Graphic Standards Manual

SHAPING DESTINY

A practical guide for producing
communication materials for
Shaping Destiny

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Identity Standards

Importance and Purpose of Identity Standards

This Graphic Standards Manual defines and outlines how to use all identifying elements pertaining to Shaping Destiny, including logos, colors, typefaces, fonts, photography, and marketing material.

It is critical to follow these rules and use only the authorized document templates in order to convey the traits and personality of Shaping Destiny as a brand, and do it consistently. Please treat this guide as the standard for all of Shaping Destiny's marketing communications.

As relevant situations arise, updates to these guidelines will be distributed. Any question about this manual and its contents should be directed to the Program and Partner Relations Coordinator, info@shapingdestiny.org, 1-855-2-ORPHAN (1-855-2-677426).

Brand Messaging

Message Overview

To be truly effective, any messaging from Shaping Destiny must give the recipient "reasons why" they should be affiliated with the organization, whether it be as a volunteer, donor, or partner. When producing any piece of communication on behalf of Shaping Destiny, be sure to include any or all of the following points to give support to the document:

Our Purpose

We are a leadership development and orphan care organization created to inspire and empower people to shape their destinies.

Our Mission

"To help orphaned children and develop transformational leaders."
Our orphan care program allows us to meet the needs of those who have been abandoned and are hopeless. Through the generous love of our sponsors, we are able to provide food, medical attention, education, family, and so much more to the children God has placed in our care.

By developing transformed leaders, we strive to equip and empower those who will impact the destiny of their communities.

Our Vision

Our seven core values define how we behave as we go about accomplishing our mission on a daily basis. How we behave shapes our culture, our brand, and powers our strategy. They influence everything we do.

We value:

PRAISE

>**P**assion

>**R**elationship

>**A**ccountability

>**I**nnovation

>**S**ervanthood

>**E**xcellence

Brand Messaging

Mission Statement

To help orphaned children and develop transformational leaders.

Branding Statement

Our tagline is: **"Inspiring and empowering people to shape their destinies."**

Organization Logo

The Message it Conveys

Shaping Destiny's logo symbolizes our outreach and values. Our name, graphic element, and colors come together to form our logo, which makes a visual impression and brands our organization. The tagline completes the message.

Our logo strengthens our communications and allows us to deliver a consistent message. The use of a single logo communicates unity. When we present a single look, our audience is able to easily recognize Shaping Destiny.

The Shaping Destiny logo is the primary identification of our organization and as such, it should appear on all Shaping Destiny communications. Templates are available for documents with the correct logo usage. Use these templates when communicating internally or externally.

The "S" - represents the path of life.

The "D" is a half moon - represents light that illuminates the path of those on their life journey. Just as the moon reflects the light of the sun to a world in darkness, we reflect God's light to those walking in darkness.

The square brackets [ ] represent inclusion. This is including people in the family of SD, the family of God.

Our logo embodies the message of Shaping Destiny. Our mission is to empower and inspire people to shape their destiny. Our logo is a visual representation of our mission.

Understanding our logo helps us understand our message more clearly.

Organization Logo

Design Elements

Our logo uses the corporate mark and name in a horizontal format, which allows for flexibility with a wide variety of media. Also, horizontal logos are more readable, providing an instant impression. On the following pages, you will see examples of how the logo may be used, and what fonts and colors are available. In support of the mission and values of the organization, we need to create a consistent visual identity for Shaping Destiny.

Our logo employs a style of logo called a "Combination Mark."

Combination Marks are logos with both text (in a logo this is referred to as the "logotype") and a graphic that signifies the brand image we wish to project for our organization.

There is additional information about when the logo should be used with the tagline in a following section about logo size restrictions.

Corporate Mark also known as an Icon or Symbol

Logotype

SHAPING DESTINY

The Shaping Destiny logo is the primary identification of our organization and as such, it should appear on all Shaping Destiny communications. Templates are available for documents with the correct logo usage. Please use these templates when communicating internally or externally.

Logo Usage

Logo Configurations

The Shaping Destiny logo exists in two versions that allow for use in a variety of situations. The approved versions and their preferred usage are as follow:

Standard Horizontal Version

This is the **preferred** usage of the Shaping Destiny logo. Please use it whenever possible.

Stacked Version

This version is used when the space is limited and a more vertical version would fit better.

