



Brand Guidelines 2013



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Image

Denver Scholarship Foundation

OVERVIEW OF BRAND, HISTORY, VISION AND PERSONALITY

DSF was founded in 2006, through a \$50 million matching gift from Tim and Bernadette Marquez, to enable students from Denver Public high schools to attend college. The organization has developed a three-tiered approach that brings information, support and planning services to students in high school; first-in, need-based renewable scholarships; and college-level peer and advisor support. All DPS students receive advising, those who meet need-based criteria receive funding as well. Students can pursue technical training or two-year or four-year college degree accredited programs in Colorado.

DSF seeks to communicate its complex, multi-pronged approach to post-secondary access and completion and the emotional richness of students' experiences to assist in raising funds to fuel the success of the program.

As part of a brand positioning process, we conducted qualitative and quantitative research with community members, current and prospective donors and students. And we received feedback from staff and board members. DSF has no unaided and very little (11%) aided awareness in the Denver community. The initial Marquez' gift received front-page publicity, but this has not carried over to DSF.



COMPETITIVE CONTEXT

The closest competitors are:

- The Boettcher Foundation
- The Daniels Fund (39% aided awareness)
- The Denver Foundation (12%)

Other local related organizations include:

- Boys and Girls Clubs (84%)
- College in Colorado (19% - a partner)
- Denver Kids (14%)
- Save our Youth (7%)
- DPS Foundation (14% - sometimes confused for DSF)
- Colorado Uplift (7% - a partner)

Some large national scholarship organizations are:

- The Hispanic College Fund
- United Negro College Fund (57%)
- Hispanic Scholarship Fund (12%)
- American Indian College Fund (20%)
- I Have a Dream Foundation (41% - a partner)

DSF requires each scholar to apply to at least two other grants or scholarships, in addition to filling out the FAFSA (Federal Student Aid). Only DSF provides a comprehensive approach to helping DPS low-income, often first-generation students attend college or another post-secondary program. So DSF competes for donations but not for students.

AUDIENCE / TARGETS

PRIMARY:

- Individual Donors (Large and Small):
- “Likely to donate” statistics:
- Political moderate or liberal 48% vs Conservative 36%
- Self or family member attend(s/ed) DPS 56% vs No DPS 41%
- Live in Denver 54% vs Suburb 40%
- Non-white 54% vs. White 40%
- Corporations/Businesses
- Motivated by PR aspects of helping DPS students
- Or by relationships with other donors or partners

SECONDARY:

- DPS Students/Parents

TERTIARY:

- DPS
- Colleges
- Government/Policy
- Non-Profit Partnerships
- Media
- DSF Staff
- Foundations

KEY INSIGHTS

- College expenses overwhelm or at least challenge most families
- DSF’s support for all post-secondary education boosts its relevance
- The multi-phased approach differentiates it from just-a-check organizations
- Emotionally resonant ideas and imagery, not social services and ROI language, will move donors to care
- DSF students take pride in their own hard work and accomplishments and have immense gratitude for the emotional, financial and relationship support they’ve received
- Completion rates illustrate the success of the DSF model

Brand Positioning Statement:

EXPAND THEIR FUTURES

The Denver Scholarship Foundation proactively works with Denver high school students to understand, clarify and expand upon their future goals. Through our onsite Future Centers, we provide information on options – from careers to technical training to a four-year university. Then we help students plan, pay for and succeed in their new futures. Perhaps because of the campus support DSF provides, 80% of all of our scholarship recipients are either still in school or have completed their programs.

BRAND CHARACTER, TONE, PERSONALITY, ATTRIBUTES

PRIMARY Donors



SECONDARY Students



TERTIARY DPS/Colleges



DSF Logo and Examples of Usage

PRIMARY AND SECONDARY LOGO

The Denver Scholarship Foundation signature consists of two elements, the DSF icon and the wordmark combined together in a specific arrangement shown here.

The primary signature uses these elements alone, whereas the secondary signature adds a qualifying line below the word mark when such clarification is required.

In order to maintain a visual consistency, these elements should not be rearranged, re-scaled or otherwise altered.

This logo should never be tilted or turned sideways.

To download vector files of the DSF logo please visit www.denverscholarship.org/branddownloads.

PRIMARY SIGNATURE



SECONDARY SIGNATURE



DSF Logo

BLACK AND WHITE

When used in one color all areas of the signature are changed to 100% black.

