



**Branding Style Guide 1.1** February, 2012

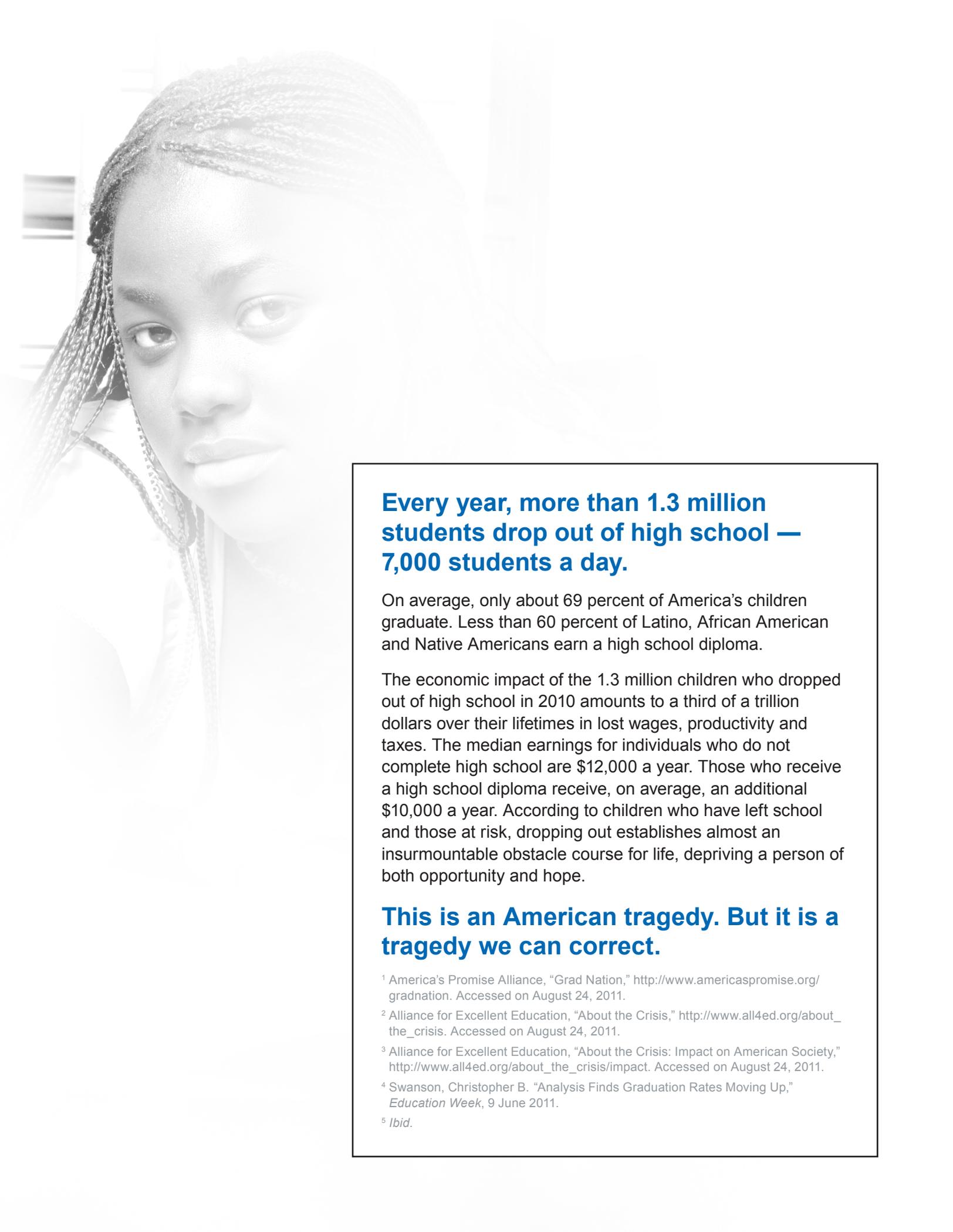
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[AmericanGraduate.org](http://AmericanGraduate.org)

American Graduate is a public media initiative funded by the Corporation for Public Broadcasting to help local communities across America find solutions to address the dropout crisis.

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[cpb.org](http://cpb.org)



## **Every year, more than 1.3 million students drop out of high school — 7,000 students a day.**

On average, only about 69 percent of America's children graduate. Less than 60 percent of Latino, African American and Native Americans earn a high school diploma.