The only time the corporate mark can be used as a stand alone, is on promotional material provide by the marketing department.
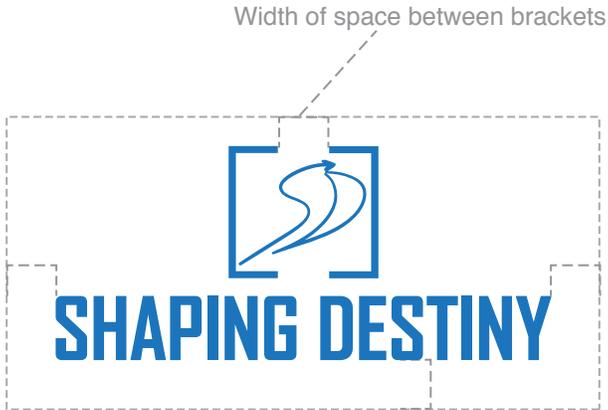
Logo Usage

Clear Space

To ensure maximum impact, all applications of the Shaping Destiny logo must included clear space around the logo.

A minimum amount of clear space should surround the logo, separating it from other elements such as headlines, text, photos, or the outside edge of the document or other applications. This area of non-interference secures the legibility and impact of the logo.

The recommended area of non-interference is a minimum of the space between the brackets.

Width of space between brackets

Width of space between brackets

Please note: the spacing on the right edge starts from the right-most portion of the "Y".

Logo Usage

Size Restrictions

Minimum Size

The minimum size for use of the preferred (horizontal) logo will depend on media or how it's produced. Use the following as a rule and refer all exceptions to the marketing department for review.

Print: 2", or 50 mm wide
Digital: 144 pixels in width

For the vertical, or stacked version of the logo, the minimum height is:

Print: .75", or 20 mm high
Digital: 55 pixels in height

PLEASE NOTE: When used at these minimum sizes, the logo should be displayed without the tagline.

The minimum size for the horizontal logo when using the tagline is:

Print: 2.5", or 64 mm wide
Digital: 180 pixels in width

The minimum size for the vertical logo when using the tagline is:

Print: 1", or 26 mm high
Digital: 72 pixels in height

Logo Usage

Alternate Applications

The following examples are of acceptable alternate logo color usages when full-color is not possible or practical as on a solid colored background.

Reverse to white

Logo Usage

Logo Backgrounds

The Shaping Destiny color logo should appear on a white background if possible. When this is not possible, the background should be clean, clear, and solid (void of any patterns and significant variations of color). The logo should not be altered to accommodate the background. If the color of the background is a darker color, please use the white (reversed) version of the logo.
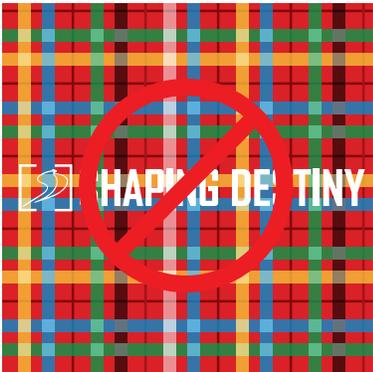
Proper Usage

Logo Usage

Logo Backgrounds

Improper Usage

Logo Usage

Unacceptable Logo Usage

The Shaping Destiny logo should not be altered. The following are some examples of how the logo should not be used. Examples of unacceptable use of the mark include using the wrong colors, stacking incorrectly, changing the proportions or changing the colors.
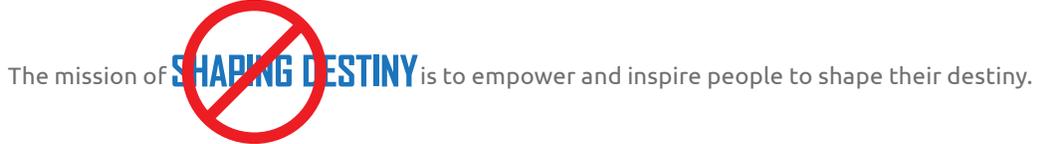
Please avoid condensing, expanding or altering the logo proportions.

Avoid changing the proportions of the logo elements.

Avoid using the logotype within text.

The mission of SHAPING DESTINY is to empower and inspire people to shape their destiny.

Refrain from changing the colors of the logo.

Please stay away from changing the angle the logo.

Please do without the placement of a drop shadow on the logo.

Colors

Color Palette

It is preferred that the Shaping Destiny logo be used in its color format of blue on a white background. Additional shades of blue and yellow and green (specified below) are allowed. Use the green sparingly.