When used on a background color other than white or the specified off-white (Pantone 7527) all areas of the logo should be changed to 100% white. This applies to all situations where the background color doesn't provide significant contrast to the dark blue of the primary wordmark.



All areas change to 100% black.



All areas change to 100% white.



All areas change to 100% white.

DSF Logo

PLACEMENT

The DSF logo should always have a minimum amount of uninterrupted clear space or “staging area” surrounding it.

The recommended minimum distance (typically referred to as X) that should be preserved around the signature is equal to or greater than the height of the space between the bottom of the words “Denver” and “foundation”.

In order to protect the logo’s legibility – no imagery or typography, aside from a color field, should fall within this “staging area”. Leave a minimum of “X” clearance on ALL sides of the logo.



DSF Logo

SIZING

The DSF primary signature should always be used at an appropriate size in order to protect the legibility of the mark while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1" in width.

The secondary signature cannot be used smaller than 1.75" in width in order to maintain legibility of the qualifier line. For extreme situations where the secondary signature needs to be used at a smaller size, an alternate signature is provided with a custom scaling of the accompanying qualifier line.

PRIMARY SIGNATURE



SECONDARY SIGNATURE



SECONDARY SIGNATURE "ALTERNATE"

FOR USE ONLY AT SIZES UNDER 1.75 INCHES
TO THE MINIMUM SIZE OF 1.0 INCH



DSF Logo

COLORS

The DSF identity color palette is comprised of four spot colors. Spot color printing is the preferred process and should be used whenever possible. However, four-color process printing may be used when spot color reproduction is not available. When printing materials that require large floods of a solid color, it's suggested to use spot for those areas in addition to four-color process.

The samples in this guide are just a visual representation of the colors and should not be used as an accurate color match. Actual Pantone chips should be used to match colors exactly when printing or reproducing in other mediums. The logo is also available in RGB format for reproduction on the web and on screen.

LOGO BLUE 2

ORANGE

MEDIUM BROWN

Denver Scholarship
FOUNDATION

LOGO BLUE 1

			
PMS 2768	PMS 173	PMS 550	PMS 409
C 100	C 0	C 38	C 0
M 78	M 79	M 4	M 13
Y 0	Y 100	Y 0	Y 15
K 44	K 4	K 19	K 45

Typography Palette

PREFERRED FONTS

Ubuntu

Ubuntu is used for all content text. This font family contains several weights: light, light italic, regular, italic, medium, medium italic, bold and bold italic.

FONT OPTIONS

Arial
Interstate Light

FRANCHISE REGULAR

Franchise is used as a headline font. Add a minimum of 10 em in tracking to this font.

Arial Black (Horz. Scale = 75%)
AT Gothic No. 1
AT Gothic No.4
Interstate Bold

Lobster 1.4

Lobster 1.4 is used as a headline font.

None

COLLEGIATE HEAVY OUTLINE

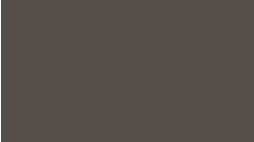
Collegiate is used as a headline font. Add a minimum of 10 em in tracking to this font.

Times New Roman Bold

Color Palette



Dark Blue= #213367
C=100, M=90, Y=31, K=20
R=000, G=000, B=000
PMS 662



Brown= #564d48
C=59, M=58, Y=61, K=38
R=86, G=77, B=72
PMS 418



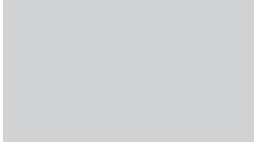
White = #ffffff
C=0, M=0, Y=0, K=0
R=255, G=255, B=255



Teal Blue= #3987a4
C=78, M=36, Y=26, K=1
R=57, G=135, B=164
PMS 3135



Orange= #e65921
C=0, M=79, Y=100, K=4
R=242, G=105, B=35
PMS 173



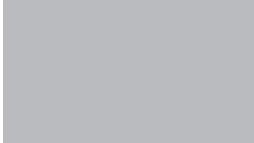
Gray 1= #d1d2d4
C=17, M=13, Y=12, K=0
R=209, G=210, B=212
PMS 427



