<br>M: 100<br>Y: 95<br>K: 25 | R: 181<br>G: 18<br>B: 27   | #B42025        |
|  1817 U  | C: 0<br>M: 90<br>Y: 100<br>K: 65 | R: 111<br>G: 18<br>B: 0    | #6E1810        |
|  5507 U | C: 10<br>M: 0<br>Y: 5<br>K: 30   | R: 174<br>G: 188<br>B: 186 | #AEBDBA        |

**NOTE:**

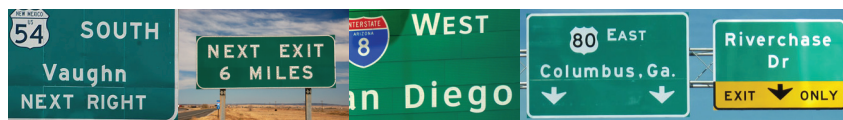
Do not match colors from this manual. Please refer to Uncoated Pantone Matching System swatchbook.

# About Fedra Sans

## Header and Headline

For the ProLiteracy logomark and headers and headlines, **Fedra Sans** was chosen because it embodies the legibility and impact necessary for a memorable identity and its weight compliments the redrawn book logo.

In addition, **Fedra Sans** is a human and contemporary response to the signage system implemented throughout the U.S. Federal Highway Administration designed specifically for ease of legibility. **Fedra Sans** offers a variety of weights—from light to bold—for greater control at various point sizes.



Not only is the logotype derived from **Fedra Sans**, but this font family can also be used as display/headline text. Because of the nontraditional shapes of **Fedra Sans**, it is strongly recommended to not use **Fedra Sans** as body copy or at sizes less than 9pt.

Fedra Sans Light

AaBbCcDdEeFfGg1234567890

Fedra Sans Light Italic

AaBbCcDdEeFfGg1234567890

Fedra Sans Normal

**AaBbCcDdEeFfGg1234567890**

Fedra Sans Normal Italic

AaBbCcDdEeFfGg1234567890

Fedra Sans Bold

**AaBbCcDdEeFfGg1234567890**

Fedra Sans Bold Italic

**AaBbCcDdEeFfGg1234567890**

Tracking/letterspacing for header and headline text using **Fedra Sans**. (in thousandths of an em, using optical kerning) -5 min., 60 max

The **Fedra Sans Family** can be purchased in both Mac and PC formats at: <http://www.typotheque.com>

# About Fedra Serif

## Body Copy, Body Head, and Headline

The Fedra Serif typeface family has been chosen not only for its contemporary charm, but for its easy legibility and accessibility. Drawn from the same skeletal frame the typeface also works well in conjunction with its sibling typeface, **Fedra Sans**. Fedra Serif offers a variety of weights—from light to bold—for greater control at various point sizes.

Apex Serif can be used for practically any text, from small body copy to larger body heads, and headlines.

Fedra Serif Light

AaBbCcDdEeFfGg1234567890

Fedra Serif Light Italic

AaBbCcDdEeFfGg1234567890

Fedra Serif Normal

AaBbCcDdEeFfGg1234567890

Fedra Serif Normal Italic

AaBbCcDdEeFfGg1234567890

Fedra Serif Bold

AaBbCcDdEeFfGg1234567890

Fedra Serif Bold Italic

AaBbCcDdEeFfGg1234567890

Tracking/letterspacing for header and headline text using Fedra Serif.  
(in thousandths of an em, using optical kerning)

-40 min., 50 max

Tracking/letterspacing for body text using Fedra Serif.  
(in thousandths of an em, using optical kerning)

-40 min., 25 max

The Fedra Serif Family can be purchased in both Mac and PC formats  
at: <http://www.typotheque.com>

# Type Substitutes

## Acceptable MS Word substitutes

When the Fedra Sans and Fedra Serif families are unavailable, the Arial, Verdana and Georgia font families may be substituted. The following situations are acceptable applications: letter and other correspondence body text; email text; PowerPoint presentations, website HTML text. All external vendors shall use Fedra Sans and/or Fedra Serif in communications/design pieces.

Arial Regular

AaBbCcDdEeFfGg1234567890

Arial Italic

*AaBbCcDdEeFfGg1234567890*

Arial Bold

**AaBbCcDdEeFfGg1234567890**

Arial Bold Italic

***AaBbCcDdEeFfGg1234567890***

Verdana Regular

AaBbCcDdEeFfGg1234567890

Verdana Italic

*AaBbCcDdEeFfGg1234567890*

Verdana Bold

**AaBbCcDdEeFfGg1234567890**

Verdana Bold Italic

***AaBbCcDdEeFfGg1234567890***

Tracking/letterspacing for header and headline text using Arial/  
Verdana. (in thousandths of an em, using optical kerning)  
-5 min., 60 max