Color Scheme

RGB: 14 117 188
Hexadecimal/HTML: 0f75bc
CMYK: 86 50 0 0

RGB: 43 108 181
Hexadecimal/HTML: 046ccb
CMYK: 85 58 0 0

RGB: 28 94 169
Hexadecimal/HTML: 1b5da9
CMYK: 92 68 0 0

RGB: 62 118 187
Hexadecimal/HTML: 3177cd
CMYK: 79 51 0 0

RGB: 239 200 24
Hexadecimal/HTML: f0c808
CMYK: 7 19 100 0

RGB: 142 204 148
Hexadecimal/HTML: 7cea9c
CMYK: 46 0 55 0

Typography

Readability and Terminology

Definition of Readability

Readability describes how a typeface is used on the page. Good typography encourages a desire to read the text and reduces the effort required to read and comprehend the type. The reader shouldn't even notice the type. They should simply understand the words. Factors that affect readability are listed below.

Margins

The default setting for most word processing software is one-half inch (or about 13 mm), however your document can look less crowded if you use a left and right setting of one inch (26 mm). Also the bottom setting of 2 inches (51 mm) looks good. These changes improve the appearance of your document.

Font size

With correspondence documents, the size of the font should be ten to twelve points. Eleven point type is preferred. This will be easy to read, and will be well proportioned on an 8.5" x 11", or A4 (210 mm x 297 mm) sized document.

Spacing

Your word processor will have the single-spacing as it's default. This will produce a neat page. However, your text might be more readable if you change the setting to one-and-a half line spacing. This can make the page look less crowded.

Paragraphs

If you decide to stay with single spacing, put a double space between each paragraph. In this case you do not have to indent the first line of the paragraph. Try to be consistent throughout.

Widows, Orphans, Hyphenations

A widow is a very short line at the end of a paragraph or column. It's usually one word. A widow is considered to be poor typography because it leaves too much white space between paragraphs or at the bottom of a page. This interrupts the reader's eye and diminishes readability. Try to fix them by changing the tracking also known as character spacing, which is the spacing between all the letters in a line of text, or by inserting a return further up in the paragraph.

Like a widow, an orphan is a single word, part of a word or very short line, except it appears at the top of a column or a page. This results in poor horizontal alignment at the top of the column or page.

Try to avoid hyphenations whenever possible. Sometimes hyphenations must be used to make text fit in the space allotted. However, if you can avoid hyphenations it helps with readability.

Typography

Readability and Terminology Continued

Justification

It's best to use left-justification. This produces a neat page layout and is the most common way of displaying text.

Indentation

Never adjust your indentation using the space bar. This will result in an uneven layout. Always use the tab key and the indent key. Remember the TAB key indents just the just the first line, The INDENT key indents the whole paragraph. Please use a setting of one-half inch (or 13 mm).

Measure

This refers to the length of a line of text. Long lines of text tire the eye and make it hard to find your way back to the next line. Your measure should be 45 – 75 characters long with 66 characters as an often been cited ideal. If your design uses multiple columns of text you probably want to keep your measures shorter (40 – 50 characters).

Leading

Leading is the vertical space between lines of text. It's the distance between one baseline of text and the next. Your leading should be at least 25% to 30% larger than your font size. You can use negative leading for shorter phrases, headlines, or subheads but make sure the ascenders and descenders (defined below) of the type don't collide.

Tracking or Character Spacing

Tracking is the spaces between all the letters in a line of text. It is acceptable to "tighten" or decrease the character spacing for headlines and subheadings, but please do not decrease the character spacing for body text.

Terminology

Typeface vs. Font

A typeface is a family of fonts, e.g. Ubuntu, Times Roman, or Trebuchet. Within a typeface, there are fonts. These are the variations within a typeface. E.g., light, bold, semi-bold, condensed, italic, etc. Each such variation is a different font.

Ascender

The highest part of a font. It appears on letters such as the lower case "k", "l", and "h".

Descender

The lowest part of a font. It appears on the lower case letters such as "g", "y", and "p". It also appears on upper case letter of "Q"

Typefaces

Shaping Destiny Typefaces

Typefaces, are also a key visual component in communicating a brand. Shaping Destiny's official font is Ubuntu for headlines, subheadings, and body copy. It is also specified for online use. When working on a computer without Ubuntu, use Trebuchet as an alternative typeface (pronounced "treb-u-shet" or "treb-u-shay", either pronunciation is acceptable.)

