



think
TOGETHER

STYLE GUIDE: QUICK REFERENCE

Our brand

Be Safe. Be Respectful. Be Responsible. Have Fun!

These four agreements are one way that we unify our programs for all students and keep Think Together consistent across schools, charters, districts, counties and throughout the state. They build trust with our parents, schools and donors.

Similarly, we must be consistent with our visual and verbal identity: the use of our logo, the fonts we write with, the colors we use, the way we speak about Think Together. This consistency builds trust as well.

These guidelines will outline Think Together's brand standards that can be followed to maintain quality and consistency across our sites, regions, departments, partners, and vendors.

Verbal Identity:

Our Name

Think Together is actually an acronym; it stands for Teaching Helping Inspiring Nurturing Kids Together.

Our name expresses not only what we do to support student learning and achievement, but how we do it – as a team, in partnership with our school partners, and with the support of generous donors.

The correct format in written and verbal communication is “Think Together.”

Only use “Think” or “TT” as short for Think Together in internal communications.

Verbal Identity:

Mission & Vision

OUR MISSION:

Think Together partners with schools to change the odds for kids.

This single-thought statement highlights our “why” (it is all about the kids!) and acknowledges school partnerships as essential to how we are able to make a difference.

OUR VISION:

To close the achievement gap for two million children in California.

Our vision boldly states how we want our efforts to bring about true, impactful change.

OUR VALUES:

Be accountable to our mission. Demonstrate service above self. Treat others with respect and dignity. Communicate openly and honestly. Collaborate. Honor our commitments. Embrace diversity. Be humble. Persevere. Enjoy the journey and have fun!

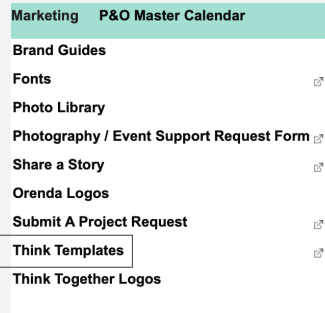
These are the beliefs that guide how we act and interact as Think Together. They are the inspiration that illuminates our choices each day.






Visual and Design Guidelines:

First Things First

There are multiple templates available for download on our employee portal. Start with the one that best fits your needs.

Templates can be found on Think Train. “Think Templates” are under the “Marketing” tab



Marketing	P&O Master Calendar
Brand Guides	
Fonts	
Photo Library	
Photography / Event Support Request Form	
Share a Story	
Orenda Logos	
Submit A Project Request	
Think Templates	
Think Together Logos	

Visual and Design Guidelines:

Our Fonts

These are the 3 primary fonts that you may use. Take note that the alternate fonts should be used in instances when a computer doesn't allow access to download fonts (i.e. school computers).

Gotham Rounded (All weights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#%&*!?

Playlist Script

abcdefghijklmnopqrstuvwxy

Helvetica Rounded Bold Condensed (alternate option)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#%&*!?

Visual and Design Guidelines:

Our Logo



think
TOGETHER

[Horizontal]



think
TOGETHER

[Vertical]

Visual and Design Guidelines:

Logo Use Guide

As with any logo it's important that we showcase it properly. Use this guide to ensure our logo is always shown in a manner we can take pride in.

FILE TYPE: It's important that we use **.png**, which is the file type provided on Think Train. This ensures the background is removed and keeps quality high. Never save or screenshot our logo from web images or our website.



PADDING: Be sure that our logo isn't touching or crowded with other graphic elements or type; this is called "padding". It helps to imagine an invisible impenetrable circular barrier around the logo at all times.

Visual and Design Guidelines:

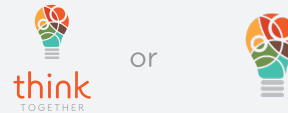
Logo Use Guide

MAINTAINING PROPORTIONS: We should always keep our logo's proportions and never distort, stretch or squish it. This can be done by holding down the shift key and expanding the size by dragging from the corner. Be sure to hold the shift key until after you've released the corner.



LOGO AS-IS: It is not permitted to add embellishments of any kind to the Think Together logo. Our brand's visual identity relies on consistency and quality, this builds trust with our stakeholders and avoids confusion.

FULL LOGO OR BULB ONLY?: In most cases, the full logo (bulb and text) should be used but the bulb only option can be used for internal documents only. Any material seen by external stakeholders must have the full logo on it.



FULL COLOR OR ALL WHITE?: It's safest to use the full color logo on a white background. Although, there will be times when a white background isn't feasible, therefore we've provided an all-white .png version. The all-white logo should only be placed over our brand colors.

Visual and Design Guidelines:

Primary colors



MINT

RGB 75, 190, 175
CMYK 65, 0, 40, 0
HEX #4CC0AD



BRIGHT ORANGE

RGB 240, 90, 40
CMYK 0, 80, 95, 0
HEX #F15A29



CONCRETE GRAY

RGB 145, 150, 150
CMYK 0, 0, 0, 50
HEX #939598



WHITE

RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #FFFFFF

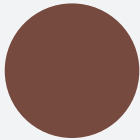
WEB

COLOR CODE TYPE: RGB, HEX
FILE TYPE: JPEG, PNG, GIF

FILE TYPE KEY

PRINT
COLOR CODE TYPE: CMYK, HEX
FILE TYPE: PDF, EPS, SVG

Visual and Design Guidelines: *Secondary Colors*



EARTH

RGB 120, 75, 65
CMYK 60, 80, 85, 10
HEX #774B3F



GRASS

RGB 110, 150, 70
CMYK 65, 30, 95, 0
HEX #6F9447



SUNFLOWER

RGB 251, 165, 65
CMYK 0, 40, 85, 0
HEX #FAA73F



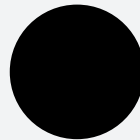
LIGHT GRAY

RGB 190, 190, 190
CMYK 0, 0, 0, 30
HEX #BCBECO



RED

RGB 220, 65, 40
CMYK 10, 90, 100, 0
HEX #DC4128



BLACK

RGB 0, 0, 0, 0
CMYK 60, 60, 60, 100
HEX #000000

Visual and Design Guidelines:

Using Photos

Showing others how Think Together programs impact the lives of kids helps tell our story.

Here are some tips on what photos to use on any collateral:

- Resolution should be 300 dpi for print, 96 for screen
- Smiling subjects (kids, staff, volunteers, etc.)
- Candid shots of kids/staff engaged in a learning activity
- Crop out unnecessary items or background
- Make sure to scale the photo proportionately
- Avoid displaying student identifiers such as name tags
- Confirm that photo releases have been secured before using pictures of children
- Identify kids by first name only

Visual and Design Guidelines: *Using Photos, examples*



Visual and Design Guidelines:

General Best Practices

Be consistent with our visual and verbal identity.

Start by visiting the Marketing tab on Think Train for resources such as our fonts, logos and templates.

Be sure to only use approved Think Together fonts.

Use this guide to ensure our logo is always shown in a manner we can take pride in.

Visual and Design Guidelines:

General Best Practices

Use the color codes to accurately represent Think Together's playful color palette.

Be sure to use the proper file for the type of document you're creating.

Be familiar with the photo use tips, especially with regard to student identifiers and quality/resolution.

Reach out to the Marketing Team if you need any assistance at, marcomm@thinktogether.org.



Changing the odds for kids