Georgia Regular

AaBbCcDdEeFfGg1234567890

Georgia Italic

*AaBbCcDdEeFfGg1234567890*

Georgia Bold

**AaBbCcDdEeFfGg1234567890**

Georgia Bold Italic

***AaBbCcDdEeFfGg1234567890***

Tracking/letterspacing for body text using Georgia.  
(in thousandths of an em, using optical kerning)  
-40 min., 15 max

## Who is ProLiteracy?

ProLiteracy is like an earnest person who works around the clock to build a world where everyone can read and write to lead healthy, productive lives. The tone and manner for all branding decisions must be rooted in these six personality characteristics:

### Human

Inclusive, open-minded, genuine

### Honest

Authentic, true, humble

### Approachable

Friendly, something you want to be a part of, inspiring

### Determined

Laser-focus on the mission, sharp, committed, never swayed, stirring

### Experienced

Seeded in history and understanding, mature, educated, informed, clear and to the point, substantive

### Integrity

Trustworthy, high standards of excellence in all things, unquestionable leadership

## What does ProLiteracy look like?

Using engaging, brand-inspired imagery can draw audiences in and convey valuable non-verbal messages. Careful consideration must be given to the selection of imagery in all cases. It is essential to obtain proper legal usage rights for all imagery used in internal and external communications.

The visuals on this page are for “visual centering” inspiration only. This provides direction for what might or can be selected when new communications are being created.

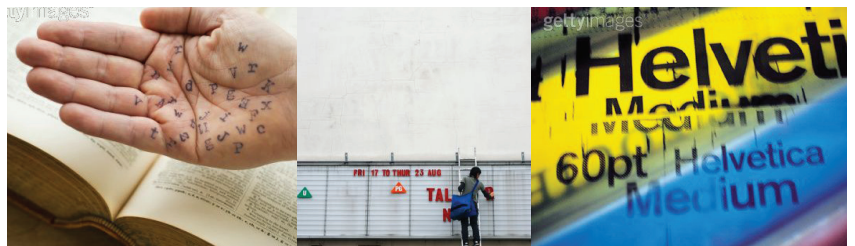
### Illustrative



### Corporate



### Conceptual



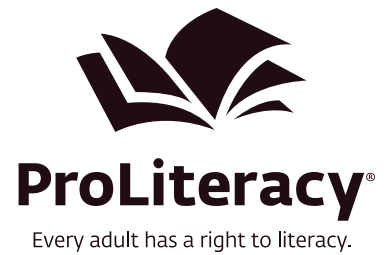


The ProLiteracy tagline is for use in communications related to public policy and advocacy. Other sub-taglines may be created and used to communicate and market specific programs and activities. The creation and use of sub tags must be in collaboration with the director of communications and ProLiteracy leadership and must be approved by the president and CEO.

Official ProLiteracy tagline.

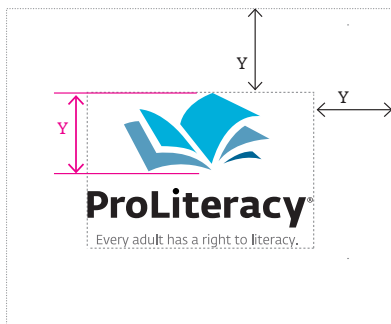
Every adult has a right to literacy.

### Examples



### Clear Zone

The logotype has an established "clear zone." This clear zone is intended to maintain the logotype's integrity and to avoid visual distraction. No type or artwork should come within the clear zone around the logotype.

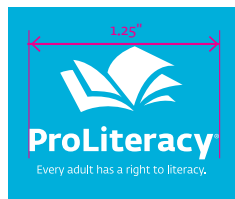
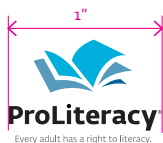


Maintain a minimum distance equal to the height of the book (as shown above) between any other element. In addition, neither the page trim, nor a fold line, may fall within the clear zone.



### Size Minimum

The horizontal logotype with tagline should never appear smaller than 1.5" across. However, when reversed out of a solid background, the horizontal logotype with tagline should never appear smaller than 1.75" across.



The vertical logotype with tagline should never appear smaller than 1" across. However, when reversed out of a solid background, the vertical logotype with tagline should never appear smaller than 1.25" across.

## Sub-brand treatments

All sub-brands should capitalize on the brand recognition and attributes of the parent brand—ProLiteracy. This page shows examples of how the ProLiteracy organization identity is applied to the display of sub-brands. Attaching the mark with logotype as a tag to the program name, will help keep the identity intact.

Other sub-brand identities will be developed as needed, using these as examples.