The strong blue color (specified in the section on color) can be used as a background for blocks of text, headings and pop-out statements. The gray color should be used for paragraphs of text. It is more approachable than solid black, but is dark enough to remain readable in text at small sizes.

The gray color is 60% black or 40% transparency. To change the text to gray within Word, with text selected, go to: Format > Font > Text Effects > 40% Transparency.

Primary Typeface

Headlines and subheadings

Ubuntu Bold

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Ubuntu Bold Italic

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Ubuntu Medium

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Ubuntu Medium Italic

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Typefaces

Primary Typeface

Body copy

Ubuntu Regular

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Ubuntu Italic

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Alternative Typeface

Trebuchet Bold

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Trebuchet Bold Italic

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Trebuchet Regular

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Trebuchet Italic

ABCDEFGHIJKLMNOPQURTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Photography

Using Photography

Photography plays a strong role in our visual identity. Careful consideration of its use is important.

Heightens the message
There is real value in using the right images, they help to educate and inspire people, grab attention and communicate quickly.

Provides a clear message when space is limited
Images make it possible to convey a complex message where there is limited room within your communication medium. With an image, you can explain more without taking up too much space. It can prevent the communication from becoming too text heavy and crowded.

Shows those we help as the heart of our mission
Our imagery should reflect the central role of the people we support in delivering Shaping Destiny's values.

Powerfully communicates
Images transcend language barriers making them a powerful communication tool. A good photograph tells a story and helps deliver a strong message

Creates a bond with the viewer
Images are usually the first thing a viewers notices. A good photo can create an emotional tie-in. Photographs can be more effective than text in engaging the reader.

Captions

Photographs can be accompanied by a caption, written in a consistent style. Please maintain consistency. The type of photography used will determine if a caption is needed or not. If the photograph is meant to depict a factual event or situation, a caption will aid in the communication effort. If the photograph is meant to convey a mood or emotional feeling, a caption may not be required and you can let the photograph tell the story.

Whenever possible, captions should be placed over a photograph in the bottom right-hand corner. On dark or deep colored photographs, the caption should be displayed in reversed (white) type. On very light photographs, the caption should be written in gray. If the caption cannot be overlaid on the photograph, it may be placed under it. If a caption is used on a cover page, it should be referenced on a other page, and the caption should begin with an indication of its location.

Photography

Using Photography

Please use high quality images. For web use, photos should be 72dpi. For print, photos should be 300dpi. Don't allow an image to become pixilated by expanding its size too much. You should limit increasing the size of an image to no more than 115% of it's original size.

When cropping a photo try to avoid placing the focus of interest directly in the center of the photo. The composition will become more interesting if you place the point of interest slightly off-center, usually slightly above the horizontal center line.

Please refrain from the use stock photography. Only use photos of our volunteers and the people we aid. Use natural photos of real situations in action. Try to crop photos to focus on people, not their surroundings. Please use full color images whenever possible. It is acceptable to use black and white or grayscale photos but do not use tinted or colorized images.

Proper use

Improper use

Photo taken too far from subjects

Low resolution with subject in the middle of the frame

Duotone, too dark, subject in the middle of the frame

Stationery

Letterhead, Envelope, Business Card

Standard organization stationery Word templates using the Shaping Destiny logo are available by contacting the Program and Partner Relations Coordinator, info@shapingdestiny.org, 1-855-2-ORPHAN (1-855-2-677426). They are available for the letterhead and envelope which can be customized and printed using an ink jet printer. No other letterhead or envelope, may be used for any organization-related correspondence.

Power Point

Power Point Presentations

Standard organization Power Point templates using the Shaping Destiny logo are available by contacting thePartner Relations Coordinator, info@shapingdestiny.org, 1-855-2-ORPHAN (1-855-2-677426). They can be customized and used for approved presentation purposes. All variants (Title, Two-column, Photo, etc.) of the template will be supplied. No other Power Point template can be used.