The economic impact of the 1.3 million children who dropped out of high school in 2010 amounts to a third of a trillion dollars over their lifetimes in lost wages, productivity and taxes. The median earnings for individuals who do not complete high school are \$12,000 a year. Those who receive a high school diploma receive, on average, an additional \$10,000 a year. According to children who have left school and those at risk, dropping out establishes almost an insurmountable obstacle course for life, depriving a person of both opportunity and hope.

## **This is an American tragedy. But it is a tragedy we can correct.**

<sup>1</sup> America's Promise Alliance, "Grad Nation," <http://www.americaspromise.org/gradnation>. Accessed on August 24, 2011.

<sup>2</sup> Alliance for Excellent Education, "About the Crisis," [http://www.all4ed.org/about\\_the\\_crisis](http://www.all4ed.org/about_the_crisis). Accessed on August 24, 2011.

<sup>3</sup> Alliance for Excellent Education, "About the Crisis: Impact on American Society," [http://www.all4ed.org/about\\_the\\_crisis/impact](http://www.all4ed.org/about_the_crisis/impact). Accessed on August 24, 2011.

<sup>4</sup> Swanson, Christopher B. "Analysis Finds Graduation Rates Moving Up," *Education Week*, 9 June 2011.

<sup>5</sup> *Ibid.*

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# Why public media?

- For more than four decades, public media has been committed to improving educational outcomes for our nation's most disadvantaged children.
- Public media has the capacity to convene key stakeholders, nonprofit organizations and advocates to identify and bring awareness to important community issues, such as the dropout crisis.
- Public media gives a voice to those who are committed to finding solutions to the dropout crisis.
- Public media partners with universities, businesses and other nonprofit organizations to create other skill-building opportunities for youth that help keep students interested in staying in school and graduating.
- More than 175 public media stations are already involved in youth engagement initiatives or are providing coverage of the dropout crisis.

Public media has long been a source of education, providing students of all ages with programming and teachers with tools to help them better educate America's youth. Through a network of locally owned and operated radio and television stations, along with national and local digital and online tools, public media is uniquely equipped to coalesce community partners, educators and youth to combat the dropout epidemic.

American Graduate: Let's Make It Happen is an investment in public media stations that are working in their communities to address the dropout crisis. The Corporation for Public Broadcasting (CPB) launched the initiative in May 2011 with local activation and national coverage beginning in the fall of 2011.

"As a nation, we have an obligation to educate our kids," said Patricia Harrison, CEO of the Corporation for Public Broadcasting. "Public Media has the content, tools and relationships to help create a national conversation about the dropout epidemic in our country. The American Graduate initiative will utilize all public media platforms to address this problem."

# Brand Proposition



A successful brand begins with a proposition, a promise of what the initiative will deliver.

**We are united in our commitment to help communities find solutions to the dropout crisis in America.**

Everything we do that is a part of American Graduate: Let's Make It Happen will be to fulfill this promise to the nation.

# Why a consistent brand?

The full potential of American Graduate: Let's Make It Happen will be realized only if we work together to create and maintain a consistent brand identity. Locally and nationally a consistent brand identity will convey the unity, clarity, strength, credibility and sense of possibility necessary for us to succeed. The brand identity of this initiative also must embody the qualities of trust and commitment we have worked so hard to achieve.

The brand identity of this initiative is more than a logo. It is who we are, what we are and how we look, speak, listen and behave. We will communicate the brand identity of this initiative in everything we do — in the images we use, the words we write, the information we provide and the mediums we choose. If our communications are unclear, disconnected and ineffective, that will be our brand identity.

We must generate understanding through clear, consistent and accessible content delivered in the right way to the right people. We must tell stories that inspire people to care and believe that we can make a difference. We must create a “united force” on air, online, in print and in our communities through partnerships, content, engagement and educational tools that represent our brand identity.

**We must be united in our work, our approach and our commitment.**

**When American Graduate: Let's Make It Happen is successful, we will see positive outcomes for our young people, our nation and public media.**

# Logo Elements

The CPB logo must be present when using the American Graduate logo. See pages 9 and 10.



The American Graduate logo consists of the following four elements.