### Typography

**Fedra Sans Bold** for sub-brand

Fedra Sans Normal for program tag



**New Readers Press®**

**ProLiteracy's** publishing division

Accredited  
member logo



Accredited member of  
**ProLiteracy**<sup>®</sup>

Member  
organization  
logo



A member organization of  
**ProLiteracy**<sup>®</sup>



#### Clear Zone

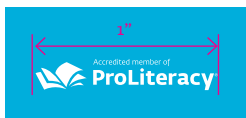
The logotype has an established “clear zone.” This clear zone is intended to maintain the logotype’s integrity and to avoid visual distraction. No type or artwork should come within the clear zone around the logotype.

Maintain a minimum distance equal to the height of the book (as shown above) between any other element. In addition, neither the page trim, nor a fold line, may fall within the clear zone.



#### Size Minimum

The secondary logotype should never appear smaller than .75” across. However, when reversed out of a solid background, the logotype should never appear smaller than 1” across.



Do not

**Stretch**

**Condense**

**Rotate**

**Typeset**

**Contain**

**Use color combinations  
not shown in this manual.**

This page illustrates unacceptable reproduction for any piece of the ProLiteracy organization identity. The mark and/or logotype should not be distorted or rearranged in any way. Any variation of the identity not covered in this manual is unacceptable.



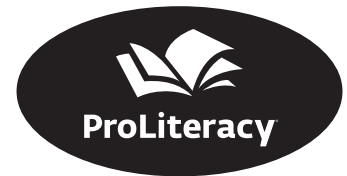
Do not typeset or recreate logotype.  
Do not change position of text.



Do not alter proportions or position  
of mark and/or logotype.



Do not place over a photograph,  
pattern, or background color that  
interferes with readability.



Do not place in shape or container.



Do not alter any colors, beyond  
what is covered in this manual.



Do not distort.



Do not rotate.

The ProLiteracy organization mark has been carefully designed and proportioned to successfully work at a variety of sizes and color options. Do not attempt to alter or simulate the mark in any way. When appropriate, the mark may be used alone, without the accompanying logotype.

### 3 Spot / CMYK Mark



The primary color palette should be used, when the mark is used alone. Do not alter the order of the colors. Individual PMS colors may be substituted by any of their matching alternates, see pg. 8 and 9.

### Grayscale Mark



When displaying the mark in grayscale, use only 100% black in the typography.

### 1 Color Mark



Use only 100% PMS 312. Do not use tints.

### Reversed Mark



When displaying the mark reversed, use only a 100% knockout. Do not use any percentages of background color.

# File Types

When using the ProLiteracy logo make sure you are supplying the most appropriate logo file for the job. These files and an electronic file of this guideline document are supplied on disc.

| ProLiteracy(R)Logo                  |                                    |
|-------------------------------------|------------------------------------|
| Name                                |                                    |
| ProLit(R)_1colorPrimary.ai          | 1-color reproduction               |
| ProLit(R)_1colorPrimary.eps         |                                    |
| ProLit(R)_1colorPrimary.jpg         |                                    |
| ProLit(R)_1colorSecondary.ai        |                                    |
| ProLit(R)_1colorSecondary.eps       |                                    |
| ProLit(R)_1colorSecondary.jpg       |                                    |
| ProLit(R)_2colorPrimaryPMS312.ai    |                                    |
| ProLit(R)_2colorPrimaryPMS312.eps   |                                    |
| ProLit(R)_2colorSecondaryPMS312.ai  |                                    |
| ProLit(R)_2colorSecondaryPMS312.eps | Printing stationary/business cards |
| ProLit(R)_3colorPrimary.ai          |                                    |
| ProLit(R)_3colorPrimary.eps         |                                    |
| ProLit(R)_3colorSecondary.ai        |                                    |
| ProLit(R)_3colorSecondary.eps       |                                    |
| ProLit(R)_4colorPrimary.ai          |                                    |
| ProLit(R)_4colorPrimary.eps         | Full color ads                     |
| ProLit(R)_4colorPrimary.jpg         |                                    |
| ProLit(R)_4colorSecondary.ai        |                                    |
| ProLit(R)_4colorSecondary.eps       |                                    |
| ProLit(R)_4colorSecondary.jpg       |                                    |
| ProLit(R)_bwPrimary.ai              |                                    |
| ProLit(R)_bwPrimary.eps             | Black & white ads                  |
| ProLit(R)_bwPrimary.jpg             |                                    |
| ProLit(R)_bwSecondary.ai            |                                    |
| ProLit(R)_bwSecondary.eps           |                                    |
| ProLit(R)_bwSecondary.jpg           |                                    |
| ProLit(R)_reversePrimary.ai         |                                    |
| ProLit(R)_reversePrimary.eps        | Reproduced in white                |
| ProLit(R)_reversePrimary.png        |                                    |
| ProLit(R)_reverseSecondary.ai       |                                    |
| ProLit(R)_reverseSecondary.eps      |                                    |
| ProLit(R)_reverseSecondary.png      |                                    |