Email Signature
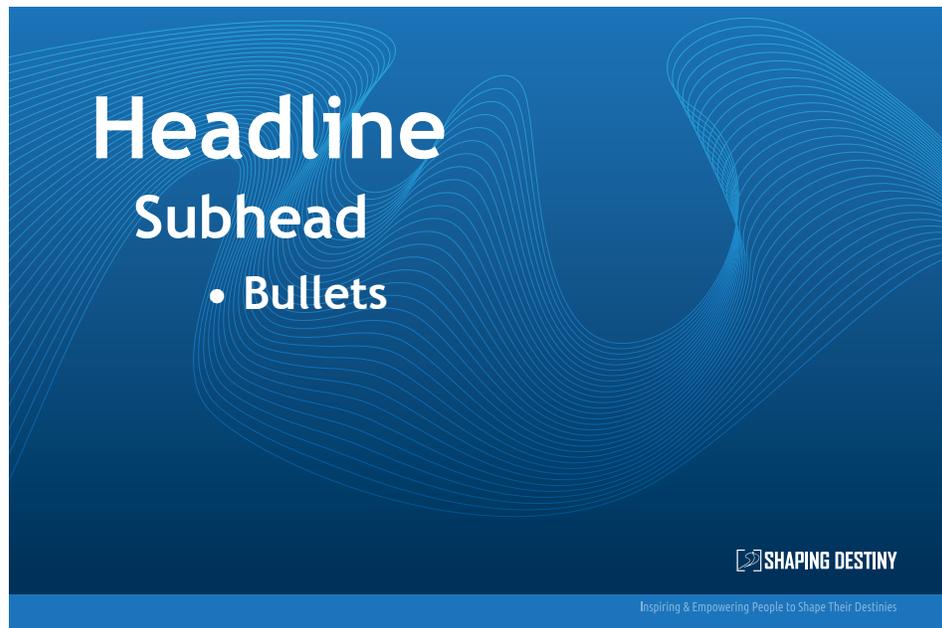
Email Correspondence

A properly sized PNG file is available for insertion into email correspondence. The volunteer or associate's name and contact information must be set up exactly as shown below with the specifications that are listed.

Jane Doe
Title
P.O. Box 200700 Austin, TX 78720
1-855-2-ORPHAN (1-855-267-7426)
https://www.shapingdestiny.org

SHAPING DESTINY

Press Release

Press Release Template

These specifications are provided to assist with the placement of all necessary elements on press releases. Press release template are provided by: the, Program and Partner Relations Coordinator, info@shapingdestiny.org, 1-855-2-ORPHAN (1-855-2-677426). **PLEASE NOTE: All press releases must be approved by Corporate Communication at Shaping Destiny before dissemination.**

Body copy should be created in Arial 10-point type with double-spaced leading. Text is set in 100% black.

The top and bottom margins should be set at 2 inches (52 mm). The right and left margins should be set at 1 inch (26 mm).

Block paragraph format should be used with one return between paragraphs.

Brochure Prototype

Flyer and brochure

The flyer is a standard portrait format A4 size, which is 210 mm wide x 297 mm tall (11.7" x 8.3"). It is printed on one side.

Please follow these guidelines (font, color scheme, logo usage, etc.) and examples within reason for inspiration but don't feel limited to follow the exact template. When using photography, please refer to the photography section of this document starting on page 21.