Medium Blue 1= #94BED5
C=41, M=14, Y=9, K=0
R=148, G=190, B=213
PMS 644



Medium Brown= #9d8d85
C=0, M=13, Y=15, K=45
R=157, G=141, B=133
PMS 409



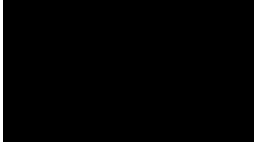
Gray 2= #b9bbbe
C=28, M=21, Y=20, K=0
R=185, G=187, B=190
PMS Cool Gray 4



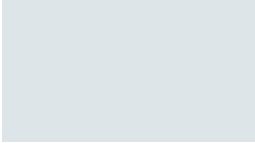
Medium Blue 2= #c3dbe9
C=22, M=6, Y=4, K=0
R=195, G=219, B=233
PMS 545



Bright Green= #9cc251
C=44, M=5, Y=88, K=0
R=156, G=194, B=81
PMS 367



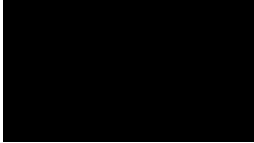
Black= #231f20
C=0, M=0, Y=0, K=100
R=35, G=31, B=32
PMS Process Black



Light Blue = #dde5ed
C=12, M=5, Y=5, K=0 R=221,
G=229, B=233
PMS 656



Gala Green= #6db5a7
C=58, M=10, Y=39, K=0
R=109, G=181, B=167
PMS 563



Rich Black= #000000
C=50, M=50, Y=50, K=100
R=0, G=0, B=0
PMS Process Black

Image Specifications

THE FACE OF THE POSSIBLE

Photography is a powerful storytelling tool. Research tells us the people often look first to images, then to words. With this in mind, it is important that every image communicates our story; the success of our scholars. We prefer to focus our photography on students who are actively participating in our programs or participants who have already completed college.

Our DSF brand is about building the future. The desired photograph is one that captures “THE POSSIBLE” infused with the feeling that our students have the spirit to meet the challenges of higher education and focused on their pride in achievement. Portrait styles should convey a relaxed attitude. Subjects should be photographed in a studio with a solid backdrop.

TECHNICAL GUIDELINES

- Photos must be high resolution. The minimum size for a file should be 9 inches across by 12 inches high, with a resolution of 300dpi (2700 x 3600 pixels).
- Formats should be one of the following; high-resolution JPEG files (.jpg), TIFF (.tif) files or RAW.
- Photos should be in color and use 24-bit or higher color depth.
- Avoid amputating arms and legs. If at all possible center the subject with background surrounding them.
- Please provide photographer’s name, subject’s name and date image was taken.



Name:
Date taken:



Name:
Date taken:



Name:
Date taken:



Name:
Date taken:



Name:
Date taken:



Name:
Date taken:

Branding Elements

BRAND VISUAL ELEMENTS

The revamped of our visual brand for the 2013-2014 campaign features four featured graphic elements.

- **CIRCLES:** The circle shape features prominently in all of our materials. It can be used as a frame for images or as an element in info-graphics.
- **THE POSSIBLE:** When using the word POSSIBLE the letter "I" is replaced with the graphic representation of a graduate. This combination of words should always be set in all caps (see example A) and always be set using the font Franchise.
- **DOTS:** Backgrounds and borders are graced with this carefree, slightly-tilted element. This element is to be used in white or light colors only (see example B). Dots can also be filled with the a gradient of the icon colors (orange, logo blue 2 and medium brown - see letterhead for example).
- **RAYS:** This is a background element only (See example C).

To download vector files of these images please visit www.denverscholarship.org/branddownloads.

