



Visual Style Guide



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Introduction to the Logo

The visual identity is the outward expression of Troops to Teachers. It uniquely and distinctively sets it apart from other organizations. The logo is the primary element of that identity. However, other components play an important role in establishing the Troops to Teachers visual style.

The flag combined with the shape of an apple in the negative space and Troops to Teachers lettering is the official Troops to Teachers logo.

Proper use of the logo and how it is combined with other graphic elements is described on the following pages.





Safe Area and Size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures $\frac{1}{4}$ width of logo.

x = width of logo

$\frac{1}{4} x$ = safe area

Use the safe area between the logo and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.





Logo and Tagline Usage

The Troops to Teachers logo should be used in color whenever possible. In some instances, such as a one-color document, the black and white or grayscale logo can be used.

The logo may be used with or without the tagline. If it is used without the tagline, the tagline should be used in another area of the document (see additional design elements).



 Pantone 200
C3 M100 Y66 K12
R183 G18 B52
HEX: B71234

 Pantone 281
C100 M85 Y5 K20
R0 G38 B100
HEX: 002664



 Black



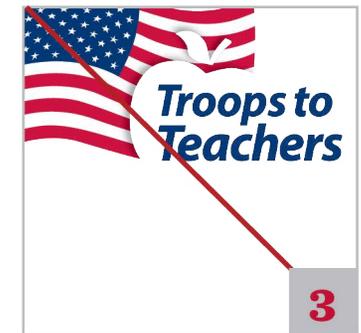
 80% Black

 50% Black

Incorrect Usage

Incorrect use of the Troops to Teachers logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the logo.

1. Do not reconfigure or change the size and placement of the logo.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo.
4. Do not change the logo colors.
5. Do not place the logo on a dark background.
6. Do not place the logo on a neon or brightly colored background.
7. Do not place the logo on a busy photograph or background.
8. Do not recreate elements of the logo.



Color Palette

The primary Troops to Teachers color palette consists of bright and bold colors that can be used in a wide variety of combinations.

The Troops to Teachers colors are equivalent to the Pantone® numbers listed here. For four-color process printing, use the Cyan-Magenta-Yellow-Black — CMYK — values. For on-screen applications such as video or broadcasts, use the Red-Green-Blue — RGB — values. For Web applications, refer to the hexadecimal — HEX — values associated with each color.

Pantone 187 C
C5 M100 Y71 K22
R167 G25 B48
HEX A71930

Pantone 556 C
C51 M5 Y37 K15
R112 G164 B137
HEX 70A489

Pantone 281 C
C100 M85 Y5 K20
R0 G38 B100
HEX 002664

Pantone 651 C
C40 M16 Y1 K2
R155 G178 B206
HEX 9BB2CE

Pantone 156 C
C0 M24 Y49 K0
R236 G193 B130
HEX ECC182

Backgrounds and Additional Design Elements

Design elements for Troops to Teachers documents will include bright colors, often using a white line between different color blocks. A white board-type background with a gray border and drop shadow will be used behind large areas of text.

Photos have white borders and drop shadows and appear as if they are attached with magnets.

School- and technology-related icons, as well as hand-drawn arrows and sticky notes, are additional components of the overall Troops to Teachers design.

As the brand evolves, additional textures and design elements may be incorporated.



Typography

The Troops to Teachers brand uses Sentinel for headlines.

When Sentinel is not available, Cambria should be used.

Phil Handwriting can be used in callouts and other occasions when a short amount of text is used.

Sentinel Black

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPNPQRSTUVWXYZ

1234567890&.,:;\$%!?(*)

Sentinel Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPNPQRSTUVWXYZ

1234567890&.,:;\$%!?(*)

Phil Handwriting

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPNPQRSTUVWXYZ

1234567890&.,:;\$%!?(*)

Typography

The Troops to Teachers brand uses one primary typeface for paragraph copy. It is ITC Stone Sans. Font variations such as italic and semibold may be used as needed.

When ITC Stone Sans is not available, Calibri should be used.

ITC Stone Sans Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890&.,;,\$%!**?**(*)

ITC Stone Sans Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890&.,;,\$%!**?**(*)*

ITC Stone Sans Semibold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890&.,;,\$%!**?**(*)**

ITC Stone Sans Semibold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890&.,;,\$%!**?**(*)***

Tone and Style of Photography

The Troops to Teachers imagery uses photographs of both troops in uniform and teachers in a school environment. Careful attention should be paid to diversity, including minority males.

Use images of real participants, rather than stock images, whenever possible. When a specific teacher is highlighted, a portrait of the teacher should be used.