Use this design as a prototype when developing other brochure formats.
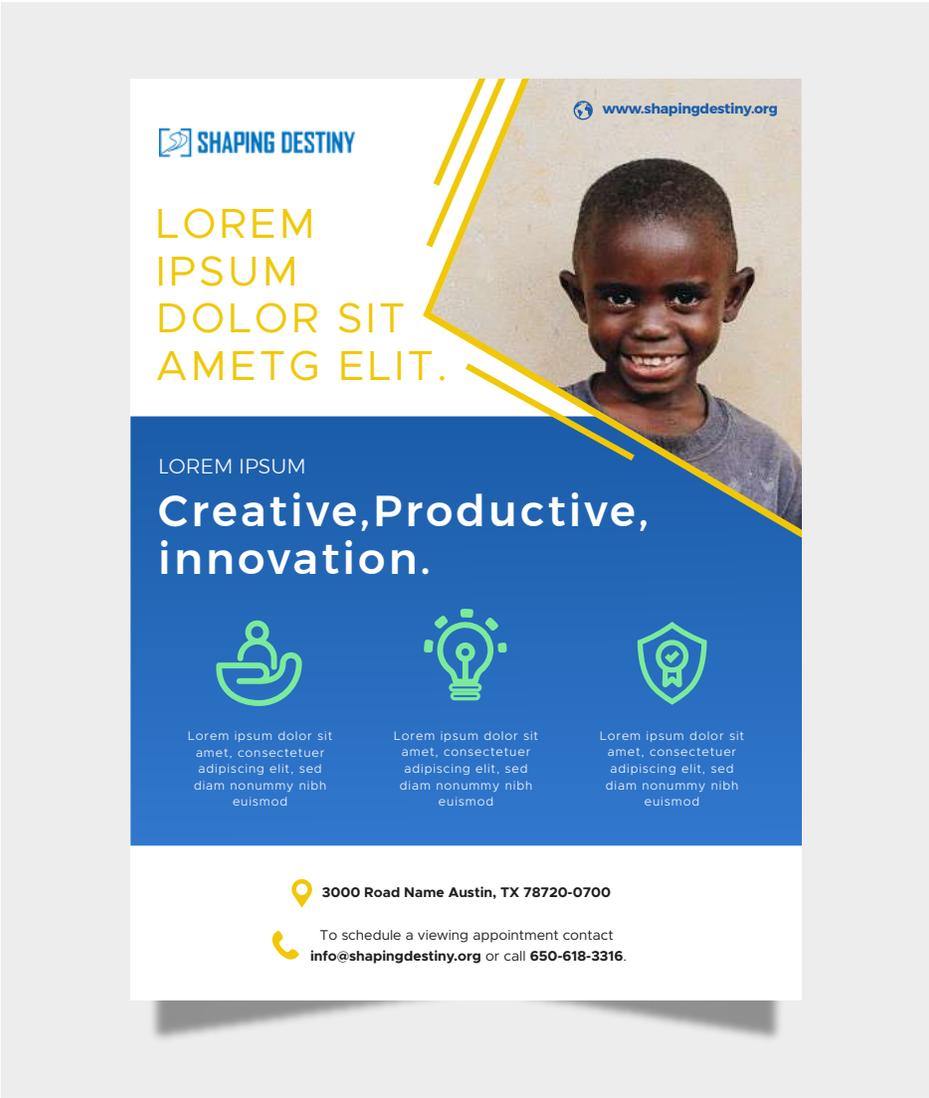
Video

Video Production

When shooting video, 1080p is preferred, but if it is not available to you, 720p is allowed. Please use appropriate dress standards (business casual) nothing revealing, no facial piercings or tattoos should be visible.

It is possible that Corporate Communications can provide editing services, if raw video in the is supplied. Pre-edited video openings and closing along with lower-third graphics for use with interviews can be supplied. Please coordinate videos you may want to provide with Corporate Communications by contacting: the Program and Partner Relations Coordinator, info@shapingdestiny.org, 1-855-2-ORPHAN (1-855-2-677426).

1280x720

1080p

720p

1920x1080

Headline
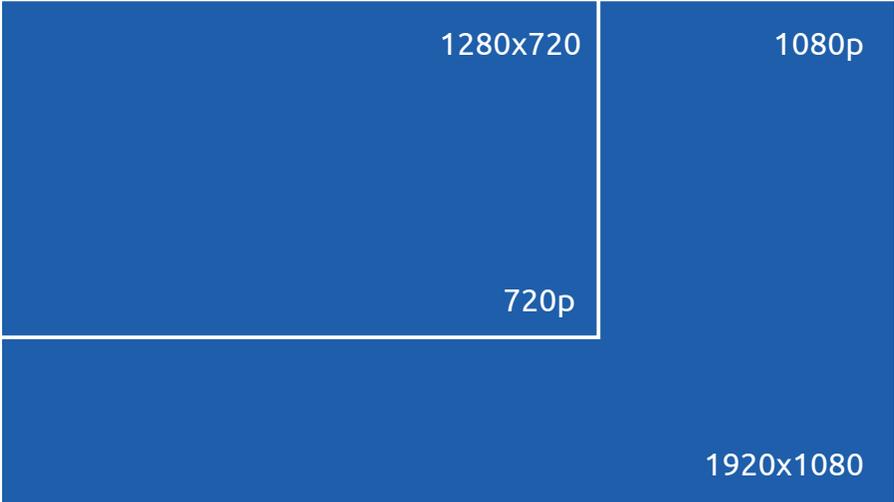
SHAPING DESTINY

This manual has been issued for your convenience as an authoritative guide for any document or other communication that comes from or on behalf of Shaping Destiny.

If you have questions regarding this document, please contact the Program and Partner Relations Coordinator, info@shapingdestiny.org, 1-855-2-ORPHAN (1-855-2-677426).

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SHAPING DESTINY