



School on Wheels

Style Guide

Typography

There are two primary typeface families used in School on Wheels brand. Each of these typefaces present a friendly, yet professional feel that clearly reflects SOW's brand personality.

The display sans serif font, **Helvetica Neue**, is primarily used for titles and headlines. The font, Univers 45 Light, is used in body text. **Roboto Slab Bold** is a playful font that should be used for headings in promotional material on social media outlets.

SS OO WW
Ss Oo Ww
Ss Oo Ww

Student Information

Helvetica Neue Bold

School on Wheels helps children who live in shelters, group foster homes, cars, motels, and domestic violence shelters. There are over 163,000 homeless children in school districts we serve. We provide volunteer tutors for students in K-12 in 6 counties.

Univers 45 Light

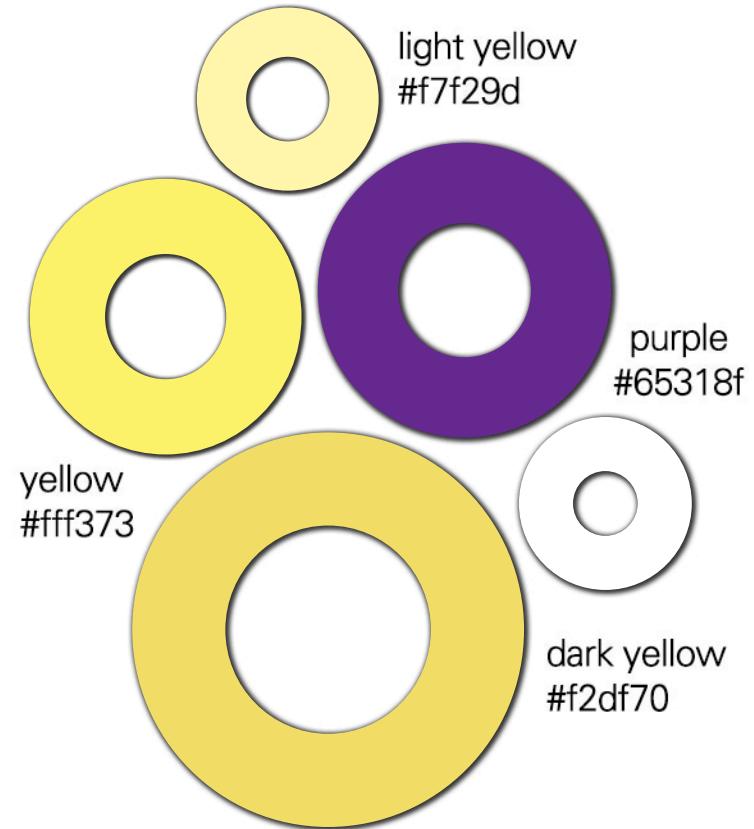


Color Palette

The School on Wheels primary color palette consists of yellows and purples. To maintain a consistent brand image, only the following colors should be used:

The purple works best with an opacity of 70% as an overlay above images. Best uses for the purple color with full opacity are for headlines, certain body texts, and accented backgrounds.

Since yellow is a pale color, don't use either of the shades for body text; rather use them for accents in promotional material or to make important numbers/words/phrases stand out , i.e. in infographics.



Common Mistakes

- 1 Do not change the font or alter the spaces between words in the logo
- 2 Do not use other fonts other than those specified for any School on Wheels promotional material
- 3 Do not change the color of the logo. Use #65318f
- 4 Do not rotate or animate the logo
- 5 Place the logo in ALL promotional material



school on wheels inc.
Tutoring Homeless Children Since 1993
Valera Round



Promotional Material

guidelines

On the right are examples of promotional content to be posted on all School on Wheels social media outlets. To remain consistent with the follower demographic for each social media outlet, the following pages will outline proper tone and style to be maintained throughout School on Wheel's digital marketing.

The image displays four promotional posts arranged in a 2x2 grid, each featuring a purple header and footer with a yellow school bus icon.