1. American
2. Graduate
3. Mortar Board
4. Let's Make It Happen

All elements must be used intact in all applications.

The stacked version is the primary logo and should be used when possible. The horizontal version is provided to accommodate instances when the stacked doesn't fit the area.

The American Graduate: Let's Make It Happen logo includes three colors. Pantone, HEX codes, RGB and CMYK separations are listed below. It can also be used in black or reversed, preferably out of one of the three logo colors.

**The logo must be used in full color except for instances when it is not possible.**



**PMS 293**

**CMYK**

100, 68, 0, 2

**RGB**

3, 104, 177

**HEX**

0368b1



**PMS 185**

**CMYK**

0, 92, 76, 0

**RGB**

239, 63, 66

**HEX**

ef3f42



**PMS 430**

**CMYK**

33, 18, 13, 37

**RGB**

148, 156, 161

**HEX**

949ca1

All versions are saved in multiple formats and can be downloaded from [AmericanGraduateResources.org](http://AmericanGraduateResources.org)

# Incorrect Logo Use

The correct variations of the logos can be found online.

[AmericanGraduateResources.org](http://AmericanGraduateResources.org)



Do not change the appearance, shape, color or size of any element of the logo.



Do not use the elements of the logo independently from one another.



Do not cut off any part of the logo.



Do not change the proportions of any part of the logo.



Do not customize or modify the logo in any way.

# CPB Recognition

## And Funding Credit

Stations are required to include the CPB logo and the approved funding credit. If you have questions, please contact Matt Huelskamp at 314.512.9117 or [mhuelskamp@ketc.org](mailto:mhuelskamp@ketc.org).



American Graduate: Let's Make It Happen is funded by the Corporation for Public Broadcasting. CPB funding must be recognized in all communications. The CPB logo must accompany the American Graduate logo, using one of the approved graphics available on the American Graduate Resources site.

In print and online, the stacked CPB logo is preferred. For the on-air funding credit, see below.



The CPB blue is the same as the blue used in the American Graduate: Let's Make It Happen logo. Pantone, HEX codes, RGB and CMYK separations are listed below. It can also be used in black or reversed.

**PMS 293**

**CMYK**  
100, 68, 0, 2

**RGB**  
3, 104, 177

**HEX**  
0368b1

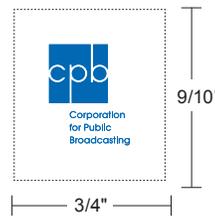
### On-Air Funding Credit

We have prepared an on-air funding credit that is available to view and download at [AmericanGraduateResources.org](http://AmericanGraduateResources.org). You may use the credit as is or with a local voice using the following language.

**[This Program] is part of American Graduate: Let's Make It Happen, a public media initiative made possible by the Corporation for Public Broadcasting.**

# Using the Logo

The CPB logo must be present when using the American Graduate logo.



The stacked version is the primary logo and should be used when possible.

## Side-by-Side Presentation

When using the stacked version of American Graduate: Let's Make It Happen logo, match the full height of the stacked CPB logo.

When using the horizontal version of the American Graduate: Let's Make It Happen logo, the height of the CPB box should match the height of the mortar board.

## Minimum Free Space

Stacked Logo: One "R" in *Graduate* (gray area)  
Horizontal Logo: Two "R"s in *Graduate* (gray area)

## Minimum Sizes

Stacked Logo: 1" x 1 3/4"  
Horizontal Logo: 2 1/4" x 3/4"  
CPB Logo: 3/4" x 9/10"

# Tone and Style of Imagery

Photographs and illustrations make strong impressions on our audiences. Even more, the faces and eyes of young people carry a lot of emotion. A wide range of expressions can help tell the story. By far, the best emotion for this initiative is hope.

An important factor is showing a diversity of ethnicity, race, culture, sex and age.

Shooting your own portraits can make a strong connection with your community.



Usage rights for these portraits can be purchased at [iStockPhoto.com](https://www.istockphoto.com)

Additional promotional images will be available throughout the initiative. [AmericanGraduateResources.org](https://www.AmericanGraduateResources.org)

# Typeface

## American Graduate Let's Make It Happen

abcdefghijklmnopqrstuvwxy1234567890

## American Graduate Let's Make It Happen

abcdefghijklmnopqrstuvwxy1234567890

For continuity and simplicity, it is recommended that all communications use one font.

