



# BRAND GUIDE

Effective July 1, 2017



# CONTENTS

|                        |           |
|------------------------|-----------|
| <b>Introduction</b>    | <b>3</b>  |
| <b>Messaging</b>       | <b>4</b>  |
| <b>Audiences</b>       | <b>10</b> |
| <b>Visual Elements</b> | <b>17</b> |
| <b>Assets/Contact</b>  | <b>22</b> |

# INTRODUCTION

As the world turns its attention to the future of journalism and democracy, our organization's role in cultivating critical thinkers and sparking civic engagement is increasingly important. This brand identity is a refinement and development of the existing brand, designed to represent the News Literacy Project as the innovative educator and movement-building organization that it is.

A brand is only as strong as the consistency of the communications materials that convey it. Therefore, it is crucial that we use our new brand criteria as outlined in this document. Everyone involved in communicating with the audiences of the News Literacy Project has a responsibility to apply the identity in a consistent and accurate way. This document contains guidelines for both written content and visual elements.



# MESSAGING

# MISSION STATEMENT

The News Literacy Project (NLP) is a nonpartisan national education nonprofit that works with educators and journalists to teach middle and secondary school students how to sort fact from fiction in the digital age. NLP provides these students with the essential skills they need to become smart, active consumers of news and information and engaged, informed citizens.

News literacy teaches that all information is not created equal. It helps young people use the aspirational standards of quality journalism to determine what they should trust, share and act on. It also fosters an understanding of the importance of the First Amendment and a free press in a democracy—particularly when journalists serve in watchdog roles.

# POSITIONING STATEMENT

*This statement is intended for internal use or as an “elevator pitch”.*

We are spearheading a movement to make news literacy and awareness a standard practice in classrooms and beyond. As leading experts, we provide high quality tools, services, and content to cultivate news-literate, critical thinkers. Our vision for an empowered, news-literate future public will be further realized by expanding our purview to partner with organizations in need of our creative and comprehensive solutions. What we offer supports civil democracy and upholds critical journalism in the digital age.

# BRAND BELIEFS

## *What we stand for.*

We believe that news literacy, critical thinking and awareness are required survival skills in the digital age.

We believe that, now more than ever, these skills are necessary for the health and future of our democracy.

We believe that through our work, we help audiences better understand the role and process of responsible journalism. This in turn increases demand for higher quality news reporting and accountability.

# VALUES

*What is important to our organization's operation.*

Accuracy & Accountability

Public Interest

Individual Agency

Connected and Collaborative Learning

# PERSONALITY & TONE

## Personality

*The way in which we think, act, and present ourselves.*

Rational and Articulate

Courageous and Uncompromising

Adaptable and Collaborative

Inventive and Intelligent

Forward-looking and Optimistic

## Tone

*The way in which we speak and communicate.*

Determined yet Pragmatic

Unpretentious and Accessible

Candid and Fact-driven



# AUDIENCES

# AUDIENCE GROUPS

## **Educators and Learners**

(Product consumers) Teachers, students, and schools that seek content, resources, and tools to implement innovative lessons on critical-thinking, news literacy, and democracy.

## **Technology Partners**

Companies and startups that would like to counteract their role in the spread of fake news and contribute to a higher quality experience for their users.

## **Supporters**

Institutional allies, civic organizations, foundations and others who share our values and would like to invest in critical thinking in our democracy.

## **Media Influencers**

Journalists and news organizations that would like to help build awareness of the News Literacy Project offerings and participate in its ongoing programs.

## **Thought Leaders**

Scholars, writers, and others in the news literacy space that can provide expertise and more extensive reach.

# Audience: Educators

Goal: Adopt the News Literacy Project's digital products and resources to guide critical thinking and news literacy learning goals.

## Benefits

NLP offerings are high-quality, engaging, and relevant to me.

I can trust the information I am consuming.

NLP platform is Intuitive and easy to use.

NLP provides a comprehensive collection of news literacy lessons and resources for the classroom.

## Reasons to Believe

Our services and resources are developed in house, based on research and best practices, and with input from journalists, educators and subject-matter experts.

The Checkology platform offers a way for educators to manage, track, and comment on student progress.

The Checkology platform is free and accessible.

The Checkology platform is intuitive and can be applied across a variety of learning levels.

NLP programs offer direct engagement between professional journalists and students in the classroom, with many lessons led by journalists and subject-matter experts.

## Personality

**Confident and Daring**

Inventive and Intelligent

## Tone

**Unpretentious and Accessible**

Candid and Fact-driven

# Audience: Technology Partners

Goal: Seek The News Literacy Project for their expertise and to counteract their role in the spread of fake news.

## Benefits

Provides a proactive and responsible approach to thinking critically about content on our platforms

Provides us credibility because of their reputation in the field.

Partnership is mutually beneficial to our core business and our role as a good corporate citizen.

## Reasons to Believe

Services and resources are unique and have been developed by practicing experts in the subject matter.

News Literacy Project offerings provide real solutions for users on our networks.

## Personality

**Adaptable and Collaborative**

Inventive and Intelligent

## Tone

**Candid and Fact-driven**

Determined yet Pragmatic

# Audience: Supporters

Goal: Encourage to invest in critical thinking and democracy through supporting the News Literacy Project.