A THE POSSIBLE



Letterhead and Business Cards

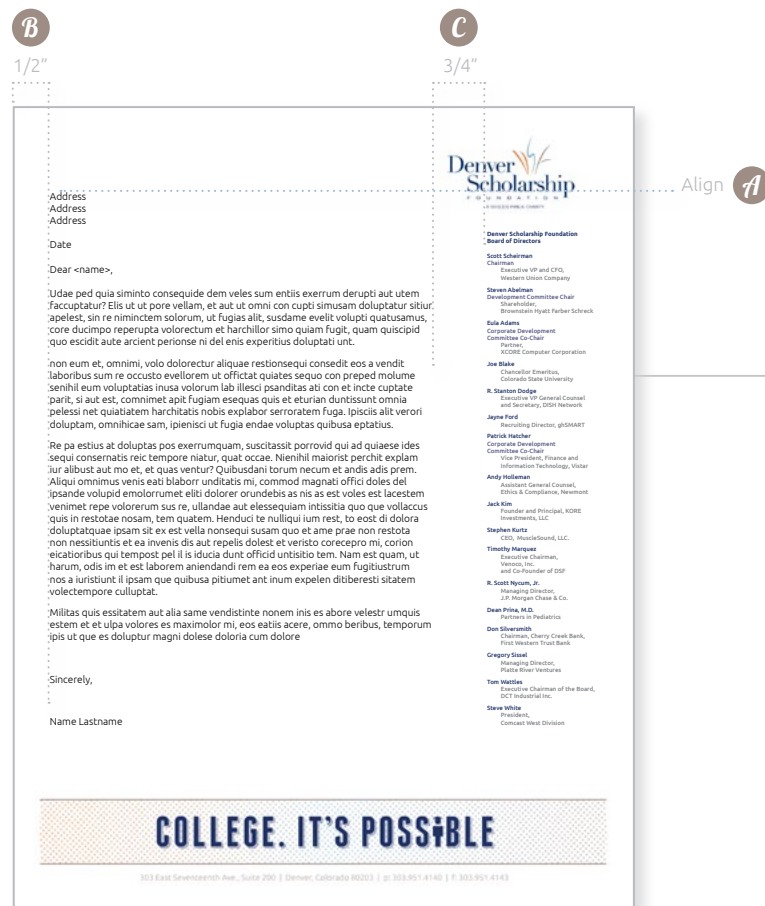
PERSONAL COMMUNICATION

Most correspondence is printed using equipment within the office system. The 2013 letterhead has been designed to allow for printer margins and maintain the brand look.

The DSF letterhead first sheet contains; the DSF logo in the upper right-hand corner, a list of the Board of Directors on the right-hand column below the logo and a footer with our tag line and address. The second sheet contains only the footer and address.

Use Ubuntu or Arial for letter content; set fonts at 10 points. The line space can remain at the default settings in Word and InDesign or can be expanded per your needs. Content aligns with the bottom of the work Scholarship in the logo (A). Content should align left, 1/2" from the left edge (B) and move across the page, stopping 3/4" from the edge of the board list (C). The Second sheet should align both left and right at 1/2" from the edges.

Business cards are all printed out-of-house which allows the design to bleed providing more room for information. Contact the Marketing and Communications team if you need cards.



Board Business Card

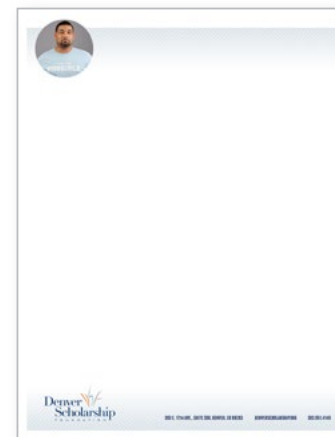


Second Sheet

Design Structure and Examples

DESIGN CRITERIA

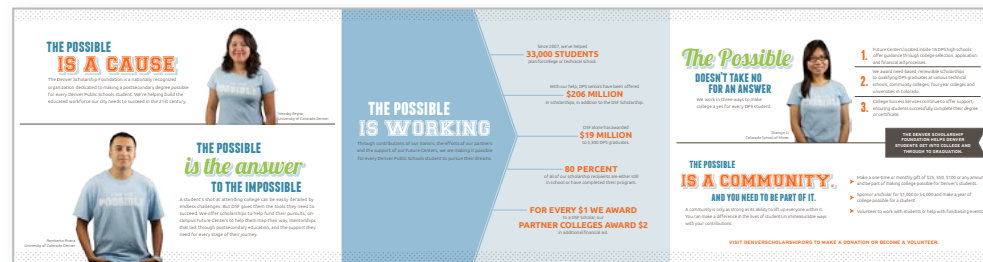
Our brand look and feel is open and clean, it is also friendly, modern and sometimes edgy. Consistency is key, as is ample use of white space. Quite simply, white space is the part of the page without text. Here are two examples of how we are representing our brand in brochures and internal documents.



Fact Sheet 2013

IN-HOUSE PRINTING

As a nonprofit organization DSF is always mindful of budget constraints, therefore, many of our communication pieces are printed in-house. When designing for in-house printing leave a minimum 1/4" border around all sides of the content area.



DSF Brochure 2013

Writing Style, Voice and Tone

Social Media Guidelines