**Arial Bold for Headlines**

Arial Regular for Body Copy

# Color Palette

## Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris volutpat lorem a nunc tempor.

## Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris volutpat lorem a nunc tempor.

## Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris volutpat lorem a nunc tempor.

When possible, use the blue, red and gray color palette for headlines and backgrounds.

White is the preferred background color for use with the full-color logo and with the grayscale images (noted on the previous page).



**PMS 293**

**CMYK**  
100, 68, 0, 2

**RGB**  
3, 104, 177

**HEX**  
0368b1



**PMS 185**

**CMYK**  
0, 92, 76, 0

**RGB**  
239, 63, 66

**HEX**  
ef3f42



**PMS 430**

**CMYK**  
33, 18, 13, 37

**RGB**  
148, 156, 161

**HEX**  
949ca1

# Key Messages

As American Graduate: Let's Make It Happen generates awareness and visibility of the dropout crisis, you might be asked by the media or other stakeholders to discuss your program as part of the initiative.

Following is a set of key messages that provide language to help you identify your program as part of the American Graduate initiative in conversations with media and partners/collaborators.

## Program Descriptions

### Short Versions

- American Graduate is a public media initiative funded by the Corporation for Public Broadcasting to help local communities across America find solutions to address the dropout crisis.
- [Station or Program] is part of American Graduate: Let's Make It Happen, a public media initiative made possible by the Corporation for Public Broadcasting.
- American Graduate: Let's Make It Happen, launched by the Corporation for Public Broadcasting in May, is an investment in public media stations that are working with their communities to address the dropout crisis.
- The Corporation for Public Broadcasting has also invested in national programming, such as [Station or Program], to focus greater attention on the dropout crisis.
- Public media has long been a source of education, providing students of all ages with programming and teachers with tools to help them better educate America's youth.

### Long Version

- American Graduate is a public media initiative funded by the Corporation for Public Broadcasting to help local communities across America find solutions to address the dropout crisis. The initiative builds on public media's long-standing commitment to education by convening conversations and strengthening partnerships between public radio and television stations and local schools, businesses and community organizations to help students stay on the path to a high school diploma.

## Boilerplate

### • About "American Graduate: Let's Make It Happen"

The public media initiative, American Graduate: Let's Make It Happen <<http://www.americangraduate.org>> , is helping communities across America identify and implement solutions to address the high school dropout crisis. Supported by the Corporation for Public Broadcasting <<http://www.cpb.org>> (CPB), the multi-year campaign is designed to raise awareness and dialogue through national and local multiplatform programming. Targeting communities with highest dropout rates, the initiative also increases local engagement and action through collaborations and partnerships, and increases student engagement through teacher professional development and classroom curricula. Public radio and television stations – locally owned and operated – reach 99% of the country over the air, have built models for successful intervention in early learning, and have deep connections in the communities they serve. Nearly 300 partnerships have been formed locally through American Graduate and CPB is partnering with America's Promise Alliance and the Bill and Melinda Gates Foundation. Visit American Graduate on Facebook <<http://www.facebook.com/americangraduate>> , Twitter <<https://twitter.com/#!/amerigrad>> or AmericanGraduate.org <<http://www.americangraduate.org>>.

# Promotion of Online Properties

AmericanGraduate.org • cpb.org  
Facebook.com/AmericanGraduate



AmericanGraduate.org  
Facebook.com/AmericanGraduate



Corporation  
for Public  
Broadcasting

cpb.org

The American Graduate: Let's Make It Happen website consolidates all public information. Ideally, the web address should appear with the logo. Secondly, if space permits, the CPB web address should be included.

If applicable, the American Graduate: Let's Make It Happen Facebook page should be promoted.

Capitalize the "A" and "G" in both URLs to help legibility.

A Quick Response (QR) code linking to AmericanGraduate.org can be downloaded from **AmericanGraduateResources.org**



# Combining your station's identity with the American Graduate brand.

Our overall goal is to achieve strong national brand identity for the American Graduate initiative. However, the heart of the initiative lies in every community and the local identity of every participating station. The balance of two or more brands always presents challenges. Therefore, we encourage stations to confer with us on a case-by-case basis, particularly in the beginning. We will work with stations to achieve the appropriate balance. And, we will post examples of best practices as they are developed.