- Top Left:** A portrait of Angela M. Sanchez with the text "WHERE ARE THEY NOW?" and her quote: "I REALLY ENJOY ADVOCATING FOR EDUCATION AND BEING A VOICE FOR STUDENTS WHO ARE NORMALLY OVERLOOKED. EDUCATION HAS ALWAYS BEEN IMPORTANT TO ME BECAUSE IT REPRESENTS A SPRINGBOARD OUT OF HOMELESSNESS."
- Top Right:** A photo of two students at a desk with the text "#TUTORTUESDAYS MEET JENNY" and "LEARN THE STORY OF HOW SHE'S CHANGING LIVES HERE AT SCHOOL ON WHEELS."
- Bottom Left:** A photo of a volunteer booth with the text "Volunteer to Tutor A Homeless Child", "APPLY ONLINE TODAY!", "School on Wheels", and "Behind the Scenes". It also includes a "SOW VOLUNTEERS SPREADING THE WORD ABOUT THE ORGANIZATION IN VENTURA, CA!" message.
- Bottom Right:** A photo of a student holding a torch with the text "#SPOTLIGHTSATURDAYS OUR STUDENTS HAD A BLAST AT SCHOOL ON WHEEL'S ANNUAL OLYMPICS!" and a small note: "Read more about what students had to say about the event below."



Social Media Tone

Create a brand language to imagery and tone to give a teaser that speaks to your audience and grabs attention.

- Your brand messaging should be cohesive and say the same thing through every platform
- Use the same tone, social media handles and photography throughout posts

Effective practices for non-profits:

- Focus on the **impact** SOW has and will create, instead of highlighting homelessness numbers in LA
- Inclusive and warm tone to build stronger, more long-lasting relationships with SOW community and backers

**inspiring
warm
optimistic**

caption example

“ Do YOU want to be part of an organization changing education and homelessness for youth in LA? Well, School on Wheels is now hiring! Positions include IT & Data Management Associate. Check out <link> for additional information. ”

Specific, brief description about SOW followed by information and call to action



Facebook

The Facebook channel should have posts everyday. The content can range from videos featured on the Instagram channel to images of an event hosted by School on Wheels.

The post itself should have 5-10 words. The captions should include hashtags and have a tone that is:

- friendly, yet informative
- positive, influencing change

Incorporate text/messages on visuals, instead of simply posting the image with a caption.

To boost impressions with other followers, post on SOW stakeholders' walls. This can include an appreciative post on donors' walls.



Instagram

Instagram should primarily be used to reach out to prospective volunteers and millennials. In order to grab the attention of this target audience, use bright colors and text on the fliers.

Make sure the post is straightforward and has all the necessary information. For example, the post to the right displays the date of the school drive and a brief description of items being collected.

Incorporate hashtags in a comment separate from the caption.

Post every other day to keep your Instagram feed up to date. Monday and Thursdays at 7 PM are optimal times for this platform.



Twitter

**525 x 262 PX
thumbnail**

“Education is the most powerful weapon which you can use to change the world.”

- Nelson Mandela



Since twitter captions are limited to 140 characters, use the space wisely! Feed your followers relatable, interesting content.

If possible, incorporate part of a relevant quote onto an image related to School on Wheels. See the example provided.

Curate good content through retweets, which can easily be obtained from following only relevant accounts, including:

- @apch2830
- @FulfillmentFund
- @BeyondShelterLA
- @KIPP
- @EdTrust

**A Place Called Home
Fulfillment Club
Beyond Shelter LA
KIPP
Education Trust**



Keywords + SEO

In order to make School on Wheels more prominent on search engines, add the following keywords to the website's HTML via the code below:

<meta name = "keywords" content = "homelessness, children, education">

In addition, add tags to images in the HTML.

Keywords:

* based on survey results and research

- homelessness
- education
- nonprofits
- childdeducation
- tutoring
- endhomelessness
- scholarships
- collegedegrees
- losangelesca
- givingtuesdayca

These keywords can be used for hashtags as well