## Benefits

The News Literacy Project provides the tools for learning news literacy that is much needed in today's digital age.

The News Literacy Project provides me data and analysis that supports my work.

Supporting free speech, critical thinking, and the public's interest is critical for the health and future of our democracy.

## Reasons to Believe

The News Literacy Project has a sustainable model that can scale.

NLP provides data and reports with strong and specific assessment results.

Have a proven track record of successful outcomes.

The News Literacy Project provides free and accessible knowledge, resources, and tools to support the health of our democracy and its future.

## Personality

**Courageous and Uncompromising**

Forward-looking and Optimistic

## Tone

**Unpretentious and Accessible**

Determined yet Pragmatic

# Audience: Media Influencers

Goal: Build awareness for The News Literacy Project and our offerings as well as become active participants of our programs.

## Benefits

The News Literacy Project supports and validates my work as a journalist and creates demand for responsible news.

Helps audiences understand the role and process of news journalism and its importance in a democracy.

The News Literacy Project upholds the key values of journalism and critical thinking in a democracy.

The News Literacy Project helps turn the tide against fake news.

## Reasons to Believe

The News Literacy Project is helping the public know what to trust by providing tools to sort fact from fiction.

As a media influencer, I can engage directly with students and teachers in a classroom setting.

The News Literacy Project provides knowledge, resources, and tools to support the health of our democracy and its future.

## Personality

### Rational and Articulate

Adaptable and Collaborative

## Tone

### Candid and Fact-driven

Determined yet Pragmatic

# Audience: Thought Leaders

Goal: Participate in programs, contribute to resources, and articulate ideas to help lead on critical thinking and news literacy.

## Benefits

The News Literacy Project allows me to participate in creating solutions.

The News Literacy Project provides an effective model that will benefit my work, students, and our democracy.

The News Literacy Project provide me opportunities to reach new audiences.

## Reasons to Believe

Our services and resources are developed in house, based on research and best practices, and with input from journalists, educators and subject-matter experts.

The News Literacy Project has long standing relationships with various school districts.

News Literacy Project has a sustainable model that can scale and a proven track record of successful outcomes.

The News Literacy Project provides data and reports with strong and specific assessment results for critical audiences.

## Personality

### Rational and Articulate

Courageous and Uncompromising

## Tone

### Determined yet Pragmatic

Candid and Fact-Driven



# VISUAL ELEMENTS

# LOGO USAGE

The NLP logo has two versions: one with the tagline, one without.

## No Tagline (main version)



## With Tagline



## Inverted (dark backgrounds)



The proportions or colors of the logo should never be altered. The logo files include the main, inverted and grayscale version to fit all print and online needs.

The "safe area" of the logo (the space around it at any given size where no other elements should appear) is defined by the size of one of the circle elements at that size. No other logos or graphics should appear in this area.



# COLOR PALETTE

The NLP color palette consists of the six colors in the gradient as well as the grey text color. The gradient in the logo represents a light and the concept of illumination. These colors can and should be used outside of the gradient context; however, colors that appear next to each other in the gradient should not be used next to each other elsewhere.



|         |           |            |            |             |             |             |                |
|---------|-----------|------------|------------|-------------|-------------|-------------|----------------|
| Hex     | #01E2B9   | #13A89B    | #217882    | #2B5972     | #363560     | #3D1D54     | #454649        |
| RGB     | 1/226/185 | 19/168/155 | 33/120/130 | 43/89/114   | 54/53/96    | 61/29/84    | 69/70/73       |
| Pantone | 3255 C    | 326 C      | 7474 C     | 3025 C      | 5265 C      | 2627 C      | Cool Gray 11 C |
| CMYK    | 50/0/37/0 | 68/3/38/9  | 87/7/34/23 | 86/39/23/33 | 74/74/13/37 | 65/100/5/40 | 44/34/22/77    |

# TYPOGRAPHY

For consistency, typefaces should be used with this hierarchy across all materials. Note that while font size may change depending on the circumstances, they should always be roughly the same relative to each other.

## HEADINGS

Roboto Bold, All Caps, 48pt, usually #217882

### Subheadings

Bree Serif, 22pt, Tracking 25, usually #3D1D54

### Minor Headings

Roboto Medium, 14pt, usually #217882

Paragraph/Body Copy

Roboto Light, 10pt, usually #4D4E51

**Captions**

Roboto Medium Italic, 10pt, usually #3D1D54

# PHOTOGRAPHY

Considering the space in which NLP operates, there are several overarching guidelines to keep in mind. Awareness of power structure across race, class and gender is important, especially when showing young students. Make sure to balance perceptions and portrayals between photos, and highlight students speaking on their own behalf.

## Use images of...

- Diversity in people, location, and learning styles.
- Students interacting in an authentic way
- Teachers interacting in an authentic way
- Students interacting with news and journalists
- Students using the NLP tools
- Both male and female teachers and journalists

## Avoid showing...

- Photos that convey gender and/or racial stereotypes
- Physical contact among teachers and students
- Stock photos
- Low-quality or low-resolution photos
- Photos that appear staged



# ASSETS/CONTACT

# ASSET DOWNLOAD

{download links here when all assets are finalized}

# CONTACT

For questions regarding this brand guide, please contact:

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